

Introduction

This goes without saying...

But if you want to make progress during this challenge, you need to be consistent with the challenge nutrition plan.

But how can you be sure you're making consistent progress?

That's where this Progress Guide come in!

There are three things you'll be tracking throughout this challenge: *weight, measurements, and progress photos.*

Tracking Your Weight (why & how)

There seem to be two sides to the weight tracking argument:

On one side, people think that it *doesn't matter at all.*

The other side thinks it's *all that matters.*

Like with most things, the truth is in the middle.

When done properly, tracking weight can be a great way to measure progress and ensure you're moving in the right direction.

So the question becomes, how do you track your weight properly?

The mistake many people make is weighing in just once per week or one time a month.

The problem with doing this is that weight loss is volatile.

Your weight can (and will) fluctuate several pounds every day for a number of reasons – the majority of which have *nothing to do with actual fat gain*.

Things like how much you eat, how much water you drink, how much salt you take in, and how much activity you do the day before all impact your morning weigh-in.

(And if you're a female with a menstrual cycle, you'll see even more fluctuations in each different phase.)

For this reason, **I want you to weigh in daily during this challenge.**

What you weigh on any given day isn't a true reflection of progress... but when you have several data points, you can start to look at how your average weight is changing on a weekly and monthly basis.

For example, if you weigh yourself every day of this challenge and you see a steady decline over time, you can confidently say that you're making fat loss progress.

How should you weigh-in daily?

You want to weigh-in at the same time under the same conditions. This will increase the validity of your progress. To do this, you'll be using the **FAB Method**.

Each morning, you'll weigh-in...

- **F**irst thing in the morning
- **A**fter using the restroom
- **B**efore eating or drinking

You'll also want to make sure you're weighing in under the same conditions. **The easiest way to do this is to weigh-in wearing your undies, or nothing at all!** 😊

Now, if you have a poor relationship with the scale, you don't *have* to weigh yourself...

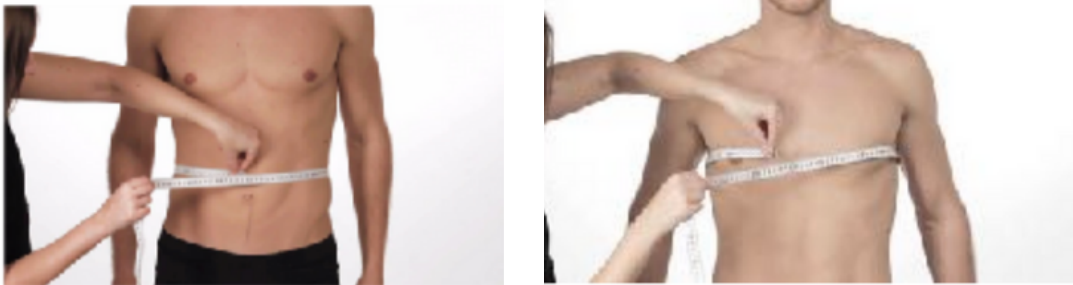
But my opinion is this: your weight is not your identity. It's just one of many tools that help you assess your progress. When used properly, the scale can be a great way to analyze your progress.

Tracking Your Measurements (why & how)

Measurements are one of the best ways to track progress. Reason being, if your measurements are going down in key places, you can be almost certain you're losing body fat.

It takes about 2-4 weeks to start seeing noticeable changes with measurements. Throughout this challenge, you should take measurements three times. Once at the start of week 3 and once at the very end of the challenge.

For Men: you'll be taking a navel-waist measurement and a chest measurement:



For Women: you'll be taking a navel-waist measurement and hip measurement:



Take your measurements using the **FAB method** from before:

- **F**irst thing in the morning
- **A**fter using the restroom
- **B**efore eating or drinking

Tracking Your Progress Photos (why & how)

When it comes to making progress, photos are what really matters.

Your goal is NOT to lose weight or lose inches. Why? Because those are just tools to measure progress.

Physical results are what you're really after, and progress photos are how you'll be able to see those changes.

For this challenge, I want you to take progress photos before the challenge starts and after the challenge ends.

You'll take four photos: *front, side, back, and front flexed.*

When you're taking these photos, have someone else take them or prop your phone up and use the timer feature.

Here's how they should look:

RED DIET CHALLENGE



Recap:

Throughout this challenge you'll be measuring your weight, key measurements, and progress photos.

- You will **weigh yourself daily** using the FAB method.
- You will take measurements at the **start**, the **middle point**, and the **conclusion** of the challenge.
- You will take progress photos at the **start** and **conclusion** of the challenge.