



Week 1 Assignment

Congratulations on taking the first step and joining the challenge!

You may have made the decision to begin eating healthy and exercising many times before... you begin your new routine, but then you fall off the wagon.

And it's the same problem that 99% of people face when they pick up a diet and fitness book, or hire a personal trainer, and start eating right and hitting the gym...

That's why it's important that we set the tone for the rest of the challenge -- and the rest of your life (or at least the next few weeks and months, LOL), so it's super important to KNOW all change begins in the head.

So here's where we begin – by asking yourself and honestly answering –

Why are you here?

Right now, imagine you're sitting looking out at the ocean or any other peaceful location that relaxes you. Close your eyes, relax your shoulders. Remove yourself from your environment, from the day ahead. Imagine you're sitting next to me, and I ask you –

Why are you here? Why have you joined this challenge?

Answer honestly. It would be great if you can actually write out your answer in a journal or on a designated file.

It's not really about drinking this or that, losing x amount of weight or whatever. It's about what lies beneath that.

Next question -

Why is that important to you?

As I said, it's not really about WHAT you want, it's about WHY you want it.

So answer this question -

And write or say it for yourself -

Why is that important to you? Juicing, drinking smoothies, eating healthier, healing your body, losing that weight, feeling a certain way - why does it matter?

Why is it really REALLY important to you?

You might have to ask and answer it a few times. When you find the real reason you will feel shivers or goosebumps or an 'aha'.

Final question -

What do you mean by that?

Okay so you've answered why you're here.

And you've answered why it's important to you.

But what do you really mean by that? What does that mean to YOU? Don't worry about what it 'should' mean or what it may mean to others. What does it mean to you?

Summarise.

Think about the answers you've just given. Then summarise your answer – try to come up with what you think your 'real' reason and 'why' is.

Also, write down the following...

- What does a typical day's eating and exercising (physical activity) look like for you at the moment? Note it down, quickly – don't over analyze, just write down the gist.
- What feels right?
- What feels really wrong, icky, ugh or just uncomfortable (note: this might even be stuff that you think you're doing right – write it down anyway)
- What are you proud of about the way you eat lately?
- How are you feeling right now? How is your energy level? Your health? Your skin?
- Take note of everything that's bothering you, as well as everything that you are happy about.

Here are some ways you might like to record where you're at today – the starting point of this challenge:

- Photos or a single photo
- Quick measurements with a tape: waist, butt at biggest point, chest
- Body fat measurements if possible
- It's up to you if you want to take specific measurements.

Congratulations! Doing this work and being honest with yourself, will help you get better results -- faster!

PS. Soon, you'll be receiving information about the monthly **Juicing Challenge & Membership Program**. You'll be able to sign up and receive recipes, meal plans, health tips, detox/cleanse plans (4 times per year) - all these materials as PDF downloads, Kindle/ebook downloads (so you can upload them to your iPad/tablet or smart phone), recipes and tips, interviews, and much more....

PPS. Check out our Facebook page, and — if you are feeling brave — post your “BEFORE” photos, or any photos— such as you drinking your juice!