



**McCOY**  
*FITNESS & HEALTH*

# **12-Week Best Shape of Your Life Challenge**

## **PHASE One:** Support Package for Week 2

### **Stepping Into Our Power!**

~ becoming an empowered Warrior Woman!



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## Week 2—Checking in....



We've had one week of advanced training under our weight lifting belts....how are you feeling?

At this point I'm guessing you're **feeling sore**. Good! That means it's working!

We've started you at the **intermediate level** on a 4-day advanced split. We're working at 70% max, to start.

Continue to focus on *lifting well*. Watch the videos closely, and lift with intention and focus. We're working with *straight sets* for now. Later, we'll get into advanced techniques like drop sets, giant sets, super sets, and more. Right now, I want you to feel your muscles working and get your brain into every lift. And write everything down!

**Food wise**—you've thrown a ton of stuff out, and you're filling your cupboards with clean, close-to-the earth stuff, right? And you're not cutting your calories yet! Don't do it! Trust me, you'll only hurt yourself and your metabolism at this point. We will break into the world of calories gently...I know you're anxious....

As you're cleaning out the man-made stuff and getting the trans fatty stuff out of your diet, you'll naturally drop fat anyway (not necessarily weight, as we don't want to lose muscle, we want to add it, so you may even see the scale go up a bit. This is not fat (unless you've been bad, of course). When in doubt, grab your body fat machine and check. You'll see! See, man-made stuff and trans fats hold extra fat, toxins and water, so when you clean up your act, you're losing all three, so don't forget to keep your water up, ok? 2-3 litres a day.

At this point, We look at daily **supplements** too (not sports sup's...that will come later!) . If you want to go to the next level, you have to feed those amazing cells of yours with good quality supplements (no big-store buying of supplements, ok? Go to a qualified health food store, they know their stuff!).

Are you using your **FOCUS Cards**? Every am and pm, and reciting your goals? It really, really works. Trust me on this. Carry them with you, ok?

OK. We're going to go into some inner territory here as we choose our **POWER WORDS**. We need to find that inner warrior and let her come out! She's there, she just needs some coaxing. This is where we ask: what would an empowered woman do?

## Training Tips

**Breathe:** Exhale on exertion is our mantra. As things progress, we can use different breaths (ie it is ok, even beneficial, to hold your breath during certain lifts) but for now, empower your muscles with fresh air.

**Keep Moving:** Don't sit down between sets, either stay standing or walk around.

**Drink!:** Water will remove the toxins and allow your body to recover better. You won't be as sore if you drink lots of water. Aim to drink one full litre during your training session.

**Rest between sets:** Stick with the 60 second rest, for this Phase. If you need more (because you've really worked it! Great! Take the extra time).

**Don't go to failure:** At this point, I don't want you going to failure on your lifts! We'll talk about this later...lifting to failure is not done often! It should be hard to complete the last few reps....that's working within the 70-85% weight range, ok? If you do too much too soon, you'll burn out. *Know your limit and stay within it....for now!*

**Do A Warm up set:** for each exercise (or for each body part, at least) do a warm up set. This set doesn't factor into your overall lifting total, so on your workout cards, I'm assuming you're doing a warm-up set outside of the 3-4 sets I've got you doing, ok?

**Zone in!:** We'll be looking at this in more detail alter, but for now, I want you to ZONE IN on your training...no more zoning out because it hurts / is boring / isn't fun. Real athletes zone in and get into the muscle, and you'll learn how to also. So stop the chatter, put down your iPod and visualize being inside your lovely muscles as they pump and primp themselves into a work of art!

**Once a week:....**it's a good idea to weight yourself or take your bodyfat measurements the same day once a week. Since you're enrolled in the Challenge, I'm assuming you're comfortable with all of this, and that you are determined to get in control and stay there! You are here to change your life, not run from it, so be brave and step on that scale and see where you're at. (I do both body fat and weight every Sunday...it's so much easier to stop a few pounds from creeping up at the get-go than to have them get away from you and have to fight to get 10 or more pounds off of you.)

**When you leave the gym,** try not to go directly to your car and sit and drive. You need to cool down, and move your muscle a bit...walk around for a bit, if you have time. Otherwise you might seize up! ouch!

## Calorie Counting versus Intuitive Eating

**Why is it that anytime you hear the words "calorie counting" or "food journaling",** people start running for the hills? If creating menus, counting calories and keeping a food journal are research-proven, effective tools for nutrition awareness, education, motivation and accountability (they are), then why is there so much resistance to it?

**One reason is because it's perceived as work** and hard work doesn't sell! Another reason is that skeptics say, "What about intuitive eating?" "What about people who lose fat without counting calories?"

**Sure, you could choose not to count calories** and eat what you "feel" your body is asking for, but if you do, that's called *guessing*. If you guess correctly and eat the right amount, you lose weight. I would call that luck! Would you rather roll the nutritional dice or bet on a sure thing?

**Nutrition journaling** replaces guesswork with precision. Period.

**Perhaps even more important,** they are also crucial parts of the learning process to raise nutritional awareness. There's only ONE WAY to truly understand food and how it affects YOUR body: You have to go through all four stages of the learning process:

**Stage 1: Unconscious incompetence** - you are eating the wrong foods in the wrong amounts and you're not even aware of it. (You don't know what you're doing and you don't know that you don't know what you're doing)

**Stage 2: Conscious incompetence** - you are eating the wrong foods in the wrong amounts, but for some reason, you now become aware of it. This is often because of a "hitting bottom" experience or an "I'm not gonna live like this anymore" epiphany. (You don't know what you're doing and now you know that you don't know what you're doing!)

**Stage 3: Conscious competence** - you educate yourself and begin to eat the right foods, but it takes a lot of thought and effort to eat the right things in the right amounts. (You know what you're doing, but you have to think about it and work very hard to make it happen because you're using willpower and still learning)

**Stage 4: Unconscious competence** - you've made the conscious effort to eat the right foods in the right amounts and you've counted calories and kept a nutrition journal for long enough and with enough repetition that these behaviors become habits and a part of your lifestyle. (You know what you're doing and you do it easily and automatically without having to think about it).



I think the concept of intuitive eating has merit. If we listened to our body's true signals, I believe that our appetite, our activity and our body weight would properly regulate themselves. The problem is, in our Western, technologically-advanced culture with an obesogenic environment, a sedentary lifestyle, social pressure and food cues tempting us at every turn, our intuitive bodily wisdom constantly gets short-circuited.

In our modern society, being able to eat by instinct and / or guesstimate your nutrition or trust your feelings of hunger and satiety are not things that come naturally or easily.

The only sure-fire way to reach that hallowed place of unconscious competence where eating the right foods in the right amounts becomes automatic and you truly understand YOUR body is by going through the nutrition education process.

And that means writing it down....

## How many calories does the average woman need?

Here's 3 quick methods to ballpark your caloric needs. We get into it in more detail next week.



### 1) AVERAGES METHOD

#### **For losing weight:**

Women: 1200-1800

#### **For maintaining weight**

1800-2100

#### **For gaining weight**

2100-2500

### 2) WRIST TEST: Grab your wrist with your thumb and middle finger:

- if they overlap, you're small boned and you require less calories: 1400-1600
- If they touch, you're medium boned and you require 1500-1700 calories.
- If they don't touch, you're large boned and you require 1600-1800 calories.

### 3) QUICK METHOD

- For maintenance: 14-16 calories per pound of bodyweight
- For Fat loss: 10-12 calories per pound of bodyweight



**Please, don't cut your calories too fast!** ONLY cut them by 10-20% from where you are currently eating (remember last week when I asked you to determine how many calories you are eating? THIS is why...now when you cut, you MUSTN'T cut them too much or you WILL plateau! AND if you cut too drastically, you will not be able to build lean, shapely muscle and build your recovery abilities (which will carry you through this advanced Challenge). We don't want you to go into 'starvation mode' and strip off all your hard-earned muscle.....patience! So focus on your training and your goals, cutting out the crap and getting your macronutrient profile in place, ok?



## Supplements

When it comes to good health, supplements are a must. Why? Because we're training and living beyond what average people do, so average nutrition will not cut it.

Our bodies are being tested to the max, and we have to ensure our immune system and our cells are getting the proper micronutrients to help 'fill up' and to aid in recovery. Simply put, we can't do what everyone else is doing because they're not doing what we're doing. If we're going to take our bodies to the next level, so too must our nutrition. Cellular health demands it.

Our foods and our soils are degraded, we have over 80,000 chemicals and toxins in our environment (yes, even if you eat organic you're still being hit with all of these!) and the stress in our lives is great. So let's do the right thing and feed our cells with quality stuff!

It's true, we could go wild and spend all our savings on supplements, if the marketers had our way. But I've had over 20 years of taking supplements and I'll share with you the bare bones of what I feel women need on a regular basis. Feel free to add in whatever you feel you need, we're all different in our individual needs.

### Supplements:

Let's look at the basics. These are my personal favourites!

- **Multi**—good insurance, you need to take it 2-3 times a day (one a day is a misnomer)
- **Calcium** - 400-600 elemental calcium a day
- **Cod Liver Oil**—excellent source of Vitamin A and D—one tsp or one cap a day
- **Vitamin D**—take 2000-4000 a day, especially if you live in Canada!
- **Kelp**—feeds the thyroid. My personal favourite is Kelpasan from Vogel. Take first am before food (do not take if you are on thyroid medication or check with your doctor)
- **Fish/flax or Udo's**—your omega 3-s! 1-2 TBSP a day or 2000-4000 mg capsules/day
- **Greens**—always a nice thing to do to alkaline your body, 1 tsp/day.

Remember, you need to take a break from all vitamins every 7-10 days...the body absorbs best when you don't take them every day!  
True!

So if you go on holidays, *leave your vitamins at home!*



## Being an EMPOWERED WOMAN

**An empowered woman is a strong, capable woman** who lives fearlessly and with truth, integrity and authenticity. She takes responsibility for her life and she is in touch with her inner power. You may not feel like you're that empowered woman, but you most certainly are! We all are!



Many times life takes us off course. It's like our dimmer switch of our life has been dimmed down, and you may not even know it. But you may have been in a situation where you said or did something that surprised you...you made the shift. You let that empowered goddess rise up to meet you!

Being an Empowered Woman *has to be built*. It's a mindset but it's also a state of being. We have moments when we see our empowered woman rise up, but she doesn't always stick around. How can we sustain our power, our light?

**Exercise:** One of the best connectors to my goddess is exercise, in particular weight training: it connects me to that strong, vibrant woman within. There's something clean and simple and empowering about lifting that heavy weight and asserting my will over that weight. It makes me feel confident and in control. So keep lifting ladies and know that you're accessing that goddess within!

**Stop blaming and complaining:** one of the fastest ways to dis-empower us is to gossip, blame others or complain about something. Next time someone butts in line, let them. Don't correct, make it right or jump the cue. There's nothing wrong with pointing it out to them that you were there first, but do it with style and grace, always keep control, don't take away their dignity, and don't let anger or resentment seep into it. *Then let it go*....now that's an empowered woman!

**Stop being a victim.** Oh boy, a biggie. We all play victim to our lives...when someone tells a horror story and we have to top it with our own version of our horror story, or we say how we can't partake in something because we're broke / too busy / single....all these take away our power.

**No multi-tasking:** yes, you read right. We often think it's noble to do 100 things at once, and then we have to tell everyone about it. How about doing one thing at a time, with focus and intent, and move on to something else. Everything will get done...promise!

### Find Your Power Words

What are power words? Power words are words that describe you...the best parts of you. Finding and using your power words every day connect you to the warrior, the goddess within. So, what 5 words describe the best parts of you? Here's a sample: Honest, professional, graceful, authentic, accepting, kind, funny, supportive, diligent, thorough, respectful, smart, strong....you get the idea. This exercise may take some time (it took me about 30 minutes) but I want you to make sure that every word you choose resonates with you and makes you feel proud—it helps you grow in power.

**Once you've got your 5 power words, write them down!** (You can put them on one of your **FOCUS CARDS** too!). Now, recite them to yourself every day, many times a day, when you're out walking, training, eating, shopping. Pretty soon you'll feel that connection to that deep, primal part of you, that Warrior Woman. Walk with pride! She's come out to join the world!

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“Promise me you'll always remember: You're braver than you believe, and stronger than you seem, and smarter than you think.”

- Christopher Robin to Pooh



“I don’t have time to lift.  
*I make time.*”

- Albert Essen



Me and clean eating guru Tosca Reno of Oxygen Magazine and Clean Eating magazines and cookbooks, an Empowered Woman in her own right!

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