



## 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 feeling low, demotivated, lost, frustrated, confused and alone, who want to turn things around and work on boosting energy, mood health and their confidence to make the best lifestyle choices.

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.

# 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 where you just don't get time to plan or post.

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. Complete the habit change activities, and motivation bundling activities (below)
3. Complete baseline activities (e.g. weigh yourself, fitness test, calculate calories)
4. Take small actions every day to move toward your week 8 goal and reinforce the consistency that will take you beyond 8-weeks

## 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 but as previously mentioned, week 8 is not the end.

I really encourage you to aim for a level where you feel MORE confident, and MORE energized, with MORE clarity, but still with a purpose to continue on learning, growing and developing your self esteem so that you keep working on the things that matter to you!

# 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!

## 3 layers of change

The next section here is influenced by my reading over the years but most recently by a FANTASTIC book that I read called Atomic Habits by James Clear. This is hands down the BEST book I've ever read (so far) on behaviour modification and habit change for better results in health, lifestyle and wellbeing. I would highly recommend that you use this book alongside the work that we'll do together over the next 8 weeks.

Change could be thought of like peeling the layers of an onion, there are lots of hidden layers to an onion and the deeper you go, the stronger the effect on our tears (or in our case, the stronger the habit change and therefore more likely that the habit will stick around - which is what we want - **long term sustainable beneficial changes!**)

There are 3 main layers to habit and behaviour change:

1. Changing your outcomes (*this is what you GET ie results - for example: losing weight*)
2. Changing your process (*this is what you DO ie habits and systems - for example: new routines*)
3. Changing your identity (*this is what you believe for example self image, judgements, biases*)

All levels of change are useful in their own way but the level you begin with is important.

If you begin with level 1 we end up with results but not much change in your habits or belief systems which do drive your behaviour. Changing things in level 1 is fine and you may see some great results, but the likelihood of the changes being long term, and sustainable is less.

If we change the processes, the way that we do things, our systems and create new routines, this can be very effective and is certainly a part of the jigsaw puzzle for making those changes seem and feel long term sustainable.

If we however go in at level 3 and work on changing the identity, building self esteem, building self confidence, nurturing self love and prioritising self care, we will often find less resistance to making changes in processes and outcomes, thus achieving the motherload.

# How to create a good habit

To make a habit truly stick, it has to be something that appears to be appealing, or appears to give us something back so that it doesn't seem like such a big burden to change.

One of the greatest barriers to making changes is the fear that the changes will feel hard and uncomfortable, which to a degree, they will be. Any form of change or uncertainty comes with a level of discomfort but we can actually do some nifty things to lessen the negative impact upon our day to day feelings and experiences.

Behind every habit is a set of chemical and hormonal responses and these play a role in your willingness to follow through with making changes.

For example, if I were trying to prioritise my health I might consider increasing the amount of vegetables that I eat, going for more walks, drinking more water and meditating. Without any sort of enticement, these habits are pretty boring, and there isn't much in the way of instant gratification.

As a society we have been trained to expect instant gratification in MOST if not all things. Our patience is waning, our anticipation is nullified, and we can pretty much get what we want, when we want without much effort. Except it seems, health, wellbeing and weight loss.

So finding a way to make the new habits more enticing, and more gratifying could be the solution that we are all looking for.

You may have heard of the hormone dopamine which is a neurotransmitter in your biology that plays a big role in reward. When we eat large amounts of food, drink lots of alcohol, engage in a Netflix binge or any other pursuit that brings us pleasure, dopamine is one of the key players. The more we train the dopamine response, the more we want the dopamine response, thus using the dopamine feedback loop to our advantage is a tactic that I advise you to take heed of!

Without dopamine, we get a reduction in desire to do anything, and without desire, in almost all cases actions, especially positive actions, stop.

Dopamine influences desire, cravings and motivation thus having a greater understanding of our biology and our hormones will really pay off when we are trying to forge new habits and to get those new habits to stick around.

So now that we know that our desires (driven by dopamine) is what drives our behaviours, if we can make our habits more attractive, we can make habit change easier and more palatable to implement. James Clear calls this 'Temptation bundling' and I am a big fan!

On the next page I will outline a typical example of feelings and how those feelings and desires are impacting upon behaviour.

# Understanding your emotions

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 much 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 everything has a bit of a grey cloud hanging over it now.

I know that something needs to change, and I really want to find my motivation and get the ball rolling, but it's hard to know where to begin. If I'm being honest, watching TV all day, and eating all of my festive chocolates seems much more enticing.

Making any healthy changes feels like an uphill battle and a lot of hard work.

## Your turn

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!

# Are your daily actions and habits serving you?

One of the really useful things that I recommend you do is a simple exercise to understand which of your current habits, behaviours and activities are serving you well, and which ones are not. By creating a list of EVERY single action that you take on a normal day, and scoring them as either positive, negative or neutral, we can begin to work out where in our day that changes could be inserted for a big impact on your results.

Daily habit	Positive / Negative / Neutral
Wake up	Neutral
Turn off alarm	Neutral
Get a shower	Positive
Get dressed	Neutral
Let the dog in the garden	Neutral
Practise posture whilst dog does her business	Positive
Make Elliot a coffee and prep porridge	Positive
Meditate for 10mins in the lounge	Positive
Pilates/core work in the lounge	Positive
Clear up the lounge	Positive
Cook porridge and make a herbal tea	Positive
Practise spanish whilst porridge cooks	Positive
Eat breakfast	Neutral
Wash up pots and pans	Neutral
Brush teeth	Positive
Check messages and emails, reply if needed	Neutral
Walk the dog	Positive
Start work	Positive
Get a glass of water	Positive

You might need more than one page to get all of your day completed!





# Deciding where to start

It can feel overwhelming to know where to start when there are so many things going on around us that we could look at. I find it best to ignore what everyone else is doing, and really be honest with yourself about the easiest first domino would be.

Once the first domino has been knocked down, it tends to be easier to keep the ball rolling if more changes are needed, you may feel less resistance if you've already made a start.

Use this box to outline where you think the most powerful changes are going to be for you and state WHY you think they would be a good thing to focus on. Some examples are outlined below.

1. Exercise - because it makes me feel really good when I actually do it
2. Eating protein at mealtimes - because it changes my appetite for the better and lessens my mindless snacking
3. Having a regular wake up time and bedtime - because it protects my energy and actually gives me more consistency in each day
4. Only drinking alcohol twice per week instead of every day and limited to ONE drink per occasion - because it helps that I can remain clear headed and keep my drink calories lower which helps with my other intentions

## Your turn

Use this box to outline where you think the most powerful changes are going to be for you (*pick 1-2 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

# How will your new habits look?

A really powerful tool is to be SPECIFIC in the implementation of your new habits.

For example stating I WILL [ACTION] AT [TIME] IN [LOCATION] can really help to specify and reinforce the habit changes. Let me give you some examples...

## My new habits (examples outlined below)

I will meditate at 7am in the lounge for 2mins

I will run at 9am around the block for 15mins

I will drink ½ pint of water at 6am in bed when I wake up

I will eat protein in my breakfast at 8am in the kitchen

I will walk at 2pm around the village twice

Remember these are just examples, the more personal you can make YOUR habit changes, the more likely they will fit into your routine without much fuss.

## Your turn

### My new habits

--

# Habit stacking

Habit stacking is a technique that we can use to make our new habits feel a bit easier to implement. We do this by sticking a new habit in with a habit that you already do and creating an association between them.

Once we have done something for a number of weeks, it will feel more comfortable and therefore more habitual and less resistant.

Habit stacking as suggested by James Clear goes something like this...

AFTER [CURRENT HABIT] I WILL [NEW HABIT]

Habit stacking - there are some examples outlined for you below

After I turn on the shower, I will do 5 press ups

After I lay down in bed for the night, I will think of one positive thing that I experienced today

After I get into my car, I will take 5 deep breaths before I drive away

After I sit down to eat, I will take 5 deep breaths before eating

After I catch myself feeling irritable or annoyed, I will smile and attempt to change my mood state

After I take my dog into the garden, I will practise my posture and core

After I put my phone on charge for the night, I will make a bullet point list of my goals/intentions/plans for the next day so that I can empty my mind

After dinner, I will take the time to write down (or mentally note) 3 things that I appreciate from my day

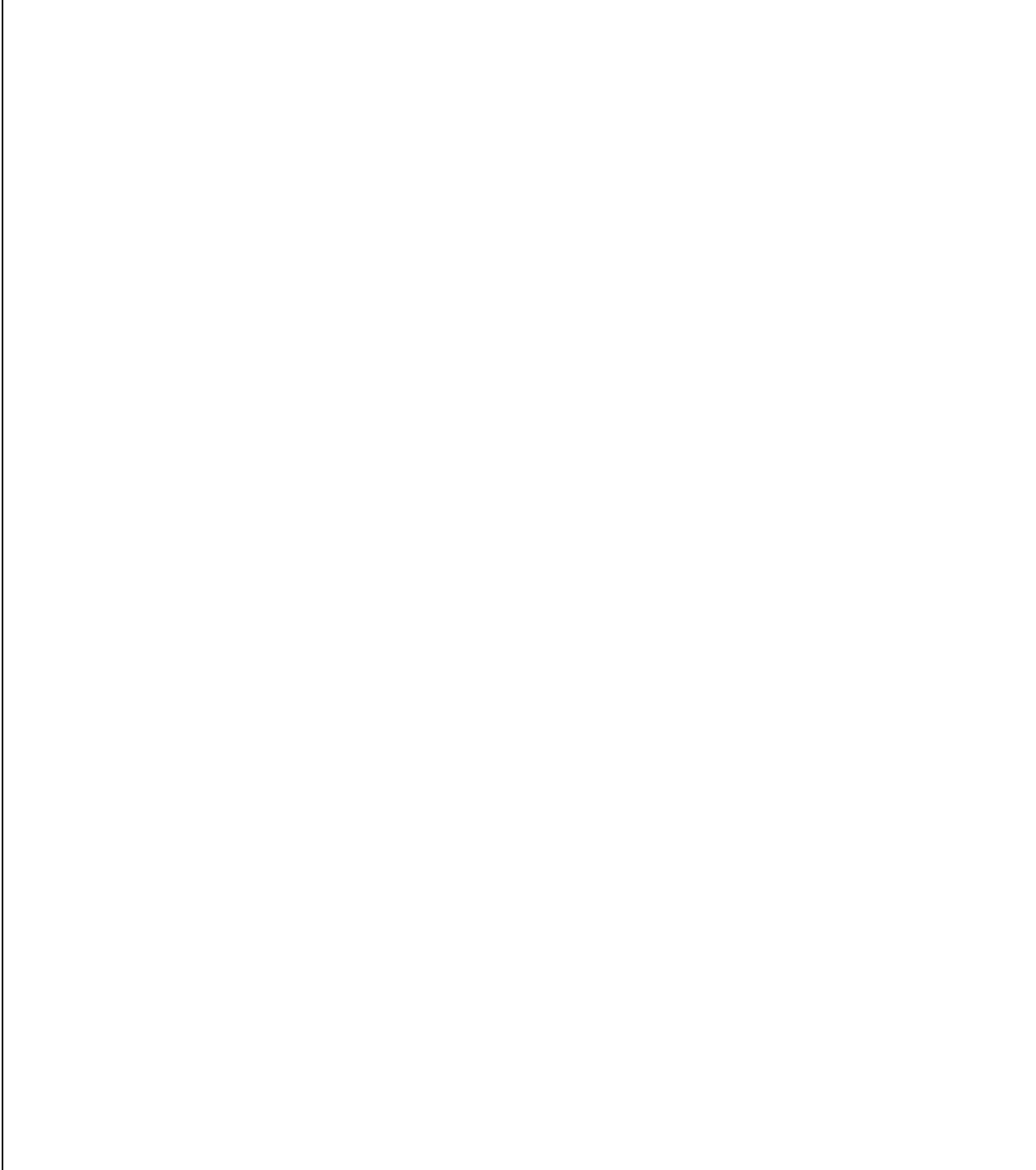
After I sit down at my desk to do my online work, I will use my glute band to keep my muscles active

After I make my breakfast, I will make a cup of herbal tea

When I plate up my dinner I will fill half of my plate with vegetables or salad before I put anything else on it.

# Your turn

Habit stacking ideas



# Self care, happiness and well-being

What makes you happy? What do you enjoy? Why do you want to do more of it?

The more personal and relatable you can make your habits and mood boosters (fun stuff) the faster you will feel a change in your day to day moods, energy and well-being.

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 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

## Your turn

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*)

# Temptation bundling

Temptation bundling is a neat trick once again gleaned from the incomparable James Clear where we take a habit that we don't really want to do, and stick it next to a habit that we DO want to do.

For example, if you love watching netflix but you are aware that it eats into your time for 'healthier' pursuits, find a way to bundle the two together so that you get to win in both regards! Even if you don't really want to do the boring or hard task, over time you will become conditioned to do it and it won't feel so bad!

It might go something like this....

## Temptation bundles

I want to watch TV but I need to workout so

- When I watch TV I will do 10 press ups and 10 squats in every advert break
- Before I sit down to watch netflix, I will walk around my block

I want to catch up on social media but I need to do some work

- I will only read my trashy magazines or scroll on social media once I've done 30 minutes of work
- I will lock myself out of my social media accounts until my working day is done and then have free reign to scroll to my heart's content

## Your turn

## Temptation bundles

--



# Examples of initial habits/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 Week 4 Benchmark

We are going to focus heavily on rewarding ourselves for our hard work. I don't know about you but I am pretty hard on myself when I don't do the things that I intended to do, even if it wasn't my fault that it didn't get done.

So we can choose instead to focus on the work that we did do, even if it was different to what we had planned. We can't control every microsecond of our day and we can't control what happens to us. We can only control how we choose to respond, and responding with understanding, kindness and appreciation is a pretty powerful habit to enforce here.

Week 4 date:

By week 4 I will have....

My reward will be.....

# Treat Yourself *Rossell* FITNESS

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 of week 8:

By week 8 I will have....

My reward will be....

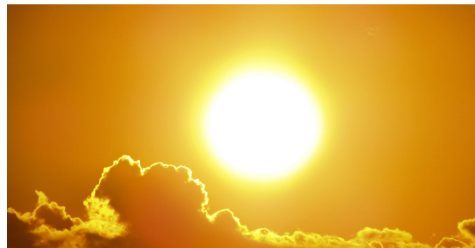
# Facebook Group Daily Accountability

Every day there will be a post that goes out at 7am to encourage you to map out your plan for the day, and a post at 7.30pm 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.

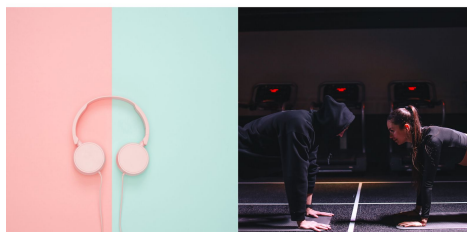
## Example 7.30am plan of action post

Share your plan of  
action for today



## Example 8.30pm accountability post

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



# 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. 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 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

