



THE SIX WEEK TRANSFORMATION CHALLENGE

# YOUR GUIDE TO GETTING STARTED





# WELCOME!

Thanks for joining the team! In this PDF you'll find everything you need to get your challenge off to a great start, and make some fantastic strides over the next six weeks

Our goal is to guide, support & coach you to being able to fit fitness and health back into your life, achieve notable results, AND set you up with the tools and confidence to continue that positive trend for life

Congratulations for taking the first step on that journey (which is often the hardest part)- now let's discuss what comes next...

**LEWIS & GEN**

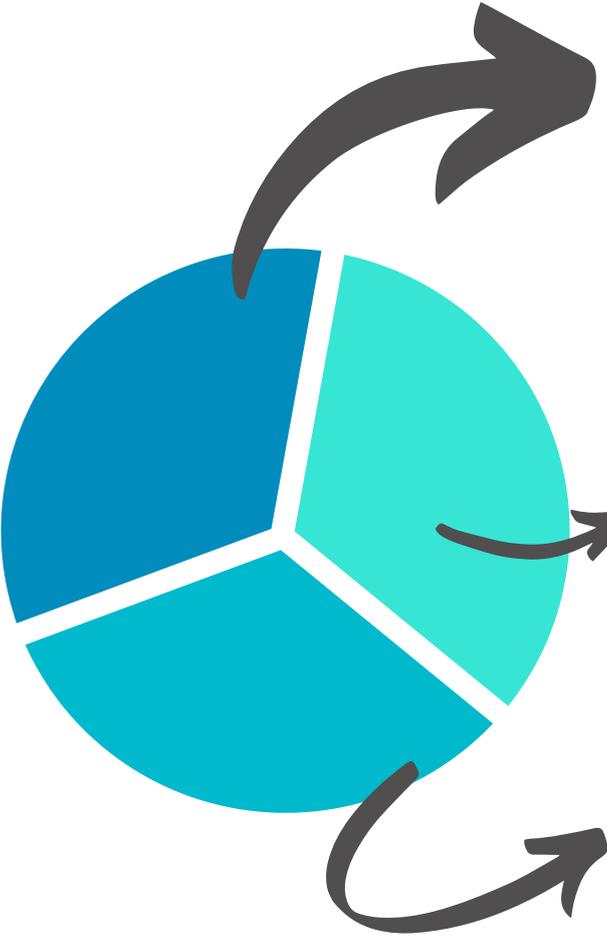
Husband & Wife co-owners of the Armoury

# THE ARMOURY TRANSFORMATION FRAMEWORK

After over 10,000 coaching hours, and hundreds of successful body transformations- here at The Armoury we know there are three major contributors we must address over the next 42 days, in order to get your not only short term results, but also long term success

Those are effective training sessions, sustainable nutrition & habit choices, and a robust support system & community to keep you on track

These three components make up The Armoury Transformation Framework, and will leave you feeling proud of (& often surprised at) your accomplishments in six weeks time. Below you'll see exactly how we're going to use this method to ensure your success



## NUTRITION & HABIT COACHING

Your six weeks will begin with a 1-2-1 nutrition & habit change consult with Gen, a Precision Nutrition / Pre & Post Natal coach and Mac-Nutrition University Student with years of experience in helping fit health-seeking habits into busy lives

Together you'll delve into your current habits to make achievable changes, and set up a system for tracking progress and wins over the next 42 days

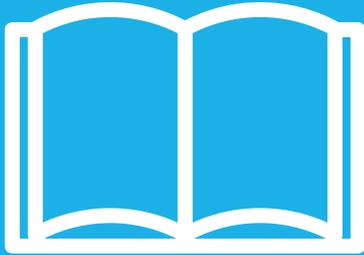
## YOUR ARMOURY COACHING SESSIONS

You'll be able to book in for 3 Armoury Coaching Sessions every single week- where we've periodized your training plan so over the course of the challenge your coach will have you lifting heavier weights, for more reps, and rapidly increase your fitness and strength

## COMMUNITY & ACCOUNTABILITY

Train surrounded by like-minded men and women that are encouraging each other to improve (*without negatively comparing one another*), alongside additional feedback and content with your weekly studio email and Facebook Group- plus the Armoury Accountability System that ensures you feel supported in both your new training routine, and nutrition & habit changes

# YOUR TRANSFORMATION FRAMEWORK PROCESS



## 1. GO THROUGH THIS GUIDE

Step one in your 6 Week Transformation is already well underway- taking action on the steps in the PDF is giving you a running start for a successful challenge

## 2. FILL IN YOUR HABIT BUILDING FORM

Your nutrition coach will use this to help establish sustainable habits to focus on for the next six weeks, to trigger a realistic and enjoyable long term transformation

Make sure to fill it in with as much detail as you can!

[CLICK HERE TO FILL IN YOUR FORM](#)



## 3. LOGON TO THE ARMOURY ACADEMY

In the email this PDF was attached to, you'll find a link to set up access to your membership site!

After reading through your welcome guide, logon, and watch the **three fundamental videos**. You'll also find recipe books and other resources to support your transformation hosted here- so feel free to look around!

[CLICK HERE TO ACCESS YOUR MEMBERSHIP SITE](#)

(after you've set up your login details)

(in a rush? [CLICK HERE](#) for a direct link to the three videos you need to watch! (the password is "Armouryathlete"))



## 4. JOIN THE ARMOURY FACEBOOK SUPPORT GROUP

Building the systems to successfully embed fitness into your life (*and avoid the dreaded bounce back*) are easier with a community in your corner. Head over to the Armoury Athlete Facebook group and join up for extra support, recipe challenges, live videos and more...

[CLICK HERE & JOIN THE FACEBOOK GROUP](#)





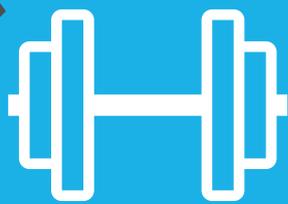
## 5. YOUR HABIT COACHING & NUTRITION SESSION

The consult with your nutrition & habit coach will be the most important part of your transformation.

You'll be in the Coaching studio for around 12 hours over the next six weeks. This habit session will help to organise actions for the other 996, and begin installing actions that will embed fitness & health into your life (without being restrictive or boring)

## 6. RECEIVE YOUR NEW HABIT REPORT

Where your 60 minute coaching session in step 5 is whittled down to easy to follow lifestyle steps to implement over the next 6 weeks, and shot across to your inbox, and if you chose to, uploaded to your coaching app



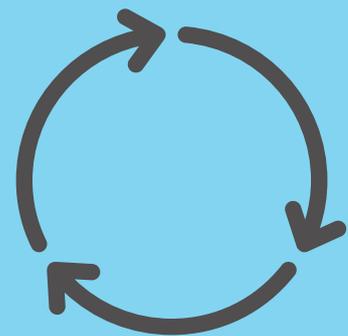
## 7. YOUR FIRST SESSION!

It's ok, you're supposed to feel a little nervous about this part- but your coach will take care of you. We have all your details from our consult, and will ease you into your 6 week challenge, ensuring you're supported and welcomed every step of the way

## 8. STAY CONSISTENT

For this 6 weeks? We've got your back. You've got your action plan, and we're here to support you. Book in your sessions each week and begin to feel yourself getting stronger, and recovering faster between workouts

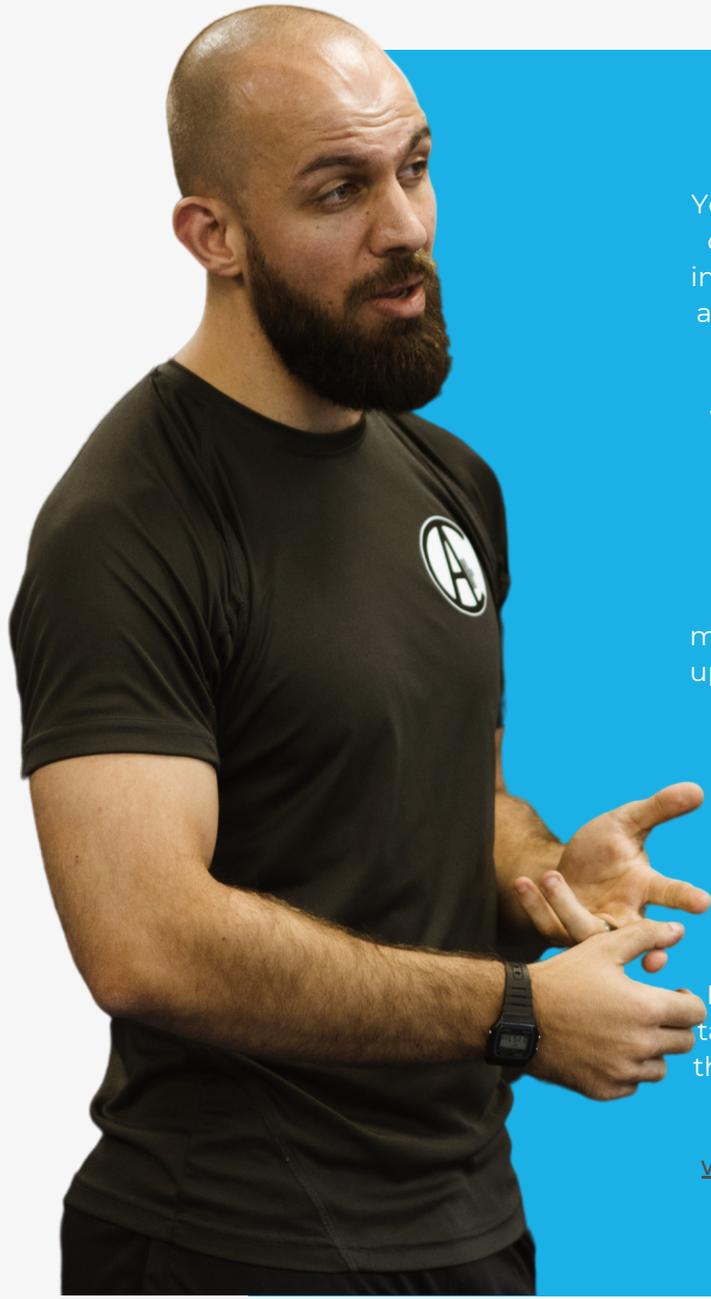
Notice as the habits you chose with your coach begin to feel easier and more achievable each week, and pay attention to how your body begins to change, energy begins to rise and you reap the health benefits of the work you're putting in



## 9. YOUR SIX WEEK GRADUATION!

Without fail these 6 weeks? Will fly by. You'll feel amazed at the habits you've managed to stick to, and the changes you're seeing in your body, energy & daily actions.

Your graduation consult gives us the chance to sit down and reflect on your challenge, and decide what steps you'd like to take to ensure you keep up the momentum you've built over the last 42 days



*This 6 weeks is all about you*

You've made the decision to commit to yourself and take control of your health and fitness. I can't effectively put into words how seriously we take our role in this process, and how grateful we are that you've chosen to work with The Armoury on such an important task

We'll give you every ounce of our ability to help you hit your health goals. To help you regain control of your fitness, and see an increase in energy levels, body confidence and strength

Now all that's required on your part- is to keep up that momentum you began when taking action and enrolling upon this challenge- and make this next 42 days the best investment you've ever made into yourself

I'm looking forward to seeing your progress

Here's to your successful Challenge,

**LEWIS**

PS- If you know of anyone else that would benefit from taking part too? Send them over to the link below (or let them know and fill in their details yourself), and together we'll be able to change even more lives:

[www.armourycoachingstudio.co.uk/friends-and-family](http://www.armourycoachingstudio.co.uk/friends-and-family)