



Get Moving to Fast Track Your Weight Loss

Your body was built to move! Let's take an important step toward getting healthier, losing weight and feeling better by being more active—together!



The Power Couple: Exercise and Nutrition

What if we told you there was one thing you could do that would improve your life in so many ways: speed your weight loss, tone and tighten your body, increase your energy, enhance your sleep, grow your self-confidence, reduce your risk for diseases, and more? Not only would it take a minimum time investment (as little as 20 minutes per day), but you'd notice results almost immediately. Sounds great, right?

These perks are just some of the amazing side effects of—drumroll please—exercise!

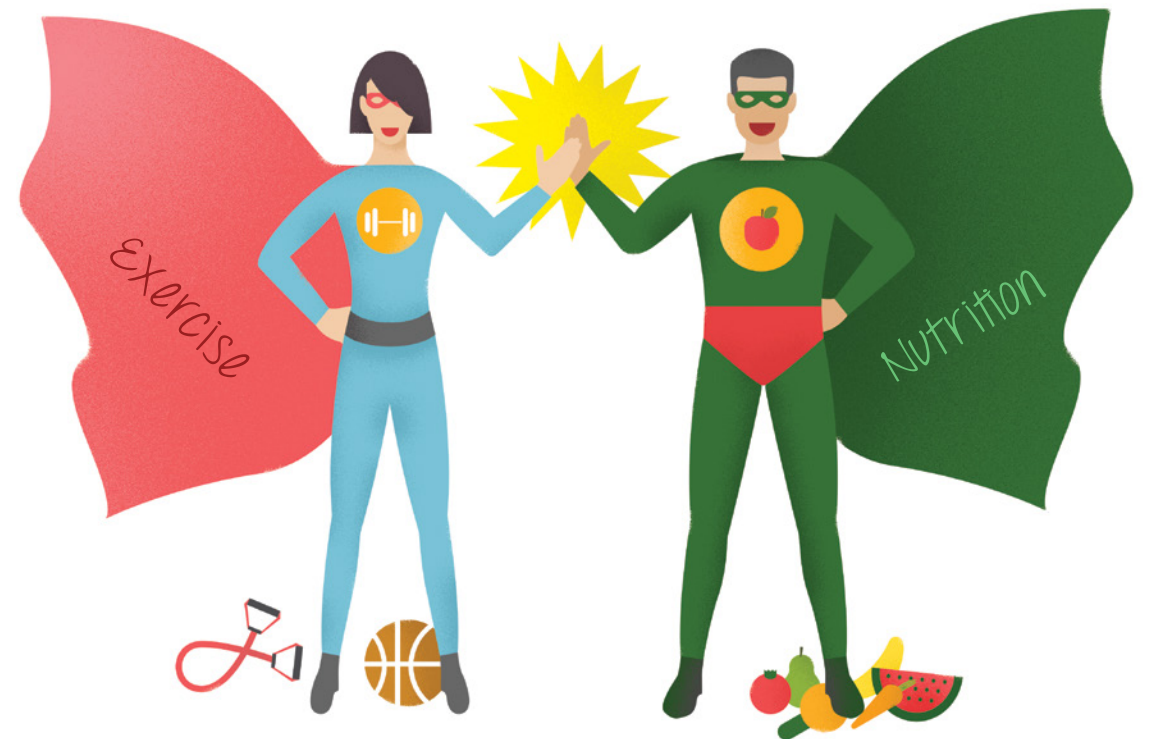
No matter how much exercise you currently get (or don't get) or how you feel about working out, we're going to help you increase your activity and maybe, just maybe, even get you to like it a little! Once you notice the scale start moving in the right direction, we guarantee you'll be encouraged to keep going.

Hands down, the best way to lose weight—and the ideal way to maintain that loss—is to combine healthy eating and exercise.

It's awfully hard to burn enough calories to drop pounds exclusively through exercise. You'd have to work out for many hours every day. Who has that kind of time?

It's also difficult to do it through eating alone; you'd have to cut your calories way, way back. Who wants to be hungry all day long? Not to mention, exercise can help prevent some of the muscle loss that naturally occurs when you start losing weight. (And you want to hold onto that muscle because it helps boost your calorie burn.)

Wondering where to begin? Your first step: Take the quiz on the next page (or take it online) to figure out what your "Activity Profile" is and to learn which forms of fitness may be right for you.



Quiz

What's Your Activity Profile?

1. Which activity is most appealing?

- a) A bike ride or walk or hike in the great outdoors.
- b) Any class at the gym—I love sweating it out with other people!
- c) A home exercise DVD.
- d) Playing a game of softball or tennis; it gets my competitive juices flowing!

2. You have extra cash to spend— which fitness purchase are you most likely to make?

- a) A hiking backpack, a UV sun visor, cool new bike shorts—any outdoor gear, really.
- b) A couple of CrossFit or SoulCycle classes; the group dynamic motivates me!
- c) One of those brand-new “workouts on demand” subscriptions for my home computer.
- d) A new tennis racquet or volleyball; anything to get a game going!

3. What is most likely to motivate you to exercise?

- a) Blue skies, the warm sun and a light breeze.
- b) That brand-new group fitness class at my gym.
- c) An open block of time with no one bothering me.
- d) A little friendly competition—there's nothing like it!

4. At parties, you're the first to

- a) Catch some fresh air on the balcony or patio.
- b) Offer to share my new playlist and maybe even get the dance party started!
- c) Make an early exit. There's no place like home!
- d) Start up a mean game of charades.

Your
“Activity Profile”
If you answered...



Mostly A's, you're a:

Nature Lover

Whether it's the rugged mountains or your local park, you find being outdoors exhilarating. What's not to love about the fresh air, lack of crowds or the mood boost associated with nature?

Exercise Rx: Be adventurous. Walking—whether it's on city streets, through your neighborhood or on the beach—is the simplest and most accessible form of activity. (Try the “Walk It Off!” program found in your Real Moves Fitness Guide, which features interval and power walking for optimal calorie burning!) To keep it challenging enough that the pounds continue to come off, make sure to increase the intensity: Take a new route, add some hills, pick up your pace or walk with a weighted vest.

Workout wrecker: Bad weather. Don't let rain, snow or sleet sideline your workouts. Have a backup plan—it could be as simple as taking your workout indoors to a gym, your home (the Real Appeal Exercise DVDs are a great option), or the mall.



Mostly B's, you're a:

Gym-Junkie

You might be drawn to the gym because you love the energy of the group classes. Or perhaps you like riding the stationary bike alongside other gym-goers. Of course, there's no worrying about the weather or your crazy schedule, as many gyms offer extended hours.

Exercise Rx: Vary your workouts. Even if you find one thing you love—the elliptical or Spin classes, for instance—give another activity a shot. Switching it up helps prevent boredom, protects against overuse injuries and trains more muscles so you get a better workout.

Workout wrecker: Getting there: The gas, the traffic, the travel time can all be workout deterrents. The fix: Join a gym that's close to your home or office, so you're more likely to go.



Mostly C's, you're a:

Homebody

You'd rather work out in private—hey, there's nothing like the comforts of home. It's also cheaper and more convenient than a gym.

Exercise Rx: Set up your home for success. Make sure there is enough clear and open space for you to work out in front of your TV, especially if you're starting the Real Moves workout program!

Workout wrecker: Distraction. The phone, Instagram, laundry—any number of things can get in the way of your home workouts. Make sure you schedule the time into your calendar, and treat it like a doctor's appointment or business meeting.



Mostly D's, you're a:

Competitor

Don't like to lose? That can be a good thing, as long as you learn how to channel that energy. Working toward a goal—whether it's beating your best time or besting your opponent—can be extremely motivating.

Exercise Rx: Find new ways to challenge yourself. The key to keeping things interesting is to look for different ways to feed your competitive spirit. Prefer to go it alone? Compete against yourself; set a 5K goal and try to beat it or try to add 5 more minutes to each workout. Would you rather be part of a team? Choose a sport you enjoy and start an intramural team with your coworkers. Or, check out the local YMCA for competitive sports leagues.

Workout wrecker: The agony of defeat. You can't get discouraged if you fail to meet a goal or suffer a loss. Simply set a new challenge for yourself and try again!



A mix of these answers, it may be that you're a:

Cross Trainer

You enjoy all types of activity, so why pick just one or two?

Exercise Rx: Mix and match your workouts over the next few weeks to find the ones you most enjoy. Then choose two or three and rotate between them to keep things fresh.

Workout wrecker: Inconsistency. If you're constantly jumping from one exercise to the next, you may find it hard to measure your progress. For instance, if you run on the treadmill one day and then don't come back to it for a while, it can be difficult to see how much longer or harder you're able to run from the previous session.

Do It *Your Way*

Now that you have a better sense of your activity profile, you can choose a workout that best suits your preference.

Below, we've outlined three fitness options. No matter what your style, schedule or fitness level, one of these can work for you. You'll find these programs, along with week-by-week exercise schedules, in the Real Moves Fitness Guide.

1 The Real Moves Workout DVD program

This uniquely designed (AND FUN!) series of workouts will help boost your metabolism, build lean muscle and burn excess fat and calories. Every move is modified so you can go at your own pace. Even if you've been exercising for a while, you'll be challenged, and you always have the options to increase your intensity.

Perfect for: Homebody or Cross Trainer Activity Profiles

2 The Real Appeal "Walk It Off" program

This option helps boost your energy while it slims and tones your body all over. Walking is the perfect low-impact workout that you can do anytime, anywhere.

Perfect for: Nature Lover or Cross Trainer Activity Profiles

3 The DIY workout plan

If you like to mix it up with your workouts, then you can do a little of everything—Real Moves DVDs, the walking program and any of your own favorite activities, such as hiking, biking or dance classes at the gym.

Perfect for: Gym Junkie, Competitor or Cross Trainer Activity Profiles

If your sneakers have been collecting dust (or you don't even know where they are), don't worry. No matter which option you choose, you'll start at your own pace and work up from there. And how's this for encouraging news: You can start seeing results with as little as 20 minutes of exercise a day just a few times a week! And if you're already exercising, we'll help you take it up a notch, so you'll become fitter, leaner, and increase your weight loss. Remember, your coach is there to help you figure out the best option for you.



How Much Exercise Is Enough?

Ready for the answer? More than most Americans are getting! According to experts, the minimum amount you need is 150 minutes per week.

Spending even more time exercising—anywhere from 175 to 250 minutes (or more) per week—is better for weight loss, according to a slew of studies and the American College of Sports Medicine guidelines. If this sounds like a lot, don't worry! With the Real Moves and Walk It Off plans, you'll work up to these levels gradually. Each plan has workout calendars that show you day by day, which workouts to do for the best body transformation benefits. Remember, it's all about small steps for big results!

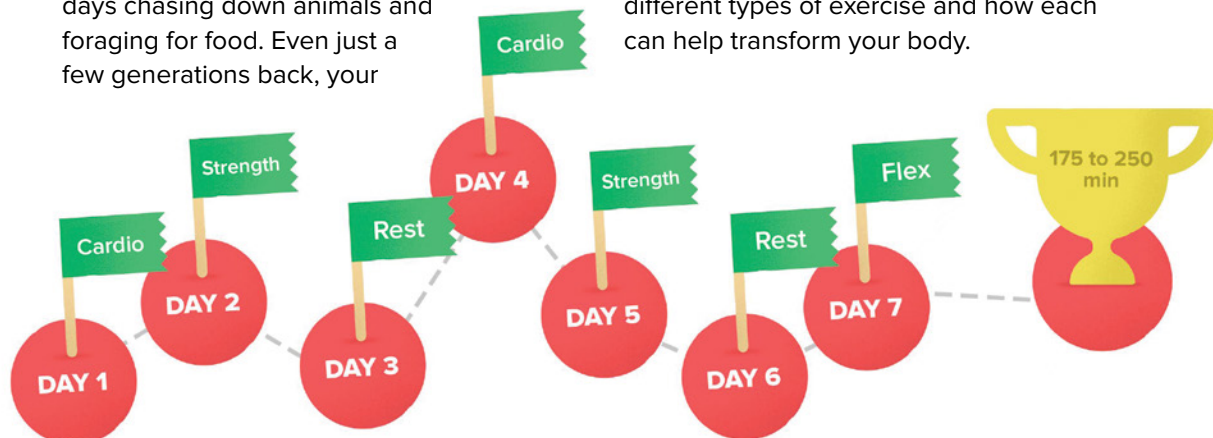
And as we mentioned, you'll work at your own pace. You'll find that your body is remarkably adaptive—you'll build endurance a lot more quickly than you might imagine. That's because our bodies were made to move; think about our hunter-gatherer ancestors who had no problem getting enough activity. They spent their days chasing down animals and foraging for food. Even just a few generations back, your

great-great grandparents worked the fields, walked to the market instead of driving and even washed clothes by hand.

But advances in technology have made us a sedentary society. Most of us don't need to move much to earn a living or get through our day. And, unfortunately, we're paying the price for our inactivity; just look at the skyrocketing rates of diabetes, heart disease, stroke and cancer—life-threatening diseases all linked to obesity.

The bottom line: You need to find ways to be active, even in our sedentary society, if you want to maximize your weight loss and get healthy. If you make fitness a priority, the rewards will be infinite. The more you move, the better you'll look, the better you'll feel and the better your life will be!

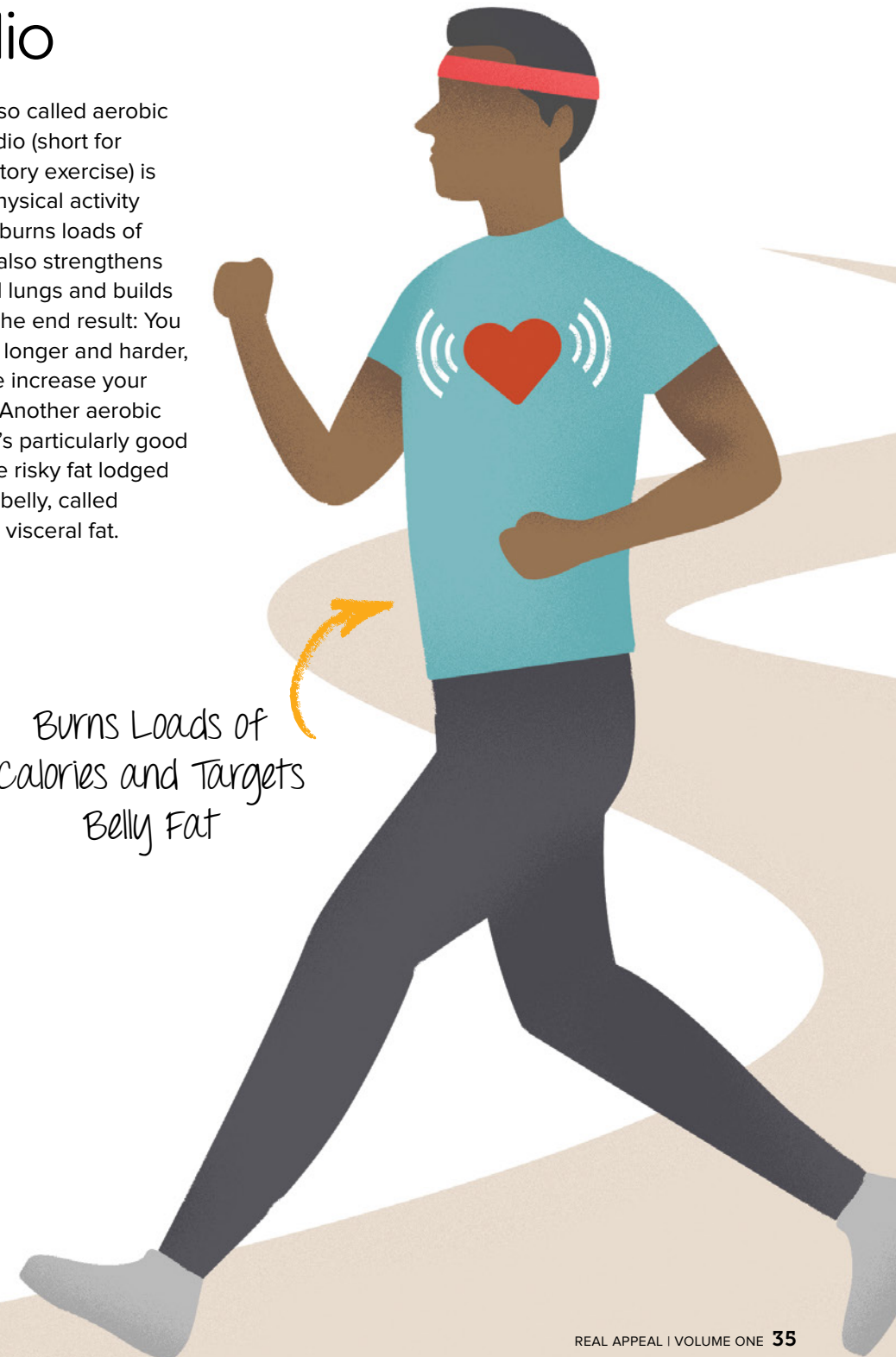
Next, you'll find a quick summary of the different types of exercise and how each can help transform your body.



Cardio

What it is: Also called aerobic exercise, cardio (short for cardiorespiratory exercise) is the type of physical activity that not only burns loads of calories, but also strengthens the heart and lungs and builds endurance. The end result: You can work out longer and harder, and therefore increase your calorie burn. Another aerobic advantage: It's particularly good at burning the risky fat lodged deep in your belly, called abdominal or visceral fat.

Burns Loads of Calories and Targets Belly Fat



Strength Training

What it is: Strength training (lifting weights, resistance bands or using your own body weight) is just as important as cardio because it builds or maintains lean muscle mass which burns more calories than fat tissue. You'll also look more sculpted and defined, and you'll get stronger. Plus, that extra lean muscle can improve blood sugar levels, strengthen bones and even lengthen your life.



Builds Lean Muscle and Increases Fat Burning

Flexibility (stretching)

What it is: Flexibility training is an often-overlooked element of fitness, but it's a key component of a well-balanced exercise routine. It offers a number of benefits, including improved stamina, balance, circulation and range of motion. It may also help reduce stress, boost your energy and prevent muscle injury. On top of all this, good flexibility will help you perform your cardio and strength training workouts better—as well as activities in your daily life.



Improves Balance and Boosts Energy

Make Time for Exercise

Don't think you have the time to exercise? Try these sneaky strategies to squeeze more activity into your day.

Plan ahead.

Lay out your workout clothes the night before. Not only will it serve as a reminder when you wake up, but it also saves precious minutes during the morning rush.

Be prepared.

Keep a gym bag in your car or stash a pair of sneakers in your desk—if there's an unexpected opening in your schedule, you'll be able to grab a quick workout.

Think small.

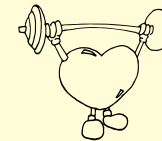
A workout doesn't have to be 30 or 40 consecutive minutes. Ten minutes here and there adds up.

Multitask.

Find ways to exercise while doing other things. Watch TV while you're on the treadmill, walk while chatting on the phone.

Reminder: Don't forget to log any and all forms of exercise into your fitness tracker at RealAppeal.com.

The Effects of Exercise



Which of the following benefits is associated with physical activity? Check all that apply.

- It causes you to lose more body fat, especially visceral fat, the deep belly fat that's particularly harmful to health.
- It raises metabolic rate.
- It lifts mood, possibly as well as some antidepressants.
- It trims inches, even before the pounds come off, so your clothes will fit better!
- It allows you to keep up with your kids, family or friends on walks, shopping trips and vacations.
- It reduces cancer risk.

- It cuts the risk for heart disease.
- It reduces the risk for type 2 diabetes and helps reverse pre-diabetes.
- It cuts the risk for osteoporosis, a bone-thinning disease.
- It protects against colds.

You should have checked *all* of them, because exercise offers all these benefits.

Jot down other reasons exercise can improve your life below and use this list as motivation on those days when you're on the fence about working out!

✓ Commitment Contract

I'll move more!

My body was built to move! So this week, I'll take an important step toward getting healthier, losing weight and feeling better by being more active.

- I will **choose a program** in the Real Moves Fitness Guide and start following it today or tomorrow.
- I'll **continue my other healthy habits** (weighing in, tracking, eating meals from the Real Foods Nutrition Guide, and so on) to the best of my ability.



My signature: _____

My body was built to move! 