



8 Week AxeFIT Biggest Loser Challenge 2016

Beginning date: The week of **January 4th**

Ending date: **The Week of February 22nd**

Cost to join this challenge is....Free!

Program Specifics/Rules

- **This is an individual competition using chosen nicknames to maintain anonymity.**
- **Challenge will be won by highest percentage of body weight loss.**
- **Weekly weigh in is mandatory.**
- **Body weight loss or gain in pounds along with percentage of weight loss will be published in a weekly update on our private Challenge group page.**
- **Measurements and before pictures should be taken on Day 1 of the challenge.**
- **Before and after pictures are optional but highly recommended.**
- **You can determine your weigh in date but the day of the week must remain the same throughout the challenge.**
- **You should wear the same weight/type of clothing for each weigh in and no shoes.**
- **If you do not train with me weekly, you must do your own weigh ins and report them to me each week, using the honors system. Email, text, or FB message the number only. (weight in pounds)**
- **You may join in any time during the first 2 weeks of the contest. Deadline January 18th, 2016.**
- **You must participate in our private online Facebook Challenge group liking and supporting others doing the challenge, make it fun. Post pictures of meals, workouts, recipes, etc.**
- **The weekly update will include nicknames, weight loss or gain in pounds, and percentages of weight loss, NO actual weights will be listed.**

Who Can Join the Biggest Loser Challenge?

1. **No purchase is necessary, but this is for my customers only. Just reply back to this email that you are already a customer and want to join OR reply back for instructions on how to join me as a customer. I'll put you on the list and give you the link to join.**



What you get:

- Access to a private Facebook page with like minded people all coming together to reach their weight loss goals and share ideas, recipes, workouts, etc.
- Accountability and nutrition help focused on clean eating habits, 30 minutes of daily exercise.
- Cleaner eating grocery shopping guidelines and nutritional guidelines I follow.
- I recommend you set goals for this challenge, write them in your journal and share them with the group so we can all help each other reach our goals. I will assist you in setting your goals if you need help with this. Goals MUST be specific, measurable and time bound.
- Prizes awarded for Top 3 Biggest Losers!

To join this challenge, please register at www.jennyaxe.com with the following information by Friday January 1. **If you have already registered through my website and you are a customer, please send this information to me via email, text, or fb message.

Name

Nickname to be used for group emails

Are you a customer of mine? If not, I will email you a link to register.

Goals for your weight loss please send me a weight goal in pounds and the percentage of weight loss this equates to.

Other goals for this year, for example, if you have a wedding to get ready for, family pictures, etc., make them specific, measurable and have a time goal.

What is your motivation?

****I will be promoting various Beachbody Workouts, Shakeology, and other related products. You are not obligated to purchase anything with this challenge. These promotions are items that I personally use and have helped me keep myself healthy and my weight at a healthy level. They have also helped many of my clients. You can ask about any product on our Facebook group page.