

Week 1

- Discuss basic weight loss rules
 - Energy in vs. energy out
 - 3500 calories in 1 lb. of fat
 - Set a goal and write it down (pg. 2)
- Discuss ways to eat less and have client choose a strategy (pg. 3)
 - Food logging (pg. 42) – reiterate this is the number one weight loss tool aside from meal replacements; they can choose to write it down in the weight loss planner or subscribe to dotFIT's NFP to log online.
 - Menus (pg. 5-14)
 - CalorieKing™ book to learn calorie content and make better choices
 - Reduce portion sizes
- Take beginning stats
- Product information on FatReleaser™/multivitamin/meal replacements
- dotFIT online resources in the [Fitness Vault](#); discuss available product discounts
- Menu options

Week 2

- Affirm any positive action the client is taking – food log, activity, steps, etc.
 - Review food log/step log if client is tracking
- Weekly weigh-in
- Discuss results. Discuss weight loss trends if needed. (True results appear over 2-3 weeks; not week to week because of fluid fluctuations.)
 - Suggest “Weigh the Weight Away” email coaching program to stay on track to goal. This is another tool fit pros can leverage to help their clients get results.
- Select movement or eating strategy to stay on goal
 - Have client pick an adjustment s/he will make
- Moving more in and out of the gym
 - interval training (gym)
 - active rest periods (gym)
 - increase intensity of workout (gym)
 - add time or days to your workout (gym)
 - purchase a pedometer, track steps (gym/home)
 - household chores during commercials (home)
 - cook at home vs. going out (home)
 - create weekly/monthly projects (home)
- Menus

Week 3

- Affirm any positive action the client is taking – food log, activity, steps, etc.
 - Review food log/step log if client is tracking
- Weekly weigh-in
- Making adjustments to avoid plateaus
 - Adding steps
 - Increase activity in gym
 - Subtracting (calories)
- Utilizing the CalorieKing™ book
- Review the dotFIT multi and meal replacements (almost time for more!)
- Menus

Week 4

- Affirm any positive action the client is taking – food log, activity, steps, etc.
 - Review food log/step log if client is tracking
- Weekly weigh-in
- Goal review (where is the client?)
- Building your own menus/address Eating-on-the-Go if client has a busy lifestyle
 - Timing
 - Balancing
 - Healthy choices/healthier choices
- Utilizing the dotFIT platform to assist with food
- Tracking food intake
- CarbKiller™ discussion (how and why)
- Menus

Week 5

- Affirm any positive action the client is taking – food log, activity, steps, etc.
 - Review food log/step log if client is tracking
- Weekly weigh-in
- Grocery shopping (great time to meet a group of clients at the grocery store!)
 - Label reading
 - Calorie guessing game
 - Portion/calorie control through volume
- Menus

Week 6

- Affirm any positive action the client is taking – food log, activity, steps, etc.
 - Review food log/step log if client is tracking
- Weekly weigh-in
- Why supplement
- What to look for when purchasing supplements
- Supplement buying made easy! (home delivery)
- Menus

Week 7

- Affirm any positive action the client is taking – food log, activity, steps, etc.
 - Review food log/step log if client is tracking
- Weekly weigh-in
- Eating out
 - Better bad food choices
 - Review example of “Healthy Fast Food” menus
 - Estimating calories at a restaurant
 - Review CalorieKing™ book
- Building a “going out” game plan (movement and food strategies)
- Help your client build another “eating out” menu

Week 8

- Affirm any positive action the client is taking – food log, activity, steps, etc.
 - Review food log/step log if client is tracking
- Weekly weigh-in
- Goal review (Where is your client?)
- ThermoShock™ introduction
- Manipulation of exercise (utilizing the dotFIT platform if applicable)
- Menus

Week 9

- Affirm any positive action the client is taking – food log, activity, steps, etc.
 - Review food log/step log if client is tracking
- Weekly weigh-in
- Vacations and weight-management
 - To lose or not to lose

- Walking 2 hours = 1 hour of moderate weight training & cardio
- Pedometer
- Pack healthy dotFIT snacks
- Schedule meals every 3-4 hours, DON'T GET HUNGRY!
- Car travel tips
- Plane travel tips
- Eating out (chose one meal to "cheat")
- Menus

Week 10

- Affirm any positive action the client is taking – food log, activity, steps, etc.
 - Review food log/step log if client is tracking
- Weekly weigh-in
- Weight gain and satiety (control that MONSTER... your appetite!)
 - Chose foods less dense in calories and have more volume (BIG salad w/chicken vs. pepperoni pizza)
 - Never watch T.V. or any other entertainment while eating
 - Eat & drink from small plates and cups. (Play tricks on your appetite!)
 - Wait 30 – 40 minutes after your meals to have dessert. (Give your brain time to catch up to what's in your stomach)
 - Brush your teeth immediately following meals (This sends a subliminal message that "meal time is over".)
 - Don't forget the basics... Eat small meals every 3-4 hours to assist in avoiding hunger
- Menus

Week 11

- Affirm any positive action the client is taking – food log, activity, steps, etc.
 - Review food log/step log if client is tracking
- Weekly weigh-in
- How to cheat without weight gain!
 - Review energy in vs. energy out
 - Plan the cheat... adjust movement/food the day before and after to offset the calories
 - Increase movement an hour per day during "likely cheat times" (holidays)
 - Remove calories earlier in the day on your cheat day to "save up" (increase protein)
 - Avoid going on your cheat date hungry
 - Client gains 2 lbs. (true weight vs. water), break down the math...
 - 1 pound = 3500 calories x 2 lbs = 7,000
 - 7 days... must average 1000 deficit per day. 500 calories from movement/500 from food
 - 14 days... must average 500 deficit per day. 250 movement/250 food
 - 21 days...
 - 30 days...

- Review dotFIT online (examples of sample menus); www.dotFIT.com/90dayweightloss
- Menus

Week 12

- Affirm any positive action the client is taking – food log, activity, steps, etc.
 - Review food log/step log if client is tracking
- Final weigh-in! (weight, circumference measurements, body fat, pant/dress size)
- Developing a support system –
 - Who should you spend more time with (who will support you?)
 - Who can you ask to give you a “gentle nudge” when they see you falling off-track a bit?
 - Who should you be cautious of when you spend time with them (who can “infect” you with their bad habits?)
 - Using the dotFIT Fitness Community for support
 - Get a trainer
- Which dotFIT product recommendations would be appropriate to continue during their pursuit to their ultimate destination?
- Final evaluation... Has the client reached their goal? Can they reach this goal without your weekly support?