

# MILKY *Fitness*

## CHALLENGES

# MILKY FITNESS CHALLENGES

## WHAT ARE THE MONTHLY CHALLENGES?

The monthly challenges are a paid, private support group that includes a wide list of things to help support your postpartum journey, whether it be weight loss, weight gain, or maintaining your weight and just getting healthier. This program was designed with breast feeders and pregnancy as the priority, but you do not have to be either to participate!

## WHATS INCLUDED?

- Meal guide: Based on your individual caloric needs (there is a video in the announcements that breaks down the plans and how they look assigned by caloric brackets.) (NO Vegan or Vegetarian options. You will not be permitted to participate.)
- Workout plan: Gym, Home, AND YouTube based are all uploaded into the group for you! (Working out is not required (we calculate your calories to reflect your need))
- Grocery list: Fill in the blank format
- Q+A with the owners and creator of Milky Fitness
- How-to example document for your workouts
- Recipes that are meal plan friendly
- FAQ to help guide you through the journey
- Substitution lists: To appease even the pickiest of eaters and assist with allergies.
- Private accountability group to track progress, share photos/recipes, and support!
- Lactation Support! We have an IBCLC on our team to help assist with any milk supply concerns!

**\*WE DO NOT OFFER VEGETARIAN OPTIONS! (DO NOT PURCHASE IF YOU DO NOT EAT MEAT)**

**\*DAIRY FREE, AND GLUTEN FREE MEAL SUBSTITUTIONS ARE ASSISTED WITH.**

**\*YES THESE ARE BREASTFEEDING SAFE!**

**\*YES THESE ARE PREGNANCY SAFE!**

# WHERE TO PURCHASE?

<http://www.thehabitualfitness.com/challenges>

# WHEN?

Registration opens on the 1st of the month at 12pm EST. Aside from Black Friday, which will take place at 9 am EST

# WHAT IS THE PROCESS?

Watch this video walkthrough for a program breakdown and explanation of our program:

[https://youtu.be/MaY\\_3ckW4KI](https://youtu.be/MaY_3ckW4KI)

# AFTER YOUR PURCHASE:

You are required to message your order number to our Milky Fitness LLC business page so we can match your profile to your order number for group requests:

<https://www.facebook.com/milkyfitnessllc>

Once you message the Milky Fitness LLC Page, you likely will get an automated reply. Please remember there are hundreds of messages coming in at once.

If you have your order number, you are fine. Just message it to us and we will respond within 5-7 days. If you can't find your order number in the email or on screen after purchase, you STILL need to message us and provide us with the email address and name of the purchaser so we can manually pull your order number.

# GROUP FILES & INFO

If you would like to pre-read information regarding your group and the group's eBook, you can do that here:

<http://www.thehabitualfitness.com/groupfiles>

# JOINING YOUR CHALLENGE GROUP

YOU will need to request to join you group after you purchase- we will not tag you in any links.

<http://www.thehabitualfitness.com/challenge-group-links>

# LET’S TALK COSTS:

## RETURNING MEMBERS:

will need to register our website to earn points on their purchases.  
\$1 = 1 point. Points can be applied for discounts on purchases

## NEWCOMERS:

PLAN TYPE		Payment Type	Total Cost	Setup Fee	Monthly Cost	Savings
1 MONTH TERM						
	MONTH-TO-MONTH	ONE TIME PAYMENT	\$89	\$0	\$0	\$0
	MONTH-TO-MONTH + Lactation (IBCLC) Add-On	ONE TIME PAYMENT	\$104	\$0	\$0	\$0
3 MONTH TERM						
	Bundle	ONE TIME PAYMENT	\$255	\$0	\$0	\$12
	Bundle + Lactation (IBCLC)Add-On	ONE TIME PAYMENT	\$300	\$0	\$0	\$12
	Subscription	MONTHLY BILLING	\$260	\$50	\$70	\$8
6 MONTH TERM						
	Bundle	ONE TIME PAYMENT	\$500	\$0	\$0	\$34
	Bundle + Lactation (IBCLC) Add-On	ONE TIME PAYMENT	\$590	\$0	\$0	\$34
	Subscription	MONTHLY BILLING	\$515	\$100	\$69.17	\$19
12 MONTH TERM						
	Bundle	ONE TIME PAYMENT	\$955	\$0	\$0	\$113
	Bundle + Lactation (IBCLC) Add-On	ONE TIME PAYMENT	\$1,135	\$0	\$0	\$113
	Subscription	MONTHLY BILLING	\$985	\$150	\$69.58	\$83

## PAYMENT OPTION

**Bundle Plans:** Our Bundle option is a package of multiple Transformation Challenge months combined for convenience and savings. The larger the bundle, the greater the discount. Each bundle includes everything that comes with a regular Transformation Challenge month, just sold together as a group. These months are pre-dated and must run consecutively, so please double-check your dates and selections before purchasing. Each month still functions as its own individual program, simply bundled together for a longer-term, more cost-effective commitment.

**Subscription Plans:** Our Subscription option offers all the same benefits as our Transformation Challenge plans, with the flexibility of monthly payments instead of paying upfront. The longer the subscription term, the greater the savings. Each month includes everything you would receive in a regular Transformation Challenge group, simply structured for automatic billing. These are pre-set commitments and must run for the full duration selected, so please review your term and selection prior to purchase. Each month still functions as its own individual challenge, simply offered as a subscription for cost effectiveness and consistency.

## **NOTES FOR PLANS:**

- Note on Subscriptions: When you start your plan, the setup fee and first month's payment are due together. After that, you'll pay the regular monthly rate each month.
- Note on IBCLC (Lactation Add-On Option): The IBCLC add-on is not required. If you're confident in your supply, our intake team already understands the caloric responsibility of breastmilk. But if your supply is sensitive, newly regulating, or you'd like 1:1 support from our International Board Certified Lactation Consultant, we highly recommend it. She's here to help troubleshoot supply concerns, flange sizing, latching techniques, navigating dips, improving milk removal, and more.
- Note on Subscriptions and IBCLC: The subscription option does not include the ability to add the IBCLC. If you would like lactation support while on a subscription, it must be purchased separately as a month-to-month a la carte service for \$20 per month

## **ADDITIONAL COSTS INCLUDE:**

- Protein powder (With specific parameters, we recommend Biohealth but this info will be provided in your challenge group.) Typically \$40-\$60 ish- depending on your taste. (Less than 185 cal per serving and less than 9g carbs per serving. A minimum of 20g of protein per serving). \*Get as close to 150 cals per scoop as you can!\*
- Kitchen Scale: \$10ish, on amazon
- Resistance band for home workout plan (IF you choose the home option)- posted on site. \$10

# CAN MY PARTNER JOIN ME?

## YES OF COURSE!

The Spouse Add-On product allows them to join you to support you on your journey while also having their own plan. This means they'll have the same meal items, but portions that are customized to their own needs and goals.

The Spouse Add-On is available for \$40 per month or can be purchased as a multi-month bundle, priced as follows:

- \$40 for 1 Month
- \$100 for 3 Months (these months will mirror the dates of the challenge participant)
- \$215 for 6 Months (these months will mirror the dates of the challenge participant)

This product is only available for the spouse or immediate family of challenge purchasers, which can include your partner, mom, dad, or sibling.

Because of the liability and care required, a spouse cannot be pregnant or breastfeeding—they will need a general challenge spot instead.

This option does not grant the Spouse Add-On participant access to the challenge group. It only allows for the custom meal plan to be sent to you when you receive your plan. It does not include workout plans or ongoing adjustments unless otherwise stated.

This product is limited to one add-on per challenge participant unless prior approval is given. You can always reach out to ask if additional add-ons can be purchased.

## **NOTE:**

If your Spouse Add-On requires a plan adjustment due to injury, change in goal, or activity level, there will be a \$10 à la carte fee at the time of need. This must be requested and finalized by the adjustment deadline listed within the partner's challenge group.

## **ADDITIONAL INFORMATION!**

We have to schedule and sign up a month out because we need 2 weeks to get everyone added into the private accountability group, and then additional time to take in everyone's individual stats (age, height, weight, activity level, allergies, nursing information, pregnancy information etc.)

Once you are in your group- two weeks prior to the start date, you will submit your stats and information so we are able to calculate your needs. From there, you all are assigned a plan that suits your caloric needs.

\*You do not have to work out. You simply tell us what you are committing to or what you do, and we calculate it for you. Approximately 5-6 days prior to your start date (so you have time to shop and meal prep), you will be given your plan to follow and your grocery list! You will be given the opportunity to ask questions, bounce ideas off of each other and returners that have been around for a while etc.

## **THE MEAL PLANS**

Meal plans are not all chicken, rice, and broccoli. You will have a variety of foods, sometimes wine, halo top ice cream, fruit, French toast, breakfast skillet, crock pot recipes, etc. Dairy free options are available and we will help you if you have more allergies to work around- you are not alone.

**WE ARE UNABLE TO ACCOMMODATE VEGETARIAN OR VEGAN OPTIONS RIGHT NOW - WE APOLOGIZE.**

## **WORKOUT PLANS**

These are provided in 3 types. They are uploaded into the group files for each week. You have the option to do your own (personal trainer, beach-body, bootyking etc) OR you can choose one of ours. We offer a home workout with bodyweight, a HIIT style gym workout, and a workout that is virtual (popsugar type). You are not required to workout- your calories will simply reflect your activity level.

## **ACCOUNTABILITY**

You are in a private group of other women that are on the same type of plan (your calories vary, but you are all eating the same foods), this allows you to share ideas on how you're prepping and preparing for the upcoming week. The groups aren't just about meals and workouts though. We celebrate birthdays, weddings, pregnancies, and non scale victories. We mourn loss, whether it be family, friends, or unemployment. Most importantly, we encourage. We are a big family. If you are having a bad day, post about it.

**YOU ARE NEVER ALONE.**

## **PHOTOS**

No one is required to take photos. The photos you see are taken by members that want to track their progress and feel comfortable sharing or giving us permission to share. If you are not comfortable, that is okay! We just encourage you to take them for yourself! The scale is a tricky monster.

## **LACTATION**

You do NOT have to be a breast feeder. We have several moms of teenagers in our groups! We customize your calories to YOUR specific case and need. If you are full time nursing a newborn, your calories will reflect. If you are nursing a toddler and only need partial nursing calories, your calories will reflect. If you need help weaning, we will help you slowly adjust calories to help you wean and not risk you starving or Mastitis. If you have already weaned or are not breastfeeding, your calories will reflect!

**\*WE ALSO HAVE AN IBCLC IN EVERY GROUP TO HELP TROUBLESHOOT ANY SUPPLY ISSUES IF YOU RUN INTO THEM!**

## **WEIGHT LOSS/GAIN/TRANSFORMATION**

We do not just cater to weight loss. Several mommas are gaining weight, some mommas are maintaining their weight, and some mommas are focusing on their weight loss. This is what makes these so special- they are catered to YOU and YOUR GOALS.

# DISCLAIMERS:

\*This challenge is not one on one coaching. We will not answer private messages pertaining to swaps due to preference. All communication will be made through the group directly on a more general basis. Office hours will be enforced for communication.

\*Once purchased, you must message Milky Fitness LLC (Facebook page) your order number. If you do not follow the instructions to be added to your group or fail to make contact with us- you will miss out. Much like a gym membership, you pay us to hold your space. Whether or not you choose to “use it”, is entirely your choice.

\*Do not purchase this product if you have any underlying medical conditions that can hinder your ability to follow a meal guide- We cannot diagnose or treat medical conditions. If you have any condition that hinders your ability to lose/gain weight and requires medication, you will be asked to sign a waiver, or be removed from the program.

\*We do NOT have vegetarian options!

## **MEDICAL CONDITION DISCLAIMER REGARDING THYROID ETC.**

The thing is, we are not doctors. We are not RDs. We cannot diagnose, treat, or cure. The issue with thyroid medication that we have run into in the past is that girls will do amazing that first month, sign up again, have blood work redone, doctor changes their meds, progress slows and we get blamed for a lot of complications with frustration. This is common. We have several women that do very well and their doctors encourage them to stay with the program. Others say thank you and don't sign up. Either way- your journey is entirely out of our hands. We can calculate your calories and set you up for success in a deficit to lose the weight, but we cannot promise it will work for you, especially when medication is involved.

We cannot compete with medication. We cannot guarantee any progress, in any capacity.

If you purchased, you would be asked to agree to a waiver saying you understand and acknowledge this.

