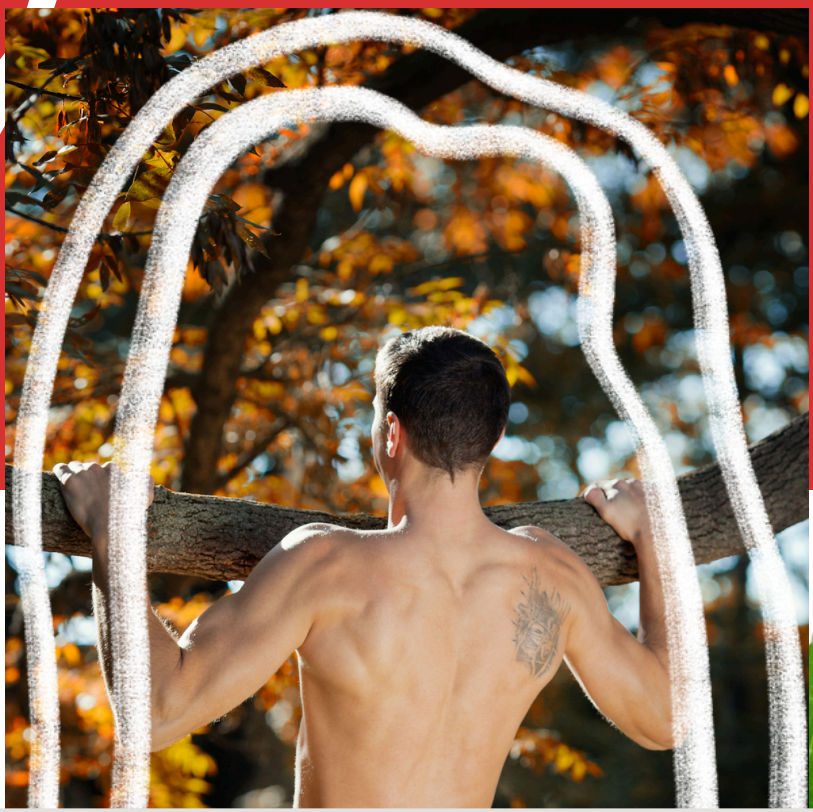
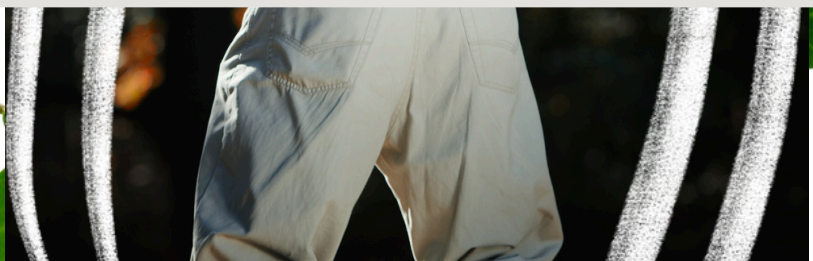
7 DAY

GO PRIMAL



FITNESS CHALLENGE





INTRODUCTION

Are you looking for a way to get fit and healthy in a short amount of time? If so, the "go primal" 7-day fitness challenge is for you!

This e-book will provide you with everything you need to know about this challenging but rewarding program.

The "go primal" challenge is based on the principles of primal health – a philosophy that encourages people to eat natural, unprocessed foods and to exercise in a way that is aligned with their body's natural tendencies.

By following these simple guidelines, you can set yourself up for the achievement of optimal health and fitness without spending hours in the gym or eating bland, boring food.

The "go primal" 7-day fitness challenge is a great way to start your journey to primal health.

In just one week, you will learn how to make healthy, animal-friendly choices, and you will also get a taste of some of the exercises that are recommended as part of the primal lifestyle.

So let's get to it already!

WHAT IS THE PRIMAL CHALLENGE?

The "go primal" challenge is a 7-day fitness challenge that encourages people to embrace a primal lifestyle.

The challenge is designed to help people get in shape, lose weight, and improve their overall health.

Certainly, that won't happen in a mere seven days, but that's not the idea.

The main goal of the challenge is to help you cultivate the habits required for you to actually get into good shape in the weeks and months to come.

Ultimately, though, the idea is to cultivate habits that you can stick to for a lifetime.



WHY GO PRIMAL?

The average person's life is not only sedentary but also filled with processed foods and other modern-day culprits for health.

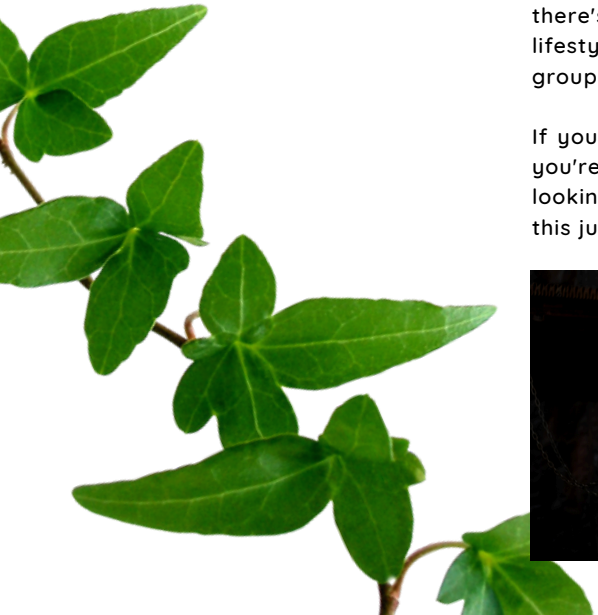
All of these factors can lead to weight gain, poor health, and other issues.

That's why taking on the go primal - 7-day fitness challenge is a good idea.

By discarding many of these common modern-day culprits for health, you can improve your overall health and wellness.

Not only that, but you'll also set yourself up to get in shape and feel better than ever before!

If you're looking for a way to improve your health and wellbeing, this is your chance!



THE PRIMAL LIFESTYLE

If the primal lifestyle is new to you, it likely conjures up images of people living in caves and eating raw meat.

While that's not exactly the truth, the primal lifestyle is based on the premise that humans are genetically wired to live a certain way.

And that way doesn't involve sitting in an office all day or eating packaged foods full of a number of unnecessary additives.

Instead, primal living is all about being in tune with nature.

That means getting plenty of sun exposure, eating non-processed foods, and moving your body in natural ways.

In other words, it's about living as close to the way our ancestors did as possible.

And while it may not be for everyone, there's no denying that the primal lifestyle has its benefits for a certain group of people.

If you want to find out whether or not you're one of those, and if you're looking to reconnect with your roots, this just might be the way to do it.



THE MODERN LIFESTYLE

We humans have come a long way since the primal days.

We have developed technology, created civilizations, and conquered the globe.

In many ways, our modern lifestyle is a vast improvement over the primal lifestyle.

We have a better shelter, more reliable food sources, and greater protection from nature's raw power.

However, there are also some aspects of the primal lifestyle that we may yearn for in our modern world.

For example, we now know the importance of movement and getting out in nature, both of which were essential for our primal ancestors.

We also spend a lot of time indoors, often staring at screens, which can lead to feelings of isolation and loneliness.

Certainly, though, that doesn't mean you should go to extremes like sunning your bumhole every day and swearing off any and all screens and packaged foods.

Because, in reality, in balance, both lifestyles have their merits.





3-STEP PREP

Alright, for one week, you have to completely immerse yourself in the primal lifestyle.

It's a challenge, for sure - but it's also a great way to reconnect with nature and learn more about yourself.

Any transition, though, takes a round of preparation, so here are 5 things to do before you jump into the challenge!

#1 CALCULATE YOUR NEEDS

What is the key to a successful habit transformation? Is it willpower? Determination? While those qualities may help, they are not the most important factor.

The first and most crucial step to changing your habits is understanding your own individual needs.

Just as every snowflake is unique, so too are each person's nutritional requirements.

One person might require more protein, while another might need a bump in their carbohydrate intake.

The only way to know for sure is to calculate your own individual nutrition needs.

Once you have that information, you can embark on the go-primal challenge!

To calculate your individual needs (both calories and macros), go to https://www.traininginthebay.com/macro-calculator/

This is perhaps the most accurate measuring tool out there!

#2 GET A KITCHEN SCALE

Let's be honest, sometimes it feels like portion control is more of an art than a science.

You know you're supposed to eat a certain amount of protein, carbs, and fat at each meal, but how do you actually measure that out?

If you're not careful, it's easy to eat too much or too little of each nutrient.

That's why measuring out your food portions is one of the best practices for portion control.

By taking the time to portion out your meals, you can ensure that you're getting the right amount of nutrition each day.

Plus, it can help you avoid overeating or undereating, both of which can lead to unwanted side effects.

This is why, prep step number two is... getting a kitchen scale!





#3 FIND LOCAL STORES

After you're done with the task of calculating your daily caloric and macronutrient intake, as well as getting a food scale accurate to the nearest gram, it's time to source the food itself.

For that purpose, you should seek out local stores (or, if you live in a big city, a section of the grocery store) that offer minimally processed, well-grown, and humanely raised food.

Not only is this type of food generally more delicious and nutritious, but it also gets you supporting your local community and economy.

Plus, it's always nice to know where your food comes from and how it was raised!

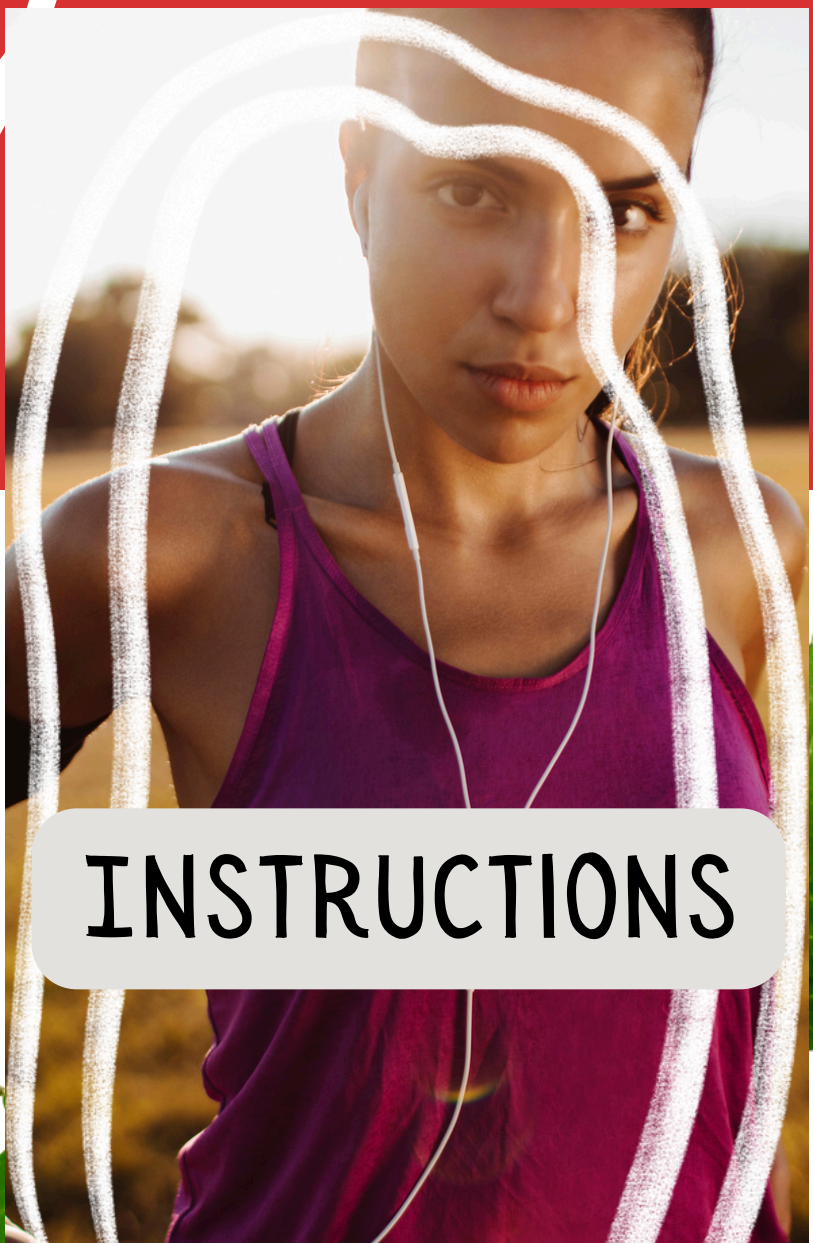
Quality food is of the essence in this 7-day go primal challenge.

LET'S GET TO IT!

Now that you have some basic preparation in place, it's time to dive deep into the challenge.

Remember, though - no drastic changes will be induced, so take it easy!





INSTRUCTIONS

DAY 1 - PLAN THE WEEK

On the first day of the primal challenge, you have one simple task at hand - to plan your nutrition.

A little bit of planning can go a long way, and it will also make the way ahead more clear, besides giving you actionable steps to take on.

During this day, do the following:

1. Choose the main sources of food that will make up your nutrition
2. Appoint a time when you can shop those products & prepare them
3. Appoint times when you can consume your food (especially if you are on a tight schedule)
4. Appoint times when you can train without distractions





DAY 2 - SHOP & PREP

Now that you've planned everything, it's day two and it is time for action! Go to the local stores you've found during your days of preparation, and seek out the exact foods that you planned to purchase on day one of the challenge.

We do recommend to choose a couple of main protein, fats & carb sources, with our 10 favorite ones being:

1. Grass-Fed Beef Products (Meat & Organs)
2. Salmon
3. Tuna
4. Pasture-raised chicken & Eggs
5. Dairy products
6. Sweet potatoes
7. Normal potatoes
8. Brown rice
9. Fruits
10. Starchy vegetables

Once you're home with your fresh ingredients, it's time to do some meal prepping!
Based on your individual needs, cook food in bulk that is sufficient for 3-4 days, pack it up and refrigerate.

Have 2-3 main meals per day and add fruits/veggies on the side or as snacks!

Oh, and don't forget - get yourself some ingredients that will suffice for the preparation of home-made sauces, to make your favorite foods more exciting.

DAY 3 - HIT THE GYM!

Now that your body is fueled up and you have some resources ready to help your body recover, it's time to put that primal body to work!

Seek out a local gym that provides enough space and equipment, and get yourself a monthly membership.

Below, you will find a workout we've structured for you, that is a perfect start for beginners and intermediate trainees.

Exercise	Sets	Reps	Rest (min)
Bodyweight Squat	3	12-15	1
Barbell Squat	3	10	2
Dumbbell Bench Press	3	8-10	2
Lying Leg Curl	3	10	2
Lat Pulldowns	3	10	2
Standing Calf Raises	3	10	1,5

Now that your body is fueled up and you have some resources ready to help your body recover, it's time to put that primal body to work!

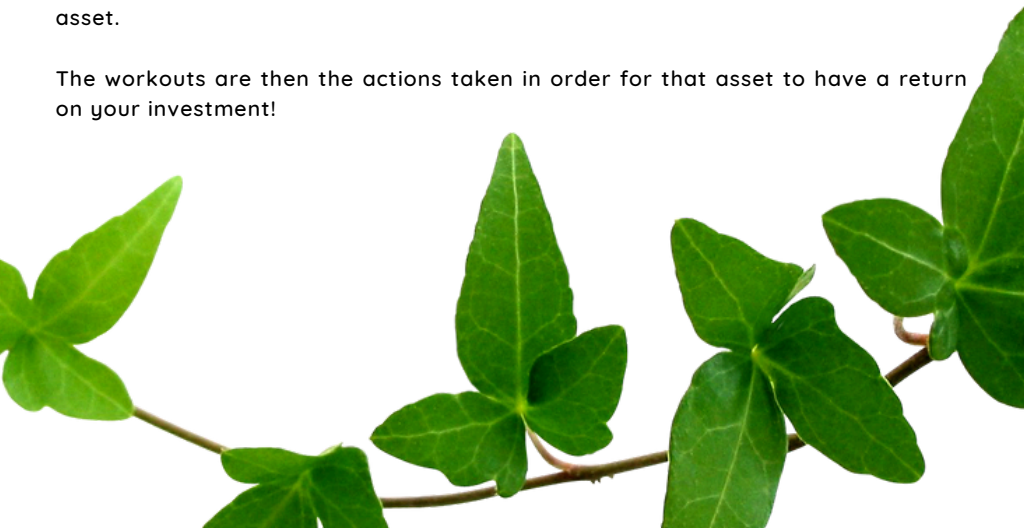
Seek out a local gym that provides enough space and equipment, and get yourself a monthly membership.

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Exercise	Substitute
Bodyweight Squat	Treadmill
Barbell Squat	Leg Press
Dumbbell Bench Press	Barbell Bench Press
Lying Leg Curl	Romanian Deadlift
Lat Pulldowns	Cable Rows
Standing Calf Raises	Seated Calf Raises

Think of the body as your biggest asset, and your food as the investment in that asset.

The workouts are then the actions taken in order for that asset to have a return on your investment!



DAY 4 - MOVE OUTSIDE

Alright primal, it's day four and you're probably already feeling sore from the weights on day 3.

And well, while gyms are great and offer a myriad of equipment and activities to do indoors, sometimes you just need to get outside.

Being in nature may reduce stress, improve mood and mental health, boost immunity, and increase energy levels.

And what better way to enjoy nature than by being active in it?

Hiking, cycling, swimming, diving - there are endless possibilities of activities to choose from when getting outside.

If you're not sure where to start, try simply going for a walk in your neighborhood or exploring a nearby park.

Or, if you're feeling more adventurous, go for a swim in a lake or take a hike in the woods.

Just remember to take the proper precautions - dress for the weather, wear sunscreen, and bring a friend! - and you'll be sure to have a great time.

DAY 5 - SLEEP TIGHT

Ah, sleep. that sweet, sweet moment when you finally drift off into unconsciousness after what feels like hours of tossing and turning.

But why is it that some people seem to have no trouble falling asleep while others spend half the night awake?

While there are many factors that can affect sleep quality, one of the most important is establishing a bedtime routine.

By setting aside a few minutes before bed to wind down and relax, your body will be better prepared to nod off when it's time to turn out the lights.

Additionally, limiting screen time in the hours leading up to sleep can help reduce stress and promote relaxation.

And finally, making sure your bedroom is cool and comfortable will cue your body that it's time to rest.

So if you're looking for ways to improve your sleep, start by making some simple changes to your nightly routine on day 5!



DAY 6 - RECOVERY

It's the end of another long week of physical activity and training. You worked hard all week, and your body is feeling it.

Now it's important to take some time to recover on Day 6 of this primal challenge.

Unwind with a massage or a trip to the hot springs. This will help your muscles relax, and your mind rest.

It can also speed up the recovery process, so you're ready to train again in just two days!

So make sure to take some time to yourself on Day 6 and enjoy the benefits of a good massage or a relaxing trip to the spa!

Knowing how to train and eat is half the battle. Knowing how to recover is the other half.

DAY 7 - A WELL-DESERVED REST

We all know how it feels to be working hard all week and then finally having a day to ourselves where we can just relax.

It's tempting to spend the day lounging around, watching TV, and eating junk food.

And that's fine! Because on day 7, I want you to take a day off for yourself.

Eat as you please and do what you like to do. However, beware of overindulging!

Because, after all, too much relaxation can actually lead to feeling sluggish and unmotivated, setting you up for failure during the next week of action.



WHAT TO EXPECT AFTER THE CHALLENGE

A healthy primal, hmmm. What does that mean, really? We're not talking about fit or skinny or able to run a 5K.
Though those things might be included in the equation, being healthy is about so much more.
It's about having stable energy levels, good digestion, regular sleep patterns, and balanced moods. It's about being able to think clearly and having a sharp memory. It's about having strong bones, efficient metabolism, and a well-functioning immune system.

In short, it's feeling good every day - physically, mentally, and emotionally. And that's what we're striving for in this challenge. By day 7, you should have gotten a taste of the habits of fit and healthy individuals.

And now? It's time to carry this on in your lifestyle and break the chains of unsustainable habits. Do this challenge over and over again, until it becomes second nature!

Stay primal.

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