

* in shape with Shay *

5 no-fail tips to staying motivated

live life fit
fitlosophy
creators of fitbook™

there are few people as inspiring as shay from nbc's **the biggest loser** (season 8) — who lost over 150 lbs during her time on the ranch. she is the only contestant in the show's history to be invited back for a second season and to be sponsored by subway, who will give her \$1000 for every pound she loses until the next finale on 5/25. we had the unique opportunity to get the inside scoop from shay on what motivates her and how she continues to reach new levels of success.

- 1** on your mark, get set, **PLAN!** to reach that ultimate goal by summer, whether it be a bikini, a race, or just a healthier you, break it down into smaller, more achievable goals. want to run a 5k? start with how far you can run now and then add a little to each weekly goal until you reach your big goal. my fitbook helps me break it down and progress each week!
- 2** surround yourself with like-minded people. friends and family not on the same path? find an online support group (i love sparkpeople.com), find a local running club, or make friends at the gym.
- 3** affirm yourself! take a dry erase marker and write a positive quote or saying on every mirror in your home. when you start to think you can, feel you can, and believe you can... **YOU WILL!**
- 4** tell as many people as you can about your goal! send an e-mail, post it to your facebook status, or, heck, send out invitations to a celebration 12 weeks out! with a date in mind and all eyes on you, you will be sure to stay focused.
- 5** remember that each moment has a choice. if you didn't make the right one this time, there will be a next time. do not beat yourself up over mistakes or setbacks; they just make you stronger and more aware. pretty soon, your successes will far outweigh your setbacks!

shay sorrells,
the **biggest loser**,
season 8 contestant



fitbook works!

check out the results from our fitbooker survey 2010:

75% of fitbook users surveyed have lost weight while using the fitbook!

- 43% lost 1-5 lbs
- 17% lost 6-10 lbs
- 15% lost more than 11 lbs!

40% of fitbook users lost body fat while using the fitbook, while a majority of fitbookers choose not to measure body fat. it's not ALL about the numbers!

81% of fitbookers said fitbook was effective (4) or very effective (5) in helping them reach their health goals when asked to rank fitbook's effectiveness on a scale of 1 to 5.