

# OVERVIEW

EAT REAL

28 DAY CHALLENGE







# VEGGIE LISA'S 28 DAY EAT REAL CHALLENGE

Hi there!

I'm so thrilled to welcome you aboard my 28 Day Eat Real Challenge!

Through my years of working with clients as an ISSA certified fitness nutrition specialist AND as a certified personal trainer, I know how overwhelming the idea of eating clean and getting healthy can be. But I'm here to tell you it can absolutely be done, and it definitely doesn't have to be complicated or boring either!

Twenty-eight days is the perfect amount of time to help you get comfortable in the kitchen and take ownership of the daily choices you make. There are at least five recipe options to choose from for every meal and each recipe has been designed for max deliciousness with minimal effort, using REAL ingredients you can source at your local grocery store. No extra trips to specialty or health-specific stores needed. I've even included a downloadable grocery shopping list and meal planning template to further simplify the process.

I love my veggies and you should too, but you don't have to be a vegetarian to do this program. Just check the accompanying protein substitution list and customize your meals to your own preference! There's something for everyone, meat eaters and veg heads alike!



I've included a 14-day, fat-blasting HIIT workout plan for you that includes 2 active rest and recovery days. You can do most of them anywhere, with little to no equipment necessary. You can even get by without a gym membership if that's not your thing. As a bonus, each of these workouts take only about 20-25 minutes to complete. Just 25 minutes or less and you've got the fitness portion of your day covered, how great is that?

I've taken the guesswork out of eating clean and exercising by showing you the simple steps you can take everyday towards a healthier, more REAL way of life. It's my goal to ultimately equip and empower you to make these choices for yourself, and continue on with them after you've crushed this 28-day challenge!

Leave what you think you know about clean eating at the door and let's get this party started. It's time to kickstart your journey to a better body and a healthier, stronger new you.

Let's go!

In good health,

*Veggie Lisa*







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# NUTRITION

## WHAT YOU NEED FOR THIS PROGRAM

- IdealRaw Products:  
Organic Protein, Coconut  
Oil & Superfood
- Scale for Weigh-Ins
- Measuring Cups
- Measuring Tape
- Measuring Spoons
- Food Scale

## MEAL PLAN GUIDELINES

1. I prefer working out in the morning, and that's what I recommend for this challenge. Wake up, get your workout in first thing, and then proceed with breakfast and the rest of your day. However, this program is flexible enough that you can get your workout in whenever it is most convenient for you. Just make sure you do them! Whenever you fit your workout in, it's important that you eat within 30-60 minutes of finishing to give your body the protein and carbs it needs for fuel and recovery.

2. Drink ONE gallon of water a day. You've got to stay hydrated.

3. No artificial sweeteners please! If you need to add additional sweetness to something, stick with liquid stevia drops and Truvia® packets. Otherwise, you can follow the recipes as written.

### MEAL ORDER

1. BREAKFAST
2. LUNCH
3. SNACK/SHACK
4. DINNER
5. SMALL SNACK



4. Eat all of your food! Your body needs every bit of the nutrition this meal plan calls for so make sure to clean your plate and drink the whole shake, okay?

5. Be sure not to eat anything off plan. If you're feeling extra hungry or snacky, all of the following veggies are FREE on this 28-day challenge. You can eat as much of them as you want at any time:

- Leafy Greens
- Fennel Asparagus
- Mushrooms
- Bell Peppers
- Okra
- Broccoli
- Onions
- Brussel Sprouts
- Pickles
- Cabbage
- Radishes
- Cauliflower
- Snow Peas
- Celery
- Summer Squash
- Cucumber
- Tomatoes
- Eggplant
- Zucchini







## IDEALRAW PRODUCTS

I rely on my diet to provide the majority of quality nutrition and immune support I need, which is why I am extra picky about which additional supplements and protein powders I use. IdealRaw holds their products to the highest standards, which is why I use them myself, trust them, and implement their products into my training and nutrition programs. Remember, there's no replacement for eating REAL food, but supplements and protein powders can be highly beneficial when it comes to meeting your daily needs. When it comes to the stuff you're putting in your body, never settle for subpar and stay away from ingredients you can't pronounce or understand as a general rule. The more natural the better!

These are the IdealRaw products I recommend and use in this challenge:



- **IdealRaw Organic Protein Powder:**

IdealRaw Organic Protein is everything a plant-based protein powder should be! It's free from chemicals, fillers, and artificial sweeteners commonly found in other protein supplements.

As a bonus, it's also:

- Vegan      •Dairy Free      •Gluten Free      •Soy Free
- USDA Certified Organic      •Non-GMO      •Naturally Sweetened

The flavor and quality is an unbeatable combination and I find myself looking forward to my shakes as the highlight of my day. So yummy! Make sure to stock up on your protein today, you're gonna need it!

- **IdealRaw Organic Coconut Oil:**

IdealRaw Organic Coconut Oil is full of healthy fats and such a great alternative to butter and other oils. It can be used for just about anything and anywhere! IdealRaw Organic Coconut Oil is refined using only natural processes, retaining all of its nutritional content without adding any chemicals or harmful ingredients. You'll find coconut oil is used extensively in the mealplans provided in this challenge, and for good reason: it's amazing and adds a dimension of unbeatable flavor to any recipe.

- **IdealRaw Organic Superfood:**

IdealRaw Superfood is not only vegan friendly and organic, it can help support your immune system and also provides important antioxidants, while staying dairy, gluten, and soy free. With IdealRaw Organic Superfood you're getting essential vitamins and nutrients from 28 different sources packed into one tiny scoop that you can add to your smoothies or shakes for an extra boost of nutrition! It has zero grams of fat and 6g of protein, talk about a no-brainer!



- **IdealRaw Defense:**

I take IdealRaw Defense every single day! It's a powerful blend that combines superfoods, probiotics, antioxidants, herbs, and other natural ingredients to reinforce your immune system, improve gut health, and boost your overall health.

- **IdealRaw Calm:**

My life is a busy one, packed full of different stressors and factors I can't always control. I'm sure you can probably relate! When I've got a lot on my plate, I always make sure to take IdealRaw Calm to help keep me on an even keel. IdealRaw Calm includes herbal ingredients like chamomile, lemon balm, and valerian root, along with other additional vitamins and minerals, to help you de-stress, sleep better, and improve your overall mood, without leaving you feeling sluggish.

- **IdealRaw Organic Matcha Tea**

It's no secret that I'm not a big fan of caffeine or other stimulants like energy drinks and soda, but I also get that sometimes you just need a little extra boost. IdealRaw Organic Matcha Tea is a great, natural alternative to those other things and can answer that afternoon crash most of us are all too familiar with. It's made from the entire green tea leaf, which means you get amazing benefits: antioxidants, naturally occurring caffeine, and L-theanine — an amino acid that prevents the caffeine jitters. IdealRaw Matcha is also culinary grade so you can add it into most anything. Dump it into your smoothies, add it to your baking too, it's super versatile.





# WORKOUTS

Workouts for this challenge are HIIT based. HIIT stands for High Intensity Interval Training and involves alternating between movements for short time intervals.

## Push It Real Good!

HIIT workouts are my JAM! I love a targeted workout because they're challenging and efficient. There's nothing better than getting in there and getting the job DONE! Remember, you HAVE to make sure you're challenging yourself and keeping that heart rate high, no matter the activity.

Workouts in this challenge are primarily bodyweight based and should only take about 20-25 minutes to complete. I promise you'll be amazed at the kind of results you can gain in just a short amount of time using your own bodyweight as resistance. Set small goals for yourself and see if you can push yourself harder than last time, whether that means beating the number of reps you did previous, finishing more reps in a faster time, or even beating your distance and time. You can always find a workout buddy to help push and motivate you as well. The more the merrier!

There are a few specific workouts that call for a treadmill or stationary bike, but if you don't have access to those things, those specific workouts can be easily modified (for example, run sprints outside or on a hill if you don't have access to a treadmill), or swapped out for a different workout with similar intensity.



## Timing

I always recommend working out first thing in the morning because it gets your heart rate up, boosts your metabolism, and sets a great standard for the rest of your day. But if early morning workouts aren't your thing, then feel free to fit your workout in whenever your schedule allows. Just don't skip it! Exercise is such a vital part of living a healthy lifestyle and needs to be given just as much priority as the food you eat and sleep you get.

## Don't Forget To Stretch!

Please, take the time to properly stretch and cool down after you complete a workout! Stretching does wonders to help eliminate soreness by releasing lactic acid buildup in your muscles. It also helps promote increased flexibility and mobility. I encourage you to invest in a foam roller if you don't have one already, I use mine every day!







# FAQ'S

**Q:** On this plan are low-carb vegetables allowed as a snack between or with meals if we are still hungry?

**A:** **Absolutely!! The more veggies, the better! Please see the freebie list included in the meal plan. You can have as much of those veggies whenever and as often as you would like.**

**Q:** After reading through the recipes I'm curious to know if the 3/4 edamame are measured as still in the pod?

**A:** **Edamame measurements are for shelled edamame, so no pods. You can find them in the freezer section of your local grocery store.**

**Q:** Should we stay away from tofu? Or is that an acceptable protein source?

**A:** **As far as protein sources go, use the included protein substitution guide for options. If you like tofu, use tofu!**

**Q:** I personally avoid tofu because it's a processed soy product. I do however like using tempeh occasionally because while it is also a processed soy based product, part of the processing is fermentation which I feel is easier to digest and better for my body. Is that ok?

**A:** **I put edamame in the program because it is a whole food source of protein, therefore less processed. But feel free to stick with whatever protein source you are comfortable using as included on the protein substitution guide, and message me with any additional questions!**

**Q:** If fats are supposed to be good for you, why do so many of these recipes call for low-fat or fat-free products? This seems contradictory.

**A:** **I've chosen to use only the BEST fats for the purpose of this challenge. I also wanted to keep the calories within a certain range. So yes, it does say low-fat on certain products but you will notice we are adding in other better fats into the same recipe and throughout your day.**



**Q:** What are some alternatives/substitutes for people who can't eat peanuts/nuts? I've noticed a lot of recipes call for cashews or peanut butter or almond milk and I can't have any of those (but coconuts are ok).

**A:** Sunbutter is a great alternative. Also, most of the nuts are added in for healthy fats, so you can add in any other healthy fat you want instead like coconut oil, coconut chips, chia seeds, avocado, and olive oil.

**Q:** I'm nursing, does this plan have enough calories for me?

**A:** This plan certainly can work for nursing mamas! Try it as written for a few days and see where your hunger levels and milk supply are. If you are starving (I know this feeling well after nursing 4 babies myself), or your supply is dipping, then we need to add in some extra calories, good ones of course. Message me for additional help on this and don't forget to drink lots of water! As always, be sure to check with your doctor before starting any new nutritional or exercise program if you're pregnant or nursing.

**Q:** I've never paid attention much to nutrition labels. When looking at the label, is there a general guideline for how much sodium, fats, carbs, etc. are recommended as part of my daily diet?

**A:** We're not counting macros (protein/carbohydrates/fats) or calories as part of this challenge but I have included a breakdown for each recipe just to help you be better educated on this matter. Each recipe has been carefully calculated to give you a proper balance so if you follow the meal plan, you'll get a good idea of how the process works, especially since I've included the nutritional breakdown in each recipe. As far as sodium goes, you will want to avoid high numbers. There really isn't a minimum amount you need to reach for the day. You get enough sodium just eating in general. When we're talking about fats, if it's a natural fat source (like nut butter, coconut oil, olive oil, hemp seeds, etc.) you don't need to be terribly concerned about the high fat content because these are healthy fats. For example, 1 serving of peanut butter has 14g of fat in it. A Snickers bar can have the same amount of fat grams per serving but it's not from healthy fats. Your fat source matters!





**Q:** Does IdealRaw Organic Protein Mocha flavor have coffee in it?

**A:** No coffee, just the flavoring!

**Q:** Do you recommend eating carbs at certain times of the day?

**A:** Yes, directly after your workout!

**Q:** What do you recommend for bloating?

**A:** I recommend keeping a food diary. I know this can be a bit of a pain especially since we aren't necessarily tracking macros as part of this challenge, but even if you can do it for a few days, you can most likely pinpoint what is making you gassy. If it's dairy, remove dairy....it can also be something as simple as broccoli or cabbage. Pay attention to what time of day this is happening. As an immediate remedy, most over the counter gas relief meds do the trick. Also pay attention to your fiber intake. This can help get things moving along smoothly.

**Q.** Why do the shakes and some recipes call for unsweetened almond milk? Can I use a different kind of milk?

**A:** Unsweetened almond milk is a creamy, low calorie alternative to cow's milk. Other acceptable milks are unsweetened coconut or cashew milk. Any milk that is 30-40 calories per cup is fine. If you'd like to use skim milk you can, but use half the amount that is listed in the plan for almond milk to sub properly. Soy milk can be used as well, just make sure it's unsweetened.