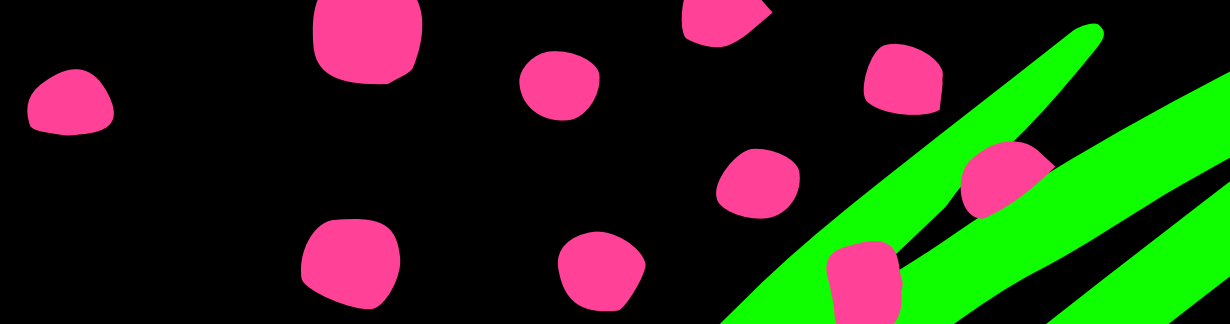
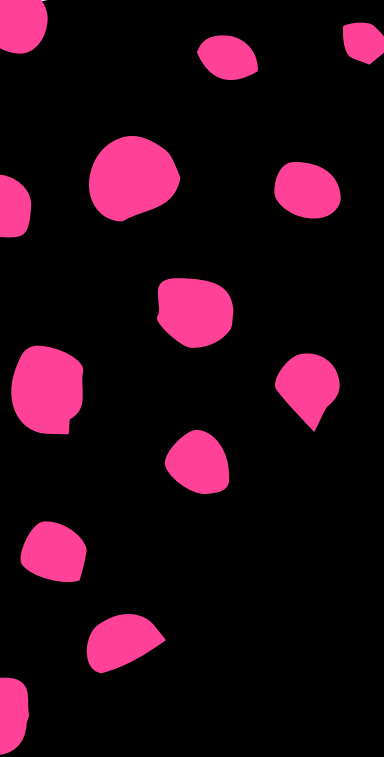
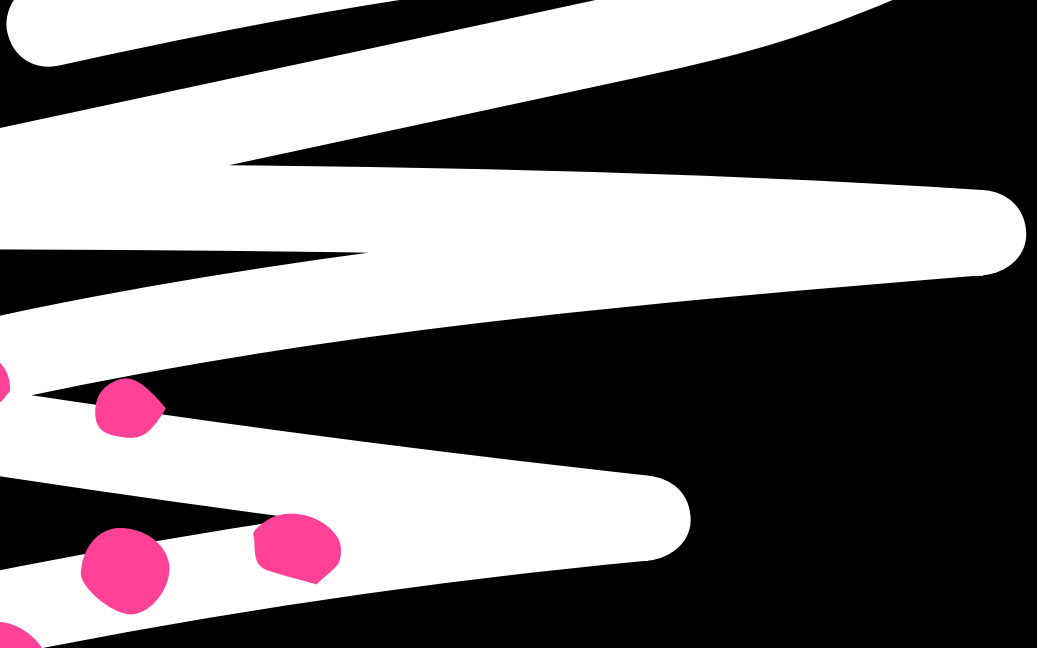


CYBURN

FITNESS

10  
DAYS OF  
FURY  
JULY  
2021



## THE PROBLEM

EVERY YEAR, THOUSANDS OF PEOPLE MAKE NEW YEAR'S RESOLUTIONS HOPING TO SPARK POSITIVE CHANGE. MOST OF THE TIME THESE RESOLUTIONS ARE CREATED WITH THE INTENT TO EVOLVE OR ENHANCE ONE'S MIND, BODY OR OVERALL WELL-BEING. EVEN THOUGH A LOT OF PEOPLE INTEND TO FOLLOW THEIR GOALS, THE REALITY REMAINS THAT 80% OF PEOPLE WILL NOT MAKE IT PAST THE FIRST 30 DAYS ... UNTIL NOW. AFTER RESEARCHING THIS TOPIC, THE TRAINERS AT BURN FITNESS DISCOVERED THE MOST COMMON REASON WHY NEW YEAR'S RESOLUTIONS FAIL ... CREATING AND KEEPING A NEW HABIT IS A LOT HARDER TO DO THAN IT SOUNDS.

## TEAMWORK MAKES THE DREAM WORK

UPON ENROLLING IN THE 45 DAYS OF FURY, YOU WILL BE PLACED ON A TEAM COACHED BY ONE OF OUR NATIONALLY CERTIFIED PERSONAL TRAINERS. ACCOUNTABILITY IS KEY TO KEEPING YOUR NEW HABITS. OUR TRAINERS ARE EXPERTS AT HOLDING YOU ACCOUNTABLE AND BELIEVING IN YOU EVEN WHEN YOU ARE FEELING LOW OR HAVING TROUBLE BELIEVING IN YOURSELF.

## THE SOLUTION

OUR TEAM BUILT A JUMP START PROGRAM TO GET YOUR NEW YEAR STARTED ON FIRE! IT'S CALLED THE 45 DAYS OF FURY! THE 45 DAYS OF FURY IS A STRESS-FREE SLING SHOT INTO THE NEW YEAR. WHAT DO YOU HAVE TO DO? JUST SHOW UP – WE WILL TAKE CARE OF THE REST! THE PERSONAL TRAINERS AT BURN FITNESS HAVE CREATED A WAY TO KEEP OUR MEMBERS HEALTHY AND MOTIVATED EVERY DAY BY PROVIDING SEVEN 5 MINUTE WORKOUTS FOR THE FIRST 45 DAYS OF THE YEAR. OUR TRAINERS DEVELOPED THESE EXERCISES TO BE EFFICIENT AND TO ALLOW YOU TO GET THE BEST WORKOUT, IN THE SHORTEST AMOUNT OF TIME. THIS CHALLENGE OFFERS YOU DAILY ACCOUNTABILITY, A MOTIVATIONAL COMMUNITY, AND A FUN WAY TO START YOUR YEAR OFF RIGHT! IN ADDITION, WE HAVE CREATED A WAY TO BRING ALL OF THIS AND MORE TO THE COMFORT OF YOUR OWN HOME!



# SCORE CATEGORIES

## THERE ARE 4 MAIN SCORE CATEGORIES

- 1. BODs
- 2. FURY
- 3. SMPs
- 4. CLUB\*

There will be a 1st, 2nd and 3rd place winner in each Score Category.

There will be a winning team for each Score Category.

Each category will also give you the opportunity to earn raffle tickets for our GRAND FINALE RAFFLE!

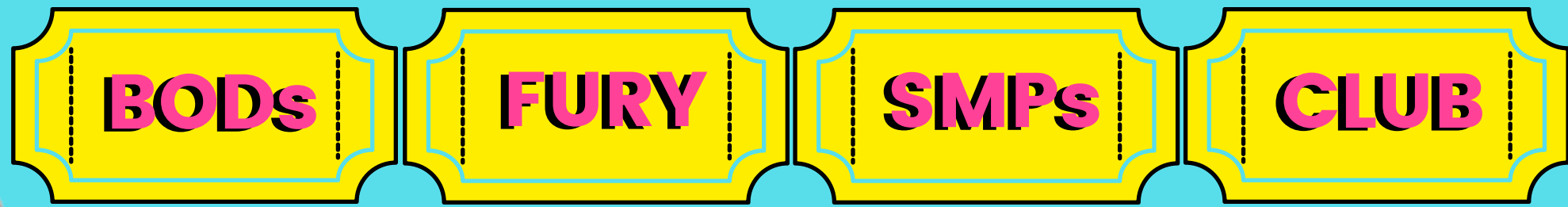
\*CLUB points will not count toward TEAM totals.

ALL PLAYERS AND COACHES OF THE WINNING TEAM FOR THE 2021 45 DAYS OF FURY WILL HAVE THEIR NAMES ENGRAVED ON THE GREATEST TROPHY IN EXERCISE CHALLENGE HISTORY, THE FURY CUP.

# RAFFLE & PRIZES

During the 45 Days of Fury you will be rewarded for everything you do!

Below is a look at how the 4 Score Categories can earn you more tickets into the RAFFLE at the GRAND FINALE BOOTCAMP EVENT on FEB. 14th 2021



1 BOD = 1 TICKET

1 FURY = 1 TICKET

1 SMP = 2 TICKET

1 CLUB = 1 TICKET

## RAFFLE PRIZES PROVIDED BY:



# Score Category 1



# BODS

BOD = Burn Out of the Day

## KEY TERMS TO KNOW:

### **BOD:**

A BOD is a 5 minute workout designed by our personal trainers. Each workout was designed to PUSH you to the limit and help maximize your time.

### **BOD POD:**

These are the ZOOM sessions located on the BOD POD schedule. Here is where you will earn your daily BOD points with a trainer/coach.

### **BOD POD SCHEDULE:**

This is the schedule of the time slots available to earn your daily BODs. You can only earn BOD points during these time slots.

### **BODCODE:**

The barcode that you are provided when joining the 45 days of Fury. This is used to scan in and out of your daily BOD PODs.

### **BOD VIDEO PLAYLIST:**

This is a video playlist of our coaches performing the daily BODs. A new playlist will be provided daily. Each playlist consists of 7 BOD workouts.

## HOW THIS WORKS

- REGISTER FOR YOUR DAILY BOD POD (ZOOM SESSION) ON THE BOD POD SCHEDULE (LOCATED ON WWW.45DAYSOFFURY.COM).
- LOGIN TO YOUR BOD POD SESSION (ZOOM LINK PROVIDED VIA EMAIL).
- UPON ENTERING THE BOD POD SESSION, *SCAN IN* YOUR BODCODE WITH THE TRAINER/COACH THAT IS RUNNING THAT BOD POD SESSION FOR THE DAY.
- FOR VISUAL GUIDANCE ON BOD WORKOUTS, OPEN THE BOD VIDEO PLAYLIST FOR THAT DAY. ACCESS TO THE BOD VIDEO PLAYLIST WILL BE PROVIDED.
- PERFORM AS MANY OF THE 7 PROVIDED BOD WORKOUTS AS YOU CAN.
- BEFORE EXITING THE BOD POD SESSION, *SCAN OUT* YOUR BODCODE WITH THE TRAINER/COACH RUNNING THAT BOD POD SESSION.
- EACH BOD IS WORTH 1 POINT.
- EVERY PARTICIPANT CAN EARN A TOTAL OF 7 BOD POINTS PER DAY.

# BOD POD SCHEDULE



## MON - FRI

5:00AM - 7:30AM

3:00PM - 5:30PM

8:30AM - 11:00AM

7:00PM - 9:30PM

## SAT - SUN

7:30AM - 10:00AM

4:30PM - 7:00PM

11:30AM - 2:00PM

## RULES & REGULATIONS

1) You must have the camera on during the BOD POD while you are working out.

2) While exercising, you must be in the camera shot for coach to be able to see.

3) You must complete the workout within the BOD POD Schedule times in order for points to count.

4) You must scan your BODCODE when you first sign in to the POD and when leaving the POD. (2 scans total)

5) In order to enter the POD (Zoom session), the coach must know who is signing in. Therefore, you must use your full name when signing in to the POD (Zoom session).

## Score Category 2

# FURY

## POINTS

### CYBURN CLASSES

Participate in any CYBURN Fitness class during the challenge. Each class counts.

**= 1 Point**

### WEARABLE PICTURE

Take a picture/screenshot of your daily workout results from whatever wearable device you use.

**= 1 Point**

### GRATITUDE IS ATTITUDE

Every day send one thing you are grateful for. Cannot use the same thing more than once.

**= 1 Point**

### SMALL BIZ WEEKENDS

Every weekend (F,S,SU) support a small/local business.

**= 50 Points**

### CHALLENGE OF WEEK

Every week we will present a challenge to all participants. You will have 7 days to complete it.

**= 10 Points**

### BONUS ROUNDS

There will be many opportunities to earn BONUS points in this category.

**= TBD Points**

Listed below are all of the different ways to earn FURY points. All of your FURY points, besides CYBURN classes, will be tracked inside of your teams Facebook group. Coaches will be providing more details on each topic.

We have created daily submission posts to simplify the process of sending your wearable device pictures, small business receipts, daily gratitude, C.O.W results, and all BONUS fury points. To make the challenge more fun, every point section will have a due date. Due dates make it easier on you and your coach to keep an accurate score throughout the challenge. Due dates also help minimize errors and prevent points from getting lost or backed up.



## Score Category 3

# SMPs

SMP = SOCIAL MEDIA POINT

A total of 4 SMPs can be earned each day. There will also be multiple opportunities to earn BONUS SMPs throughout the challenge!

Every day during this challenge your coach will provide you with the Theme of the Day. Include the theme in your daily post and you will earn an additional SMP.

### PROMOTION HASHTAGS

**#TrainAtBurn #45DaysOfFury2021**

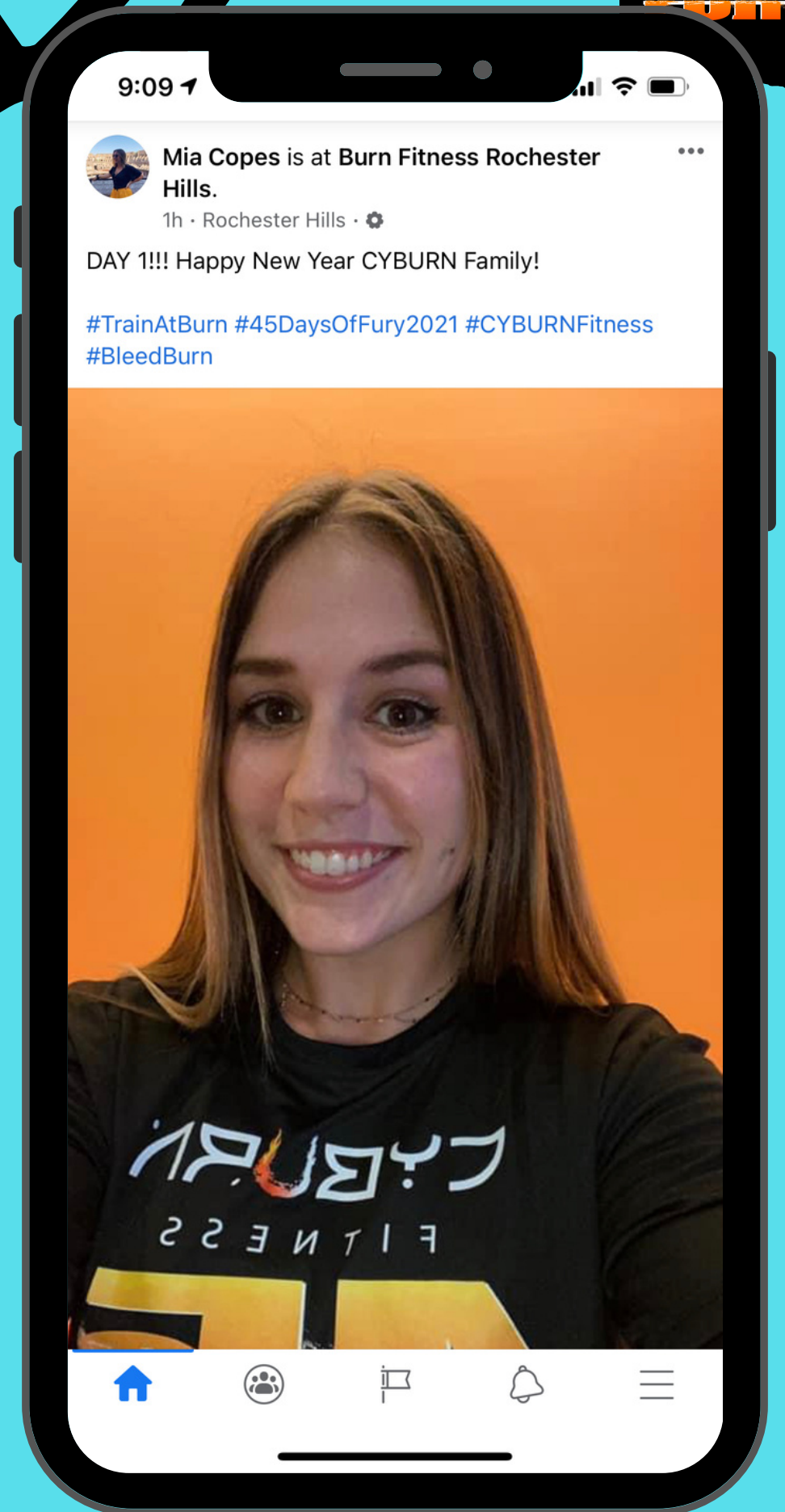
**#CYBURNFitness #BleedBurn**

Post a Picture on  
Facebook or Instagram  
= 1 point

Feature the SMP Theme  
of the day in your post  
= 1 point

Tag or Check-in to  
Cyburn Fitness or any  
Burn Fitness location  
= 1 point

Include the 2021  
promotional hashtags in  
your daily post caption  
= 1 point





# IN THE CLUB

The **IN THE CLUB** points can ONLY be earned inside any of the Burn Fitness locations.

## Score Category 4 POINTS

**PERSONAL TRAINING SESSION WITH TRAINER**

1 session = 5 points

**SCANNING INTO FACILITY AT FRONT DESK**

1 scan = 1 point

**ALL PURCHASES MADE AT BURN FITNESS**

1 dollar = 1 point

**REFER ANYONE INTO BURN FITNESS**

1 referral = 10 points

These points will not be counted towards team totals but will have individual winners and raffle prizes.

[www.burnfitnessclub.com](http://www.burnfitnessclub.com)



# CYBURN

FITNESS

**FIND US ON SOCIAL MEDIA**



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WORTH 25 SMPs EACH!!

**WWW.CYBURNFITNESS.COM**