



**FIT BY KATY**

# HANDBOOK

#FBKMINDOVERMATTER





# TABLE OF CONTENTS

Welcome to the Fam.....	3
Let's Talk Nutrition.....	6
Coached Challenge .....	10
Uncoached Challenge .....	14
The FBK Community.....	16
Resistance Training .....	21
Tips for Success.....	24





# WELCOME TO THE FAM

## WE HEARD YOU WERE UP FOR A CHALLENGE

Welcome to the #FBKFitFam and the #FBKMindOverMatter Challenge!

Whether your goal is to lose fat, to gain muscle, or to simply live your life as the healthiest version of yourself, this guide will help you learn more about how to track macros, how to fit resistance training into your lifestyle, and how to achieve the best results possible during these next eight weeks.

Along the way, we'll also provide answers to commonly asked questions and drop some tips and tricks for getting the most out of your time during a challenge with FBK.

Ready? Let's get it!

# LET'S GET IT!



## OUR PHILOSOPHY

You've probably noticed that most programs and diets require intensive cardio and strict meal plans with little to no flexibility to deliver quick "results." If you've ever tried something like this, you know that it isn't sustainable and the results are exhausting to maintain.

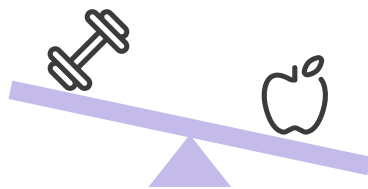
The truth is, there isn't any need to severely restrict calories and do hours of cardio to achieve your desired physique.

There's no magic pill or groundbreaking diet to help you reach your goals. It all comes down to calories in vs. calories out. Calories are units of energy that we acquire through food to power our bodies.

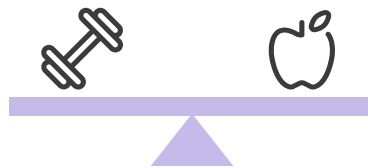
If you want to lose weight, burn more calories than you take in. If you want to gain weight, take in more calories than you burn.

If your primary goal is to lose weight while gaining muscle, we're absolutely here to help you do it in a healthy, sustainable way. But along the way, we also want you to focus on non-scale victories (NSV's) and goals! Our programs focus on resistance training, which builds strength, increases endurance, and helps your body burn more calories at rest. Being strong is empowering, and we want you to feel great! On our program, you'll be able to enjoy the foods you love, keep cardio to a minimum, and eventually, you'll be able to maintain your new lifestyle for years to come without even thinking about it. How perfect is that?

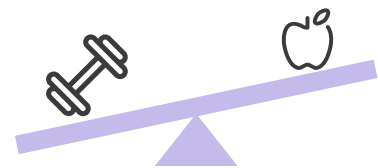
 Calories In  Calories Out



Weight Gain



Weight Maintained



Weight Loss



## HERE'S HOW TO GET THE MOST OUT OF THIS PROGRAM

### 01 GO INTO EACH TRAINING SESSION WITH A SET INTENT.

Be purposeful with your lifts! Be determined and don't be afraid to push yourself. You're already much stronger than you think. If it feels "too easy," then spoiler alert: it's time to increase your weights a bit because our challenges are anything but easy. Also focus on making that mind-muscle connection so you aren't just going through the motions. Go hard. Lift heavy. Push your limits. We can't wait to see what you're capable of.

### 02 GIVE IT YOUR ALL. EVERY TIME.

You'll need both mental and physical intensity to get the most out of this program. Think of your workouts as your designated time to work on you, for YOU. You won't hit a new PR every day, but if you give each workout session everything you've got, you're going to make progress.

### 03 STAY CONSISTENT, EVEN WHEN YOU DON'T FEEL LIKE IT.

Above everything else, consistency is what's going to make or break your success. Motivation comes and goes, but remaining disciplined is what will help you achieve your goals. It will pay off, we promise! If you have a "bad" day or even a "bad" week, don't sweat it and definitely don't throw in the towel. Pick up where you left off and with time, the results will follow.





# LET'S TALK NUTRITION

## OUR APPROACH TO FINDING BALANCE

Since we're all human, having a balanced lifestyle is what will bring sustainable results. To feel your best and get the most out of your workouts, you should aim to get at least 80% of your caloric intake from nutrient-dense whole foods. The other ~20% can include less nutrient-dense foods that you love so you can learn how to find harmony between the tastes you crave and the fuel your body needs. That's why the biggest indicator of success here will be consistency, and we're here to help you create habits and a lifestyle that you genuinely love.

Let's start by looking at nutrition's "pyramid of importance," created by Eric Helms. It'll help to shape the way that you think about your nutrition and supplementation. As you can see, calories and macros are the foundation of this pyramid. With that in mind, we use macros at FIT by Katy because it's one of the simplest ways to ensure you're getting the fuel you need while allowing room for flexibility. Whether you want to lose fat, maintain, or build muscle, macros can be adjusted accordingly to help you crush that goal.



## MACROS 101

“Macro” is short for “macronutrients.” These nutrients are required in very large quantities by the body and are not to be confused with micronutrients. Micronutrients are also important and include vitamins, minerals, and fiber. If you’re following that 80/20 guideline that we mentioned on page 6, then you should be getting an adequate amount of micronutrients in your diet. For seeing the best results during the challenge, you’ll be focused on hitting macronutrients (macros) calculated just for you based on your age, height, sex, and goal.

**MACRONUTRIENTS ARE MADE UP OF THE THREE MAIN NUTRIENTS:  
PROTEINS, CARBOHYDRATES, AND FATS**

### PROTEIN

Proteins are the building blocks of your body, and they’re made up of amino acids. They play a huge role in the structure, strength, hormone production, cell signaling, and production of enzymes in your body. As you become more active, your body will require protein to repair the damage that naturally occurs through exercise.

### FATS

You need fats to thrive! Fats provide the body with energy, help control the balance and production of hormones, and play a key part in brain function, nervous system operation, and cell formation. They also help your body digest fat-soluble vitamins like A, D, E and K.

Your ideal fat intake may vary depending on the day and your individual needs. Just like with carbs, different people thrive off of different things! Figure out what works for you, and don’t be afraid to adjust based on what your body is telling you.





## CARBOHYDRATES

At FIT by Katy, we LOVE carbs. Carbs give you energy and they can play a helpful role in exercise performance. We mainly rely on carbs for use in the production of adenosine triphosphate (ATP), or usable energy for our cells.

Carbs are broken down in both simple and complex forms, and are digested based on their glycemic index (GI). Simple carbs (with a high GI) are easily broken down by your digestive system and provide quickly released energy. Simple carbs include candy, juice, soda, white rice and rice cakes.

Complex carbs (with a low GI) are broken down by your digestive system and delivered to your bloodstream much more slowly. Complex carbs include brown rice, sweet potatoes and quinoa.

*TIP: If you're doing uncoached, follow us on Instagram for content on how to adjust your own macros.*

## ALSO IMPORTANT: WATER & ELECTROLYTES

Water is everything, especially when it comes to growing stronger and more fit. Water is a very important regulator, lubricant and catalyst for many reactions in your body. We need water for activities of daily living (ADL)! Maintaining a healthy fluid balance will play a big role in your transformation process and life.

Electrolytes help keep your body stay in balance. Sodium, potassium, chloride, calcium, magnesium, and bicarbonates play a role in muscle contraction, cell health, cell function, neural transmission, blood sugar regulation, immune system, bone health, buffering for the pH levels of your cells and more.





## COUNTING YOUR MACROS

The goal here is to track the total grams of fats, carbohydrates and protein you eat over the course of an entire day. Each of the three macronutrients have a specific number of calories per gram.

If you consume 50 grams of fat, 250 grams of carbs, and 120 grams of protein in one day, you would show that by using the notation 50f/250c/120p. Your macros are written this way to mirror what you see on nutrition labels: fats are listed first, followed by carbs and protein.

Macro counting isn't just about noting your intake, but tracking each macronutrient and making sure you meet your prescribed numbers. You'll want to aim to come within +/- 5g of your set macronutrient goals every day. Over time, this kind of consistency will lead you to the physique and lifestyle goals you want to achieve!

MACROS:

**50/250/120**



50 GRAMS  
**FAT**



250 GRAMS  
**CARBS**



120 GRAMS  
**PROTEIN**





# COACHED CHALLENGE

## AND HOW TO GET THE MOST OF IT

If you joined the coached challenge, you're most likely new to this macro counting and gym-going thing, or maybe you're familiar with macros & workout plans, but you really want to hone in on your goals and get support and guidance from a seasoned pro. Either way, we're so happy you made this investment in yourself and we cannot wait to watch you glow.

### WHAT YOU GET

One of the biggest perks of the coached challenge is that your coach will be managing your macros. This means that in your very first check-in, you'll enter your personal stats and goals and our app will calculate your macros. However, your coach will review this info and determine if they need to be tweaked or if you're good to go.

You can check in every day in the app to keep yourself on track! Your coach will have an assigned day to review your information and provide feedback weekly. When you complete your check-in, it will remind you what day you should

hear from your coach. At a minimum, ensure you check in once a week prior to your coach's assigned response day. The photos you share with your coach are private and we highly recommend submitting them at least once a week so your coach can review your progress outside of the scale. Plus, you will want them for yourself to marvel at the progress you've made in these 8 short weeks.

Additionally, your coach will be there to answer any questions you may have and can offer advice and support in the areas you find yourself struggling with.



## WHY IS THIS WEEKLY?

You will receive feedback from your coach once weekly. This has been a FBK standard since Katy Hearn was coaching herself. Reason being, this is a lifestyle change, not a quick fix. You have to be consistent with macros, cardio and strength-training for long enough periods of time for your coach to assess whether or not you may need adjustments to your current plan. Our goal at FIT by Katy is to make your fitness journey as sustainable and

enjoyable as possible. This means, nourishing your body, having the energy to give it your all during strength training sessions, prioritizing rest, and making small changes over long periods of time instead of frequent changes that are difficult to maintain and measure, as well as stressful.

## TIPS FOR SUCCESS ON THE COACHED CHALLENGE

### BE OPEN AND HONEST WITH YOUR COACH

Your coach ALWAYS wants to hear your wins and progress, but they really need to know where you may have fallen short. Making progress means owning up to the times that discipline didn't kick in so you can figure out where you can improve and continue working towards making long-term lifestyle changes. It's also important to note that you can acknowledge where your weaknesses are without being hard on yourself. No one is perfect, but everyone has the same opportunity to get 1% better each day. Use this weekly check-in as an opportunity to utilize your coach's wealth of knowledge to help you make improvements and adjustments that will last a lifetime.



## INCLUDE KEY METRICS IN EVERY CHECK IN

In your initial check-in, your coach will let you know what they expect to hear from you. While some coaches may ask for additional information based on your goals, all of our coaches will need to know how well you adhered to the following on a scale of 1-10 (1 being you didn't adhere to the goal at all, 10 being perfection).

- Macro Tracking and Consumption
- Strength Training Workouts Completed
- Cardio Sessions Completed
- Rest and Recovery
- Water Intake Goal
- Fiber intake
- Stress levels
- Changes in bloating/digestion
- Non-scale victories

## FOCUS ON YOURSELF AND YOUR GOALS

Everyone's progress is going to look very different, and it's certainly not going to be linear. At the end of the day, comparison is the thief of joy, and while we absolutely want you to cheer on your other #FBKFitFam members, stay focused on all of the progress that YOU have made. Celebrate your FIT Fam when they win because there is room for everyone to succeed, but we recommend using the positive community resources that we provide like our exclusive challenge participant Facebook Group and in-app forum.

## USE YOUR RESOURCES OUTSIDE OF YOUR COACH

In addition to this handbook, Team FBK provides a ton of resources to help you throughout the challenge:

- Coach Instagram Pages
- FIT by Katy Instagram
- Weekly Challenge Emails
- Facebook Group
- FIT Blog





# UNCOACHED CHALLENGE

## AND HOW TO GET THE MOST OF IT

Although you aren't going to be working with a coach, you're never completely alone because you have the whole #FBKFitFam on your side! You've got this, but we want you to get the absolute most out of these next eight weeks, so here are our must-do's for those of you in the uncoached version of the challenge:

### FOCUS ON YOURSELF AND YOUR GOALS

Everyone's progress is going to look very different, and it's certainly not going to be linear. At the end of the day, comparison is the thief of joy, and while we absolutely want you to cheer on your other #FBKFitFam members, stay focused on all of the progress that YOU have made. Like we said, celebrate your FIT Fam when they win because there is room for everyone to succeed, but we recommend using the overwhelmingly positive community resources that we provide like our Facebook Group and avoiding corners of the internet that may become more negative such as unofficial group chats and social media groups.

### THE FBK COMMUNITY

There's strength in numbers, and the #FBKFITFam is a community where you can get support and connect with tens of thousands of women just like you who are all in pursuit of becoming the best versions of themselves. When you harness that energy in one space, it can be a powerful source of positivity and inspiration. During the challenge, we have an official Facebook Group where all challenge participants can stay connected.







# FACEBOOK GROUP

In addition to your workouts, macros, a free t-shirt, and this handbook, you will also receive access to the private challenge Facebook group. This exclusive Facebook group is managed by the FIT by Katy team and is meant to be a positive space for challenge participants to communicate and share their progress. Please review the sections below to learn how to be admitted into the Facebook group and how to use it so that you can get the most out of your Challenge experience.

## ADMISSION PROCESS

To be approved to join this group, please read the instructions below and complete each step.

You must send a message to the group admin, Katie Palmer, with a screenshot from your proof-of-purchase email.

Your name needs to be visible in the screenshot. If your Facebook name does not match the name on your email, please clarify that in your message to the admin, Katie Palmer.

If you did not receive a confirmation email, please contact our support team at [support@fitbykaty.com](mailto:support@fitbykaty.com).

Please keep in mind that our team is approving all requests manually, so it may take a few business days to have your request to join approved by our admin. Your request to join will be approved as quickly as possible. Thank you for your patience as we work to approve all requests as close as we can to the challenge start date!







## FACEBOOK GROUP TOPICS

With thousands of women in the #FBKFitFam, the Facebook group can sometimes have hundreds of new posts each day! We love how active our FIT Fam is, but we know that sorting through so many posts to make sure you didn't miss out on anything can be a bit of a hassle. In an effort to keep information organized and accessible, please use the following hashtags when relevant to your Facebook group posts so that FIT Fam members can easily browse the topics section of the group. Using hashtags/the topics feature is not mandatory but we encourage everyone to use it when they can so that the Facebook group experience can be more enjoyable and valuable for the entire #FBKFitFam! In addition to topics in the group, be sure to use the search bar to find previous posts with any questions or discussions you may be looking for!

### #PROGRESSPIC

Please use this hashtag when sharing your week to week comparison photos. We can't wait to follow along on your journey!

### #NSV

We want to celebrate ALL of your wins throughout this challenge, not just the physical ones! Use this hashtag to share all of your non-scale victories and cheer on your other challengers during the challenge.

### #FITFAMFOOD

Use this hashtag when sharing your favorite recipes, meal prep tips, meals & snacks, macros hacks, etc. We know that tracking macros can be a bit tricky at first, so this topic will be very helpful if you need some meal ideas for the challenge!

### #ASKFBK

Got a question about the challenge, the app, or health & wellness in general? Use this hashtag so that Team FBK or the FIT Fam can easily jump in and help! This will also serve as a resource for FAQs throughout the challenge.



## FACEBOOK GROUP TOPICS (CONTINUED)

### #FITBLOG

Our blog on fitbykaty.com is updated weekly so we will be using this topic to share blog posts so you can quickly access more knowledge that may help you along your journey. Feel free to include this topic hashtag when discussing blogs with the FIT Fam in the Facebook group, too!

### WEEKLY WORKOUT DISCUSSION

As we progress through the challenge, please use #Week1, #Week2, #Week3, etc. during the current week of the challenge when making posts that discuss the workouts. We'll post a reminder on the current week reminding you which weekly hashtag to use when the time comes!

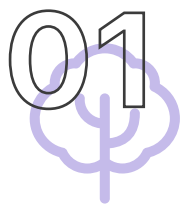




# RESISTANCE TRAINING

## BENEFITS OF RESISTANCE TRAINING

Resistance training is the best way to lose fat while gaining muscle and doesn't require eating in an unsustainable caloric deficit. On the other hand, if your goal is to build muscle and get those gains, resistance training is perfect for that, too! In addition to being a great way to achieve your physique goals, resistance training comes with a whole range of holistic benefits that will improve many other aspects of your life:



### 01 YOU CAN LIVE LONGER

Physical activity guidelines\* state that health benefits begin when adults do at least 150 minutes per week of moderate-intensity activity (or 75 minutes a week of high-intensity activity). Strength training in particular can add years to your life. Research even suggests that the more muscle mass you have, the more likely you are to maximize your life expectancy.



### 02 YOU CAN STRENGTHEN YOUR BONES

When you resistance train, you break down your muscle tissue and make it stronger and bigger. Resistance training works the same on bone tissue, which increases in mineral density with training. It can even help prevent and reverse osteoporosis!





## **YOU CAN SLEEP BETTER**

Resistance training has been linked to better sleep and sleep patterns. And better sleep will help you train better! Make sleep a priority, and you'll see the benefits show up in many areas of your life.



## **YOU CAN INCREASE MUSCLE MASS AND REDUCE MUSCLE LOSS**

Lifting weights adds muscle to your body. More muscle = more calories burned, more stamina for physical activities, better quality of life, better functional fitness, fewer side effects of weak muscles, less instability and structural pain, and more joint protection.



## **YOU CAN BE A HAPPIER INDIVIDUAL**

It's been proven that physical activity in general can do wonders for your mental health. Resistance training has been linked to reduced anxiety and depression, as well as improved self-esteem. Working out is also an instant mood boost because endorphins are released, triggering positive feelings in your body.



## **YOU'LL REALIZE THAT YOU ARE STRONG AS HELL**

There are few things better than crushing a goal in the gym or picking up a weight you never would've dreamed of picking up in the past. Strength is empowering. Reaching goals is empowering. Doing things you didn't think you could do is empowering.

\*U.S. Department of Health and Human Services. *Physical Activity Guidelines for Americans*. 2nd ed. Washington, DC: U.S. Department of Health and Human Services; 2018.



## REST AND RECOVERY

Let's talk about the science of giving yourself a break. Working out, especially resistance training, breaks your body tissue down and causes microscopic tears in your muscles. Rest days give your body much-needed time to rebuild. We're big fans of foam rolling, simple cool down & stretching routines, and most importantly getting some sleep.

### THE RIGHT AMOUNT OF SLEEP

- Gives your muscles, nerves, bones and connective tissue time to rebuild
- Can improve your mood and lower your stress levels
- Boosts your ability to pay attention and stay focused throughout the day
- Supports your immune system and keeps you feeling your best
- Can help you lose weight

When you do excessive amounts of exercise without proper rest and recovery, you could experience some harmful side effects like decreased performance, fatigue, altered hormonal states, poor sleeping patterns, reproductive disorders, decreased immunity, loss of appetite and mood swings.

Resting is just as important as working out because it's an equal part of the total process required to build strength, endurance, and muscle. Your body needs rest to be able to grow and succeed! With this in mind, making your rest days as much of a priority as your training days is going to be key for success during the challenge. We recommend taking at least one full rest day (no cardio, no strength training) each week and if your schedule allows, two full rest days per week.

You can prioritize getting high-quality sleep each night by setting a bedtime and creating a wind-down routine that you genuinely look forward to each evening! Making this time a priority is just as (if not more) important as completing your workouts and sticking to your macros.





# TIPS FOR SUCCESS

## TRY TO STAY AS CLOSE TO YOUR MACRO GOALS AS POSSIBLE

Aim to be within +/-5g of each macro per day! This is one of the biggest indicators of consistency. At first, this may feel tricky but overtime you'll hit these numbers with ease.

## FIND YOUR PERFECT BALANCE WHEN IT COMES TO NUTRITION

80% of your macros should come from whole, nutrient dense foods. The other 20% can include less nutrient-dense foods that you love!

## DON'T SLEEP ON YOUR FIBER INTAKE

Micronutrients need love too! While all micronutrients are important, we particularly recommend focusing on fiber. Getting an adequate amount of fiber is key for gut health and digestion. The suggested daily amount of fiber for women is about 25g. You can easily reach this goal by incorporating foods like whole grains, avocados, berries, potatoes & sweet potatoes, and lentils into your meals.

## GET CREATIVE

Eating nutrient-dense foods is anything but boring, and you certainly don't have to eat only chicken, rice, and broccoli to reach your goals. Try to recreate your favorite takeout meals at home and use resources like Pinterest and the Facebook Group when you need to mix it up.

## SPEAKING OF SLEEP, STICKING TO YOUR SLEEP SCHEDULE IS JUST AS IMPORTANT AS STICKING TO YOUR MACROS

The best athletes in the world make rest and recovery a priority. You should be making your sleep schedule as imperative as your workout schedule. Listen to your body and take a rest day when you need it!

## IF YOU WANT PASTA, YOU CAN EAT REAL NOODS

This is why we love macros. You don't have to eat zucchini noodles or use lettuce instead of a bun to be successful! As long as you track it properly, you'll be surprised by how much of your favorite foods will help you reach your goals.





# TIPS FOR SUCCESS

## FOCUS ON TRAINING FREQUENCY, TRACKING YOUR WORKOUTS, AND PROGRESSIVE OVERLOAD

We make this easy as cake with our weight and rep tracking feature in the FBK app. With this feature, you can see the previous amount of weight & reps tracked from the last time you did an exercise so you can strategize how to level up the next time.

## REMEMBER THAT INCREASING THE WEIGHT YOU'RE LIFTING ISN'T THE ONLY WAY TO MAKE PROGRESS

Prioritizing getting your form right is also a huge indicator of progress. We make correcting your form and learning proper form super easy by including a video and detailed description with each exercise in the app.

## HYDRATE

Aim to drink 128oz of water a day! Water is a very important regulator, lubricant and catalyst for many reactions in your body. We need water for activities of daily living! Maintaining a healthy fluid balance will play a big role in your fitness journey.

## DON'T STARVE YOURSELF TO FIT IN THE FOODS YOU ENJOY

Remember that thing we said about finding balance? This is the time to apply that. If you want dessert or a higher-sugar latte, no big deal! Plan for it, track it, and meet the rest of your macros for the day.





# LET'S DO THIS



You officially have all of the tools you need to make some major changes in these next 8 weeks. Now it's time to put in the work! We can't wait to see what you're capable of.

Want to educate yourself even more? Check out our [FIT Blog](#) for recipes, cardio ideas, and more resources on how to own your fitness journey.

# LET'S DO THIS!







*IF IT DOESN'T  
CHALLENGE YOU  
IT WON'T  
CHANGE YOU*

**GOOD LUCK. YOU GOT THIS.**

*- KATY, HAYDN +  
THE FBK TEAM*



**FIT BY KATY**

**@FITBYKATY**