



**PRIMAL**  
**21-DAY CHALLENGE**



## My WHY

The Discovery Group **Primal Challenge** will begin the process to re-wire your genes through eating the way humans were designed to, by managing sleep and creating morning/evening rituals that will lead to a healthy mind and body, increased happiness, more productive and meaningful days and a life with direction and purpose.

The **21-Day Challenge** will provide the following:

- Meal guidelines
- Breaking your biggest mental and emotional habits
- Breaking daily addictions
- New Morning rituals (Daily logs, increasing serotonin production)
- Daily Mindset Nuggets
- Exercise Philosophy
- New Evening rituals (increasing natural melatonin production)

**WARNING!** THIS PROGRAM  
WILL CHANGE YOUR LIFE



Name:	Male/Female	Age
Height:	Weight:	Goal Weight:

**List your 3 biggest bad dietary habits:**

- 1.
- 2.
- 3.

**List your 3 biggest bad mindset habits**

- 1.
- 2.
- 3.

**Do you have a set morning ritual? If so, list it, please**

**Please list your daily diet (for a typical day)**

**How often do you feel guilty about the things you've eaten on a typical day?**

- 1-2
- 3-4
- 5+



**How often do you drink alcohol per week?**

- 1
- 2-3
- 4+

**When you drink alcohol how much do you consume?**

- 1-2
- 3-4
- 5+

**When you drink alcohol what do you typically consume?**

**Name 3 people (outside of immediate friends) that you follow on social media**

- 1.
- 2.
- 3.

**List your 3 most commonly used excuses NOT to exercise**

- 1.
- 2.
- 3.

**Is your job/career your “passion”? Yes/no**



**After dinner is over, the chores are done and the kids are in bed (if applicable), do you have an evening routine you stay committed to? If so, what is it?**

**If you become a part of this challenge will you become involved in communication with others in it? Private FB group interaction. Weekly in-person meetings?**

Yes/No

**How committed will you be to take back control of your life? 50% 75% 90% 100%**

**How committed will you be to eliminating processed sugar? 50% 75% 90% 100%**

**How committed will you be to resist the temptation of anti-nutrient foods you've been addicted to your whole life? 50% 75% 90% 100%**

**How committed will you be to following your daily morning and evening rituals even when the sparkle of something new begins to fade? 50% 75% 90% 100%**

**How committed will you be to 100% success and completion of this challenge? 50% 75% 90% 100%**



The Primal Lifestyle 21-Day Challenge will be delivered and conducted in three stages that will then be broken down further into two blocks. The purpose for this is to ease into change and to avoid too much of a daily “culture shock” for the user. Below is the breakdown of how the Primal Lifestyle 21-Day Challenge will be delivered:

### STAGE I

<b>Days 1-3</b>	<ul style="list-style-type: none"> <li>- New morning rituals</li> <li>- 3 Daily Mindset Bullets</li> <li>- Breaking the addictions (Sugar, Processed carbohydrates, ALL Grain)</li> </ul>
<b>Days 4-7</b>	<ul style="list-style-type: none"> <li>- Breaking the addictions (Legumes, beans, soy, almond milk)</li> <li>- Reconnections</li> </ul>

### STAGE II

<b>Days 8-10</b>	<ul style="list-style-type: none"> <li>- New evening rituals Gratitude game plan</li> <li>- 3 Daily Mindset Bullets</li> <li>- Breaking the addictions (alcohol)</li> </ul>
<b>Days 11-14</b>	<ul style="list-style-type: none"> <li>- Breaking the addictions (Digital needs)</li> <li>- Mitigating Stress</li> </ul>

### STAGE III

<b>Days 15-17</b>	<ul style="list-style-type: none"> <li>- Building your machine</li> <li>- New Foods</li> </ul>
<b>Days 18-21</b>	<ul style="list-style-type: none"> <li>- Relearn the Food Pyramid</li> <li>- Re-programming your day for mental and physical health</li> <li>- Letting go</li> </ul>



## STAGE I: DAYS 1-3

### New Morning Rituals

- **Get to the sun.** This should be the FIRST thing you do upon waking up. The absorption of natural light helps with serotonin production and jump starting your body's energy systems.
- **Make your bed.** This is called a Hard Stop. Making your bed is a great way to say, "I'm done with that" and gives you your first accomplishment of the day.
- **Drink 16oz of Water.** For the last 6-8 hours you haven't had food or drink. Getting clean water into your system will allow for your brain to begin necessary functions with the best possible start.

### 3 Daily Mindset Bullets

- **Doubt.** I recognize it but will not allow it dictate my goals or actions
- **Negativity.** I will not entertain it or those who bring it into my day
- **Balance.** I will be the person I need to be for my life and the person those around me need me to be.

### Breaking the Addictions

- NO processed SUGAR (NONE)
- NO Processed/Refined Carbohydrates
- NO grains (NONE)

## STAGE I: DAYS 4-7

### New Morning Rituals (Maintain Days 1-3)

- **Get to the sun.** This should be the FIRST thing you do upon waking up. The absorption of natural light helps with serotonin production and jump starting your body's energy systems.
- **Make your bed.** This is called a Hard Stop. Making your bed is a great way to say "I'm done with that" and gives you your first accomplishment of the day.
- **Drink 16oz of Water.** For the last 6-8 hours you haven't had food or drink. Getting clean water into your system will allow for your brain to begin necessary functions with the best possible start.
- **Morning Movement.** After you have performed the first three rituals (at this point you should be "In the groove" do the following
  - -25 pushups
  - -25 squats

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### 3 Daily Mindset Bullets

- **Doubt.** I recognize it but will not allow it dictate my goals or actions
- **Negativity.** I will not entertain it or those who bring it into my day
- **Balance.** I will be the person I need to be for my life and the person those around me need me to be.

### Breaking the Addictions (eliminations from Days 1-3 stay intact)

- NO beans, soy products, legumes (yup that includes peanut butter), almond milk

### Reconnections

- There is a relationship somewhere in your life that went rogue. Use this time to reach out and offer the olive branch. If it weren't meaningful then it wouldn't be on your conscience, right?
- OR
- Establish "FAMILY TIME". Either with the people who are behind the front door at night when you go to bed or your extended family in the area. Be the person who goes the extra mile to make sure family stays connected in the busy spinning marble in space. 1x per week. Dinner, a family trail walk, a cook off, or just beers by the fire pit.

## STAGE II: DAYS 8-10

### New Evening Rituals

- Establish a time when work stops 100%
- No blue light 30 minute before bed (laptops, cellphone, ipad)
- Give a massage (Yep, I said "give")
- Have 8oz of warm calming tea (Chamomile is my fave)
- Gratitude Game plan

### 3 Daily Mindset Bullets

- **Positivity.** Sounds corny right? Stay positive about yourself. The way you look. The way you feel. The things you're accomplishing and the direction you're headed.
- **Hustle.** When you have something on your plate during days 8-10 be violent in accomplishing it and let nothing stand in your way that threatens its completion.
- **Reflection.** How often do you get an "Attaboy"? Probably not often enough. Don't neglect the opportunity to recognize all the great things you do in a given day. Take a few minutes and affirm your work, dedication and passion.

### Breaking the Addiction

- Alcohol. None. Zero. Zilch. Not even one f\*#@! sip during stage II

## Reconnections

- Manage the reconnections you established a few days back

## STAGE II: DAYS 11-14

Maintain all the progress, positive additions and junk you've cut out in DAYS 8-10

### Breaking the Addiction

- Digital Needs. None of us need our phones as often as we think.. While out with friends and family, leave your phone in the car or another room. If you talk to the people around you, you'll find that they are some remarkably interesting people. THIS IS A TOUGH ONE (I've consciously tried)

### Mitigating Stress

- Stress can and WILL kill you if you allow it to consume you. It is one of the causes of heart failure, anxiety, depression, gastrointestinal disease many other diseases that directly threaten your life.
- TRAIN. Take classes at your academy or find a new one. I've found that Brazilian Jiu-Jitsu is a great place to start and is a fantastic outlet for stress. Oh, its also insanely fun!

## STAGE III: DAYS 15-17

### Building your machine

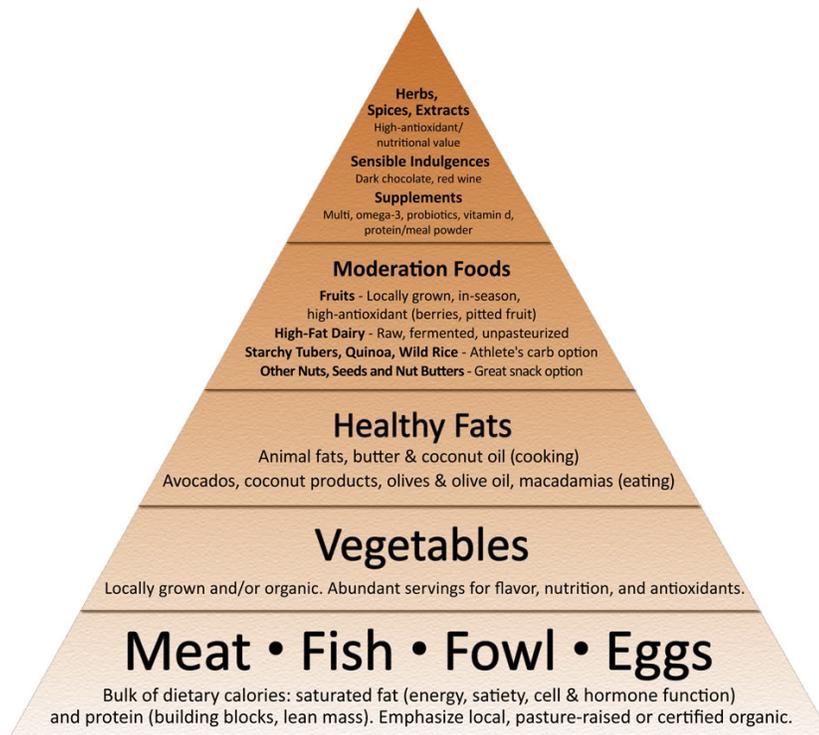
- Lifting weights: Squats, Deadlifts, Bench Press and of course CURLS! Adding this to your program is like pouring kerosene on a fire. Operate off of a program that is in the high repetition range (10-15) and do 4 sets of each.
- Sprinting: 50-yard sprints. Sprint 50 yards at 100% then walk aback to the start line and repeat 10x. This paired with the "big 3" lifts will increase testosterone, growth hormone, adrenaline and yes cortisol (aids in metabolism of fat)

### New Foods

- Ever watch that show "Bizarre Foods" ? Well, let's not go that far but begin to add new things to your diet. Here are two key concepts: Colorful and Leafy
- Some fruits to add in: Acai, Dragon Fruit, Pear (lower carb and sugar content than apples, heirloom tomatoes
- Some veggies to add; Marrow Stem Kale, Chard, Arugula (has a great thermogenic effect), Garlic (your family will LOVE this)
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## STAGE III: DAYS 18-21

-Relearn the Food Pyramid and eat accordingly



## Reprogram Your Day for Mental and Physical Health

- Schedule your day around YOU, your diet, your training (Or you'll never do it)
- Identify your flaws and write them down. Own them or fix them
- Wake up 30 minutes earlier than you need to
- Dive in head first to your training/workout. "Eu nao sou um leao. Eu sou um assassino de leao"  
I am not the Lion, I am the Lion killer.

## Letting GO

- You know what

**Maintain but live**