



# RISE & PRIME



TRANSFORM YOUR DAY  
WITH THIS SCIENCE-BACKED MORNING ROUTINE





# WELCOME

Do you ever feel like you're constantly climbing uphill to hit your goals?

Or maybe you have to keep giving yourself pep talks to follow through with your workouts, nutrition, and healthy habits?

Or maybe you even feel sluggish during the day and can't seem to keep your energy levels up?

If that's you — you're not alone.

**How you start your day primes your MIND & BODY for success.**

That's why we created:

## **RISE & PRIME**

**TRANSFORM YOUR DAY WITH THIS  
SCIENCE-BACKED MORNING ROUTINE!**

This guide will give you a framework for some of the most **IMPACTFUL**, results-getting actions you can take first thing in the morning...

... so that everything else becomes easier (or even automatic!) during the day.

It will guide you through simple actions you can take to jumpstart your day...

Keep you going with healthy, natural energy...

And inspire you to stay on track with all of your health and fitness goals!

When you put these actions on “repeat” you can start to build incredible momentum.

We've included a special **“Rise & Prime: 7-Day Challenge Checklist”** to help you track your progress for an entire week.

These simple actions will help you tap into the fundamentals of a positive and healthy lifestyle that will help you feel (and see) results almost immediately!

Inside you'll find everything you need to get started tomorrow morning.



**LET'S DO THIS.**  
*Russell Guess*

[Fitwerks.fit](http://Fitwerks.fit)  
[info@fitwerks.fit](mailto:info@fitwerks.fit)

# HOW THE 7-DAY RISE & PRIME CHALLENGE WORKS

We've made it very easy for you to get started.

Every day for 7 days, you'll complete the actions outlined in the **“Prime Your Mind”** and **“Prime Your Body”** sections on the next few pages.

It's that simple!

Here's everything you need to do to set yourself up for success:



- ✓ *Read this guide, which outlines the “why” behind each of the actions.*
- ✓ *Print out your reward & consequences contract and your 7-Day tracker.*
- ✓ *Every morning, check off the actions when you complete them.*  
**BONUS BOOSTER:** *Before you go to bed each night, take a few minutes to journal how the day went, what went well for you, and any “tweaks” you can make so tomorrow is a 10/10!*
- ✓ *At the end of the 7 days, give yourself your reward for completing the challenge... or follow through with the consequences if you didn't (gasp!) complete the challenge.*

***Be sure to let us know how you're doing and if you need any help along the way.***



## STEP 1

# PRIMING YOUR MIND FOR SUCCESS

We've created a simple 4-step plan to start your day with an upbeat, focused, and winning mindset.

The key is to do this **every morning** – even if it's just for 5 minutes.



**REMEMBER...**

*What you focus on, you feed – so focus on things that are meaningful and worthy of your time, and that contribute to YOUR vision of success.*



## STEP 1: PRIMING YOUR MIND FOR SUCCESS

### 1. 60-SECOND GRATITUDE

One of my favorite ways to shift your energy is to practice gratitude. It doesn't have to be a long, drawn-out process.

Just grab a notebook for this challenge, and for up to one minute, just write out what you're grateful for.

Whatever comes to mind, write it down! This one minute of gratitude can have a surprisingly **POWERFUL** impact on your entire day. Try it, and see for yourself!



### 2. READ YOUR 10-YEAR MAP

Best way to do this? Read a mapped-out vision of where **YOU** want to be and what you want your life to look like 10 years from now.

This will help you gain perspective and focus on the things that are truly meaningful to you in your life.

Don't have a 10-year vision? No problem!

Most people don't... but the fact that you're taking this challenge means that **you are NOT "most people."**

Take a few minutes and dream of what you want your life to look like in 10 years. (Remember: you can create **ANYTHING** you want for yourself. The key is to first take the time to figure out what you actually want!)



## STEP 1: PRIMING YOUR MIND FOR SUCCESS

To get you started, picture yourself 10 years from now. What's MOST important to you? How do you show up for yourself and those you care about? What are you most proud of? How do FEEL? How do spend your time? What kind of relationships do you have? What have you accomplished?

Reading your vision every morning will get you fired up and help you stay focused on living each day in a way that moves you closer to your vision.<sup>1</sup>

Want some bonus points? Create a 3-year and 1-year vision, too.

**Research shows that people who write their goals accomplish more than those who don't.**



### A QUICK TIP

*You can supercharge this by building in some accountability. One idea: schedule regular check-ins with a friend, mentor, or coach.<sup>2</sup>*





### 3. READ 3-5 AFFIRMATIONS THAT EMPOWER YOU

Don't discard this one or write it off as "woo woo."

Positive affirmations have been shown to help you lower stress, boost optimism, build self-esteem, and improve your overall outlook.<sup>3</sup>

You know you've created the perfect affirmation when it feels good to read it and it helps you step into a more confident or purposeful version of yourself.

The best affirmations will make you WANT to take action to bring the affirmation to life. Here are a few great affirmations to get you started:

*"Courage starts with showing up and letting ourselves be seen."*  
Brené Brown

*"Make way for the unprecedented & watch your reality rearrange yourself."*  
Yrsa Daley-Ward

*"Conscious breathing is my anchor."*  
Thích Nhất Hạnh

*"You are loved just for being who you are, just for existing."*  
Ram Dass

These examples come straight from Oprah's list of 40 affirmations (where you can find a lot more inspiration) [over here](#).



## STEP 1: PRIMING YOUR MIND FOR SUCCESS



### 4. SET YOUR INTENTIONS FOR THE DAY

Want to make your day a 10/10? I thought so!

If you journaled about this in your bonus booster (the night before), you can start there!

When you set an intention, it can help you stay on track to accomplish the things that matter the most to you.

It can help you be more present and grounded... build motivation and commitment... stay positive... and give you clear focus, purpose, and perspective for your day.

**Here are a few great examples:**

- *I recognize and appreciate the good in my life, big and small.*
- *I follow through with the promises I make to myself.*
- *I protect my energy by honoring the boundaries I've created.*
- *I consciously make choices that align with my goals and vision for my life.*



## STEP 1: PRIMING YOUR MIND FOR SUCCESS

### AFFIRMATIONS VS. INTENTIONS

#### ***Affirmations:***

- Belief-oriented
- Help you change or create a productive thought pattern
- Often have a longer-term focus

#### ***Intentions:***

- Action-oriented
- Create a mindset or focus for how you want to approach your day or a specific task
- Intentions are about the journey and how you want to live or act in the moment



## STEP 2

# PRIMING YOUR BODY FOR SUCCESS

Now it's time to tackle 4 actions to help your body start the day off feeling energized and positive.

## 1. DRINK 1-2 GLASSES OF WATER SHORTLY AFTER WAKING UP

- You already know that being well-hydrated is just plain good for your entire body and that your organs need a steady supply of water to function properly.<sup>4, 5</sup>
- It has probably been 7 to 8 hours since your last drink, so you're likely a little dehydrated.
- Being even a little dehydrated (1-2% of body weight) can affect memory, focus, concentration, and physical performance.
- Drinking a big glass first thing in the morning can give you a jumpstart on getting enough for the day.
- PLUS, it helps set a healthy tone for all your other decisions.





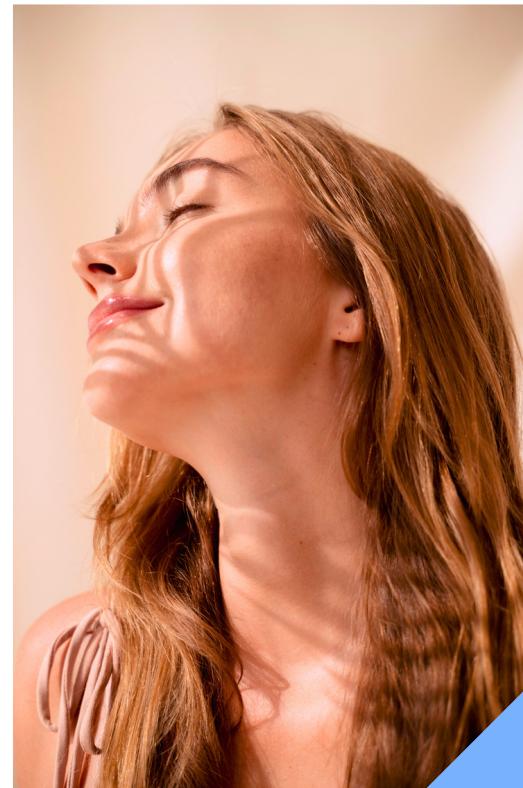
## STEP 2: PRIMING YOUR BODY FOR SUCCESS

### 2. EAT A HIGH-PROTEIN BREAKFAST

- Adding more protein to your diet helps boost your metabolism and reduces hunger during the day.<sup>6</sup>
- Eating a healthy meal early in the day can lay the groundwork for better choices throughout the day.

### 3. GET SOME EARLY-MORNING SUN

- This helps regulate your circadian clock, which not only controls your body's sleep-wake cycle, but also plays a major role in many body functions.<sup>7, 8</sup>
- Studies show that people who get a few minutes of sun on their skin in the morning tend to burn more body fat and have a leaner physique than those who get their sunshine later in the day.
- Being exposed to morning sunlight helps your body release cortisol early in the day. This is a good thing, because it helps boost metabolism, focus, and your immune system.
- Plus, it can help improve your sleep!



#### A QUICK TIP

Neuroscientist Andrew Huberman recommends getting outside for 5-10 minutes on sunny mornings or 15-20 minutes on overcast mornings.

# WE LOVE OUR AMAZING CLIENTS



*Troy*

Training with Fitwerks has been nothing less than a game changer behind the boat.



*Reagan*

As a young adult I have found a renewed passion for sports.



## STEP 2: PRIMING YOUR BODY FOR SUCCESS



### 4. GET 15 MINUTES OF EXERCISE

- There are loads of health & fitness benefits from working out, including improved longevity, healthier aging, better moods, and less risk of chronic diseases.
- Morning exercise is associated with more movement throughout the day.<sup>9, 10, 11</sup>
- Early workouts can boost your overall energy level for the entire day.
- Exercise sets you up for making healthier food choices.
- Morning workouts let you get your workouts done without distractions.

# THE 7-DAY RISE & PRIME REWARDS & CONSEQUENCES CONTRACT



## ABOUT REWARDS

We recommend setting rewards that complement your goals – i.e., if you are focused on eating a healthy diet, don’t “reward” yourself with junk food! Instead, treat yourself to a new pair of sneakers, a healthy cookbook, or a fitness tracker.



## ABOUT CONSEQUENCES

Choose something you REALLY don’t want to do – like sending a donation to a cause you don’t believe in. This one might be even MORE motivating for you than the reward.



## MY REWARD

When I, \_\_\_\_\_, successfully complete my Rise & Prime Challenge, I will reward myself with \_\_\_\_\_.



## MY CONSEQUENCE

If I, \_\_\_\_\_, do not meet my goals for the Rise & Prime Challenge, my consequence will be \_\_\_\_\_.

---

Signature

---

Date

# THE 7-DAY RISE & PRIME CHALLENGE TRACKER

Every morning for 7 days,  
complete each action and  
check it off in the circle below.

## PRIME YOUR MIND

S M T W TH F S

READ/WRITE YOUR GOALS

<input type="radio"/>						
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

CONNECT WITH YOUR "WHY"

<input type="radio"/>						
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

READ AFFIRMATIONS

<input type="radio"/>						
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

SET AN INTENTION FOR THE DAY

<input type="radio"/>						
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

## PRIME YOUR BODY

S M T W TH F S

DRINK 1-2 GLASSES OF WATER

<input type="radio"/>						
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

EAT A HIGH-PROTEIN BREAKFAST

<input type="radio"/>						
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

EARLY MORNING SUNLIGHT

<input type="radio"/>						
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

15 MINUTES OF EXERCISE

<input type="radio"/>						
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

# READY TO TAKE YOUR NEXT STEPS?

At Fitwerks, our mission is to take a holistic approach to help our clients feel fit, healthy, and strong in ways that work with your lifestyle.

Suppose you're an older adult looking for a better way to feel stronger and more confident with less pain so you can have a happier, healthier life. In that case, we want to invite you to experience an easier] approach that's already gotten several people incredible results.

## WAYS TO WORK WITH ME:

### PLANTANIUM PROGRAM

*This program covers exercise, nutrition, habit coaching*

[\*\*LEARN MORE HERE\*\*](#)

*We'd love to be part of your fitness/wellness journey.*



*Russell Guess*

[Fitwerks.fit](http://Fitwerks.fit)  
[info@fitwerks.fit](mailto:info@fitwerks.fit)

**TERRI**



*Best coaching I have ever had, worked for me and I Know It will work for you.*





## REFERENCES

1. [www.ncbi.nlm.nih.gov/pmc/articles/PMC4288988](http://www.ncbi.nlm.nih.gov/pmc/articles/PMC4288988)
2. <https://scholar.dominican.edu/cgi/viewcontent.cgi?article=1265&context=news-releases>
3. <https://positivepsychology.com/daily-affirmations/>
4. <https://hub.jhu.edu/at-work/2020/01/15/focus-on-wellness-drinking-more-water/>
5. [www.healthline.com/nutrition/drinking-water-in-the-morning](http://www.healthline.com/nutrition/drinking-water-in-the-morning)
6. [www.healthline.com/nutrition/protein-at-breakfast-and-weight-loss](http://www.healthline.com/nutrition/protein-at-breakfast-and-weight-loss)
7. [www.webmd.com/obesity/ss/slideshow-morning-habits-to-lose-weight](http://www.webmd.com/obesity/ss/slideshow-morning-habits-to-lose-weight)
8. [www.hubermanlab.com/newsletter/using-light-for-health](http://www.hubermanlab.com/newsletter/using-light-for-health)
9. [www.healthline.com/health/exercise-fitness/working-out-in-the-morning](http://www.healthline.com/health/exercise-fitness/working-out-in-the-morning)
10. [www.healthline.com/health-news/morning-workouts-may-be-better-for-burning-fat-study-finds](http://www.healthline.com/health-news/morning-workouts-may-be-better-for-burning-fat-study-finds)
11. [www.ncbi.nlm.nih.gov/pmc/articles/PMC7492403/](http://www.ncbi.nlm.nih.gov/pmc/articles/PMC7492403/)