

BALANCED LIFESTYLE GUIDE

LIVE LIFE WITH PIZZA, COCKTAILS, & ABS

FOLLOW THIS GUIDE TO CHANGE THE WAY YOU VIEW FITNESS
AND BEGIN LIVING A BALANCED LIFESTYLE... TODAY



HARRISON ZACHER
FITNESS

ALPHA

HARRISONZFIT.COM

I know what you're thinking.

➔ **CAN I ACTUALLY BURN FAT AND STILL CONSUME PIZZA, COCKTAILS, ETC.?**

➔ **WHAT IS A BALANCED LIFESTYLE?**

➤➤ It's about building a powerful relationship with your training and nutrition so you can train when you would like, how you would like, eat whatever you want, and not being afraid to have that Busch Light.

➤➤ It's about dedicating yourself to a routine that is actually fun for you — one that you will truly enjoy. A system you can easily implement that will have you feeling GUILTY on the inside with how easy it was, as others gawk at your progress and ask how you did it.

➤➤ It's about having a rock-solid body filled with energy, vitality, power, and charisma that will last forever and allow you to fulfill your potential and purpose in life. All the while looking like an absolute badass.

➤➤ Lastly, it's about living a HEALTHY life, a FUN life, and a LONG life.

➤➤ If YOU want to live this type of life, **you can make it happen in 3 MONTHS.**

Here's the truth: 3 months from now, you probably will NOT be a ripped cover model.

However, you do NOT need to be a cover model to feel incredible and look freaking AMAZING.

What DO you need?

A SUSTAINABLE, REALISTIC, AND FUN wellness routine.

Why?

Because a sustainable, realistic, and fun wellness routine allows you to have two key things.

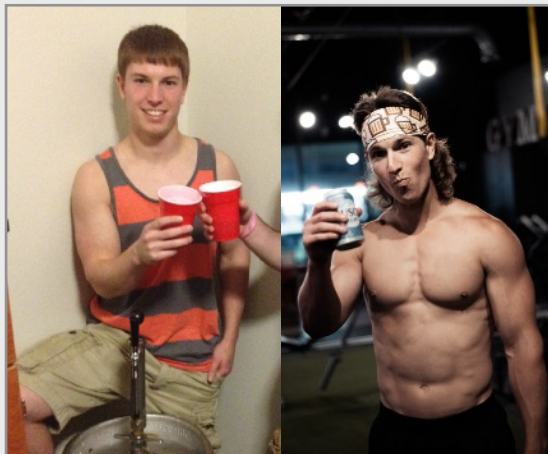
»» **CONFIDENCE and CONTROL**

If you're feeling stuck in your dull, ineffective gym and diet routine, and you're ready to focus on building a wellness routine that is not only effective in the short term, but will stand the test of time... this guide is for you.

I see it all too often, individuals going all in on a health and fitness kick, working out every day, being super strict with their diet, avoiding alcohol at all costs, and cutting out many different aspects of life. I'm all in for someone trying to get in shape, but when I see these people I know they will not last...

Once you have this balanced lifestyle mindset and approach, you'll be able to go into each and every social occasion, holiday, lake weekend, etc. without ever feeling off track even while enjoying your favorite pizza with an alcoholic beverage on the side. There is absolutely no reason you can't enjoy these things while having abs.

ABOUT HARRISON ZACHER



**I HELP OTHERS FIND THE
BALANCE OF LIFE, HEALTH, &
FITNESS THROUGH A REALISTIC
PROGRAM THAT GIVES THEM
KNOWLEDGE AND RESULTS.**

After many years of perfecting the balance of life and fitness, I've successfully helped hundreds of individuals do the same.

My journey began in college when I was doing the typical day to day college student thing. I no longer had high school sports so I decided to take up the gym, began lifting and running 4-5 days a week with not much of an idea what I was doing. Along with college comes alcohol so I was drinking every weekend because that's what everyone else was doing. Binge drinking 2-3 days every week but was able to stay in decent shape because I worked out quite a bit and was young. Hangovers weren't a thing so I was feeling great and living the college dream!

After graduating college, I honestly had no idea what I was doing... No consistency in the gym and I continued to follow the routine of drinking heavily nearly every weekend. Hangovers started to become real and I became WORTHLESS multiple days per week because of it. This put me in a dark place.

From extreme lack of confidence, lack of self worth, and depression — I simply hated who I was. Thankfully I made a change and finally started putting myself and health first. What saved me is that I began to follow a flexible, realistic, sustainable training and nutrition plan. I didn't have to avoid the drinking, I just became smarter about it. After just a few months I began to see some serious results. This is where my passion for fitness really grew. I am now stronger, leaner, plus look and feel better than I ever have.

These struggles shaped me. I found this amazing balance of life, health, and fitness.

I now see many individuals in their 20s and 30s experiencing the exact same dilemma - working during the week and living for the weekend. Overweight, unhappy, and oblivious to how their daily habits and weekly routines are sabotaging their health and happiness.

Today, I'm the creator of the **Balanced Lifestyle Blueprint**, which is my personalized 1-on-1 coaching system I use to teach and lead individuals how to completely transform their bodies without eliminating their favorite foods or drinks.

IN THE *BALANCED LIFESTYLE BLUEPRINT*, WE UNCOVER **YOUR**

»» **PATH TO SUCCESS...**



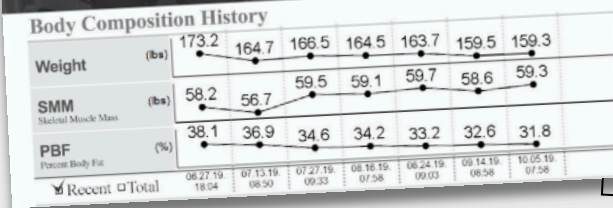
MADI HAS DROPPED 8% BODY FAT BY ADOPTING THE BALANCED LIFESTYLE BLUEPRINT... AND CHANGED HER LIFE

“I entered Harrison’s Fitness Transformation Contest and it completely changed my lifestyle for the better! Harrison gave me a two month weight lifting plan and nutrition recommendations. What I love most about Harrison is that he constantly gives you motivation and tips. Highly recommended Harrison!”

SHAWN BLEW PAST HIS GOALS DESPITE HIS CRAZY SCHEDULE. ONLY WORKING OUT 3 DAYS PER WEEK. BODY FAT DOWN 5% AND NO MORE LOW BACK PAIN.

“Harrison has changed my life. Not only am I in the best shape of my life at 40 he helped with lower back pain I had since 18 years old. He is patient and thorough while being educated on the exercise regimen he trains you with. I’m very grateful to have met and hired Harrison who is someone I now consider a friend! Hire. Him. Right. Away.”



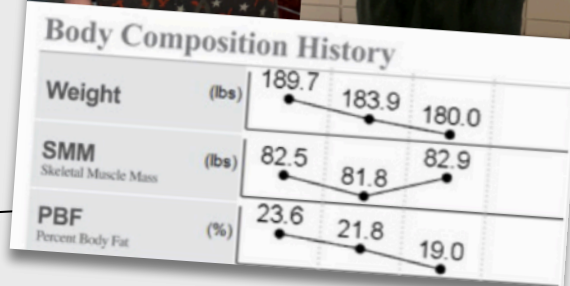


BRENNA HAS BEEN A CLIENT FOR NEARLY A YEAR AND HAS LOST BODY FAT VERY CONSISTENTLY WHILE CONSTANTLY TRAVELING FOR WORK.

“With Harrison’s help, I have not only changed my body but also how I think about and view food. I have learned how to still eat what I love and see results. My self confidence is at the highest it’s ever been and I couldn’t be more pleased with Harrison’s training and nutrition plan. He is super easy to work with and understands that life happens, and helps you learn ways to roll with it. He’s helped to create new workouts last minute when I have to travel for work and helps me look over menus when I know I am going out to eat. I can’t say enough great things about him.”

DERRICK FLEW PAST HIS GOALS IN THE FIRST 2 MONTHS AND HASN’T TURNED BACK! HE CONTINUES TO GET LEANER & STRONGER.

“Harrison is the man! He and I have gone through the last 12 weeks being extremely flexible with each other. I am constantly on the road and I have previous shoulder injuries. Harrison was able to come up with some exercises that I could do while being on the road and still make gains, meanwhile if a particular exercise was hurting my shoulder, he would find another suitable option. In the last 3 months, I have lost over 10 pounds, lost over 5% body fat, and GAINED muscle mass. The triple threat! Thanks Harrison for all you do! He’s your guy.”



...WHATEVER THAT PATH LOOKS LIKE
FOR YOU.

I GET IT...

You just need to be told *what to do*.

All you need to KNOW is that...

IF you take control and put in the work... the results will be yours.

Putting your health first should come first, but it shouldn't prevent you from doing the things you love.

And that's why this guide exists, and why the **BALANCED LIFESTYLE BLUEPRINT** exists.

As I continued to watch the media hype up all of these fad diets and “quick fixes”, I had to step in. I get it, you've got a busy lifestyle - your work, your partner, your kids, your social life - and sometimes it's your wellness routine that gets sidelined.

But, even if this non-stop lifestyle may prevent you from hitting the gym as often as you should, you shouldn't sacrifice your health just yet.

Getting started may be the most difficult part of your journey. Finding your perfect balance doesn't have to take you 8 years.

Obviously, binge drinking was an obstacle for me, but I knew **if I kept making excuses, I'd never see the results I wanted**, so I toughened up and created a fail-proof plan that helped me stay on track without eliminating my favorite foods or going out on occasion.

»» Here's what helped me, hundreds of my clients, and how it can work for you as well.

STEP 1..

MINDSET



DITCH THE ALL OR NOTHING MENTALITY

Every small step towards a healthy lifestyle matters. People often think they have to spend an hour at the gym or eat a diet full of hummus and superfoods, and when they can't attain that level they just give up and don't even try.

Instead of looking at your whole day as a success or failure, consider every decision you make an opportunity to do something healthy. For example, just because you skipped the gym doesn't mean you shouldn't watch your nutrition for the rest of the day. Just because you went over your daily calorie goal doesn't mean you should say screw it and keep eating. These things happen and that's ok.

THROW AWAY THE EXCUSES

You have time. Hearing someone say they don't have time to go to the gym or keep track of what they put in their body is the same thing as you saying you don't have time to take care of yourself. **A 30 minute workout is only 2% of your day... let that sink in.** And yes, 30 minute workouts can get you results...

OUR THOUGHTS CREATE A REALITY

For example, if you think meal prepping is too time consuming and difficult or that you don't have good enough genetics to be lean.

These thoughts are helping you fail before you even get started. This might sound harsh, but I just want to be straight forward. Be self aware of what you are thinking and assess yourself on the categories you are thinking negatively towards.

Instead, you could think "meal prepping will keep me organized and get me to where I want to be" or "If he/she can do it, I can do it".

DON'T BEAT YOURSELF UP

The journey won't be easy right away, results may or may not come immediately, but once you get passed that first 12 weeks, things will be routine and way easier than you could ever imagine...

How you respond to the difficult times will really be the deciding factor of how successful you are. If something doesn't go according to planned, always find a positive. Take the lesson and find new opportunities to grow. Let all the extra stress, worrying, and overthinking go. Surrounding yourself with supportive people will take care of this.

PRIORITIES

Take a long, hard look at what's eating up your time. **What do you make time for?** You may be able to pinpoint a few time sucks you weren't conscious of before, or decide that certain commitments aren't as important to you as they once were.

Most people find time to go out for happy hour, watch their favorite shows on Netflix (sometimes over and over), but they're not able to find a few minutes to exercise or eat well because it just doesn't seem as urgent. Your health and well being will be a lot more important to you in 10 years so why wait until then?

| Breaking down a 24 hour day | |
|-----------------------------|----------|
| Sleeping | 8 hours |
| Work | 10 hours |
| Getting Ready | 1 hour |
| Family/Friend Time | 2 hours |
| Eating | 2 hours |
| Remaining Time | 1 hour |

What are you doing with this remaining hour?

If you truly can't find time to take care of yourself, it's probably time for a change.

CONTROL STRESS

We all deal with stress on a daily basis. How you respond to it and control it can make a huge difference on how you look, appetite, food intake, and most importantly how we feel.

Bringing stress home with you interferes with your sleeping patterns, and we don't want that. Sleep, nutrition, and training combat stress extremely well; if you get those under control you will have a much easier time keeping your stress in order.

1. Stay busy

The times we get most stressed are when we are sitting around doing nothing because our minds start wandering. Find a new hobby that gets your mind off of everything.

2. Spend time with friends

This doesn't have to mean going out for drinks, but I do fully support it if it does :) Go fishing, hike, hit up a sporting event, or even a game night. Just get out of the house and get some laughs in. It's a bonus if it's something active.

3. Get your sleep

The first and most important thing you should be focusing on is getting at least 7-8 hours of sleep. Without a sufficient amount of sleep, your body can't recover and balance hormones. Hence, putting stress on the body.

4. Plan ahead

Planning ahead keeps everything organized. Get a planner and write in all of your appointments, meal prep sessions, and even workouts. Organization keeps us on schedule and the odds of us being late to something is reduced.

5. Get outdoors

Get some fresh air. Bonus points if you can find a park: researchers at the University of Michigan found that pastoral scenes were proven to reduce stress, which means nature can prevent the increase of fat-boosting cortisol as well as getting you out of the office.

For us midwesterners, I understand that living in the frozen tundra doesn't make this very realistic to do year round. A potted plant or landscape desktop background will have a similar calming effect as a walk in the park does. Bring outside indoors to banish your waistline woes.



6. Mindset

It will always come back to mindset. Mindset is the biggest hurdle for most people so I'm going to bring it up again. Find a positive out of every situation and don't let things that you can't control get into your head. Once something stressful happens, accept it and do what you have to do. Everyone else deals with problems just like it so don't get the vibe that someone is out to get you.

Times will get tough, but don't let them wreak havoc on your health.

STEP 2..

NUTRITION



Nutrition may be the most difficult task. There are temptations everywhere in today's world and food delivery is getting more and more convenient. Self-discipline is what will take you to the next level since **you are the only one that controls what goes into your body.**

First and foremost, pay attention to energy balance.

When I say energy balance, I'm really talking about... CALORIES! If you have tried to lose fat and gain muscle in the past, you have undoubtedly come across the terms "caloric deficit" and "caloric surplus". **If you would like to lose fat, you must eat in a caloric deficit, or you will not lose fat. If you would like to gain muscle, you must eat in a caloric surplus, or you will not gain muscle.**

These are facts based in science.

Nutrition is prioritized before training because there is absolutely no way you can out train a consistent bad diet. Think about it — you can eat 500 calories in 30 seconds, but it would take you AT LEAST 30 minutes to burn off 500 calories.

But before getting down on yourself for going over your daily calorie goal, instead focus on your weekly average to give yourself a little more freedom on those days that you know will be higher calorie.

If you google "best diet for fat loss" you will find millions of different options.. this frustrates me. You will always read that something is bad for you and you can't have this or that. I just want you to know that **you don't have to eliminate anything from your diet to see the best results of your life.** 100 calories is 100 calories, no matter what the source is.

HEALTHY MEAL SHORTCUTS

We're often told to steer clear of packaged foods for better health, but some frozen and pre-made goods can truly help you whip up a healthy meal in minutes. **There are tons of good options in the freezer aisle, either for individuals or even family-size meals, that can be prepared quickly.**

Or you could buy a rotisserie chicken—take the skin off and slice it on top of a salad, or buy frozen vegetables to serve with it. (Keep in mind that rotisserie chickens can be high in sodium, so cut back your intake from other sources.) On nights when even that's not an option, you still have choices about where you eat out or what prepared foods you bring home; the key is knowing ahead of time which restaurant you'll choose and which items are healthiest, but sometimes it's ok to have that burger you've been craving.

SIMPLE FOOD SWAPS

Whether it's leaving the cheese off a hamburger or switching from mayo to honey mustard, there are so many little things you can do and so many little swaps you can make over the course of a day that can add up and save you calories without costing you any extra time. Think about your daily beverages too, not just your solid foods. Switching from soda to seltzer water with lemon (or even to diet soda), or using less sugar in your coffee, for example, *can save you several pounds a year.*



Instead of a bagel, use an English muffin.

Instead of sour cream, use Greek yogurt.

Instead of OJ, eat an orange.

Instead of a medium, order a small.

Instead of pork bacon, use turkey bacon.

Instead of fried, order grilled or baked

TRACKING CALORIES & MACRONUTRIENTS

These days, there are dozens of ways to track calories using apps like MyFitnessPal and My Macros+ just to name a few. My clients use MyFitnessPal.

I highly recommend that you make it a habit to track your macronutrients in MyFitnessPal on days you are in full control. The first week is the most complicated but once you get your most typically consumed foods tracked, it will remember these for quicker tracking in the future.

The more you track, the more likely you are to reach your goals. After tracking for so long you'll begin to understand what foods are composed of and begin to eat intuitively. I didn't think about this when I first started tracking, but it's honestly been life changing.

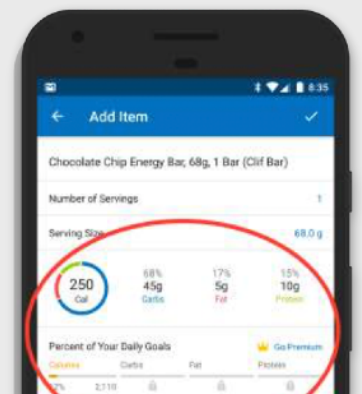
RECIPES

It saddens me when I see people meal prep bland chicken, broccoli, and rice over and over... when they can make some incredibly delicious food and still nail their macros. From tacos to burgers, **anything can be made macro friendly.**

If you aren't using your protein powder to make recipes, you are missing out. I couldn't tell you the last time I mixed my protein in a shaker with just water or milk. I'm always making overnight oats, cheesecake bites, or cookies with it and it makes it so much easier to stay consistent. Check out my **recipes!**

EATING OUT

Don't automatically get the mindset that you can't stay on track when you go out for food and/or drinks. Nearly all restaurants provide the nutritional facts of their dishes on their website. Look at the menu online ahead of time and find a dish that you can fit in your macros. There are very few restaurants that don't have macro friendly options. Most of the macro friendly dishes include chicken, fish, or some other source of lean protein and they usually taste pretty damn good, but if you really want that big burger, have it. :)



MACRONUTRIENT CHEAT SHEET

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PROTEINS

CHICKEN BREAST
TURKEY BREAST
EGG WHITES
VENISON
WHITE FISH
PORK TENDERLOIN

PROTEIN POWDER
NON-FAT GREEK YOGURT
BISON
LOW FAT COTTAGE CHEESE
TURKEY BACON

FATS

AVOCADO
EGG YOLK
PESTO
OIL
BUTTER

WHOLE EGGS
SALMON
CHIA SEEDS
NUTS
PEANUT BUTTER
CHICKEN THIGH
WHOLE YOGURT
CHEESE
BEEF
BACON

PROTEIN BARS
WHOLE MILK
HALO TOP

CHOCOLATE
ICE CREAM
CAKE

BEANS
QUINOA
PEAS
MOST YOGURT
SKIM MILK

CARBS

OATS
FRUIT
POTATOES
RICE
RICE CAKES
BREAD
PASTA
ENGLISH MUFFINS
GRANOLA BARS
CEREAL
TORTILLAS
CORN
SUGAR

ALCOHOL

SPIKED SELTZERS
UNSWEETENED LIQUORS
UNSWEETENED LIQUOR WITH SUGAR FREE MIXER
CHAMPAGNE

ALE
CIDER
LONG ISLANDS
BLENDED FROZEN DRINKS
SWEET LIQUORS

MIXES WITH FRUIT JUICE
MIXES WITH FULL SUGAR SODA
SWEET WINE
DESSERT WINE

LIGHT LAGER
LAGER
STOUT
DRY WINE

ALCOHOL

Alcohol is extremely controversial when it comes to our health and fitness.

No, alcohol will not get you results faster, it may actually make things more difficult to get results, but I understand that it's part of life and most of us enjoy having a few drinks! Like what is a holiday, lake day, sporting event, or tailgating without drinks?

We always hear “you can have fun without alcohol”. This is true but I understand that some situations are so much better with it! Gotta live a little and let loose sometimes, but maybe improve on not getting out of control and going crazy for multiple days at a time. That's the type of occasion that will set you back. Don't avoid these, but self-assess and take action on how you can improve your decision making during these occasions. It can be as simple as drinking slightly less or having a water every so often.

Don't let alcohol control your weekends, but **you also deserve to celebrate certain occasions guilt free**. This makes your health and fitness plan so much more sustainable, realistic, and FUN. If you are trying to be in a caloric deficit absolutely every day of the year, you won't be enjoying life and that is once again not sustainable because of how much you are restricting yourself.

It's the choice of beverage that really tends to hurt most individuals. Move on to the next page to see what drinks you should be choosing to keep your calorie intake from skyrocketing.



CHOOSING AN ALCOHOLIC BEVERAGE

There are plenty of options out there that are low calorie so you don't go absolutely overboard. The simplest thing to do when ordering/making a drink is to limit sugary shots and mixers.

BEST ALCOHOL CHOICES

Calories listed under each product
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Light Beer (12oz)

| | | | | | | |
|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |
| 95 | 95 | 95 | 96 | 99 | 104 | 110 |

Liquor (1.5oz Shot)

| | | | |
|---|---|---|-------------------------------|
|  |  |  | Tequila Vodka White Rum |
| 104 | 104 | 104 | |

Spiked Seltzer (per can)

| | | |
|---|---|---|
|  |  |  |
| 90 | 100 | 100 |

MIXERS

It's not necessarily the alcohol that makes a drink high calorie, it's the sugar
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Zero Calorie

| | | |
|---|--|--|
|  |  |  |
| Water Club Soda | Calorie Free Flavor Enhancers | Calorie Free Soda & Energy Drinks |

Highest Calorie (High in sugar)

| | | |
|--|---|---|
|  |  |  |
| Soda | Energy Drinks | Fruit Juice |

WINE (Calories per 5oz)

| | | |
|---|--------------------------|-------------------------------|
|  | Chardonnay - 118 | Merlot - 122 |
| | Riesling - 118 | Pinot Gris/Pinot Grigio - 122 |
| | Cabernet Sauvignon - 120 | Zinfandel - 129 |
| | Pinot Noir - 121 | |

HOW TO TRACK ALCOHOL

STEP 1 Find the total calories for your drink.

Busch Light = 95 Calories

STEP 2 Decide if you want to track it as carbs or fat.

TRACKING AS CARBS

95 Calories / 4
(1g carbs = 4 calories)
= 23.75

TRACK AS

24g CARBS

TRACKING AS FAT

95 Calories / 9
(1g fat = 9 calories)
= 10.55

TRACK AS

11g FAT



I want you to totally disregard the number of carbs in a beverage and only worry about the total number of calories. The only time an alcoholic beverage is high in carbohydrates is when there is added sugar.

This allows you to have an alcoholic beverage any day of the week and still stay on track! REALITY: You can drink a couple of beers each day and still watch the fat fall off!

STEP 3..

TRAINING IMPLEMENTATION

How often and how long you have to work out is a common misconception when it comes to being in great shape. You can get incredible results from doing 3-4 quick workouts every week.

The best workout for fat loss doesn't require hours upon hours in the gym. The best workout for fat loss is doing workouts that you truly enjoy.

As I tell my clients, just because you can't fit in a full hour's gym session doesn't mean you can throw in the towel completely. You need to make sure that every minute counts. Weight training workouts and interval training will harness the power of EPOC (I won't get into the boring science of it) to leave you burning fat all day long.

With low intensity steady-state exercise such as running or the elliptical, the calorie burning stops when you stop. Weight training and HIIT will spike your metabolic rate, so even after you leave the gym your body will be burning fat because your metabolism is still working. This is the reason why I will never assign more than 10 minutes on a cardio machine to a client unless it's their absolute favorite style of training. Simple full-body movements like kettlebell swings at high reps will kickstart your heart, or you could try something a bit more advanced like deadlifts and burpees.

If you can't devote time to driving to the gym or you're stuck at home with kids, working out in your own home may be your best option for fitting in quick calorie-burning session. You don't necessarily need to invest in a cardio machine—you can still get a great workout using nothing but your own body weight, or with a few simple tools (like dumbbells and resistance bands) that take up next to no room in your home. Just roll out your yoga mat, set up a mirror, and you're ready to go. Some of my clients have zero equipment and some just have dumbbells. A 20 minute workout is better than no workout at all.

Find a type of training that you look forward to doing and follow a structured plan so you know exactly what to do each day.



TRAINING TIPS

1. Workout in the morning

Working out first thing in the morning guarantees that you fit it in before my day gets carried away and excuses popped up. Getting a workout in starts the day off right and sets the mood for the day.

2. Find a workout partner

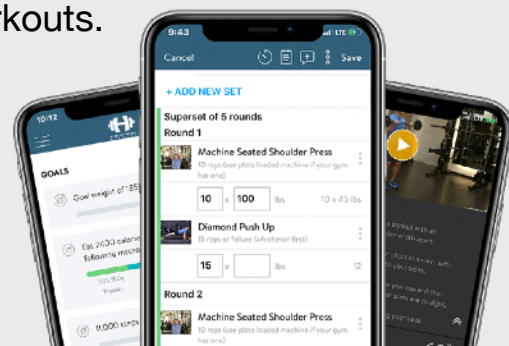
While my clients are well equipped to train alone, planning workouts with others not only adds a layer of accountability, it's makes your workouts more enjoyable.

To switch things up with your workouts, ask co-workers if they want to go for a run after work or a power walk on lunch break to burn additional calories. Having a fitness buddy to rely on really helps get in a groove with workouts and keep you motivated. Plus, exercising in a new way with someone else keeps workouts fun and exciting!

3. Track your workouts

If we're not measuring (i.e. tracking) or workouts, how can we improve our performance?

My clients use my app (pictured right) to track their workouts. I suggest downloading an app that will allow you to create your workouts, track them, then also track your weight and other vitals. **If you're training without a plan, the results will come... randomly.**

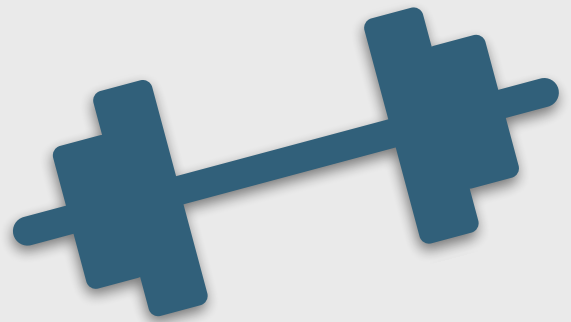


4. Set weekly & monthly performance goals

If you are training strictly to see your weight on the scale go down, it will be difficult for you to enjoy your plan. What I know works is setting a rep goal for a certain exercise in a month, usually a lagging muscle group. Working out starts to become so much more exciting once you begin to see and feel progress with these goals. The stronger, faster, and more conditioned you get, YOUR BODY WILL TRANSFORM.

5. Change up your workouts

The majority of people I see in the gym are always doing the same workouts year round. Don't let yourself get stuck in a rut, it will only lead to a plateau. Include a little variation from all styles of workouts (bodybuilding, powerlifting, Crossfit, etc.). You have to continue to introduce new things to the body, this is why I always break up client's programs into 4 week phases.



6. Squeeze in any additional movement

You don't have to limit your calorie burning to the gym. Go for a walk during your lunch break or right after work. Whether it's 10 minutes or 20 minutes, these calories really add up. A few push ups here and a few extra squats there can add up too, if you do it regularly. Your home can be a great gym for a quick calorie-burning session.

Look at it like we look at saving money. Exercise is the same way, a little here and a little there can really add up.

WHAT TO DO NOW?

At this point in the book, you're a bit overwhelmed. Perhaps more than "a bit."

My suggestion is to take out a notepad and rate yourself on a scale from **1 to 5** on how well you grapple with each step mentioned.

1 being "Wow... I need improvement" and 5 being "This is 100% handled."

After this, ensure that you are focusing on the most important changes inside of your wellness routine.

Building your lean, beach ready body isn't difficult, but no one said it was easy.

If you're already putting in some effort, and you want to get to the body you know you deserve, the fastest way to do that is to have the help of those who have done it before.

I want to ensure you know the step-by-step process in order to properly implement this so it's the RIGHT time and RIGHT place.

› **STEP 1: Forget everything you know**

Understand that what got you here, will not get you there. It takes a new set of habits and beliefs to get you to the next level.

› **STEP 2: Establish a strategy**

Strategy = realistic training plan and nutrition approach for YOUR lifestyle and preferences. Without a strategy – the bread and butter of a wellness routine – you're dead before you even start. Asking yourself questions like...

What is the type of training you're going to be doing that is going to not only bring your results, but be efficient, respectful of your time, and actually fun for you?

What are the main foods you're going to be eating and in what quantities so you see results, but that you truly enjoy, so it doesn't feel like a diet? Because if it feels like a diet, it won't be sustainable, and if it's not sustainable, it's pointless for you to follow it.

› **STEP 3: Cultivate the mindset**

If your energy levels are out of whack, if you're not enjoying what you're doing, if you're hitting a plateau in motivation... these are things that can prevent you from getting the results you desire, even if on paper, your strategy is perfect.

We can expand on a lean body mindset for days... weeks... months... *years*. If it were possible to summarize in a few lines, I'd say: **To achieve something you haven't achieved before, you'll have to do something you haven't done before. This "doing" starts in the mind. Get yourself there.**

› **STEP 4: Solidify your accountability**

Let me be candid here... DO NOT DO IT ALONE. As humans, when we know we're not doing it alone, and that another person is with us and has our best interest in mind, we dedicate at a higher level. We hold ourselves to a higher standard.

These are the 4 steps to building a lean, powerful, respected body & mind.

RIGHT NOW

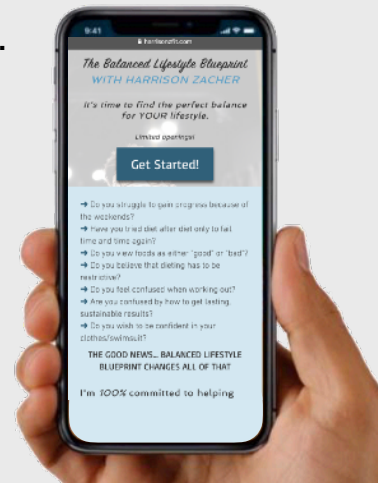
YOU MIGHT BE THINKING...

What would it be like to have my dream body right now, with all of these problems solved?

But let's step back to reality for a moment, and address the elephant in the room: none of this is possible if you don't take the first step: fixing your strategy problem. Training and nutrition.

I've inspired hundreds to find these answers for themselves, and successfully taken hundreds of individuals just like you through the **Balanced Lifestyle Blueprint** - my program to help individuals uncover the realistic wellness routine that will finally get them the body they know they're capable of building based on their schedule and lifestyle. As well as developing an amazing relationship with the gym and food.

When you implement my online coaching, you become the talk of the town in the eyes of your peers and family. It's the fastest way I know to stop playing small and level up your health and aesthetics without having to sacrifice the social life. I won't just get you to where you want to be, but I will TEACH you exactly how to be successful on your own after the 12 weeks.



I CAN HELP IN 2 WAYS:

PERSONAL 1-ON-1:

For those serious about creating permanent change, I guide you through the **Balanced Lifestyle Blueprint**. It's a comprehensive program to find the perfect plan for YOUR preferences & lifestyle.

FIT PARTY:

For those who want extremely affordable coaching, but don't need as much accountability. Join the **Fit Party** for a structured plan with strategy and nutritional help from me personally.

› INTERESTED IN ANY OF THOSE? CLICK HERE TO MESSAGE ME

The **Balanced Lifestyle Blueprint** is really for individuals who are looking to make their wellness routine realistic, sustainable, and most importantly... EFFECTIVE in their lives. In 90 days, we move from **chaos to clarity**, transform your body, and teach you how to continue the progress, then maintain it... forever.

»*There are 2 kinds of people I mentor in this program...*

1.

Individuals who are struggling to find a consistent, healthy, and realistic wellness routine that doesn't take away from other aspects of life such as vacations, holidays, going out to eat, and nights out.

2.

Individuals who are beginners who want to get started on their health & fitness journey and get to their goals in the fastest, most realistic way with me right at their side for guidance and accountability.

HERE'S THE THING

YOU DON'T NEED ANOTHER GENERALIZED TRAINING PLAN, WORKOUT DVD, OR FAD DIET.

Or a personal trainer in the gym who watches the clock and doesn't care about you... Neither one of these will provide you with strategy or accountability and that's what you truly need.

1:1 online coaching and mentorship, the expertise, insight, and strategic direction from me to guide you to the next level in your fitness.

This is what allowed Shawn to burn 10 pounds of fat and gain 5 pounds of lean muscle while eliminating lower back pain.

This is what allowed Madi to burn 20 pounds of fat and gain 5 pounds of muscle all while enjoying the food and drinks she wants.

The reality is that if you're already working out and putting forth effort, you're likely only 3 months away from a **DRASTICALLY** different body and lifestyle.

So if you want those kinds of results, and you feel you could benefit from that kind of mentorship, then apply to see if my mentorship program, **Balanced Lifestyle Blueprint**, is a fit.

I am only coaching 20 individuals at a time to ensure each client receives the attention and support they deserve... Will you be one of them?

» **APPLY HERE TO SEE IF THE BALANCED LIFESTYLE BLUEPRINT IS A FIT TO BUILD YOUR DREAM BODY.**



THIS PROGRAM IS ABOUT BUILDING MY EXACT SYSTEM FOR EFFORTLESSLY GENERATING YOUR WELLNESS ROUTINE AND IMPLEMENTING IT INTO YOUR LIFE SO YOU CAN BUILD THE BODY OF YOUR DREAMS AND QUICKLY GAIN THE CONFIDENCE, CLARITY, RESPECT, AND ACKNOWLEDGMENT FROM YOUR FAMILY, FRIENDS, AND COWORKERS.

It's about building powerful relationship with your training and nutrition so you can train when you would like, how you would like, and eat whatever you want.

It's about dedicating yourself to a routine that is actually fun for you – one that you will truly enjoy. A system you can easily implement that will have you feeling GUILTY on the inside with how easy it was, as others gawk at your progress and ask how you did it.

And it's about having a rock-solid body filled with energy, vitality, power, and charisma that will last forever and allow you to fulfill your potential and purpose in life. All the while looking like an absolute badass.

Contact me here and we can work together to decide if 1-on-1 coaching or a fitness group would be better for you



HARRISONZFIT.COM