



## Rossell Fitness Accountability Challenge

Our aim is to be accountable for the next 8 weeks with a focus on health, well-being, good habit creation, support, education and fun!

My intention as the coach is to lead by example and show you how SIMPLE it can be to achieve really fantastic lifestyle results with a little accountability.

We are aiming to make a difference to your life and your energy, your health, your happiness and your confidence over the next 8 weeks – but we hope that your journey goes way beyond this. We hope that you can take the principles that you learn here and use them to continue setting goals and achieving what you want in your personal life!

I am looking for people who have been struggling with the current situation of isolation, feeling low, demotivated, lost, frustrated, confused and alone.

The goal of this 8 week challenge is to come together as a small community and use the collective accountability of the group to stay focussed as an individual. Being in a group can create a powerful sense of belonging, and what comes with that, if you are willing to embrace it, is a bunch of lovely, caring people who will be there for you on the days that you are struggling more.

Not every day of the 8 weeks is going to be a breeze. Some days will feel a lot harder than others, but on those days it is more important than ever that you show up and do what you said you would do. Be accountable.

The only way to get lost in the crowd here is if you choose not to participate and engage. The group is open for questions, comments and chats and there will be a bunch of stuff to keep you occupied should you want to use it.

# What this is NOT

- This is NOT a diet
- We are not promoting dietary or lifestyle restriction
- You won't be asked to give up things that you LOVE to do/eat/drink
- We don't advocate any particular 'famous' fitness programme
- Week 8 is not the end of your healthy journey

# Goal Setting

We are going to map out the next 8 weeks so that you have clarity and purpose as you strive to make your results happen!

I recommend that you set a goal of being accountable and logging on 6/7 days which gives you 1 day each week leeway for things that crop up.

In life things will happen that mean we can't always get a perfect game, so we aim for a high majority knowing that taking good and positive actions for the majority of the time is all that is needed to sway your results the way that you want!

# How to set your goals

1. Assess your current situation and what you might like to change
2. Turn this into measurable sections (outlined later on)
3. Complete baseline activities (e.g. weigh yourself, fitness test, calculate calories)
4. Take action every day to move toward your 90 day goal

## Benchmarks

There will be a benchmark check-in at week 4 so that you can assess your progress and reassess your goals if need be, and then a final check in at week 8.

## Daily accountability

Each day inside the member Facebook group there will be ONE post in the morning asking you to share what your plan is for the day, and ONE post in the evening asking you to be accountable and record your wins/achievements for the day.

Roughly 4-5 minutes per day as a minimum commitment for planning and accountability – that doesn't seem too bad right? Beyond that you can use the group as much or as little as you like!

A win does not have to be something monumental, it can be as 'relatively' small as 'I got out of bed today' because we are all at different stages and for someone who is struggling with motivation perhaps getting out of bed is like climbing a mountain!

Your wins, your achievements, the things that you set for yourself to do are personal goals and they will not be judged or commented on beyond perhaps some kudos and a big WELL DONE for sharing and making a plan!

## Goal setting (example)

Use this box to brain dump how you are feeling now. From these feelings we can take direction and focus your attention on WHAT you are going to do!

I feel frustrated that I can't leave the house to exercise and I know that I am making bad food choices but I just can't seem to stop myself. Every day I really try to start off with good intentions, it feels like they slip away as the day goes by and I lose my motivation and my willpower. By the end of the day I just find myself consoling in wine and chocolate and ice cream. I am probably taking in about 1000kcal more than I need, especially because I am not exercising as much as normal.

I really want to have this under control but it just feels like a battle every day. I have 2 kids that are looking to me, and I feel like I am failing as a mum too! I want to show them that taking care of their health is really important (because I know it is) but I just can't seem to muster the energy to be a good role model. I worry that I am creating long term damage to them too with my apathy.

I am stuck in a rut, and I am beginning to see changes to my body shape that I don't like, but more worrying are the changes to my mental health and my attitude. I used to be driven, motivated and strong and I feel like I everything has a bit of a black cloud hanging over it now.

Use this box to outline where you think the most powerful changes are going to be for you (hint: pick 2-4 things – don't try to change your whole lifestyle right now)

1. Exercise makes me feel really good
2. Eating protein changes my appetite for the better and lessen my mindless snacking
3. Having a regular wake up time and bedtime to protect my energy
4. Only drinking alcohol twice per week instead of every day and limited to ONE drink per occasion so that I can remain clear headed and keep my drink calories lower

Use this box to direct your feelings into 'I WANT' or 'I WILL' goals (these will form a part of your daily plan)

I will be accountable every day BECAUSE I want things to change

I will get out of bed at 7am every day BECAUSE I feel better when I do this instead of snoozing my alarm and feeling jetlagged

I will eat protein at breakfast BECAUSE it helps me to feel fuller and more focused

I will go out for a walk every day BECAUSE it makes a massive difference to my energy

I will have ONE drink on a friday evening and one other evening of my choice to be decided with my partner (if I choose not to drink then that's a bonus!) BECAUSE then I will look forward to this rather than it being a crutch that I rely on when I feel bad or sad.

Use this box to write down the things that you are good at AND the things that you enjoy doing (*consider weaving these things into your daily routine as powerful mood boosters*)

I am good at crafts and I really like to make crochet blankets

I am good at keeping the house in order (*and it makes me feel better when it is*)

I enjoy playing the guitar and I would like my children to take up this hobby too

I enjoy writing and journaling because it gives me clarity and space in my head

I enjoy baking and sharing the things that I make with friends over a cuppa

I like to paint and I would like to get better at it

## Examples of goals *(pick a few that resonate with you or create your own)*

1. I will exercise for 30mins every day
2. I will go to bed at 10pm
3. I will aim to get 8 hours sleep
4. I will eat protein at every meal
5. I will eat 5/6/7/8 different fruits and veggies every day
6. I will cook my dinner every day with fresh ingredients
7. I will allow myself the flexibility to have 1-2 take away/eat-out meals each week
8. I will track my calories and be accountable
9. I will track my macros and be accountable
10. I will track my steps and be accountable
11. I will walk 8'000 /10'000 / 12'000 steps every day
12. I will meditate or breathe for 10 minutes every day
13. I will limit my screen time to 2 hours a day
14. I will limit my alcohol to once/twice/three times per week
15. I will do yoga twice a week with Nicola online
16. I will stretch my body every day before bed for 10 minutes
17. I will workout with Nicola's training plan once/twice/thrice per week
18. I will workout with my own training plan once/twice/thrice per week



19. I will spend time outdoors every day

20. I will play with my kids uninterrupted by phones

21. I will write in my journal every day

22. I will dedicate some 'me time' every day (even if its just 2 minutes)

## Your goal setting

Do your own goal setting in these boxes using the example above but with your ideas and the things that mean something to you.

Use this box to brain dump how you are feeling now. From these feelings we can take direction and focus your attention on **WHAT** you are going to do!

Use this box to outline where you think the most powerful changes are going to be for you (*pick 2-4 things – don't try to change your whole lifestyle right now*). Think about the different areas in your lifestyle that are important

1. Health and fitness
2. Friends and family
3. Mindset, me time and mental health
4. Fun and hobbies

Use this box to direct your feelings into 'I WANT' or 'I WILL' goals

Use this box to write down the things that you are good at AND the things that you enjoy doing (*consider weaving these things into your daily routine as powerful mood boosters*)

# Benchmark goals

Turn your goals into benchmarks so that when we check in we have something to hold ourselves to (these are a guide, if you miss the target, it's not a disaster. In that case we simply have to reassess what we think we can achieve and move the goalposts a little to accommodate any barriers that got in our way.

## Examples

By week 4 I will have.....

- Completed 27/30 days of planning and logging my accountability
- Completed 25 walks of at least 30 minutes
- Completed 25 dinners cooked from fresh food
- Spent an hour a day (30 hours) playing with my kids without screens
- Reduced my weight by 2kg
- Reduced my fitness test score by 30seconds

# Your Week 4 Benchmark

Date:

By week 4 I will have....
My reward will be.....

# Benchmark Rewards

It can be a nice idea (and motivation too) to pick out something that you fancy as a reward when you hit your goals. This can help keep eyes on the prize and your actions on track.

## Treat Yourself

When you reach your benchmark at week 4 what are you going to reward yourself with?



# Week 4



- Workout shoes?
- Leggings?
- Yoga Mat?
- Skipping rope?
- Dumbbells?
- Resistance bands?
- Stability ball?
- Water bottle?



Consider treating yourself to something nice when you hit your goal as a reward for your commitment!

# Your Week 8 Benchmark

Date:

By week 8 I will have....

My reward will be....

# Facebook Group Accountability

Every day there will be a post that goes out at 7.30am to encourage you to map out your plan for the day, and a post at 8.30pm to log your accountability based on your plan.

Your plans will change from day to day and the things that you list will differ based on the other commitments that you have. You can post your plan and your accountability in the COMMENTS section of the relevant post. I recommend making it simple and doing it as a numbered/bullet list. You do not need to post on the dot when the post is released. Please drop in and out according to your own schedule.

## Example 7.30am plan of action post

Share your plan of  
action for today

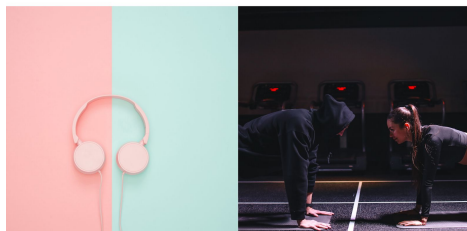
Russell  
FITNESS



## Example 8.30pm accountability post

Whatever you did  
today... take stock ...  
...own it and then move on!

Russell  
FITNESS





# What else is going on?

## Nutrition

There will be access to a nutrition section on the website where you can download files to support your goals and increase your knowledge and understanding about how to take care of your body.

## Training plan

There will be a training plan provided if you want to get more active. There will be 3 different formats

1. A bodyweight home workout plan
2. A kettlebell workout plan
3. A gym based plan (with equipment)

This will be based on 3 sessions each week (optional), and is provided to give you ideas and a format to follow should you want it. There will be no personalisation for training as part of this group challenge.

## Fitness test

Every 30 days there will be a fitness test that is completed FOR TIME. This means that you have to complete the exercises in the test with the clock running, you stop the clock when it's all done and record your total time. Each time that you complete the test your aim will be to reduce the time recorded!

This is optional and not something that you have to do, but it could be a fun way to measure your progress. This is self regulated and we will not be on your back to do it.

# Weekend movement challenges

Each weekend there will be a progressive movement based challenge posted up. You don't have to participate but this could be a fun way to get the kids and partners involved in what you are doing.

I recommend divvying up the movement challenges over the 2 days and doing a bit here and there!

## Video Q+A Sessions

Taking advantage of Facebook Live we will schedule some Q&A sessions to deal with queries and questions about habit change, lifestyle change and health and well-being.

## Sunday check-in

We are aiming to be accountable every day and Sunday is a great day for assessing the whole week and making an overall plan for the next week.

Having regular check-ins like this means that if our goals need adjusting, we can recognise it sooner rather than later and course correct to ensure we are on track for our goals.

The check in will be an online form that you submit and will include options to input

- Average weekly calories (if you are tracking)
- Weigh in
- Brain dump for frustrations
- Fitness test time score (if relevant – week 4 and 8)
- Progress photos (optional)

You need only submit the measures and sections that you feel are relevant to you and your goals!

# Website

There will be a website portal where you can download ALL of the files that you will need including

1. This intro pack (in case you lose it)
2. Training plans (updated every 4 weeks)
3. Nutrition files
4. The fitness test
5. Weekly activity timetable
6. Weekly check in link
7. Other resources and support documents

This can be found at the following link

<https://www.rossellfitness.co.uk/facebook-challenge-hub/>

If you do have any questions during this challenge, you'll find me (Nicola) in the Facebook group most days, or you can send me an email to [nicola@rossellfitness.co.uk](mailto:nicola@rossellfitness.co.uk) and I'll get back to you as soon as I can.

Let's start this thing together and keep accountable to the things that we want to achieve! Let's get on with it!

Nic x

