

The **Booty** CAMP Challenge

HOW **1,000** WOMEN

LOST **10 POUNDS** OR MORE

IN **8** WEEKS OR LESS

**AND** HOW YOU CAN TOO



**Booty** CAMP

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## TABLE OF CONTENTS

### SUCCESS SECRET #1

Having the Right Goals and Rewards ..... 5

### SUCCESS SECRET #2

Use Punishments to your Advantage! ..... 14

### SUCCESS SECRET #3

Have a Support And Accountability Network ..... 20

### SUCCESS SECRET #4

It's All About Health! ..... 26

### SUCCESS SECRET #5

Eliminate Food Sensitivities/Intolerances ..... 32

### SUCCESS SECRET #6

Create Your Own Recipe Book ..... 38

### SUCCESS SECRET #7

Find Balance ..... 45

### SUCCESS SECRET #8

Beware Fitness Fads and False Claims ..... 51

### SUCCESS SECRET #9

Find Something You Don't Hate! ..... 57

### SUCCESS SECRET #10

Keep it Challenging and Interesting ..... 63

# INTRODUCTION

**H**ey! It's Coach Conor here and Welcome To Booty Camp! I simply can't tell you how excited I am to share with you the contents of this short book. In here you're going to find out how we've helped 1,000 women lose 10 pounds or more in 8 weeks or less with The Booty Camp Challenge.

Well...almost!

The reality is that we've currently helped 357 women achieve this goal. However our mission is that by December 2015 we'll have helped at least 1,000 women win at The Booty Camp Challenge.

Each month we update our challenge winner's page. You can check it out here:

**[HTTP://BOOTYCAM.P.IE/SUCCESS-STORIES/](http://bootycamp.ie/success-stories/)**

I'm writing this current edition in December 2014 so we have a long way to go! But we can definitely get there and we hope that you too will be one of our amazing challenge winners!

To make sure you get the best start I'm going to tell you the 10 Biggest Booty Camp Success Secrets that we've used to help our members achieve their goals of losing 10 pounds or more in 8 weeks or less.

But before I get into the 10 Success Secrets let me quickly tell you about The Booty Camp Challenge.

## *Lose 10 pounds or More in 8 weeks or Less*

Booty Camp officially began in March of 2012 and since then we've helped thousands of ladies get fit, lose weight, look better, and feel better.

Throughout that time we developed Booty Camp into the ultimate "kick start" fitness and weight loss system. Basically, by participating in The Booty Camp Challenge we GUARANTEE that you'll lose at least 10 pounds of fat in 8 weeks (or less).

## Why 10 Pounds?

Because for most of us that's at least 1 dress size lost.

And when you're trying to change your body it's really important that you go ahead and make some change in your life that is NOTICEABLE. You'll see the results, as will your friends and family. That's going to give you the motivation you need to continue your healthy lifestyle.

## And We Do It All Within 8 Weeks

Eight weeks is the perfect time frame because it removes any ideas of crash dieting or crazy expectations. Some weeks you'll lose a few pounds, and some weeks your progress will be slower. That's just how our body works no matter how good you are with your exercise and nutrition.

But you will get results. And even more importantly you'll learn what works, FOR YOU.

You see fitness and fat loss is not a "one size fits all" model. If you've tried diets and exercise plans in the past you'll know that it's almost impossible to stick to them for a long period of time.

So if you've ever "failed" on these plans then it's NOT your fault. We always blame ourselves when we fall off a nutrition/exercise plan but that's just crazy. If you can't do something it's because there is a fault with the plan, not with you.

When we first started Booty Camp we had the same problem. Some of our members had fantastic results. Other's didn't. Instead of blaming our members that they didn't follow our plan we looked at what we were doing and how we could make it better and suit everyone.

Through lots of trial and error we finally developed The Booty Camp Challenge. It's taken us thousands of hours working with thousands of our members to create the challenge and now that we have something that works for everyone we're on a mission to help 1,000 women complete it!

## So, Are You Up For The Challenge?

Well, this short book is a great start.

It will help you understand where you've been going wrong and how to get REAL RESULTS. In here you'll see 10 case studies from successful Booty Camp members who've completed The Booty Camp Challenge.

Each one of these members will reveal one of the 10 Booty Camp Success Secrets.

We've broken the Secrets into 3 sections.

Here's what you're going to learn:

### #1 - Motivation

You'll learn:

- 3 of the best motivation techniques to keep you on track with your goals.
- How to set the right goals and rewards.
- Not just WHAT to do but WHY you're doing it!
- What to do when the going gets tough and life gets in the way!
- Why punishments are sometimes much more motivating than goal setting.

### #2 - Nutrition

You'll learn:

- 4 nutrition principles that will keep you lean for life.
- Why counting calories has nothing to do with weight loss
- How to develop a nutrition plan that's perfect for you FOR LIFE.

### #3 - Exercise

You'll learn:

- What exercises that you need to lose weight, tone up and get fit.
- How to keep yourself exercising, even when you don't want to.
- Which exercises you need to get the quickest results possible.

By reading through this you'll not only know WHAT to do, but WHY you're doing it.

So go ahead and dig in and if after reading this you want to take the challenge then just head over to our website here:

[HTTP://BOOTYBAMP.IE/ONLINE-CHALLENGE/](http://bootycamp.ie/online-challenge/)

Until then, good luck!

**Coach Conor**



# SUCCESS SECRET #1

## Having the Right Goals and Rewards



**Challenge Winner: AOIFE PURCELL**

Aoife Purcell from Blanchardstown joined Booty Camp in January 2013. She lost 20 pounds in her first 8 weeks and a total of 35 pounds in 5 months! Aoife is still coming to Booty Camp and going strong.

Let's begin this section with one of the most common forms of motivation - goals and rewards.

Now goal setting is nothing new. We've all heard why it's important to set goals and we've probably all set them at some point, even if it's as infrequent as once a year as a New Year's resolution.

So the problem that most of us have with goals is not setting them, but reaching them!

One main reason for this is that we tend to set goals without actually having a reason to set them. For example let's say that you set a goal of losing 20 pounds over the next 3 months. That sounds good but do you actually have a clear reason why that's an important goal?

You see we're never going to do anything unless there's a payoff at the end of it. So before you even think about setting goals you first need to go through all of the rewards that you'll get as a result of reaching that goal.

## Let me give you a great example by looking at our first Booty Camp case study:

Aoife came to Booty Camp in January of 2013. She married her husband a few years previously and her first baby was now one year old. Over that period she naturally gained some weight and was now keen to get back to her pre-pregnancy weight.

As soon as Aoife joined Booty Camp she decided to set a goal and reward herself at the end of it. At the time one of the coupon websites were doing a great deal on a fashion makeover where you got advice from a professional stylist and makeover artist for a few hours.

Aoife bought the package and set a date in 12 weeks time for her fashion makeover. She hadn't really treated herself to something nice since her baby was born, so this was something she was really looking forward to!

Aoife was now committed to getting back in shape. During that time her transformation was simply amazing.

She lost a total of 20 pounds in her first 12 weeks at Booty Camp!



# 3 Months BEFORE & AFTER



Just like Aoife try to have a reward that you can give yourself for all your hard work. Make it non-food related. Examples are buying new clothes, beauty treatments, weekend holidays, etc. It's easier to motivate yourself when you have something really nice to look forward to!

# 3 Months BEFORE & AFTER



What are some of the rewards that you can give yourself and will keep you motivated throughout the change process?

What a fab result!

And that's the first step.

Let's first figure out some of the rewards you can give yourself. This can be a great motivator as it's something that you can look to to keep you on track if you feel yourself slipping.

Once you have your reward in place the next thing that you're going to need is to set some goals for yourself.

## Setting Achievement Goals

There's been so much written about goals and goal setting. But really all you need to have when you're setting a goal is that it needs to mean something for you and get you fired up a bit!

For example a common goal might be something like - "Lose 20 pounds in 3 months."

You could look at that and think that it's a good goal, but it's really got no significance. Instead what you need when setting goals is a "WHY." You need a reason to set goals. Therefore at Booty Camp we like to set goals a little differently.

Instead of having weight loss goals, we like to set achievement goals.

Achievement goals are things like - fitting in to my old skinny jeans, running my first 5K, or wearing a size 12 dress for the first time in my life. These types of goals are usually far better than weight loss goals as you have something significant to work towards and it has some meaning!

Let's get back to Aoife to see how she did this.

After her initial success Aoife wanted to set herself another goal and reward to keep herself motivated. She was delighted with her results, but she felt as though she had a little bit left to go before she was totally happy.

Her friend's wedding was coming up and so she decided to use that as her goal. Tucked away in the back of her wardrobe was her favorite dress that she hadn't worn in years. She tried it on and it was still too tight for her. But she knew that she could wear it at her friend's wedding if she really pushed herself.

Her goal was now set.

*She wanted to fit back in that dress and look her best.*

Let's take a look at the results that Aoife was able to manage over the next 2 months:

# 3 Months BEFORE & AFTER



By coming to Booty Camp and using the right goals and rewards Aoife was able to lose a total of 35 pounds in 5 months and fit back into her favorite dress!

# 5 Months AFTER



*If you have the right goal you can achieve anything. But it must be something that you really care about!*

**B**y using the right goals and rewards Aoife was able to lose a total of 35 pounds in 5 months and reach her ideal body shape and size. She then maintained this for a further 8 months until she got pregnant with her 2nd baby (Congrats Aoife!).

So this is where we need to start when we're trying to make any change. We need to have a goal that has some meaning and we need to have a reward at the end of it. This works because with a "why" it becomes a lot easier to do what you need to do and get the result that you want.

*Another great strategy that Aoife used is reminders.*

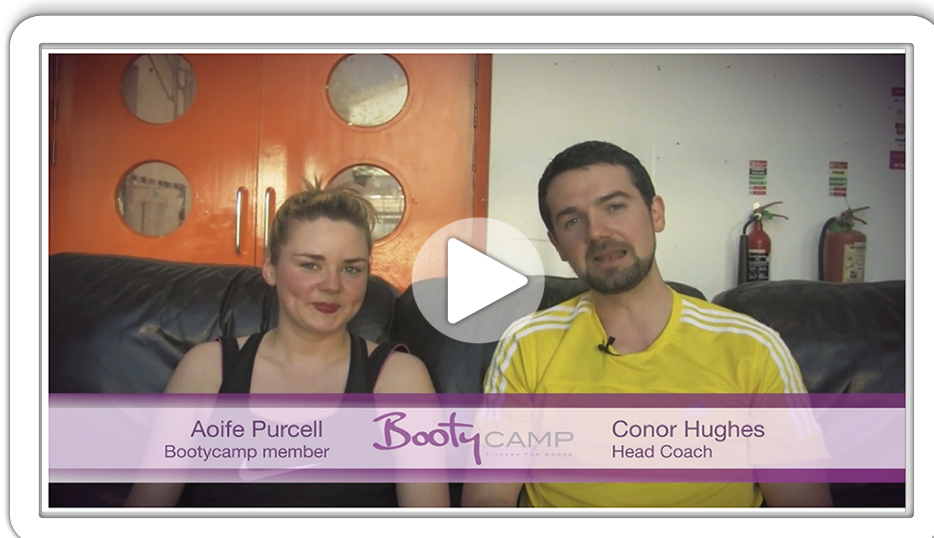
**W**hen she had her goals and rewards she wrote them down in her phone. During the day when she didn't feel like coming to Booty Camp, or when she had temptations with food, she would take out her phone and look at these.

That little reminder was huge as she was able to say: "OH YEAH! That's why I'm doing this!"

She also had an old photo of herself in that dress that she would look at every now and then, just to remind herself why this was important to her. *You can do this too!*

Let's just start figuring out why you want to change and why it's important to you. Let's also figure out some of the rewards you can give yourself when you do make this change. In all likelihood you've been trying to change in the past but you've never had a clear reason why.

I've listed some quick exercises here that will help you out. Take a few minutes and go through these exercises. I hope this inspires you to take some action and to get started on your journey. And if you'd like to learn more about Aoife and her story just click this image below and you can watch a quick chat that I had with her about her results:



Good Luck!  
Coach Conor



## EXERCISE #1 Achievement Goals

Why do you want to change your body?

- Fit into that dress?
- Feeling comfortable in your swim wear?
- Looking your best for your other half?
- Role model for your kids?

Write down exactly what you want. ● Write down exactly why this is this important to you.

Once you are clear about what you want to achieve and why that's important to you make sure to write it down! Keep it close to you at all times, on your phone or a piece of paper. This is something you can look at constantly, especially in your moments of weakness!

## EXERCISE #2 Rewards

What is something that you could really treat yourself with? Pick something that you really LOVE. Really treat yourself. Set a date and promise yourself that you will reward yourself on that day if you stick to your workout and nutrition plan.

Write down the reward and when you will treat yourself to it.

Keep it close to you at all times, on your phone or a piece of paper.  
Remind yourself of this reward when you need some motivation!



## SUCCESS SECRET #2

Use Punishments to  
your Advantage!



**Challenge Winner: AOIFE HOBBS**

Aoife Hobbs from Leixlip joined Booty Camp in March of 2012. She competed the Booty Camp challenge and totally transformed her body! Aoife has lost over 30 pounds to date and she's still attending Booty Camp, over 2 1/2 years since she first started. Congrats Aoife you look amazing!



**W**hen looking into motivation there are 2 factors that you need to consider.

The first is the carrot. The second is the stick!

The carrot contains the goals and the rewards. This is what we've just covered in Success Principle #1. The stick is the other side of the equation. This includes all the consequences you'll face if you don't do what you're supposed to do!

Most of us are focused way more on the carrot than we are the stick. Especially if you read any self-help books you'll hear a lot about setting goals and rewards and visualization and keeping your "eyes on the prize," etc.

But despite our fixation on the carrot most of us are far more motivated by avoiding the stick!

*Let's take a look at our next case study to illustrate this point...*

...Aoife (a different Aoife) came to us in March 2012. She had tried lots of different exercise classes in the past but none of them were really working for her. She had never tried any type of nutrition plan before and had about 30 pounds to lose.

When she first arrived her motivation was really high. She came to every class and followed the nutrition plan perfectly. In the first few weeks she lost about 7 pounds and was very happy with that.

However, as time passed she began missing classes and slipping up on her nutrition plan. You would think it would be the opposite because of the results that she was getting. But she kept making excuses for not coming to class.

Eventually she gained her weight back and was back to square one. Aoife then came to me and explained how she couldn't motivate herself to come to class. We talked it over for a while and then I told her the following:

"Maybe you're more motivated by the stick than you are the carrot."

"What do you mean?" she asked.

"Well it's really simple... Most of us are far more motivated by consequences and punishments than we are by rewards. If you fall into this category then all you need to do is to think of some type of punishment if you don't come to Booty Camp. The punishment should be something that you really don't like to do. Booty Camp will almost feel like fun in comparison to it! Is there anything that you can think of that you really hate doing?"

# 9 Months BEFORE & AFTER



If you're like Aoife then you'll just need that extra push to get you started. The hardest part for her was actually turning up to **Booty Camp**. Once she was there she really enjoyed it!

**S**he squirmed and said - "Cleaning the bathroom after my sister. I HATE THAT!!!"

BINGO!

We found the stick that Aoife really wanted to avoid. Now all we had to do was to make a game of it. If she ever missed a class of Booty Camp, then she would have to clean the bathroom in the house - for an ENTIRE month!

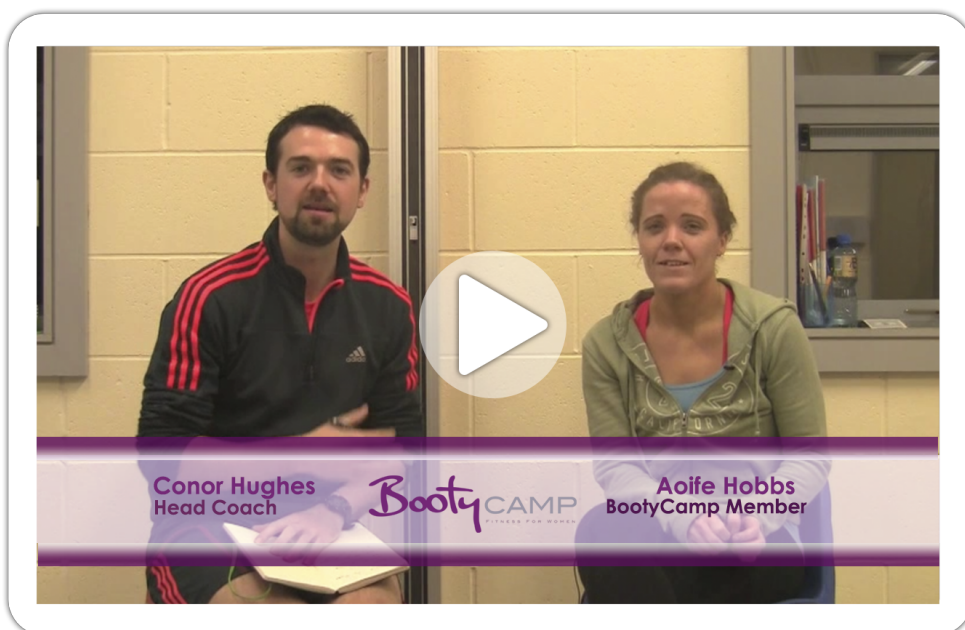
And she couldn't really cheat it either because her sister was also coming to Booty Camp so she would know if Aoife was not there!!

That was really all Aoife needed to motivate herself to come to Booty Camp. When she was at home and feeling like she didn't want to exercise then she had a decision to make - go to Booty Camp or clean the bathroom for an entire month.

*She choose Booty Camp every time. :)*

And here's the most amazing part. Once she got to Booty Camp she always felt fantastic after it. The hardest part was just turning up. When she figured that out everything fell into place.

The same can be said for the majority of ladies who join us here at Booty Camp. We've helped thousands of people and this type of strategy is FAR MORE EFFECTIVE than just setting goals and having rewards. Setting goals can be great, but when there are no CONSEQUENCES for not reaching your goals, then it's not as powerful.



*(click this image to see an interview with myself and Aoife)*

# 18 Months BEFORE & AFTER



In total Aoife was able to lose over 30 pounds just by coming up with this simple strategy. She's kept the weight off and she no longer needs to have punishments as she now has a routine that she follows easily!



So what do you think?

Are you more motivated by the carrot or by the stick?!

The answer is not that important. To be really effective you should use both the carrot AND the stick. In addition to your goals and rewards lets figure out some type of "punishment" if you don't stick to your workout/nutrition plans.

It can be something really simple or you might really go for it like Aoife did and have the punishment as something that you really hate to do. It doesn't matter so long as it actually helps you do what you say you're going to do.

*I've posted an exercise here to get you started.*

**Good Luck!**  
Coach Conor

## EXERCISE #1 Punishments

Write down some things that you really don't like doing.

- Out of this pick some type of "punishment" that you'll have to do if you don't stick to your workout/nutrition plan. Remember it must be painful!
- Experiment with different punishments until you find one that works for you. All you're looking for is something that will force you to stick to your plan!

**Please Note:** Punishments can't be extra exercise or starvation/less food! And they have to be planned in advance. No "making deals" with yourself in the moment. For example - "It's okay if I eat this now because I'll do an extra workout in the morning." That type of thinking will only lead to failure.



SUCCESS SECRET

#3

Have a *Support* and  
Accountability Network



Challenge Winner: **MICHELLE O'MALLEY**

Michelle lost 10 pounds in her first 8 weeks at Booty Camp. She then continued Booty Camp for another year and dropped from a size 16 to a size 8! Congrats Michelle, you look amazing!

**I**t's difficult to say if one of our success principles is more important than another. Each one will be a foundation to your success. However, if I was forced to pick just ONE success principle that provided the biggest benefits then this would be it.

At Booty Camp we place a huge emphasis on community, support, and accountability. The reason is because making a change in our lives is just so difficult. And trying to do it on your own is almost impossible.

### *No one can illustrate this more than our next case study - Michelle O'Malley.*

Michelle came to us in September of 2013 with the goal of toning up and losing about 25 pounds. Her sister Martha had already completed the program and lost a similar amount of weight so Michelle was keen to get started.

Before starting Michelle had seen her sister post meals to our member's group and she decided to do the same. We ask our members to do this because it's great for accountability and also because our coaches can see how you're doing and if there's anything you need to change.

But there's something even more important that you can get with an accountability network like this and that is support that it gives you. If you ask Michelle about her success at Booty Camp she'll tell you in the beginning it was extremely difficult.

She had problems with the food, she had difficulty keeping on track, and on top of that she had a lot of stress at home. But despite all this she did the most important thing - she posted to our member's group if she was having any trouble and we were able to help her through it.

That's what kept Michelle going. We all have times when we're feeling down, overstressed, and don't see a way out. During these times you need people there on your side who can pick you up and help you get through those rough times.

Remember, it's almost impossible to do this on your own.

Usually we need our friends and family to help us with this but because they don't know what you're going through then it can be difficult for them to help. And oftentimes they just won't understand why you're doing this in the first place.

It's just a weird thing that we have in our society. People are often looked down upon when they are trying to make themselves better! So it's really nice to have a group of people there to help you along when you need it most.

In fact, the main reason we've had so many successes at Booty Camp is because of the accountability and success network that we have.

So back to Michelle. She started posting in our member's group and that gave her everything she needed to complete the program. In total she was able to lose exactly 31 pounds over the next 5 months. Then as Michelle got through those rough patches she began to become an inspiration for those around her. Other members were going through similar struggles, but because Michelle was able to pull through they kept going and were able to pull through also.

## Here's a look at her progress:



**Michelle Farrell O Malley** added photos to **5 March 2014**. ▼

March 5 at 8:26pm

For anyone who is doubting they can stick with the plan-here are some pics to prove it does work. From size 16 down to size 8/10

**5 March 2014**

3 photos






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# 4 Months AFTER



Michelle lost 31 pounds and moved from  
A size 16 to a size 8 in just 5 months.

**M**ichelle is now well known at Booty Camp as "Miss Motivator." She had people there to help her along when she was struggling and now she is doing the same. This also helps Michelle and keeps her accountable too.

By logging in and helping others it gives her the motivation to continue and maintain her amazing results. We can all help ourselves this way. There's actually a really great old saying that goes something like this:

*"You are the average of the 5 people that you spend most time with"*

I think what this means is we tend to become similar to the people that we surround ourselves with. If we're around negative people all day then they'll probably drag us down. But if we're with positive people then they'll be able to pick us up, especially when we're feeling down.

At Booty Camp we are very fortunate to have an amazing support and member's group. We are all in this together and are trying to achieve similar goals. Therefore, everyone is there to support each other and to lend a helping hand whenever it is necessary.

I really think that this is the missing link when we try to make a change in our lives. Because when we get into trouble we sometimes retreat into our shell and use food as a comfort. It's very easy to eat food on your own in your home in the comfort of knowing that nobody else can see you there.

But by posting her meals to our group every day Michelle was able to keep herself accountable and not fall into that trap. And even when she did have some bad days she would post that too. It was fine because the rest of us were there to pick her up when she needed it.

In my opinion that's the main reason that Booty Camp works. We have a community of people who all have the same goal and we all work together and help each other with our problems and stresses.

And here's another great thing...

When you help others then you actually end up helping yourself. So when you're feeling down and don't feel like continuing then at least go ahead and encourage others. It will give you a great sense of motivation and encouragement for yourself.

Accountability is an amazing thing and by making yourself accountable to others you can achieve anything you want. It's one thing that you always miss when you try to do something on your own.

So don't be afraid to stand up and tell others what you want and what you are going to achieve. You'll be amazed how that will make you feel and how much the rest of us will be willing to help you.

Good Luck!  
Coach Conor



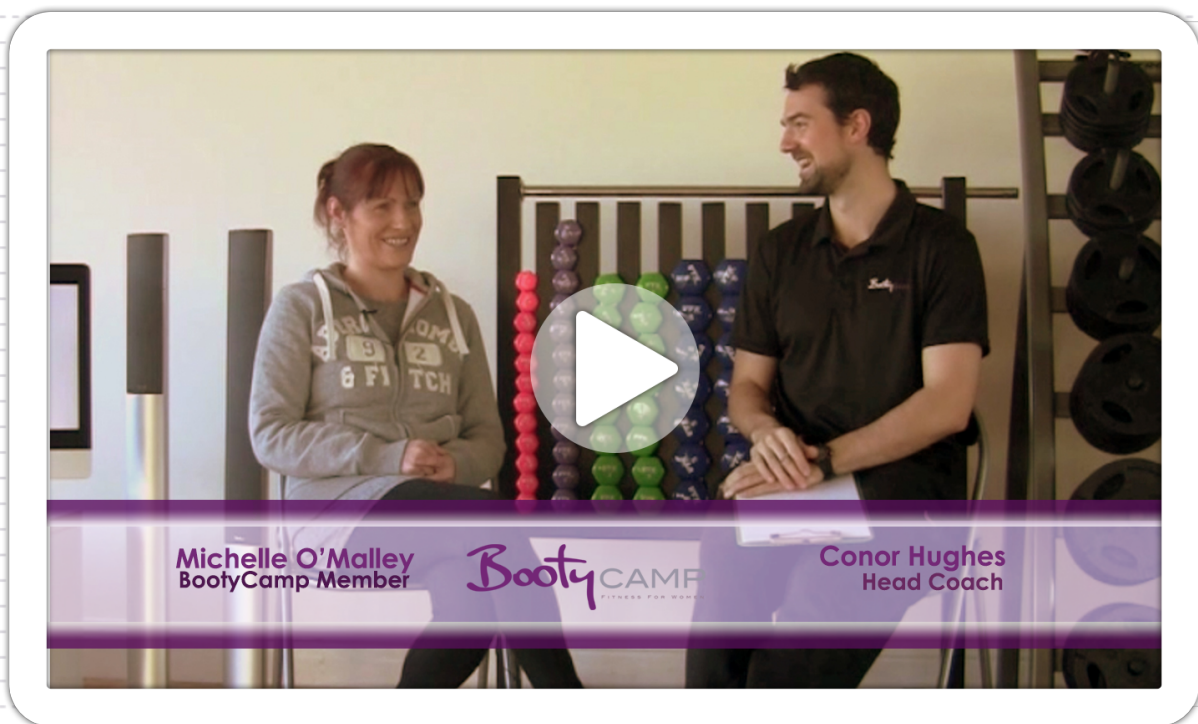
## EXERCISE #1 Accountability and Support Network

Who understands what you are trying to accomplish and who can give you support when you need it most?

Who can keep you accountable to the standards that you have set for yourself?

*Write these names down.*

From this list pick the person/people you can ask to support you in your efforts and keep you accountable. Perhaps it will be the same person. Tell them what you are doing and ask them to support you and to keep you accountable along the way. If you're struggling to find someone then consider joining The Booty Camp Challenge. We are always there to help you when you need us.



*(click this image to see an interview with myself and Michelle)*



# SUCCESS SECRET #4

## It's All About Health



**Challenge Winner: GEORGINA GALLAGHER**

Georgina completely transformed her body by losing over 50 pounds in 2 years. Then at Booty Camp she lost a further 10 pounds in 8 weeks and since then she has continued to maintain her results by focusing on her health rather than weight loss.

**B**y far the most confusing topic that I've ever come across is nutrition. Just a quick search on amazon.com will show you that there are literally thousands upon thousands of weight loss books, nutrition books, and cookbooks available to us today.

All of which are telling us something different!

Not only that but there are hundreds of different diets that you can try. You've got Weight Watchers, Nutrisystem, Slimming World, Jenny Craig, Paleo, The Dukan Diet, The Atkins Diet, The Beverly Hills Diet, The Cabbage Soup Diet...

*...there's even something called the ISRALI ARMY DIET!*

We have more advice and diets available to us today than ever before yet more and more of us are frustrated with our weight and confused about what we should actually be eating.

In addition, we all know people who can eat whatever they want and not gain weight. For example I have a friend who eats chocolate for breakfast and she still manages to keep herself at a very slender size 10!

I'm sure you know similar types of people (that's if you haven't killed them already!!).

And it's not only us who are baffled with all of this conflicting diet and nutrition information. Scientists have been studying for decades why some people can lose weight so easily and why others have such trouble with their weight even when they're on a diet.

They were just about to give up until a few years ago when scientists from Japan began looking at other animals. They studied animals who would gain weight despite what they were eating.

Their research led them to cows. They observed that over the past few decades farmers have been able to accelerate the growth of cows tremendously. Where it once took 24 months for a cow to mature to full weight it now takes 14 - 16 months. Not only that but the cows are 20% heavier.

How did the farmers do it?

Upon investigation the scientists learned that it all started when farmers began feeding antibiotics to the cows. By giving them antibiotics they ate a lot more and grew a lot faster. The next step was to look at humans and to see if there was a similar correlation. Instead of focusing on food and calories they looked at the digestive health and medical history of the people in question.

And sure enough it was found that people who are overweight have a history of taking antibiotics and other substances such as birth control pills, toxic chemicals, and have exposure to excessive stress, pollution, and alcohol.

**W**hat this research is telling us is that your weight has less to do with how many calories you are eating but with the health of your digestive system and in particular, your gut bacteria.

The gut bacteria are what breaks down your food and gives you the nutrition from the food and gets rid of the waste. These bacteria also send information back to your brain about how much food you've eaten and how full you are.

People who are able to eat what they want and still stay healthy and skinny have superior gut bacteria and very healthy digestive systems. When they digest food their bodies are able to assimilate the food in a way that gets rid of all the toxins and absorb any nutrients.

*However, when you damage or destroy these beneficial bacteria with things such as antibiotics then we run into all sorts of problems such as:*

(i) A lack of nutrients going into your body despite how good the food is that you're actually eating. Your body can't get the nutrients that you need because the friendly gut bacteria to digest the food are no longer present or have been destroyed.

(ii) Because of this you'll have constant hunger. Even though you might be eating food your body can't get the nutrients it needs, so it's almost as though your body is starving despite the fact that you might be eating more than ever. If your digestive system becomes sick, then nutrients have no role, and they can even become TOXINS.

(iii) In addition, you'll have frequent sugar cravings because as your friendly bacteria gets damaged other substances such as yeast infections begin to populate your gut. These feed off sugar and that's why sugar cravings are very common.

(iv) You may also experience mild hypoglycemia which are sugar crashes throughout the day. This occurs when you feel like you've got no energy at all and that you NEED something sweet. For many people this happens around 11AM, 4PM, or late at night. When we damage our gut and kill off some of those good bacteria everything in our digestive system starts to malfunction. All of these symptoms result in you making poor food choices and the cycle continues.

What all this means is that your weight is not your fault. You are just getting the wrong signals from your body and brain. People who are thinner don't have greater "willpower" at all. They don't resist temptation. They are never tempted in the first place.

*One of the most amazing examples of this is Georgina, who came to Booty Camp in November of 2013:*

GEORGINA | BEFORE & AFTER

# 18 Months BEFORE & AFTER



In the process of healing herself Georgina was able to go from a size 20 to a size 10. When your body is healthy you'll naturally lose weight.

**I**n the previous few years Georgina had been working hard on her body and weight. By the time she had come to Booty Camp she had already lost about 50 pounds through hard work and determination, however it had always been a struggle for her.

Upon starting our nutrition plan Georgina started to see results immediately. In the first 3 weeks she lost a further 6 pounds, but that was only the tip of the iceberg.

By going through our program she began to feel better, sleep better, look better, and have more energy. She then decided to do a little bit more research and she discovered that she had some digestive issues which included damage to her gut bacteria.

We talked it over and decided that Georgina should go on an elimination diet which would remove all the toxic foods from her diet and give her body a chance to repair her gut bacteria.

Over the next few months her cravings started to diminish and her digestive issues improved dramatically. Her weight remained stable, but she dropped a further dress size because the bloating in her stomach decreased considerably. She finally had a flat tummy, not because she focused on calories, but because she focused on HEALTH.

So this is where we ALL need to start when we're looking at our weight. Instead of calories and restrictions we need to focus on health and wellness. In particular, we need to get our gut bacteria back functioning again.

*If you've ever taken antibiotics then you'll have damaged your gut in some way.  
Other factors that damage our gut the most are:*

- Birth Control Pills
- Poor Nutrition
- Toxic Chemicals
- Stress
- Pollution
- Alcohol
- Dental Work

Fortunately our digestive system can heal itself. Here's how to fix this problem and return to full health:

- (1) Remove toxic chemicals from your diet.
- (2) Improve nutrition with whole natural foods.
- (3) Remove food intolerances and any other irritants to the gut.



**W**e need to make sure that we eliminate any foods that could be damaging our digestive system, or if our digestive system is damaged; foods that could be preventing it from healing.

If you continue to eat food that is irritating your digestive system you never give it a chance to heal. It's just like having a cut on your arm. Immediately your body will put a scab on that area to protect it and to repair it. However, if you constantly break the scab then the cut will never heal.

In the same way if you're constantly eating foods that are damaging your digestive system then you'll never give it a chance to heal.

That is the focus of the entire Booty Camp nutrition plan. Yes, you will lose weight but not because we are counting calories. You will lose weight because you are getting HEALTHIER.

And when you get healthier you feel better, look better, have less cravings, and have more energy.

What more could one ask for!?

So just like Georgina we hope that you begin to change your thinking and move from counting calories and deprivation to focusing on what's really important - getting yourself fit and healthy. Because when you do that everything else will take care of itself.

The next step will be explained in our next success principle.

See you there!

**Coach Conor**



SUCCESS SECRET

#5

Eliminate Food  
Sensitivities / Intolerances



Challenge Winner: **DANIELLE CORKERY**

Danielle Corkery from Leixlip completed the Booty Camp Challenge by losing 18 pounds in 8 weeks at Booty Camp. She then lost a total of 35 pounds in 16 weeks. She has kept her weight off for over 18 months and she's still attending our Leixlip Booty Camp...well done Danielle!

One thing that you'll notice when you study nutrition is that mostly every piece of advice is about selling us something...

*"Take this supplement"*  
*"Drink 2 liters of water every day"*  
*"Eat 6 meals a day"*  
*"Take this amount of fish oil"*  
*Etc.*

All of this information is about putting things INTO our bodies. And even when there's advice about avoiding any particular food it usually comes with advice to eat something else instead. For example:

*"Avoid high fat foods but eat my low-fat snack bar instead"*

When it comes to nutrition we are being sold more pills, products, and potions than we could ever consume. Yet we are more sick, unhealthy, and overweight than we've even been.

And that's one of the places where we've really been going wrong. When we're focused on getting ourselves healthy what we need to do is to focus on what to AVOID rather than what "slimming-pill" or "fat-burning-potion" we need to take. The reason is that our bodies are self-healing mechanisms. Whenever we get injured our body goes through a process of repair. It doesn't need any "help" or instruction.

It just happens.

For example, we all know that when we get a cut on our arm our body will put a scab on that area and in a week or so the cut will be healed. Of course that's only if you don't interfere with the process. We're always telling kids not to pick on the scab because when they do the injured area won't heal.

The very same is true for your digestive health.

Your body will heal itself but only if you stop hurting it. Right now your body is trying to heal your digestive system. But if you constantly eat foods that are hurting it then you never give yourself a chance to actually heal.

It's the same with the scab. All that's required is that you leave it alone!

*In Booty Camp we've identified that the number one way in which we constantly get in the way of our bodies healing process is by eating foods that we can't digest adequately. We call these "food sensitivities" or "food intolerances."*

# 3 Months

## BEFORE & AFTER



*Danielle ate what she thought was a "healthy" diet. However the foods she was eating were actually intolerances and when she eliminated them she lost weight effortlessly.*

To illustrate let's take a look at our next case study:

Danielle came to us in September of 2013. She thought she was very healthy as she would eat porridge every morning and then fruit all throughout the day. However despite what she did she couldn't lose any weight.

The first thing that we did was look at Danielle's nutrition plan. We helped her identify that she had an intolerance to dairy and wheat. When she ate these foods her tummy would bloat and her skin would become blotchy and irritated.

She eliminated these food groups and began her nutrition plan. Because she now removed these food intolerances she was actually able to give her body a chance to heal and return to optimal health.

*Over the next few months she was able to lose about 35 pounds. To this day she has maintained her results without much effort.*

Danielle's results are not unusual and I really can't stress this point enough; if you've been having trouble with your weight then the most common reason is because you have some type of digestive problem that needs to be healed.

Food intolerances/sensitivities are usually the main problem and identifying them is exactly what we do in Booty Camp. We teach you about all of the different food groups and show you how to test them out for intolerances.

Here are the most common food intolerances that we've found:

- Wheat
- Gluten
- Dairy
- Fructose

There are different methods for discovering intolerances but we've found an elimination test to be the most accurate by far. Clinical tests are available, but they are only useful for genetic diseases such as coeliac disease.

YOU know your body far better than any medical professional ever could. So you need to start paying attention to what your body is telling you. The process for doing so is really quite simple. In the beginning we'll eliminate all common food intolerances for at least 7 days. Then one by one we'll reintroduce them back into our nutrition plan. Our body will tell us if the food is good for us or not.

If and when we discover a food that is irritating our bodies then we eliminate that particular food group. By doing so you finally stop "picking at the scab." You finally give yourself a chance to heal.

# 3 Months BEFORE & AFTER



By coming to Booty Camp and identifying and eliminating her food intolerances Danielle was able to lose a total of 35 pounds in just 3 months!

Once Danielle went through the healing process she began reintroducing some of her previous food intolerances. Because her digestive system had healed she can now eat those foods if she chooses to without any adverse reactions.

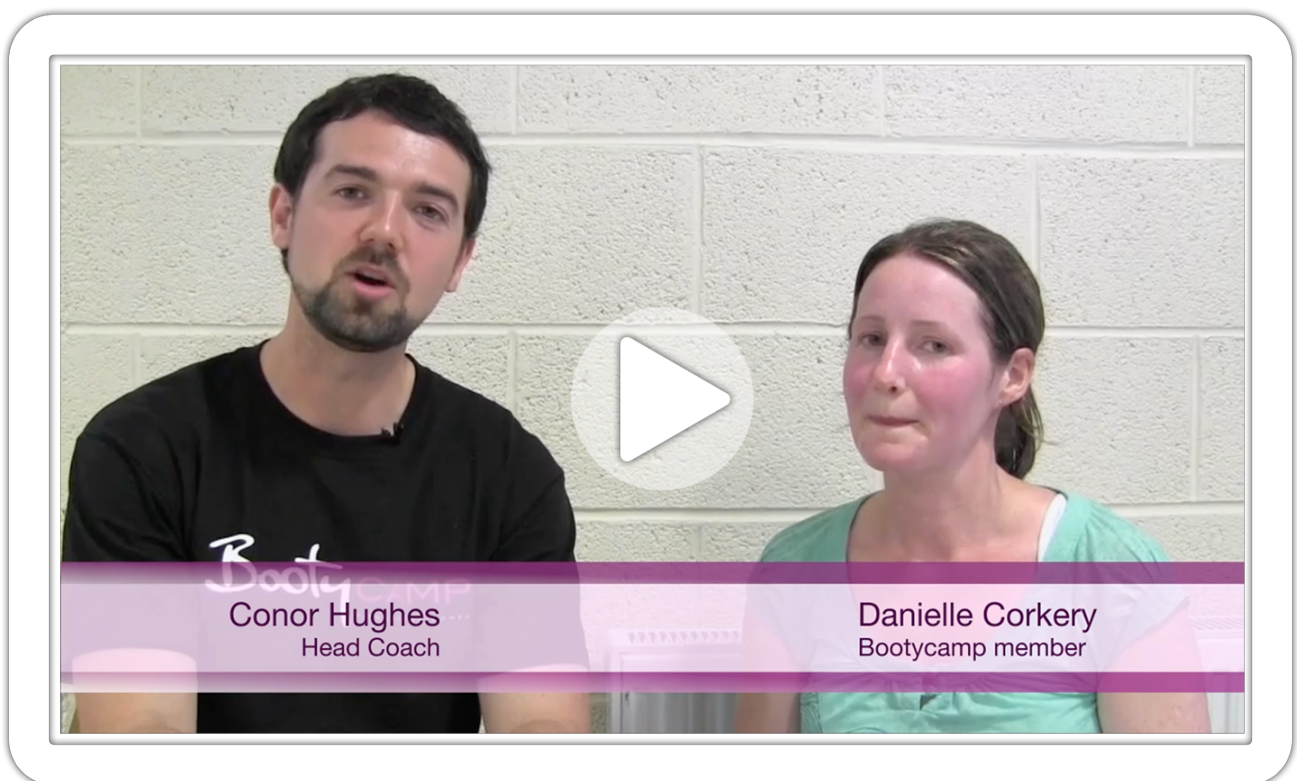
*This is how wonderful our bodies are.  
They can heal themselves easily. But only if we get out of the way.*

It all comes down to that.

The next step will be explained in our next Success Secret.

See you there!

## Coach Conor



*(click this image to see an interview with myself and Danielle)*



SUCCESS SECRET

#6

Create your Own  
Recipe Book



Challenge Winner: **OLGA PIGOTT**

Olga Pigott from Dublin lost 12 pounds in the first 8 weeks of Booty Camp and a further 9 pounds thereafter for a total of 21 pounds lost. Olga is one of the hardest working members at Booty Camp and she's still coming to class after joining us in February, 2013. Well done Olga we are very proud of you!



**A**s we've said previously there are literally tens of thousands of diet books available and there are hundreds of new ones released every single year. Because of this huge variety and numbers, you may often hear some people say:

*"Diets don't work because if they did work then we would have one diet that worked for everybody"*

This is a logical statement, but it completely misses the point.

*The reason there are so many diet books available is because  
THEY ALL WORK*

*This isn't a joke, or a trick...  
...it's the truth.*

The "catch" is that the diet book usually only works for the person that wrote it! And what we tend to do is read diet books and try all of these strategies that have worked FOR SOMEONE ELSE...and then we blame ourselves when we inevitably fail.

But even though all diet books are different do they do have one COMMON DENOMINATOR. One thing that they all contain. That one thing is that *they all try to teach you to eat real food by giving you recipes.*

If you go to a book store and open up ANY diet book what you'll find is that half of the book will tell you "this diet works because of X, Y, Z" and then the rest of the book will be recipes.

So basically a diet book is a compilation of the recipes that the author has learned over time and was able to STICK to those recipes which in turn allowed him or her to finally lose weight and keep it all off.

Then they wrote a book about it!!!

There is a VERY important lesson here.

The first is that we are all individuals and we all have different likes and tastes; and that's why there are so many different diet books on the market today. The second lesson is that if you're going to stick to any nutritional change then you need to create your own diet book which contains recipes that you actually like.

At Booty Camp we have a system for this that we call "The 3x3 Recipe Book." This is basically 9 recipes that exclude any food intolerances/sensitivities that you have discovered.

Our goal is to stick to these meals for 6 days throughout the week (with a little wiggle room), and then to have a "treat day" where we can have anything that we want (while still avoiding intolerances of course).

The breakdown of these recipes is as follows:

**3 Breakfast Recipes**

**3 Lunch Recipes**

**3 Dinner Recipes**

You have 3 recipes for each meal for a total of 9 recipes. But before we go any further let me address perhaps an obvious objection which might be something like:

*"Are you telling me that I must eat the same 9 meals for the rest of my life!!???"*

**A**nswer:

Of course not!

We've found that this is the MINIMUM that you need. That's just the goal for now. After you've created your recipe book with 9 delicious, quick, and affordable meals then there's nothing stopping you from going and adding more and more meals to your repertoire!

Most of our members at Booty Camp have been able to do this for themselves and have therefore been able to create a long term solution.

Let's take Olga for example. Olga joined us in February 2013. She had been really active earlier in life, but over time she gained some weight. Her goal was to get back into shape and to lose some pounds in the process.

From the beginning Olga went ahead and got straight into the nutrition plan. One of the things that she learned immediately was that she was eating too many carbohydrates. Doing so was one of the major Factors contributing to her weight.

She took some tips from our "Must Try" recipes and substituted her normal favorite foods with some similar tasting but less "carby" options. Two of Olga's simple substitutions were roasted fennel and butternut squash chips which she ate instead of the usual potatoes/rice/pasta options.

*Immediately Olga began to see a difference from this small change. She lost 12 pounds in the first 8 weeks at Booty Camp and another 9 pounds over the next 16 weeks...*

# 6 Months BEFORE & AFTER



Olga quickly discovered which foods were best for her and which foods she needed to avoid. She then created her own recipe book using substitutes for those foods.

# 6 Months BEFORE & AFTER



When Olga combined her new recipe book with her Booty Camp workouts she was able to lose 21 pounds in 6 months

**W**hat's even more impressive is how she's been able to maintain it so easily. According to Olga it has all come down to the fact that she's been able to substitute foods that are just as tasty but are not waist expanding:

*"I've become a bit of an addict for roasted fennel! That's my substitute for potatoes and rice and pasta and to be honest I don't really miss them that much!"*

Throughout the first few months Olga was able to find these substitutes that WORKED FOR HER. It took a bit of experimentation but she basically created her own little recipe book of all the foods that she really enjoyed to eat but that were not detrimental to her waistline:

Olga says - "Once you persevere through the first couple of weeks it actually becomes quite easy and you get into a routine. You don't snack, which is something that I used to be awful for in the early mid-morning and again in the afternoon but that just went out the window once I had the routine."

It's very hard to get into that routine unless you have those staple recipes that you can come back to time and time again. We've found that you need at least 9 recipes to get a steady routing going and from there you can add more and more if you choose to do so.

Also when we say recipes please understand that you don't need to be a master chef! A recipe could be as simple as scrambled eggs or a simple soup. In fact in some cases you won't even need to cook! All that's required is that you can prepare 9 quick and simple meals that contain the foods that are best for you.

The bottom line (especially when it comes to your booty!) is that eating someone else's recipes/ nutrition plan is not a lifelong manageable strategy. Sure you can do it for a few weeks, or even a few months, but you won't be able to do it forever.

And when you inevitably break down you're going to fall back to your previous eating routine which includes the same foods that made you overweight in the first place!

Another reason why this strategy works so well is it gives you what we call a "Bounce Back" meal. For example when you have a stressful week, perhaps trouble at work or issues in your personal life, then you're going to eat whatever is easiest and most convenient at that time.

Eating healthy is not going to be your major concern and you will most likely gravitate towards a lot of junk food...

*...no big deal...THAT'S LIFE.*

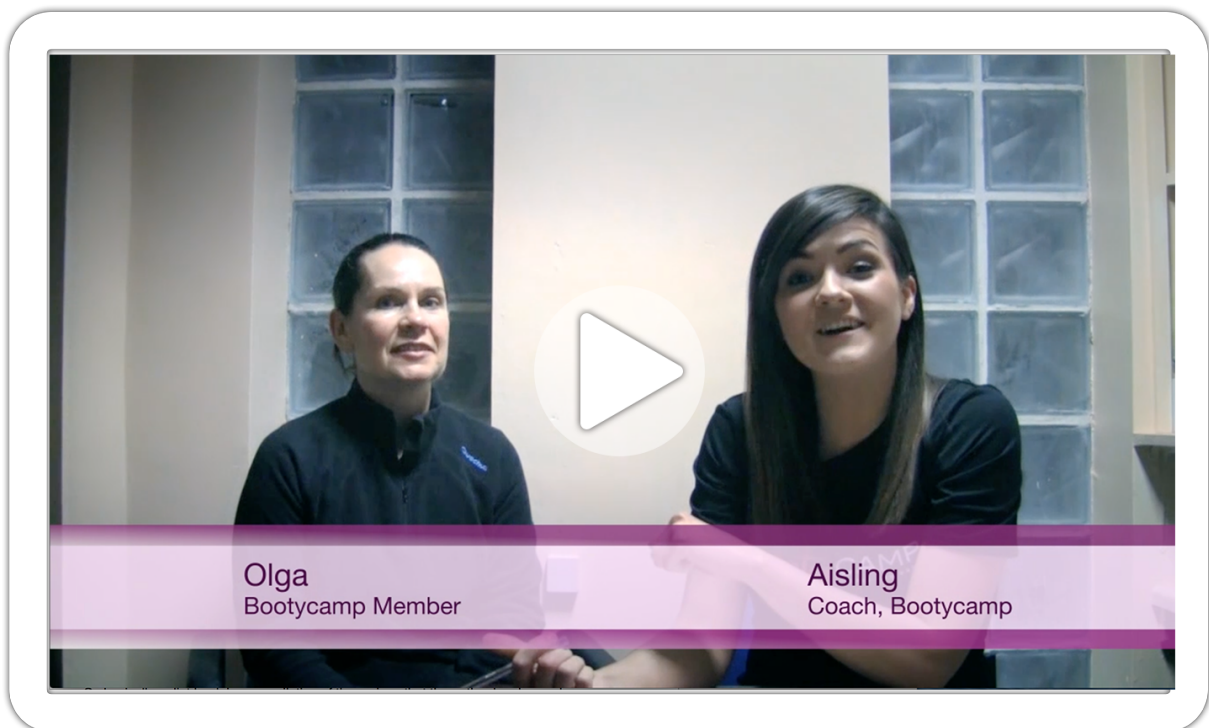
**T**he problem occurs when that week turns into a month or months of junk eating. And as you continue this momentum of junk eating it becomes more and more difficult to get yourself back on track.

However by going to your recipe book and creating a great meal you can break the cycle and “Bounce Back” in the right direction. As you get one good meal back in you begin to feel better about yourself and gain momentum back in the right direction.

That’s the power of creating your own simple recipe book!

Fortunately we make this extremely simple at Booty Camp. We’ve put together over 100 “Must Try” recipes in our nutrition manuals. These are the very best, most popular, simple, and easy recipes that our members have submitted over the years. Only the very best recipes make it into our “Must Try” list.

Here’s a quick interview that Coach Aisling did with Olga about her results:



*(click this image to see an interview with Aisling and Olga)*

Now let’s move on to our final success secret in the nutrition section.

See you there!

# Coach Conor



# SUCCESS SECRET #7

## Finding Balance



**Challenge Winner: NIAMH HIGGINS**

Niamh Higgins from Maynooth lost 11 pounds in 2 weeks at Booty Camp and a total of 29 pounds in 8 months. She fit into her beautiful wedding dress and has kept it off since (despite a little "blip" on the honeymoon)! Niamh says that she hates to sweat but we still see her at our classes so she can't hate it too much ;) Well done Niamh!

I want to start this success principle by telling you a personal story.

Not so long ago I was at a wedding of 2 very close friends. It was a great time and I'd known them both since we were kids. Anyway, we were having dinner later that evening and as I was happily eating my potatoes, creamy dressings, and dessert, I had lots of people coming up and saying they were generally surprised about what I was eating. I heard things like:

*"Conor I thought you were into all that "fitness stuff" - surely you can't be eating this?"*

*"Conor I'm very surprised to see YOU eating THAT."*

*"Conor you're some hypocrite...telling others to eat all that "healthy stuff" while you're here stuffing your face!!!" (I always get a good laugh from that one)*

Of course I've heard this all before so I'm well used to it and joke it off. But it's really the wrong mindset that people have.

What they're thinking about here is that food should be "black and white." Meaning you're either "on" a diet or your not.

*But that's not how I live my life at all.*

Yes I'm pretty strict with my food during the week from Monday to Friday. But then on the weekend I take it easy. And if I'm going to a wedding, a dinner, or a party I don't worry about what I'm eating. I just go out and enjoy myself.

Now bear in mind the next day I'm right back on my plan. That's really the most important part. This is very important because in order to have long term success we need to stop this "black and white" thinking. Instead what you need to do is create your own rules and guidelines around food that you can actually keep, FOR LIFE.

And that's why at Booty Camp we teach you how to balance your life by having "Treat Days."

"Treat Days" are when you can take a day and eat whatever you want (while still avoiding intolerances of course). That's what I did at the wedding. Food is very enjoyable and just because we're on a nutrition plan doesn't mean we always need to stick to the "healthy stuff"! :)

This is exactly how Niamh lives her life too!



# 9 Months BEFORE & AFTER



*You need some balance in your life! Niamh worked hard to look amazing at her wedding but she allowed herself some "time off" throughout that time too.*

**N**iamh joined Booty Camp in August of 2012. Throughout her life she was up and down with her weight but this time she was determined to make a final and permanent change.

Now when Niamh first came to us she was in the "black and white mindset." She was either "on" a diet or "off" a diet. When she was "on" she did everything perfectly even down to the very last crumb! However as soon as she was "off" all the rules were thrown out the window!

The main problem with this type of thinking is that it leads to a lot of yo-yo dieting. It's just too hard and unrealistic to continue eating perfectly all the time. And when you inevitably break you'll often binge on foods that you know you shouldn't be eating.

Fortunately when Niamh came to us she was willing to change the way she was thinking about her eating habits. Her wedding was in April so we had plenty of time to work with. There was going to be no crash dieting this time!

We started slow and steady and by Christmas she had lost 20 pounds. That's 4 pounds a month which is really good steady progress. What's even better though is that Niamh had some breaks in that 5 month period. She had treat days and some holidays where she ate what she wanted.

In the past this would never have happened because Niamh always thought that you were either "on" your diet or "off" your diet. There was no middle ground for her.

This time however we focused on getting some balance. We decided that Niamh would have at least 1 day in the week where she could eat what she wanted. As long as the rest of the week was good she would still get great results. And that's exactly what happened. From January until April she lost a further 9 pounds. It was just slow, steady, and healthy progress. No crazy dieting or manic exercises.

Then it was off to her honeymoon!

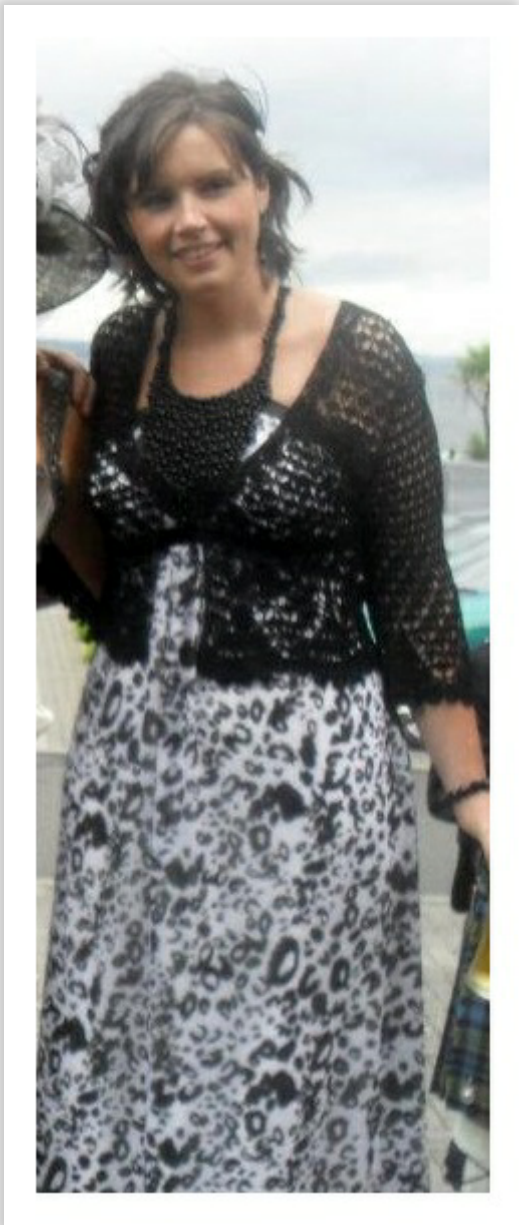
Again Niamh took this time to relax and eat what she wanted. But as soon as she got back she was straight into Booty Camp and got back on track. In our experience this is the only way that you can reach a manageable long term solution. You need to find that balance point in your life where you're doing great work to get results but at the same time you have days where you can just relax and not worry about a thing.

Sure your results might be a little slower this way. But at least you'll be able to MAINTAIN the results. Many of us get frantic when we're trying to lose weight because we just want to "get rid of it" as fast as possible. But we need to start thinking a little bit more sensibly...

...It probably took you some time to get to where you are today, and therefore it's going to take some time to get to where you need to be. In the meantime you'll have events that you need to go to, days where you need to relax, and unexpected stresses that will derail you.

Let's go easy on ourselves during these times and find some balance. You can get to where you need to be if you just take it one step at a time. Sometimes that even means taking a step back. But just stay on the right track and you'll get there eventually.

# 9 Months BEFORE & AFTER



By using "Treat Days" Niamh gave herself some "time off" from her nutrition plan when she really needed it. This helped her stay on track and in total she lost 29 pounds in 9 months at Booty Camp

And that concludes our secrets to nutrition success! Of course there's a lot more that we can discuss regarding these secrets but those are the basics. The most important thing now is that you take what you're learning and get started on your plan.

If you'd like to see Niamh's results then just click this link below and you can see a conversation that I had with her about her success:



Good Luck!

Coach Conor



# SUCCESS SECRET #8

Beware Fitness Fads and False  
Claims - *Change Takes Time*



*Challenge Winner:* **MARIE KINSELLA**

Marie Kinsella from Lucan joined Booty Camp in August 2012. Over the next year Marie managed to lose a total of 21 pounds. Now in her 3rd year at Booty Camp Marie has progressed from not being able to run for 1 minute to running her first mini-marathon! Keep up the amazing effort Marie we are so very proud of you!

## SUCCESS SECRET

If there's one thing that we really dislike about the fitness industry here at Booty Camp it has to be the false claims and fitness fads that are released on a regular basis.

Almost everyone has bought and tried a "fitness" DVD at some point, and then we end up blaming ourselves when we don't get the results that are promised to us.

One such example is the following DVD which was released in 2010 by Kerry Katona. She claims this particular DVD helped her go from a size 14 to a size 8...

...But what you might not know is that after giving birth to her son Max in 2008 Kerry preceded to spend £15,000 on liposuction in 2009 to get rid of 4 stone of weight.

That's when she decided to release this DVD in 2010, claiming that it was this "magic fitness formula" that did the trick when in fact it was all surgery!

Unfortunately, this type of scam is being released all the time and it's no wonder that everyone has become so skeptical about anything when it comes to weight loss and getting in shape.

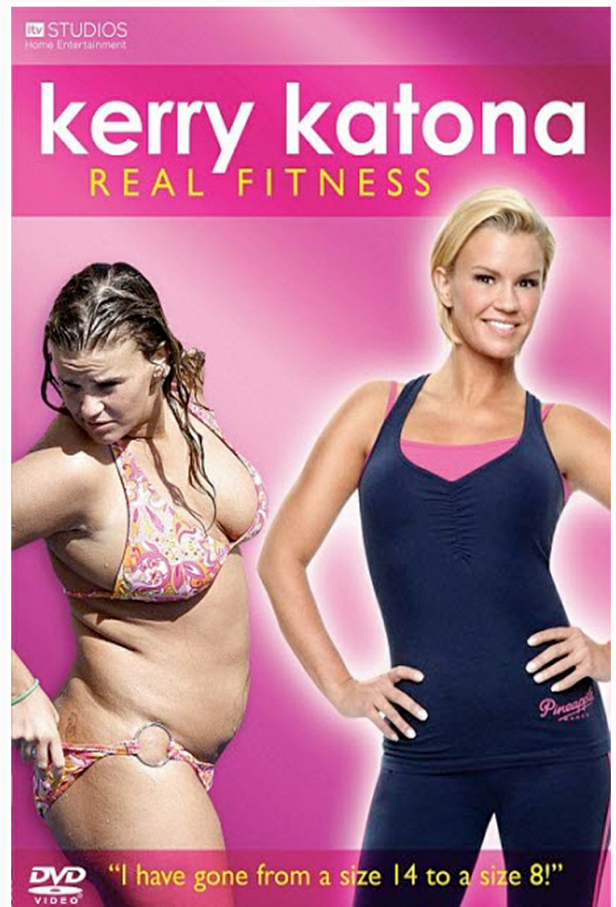
In fact we get a lot of emails here at Booty Camp asking if we are a scam! We really can't blame people at all for thinking this way when they've probably been deceived in the past with products such as this.

But there's actually something worse about these fitness fads than just scamming us out of our money. That is promises they make give us a false indication of how long it actually takes to get in shape.

Some of the most common promises you'll see are things like:

*"14 in 14" - Lose 14 pounds in just 14 days  
Drop 4 dress sizes in a month  
Lose your Muffin Tops and Flatten Your Stomach in 1 Week  
And so on...*

*These claims are totally unrealistic.*



*Beware fitness fads and false claims such as these!*

**I**t takes TIME to change your body shape. But when we see these false claims we sometimes think that they must be true, and then we become very upset when we don't change overnight.

Here's a case study to illustrate this point:

Marie joined us in September of 2012. She had been thinking about doing some fitness classes for a while and then she finally made the plunge and joined Booty Camp.

*Her goal was to lose about 40 pounds. It was a big goal, but she was determined to do it.*

However in the beginning things started off quite slow for Marie. She dropped a dress size in the first 8 weeks as well as some pounds, but she didn't get the results that she expected.

One of the reasons for this is that Marie came to Booty Camp with a low fitness level. She hadn't exercised in years and because of that a lot of her muscle tone had been lost. So as she did our classes she was gaining some muscle as well as losing weight.

If you start from a low level of fitness this is what will happen when you come to Booty Camp. Our workouts are designed to tone and strengthen key muscle groups - your tummy, booty, hips, thighs, and arms.

But in order to tone these areas we need to add some muscle! After all that's where the word tone comes from - **muscle tone**. Therefore we need to keep in mind that as we gradually add muscle tone the number on the scales will go down slower. This is good because the changes that are going on in our bodies will be a lot more noticeable.

For Marie this meant that over the course of a year she was able to lose just over half of her goal - a total of 21 pounds. For most people this would seem like extremely slow progress. But Marie was not just losing weight, she was changing her entire body shape.

*Here's a look at Marie's results after a year at Booty Camp:*

# 12 Months BEFORE & AFTER



Marie's progress on the scale was slow and steady but her body shape went through a dramatic transformation. The above pictures are after just 12 months at Booty Camp!



I think you'll agree that Marie looks AMAZING! You'll probably also agree that she looks like she's lost a lot more than 21 pounds. And the reality is that she definitely has lost more than that. Because in the process of losing body fat she's gained some muscle weight also.

But the scales don't tell you the how much body fat you have or how much muscle weight you have. It just gives you a number and that's it. We always need to keep that in mind. The scales don't give you an accurate look of your progress all the time. How you look is far more important than what you weigh.

And changing how you look takes TIME. You can't rush the process because toning your muscles is a slow process. It requires hard work, consistency, and a lot of sweat! :)

A lot of ladies fall into the same category as Marie. Many have not exercised in years. Some even longer and as much as 5, 10, even 20 years!

If you fall into this category then you need to be a little bit more patient. If it took you 5 years to get to where you are today then it's probably going to take you longer than 5 weeks to get back into shape! Fortunately for Marie she understood this and she was able to get amazing results:

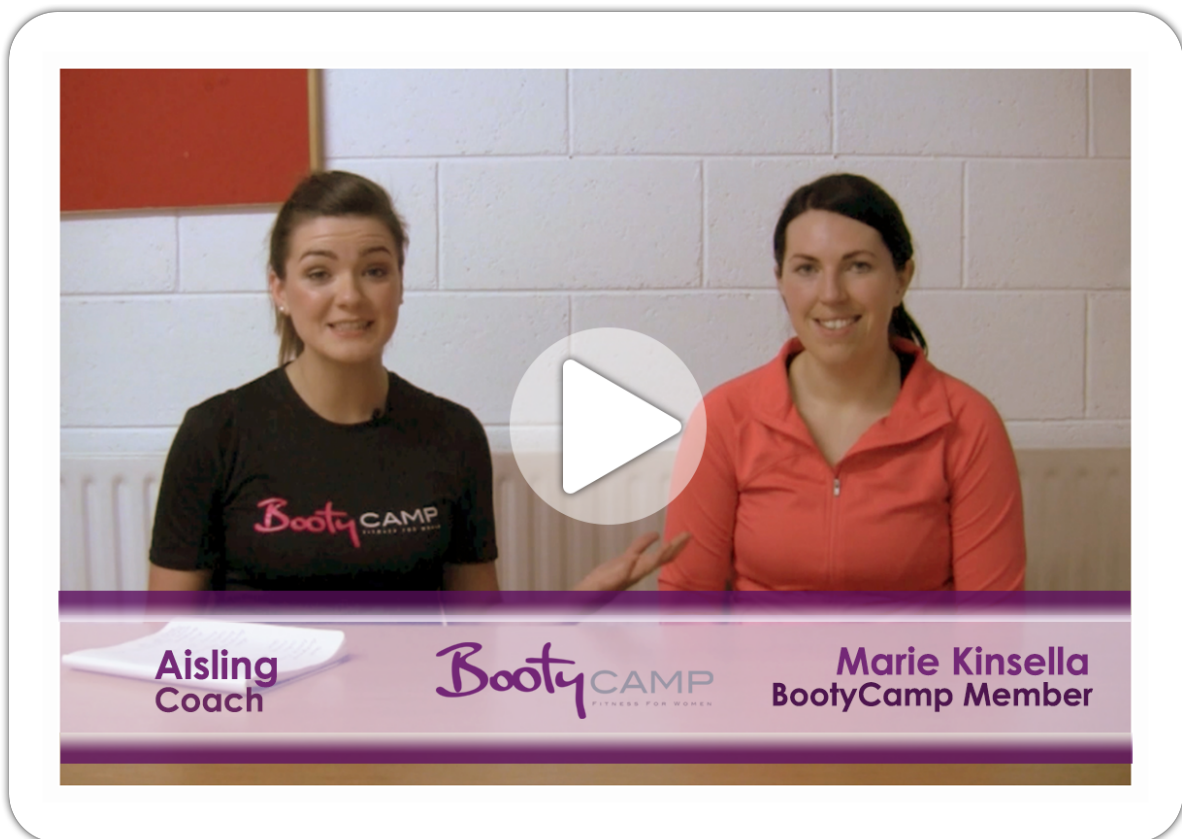


**F**itness is more of a long term project than a short term quick fix. Sure there are things you can do to accelerate the process but you still need to take this one step at a time. And the first step is the most important - Find something you don't hate and maybe you'll begin to like it!

That brings us to our next Success Secret!

See you there,

## Coach Conor



*(click this image to see Coach Aisling and Marie talk about her success)*



## SUCCESS SECRET #9

Find Something you Don't Hate and  
Maybe You'll Begin to Like it!



**Challenge Winner: EZARAH DOHERTY**

Ezarah from Donegal started Booty Camp in the Phoenix Park in September 2013. She completed the Booty Camp challenge by losing 10 pounds in 8 weeks and in total she lost 18 pounds in 16 weeks. Having never run before Ezarah now competes in 10K events and she's always pushing herself to do more!

**A**s someone who teaches a lot of fitness classes I'm really surprised of the amount of people who come to my classes that actually hate fitness!! I'd say almost half of the ladies who initially turn up to Booty Camp "force" themselves to come to class.

The main reason that most of us dislike exercise is because we just find it too difficult in the beginning. In addition it's very common to develop aches and pains from not being active. So when we do finally get back into exercise it can often be very painful to get the body moving again.

I'm often asked what the best type of exercise is so with all this in mind my response is always that same:

*"Just find something that you don't hate and do that!"*

The reasoning is simple. If you can just find something you don't hate then you're a lot more likely to keep going. And as the weeks go by something miraculous will happen - you'll actually get fitter!

And there's really no better feeling than that.

When you find your body getting stronger, leaner, and fitter, you'll feel just amazing. And when you get that feeling then exercise doesn't seem like such a hassle anymore. It may even become enjoyable!

I think that's why many people keep coming to Booty Camp. We've created our classes where they're easy enough for total beginners, yet challenging enough for those who are already really fit. And all our workouts are different and work different body areas so you never get bored.

In fact, as you continue through Booty Camp you'll not only find yourself getting much fitter, but you'll actually get the urge to try other fitness activities as well. That's exactly what happened to Ezarah, who is our case study for this Success Secret:

Ezarah came to us in September 2013. She says that she always wanted to be fit but could never motivate herself to exercise and any fitness class she had tried in the past was just too much of an effort for her to do.

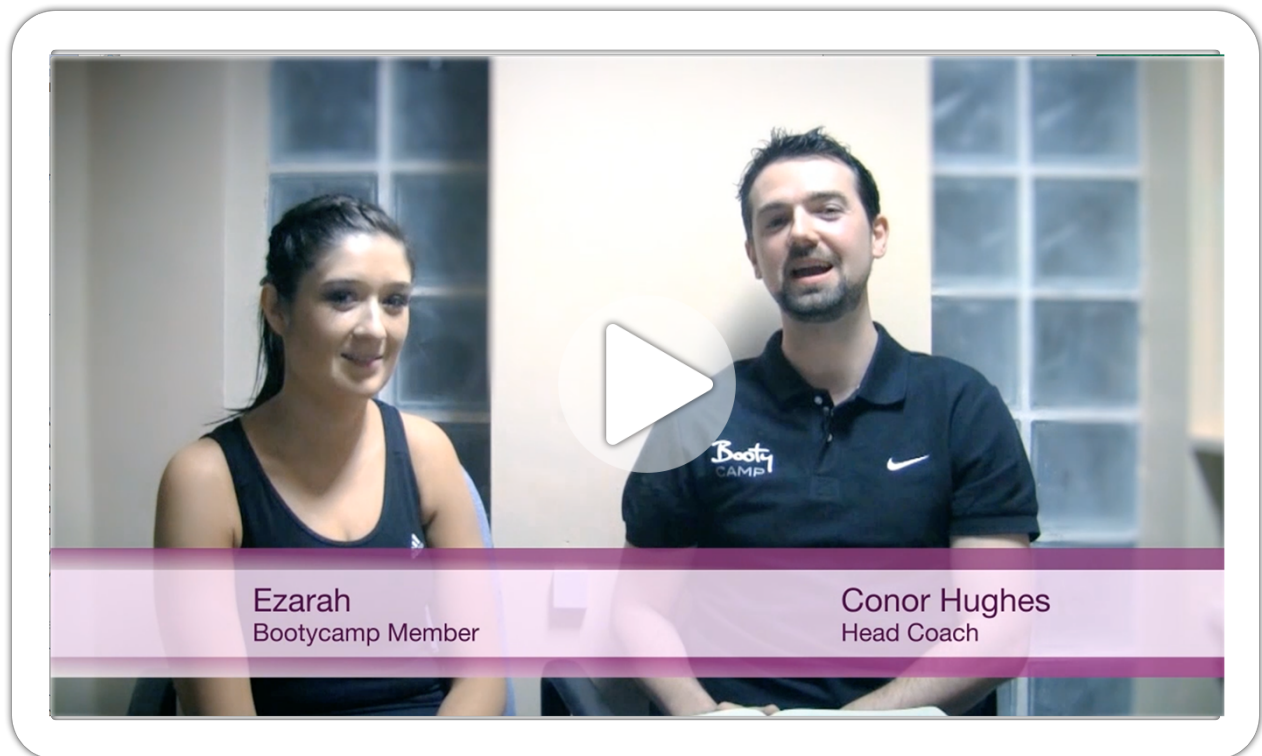
However, Ezarah stuck with us and consistently came to class twice a week. As she found herself getting fitter she decided to take an ambitious leap and sign up for her very first 5K run.

She'd always wanted to do this as her friends were big into running, but she never felt like she could do it as she told herself, "I'm not a runner; I can't run."

Her first run was in December 2013, just a few short months after starting with Booty Camp. Not only did she complete the entire run, but she did so in just 35 minutes. For her very first run that's pretty impressive to say the least!

Of course she didn't stop there.

The following February Ezarah completed her second 5K run. On this occasion she completed the run in just 31 minutes. A full 4 minutes quicker than her first run. This is all from someone who had never run in the past and who considered themselves "not a runner."



*(click this image to see an interview with myself and Ezarah)*

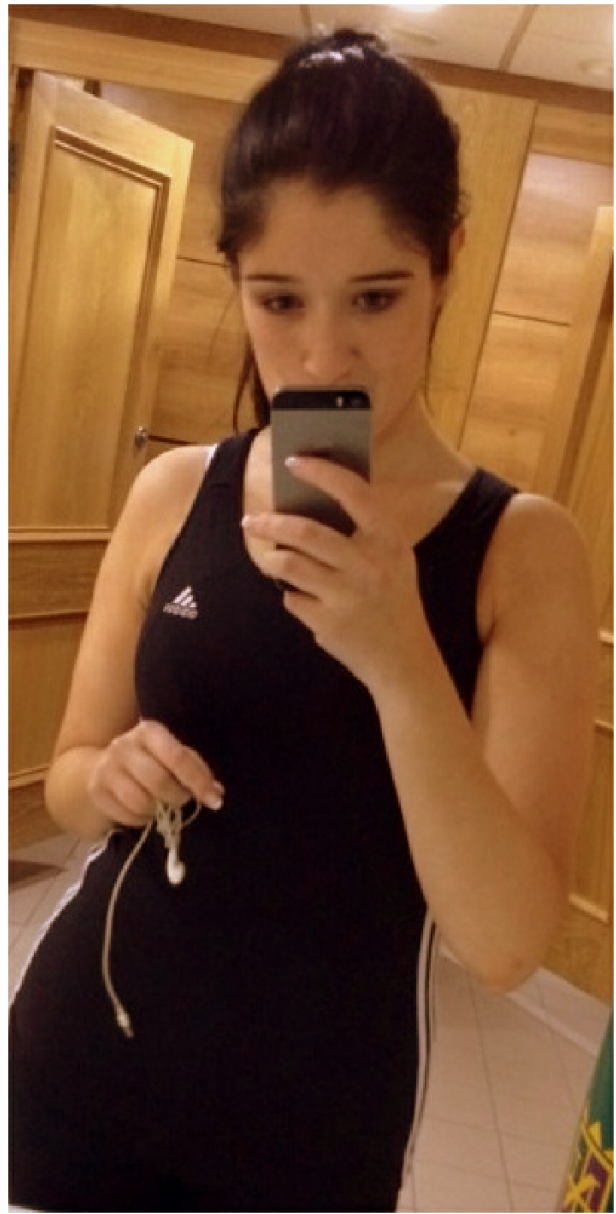
That following Summer Ezarah completed her first 10K and she is still going strong. What's even more amazing is that she doesn't even do much running at all! She just comes to Booty Camp twice per week and then on the weekend she sometimes goes for a run, but it's not a huge part of her training.

That's why it's so important to do SOME type of fitness. Because when you do SOMETHING then you'll be able to get fitter and that means that everything else in your life is so much better!

You'll have the confidence to try so many other things because you have that base level of fitness and you'll know that whatever happens you'll be able to manage. You'll also have less aches, pains, and nagging injuries.

As Ezarah increased her levels of fitness she found it easy to lose weight and get back in great shape. In total she lost 18 pounds in 4 months at Booty Camp and she's maintained it ever since.

# 4 Months BEFORE & AFTER



*Ezarah went from someone who had never ran before to running her first 5K within 4 months of starting Booty Camp, and then a 10K within 8 months. Amazing!*

# 4 Months AFTER - WITH COACH CONOR



Ezarah lost a total of 18 pounds in 4 months at Booty Camp. She has maintained these results easily and is still losing inches and getting fitter!

**E**zarah's case study teaches us the importance of doing SOMETHING. If you can get your body moving then you have a great chance of improving your fitness levels and finding an activity that you really enjoy doing.

And that's pretty much the only way that you'll find yourself continuing to do something for a long period of time. So get going and don't be afraid to try lots of different fitness classes and activities. Soon you'll find something that you don't hate and as your fitness levels improve you may even begin to enjoy it.

Good luck!

*Coach Conor*





# SUCCESS SECRET #10

Keep it Challenging,  
Keep it Interesting



*Challenge Winner:* **VICTORIA GREY**

Victoria and her sister Cleona joined Booty Camp in March 2013. She completed the Booty Camp challenge and in total she lost 14 pounds in 4 months. Victoria and Cleona are still attending Booty Camp for over 18 months now since they first started. Well done ladies and keep up the amazing effort!

**L**et's conclude our exercise section by taking a look at some of the types of exercise you can do to really transform your body.

In the beginning it's important that we do SOMETHING to get a base level of fitness, but once that is achieved we need to be looking for the next thing that will give us the challenge that we need.

This is important as our bodies are extremely good at adapting to exercise. If you're doing the same thing again and again it will be impossible to get any significant results.

*At Booty Camp we have a huge variety of different exercises and classes. No class is ever the same! We integrate cardio, circuits, high intensity training, metabolic training, core control, abs blast, yoga, Pilates, and much more into our workouts!*

Now you're probably looking at that and thinking that it all sounds pretty crazy! But we make sure to have both a beginner and advanced variation for each one of our exercises. Therefore it doesn't matter what your level of ability is, you'll still get exactly what you need.

This is really what's required to get RESULTS. By constantly changing our workouts we keep things both interesting and challenging. Not only does that keep you motivated, but it's going to give you the best body transformation possible.

This is exactly what happened to Vicki.

She had been doing Zumba for about a year before joining Booty Camp. In the beginning she really enjoyed it, but as she continued to go she really didn't see the results that she was expecting.

So when Vicki came to Booty Camp her main goal was to see some major results. Fortunately she was able to get those results and in total she lost 14 pounds in 16 weeks which was just fantastic.

Vicki has continued to stay with us and 18 months later she continues to enjoy the classes and get results simply because we are always challenging her and keeping things interesting.

*Here's a quick look at Vicki's results:*

# 4 Months

## BEFORE & AFTER



Vicki used Zumba to gain a base level of fitness but it wasn't until she joined **Booty Camp** that her body really transformed.

# 4 Months AFTER - WITH COACH CONOR



Vicki lost a total of 14 pounds in 4 months at Booty Camp. She has maintained these results easily and is still losing inches and getting fitter!

**T**hat's really the key when it comes to transforming your body. You need to be constantly challenging yourself or your results will stagnate. You also need to keep it interesting. If you become bored with fitness then you're going to find yourself quitting very soon!

This is perhaps the main reason Vicki is still at Booty Camp. It's been over 18 months since she started and she continues to get great results and variety at our classes.

To look at a quick chat that I had with Vicki then click on this image:



If you'd like to join Vicki in one of our Booty Camps then just head over to our website and you can see all the locations that we have available. And if you can't join one of our live Camps then you can try our online Booty Camp Challenge which is available from anywhere around the world!

All the details are here on our website:

**[WWW.BOOTYCAMP.IE](http://www.bootycamp.ie)**

And that concludes our 10 Success Secrets!

Let's take a quick look back at what we've learned and I'll tell you how you can contact me if you have any questions.

# CONCLUSION

Contained in this book are 10 Booty Camp Challenge winners who've been successful at losing at least 10 pounds or more in 8 weeks or less.

However throughout The Challenge these winners were also able to attain something even MORE important than that. They were able to discover the vital things that they needed in order to maintain these results for LIFE.

*These are the "Success Secrets" that you need to reach your goals.*

However not all of the Success Secrets will be important to you. Some will work well, while others will not be as suitable. What's vital is that you discover the few that ARE applicable to you. That's what we help you do at Booty Camp.

We're not here to tell you why everything you're doing is "wrong" and why you should do it "our way". Instead we're here to help you understand what you need most, and what works for you best.

These 10 Success Secrets are a great way to get started. Take one that you think would work for you and start to integrate it into your life. They've worked for hundreds of our members and have helped them lose at least 10 pounds in 8 weeks or less.

In fact by using these Success Secrets we've currently helped over 350 ladies win at The Booty Camp Challenge. But we are in no way finished! Our goal is to reach 1,000 Winners by the end of 2015. So if this is something that you'd like to do for yourself then we'd love to help you along!

Just head over to our website and you'll find where we do our live Booty Camps, or you may like to choose to do our Online Booty Camp Challenge if that is more convenient. Here's how to access that:

**[HTTP://BOOTYCAMP.IE/ONLINE-CHALLENGE/](http://bootycamp.ie/online-challenge/)**

During The Challenge you'll work with us and the rest of the challenge members as we go stepby- step through the Booty Camp system. You'll receive 40 different workouts that give your body the exact exercises you need to promote fat loss and toning in the areas that we care about the most - Stomach, Legs, Arms, Hips, and Thighs.

## CONCLUSION

We'll also provide you with the nutritional support that's crucial for your success. We'll give you the exact meal plans that our members use to test for intolerances, and you'll also get the very best recipes that our members have so you'll know exactly what it is that you should be eating.

And perhaps the best thing about The Challenge is that we'll all start together as a group. So we'll be there to help you along every step of the way. If you have a question then we're there to give you the answer. If you're having a problem then we're there to give you the support that you need.

And if you feel like you need more specifics such as the exact meal plans, recipe books, and workouts that we give our members then I invite you to take The Booty Camp Challenge and really go for it!

If nothing else I hope that you've gotten some great value from the lessons that our members have presented in this short book. If you have any other questions, comments, or anything you need to know then just send me an email and I'll be delighted to get back to you.

I can be contacted here:

**CONOR@BOOTYCAMPIE**

Hopefully we'll see you soon in an upcoming Booty Camp Challenge. If we do I'm sure that you're going to become one of our amazing Challenge Winners! :)

Until then, get started on bringing some of these Success Secrets into your life.

You won't regret it!

Chat soon,

**Coach Conor**



# Exercises | Notes





# Exercises | Notes



# Exercises | Notes



# Exercises | Notes



# Exercises | Notes



# Exercises | Notes



# Exercises | Notes



# Exercises | Notes



# Exercises | Notes





# HOW 1,000 WOMEN LOST 10 POUNDS OR MORE IN 8 WEEKS OR LESS, AND HOW YOU CAN TOO

The Booty Camp Challenge is a story of success.

Step by step 1,000 women joined together and changed their lives forever.

In this book we present 10 of these Booty Camp Challenge winners; how they achieved their goals, and what they learned from their experiences.

By reading each one of these stories you'll discover the 10 Booty Camp Success Secrets that each one of our 1,000 Challenge Winners have used to achieve their goal of losing 10 pounds or more in 8 weeks or less.

You won't find generic fitness or dieting information in these pages. This book is about REAL results from REAL people. You'll see successes but also the struggles, barriers, and challenges that our members have endured to reach their goals.

And that's what you'll learn from the most.

