



/SoCal



**NEW YOU IN 28 DAYS**

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## DISCOVER A NEW YOU

A new you starts with the decision to change. Whatever led you to the point of wanting to change, whether it be poor health, physical discomfort, or simply wanting to live more fully in the body you inhabit, the changes you make in the next 28 days will breed healthy new habits that will ultimately lead to fat loss, muscle gain, clearer thought, and more energy to live the life you want and deserve.

The most important point of this 28 Days to a New You guide, is building a foundation for healthy habits that you can fall back on after the 28 days, instead of falling back on the old unhealthy habits.



*“If you wait for the perfect conditions, you will never start.”*



## COMMIT TO CARVING OUT TIME

Do you know how important you are? You are a valuable, important, and integral part of your world. And you will only be able to give your best to your family, job, friends, and loved ones if you are operating on all cylinders. Taking care of yourself should be a top priority. No excuses.

It's been said that you won't ever find time for the gym, which is why you have to make it.

## COMMIT TO CARVING OUT TIME (CONT.)



### *HOW TO MAKE THAT HOUR FOR THE GYM*

There are several ways to make gym time happen. It depends on your situation at home, whether you have children that need tending, and how rigorous your work schedule is, but be ruthless. Carve at least half an hour of time for yourself to spend at the gym training your body, and creating fit habits in your life.

#### **Here are some common ways people make time for the gym:**

- » Get up earlier: can you set the alarm back a bit and hit the gym before work?
- » Limit digital entertainment: can you cut back on TV and Social Media consumption =to make some extra time for your health?
- » Stay up later: can you cruise down for an after dinner workout?
- » Hit the gym on your lunch break: will your boss let you have a flexible work schedule?
- » Cut back on social engagements: how much is your social time cutting into your personal care?
- » Delegate more: what in your life can you delegate? Is it possible that someone could take some of your more time-consuming responsibilities off your shoulders?
- » Make it a family affair: can you turn family time into family gym time by hauling all the troops down to the club to get some physical activity?



## START A FITNESS ROUTINE

If getting out of a stagnant physical rut seems like a monumental hurdle, fear not. You don't have to scale Mt. Everest tomorrow.

Clearing space on your calendar to make time for you, implementing a new workout routine, and starting to eat healthier are all small adjustments you can make in your life, that over time, become natural habits that will drastically improve your quality of life. Quickly give yourself more self-confidence, a healthier body, and a sense of control of your future fitness.



## START A FITNESS ROUTINE (CONT.)



### ***SCHEDULE YOUR GYM TIME***

Remember when we made time to hit the gym? Now we put it on our calendar. No joke, literally get out your calendar and schedule in your gym time during your day. Putting it on your calendar not only prevents you from scheduling in something else during that valuable space, it reminds you of how important that time is to you. Don't forget to leave a buffer on either side of that time for travel to and from the gym, and clean up if you have to go straight back to work.

### ***HOW OFTEN TO SWEAT IT OUT***

One mistake people often make when starting a new workout routine, is promising themselves that they are going to hit the gym every day. This isn't realistic! If you are coming straight off the couch, aim for a more moderate goal of 2-3 days a week, and then work your way up to 4-5 days a week.

### ***Trainer Tip***

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Not only does the body need rest and recovery time for muscles to heal from strenuous activity, but you are more likely to feel empowered by this new routine if you do happen to make an extra day or two work, than if you set a lofty goal and fail to meet it.

A good rule of thumb is to underpromise and overdeliver, even when dealing with yourself.



## START A FITNESS ROUTINE (CONT.)



### SET REALISTIC GOALS

Goals help us get from point “A” to point “B.” If we didn’t have goals, we’d get in the car and never end up anywhere. The most important aspect of any goal is that it be realistic. A person doesn’t get in the car one morning in California and say, “I think I’ll drive to New York and have lunch with my brother.” That’s not realistic.

***Another important aspect of a fitness goal is that it be objective, as opposed to subjective. You should be able to easily measure whether you achieved your goal at the end of 28 days.***

An objective goal would be to lose 5 pounds. A subjective goal would be to feel happier at the end of 28 days than you were when you started. It’s a lot harder to measure happiness than it is to measure a 5 pound weight loss.

Different types of goals will determine how aggressively you will set your goals. Whether or not you can control the variables has a huge impact on your success rate. For example, setting a goal of drinking 8 glasses of water each day for 28 days is likely something you can control. Even if you had to drink two glasses of water back-to-back right before bed, you could make it happen. It might be an uncomfortable night, but you could make it happen.



## START A FITNESS ROUTINE (CONT.)

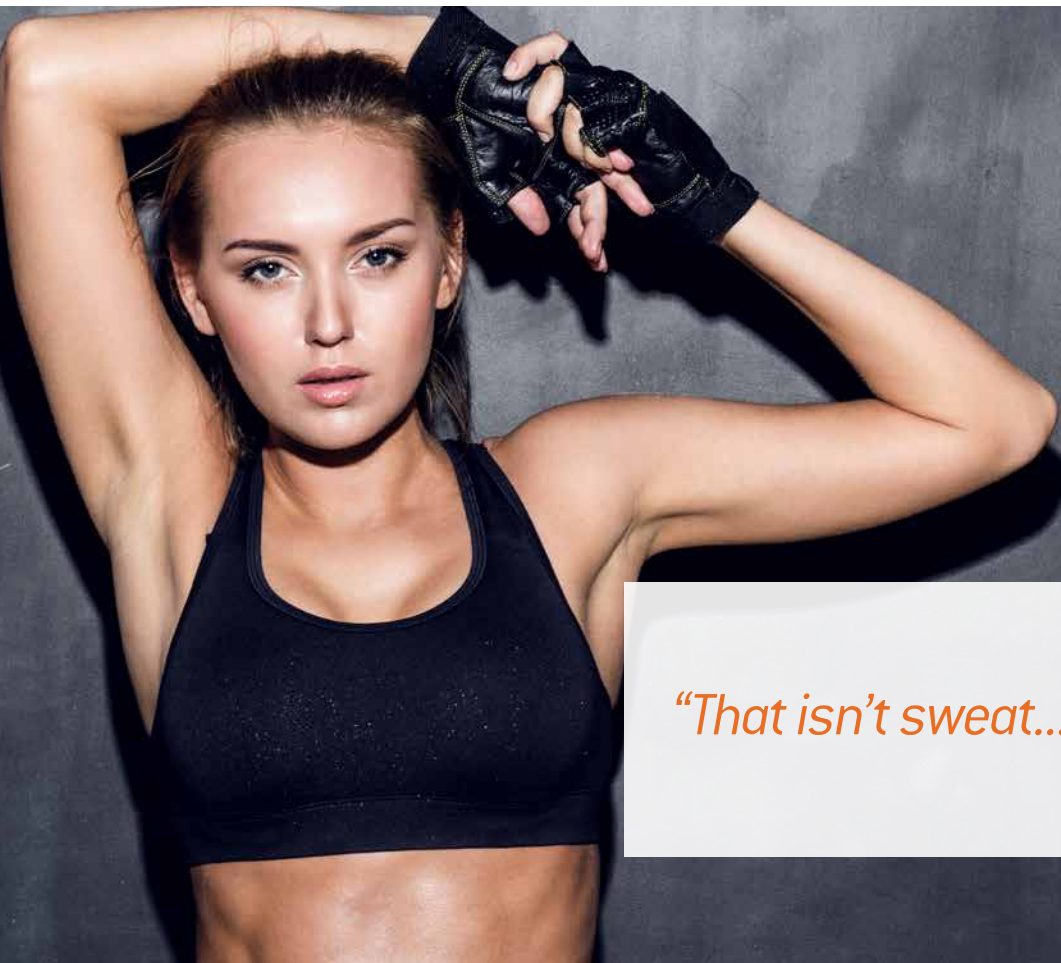
### *Tip:*

If you intend to set a body fat or weight loss goal, it's highly recommended that you meet with a personal trainer or fitness professional who can help you set a realistic goal based on your current body composition. Weight loss and body fat changes are highly dependent on metabolism and other factors specific to the individual.

Goals with less variable control, such as weight loss or muscle gain, are more difficult to set and meet aggressively, unless you have been working out regularly for a very long time and know your body and how it reacts to specific foods and types of training.

**Here are some great goals that would be attainable in 28 days, and would help build a solid foundation for the healthy habits that promote weight loss, muscle gain, and long-term health and fitness.**

- » Drink 8 glasses of water each day
- » Eat 5-6 small meals each day
- » Try at least 2 new group exercise classes each week at the gym
- » Go to the gym 2-4 days per week (this would depend on how active you already are and your available time)
- » Lose 5 pounds
- » Lose 2% body fat
- » Build 2 pounds of muscle
- » Lose 1 inch from around your waist



*“That isn’t sweat...that’s liquid awesome.”*

## GET SWEATY

Now that you have a plan, goals are set, and your gym time is securely penciled in on your calendar, it’s time to hit the gym. Being prepared with all the right gear, and a plan of attack for what to do when you get there will allow you to simply show up, check off your designated tasks, and move on, avoiding any confusion or frustration.



## GET SWEATY (CONT.)



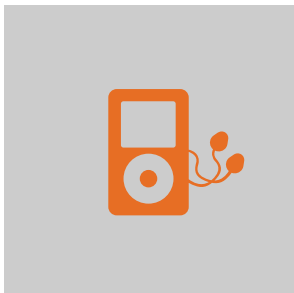
### WHAT TO PACK FOR THE GYM

There are certain “don’t leave home without ‘em” workout necessities that most regular gym goers won’t exercise without. These items help keep you comfortable, safe, and in some cases, can even help increase your performance.



#### Athletic Shoes

Get some good athletic shoes, and consider purchasing some with adequate support if you plan on incorporating running into your routine.



#### iPod or MP3 Player w/ Headphones

If you work out alone, listening to music or pods while you sweat can make the time go by faster. Some people even bring their phone or kindle and read books while they do cardio on the elliptical to make the time go by faster. Just be sure to use safety measures and always use handrails and attach the emergency stop cord to your person.



#### Water Bottle

Most gyms offer a water fountain or two, but it helps to have your own water bottle to carry with you for convenient rehydrating. Staying well hydrated will not only ensure maximum performance, it is an absolutely necessary component of any weight loss or muscle building program.

## GET SWEATY (CONT.)

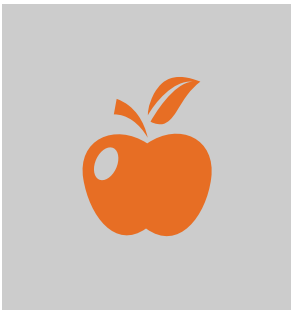


### Activity-Specific Equipment

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This could include anything that pertains to an activity you plan on doing. For example, if you plan on lifting heavy free weights, or doing a lot of pull-ups, you may even want to bring a set of weight lifting gloves. Here are a few more examples:

- » Yoga mat
- » Kickboxing wrist wraps
- » Swimsuit and goggles
- » Zumba bell bracelets
- » Climbing shoes/gear
- » Basketball
- » Racquetballs/racquet
- » Tennis balls/tennis racquet



### Snacks

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Packing a few snacks might be a good idea if you plan on heading straight to the gym from work, or might be staying there longer than a couple of hours. Bars make a good emergency snacks for your gym bag, and asking your gym's personal trainer for recommendations on a favorite go-to brand is a good place to start.



### Your Written Plan

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It doesn't hurt to write down your plan ahead of time, and bring it with you on a piece of paper. You might think you have all your exercises mapped out in your head, but once you get there, it's best to have your roadmap written down on paper to avoid any detours or potholes. Even if you plan on taking a workout class, write it down.



## GET SWEATY (CONT.)



### Your Check-in Card



Most gyms have a check-in card that gives you access to the facilities. Keep it on your keychain, or in your wallet, and be sure to have it when you leave the house.

### A Bag To Keep It All In



And of course, you'll need a gym bag to keep it all in. You can use anything from a purse to a backpack, to a duffel bag, depending on your size requirements and personal taste.

## GET SWEATY (CONT.)



### ***MAKING THE MOST OF YOUR PRECIOUS GYM TIME***

You've done it! You carved out the hour, packed your gym bag, laced up your shoes, and now you can make the most of your precious fitness time. The idea behind maximizing your time at the gym is to burn the most amount of calories or recruit the most amount of muscles, burning the most amount of energy in the time you are allotted as possible.

You may have days when you aren't in such a rush, but for those times when you absolutely must get in, get it done, and get out, here are several smart ways to maximize your time at the gym.

#### **Work Big Muscle Groups**

Big muscle groups burn more energy (calories) than smaller muscle groups in the same amount of time. Consider this: You could do 10 bicep curls with a weight in each hand, and then do 10 leg extensions. Each of these exercises would have taken you roughly the same amount of time, but the leg extensions would have required your body to recruit WAY more real estate in muscle to get the job done. Your quadricep complex is a much larger muscle group than your biceps are.

If you know you won't have much time to spend at the gym, consider working large muscle groups like the chest, back, quads, glutes, and hamstrings.



## GET SWEATY (CONT.)



### Focus on Compound Moves

To take the concept of large muscle groups to the next level, you could plan on using compound exercise moves to get the most out of your time at the gym. Compound moves are ones that include more than one joint movement at the same time.

Let's use our example of the leg extension exercise when working with big muscle groups, and turn that into a compound movement. Instead of using a leg extension machine, we could do a squat. That would involve movement not only at the knee joint, but also all the joints in the feet, the ankles, and the hips.

You are now exercising not only your quadricep complex, you have also incorporated several other muscle groups into the fire now, increasing the energy expenditure, and further increasing the value of your time at the gym.

**Here are some excellent suggestions for compound exercises that will burn massive calories, helping you reach your goals faster in less time:**

- |            |                    |                     |
|------------|--------------------|---------------------|
| » Pull-ups | » Bicycles         | » Lunges            |
| » Rows     | » Bench dips       | » Deadlifts         |
| » Push-ups | » Shoulder Presses | » Kettlebell swings |
| » Sit-ups  | » Squats           |                     |



## GET SWEATY (CONT.)



### Consider HIIT

HIIT, which stands for high-intensity interval training, is an exercise strategy that alternates short bursts of high intensity activity with rest periods. These workouts typically range anywhere from 4-30 minutes and have been shown to increase fat burning.

HIIT can be as complicated as a Tabata, which alternates 20-second maximum intensity cardio activity followed by a 10-second slow recovery repeated 8 times for a total of 4 minutes, or as simple as merely hopping on the treadmill every 10 minutes or so during your weight training time, and running at full speed for 1 minute.

The idea is to get your heart rate up into the anaerobic zone randomly during your workout. Even a few bursts during a short 30-minute weight training session can increase your metabolism and have you burning more fat for hours after the gym.

### Take a Class

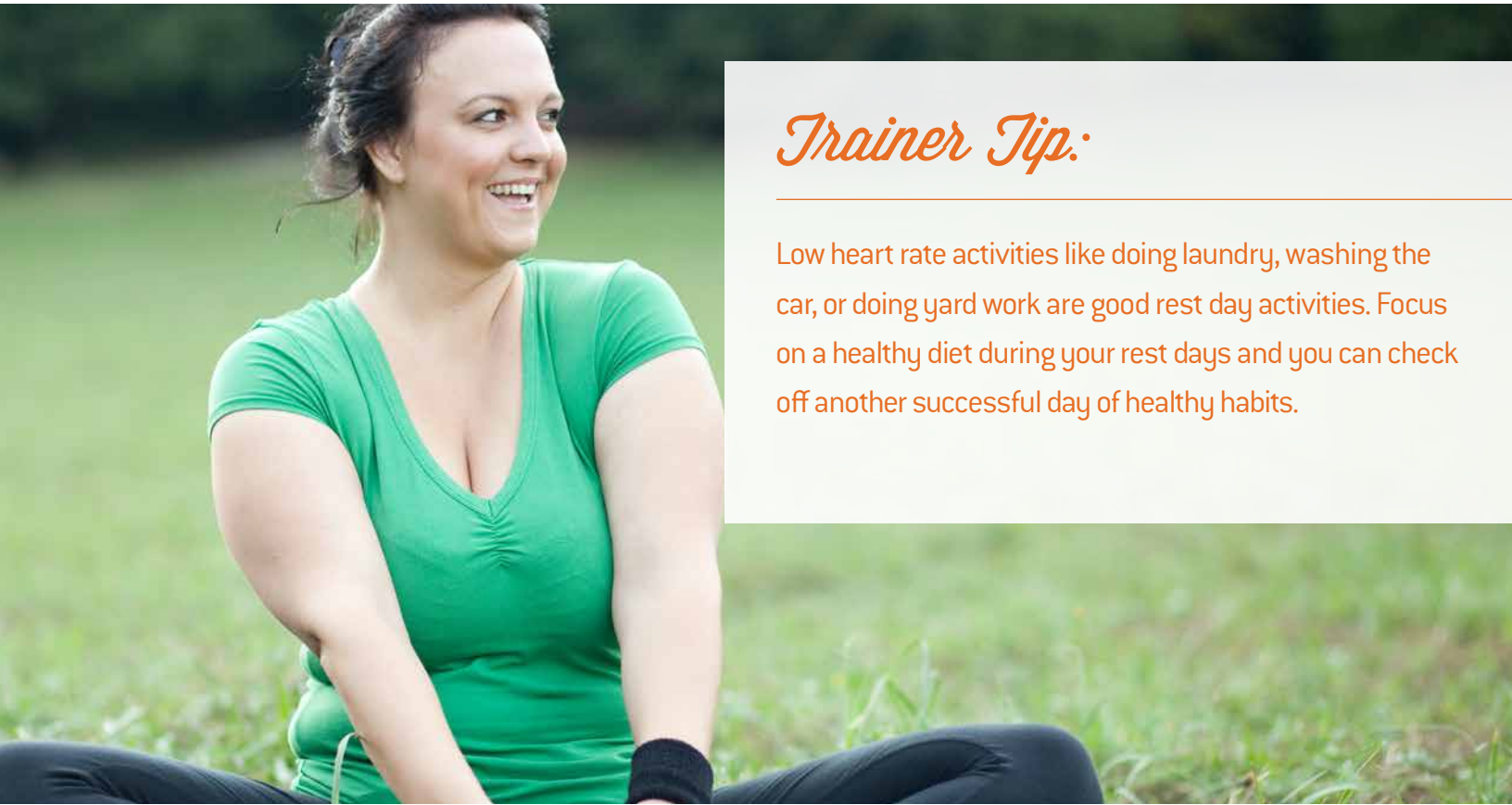
If the weight room isn't really your thing, and you don't see yourself planning out which muscle groups you want to tackle each day of the week, why not let someone else take that on?

There's a certain weight that's lifted off your shoulders when you can simply show up for a fitness class knowing that the next hour is completely taken care of, and when you leave you will have gotten what you came for.

Try all the classes on your gym's roster, find one you love, and simply keep showing up! Leave the exercise plan in the hands of your expert instructor, and you can focus on enjoying the music, energy, and company of the like-minded men and women who are also working toward their health and fitness goals.



GET SWEATY (CONT.)



### *Trainer Tip:*

Low heart rate activities like doing laundry, washing the car, or doing yard work are good rest day activities. Focus on a healthy diet during your rest days and you can check off another successful day of healthy habits.

## **AVOIDING BURNOUT**

Your mind may want to race to the end of this 28-day fast track, but your body is still a sensitive organism that deserves your respect. Work hard, train like you mean it, but follow these tips make sure you don't burn out physically or mentally.

### **Don't Overdo It**

Are you sore? Good! Are you really, really, really sore? Maybe take a day off. It's a good idea to give your body a couple days off per week to rest and recover. Even if you make them active rest days, where you take an easy walk or ride an easy bike trail outside, you shouldn't feel like every single day has to be a hardcore workout day.

## GET SWEATY (CONT.)



### Get Enough Sleep


Much of our body's repair and revitalization work happens at night as we sleep. Many of our hormone levels and internal systems are also regulated by our sleep quantity and quality as well, so if you aren't getting enough good quality sleep, you could be unintentionally sabotaging all your hard work at the gym.

Be sure to get enough good caliber sleep every night, and try to avoid caffeine, alcohol, and other stimulating substances before bed that could interrupt your REM sleep cycle, compromising the quality of your sleep.

### Stay Hydrated

Did you know muscle is mostly water? Water is one of the most important (and overlooked) ingredients in a successful fitness program. Luckily, it won't be for you! If you are drinking adequate water, you will be keeping muscles hydrated and performing at optimum levels, flushing toxins from the body, helping lubricate joints for safe, comfortable motion, and generally feeling healthy and well. Talk to your personal trainer about how much water is the ideal amount for you and your level of physical exertion.

**GET SWEATY (CONT.)**



*“You can throw in the towel or you can use it to wipe the sweat off your face.”*  
- Gatorade

### ***TIPS FOR STAYING MOTIVATED***

As the first couple of weeks pass through the hourglass, you may find some of your old habits creeping back in. Maybe you are tired, or don't want to get out of bed to go to the gym. This is the time when your motivation will need to be recalibrated, and you'll have to reevaluate why you started this journey in the first place.

Let's look at a few ways you can stay the course on this path to your best new you, and avoid the dark side streets of regression and defeat.

#### **Forget About 28 Days**

Take this whole healthy living thing one week at a time, one day at a time, or one hour at a time. Don't imagine that the rest of your life's decisions are made up in the next 28 days. You are deciding to make healthy choices that reflect your desire to be fit and active, and there will be many more of those choices to make past the next four weeks.

## GET SWEATY (CONT.)

### Just Show Up

This one pertains mostly to the gym, where showing up is half (or most of) the battle. Pack your gym bag the night before, put it in your car, and just drive there. Don't even think about it. Sleep in your gym clothes if you have to. Even if you have to promise yourself that you will let yourself off the hook and you can go home after 15 minutes, just SHOW UP.

Once you are there, chances are you'll feel pretty good. The vibe will be strong, you'll be surrounded by other people, gettin' healthy and working it out. Even if you have an off day, which everyone does, you will probably stay long past 15 minutes, and then you'll be proud of yourself. That's a victory! And that's one more victory in your corner for your new healthy self.

### Throw Out the Scale

Don't literally throw it out, but maybe hide it in the back of your closet for a while. If you are working with a personal trainer, chances are he or she is concerned with more accurate mile markers of your success, such as total inches lost or gained, and body fat percent anyway.

Weight fluctuates from morning to night with salt levels in the body, and as a result of hormone levels. A more motivating way to measure how you are doing on your journey might be to watch for these telltale signs of fitness success.

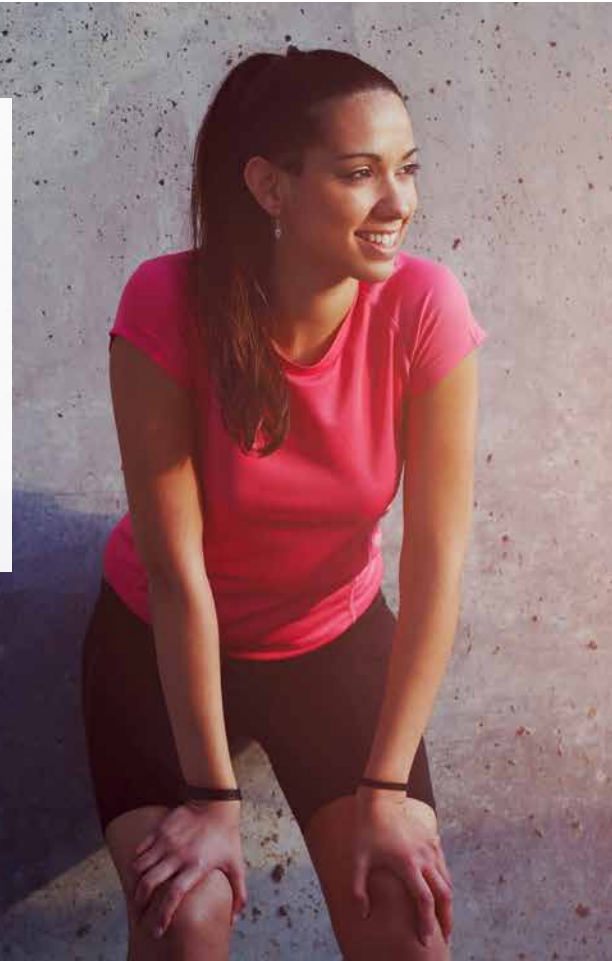
- |                           |                                 |
|---------------------------|---------------------------------|
| » More energy             | » Clearer skin                  |
| » Better fitting clothing | » Sharper cognition             |
| » A more positive outlook | » Increased fitness performance |
| » Better sleep quality    |                                 |



GET SWEATY (CONT.)

*“Fitness is not about being better than someone else. It’s about being better than you used to be.”*


*- Brett Hoebel*



### Stop Looking at Everyone Else

Regardless of where you started, or where you are today, you have your own unique story and timeline. You will make your changes and find your healthy balance in the time that works best for your life, and your story. And while you may see others at the gym who may seem to have it easy, or who seem to have it all figured out, trust that they have had their bad days too. Everyone has their own journey. Focus on yours and let your perseverance inspire others.

GET SWEATY (CONT.)



*“You don’t have to be great to start, but you have to start to be great.”*

*- Zig Ziglar*

## **BE READY FOR SETBACKS**

Regardless of whether you miss the gym, feel like you ate the wrong thing, or get sick and have to sit out a few days, remember that this isn’t just about the next 28 days. Don’t beat yourself up about the past. Start fresh and realize that each new day is the beginning of a brand new chapter of your life.

You get a fresh new slate every day with which to fill your life with healthy food, fit activities, and information that will feed the love of fitness for the future. So instead of looking to the past, look to the future and what you want your health and physique to look like.

You really can make it happen on a monumental scale, and taking these few small steps to change old habits and encourage greater health and fitness in your life is the just the beginning.





## THE SECRET TO MAKING IT 28 DAYS...AND FAR BEYOND

Find what you love about fitness in these 28 days. The most valuable gift you can give yourself in the next four weeks is to find what you love most about exercise. Everyone who gets really into fitness in their life has those few activities that they look forward to more than anything else. What will your passion be?

Do you have a vibrant social personality and love to dance? Maybe it's Zumba...

Do you crave a quiet respite from your hectic day? Maybe you can center your energy and get fit at the same time in a yoga class?

Maybe you have no idea what will appeal to you...and that's ok too!

*The point is that the next 28 days are yours, so do try as many new things as you can, find your niche, make the gym a habit, and get into the groove.*

There are as many different ways to move your body as there are people in this world, and whatever it is you need to balance your life and find a healthier level of fitness, you can find it through experimenting with different workouts at your gym to see what fits your personality best.



## THE SECRET TO MAKING IT 28 DAYS...AND FAR BEYOND (CONT.)

### WORKOUTS TO TEST THE WATERS

In addition to trying out all the different fitness classes your gym has to offer, check out these workouts that offer a variety of different ways to feel the burn. Some people prefer a quick, hot, frantic pace, while others like to ease into the rhythm and take their time.

Find your fitness bliss in the heart pumping sound of your music with one of the solo workouts, or in camaraderie and competition with a partner workout.

#### HIIT the Weights

Try this total body workout when you are short on time and need to burn maximum calories and hit every inch of your body. Tone, tighten, and build strong bones and muscles with this resistance workout that has HIIT built right in.

*5 minute easy warm up on cardio machine of choice*

- » Dumbbell overhead press x 12
- » Seated Row x 12
- » 1 minute of jump squats
- » Push ups x 12
- » Chest press x 12
- » 1 minute of jump squats
- » Lunges x 12 (each leg)
- » Squats x 12
- » 1 minute of jump squats
- » Bicycles x 30 (each side)
- » Crunches x 30
- » 1 minute of jump squats

*\* Repeat 3-4 times*

#### Swim Yourself Thin

Swimming offers a low impact cardiovascular workout that builds great upper body strength and burns a ton of calories in a short period of time. People who swim preserve their joints, get an incredible core workout, and enjoy the quiet solitude that only swimming can provide.

*5 minutes of easy freestyle swimming to warm up*

- » 2 laps sprint freestyle
- » 2 laps backstroke
- » Rest 1 minute
- » 2 laps just kicking
- » Rest 1 minute
- » 2 laps freestyle
- » 2 laps backstroke
- » Rest 1 minute (rehydrate if necessary)

*\* Repeat 3-4 times*



## THE SECRET TO MAKING IT 28 DAYS...AND FAR BEYOND (CONT.)

### Double Trouble

Do you have a friend that helps motivate you? Friends can be great motivation for staying on track at the gym. If you have someone who shows up when they say they will, is a good influence on your new healthy lifestyle, and will help support you in your fitness efforts, then grab that friend and don't let go!

Try this partner workout when you want to incite a little friendly competition and get the sweaty fun started.

*25 ice skaters, 25 jumping jacks, and 25 butt kicks each to warm up*

#### » Twisting medicine ball pass x 30

\* Stand back to back with your partner. Keeping your feet hip-width apart, and your elbows close to your body, pass a medicine ball to your partner and back around in a circular motion.

#### » Hi-five push ups x 12

\* Face your partner and assume a push-up position with the crowns of your heads facing one another. Execute 12 push ups, high-fiving an alternating hand in between each push-up.

#### » Mirror-mirror x 1 minute each partner

\* This is a balance challenge. Either stand on one leg or find a Bosu ball and take turns trying to mimic your partner's movements in as close to real-time as possible without compromising your balance.

#### » Ab throwdowns x 20 each partner

\* Lie face up on the ground between your partner's feet and grab his or her ankles for support. Raise your legs straight up in the air with your feet flexed so the bottom of your feet are facing the ceiling. Have your partner push your feet down toward the ground away from your face as you tighten your abs and resist the motion, bringing your legs back up to the top.

#### » Partner squats x 15

\* Facing your partner with your feet hip-width apart, grab your partner's hands and begin to lower your body down into a squat position. When you both reach a 90-degree angle at the knees, pause at the bottom of the motion for a count of 5 and reverse to standing.

*\*Repeat 3-4 times*



## BEGIN EATING HEALTHY

You don't need to set any land speed records for makeovers or weight loss to make a serious dent in your lifestyle makeover during the next four weeks. That's a lot of time, and if you add just a little bit of healthy eating savvy to your fitness mix, you can see some serious results.

It's been said that abs are made in the kitchen. The reason "they" say that is because you can work hard all day long, and develop the most beautiful healthy, gym-going habits in the world, but if you are hitting the fast food drive-through every morning and night to supplement your diet, you will be undoing all of your hard work with your poor diet.

## BEGIN EATING HEALTHY (CONT.)

### WHAT'S A FITNESS FANATIC TO DO?

Start eating clean. Clean eating is a simple dietary philosophy that will support your new healthy lifestyle. It includes some of the following guidelines:

***Ditch the processed foods.*** like macaroni and cheese and boxed cereal. Instead, opt for less processed options like lean proteins, fruits, vegetables, complex carbs, and healthy fats. If it's in a box and you don't recognize something on the ingredients list...don't buy it!

***Eliminate processed sugar.*** Processed sugar is different than naturally occurring sugars, like the kind found in fruit. Sugar hits our bloodstream like a ton of bricks causing mass amounts of unnecessary fat storage, among other problems. Avoid at best; eliminate completely if possible.

***Start with breakfast.*** Never skip breakfast. Make it a solid meal consisting of protein, complex carbs, and healthy fat. Try to eat within a half hour of waking to get your metabolism working and burning fat.

***Make protein a priority.*** Protein requires a lot of energy to process, so it's a good option for people who want to lose weight. It's also a good macronutrient to eat if you are trying to build muscle, as we can't manufacture all the amino acids our body needs to make new muscle, so we have to eat it if we want to make more. Proteins help keep us full and satiated so we aren't looking for a snack too soon after a meal.

***Eat several small meals per day.*** Eating 5-6 small meals per day helps keep your metabolism revved up, maintains blood glucose levels preventing insulin spikes that might prompt a fat storage response in the body, and leaves you constantly satisfied.



## 28 DAYS - WHAT TO EXPECT

### WEEK 1

This first week you'll be participating in foundational activities to set you up for success over the next 4 weeks, such as beginning your exercise regimen and starting to make dietary changes.

- **Goals** - write down your fitness goals, visit your gym and get familiar with the group fitness classes they offer, pack your gym bag, and begin to incorporate natural foods into your diet.
- **Challenges** - soreness, scheduling the time, fear of the unknown, finding a workout groove you really love.
- **Rewards** - a sense of excitement about your new plan, that first great sweat that makes you feel like a million bucks afterward, discovering that healthy whole foods really do taste great.
- **Tips** - make sure you're drinking plenty of water, load your iPod with your favorite music, get your zzz's, stock up on lots of healthy snacks and fruit.



## 28 DAYS - WHAT TO EXPECT (CONT.)

### WEEK 2

During the second week, you will be fine tuning your workout schedule, making any necessary adjustments, and continuing to replace unhealthy foods with cleaner, more beneficial options.

- **Goals** - continue to make the gym a priority, try more fitness classes, keep trying to make clean diet choices, and drink lots of water.
- **Challenges** - increased appetite (keep it clean!), pressure from family and friends, frustration at not seeing changes fast enough.
- **Rewards** - increased endurance and energy, better mood, better sleep quality, clearer thought, sense of accomplishment.
- **Tips** - keep your gym bag packed and ready to go, make your goals clear to friends and family, solicit support from loved ones, keep healthy snacks available.

### WEEK 3

You should be feeling more energetic this week! Take advantage of your energy boost and add another day of exercise to your week. You might also want to start looking at a new group fitness class to try next month so you have something to look forward to. You may also feel your clothes fitting looser or see some muscle definition beginning to take shape!

- **Goals** - add another day at the gym, really focus on diet this week and get rid of as much processed food from your meals as possible, continue to drink lots of water, get your zzz's.
- **Challenges** - increased appetite (fill up on veggies before you go for seconds), lack of downtime, old habits creeping back, avoiding burnout.
- **Rewards** - increased energy, stronger muscles, weight loss, muscle gain, healthy habits are beginning to cement, comfort, and familiarity with exercises and equipment.
- **Tips** - remain focused on why you started this journey. Think back to all the positive changes you've already made in just three short weeks. Take some new classes and switch it up to see if there's something new you haven't discovered yet.

## 28 DAYS - WHAT TO EXPECT (CONT.)



### WEEK 4

Congratulations - you're in the last stretch towards your 28 Days to a New You. You should be feeling like this new way of life is becoming old hat. You may have lost some weight or developed some new strong muscles, and certainly feel better than you did a few short weeks ago.

- **Goals** - stick with your exercise schedule, make your fitness a priority, remove all remaining processed foods from your diet, continue to get plenty of sleep and drink lots of water.
- **Challenges** - dealing with people who don't understand your new lifestyle, keeping enough clean snacks on hand to feed your appetite, remembering to take a rest day now and then.
- **Rewards** - healthy body, clear mind, excess energy, easy food choices, clothes that fit, confidence, newfound love of clean, whole foods, increased health and fitness.
- **Tips** - this is just the beginning. Keep making these changes and pushing the envelope. Switch up your exercise routine from time to time to keep your muscles on their toes. Continue to make smart dietary changes in cleaning up the processed foods and choosing whole, fresh, unaltered options instead. Enjoy the new you!



## *About Gold's Gym*

Gold's Gym has been the authority on fitness since 1965. It was then that fitness legend Joe Gold took the knowledge and expertise he gained from training at the world famous "Muscle Beach" and opened up the first Gold's Gym on Pacific Avenue in Venice, California.

Opened long before the modern day health club existed, the original Gold's Gym featured homemade equipment and an unrivaled dedication to getting results. It was an instant hit. Early fitness enthusiasts flocked to the gym, and in 1977, Gold's Gym received international attention from "Pumping Iron" – a bodybuilding documentary starring Arnold Schwarzenegger and Lou Ferrigno. With its storied reputation of being THE place to go for the latest training techniques, and its legendary history of producing bodybuilding champions, Gold's Gym Venice became known as "The Mecca Of Bodybuilding." Hollywood celebrities and professional athletes soon followed and by 1980, Gold's Gym began expanding to locations around the globe.

Today Gold's Gym is the most recognized name in fitness serving more than 3 million members in 38 states and 22 countries around the world. Always at the forefront of the fitness revolution, Gold's Gym has continually evolved its profile by equipping gyms with the best amenities and the latest in cardio and strength training equipment as well as the most dynamic group exercise programs including Zumba, yoga, group cycling, mixed martial arts, muscle endurance training, and Pilates. At Gold's Gym, you'll find an energetic, supportive environment full of all kinds of people who are committed to achieving their goals.

Today more than ever, Gold's Gym realizes that strength comes in many forms...whether it's the strength to be a better parent, the strength to overcome diabetes or the strength to be a better athlete.

At Gold's Gym, our goal is simple: We're here to help you Know Your Own Strength®.

## *Find a Club Near You*

### **ARCADIA (SANTA ANITA)**

400 South Baldwin Avenue, Arcadia, CA 91007  
(626) 447-1500

### **CULVER CITY**

6000 Sepulveda Blvd., Culver City, CA 90230  
(310) 313-0033

### **FULLERTON**

1973 W. Malvern Avenue, Fullerton, CA 92833  
(714) 773-1990

### **GOLETA**

6144 Calle Real, Suite 101, Goleta, CA 93117  
(805) 964-0556

### **HOLLYWOOD**

1016 Cole Avenue, Hollywood, CA 90038  
(323) 462-7012

### **LOS ANGELES (DOWNTOWN)**

735 South Figueroa Street Suite 100, Los Angeles, CA 90017  
(213) 688-1441

### **MONTCLAIR**

5150 Moreno Street, Montclair, CA 91763  
(909) 399-9992

### **NORTH HOLLYWOOD**

6233 Laurel Canyon Blvd., North Hollywood, CA 91606  
(818) 506-4600

### **SANTA ANA**

1945 E. 17th Street, Santa Ana, CA 92705  
(714) 558-9700

### **SANTA BARBARA (DOWNTOWN)**

21 W. Carrillo Street, Santa Barbara, CA 93101  
(805) 965-0999

### **SANTA BARBARA (UPTOWN)**

3908 State Street, Santa Barbara, CA 93105  
(805) 563-8700

### **SIMI VALLEY**

1357 E. Los Angeles Avenue, Simi Valley, CA 93065  
(805) 581-4653

### **THOUSAND OAKS**

197 North Moorpark Road, Thousand Oaks, CA 91360  
(805) 496-9331

### **VALENCIA**

24445 Town Center Drive, Valencia, CA 91355  
(661) 288-1818

### **WEST COVINA**

502 Plaza Drive, West Covina, CA 91790  
(626) 338-2444







[www.goldsgymsocal.com](http://www.goldsgymsocal.com)