



Kick Butt Clean Eating Bootcamp Quick Start Guide



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When I think about eating clean, I think about eating foods that make me feel good. You know, those foods that cross your lips and you think to yourself, *I know this is going to do something good for my cells!* For me it's tomatoes. Roasted, raw with a little sea salt, or stewed, when I see a good tomato, I imagine their lycopene and vitamin C army fighting off bad bugs and viruses. I admit, eating clean doesn't always come easy.

I need to admit, however, I have the same struggles when it comes to clean eating as many of you do. Are busyness, cost, picky eating children, or boring food familiar obstacles to any of you? Through my struggles, and through those of my clients, I have developed techniques that I am going to share with you over the next two weeks to help you overcome any barrier holding you back.

What I love about this challenge is that you will be learning techniques to set you up for a lifetime of clean eating -- like simple prep techniques for a week's worth of lunches. It's time to cultivate your love of clean, wholesome food! Are you in?!

HOW TO PARTICIPATE

Bootcamp will meet on the Rock It Nutrition Coaching Bootcamp private Facebook page. A two-week bootcamp will start every three months. Watch for posts and emails announcing the next bootcamp and for information about enlisting (reminder: it's free for Rock It Nutrition Coaching members).

You will complete ten challenges during the two weeks, but don't worry I'll be there to coach you through each step. Each day, I will post a new challenge and all you have to do is complete the challenge and comment on my post. If you miss a challenge, you are encouraged to catch up at your own pace.

Please note that by enlisting in Bootcamp, you understand and agree that information you provide on the Bootcamp Facebook page is not private as other Bootcamp members will see your posts on Facebook. You are responsible for choosing what information you share and consent to these terms.

Return on Investment (what you get out of the deal):

- Coaching includes recipes, prep tips, money-saving ideas, and more.
- Peer support, accountability, and motivation to help you kick-start your new clean eating lifestyle beyond the two-week challenge.
- Recommended menu planning service with recipes.
- Complete all 10 challenges and earn a Rock It Bootcamp social media badge.

CLEAN EATING MAP

There is no legal definition of the term “clean eating” and the meaning varies from person-to-person. For the purposes of this challenge, “clean eating” means:

- The less processing involved, the better. Processing is anything done to a food after it is harvested.
 - ✓ Avoid pre-packaged and canned foods as much as possible. Note however, that sometimes frozen produce is just as nutritious, and maybe even more so than fresh.
 - ✓ Avoid as many non-food additives as possible. Read ingredient lists. If you can't pronounce an ingredient, it probably isn't real food.
 - ✓ Choose whole foods like fruits and veggies, raw nuts, and oats.
 - Avoid artificial sweeteners and refined sugar (including HFCS). *Small* amounts of honey, stevia, or Rapunzel sugar (<http://www.amazon.com/Rapunzel-Organic-Whole-24-Ounce-Packages/dp/B001E5DZIO>) are okay.
 - Eat enough healthy fats (aim for 30 percent of your daily calories to come from fat) like: olives, olive oil (cold pressed), extra virgin coconut oil, flaxseed oil, avocado, wild salmon, pastured butter.
 - Eat enough protein. I *generally* recommend 30 grams of protein at each of the three meals.
 - Eat enough carbs, but don't overdo it. The amount of carbs you need is going to depend on your training. Refer to your Nutrition Handbook for more specifics.
 - Eat lots of veggies (at least 3 cups per day).
 - Eat organic as often as possible.
 - Eat grass fed/free-range meat, butter, and eggs as often as possible.
- “You are what your *food* eats.” – Dan Young, Simple Again founder**
- Avoid trans fats (most often found in commercially prepared baked goods and fried foods).

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- Drink lots of water and avoid sweetened beverages.
- Cook with stainless steel. Store and drink from glass as much as possible. Avoid plastic. Avoid ceramic dishes from China.
- For specifics on hydration and calorie needs, see the worksheets in the tools section.
- Eat your recovery nutrition after your workout (30 grams of carbs + 20 grams of protein within 45 minutes of working out).

CHALLENGES

Here is your outline for the ten challenges. Feel free to prepare by reading through it now.

1. Clean or not so much?

Go through your pantry and make a list of ten clean ingredients and ten that aren't so clean. Document your findings with a photo and share on the designated post.

	Clean Ingredients	Not So Much
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

2. Set a routine:

I will plan my menus every _____ at _____, go grocery shopping on _____ at _____, and prep for the week on _____ at _____.

3. Make a menu.

Plan 3-7 days' worth of meals.

Use the Menu Planner in the Tools section to plan your meals.

4. Make a shopping list.

Use your menu and create a shopping list organized by store aisle. The Menu Planner can also be used for this step. Share your list on the designated post.

5. Clean out your pantry.

Document this challenge in photos and share on the designated post.

6. Go grocery shopping.

Document your haul in a photo and share on the designated post.

7. Prepare ahead.

Whether it is a week's worth of lunches or the next day's snacks, prepare something for the next day. Document your work in a photo and share it on the designated post.

8. Have a clean breakfast.

Share a photo of your breakfast on the designated post.

9. Eat clean out.

Go out to a restaurant or friend's house and make clean choices. Document your success in a photo and share it on the designated post.

10. Make it work for you.

Document two days of your clean eating food journal in photos and share them on the designated post.

Notes:

Changes I can make in my environment to set myself and those around me up for success:

Helpful resources:

Encouragement:

Techniques I learned:

Money Saving tips:

Did you complete all ten challenges? Congratulations! Look for a post on the Bootcamp Facebook page to comment on and we will send you a Bootcamp graduate badge to share on your social media accounts. But, don't stop here. Continue to improve by perfecting challenges and techniques that were a little more difficult for you. Use the Rock It Nutrition Coaching Pinterest boards (pinterest.com/rockitcoaching/) and other resources you learned about to continue your journey.

Didn't complete all ten challenges? No worries, change takes time and practice after all. Give it another try at our next Bootcamp held in approximately three months. Until then, stay active in our forums and chats and be even better prepared for your next Bootcamp!