**Campaign: 6 Week Challenge**

Hey! Thanks for stopping by to check out the 6 Week 20 Pound Transformation Challenge. If you’ve read this far, you probably get the jest of how the challenge works, but you may be wondering why we’re doing this and how it can make sense. It’s simple really…our goal is actually to have everybody who participates in the challenge lose at least 20 pounds. And yes, that means we would have to refund quite a bit of money. But it also means that we would have 10 very happy clients with fantastic testimonials who would tell all of their friends about us which means more clients. And that’s our goal…be packed to the gills with very happy clients.

As a quick review for how the transformation challenge works…

#1 We’re limited to 10 participants.

#2 All participants in the challenge will train with us for 3-4 times a week for 6 weeks. You’ll be training as a part of a Pack which is a term we use to describe our private small group training sessions. Each of those sessions is lead by one of our personal trainers and is limited to 4 participants. And this allows for a very high level of individual attention. Our trainers scale or adjust every exercise for each client on an individual basis during the workout. And that means that we can dial in the appropriate intensity for each person regardless of their fitness level.

The third piece of the puzzle is that you’re going to receive nutritional coaching throughout the challenge through our proprietary program called Nutrition Together. Each participant will receive a Nutrition Together manual and two fantastic books called Well Fed and Nom Nom Paleo which we use primarily for recipes and as part of planning and prep. You know, the trick with nutrition…so many people get focused on becoming an expert in the physiological process of nutrition and really what we try to teach our clients to do is become experts at getting the right amount of the right choices into their bodies consistently and that’s what Nutrition Together is all about. So, that is part of the challenge.

#4 You’re going to receive mindset and lifestyle coaching. After all, the goal of the challenge is not to just lose 20 pounds and then put it all back on. The goal is for a lifetime transformation. Not just a short term fix.

So, that’s it. The training and coaching, as a participant in the program, is $79 a week. If you work your tail off, you follow our guidance and coaching and lose 20 pounds…we’ll refund every penny or you can apply it towards continued training if you’d like. But what we are going to hold you to is writing a Raving Fan testimonial for us and telling all you friends about it. The nutritional materials…the cookbooks…are an additional $59; however, if you pay for all 6 weeks of the challenge upfront, we’ll waive the cost of your nutritional materials.

So, that’s it. As I said, we can only accommodate 10 participants and we’re looking for the 10 most motivated and sincere to put together our testimonial dream team. If that’s you and you’d like to apply, please fill out the form below. Just be sure to click on the “Count Me In” button.

Thanks so much! Hope to see you soon!