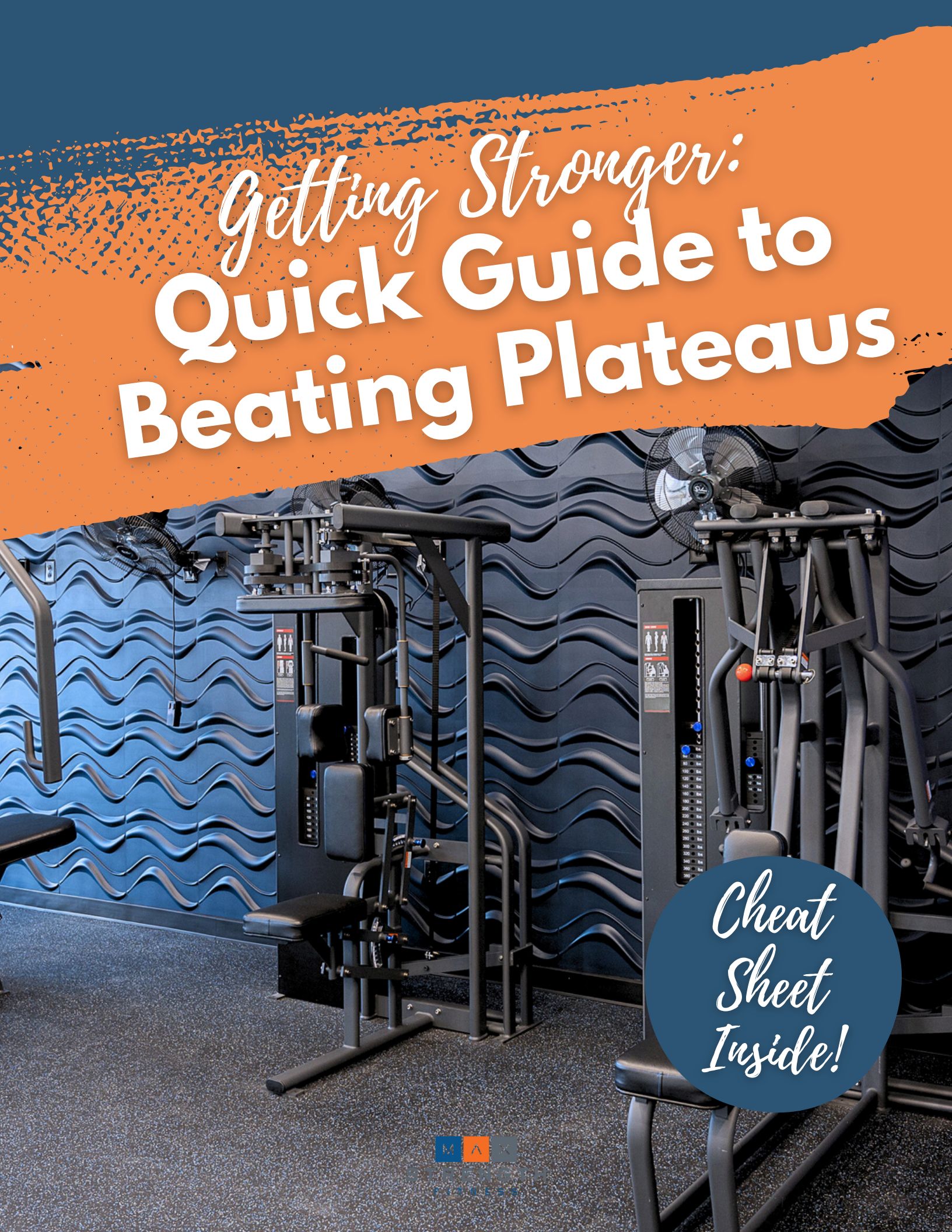
Getting Stronger: Quick Guide to Beating Plateaus



Cheat Sheet Inside!

WELCOME

Something happens to almost everyone working toward a fitness or health goal...

You're making great progress and then suddenly... *Nothing*

It's like your body waves a white flag and says, *"Sorry, but that's as far as you'll go with your current approach!"*

And that means it's time to make some changes.

Plateaus can be super frustrating. But they can also be a GREAT opportunity to try new things in your movement, nutrition, and lifestyle.

It also gives you a chance to evaluate how far you've come, plus explore any new goals you want to work on!

Our clients often come in looking to gain strength and sometimes lose some pounds. We ended up making a few small changes to her nutrition and boom! Their goals are able to obtained and ***MAINTAINED!***



Inside...

I'll explain the reasons why a plateau can happen, and then outline the top actions you can take to smash through them.

I hope these tips help get you back on track toward your goals!

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What's a Plateau?

A fitness or weight loss plateau happens when you stop seeing progress, even though you're still following your workout routine and nutrition plan. It kind if feels like like hitting a roadblock.

- The scale stops moving
- There's no progress with tape measurements or other measures, either
- You're not getting stronger, faster, or fitter
- It feels like you're spinning your wheels!

Here's how it works:

- When you first follow a strength training or workout plan, your body responds quickly, and you see results.
- After a while, your body adapts to what you're doing, which makes it harder to keep gaining muscle, lose weight, etc., but you'll continue to feel ongoing effects like better energy, better sleep, ect.

The key is to switch things up or take a closer look at your routine to keep moving forward.

Why your progress may "stall"

1 You lost a bunch of water weight.

When you first start eating less and/or exercising more, your body taps into its glycogen stores to get the energy it needs.

Glycogen is partly made of water. When your body burns it for energy, the water gets released.

That can translate into quickly dropping a few to several pounds. This effect is just temporary and can make it seem like you're in a plateau when it stops.

2 Your metabolism has slowed down.

When focusing on just losing weight, up to 25% of the body tissue you lose can be from muscle![1]

This affects your metabolism because muscle burns more calories even at rest than fat.

It's a small difference, but multiplied over time it can really add up. *(And it's just one reason why we always talk about why strength training and eating your protein is so important. More on that shortly!)*

Plus, smaller bodies burn less fuel (in the form of calories) than bigger bodies.

3 Your portion sizes have crept up.

Over time, it's pretty normal for even the most conscientious person to add a little extra to their snacks or meals, but those extra calories add up!

4 Hormones, stress, & more!

Your body is incredibly complex. Everything from stress to sleep can create hormonal shifts that affect how your body functions and how it processes the food you eat.

5 You're doing the same old workouts.

If your body has adapted to your workouts by becoming stronger and fitter, the workouts aren't as challenging as they used to be. It might be time to make some adjustments to keep the progress coming! That's why here at MSF, we take care of rotating your workouts, so you can continue to get the most out of your time in the gym.







Just a Few of our Happy Clients

"Highly recommend giving MaxStrength Fitness a try! As a chiropractor, I love this gym as an option for my patients who want an effective, convenient, and most importantly - safe exercise program. I find MaxStrength Fitness to be a perfect fit for professionals who are ready to work on their fitness but feel that they don't have enough time in the day to incorporate an exercise program.

From the moment I walked in the door I felt welcomed and encouraged. Initially, the trainers took the time to learn about me and what my personal fitness goals are. This was the first time i was able to see how knowledgeable, hospitable, and encouraging the owner, Scott, and the trainers, Carlos and Jordan, are.

The workout experience is different from the traditional gym model but something I'm really enjoying. They're are all 1 on 1 sessions with a trainer that only takes 20 mins twice a week, making this the perfect exercise option for me to be able to get in a workout during my lunch break or before work.

I've notived a noticeable increase in my strength and function since starting my training at this gym and couldn't recommend this more to others!"

-Matt McBride

Had the most incredible experience during my session at MaxStrength Fitness! Top of the line facility and exceptional equipment!

The training method is simply brilliant! This method and facility is for all athletes of any age, no matter if you're a beginner or advanced athlete. You're guaranteed to leave with a wealth of knowledge and one of the best workouts you've ever experienced!

-Devan Atkinson

11 Ways to Bust Your Plateau

Now that we've ID'd some of the reasons plateaus can happen, it's time to get to what you can actually do when you're in the middle of one!

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1

Is it Really a Plateau?

Has your progress <u>actually</u> stalled?

Remember: Weight (and fat) loss/gaining muscle and strength isn't a linear process, which makes it hard to predict sometimes!

After the first quick loss mentioned earlier, it's healthy and normal to drop about 0.5 to 2 lbs a week... but there may be times when you go a few weeks without the scale dropping!

TIP:
Use other metrics beyond the scale to measure your progress. Body measurements and progress photos can be a big help, and so can monitoring your workout performance.

Here's another biggie:
If you're trying to lose those "last 5 pounds," it's not necessarily a weight-loss plateau. You might be at a weight that's **healthy and natural for your body.**

Losing those pounds can take extra effort, as can keeping them off once you hit your goal.

2

Keep a Food Log

- You'll learn how many calories you are actually eating vs. how many you thought you were eating.
- You'll see a big picture of your food choices, and whether you are eating enough nutrient-dense foods (i.e., rich in vitamins and minerals vs. calories).

You don't have to track your food forever. Even a few days worth of logging can give you valuable info on your nutrition and portion sizes.



3

Eat Enough Protein

- It boosts your body's metabolism more than either fat or carbs because it requires more energy to digest.
- Protein signals your body to release hormones that make you feel full.
- It protects your body from losing muscle mass as you lose weight.

If you're working out regularly, aim for up to 35% of your overall calories (or about 0.5-0.7 grams per pound of bodyweight) to come from protein.

A qualified coach can help you develop strategies for adding protein to your meals in a way that works with your lifestyle.



4

Watch the Alcohol

Drinking has a bigger impact on your body
(+ your results) than just the empty calories alcohol contains.

Alcohol lowers your inhibitions, which means you are more apt to 1) overeat or 2) eat foods you normally wouldn't.

PLUS, research suggests it affects your body's ability to burn fat, and there's also a link to more belly fat storage.

The best bet for breaking a plateau: enjoy alcohol sparingly (if at all).



5 Stop Drinking Sugary Beverages

This is a big one, whether you're in a plateau or not. Drinking sugar-sweetened beverages (soda, energy drinks, coffeehouse drinks, etc.) is linked with weight gain, obesity, type 2 diabetes, kidney, liver, and heart disease; dental problems; and gout.

Beyond the health issues involved, the problem with sugary beverages is that your brain doesn't compensate for the calories they contain by making you eat less of other foods.2

So, not only are you taking in those empty calories, you end up eating more overall.



6 Double-Check Your Activity Level

This matters because the daily activity you do outside of your workouts makes a huge contribution (as much as 30%!) toward your overall daily calorie burn.

A few examples: sitting vs. lying down, standing up vs. sitting, walking vs. parking close to the entrance, doing household tasks vs. watching TV for an hour.

Most people overestimate their activity level.

PLUS, almost everyone overestimates how many calories they burn when they're working out, and they subconsciously eat more afterward. (Seriously, if you've ever thought, "I deserve this brownie after my workout today," you know what I'm talking about.)



Tip 1

Don't believe the readouts on cardio machines. They're usually wrong because factors like your fitness level, size, body composition, and age all play role.



Tip 2

Using an activity tracker (like a FitBit, Garmin, or Apple Watch) programmed with your personal stats (age, height, weight, etc.) can help you monitor your daily activity and motivate you to be more active.

7 Change Up Your Activities

If you've been doing the same kinds of workouts for a while, switch them up to keep your body guessing!

- ☑ Go on longer walks or add in short 10–15 minute movement breaks throughout your day
- ☑ Mix in different forms of daily activity — take the stairs, stay on your feet more, or add light recreational movement
- ☑ Increase your overall activity level during the week — more steps, more movement, more consistency

AND... If you're not following a workout plan, it's time to start!

This is where it can be especially helpful to work with a coach who can help you create a plan that challenges your body just enough without overstressing your body.



8

Give Your Body a Break

If you've been in a calorie deficit (eating fewer calories than your body would normally need) for a long time (several months), your body might need a break to reset.

The goal is to MAINTAIN your results for a month or two, and then restart again when your body is rested.

Here's a quick guide:

- ☑ Boost your calories to maintenance level
- ☑ Make sure you get enough sleep + rest
- ☑ Change your fitness goals to get stronger and put on a little muscle, which may mean doing less cardio (depending on your previous program)

Then, restart your plan. (TIP: Working with a coach can keep you motivated and on track!)



9

Sleep More

If you're not sleeping enough, it can do a real number on your results.

- ☑ It can promote fat storage
- ☑ It can release hormones that make you feel hungry
- ☑ It lowers your metabolism

Do your best to get 7 to 8 hours of quality sleep a night.



10

Check Your Stress Levels

Manage your stress through your healthy habits like your workouts, personal development, or meditation—before it manages you!

In the short run, being stressed can trigger food cravings and make you want to eat for comfort. It also can disrupt your sleep.

But in the long run, stress also works on a deeper level, boosting your body's production of the hormone cortisol.

When you have too much cortisol in your bloodstream for too long, it can make your body store belly fat (especially in women).



11

Talk With Your Doctor

If your nutrition, activity level, workouts, and lifestyle all seem in order and you're still not seeing progress, check with your healthcare provider to see if you have an underlying condition affecting your results.



The Winning Combo for RESULTS...

Breaking a plateau is all about listening to your body... and taking excellent care of it by:

- Feeding it healthy foods
- Challenging it to get stronger
- Resting it when it needs downtime
- Caring for it to avoid stress

When these are working together, your body is able to respond the way it's meant to — with steady, sustainable progress.

For many people, progress slows not because they aren't trying hard enough, but because one or more of these areas is out of alignment. The goal isn't to overhaul everything at once.

It's to create a simple, structured approach that supports your body as a whole.

Because when your nutrition, movement, recovery, and daily habits are aligned, progress becomes more consistent — and much easier to maintain.

That's where MaxStrength Fitness comes in....

At MaxStrength Fitness, we believe everyone deserves to be healthy, fit, and strong without spending hours in the gym. That's why our training is designed to deliver real results in just 20 minutes, twice a week.

Our no-sweat, no-distraction, one-on-one sessions are efficient, effective, and safe. Allowing you to build meaningful strength while protecting your joints and energy. Everything is guided by a professional trainer in a focused, climate-controlled environment, so you can show up, train with purpose, and get back to your day.

If you're ready for a smarter way to train and a better way to live, we invite you to experience the MaxStrength Fitness difference.

WITH MORE ENERGY, IMPROVED HEALTH, AND LESS STRESS YOU ARE ABLE TO ENJOY ALL THE ACTIVITIES YOU LOVE.

Free Initial Consultation

& 2 FREE

TRAINING SESSIONS

LEARN MORE HERE



LET'S DO THIS TOGETHER!

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