Special thanks to Kristin Elise, The Girl with the Butter, for her creativity and help in creating this guide.
SO YOU SIGNED UP FOR THE WHOLE LIFE CHALLENGE.

Congratulations on taking a very important step on the road to enduring health and well-being. You might be wondering “What the heck have I gotten myself into?” If this is your second go around, what’s in it for you?

The realization that what you put into your body matters and that maybe, just maybe, the “mainstream” has it wrong is one that takes some time to fully come to understand and accept.

We live in the world of, “Do whatever you want, we have a pill for you to fix it,” “Want abs? Just do this five minute workout!” “You can still eat cake: This one’s low fat, no sugar, and only 100 calories!” We don’t stop to ask questions.

Maybe we’re not truly nourished. Maybe nourishment, not just calories, actually matters. What a concept.

If you’re new to this lifestyle, get ready to find out just how good you can really feel. Small, manageable changes here and there will have massive impact. If you’re back for another go-around, each new Challenge brings more lessons learned and new habits acquired. Reading labels, drinking more water, consistent exercise, more sleep, less stress. It all matters, and it all takes practice.

The most important thing to know is that all of this is a skill, anyone can learn it, and it’s never too late.

The Whole Life Challenge won’t punish you for what you do “wrong.” It’s will help you see the habits you have that are invisible to you right now. Doing your best, making mistakes, and getting back on the horse again is the practice you need to really learn what works best for you.

One other thing you’ll learn here—it’s not all about food and exercise. Yes, a healthy body is a foundation for everything you want to do with your life, but we’re not just flesh and bone. The Whole Life Challenge will help you connect with yourself and the people important to you to help build a strong, healthy community out of the people in your life—one that supports long term well-being for everyone involved.

As you get yourself ready to start, there’s one thing worth preparing: your mindset.

We don’t give the power of words enough credit. When you say something out loud, you’re more likely to do it. The words you chose have an impact on your outlook. There are ways to change your experience, simply by being selective with your vocabulary. Your thoughts and words determine your actions. How do we stop struggling to start a more “real food” approach and start to simply live it? We change our perspective.

Phrases like “allowed to” or “I can’t” become “want to” or “don’t want to.” As you change your words, you change how your mind takes responsibility for your choices—both the good and bad. You discover you are the one totally in control. And that kind of control is inspiring.

So we challenge you to take control. Dive in. Play full out. Make mistakes and learn from them. Change your vocabulary and change your thoughts. Change your thoughts, change your mindset. Change your mindset, change your life—for good.

Welcome aboard and get ready to change your whole life.
1. JOIN OR CREATE A TEAM

2. SELECT THE NUTRITION LEVEL

A. The Performance level is the strictest level.
   - 5 no’s - no sugar, no dairy, no grains, no alcohol or juice, no artificial ingredients

B. The Lifestyle level is a good choice if you are looking for a long-term lifestyle nutrition program.
   - The same 5 no’s as above but slightly more relaxed, with a few more food items allowed, like some whole grains, yogurt, and a little alcohol

C. The Kick Start level is for people who are just getting started and want to make just a few of the most important changes to their diet.
   - 5 no’s - no bread or pasta, no beer or soda, no cheese, no dessert or candy, no potato chips or french fries

You will find the Nutrition Level Comparison Chart in the next section.

3. TAKE YOUR PRELIMINARY WLC MEASUREMENTS, which include:

   (1) A measurable workout that can be recorded with a single time or score, for example, a run, walk, or swim for time or the number of sit ups you can complete in 2 minutes, and can be improved upon during the following 8 weeks; For more details on a measurable workout, visit the WLC Help Center and read the Full Rules.

   (2) Basic body measurements, which can be either your weight, your body fat percentage, or the girth measurements of your waist and hips in inches or centimeters; and

   (3) Before photos taken for your own personal records. Record the results in the “My Profile” tab under the “Snapshot” and “Before and After” sections.

4. PLAY THE GAME BY FOLLOWING THE WLC 7-DAILY HABITS.

This means:

- Eat Whole Life Challenge compliant food as much as you can
- Exercise for at least 10 minutes each day
- Stretch for 10 minutes each day
- Drink 1/3 of your bodyweight converted to ounces of water each day (22 ml per kg of bodyweight)
  - For example, If I weigh 180 pounds, ⅓ of that number is 60. I will drink 60 ounces of water each day.
- Take a dietary supplement of your choice (like fish oil or other omega-3 supplement, Vitamin D, magnesium, etc.)
- Incorporate each week’s “lifestyle habit” into your day
- Reflect each day on your progress
5. **USE THE DAILY PLAY TAB** on the WLC website to record your score every day in each of the WLC 7 Daily Habits:

- **Nutrition** You start the day with 5 points and subtract a point each time you eat food that is not compliant with the Whole Life Challenge rules at your level. Enter the number of points you kept out of 5.
- **Exercise** You earn 2 points each day for exercising for at least 10 minutes. Answer Yes or No for Exercise.
- **Mobility** You earn 2 points each day for 10 minutes of stretching. Answer Yes or No for Mobility.
- **Hydration** You earn 1 point each day for drinking 1/3 of your bodyweight in ounces in water. Answer Yes or No for Hydration.
- **Supplementation** You earn 1 point each day for taking a dietary supplement. Answer Yes or No for Supplementation.
- **Lifestyle Practice** You earn 1 point each day for incorporating the weekly Lifestyle habit into your day. Answer Yes or No for Lifestyle Practice.
- **Reflection** You earn 1 point each day for writing a short recap of how the Challenge is going, what you’ve noticed, what you’re learning or what you’re going to change. Answer Yes or No for Reflection.

*Note: The Reflection Feed is the heart and soul of the game. Be sure to respond to your teammates’ reflections, offer support, empathize, and check-in with them regularly.

6. **ENTER YOUR SCORE EACH DAY** anytime between 8 p.m. and midnight of the following night (you have 28 hours to enter your score). If you fail to enter your score by midnight the following night, your score automatically will be recorded as a 0.

7. **MULLIGANS** - If you forget to record your score within the time limit, you can enter your missed score by using a “mulligan.” The number of mulligans you get depends on the level you choose:

- **Performance** - 1 mulligan
- **Lifestyle** - 2 mulligans
- **Kick Start** - 3 mulligans

If you miss a day, and you have mulligans remaining, you will be asked if you want to use a mulligan to re-open scoring for that day. You do not have to use it on any particular day.

8. **BONUS POINTS**

- **Indulgence Tokens** Earn two indulgence tokens by losing three or fewer nutrition points in any consecutive 7-day period. That means you will need to earn 32 out of 35 nutrition points in the 7-day period to earn the indulgence tokens. Each indulgence token is worth 1 food point and will be applied automatically to your nutrition score if you enter fewer than 5 points for nutrition in your daily score. Indulgence tokens cannot be applied retroactively.

- **Rest Day Tokens** Earn one token by exercising for 10 consecutive days. This token will be automatically applied to your exercise score when you enter a “no” in Exercise in your daily score. Rest day tokens cannot be applied retroactively.

- **Free Day Tokens** Earn one free day token by losing no more than 3 points over a 21-day span. Use of other bonus tokens will not harm your ability to earn the Free Day token. This means you can lose more than 3 points in the nutrition and exercise categories over the streak period, but you must already have available bonus tokens to immediately make up for the losses. The Free Day token is elective. It will never automatically be applied. You can choose to use this token at any time once you earn it by clicking on it rather than entering your score. This token will be applied to all categories, giving you a perfect score, including your reflection, for the day.
9. **TAKE YOUR FINAL WLC MEASUREMENTS**, which include:

1. The same measurable workout you did during your before measurements
2. The same basic body measurements you took during your Before measurements
3. After photos taken for your own personal records.

10. **THE WINNER OF YOUR TEAM** is the player with the lowest combined ranking based on the combination of three weighted rankings:

- **Total Daily Points**
  This will account for 50% of your final ranking.

- **Workout Improvement**
  This will be determined by your percentage improvement in the time or score of your WLC Before and After workout. This will account for 25% of your final ranking.

- **Measurement Improvement**
  This will be determined by your percentage improvement over the initial measurements of your chosen WLC Before and After Measurements. This will account for 25% of your final ranking.
SPICES
The easiest way to add big flavor to your foods is with spices. Not only that, many of them have tremendous health benefits. Don’t go out and buy $500 worth of spices in one shot. As you start making some new recipes, simply start buying a few here and there.

- Sea Salt
- Black Pepper
- Italian Seasoning Blend OR Dried Thyme, Basil, and Oregano
- Trader Joe’s 21 Seasoning Salute
- Paprika
- Crushed Red Pepper
- Chili Powder
- Cayenne Pepper
- Cumin
- Cinnamon
- Ground Ginger
- Garlic Powder
- Onion Powder

PANTRY & PRODUCE
There are certain things that are good to have on hand. These aren’t things that you’ll buy every single week, but stuff that is a good idea to keep stocked.

- Stocks and Broths: Chicken, Beef, and/or Vegetable. Read labels!
- Fats: Grass Fed butter (Kerrygold), Extra Virgin Olive Oil, Coconut Oil
- Coconut milk: Canned, NOT the ‘beverage’ kind.
- Vinegars: Red, white, and apple cider
- Almond or other nut butters
- Snack Bars: Larabars, Paleo Bars, Exo Bars. Read all Labels!
- Canned Tuna, Salmon, and Sardines
- Canned Tomatoes

FRIDGE & FREEZER
There are a few things that are great to have in the fridge. This list contains the things that make good ‘in a pinch’ meals or are often used.

- Eggs - Pastured if possible. Organic preferred.
- Hot Sauce
- Salsa
- Coconut Aminos - An excellent substitute for soy sauce.
- Prosciutto
- Date Puree: Dates blended with water. Use it as a sweetener in shakes & treats.
- Mustard - check labels
- Bacon. GOOD Bacon (Read that label!)

In the freezer, keep some back-up meat. It’s also good to keep things you like to have in shakes (fruits), or things bought in bulk and thawed out as needed.

- Chicken (breast, thighs, or whole)
- Ground Meats
- Shrimp
- Bananas - Frozen bananas make great shake additions and ice creams.
- Grapes - Frozen grapes make for an excellent dessert.
- Applegate Hot Dogs - They’re quality, and are really great to have in a pinch.
**KITCHEN TOOLS**

If you’re used to ordering in or eating out, the biggest change is that you’re going to have to get in the kitchen. Here are the tools that I find most helpful. Some are investments, and you certainly don’t need everything.

**Sharp knives:** Chefs and paring are most crucial. Invest in a decent one

**Cutting boards:** A plastic one for meat and one or two for everything else

**Sauté pan with a lid:** 10” works for most things

**Saucepan:** 3 qt

**Sheet pans/baking sheets:** Roasting veggies or toasting nuts and baking

**Casserole dish:** Deeper than baking sheets and usually ceramic or glass

**Mixing bowls**

**Wooden spoons**

**Whisk**

**Rubber spatula**

**Spiral slicer:** It turns vegetables into noodles - **GET THIS!**

**Food processor or blender**

This is one of the more essential items, but it’s a bigger purchase item. Make pestos, puree cauliflower or sweet potatoes, blend root veggies into soups...the possibilities are endless. If you’re going to get just one, go for a good blender so you can also use it for smoothies.

**Dutch oven**

This is a staple in most kitchens and by far the best thing for stews, soups and braising. It can go right from stovetop to oven and you can serve right from it. I prefer ceramic, as they clean easily. Spend a little money on this one, you’ll have it FOREVER.

**Slow cooker**

This is not an essential, per say, but it makes life unbelievably easy. You basically throw a bunch of stuff in before you leave the house and like magic, come home to a hot meal.
YOU’VE PROBABLY SAID SOMETHING LIKE THIS BEFORE:

“I really need to...”

This type of statement is an acknowledgment that forming a better habit would improve your experience of life.

We all have habits. What many of us have discovered is that our habits determine the quality of our health, our relationships, and our overall well-being.

Bad habits—like eating unconsciously, neglecting our bodies’ needs, and spending more time working than connecting with the people important to us—mostly just happen by accident, without any real intention.

Good habits—like taking time out to nourish our bodies, exercise, sleep, and connect with others—almost never happen by accident.

The good news is we are free to choose. We are free to indulge in habits that cause us to suffer, and we are equally free to create habits that improve our lives.

The hard news is that good habits don’t become habits in one day. Everyone wants to change, but few have a method for making intentional and lasting changes. This is where the Whole Life Challenge can help.

We know that life-altering positive change can take place by making small, consistent, incremental changes every day. This simple insight isn’t glamorous, but it works. We all want extraordinary results overnight, so we can be tempted by fads and snake oil. The reality is that overnight-change doesn’t happen. Even when it looks like it does, “overnight change” almost never lasts.

The 7 Daily Habits that constitute the Whole Life Challenge not only improve the quality of our lives, but also give us the foundation to eliminate habits that harm us.
THESE 7 DAILY HABITS ARE:

**NUTRITION.** Your food choices have the single greatest impact on your health, well-being, and community. When you make choices that keep you healthy, you give yourself the fuel to fulfill all of who you are.

**EXERCISE.** Humans are designed to move daily. Whether through workouts, activity, or simply enjoying the full use of your body, daily movement keeps you healthy and vital.

**MOBILITY.** In a sedentary world, our bodies get stuck. Daily mobility and stretching helps you move the way nature intended and continue enjoying freedom of movement into your later years.

**SUPPLEMENTATION.** Modern nutrition and food processing can leave you short on important building blocks. A daily supplement helps fill the gaps your food may be leaving out.

**HYDRATION.** More than anything, your body is made of water. This habit ensures that your body gets enough of its most basic resources for life.

**LIFESTYLE PRACTICE.** These weekly practices turn a life into your life. Learn to step back, take stock, connect, and turn your attention to what is really important to you.

**REFLECTION.** Looking back, looking inward, or looking forward, daily reflection draws your awareness to what is working and what needs your attention today.

As you know, the gap between knowing something and doing it can be wide. The Whole Life Challenge turns doing into a game that requires the three most fundamental tools necessary to create new habits: structure, support, and accountability.

1. The Whole Life Challenge is a 56-day game that provides structure in the form of rules and guidelines for adopting each habit. The Challenge doesn’t tell you what to do, it helps you understand how to do it in ways that makes sense in your life.

2. By communicating with your teammates and with players from all over the world, you have support for times when things get tough, when you don’t know what to do, and when you want to cheer about your success!

So many of us find it hard to succeed because we take on these challenges alone, so creating new habits is no fun. It’s too serious. As a result, we can feel isolated and stressed out, and because we are by ourselves, we can easily fail to see any progress we are making.

3. And since it’s a game, we wanted to add one final element that makes all the difference: Keeping score. The game provides accountability by requiring you to log in daily, record your score, and honestly reflect with your teammates on your experience of your day.

By playing wholeheartedly, you will achieve results you cannot yet imagine—results that don’t seem possible simply by focusing on our 7 Daily Habits but that come from the practice of focus itself.

When you complete the Whole Life Challenge, you will have a brand new experience of your health, life, and well-being— and you will be ready to take on anything!

[Click here to read the full rules...](#)
You’re getting ready to start the Challenge, and contrary to what you might be thinking, you’re not going on the WLC “diet.” Diets are short term solutions. The WLC is the kick off to a new, healthier way of life. During the Challenge, you’re going to learn to eat nutrient dense, real, whole foods, moving away from the processed, refined nonsense that passes for modern “nutrition.” It’s not a new fad diet. It’s a movement back to what we’ve always known food to be. And by the way, it doesn’t come in a box.

We know that it can feel overwhelming. To set yourself up for success, we recommend you start by following these five steps to get yourself ready.

**STEP 1: THE PURGE.**

This might be the most important step. Remove all non-compliant items from your house. Get anything that doesn’t work for you out. If it’s not there, you can’t eat it. If you have to get in your car and make a special trip for something, you’re probably not going to do it and you’ll eat the berries you have on hand instead. Set yourself up right. Dump the bad, and restock with healthy foods and snacks.

If you live with people who are NOT making this change with you, it may be necessary to sit down for a chat. If you simply cannot resist chips, and someone in your household constantly stocks them, you may have to get honest and explain to them that you’re trying to change the way you eat, and you’d appreciate their support. That if they could keep said kryptonite items out of the house for the time being, you would really be thankful. If they refuse...it’s up to you.

It’s the real world and we’re all grown ups. No one ever ate food by accident. If you don’t want it, don’t eat it. Are you responsible for the food in the house? If you don’t have to get in your car and make a special trip for something, you’re probably not going to do it and you’ll eat the berries you have on hand instead. Set yourself up right. Dump the bad, and restock with healthy foods and snacks.

**STEP 2: SPEND SOME TIME ON BLOGS**

There are lots of resources out there. Book after book and blog after blog of real-food, and Challenge-compliant recipes. You don’t even have to make exactly what’s shown, but they’ll help you draw some inspiration on your new found excitement that will be cooking your own food on your quest to better health.

Be sure to follow the Whole Life Challenge Pinterest and Facebook group for postings of recipe resources and check #wholelifechallenge on Instagram to see what others are cooking up!

**STEP 3: PLAN YOUR MEALS**

Meal planning can seem very time consuming, and truthfully, it can be. The more you do it, the better you get at it and the quicker the process. Pick a day, say Sunday, to sit down and write out everything you have going on in the upcoming week. This helps you see if and when you’ll need to pack food, when dinner will need to be fast, when leftovers can be utilized, and even think about how to best fuel your workout schedule.

Using a template is a great way to do this. You can plot meals, and see when you can transfer leftovers. Say you have a roast chicken planned for Monday night, now you know you can have chicken salad with the leftovers on Tuesday for lunch! One of the biggest pitfalls people encounter is not having something to eat so they just have what’s made available – which is usually not the best choice.
STEP 4: MASTER SOME GO-TO RECIPES

Roast Chicken and sautéed zucchini with a baked sweet potato. Extremely easy and hard to mess up. It's not brain surgery.

Life gets busy, and sometimes the last thing anyone wants to do is be creative. With all of the food blogs out there, it can be easy to forget that not every meal has to be a masterpiece. We can end up over-thinking every single meal.

Eating nutrient-dense, whole foods is not hard. Meat, fish, veggies, fruit, nuts, some starch. That's a ton of options! Don't get caught up in thinking that just because you've decided to eat better, that everything has to cookbook-ready. Most "food-people" eat meals that are very simple: A steak with some roasted veggies. Chicken Soup. Zucchini Noodles with a quick sauce. Eggs and bacon. Protein + Carb + Fat = MEAL.

Pick a recipe or two for breakfast, lunch, and dinner that you like. Make them a lot. Get so used to making it that you don't even have to think about it. Pull it out whenever you just need to make something and don't want to try some new convoluted recipe or your brain is too lazy to care.

The slow cooker is GREAT tool for days like this. You throw stuff in there, leave for the day and you come home to a hot meal. Plus, the added benefit of leftovers. It's fun experimenting with recipes, and getting into the kitchen is a big part of eating whole foods, but it doesn't have to be complicated.

This means you may want to start packing lunches! People pack breakfasts, snacks, lunches, and even sometimes dinners if it's going to be one of those days. Being prepared is your best friend. Buy a cooler. We have a limited amount of will power and decision making ability per day. By eliminating the need to make choices regarding what we will be eating, we allow our brain to put all of its energy into the important stuff.

Sure, it sounds like a lot of work, and it takes some getting used to it. And the good news is, you can get used to anything. Meals don’t have to be complicated. Make a quick salad and pack it up for lunch. Hard boil some eggs, cut up some sausage and grab some berries for breakfast. Easy peasy.

Here are some simple ideas:

**Breakfasts:**
- scrambled eggs with sliced bananas and almond butter, or
- grain-free granola with almond milk and blueberries

**Lunch:**
- a simple salad with leftover roasted vegetables and shrimp, or
- quinoa and black beans with avocado and a cucumber and tomato salad

**Dinner:**
- Grilled or pan roasted chicken breast with brussel sprouts and buttered sweet potatoes, or
- Salmon and asparagus with pine nuts and olive oil

**Snacks:**
- apple slices with almond or peanut butter
- hard boiled eggs
- hummus and raw veggies
STEP 5: DO A GROCERY SHOPPING TEST RUN

The first time you go grocery shopping with the Whole Life Challenge rules in mind may be a bit of a shock. It will surely be a new experience than what you’re used to. No more premade meals, no more packaged foods.

You’re going to have to start reading labels. The chicken stock you normally buy probably has sugar in it. Your almond milk may contain guar gum or carrageenan. Most of your go-to snacks, like chips and popcorn (depending on your level of play) may be off limits for the eight weeks. You will have to change up what you tend to buy on autopilot, so the first few trips will likely take longer than usual.

You’ll be spending way more time at the butcher counter and in the produce section and less time in the isles. Hooray!

And...Stock up. Use the shopping lists in this guide to start building your WLC kitchen. Many of the things you may already have. Don’t go out and get everything on the list in one shot (unless you really want to), but it’s a good base to start picking things up here and there as you need them. It’s very likely that with the Challenge, you’re going to be cooking for yourself more, and having a well stocked kitchen makes things much easier. When you’ve got a good base of basic stuff: spices, meats, cooking fats, and veggies, you can quickly piece together meals in no time!

Well, these certainly aren’t all the steps you can take to get ready, but if you put these five steps in motion quickly, your nutrition journey during the Whole Life Challenge can not only be a heck of a lot easier, it can be a pretty eye-opening adventure as well!
It seems simple enough:
Eat real foods. Whole, unprocessed, natural foods. Cut out grains, sugar, and dairy.

You hear about The Whole Life Challenge and the miracles it brings. Just a few weeks and you’re going to look AMAZING. Your friend lost 50 lbs! Oh my gosh...You’re going to have a six pack!

Then a few weeks go by...you aren’t doing laundry on your stomach. You haven’t even lost any nutrition points! This was supposed to be the promised land! What the heck?

Newsflash: Broccoli and chicken doesn’t make you fat. Here’s what you might be doing wrong and what you can do it fix it.

1) A stack of WLC compliant pancakes is still a stack of pancakes.

Just because a recipe says “WLC” in front of it, doesn’t mean you can eat it all day long without consequences. Dates are a great replacement for sugar, but they’re still sugar! These recipes may still be doing what dessert and candy was doing to you before starting the Challenge.

During every Whole Life Challenge, lots of players post compliant recipes for cookies, donuts, cakes, brownies, pancakes. Then they say “I did the WLC and I haven’t lost any body fat.” No surprise. These treat recipes, though technically compliant, should be be treats, enjoyed occasionally.

So basically, on those nights you do have a dessert, have something that is natural and a bit better for you than your standard flour and sugar concoction. Don’t make a batch of WLC compliant cookies and destroy the whole tray in one sitting because hey, it’s COMPLIANT!

QUICK FIX: Save compliant desserts/baked goods for occasional treats. Make a batch and bring them into your gym or work to share with your community. This way you only have a few at home that you can enjoy and you’ve brought some tasty joy to others.

2) Just because someone tells you they eat a pound of bacon in a sitting and loves bowls of sweet potatoes every day doesn’t mean you should, too.

Have you ever been in this predicament: You’re eating according to the rules, better than ever before. You’ve shed some body fat. You feel great. You’re getting stronger. Then you stall. You hit a plateau. Maybe you even start putting fat back on. Why?

Sometimes, what we’re was eating is all well and good, but we eat way too much of it. WLC doesn’t count calories, and our bodies don’t need a calculator to know when we’ve had enough. Be smart about what’s appropriate for your individual needs and goals. Working out for an hour a day doesn’t mean you earn a free pass to eat everything in sight. You still have to figure out what works for you and your body.

QUICK FIX: When build your meal, start with lots of veggies. Then add an appropriate amount of protein (think the size of your palm) and add some healthy fats. Make sure to chew your food well. Pay attention to when you feel satiated...and stop. You don’t always need to be in a food coma.
3) “Most of the time” is really “some of the time.”
We tend to do some creative math when it comes to what we do “most of the time.” Many folks eat clean all week and just “cheat” on the weekends. Then they wonder why they aren’t seeing or feeling changes yet.

**THE TRUTH:** The week is 7 days. Check it out: if your nutrition is compliant Monday through Friday afternoon (4 1/2 days), then you indulge in non-compliant meals and drinks Friday night through Sunday (2 1/2 days), what you thought was “most of the time” turns out to be more like “some of the time.”

You need consistency to see results if you’re trying to lose weight, correct digestive issues, hormonal problems, or blood sugar control struggles. You must truly make a lifestyle change. This means it’s time to stop thinking of WLC as a diet. Diets will never work long term—they are short term activities. The majority of the food you eat each day needs to be in the “compliant” column.

**QUICK FIX:** Use your indulgence points wisely. Plan for your treats. When you’ve got a plan, you’re less likely to crash and randomly gorge on a box of Thin Mints. It’s still probably best to avoid gluten and chemical additives, even on indulgence points.

4) **<Insert Sports Star of Choice>** Doesn’t even eat this well...I should look like that!

Do you work out multiple times a day? Is your job to perform at the highest level? Are you training, every day, for a living? Do you have the natural, born-with-it, physical prowess that most top level athletes have? This is why these people are the top 1%. They are the outliers. They are the people who can work so hard and be happy in the suffering that comes with it.

We can aspire to that if you want to. But until you’re doing it... it doesn’t matter how they eat because you are not them.

**QUICK FIX:** Eat for your body and activity level, don’t copy someone else’s. It’s great to have people to look up to and aspire to emulate, but you have to remember that you are your own person and you body has its own needs.

5) You’re lying.
Sorry, that was harsh. This isn’t meant as an attack. You’re surely a lovely person. Here is an exchange that will illustrate what I mean:

“I’m not losing weight on this. I’m pretty sure I’ve gained weight.”

“Really? How is that possible? Are you eating a ton of sweet potatoes or dried fruit?”

“No!”

“What are you eating?”

“Honestly, I’ve barely even had cheats! I haven’t lost a single point! I really think I’m eating too many vegetables.”

No, you’re not. No one ever gained weight from eating spinach. Spinach in a shake filled with four different fruits? Maybe. You have to be honest with yourself. It doesn’t matter what you tell other people or what points you log. Your body knows the truth.

Just because you say “I only had one bite of the bread” or “It was only a small glass of wine,” doesn’t really matter. Your body is always keeping tabs. The only way to be successful is to be truly, painfully honest. When it comes to making a real, lasting change: **Honesty is the best policy.**

**QUICK FIX:** Keep a food journal for two weeks. **Log EVERYTHING.** Force yourself to write down every little thing that goes in your gullet. This will give you a snapshot of how you ACTUALLY eat versus how you THINK you eat. Then, make the necessary changes.

At the end of the day the answer is simple: You need to find what works for YOU.

It doesn’t matter what book you read, or what ‘rules’ you are following or what challenge you signed up for. Your body is a lab. You have to experiment to see what creates optimal results.

If what you’re doing isn’t working, tweak it. You’re not going to be able to listen to what someone else does, mirror that exactly, and have the same end result. We know exercise works. We know eating real, whole food works. How you **FEEL** is the best indicator there is. Your body is telling you what it needs. Learn to listen.
WARNING: READ ONLY IF YOU WANT TO GIVE UP & QUIT

You’re all signed up for the challenge. You’re ready to go. You’ve done all of your prep work, you’ve planned all of your meals. You, my friend, are going to be a WLC Rockstar.

Here’s the dirty little secret: At some point, I don’t know when, something may (and let’s face it, probably will) happen. Maybe it will be a party, or a long weekend, or a family vacation. Maybe it was nothing eventful at all. Something really stressful may go down. Maybe you’ll simply have a few days off the proverbial WLC wagon. Whatever sparks it, you will probably find yourself suddenly thinking, “Enough is enough.”

It happens to everyone. Every person who signs up for the Challenge, or makes any lifestyle, nutrition, or exercise commitment has the moment of “Why am I even doing this?” It’s the moment when you, despite your best intentions, want to quit. And you’re going to try to convince yourself to do it. Here’s the thing:

THAT’S OK!

One of the things that makes the Whole Life Challenge different is that it’s not about perfection. A single, or a handful, or even a bunch of missteps does not mean it’s over. Sometimes all it takes is to keep checking in every day, regardless of your score, to keep your head in the game. Even when it doesn’t feel like it is. Even when it seems stupid. Even when you don’t want to. We all feel it at some point. This is exactly where change happens. When we make the choice to continue on. Without worrying about “perfect,” or it being exactly how we imagined. We make the choice to keep going.

That’s what this Challenge is all about. The goal is not to be firing on all cylinders for eight weeks with perfect scores only to crash and burn into your old habits on day 57. It’s a practice in creating new habits. Changing, even if just a little, what you were doing for the better. An extra glass of water, one more glance at a food label. A thoughtful choice.

So what to do when you hit this wall? When you want to quit? DON’T!

It sounds overly-simplistic, but it’s the truth. When you want to quit is when it’s most important not to. And it’s all you can do. Nothing more, nothing less.

REMEMBER: YOU ARE A ROCKSTAR!

You can see it through. Even if you’ve never seen anything else through. This can be the start of something new, something that lasts.

People do the Challenge for lots of reasons—To lose weight, to exercise more, to just get a little healthier. Really clear, trackable reasons.

What they learn are habits that can be carried into their life when the scoring is over.

What really happens is that you discover something within yourself that maybe you didn’t even know was there. A determination. A strength. That’s what you find when you don’t quit.

When you feel like you want to quit—and you will—remember why you started. Keep logging in every day and posting that score. Even when it’s not perfect. It’s OK to get frustrated, it’s natural. You’re only human. You have it in you to keep going. It’s about time to show yourself how much power you have. Afterall, you are a rockstar.
### MEAT, POULTRY, FISH

<table>
<thead>
<tr>
<th></th>
<th>PERFORMANCE</th>
<th>LIFESTYLE</th>
<th>KICK START</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beef</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Game meats</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Pork</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Poultry</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Fish</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Shellfish</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Bacon cured with sugar</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Deli &amp; cured meats with nitrates or artificial ingredients</td>
<td>No</td>
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<td>Yes</td>
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### VEGETABLES & LEGUMES

<table>
<thead>
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<th></th>
<th>PERFORMANCE</th>
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<th>KICK START</th>
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<tbody>
<tr>
<td>Most vegetables (see below)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Legumes (except soybean)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Sweet Potatoes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Corn</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Potatoes</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Soy</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Taro</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Yucca</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
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### FRUITS

<table>
<thead>
<tr>
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<th>PERFORMANCE</th>
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<tbody>
<tr>
<td>All fresh fruits</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Dried fruit with no added sugar</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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### NUTS, SEEDS, FATS & OILS

<table>
<thead>
<tr>
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<th>PERFORMANCE</th>
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<th>KICK START</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nuts - butters, milks, nut “flours”</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Avocado</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Coconut - flakes, milk, flour, aminos</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Most cooking oil (see below for exceptions)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Animal Fats (e.g. butter, lard, duck fat, tallow)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Corn oil, Soy oil</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
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### GRAINS, STARCHES, CORN & SOY

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<th></th>
<th>PERFORMANCE</th>
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<tbody>
<tr>
<td>Sweet potatoes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Yams</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Almond Flour, Coconut Flour</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Buckwheat</td>
<td>No (Yes for Veg)</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Oats and Oatmeal</td>
<td>No (Yes for Veg)</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Brown Rice</td>
<td>No (Yes for Veg)</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Quinoa</td>
<td>No (Yes for Veg)</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Amaranth</td>
<td>No (Yes for Veg)</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Wild Rice</td>
<td>No (Yes for Veg)</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Soy, fermented (traditionally fermented tamari, miso, tempeh)</td>
<td>No (Yes for Veg)</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Corn, fresh</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Potatoes</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Soy, unfermented (tofu, soy sauce, edamame, beans)</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Tortillas (flour, whole wheat, corn)</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>White Rice</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>GRAINS, STARCHES, CORN &amp; SOY continued</strong></td>
<td><strong>PERFORMANCE</strong></td>
<td><strong>LIFESTYLE</strong></td>
<td><strong>KICK START</strong></td>
</tr>
<tr>
<td>--------------------------------------------</td>
<td>----------------</td>
<td>---------------</td>
<td>---------------</td>
</tr>
<tr>
<td>Corn, popped</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Yucca, taro, arrowroot powder, tapioca starch</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Pasta (all types – wheat, rice, etc.)</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Flours of any compliant or non-compliant grain</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Bread, flat breads, naan, etc.</td>
<td>No</td>
<td>No</td>
<td>No</td>
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<table>
<thead>
<tr>
<th><strong>SWEETENERS, SUGAR, CANDY &amp; DESSERT</strong></th>
<th><strong>PERFORMANCE</strong></th>
<th><strong>LIFESTYLE</strong></th>
<th><strong>KICK START</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Stevia</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Coconut sugar</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Sugar/Sweetener as ingredient in store or restaurant bought prepared foods (e.g. broths or fresh meals)</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Gum, Mints</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Sugar, agave, honey to normally sweeten coffee or tea</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Artificial sweeteners (e.g. Nutra-sweet, Splenda, Equal)</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Sugar/Sweetener as ingredient in dessert, baked goods, oatmeal, home recipes, etc.</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Coffee or tea flavored drinks (e.g. mochas, syrups, “blendeds”)</td>
<td>No</td>
<td>No</td>
<td>No</td>
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<table>
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<tr>
<th><strong>DAIRY</strong></th>
<th><strong>PERFORMANCE</strong></th>
<th><strong>LIFESTYLE</strong></th>
<th><strong>KICK START</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Butter</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Yogurt or Kefir (unsweetened)</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Whey Protein</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Milk, Sour Cream, Cottage Cheese</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Cheese</td>
<td>No</td>
<td>No</td>
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<table>
<thead>
<tr>
<th><strong>BEVERAGES</strong></th>
<th><strong>PERFORMANCE</strong></th>
<th><strong>LIFESTYLE</strong></th>
<th><strong>KICK START</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Water</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Carbonated water</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Coffee</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Kombucha</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Lemon or lime juice</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Coconut water (unsweetened)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Vegetable juice</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Fruit puree (blended)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Wine or Spirits</td>
<td>No</td>
<td>1 per week</td>
<td>1 per day</td>
</tr>
<tr>
<td>Cooking with alcohol</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Fruit Juice</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Soda (regular, diet, or “natural”)</td>
<td>No</td>
<td>No</td>
<td>No</td>
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<tr>
<td>Beer</td>
<td>No</td>
<td>No</td>
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<table>
<thead>
<tr>
<th><strong>JUNK FOOD, ARTIFICIAL &amp; OTHER INGREDIENTS</strong></th>
<th><strong>PERFORMANCE</strong></th>
<th><strong>LIFESTYLE</strong></th>
<th><strong>KICK START</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweet potato fries, Sweet potato chips, Veggie Chips</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Citric Acid, Calcium Chloride, Yeast</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Xanthan gum and guar gum</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>MSG, nitrates/nitrites, benzoates (includes: BHA, BHT, TBHQ), hydrogenated oils</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Artificial colors and flavors</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Potato chips, corn chips and French fries</td>
<td>No</td>
<td>No</td>
<td>No</td>
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</tbody>
</table>