



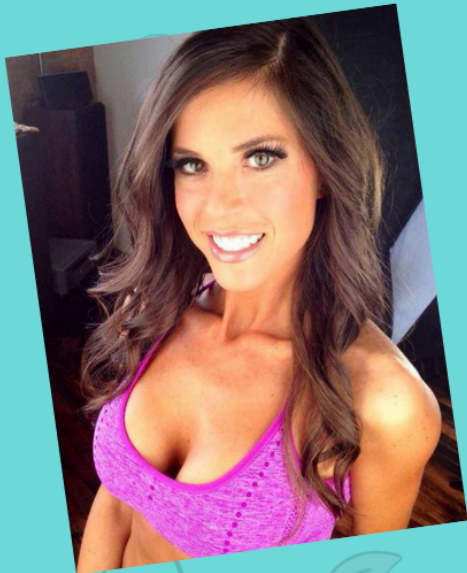
14 Day 
Sweat & Sacrifice

Challenge

Goodbye Fat Hello Muscle
Kenna Shell



Who Am I ??



My name is Kenna Shell. I'm a mother to a little boy born in 2009. With my pregnancy I gained 80 lbs. and it is my passion to help as many women as possible, feel good in their own skin and look amazing in their favorite clothes.

You can read more about my story [HERE](#).

I love food and I love to cook and bake. I also love to create recipes off delicious food I've eaten out at restaurants... That's where my love for creating fun challenges like this comes in because I can get creative and help you all lose weight and get fit at the same time. To me there is nothing worse than getting a meal plan and seeing you can only eat chicken, fish, brown rice and steamed broccoli... GROSS. I won't do it. I've never been able to stick to those plans longer than about a day.



I want to change your mindset around diets. I want you to see how easy, fun and delicious it can be.

My ultimate goal is to have someone say to themselves, "this plan is so easy I could literally stick to this lifestyle forever."

I love that because then I know you will get results and keep them forever.

I'm excited for you. I cannot wait to celebrate all of your success.

 *Kenna*



Follow Along



Goals

For this 14 Day Sweat & Sacrifice Challenge we will be focusing on 3 Main Goals.

These goals, when mastered will help you to create better healthy habits around weight loss.

PROTEIN

WATER

STEPS

Seems easy enough and some of you might even think this is a boring challenge now after seeing that.

I totally understand!!

But you know what... the boring stuff WORKS!!

And most likely you're not seeing results because you give up too easily or don't get consistent with the boring things.

This challenge will show you where the holes are in your daily habits. We get started pretty easy and by Day 14 you'll understand why I named this the **SWEAT & SACRIFICE CHALLENGE!!**

Next Steps:

Watch your email that you used to download the challenge because for the next 14 days I'll be sending you a daily email with tips, recipes and ways to master this challenge so you can be successful and proud of yourself for creating healthy habits that get you closer to your goal body.

If you have questions, send me a DM on INSTAGRAM
@KennaShell

I always love connecting with my followers!!

If you're more of a social group person I'd love to have you join my Women's Only Fitness Group on Facebook there are currently over 7k women who are all looking to create their best lives through health and wellness.

FB Group 

Instagram 

Get Started

To make this challenge FUN tag me when you complete a day and I'll share your success on my socials.

You can find me on Instagram @KennaShell
Facebook: Goodbye Fat Hello Muscle

With this challenge we will have 3 different LEVELS it's up to you what level you want to attempt to complete.

LEVEL 1

Level 1 is for you if you want to just focus on 1 of our 3 goals. Your goal for level 1 is to complete whatever goal you attempt with 100% accuracy for completion of this challenge or you must start over at day 1.

LEVEL 2

Level 2 is for you if you want to just focus on 2 of our 3 goals. Your goal for level 2 is to complete whatever goals you attempt with 100% accuracy for completion of this challenge or you must start over at day 1.

LEVEL 3

Your goal for level 3 is to complete ALL goals with 100% accuracy for completion of this challenge or you must start over at day 1. Level 3 is not for the weak! **This challenge is HARD!**

Create a routine & set new habits with these challenging goals for the next 2 weeks.

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@KennaShell

	Protein	Water	Steps	Completed
Day 1	80g	60oz	8,000	 
Day 2	85g	65oz	9,000	 
Day 3	90g	70oz	10,000	 
Day 4	95g	75oz	11,000	 
Day 5	100g	80oz	12,000	 
Day 6	105g	85oz	13,000	 

GOODBYE FAT *Hello* MUSCLE

	Protein	Water	Steps	Completed
Day 7	110g	90oz	14,000	😊 😞
Day 8	115g	95oz	15,000	😊 😞
Day 9	120g	100oz	16,000	😊 😞
Day 10	125g	105oz	17,000	😊 😞
Day 11	130g	110oz	18,000	😊 😞
Day 12	135g	115oz	19,000	😊 😞
Day 13	140g	120oz	20,000	😊 😞
Day 14	145g	125oz	21,000	😊 😞

GOODBYE FAT *Hello* MUSCLE

Tips

to master this challenge

Protein:

If you're new to mastering protein you will need to plan it out ahead of time so that you make sure and get it all in. You can use protein shakes and bars to fill in the gaps. Just keep in mind, many protein bars are very calorie dense and don't have as much protein as a shake. It's always best to eat whole foods in place of shakes and bars. These are some high protein foods I like to eat and ways to hit 100g per day. On the days with 130-145g Protein you can just add in a protein shake or double up on some of these portions.

2 - Light & Fit Greek Yogurts - 24g
1- Premier Protein Shake - 30g
5oz Chicken Breast - 29g
1 C. Cottage Cheese - 22g

Total: 105g

3 Turkey Sausage Patties - 20g
2 Tuna Packets - 28g
5oz Steak - 28g
3 Light String Cheese Sticks - 18g
2 Egg Whites - 8g

Total: 102g

5oz. Lean Ground Beef - 30g
4oz. Rotisserie Chicken - 23g
3 Hard Boiled Eggs - 21g
Premier Protein Shake - 30g

Total: 104g

8oz Cooked Shrimp - 30g
4oz Turkey Lunch Meat - 20g
5oz Pork Tenderloin - 29g
2 Light & Fit Greek Yogurts - 24g

Total: 103g

5oz Steak - 28g
4oz Chicken - 23g
2oz Cheddar Cheese - 14g
5 Egg Whites - 18g
5oz Flounder - 21g

Total: 104g

6oz Pork Chop - 17g
3oz Beef Jerky - 45g
4oz Canned Chicken - 26g
2 Tbsp. Peanut Butter - 7g
2oz Fresh Mozzarella - 10g

Total: 105g

Protein Goals:

Complete Total Protein Today



80g



85g



90g



95g



100g



105g



110g



115g



120g



125g



130g



135g



140g



145g

Tips

to master this challenge

Water:

The way I like to make sure I hit my water goal is to set an alarm on my phone for every hour and chug 1 bottle of water when the alarm goes off until I've completed the water goal for the day.

128oz = 1 Gallon of water so we won't quite be hitting that but if on Day 14 (or any other day really) you want to go ahead and drink that much, feel free to make your own personal goals.

Keep in mind, if you're not used to drinking extra water it will mess with your electrolytes. So you could feel more hungrier than usual. This is because your body is trying to balance the salt with all of this new water intake.






You do not have to drink 1 gallon of water per day to see results if you're not used to drinking that much. That's why this challenge has the water in increments. To get you to adapted to the extra water over time.

Example Water Timer

These water goals are set so you can hit the goal ounces early in the day. This way you won't have to wake up all hours of the night using the restroom.



Water Goals:

		Complete	Total Oz.
	8:00am 16oz	<input type="checkbox"/>	-----
	9:00am 16oz	<input type="checkbox"/>	-----
	10:00am 16oz	<input type="checkbox"/>	-----
	11:00am 16oz	<input type="checkbox"/>	-----
	12:00pm 16oz	<input type="checkbox"/>	-----
	1:00pm 16oz	<input type="checkbox"/>	-----
	2:00pm 16oz	<input type="checkbox"/>	-----
	3:00pm 16oz	<input type="checkbox"/>	-----

Tips

to master this challenge

Daily Steps:

There are a couple ways to track steps. The first obvious way is to track with a step tracking watch or a pedometer app on your phone. Sometimes tracking steps can get annoying and sometimes you forget your watch. Other times you might want to use an exercise bike or elliptical. The steps don't get tracked on those even though you've had a really good workout. The step goals for this challenge are set in place to get you moving. So we will also be using the method below to track steps with various exercise equipment even if your watch doesn't say you had that many steps on any given day.

All Cardio & Their Steps

15 Minutes = 1,500 Steps

30 Minutes = 3,000 Steps

45 Minutes = 4,500 Steps

60 Minutes = 6,000 Steps

75 Minutes = 7,500 Steps

90 Minutes = 9,000 Steps

















The easiest way to make sure you get all of your steps in for each day of the challenge is to get **HALF OF YOUR STEPS COMPLETED BY NOON**. This means waking up to do early morning cardio. I like to do all of my cardio in a fasted state.

The average sedentary job or lifestyle will naturally give you about 2,000-4,000 steps a day. So to hit your daily goal you'll need to plan accordingly.

Things like parking further, taking the stairs, walking around the grocery store, walking around your neighborhood, going to the gym or hitting the treadmill are all ways I like to get my steps in. Find a good show to watch and only allow yourself to watch it while on the treadmill or other cardio machine.



Step Goals:

		Complete	Total Steps Today
	8,000	<input type="checkbox"/>	-----
	9,000	<input type="checkbox"/>	-----
	10,000	<input type="checkbox"/>	-----
	11,000	<input type="checkbox"/>	-----
	12,000	<input type="checkbox"/>	-----
	13,000	<input type="checkbox"/>	-----
	14,000	<input type="checkbox"/>	-----
	15,000	<input type="checkbox"/>	-----
	16,000	<input type="checkbox"/>	-----
	17,000	<input type="checkbox"/>	-----
	18,000	<input type="checkbox"/>	-----
	19,000	<input type="checkbox"/>	-----
	20,000	<input type="checkbox"/>	-----
	21,000	<input type="checkbox"/>	-----

Want to find your fire again and get motivated to reach your ultimate goals?

Want to finally achieve your goal body and still eat your favorite foods? See how women are losing 40, 60, 100lbs

Maybe you struggle with motivation...

I've created a Free Video Training for you that will help you find your fire again. This training was previously only offered to my VIP clients but now you can access it today for a limited time. I can't guarantee how long the video will be available so watch it while you can.

