

MAX STRENGTH FITNESS

WELCOME

Welcome

Welcome to your 7-Day, 10K Step It Up Challenge!

We are so excited you're here!

In case you didn't already notice, I *love* challenges like this—for a LOT of different reasons.

First, there's the obvious benefit of the results you'll get by stepping up your step count every day!

Second, it can help you reach your body composition goals (and boost your fitness level).

Third, there are a TON of health benefits from walking more during the day, which I'll get into shortly.

BUT... there's also the personal growth aspect!

- **It builds motivation**
- **You get healthier and fitter**





- **It pushes the limits of your comfort zone (and we all know that the best things are just beyond our comfort zone)**
- **AND... it builds a special kind of confidence called "self-efficacy." That's knowing you can count on yourself to follow through, no matter what, and that you can do hard things!**

Many men and women over 40 are surprised by how much strength, confidence, and athleticism they rediscover when they step outside their comfort zone and take on a fitness challenge.

It's something you can feel for yourself.

Walking is one of the best exercises you can do. It's weight-bearing (which means it can help build bone), low impact, and great for just about every fitness level.

Let's get started!



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CLIENT SPOTLIGHT
Testimonials

"Wow! I can't heep enough positive praise on Max Strength Training. I've never been consistent about exercise but the trainers here have made it one of the highlights of my week. Shelle, Kayla, and Jen are amazing. I'm recovering from knee and back surgery and after a month already feel a huge improvement in strength and balance. Definitely recommend."

-Rob Yocom

MaxStrength Fitness - Monument

"I decided to take advantage of the free trial at MaxStrength Fitness to see if I could improve my strength and increase muscle mass. After my two free sessions in late June, I was willing to sign up for the twice a week 20 minute regimen to see if it would benefit me. I just had a body composition analysis after two months and found I had gained 6% muscle mass and reduced body fat by 5%! This is the best investment in my health I've ever made!"

-Rick Tett

MaxStrength Fitness - West Plano

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WHY WALK 10K STEPS *a day*

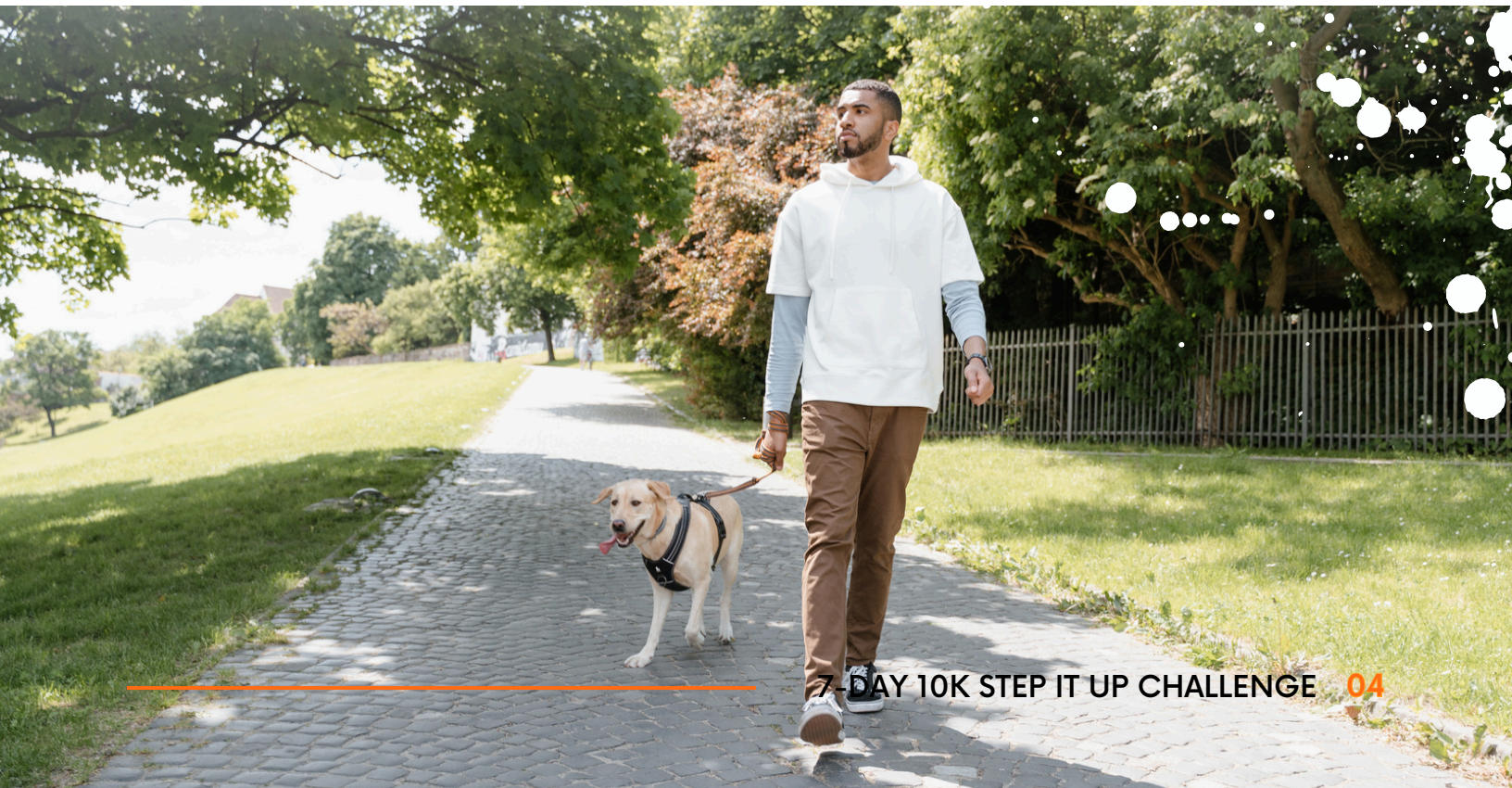
Why walk 10K steps a day?

There are probably 10,000 reasons to do it!

But here are just a few: studies show it's linked to better heart health, fewer strokes, and a 50% reduced risk of developing dementia.

That's just the start of it. It may lower your risk of 13 different types of cancer, it helps build bone, and lower blood pressure... AND it's linked with less anxiety, depression, and stress.[1,2]

And that's not even talking about how getting up from your desk (or couch!) for a walk can give you a quick change of perspective, a mood boost, and a fresh outlook.



DOES IT HAVE TO BE 10K *steps*

In a word, No.

In fact, there's a lot of debate over the exact number of steps needed to get the most health and fitness benefits.[3]

We've chosen 10K because it's become the "gold standard" most experts recommend.

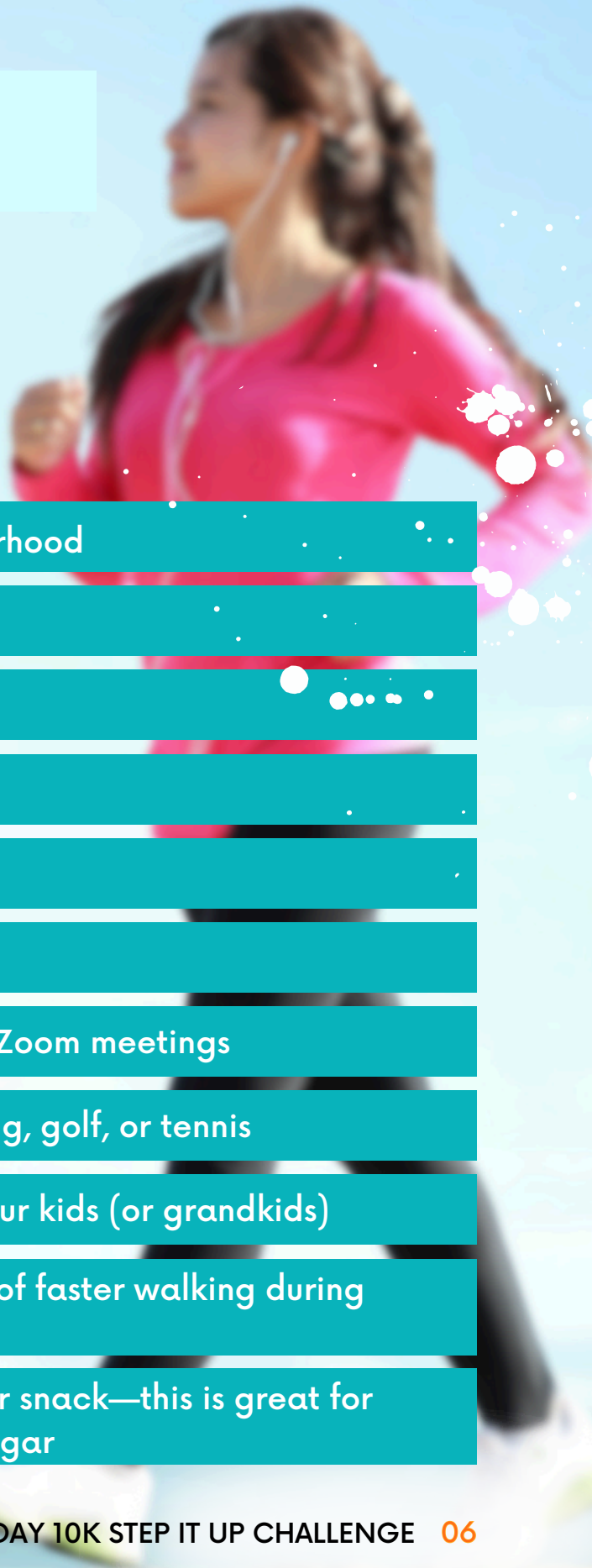
If you're new to walking every day, you can aim for fewer steps, like 5K or 7K, and still get amazing results.

The important thing is to SET a goal, COMMIT to the goal, and then follow through every day for a week.

Whatever number you choose, the goal is to GET MOVING and aim to hit your step target EVERY DAY for a week.



TIPS FOR REACHING 10K STEPS *a day*



Our recommendation:

look for opportunities throughout the day to get your steps in.

- Take a daily walk around the neighborhood
- Park farther from your destinations
- Walk the dog
- Take a cardio class
- At work, hold walking meetings
- Use the stairs instead of the elevator
- Walk in place during phone calls and Zoom meetings
- Take up an active hobby like gardening, golf, or tennis
- Get moving on the playground with your kids (or grandkids)
- Change it up! Throw in some intervals of faster walking during your normal walks
- Go for a short walk after every meal or snack—this is great for digestion and balancing your blood sugar

You can track your steps using a fitness tracker (like Fitbit or Apple Watch) or use the one built into your smartphone.



YOUR 10K STEP IT UP CHALLENGE *Tracker*

Every day for 7 days, write down the number of steps you take, and for even more results, jot down notes about how you feel, any challenges you faced, or victories you earned!

DAY 1 **STEPS** _____

NOTES _____

_____

_____

DAY 2 **STEPS** _____

NOTES _____

_____

_____

DAY 3 **STEPS** _____

NOTES _____

_____

_____

DAY 4 STEPS

NOTES

DAY 5 STEPS

NOTES

DAY 6 STEPS

NOTES

DAY 7 STEPS

NOTES

HOW TO KEEP YOUR MOMENTUM *Going...*

Congrats on taking on the **7-Day 10K Step It Up Challenge**!

When you focus on taking daily action toward reaching your goals, you can become **UNSTOPPABLE**.

That's because you're creating a solid foundation for improving your health, gaining strength, and reaching your health and fitness goals, and there's nothing more empowering than that!

However, from experience, doing it on your own can only get you so far!

It's true that lasting change comes from having the right support and accountability to keep you on track. That's where the real transformation happens!

The next step is creating a plan that fits your unique lifestyle and goals.

Imagine having a clear, actionable path toward your health and fitness goals, with everything mapped out for you, and a team that's there to support you every step of the way. No guesswork, no second-guessing, just progress!

And it doesn't have to take up hours and hours of your time and energy...



READY TO TAKE YOUR *next steps?*



At MaxStrength Fitness we believe that everyone deserves to be healthy, fit and strong in only 20 minutes, 2x a week.

Take your health and wellness to the next level and truly transform your life, health, and energy in only minutes a week!

If you're looking for a better way to live, we want to invite you to experience the MaxStrength Fitness difference.



Ways to Work With Us:

1:1 PERSONAL TRAINING

With more energy, improved health, and less stress you are able to enjoy all the activities you love. Click below to learn more about our personal training and schedule a consultation at a location near you:

LEARN MORE HERE



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MAX STRENGTH FITNESS

twenty minutes + twice a week = transformation

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