

21-Day Success Guide

**SOUTH SHORE
FIT BODY**



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Disclaimer

Here's all the fun legal stuff my lawyer says I have to put in here.

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Are you ready to make BIG changes?

I hope so!

Because over the next 3 weeks, you'll experience a major transformation not just in how your body looks, but in how you feel, think, and move.

And together, we'll accomplish that *without* feeling deprived.

By the end of this challenge, you'll definitely feel lighter and leaner ... but you'll also have more energy, your sleep will improve, you'll likely have fewer aches and pains, and you'll just plain FEEL better.

The best part? Our goal during this challenge is to have your results carry over for a LIFETIME. This is NOT a fad diet. If you follow the principles of this plan, you'll see HUGE benefits in nearly EVERY AREA of your life.

We'll work on creating new habits that will serve you (and hopefully your loved ones) for years to come.

Our Focus: Giving your body what it needs (and wants!) to feel HEALTHY and VIBRANT! You'll be NOURISHING your body with DELICIOUS recipes that are simple to make and flooded with vitamins and minerals.

Because when you give your body what it NEEDS, it thanks you by feeling GREAT.

Beyond results on the scale, here are some of the other benefits you should start to notice over the next 3-weeks:

- More balanced blood sugar levels
- Better sleep (fall asleep faster and have more restful sleep)
- More balanced hormone levels
- Better brain health - will help protect against dementia and other disorders
- Improved memory and clearing of brain fog
- More regulated digestion
- Enhanced ability for your body to naturally "detox" itself
- Increased energy
- Boosted fertility
- Improvements in your mood (less anxiety and depression)
- and that's just to name a few!

We're really glad you're here. We're excited and grateful to be a part of your journey to better health and fitness!

This success manual is meant to outline the guidelines for our 6-week challenge—why it's set up the way it is, what you can expect, and how to tweak it to customize it and make it your own.

Along the way, I'll be here to help and answer any questions, no matter how big or small.

I want you to have the BEST possible experience and get the BEST possible results, so please reach out if you have *any* questions or concerns.

Thanks again for trusting in us and joining us for the next three weeks! We hope this is just the beginning of our journey together! :-)

Sincerely,
Coach Leon

The Nitty-Gritty You Need to Know

"If you don't recognize an ingredient, your body won't, either."

This challenge is all about GREAT NUTRITION.

We'll be eating delicious high-quality proteins, healthy fats, nutrient-dense greens, and *real* fruits and vegetables.

What won't we be eating? Basically, anything that comes out of a box or bag and/or has more than 5 ingredients on the label (especially if you're not sure what those ingredients are). Processed foods laden with chemicals, artificial colorings and preservatives are NOT on this plan.

We'll also be ditching added sugars like high fructose corn syrup, inflammation-causing grains (like white bread or other baked goods) and most dairy products.

The foods we're avoiding don't really do much to nourish your body. Not only that, but eating too many of them can leave your body craving what it really needs: health-promoting vitamins, minerals and micronutrients.

Remember that the food you eat is either moving you closer towards your goals, or further away.

It's a CHOICE you're making. Feel empowered by making a great decision, not "deprived" because you're avoiding certain items.

However, you'll be happy to know that in this program, you'll still be able to eat some of your favorite foods AND achieve your goals!

We've included strategic "cheat meals" right into this plan, and I'm going to show you how you can have your cake and eat it, too. :-)

Now, I hate talking about calories because we get so hung up on them that we start to look at foods only as how "fattening" they are. While, yes, we do have to think about how much ENERGY is contained in food, there's something much more important to consider ...

Is the food we're eating making us HEALTHIER or FEEL BETTER?

Some foods do a much better job at this than others. And I'm going to teach you exactly what those foods are.

The bonus of all this? We'll be dramatically reducing the amount of inflammation in your body.

Maybe you've read how scientists believe [inflammation is the root of all disease in the body.](#)

When your body is inflamed, your body can't operate at peak efficiency. Practically speaking, you might experience aches and pains, a lag in your energy, or you might even feel depressed or anxious. Those are just the symptoms you might *notice* – other symptoms can be happening inside your body without you even knowing it.

One of those “hidden” symptoms can be that your body's fat-burning system isn't working at top speed.

That's why the overall goal of this challenge is to feed your body with nutrient-rich proteins, fruits, vegetables, and nuts and seeds. This will help *reduce inflammation* and your amazing recuperative powers can kick into high-gear, helping you to heal, recover, and restore.

As your body begins to balance out, you'll notice increased energy, better sleep quality, improved digestion and ***increased fat loss.***

What we're going to be doing over the next three weeks can literally change the rest of your life!

Are you ready to dive into HOW we are going to do this? Let's go!



The First 2 Days of Your Challenge

We're going to kick off the challenge with a two-day diet refresh.

Your body has an INCREDIBLE built-in self-cleaning system. Your liver, kidneys, colon, and even your skin all play a VITAL role in helping your body rid itself of toxins and waste.

The problem is, we overload that system every single day. Between our food choices, environmental toxins, and what we put on our skin, it's hard for our self-cleaning system to keep up.

Your liver is one of your hardest-working organs. It's like your body's post office, sorting through everything that comes into your body. Not only that, one of its main jobs is helping your body metabolize fat.

When your liver is so busy dealing with toxins, how effective do you think it'll be when it comes to burning fat?

Our "refresh days" are all lightening up the load on your overworked liver and the rest of your body's built-in toxin-removal system.

This will allow your body to process the foods you eat more easily and efficiently, absorb more nutrients, and burn more fat!

You don't have to take any pills, supplements, drugs or drink only green juices. In fact, it's just the opposite.

We'll just eat lots of fresh vegetables, fruit, water and minimal protein to flood your body with nutrients and give it a little break.

Depending on what you've been eating recently, you may experience headaches and some fatigue as your body adjusts. This is all completely normal.

→ Just make sure you drink plenty of water to flush out the toxins, and you'll make it through just fine! It's worth it, because starting on Wednesday, you should feel a renewed sense of energy!

Sorry, but NO CAFFEINE is allowed during the first 2 days of this program, and please limit over-the-counter drugs like Advil or Tylenol.

DO continue to take any prescribed medications, of course.



Protein builds your body good

“Proteins are the building block of life.”

Without protein, we’d be out of luck because it plays a lead role in nearly every function in your body.

It’s part of every cell in your body. Your body uses it to build muscle, organs, and other tissues. It’s also important for brain health and it’s vital when it comes to making key enzymes, hormones, and other necessary body chemicals.

Not only that, eating the right amount of protein will boost your metabolism and keep your weight in check. It helps you feel fuller, longer.

For this challenge, about 30% of your calories will come from protein, which is ideal for fat loss and maintaining lean muscle mass. Make sure to read the “Personalizing Your Plan” section in this manual for details on how to make sure you get the right amount of protein for YOU.

Here’s the thing: we want to make sure you are eating **QUALITY** protein. As much as you possibly can, try to focus on grass-fed meats, wild fish, and free-range poultry.

Eating this way doesn’t have to be expensive. Many times, you can find these items on sale or even at bulk grocery stores. Just buy in bulk and freeze them until you need them! Also, be sure to check out local farms and farmers markets. Check out www.eatwellguide.org for places to shop.

Most of the time, you’ll be able to get a much better deal because you’re buying directly from the source. Not only that, but it’s always great to support local!



Fabulous Fats

I want you to try to make a mindset shift, because chances are you've been programmed to think that FAT is BAD and you should AVOID it.

The truth is, **eating fat does NOT make us fat.**

The truth is that SUGAR makes us fat. (More on that below!)

Your body NEEDS healthy fats to function properly. Like protein, fat helps keep you feeling full. It helps your body process vitamins and minerals, gives you glowing hair and skin, and provides vital energy.

And yes, it's true that it's important not to eat TOO much healthy fats because by their nature, fats contain more calories per gram than carbs and protein.

But that doesn't make them bad.

Healthy fats include things like coconut oil, olive oil, avocado, nuts and seeds, grass-fed butter and ghee, animal fats (duck, beef, pork), omega 3's (found in cold-water fish like salmon), etc.

The “bad” kinds of fat you want to stay away from are trans fats.

Trans fats were invented to give foods (mostly processed ones) a longer shelf life. Years ago, scientists discovered if they “hydrogenated” certain oils by adding hydrogen to them – basically turning a liquid oil into a solid fat (“*transforming*” them) – they wouldn’t spoil so quickly. Plus, it was cost-effective.

Trans fats are found in many packaged foods – baked goods, donuts, pie crusts, cookies, crackers, margarine – and a lot of fried foods.

Why does this matter?

- Trans fats increase the “bad” cholesterol (LDL) and decrease the “good” cholesterol (HDL) in your blood.
- They create inflammation, which can raise your risk of stroke, heart disease, diabetes, and a host of other chronic conditions.
- Trans fats contribute to insulin resistance, which can raise your risk of developing type 2 diabetes.
- And it doesn’t take much to cause problems: according to [Harvard Health](#), for every 2% of calories from trans fats you eat daily, your risk of heart disease goes up by 23%.

Convinced yet? Check your food labels and if you see anything labeled “partially hydrogenated” or “hydrogenated,” get rid of it fast.

Omega 3’s and 6’s

It’s also important to try to maintain a healthy balance of omega 3 to omega 6 fatty acids (no worries – your meal plan handles this for you!).

Scientists believe our ancestors ate a diet with a 1:1 ratio of omega 6s to 3s, but that ratio is now out of whack. In fact, some estimate we now eat a diet that’s closer to a 12:1 ratio of omega 6 to omega 3.

Guess what that unbalanced ratio leads to!? You guessed it.... INFLAMMATION.

Omega 6 fatty acids tend to be found in refined vegetable oils like peanut oil, canola oil, vegetable oil, soybean oil, and corn oil (all of which, not surprisingly, are often found in processed foods).

Not that you know what kinds of fat NOT to eat, let’s talk about why the right kinds of fat are GREAT for your body.

Healthy fats are incredible for your body. They're important for:

- Making hormones
- Brain health
- Heart health
- Energy levels
- Supporting your thyroid
- Strengthening your bones
- Boosting your immune system
- Reducing your risk for cancer
- Giving you healthy skin and hair
- And the list goes on as scientists learn more about how our body functions

We've already done all of the leg work for you- as long as you follow the plan, you'll be off to a great start :-)



Sugar Isn't That Sweet

Remember how we mentioned that inflammation is the root of all disease in your body?

I'm talking about serious diseases like cancer, diabetes, Alzheimer's, digestive disorders, arthritis, heart disease and the list goes on and on.

Eating too much refined sugar is a LEADING cause of inflammation in your body.

Just to be clear, I'm NOT talking about the natural sugars found in real, whole foods.

Here is the thing.....*SUGAR CRAVES SUGAR...let that sink in....*

Once you eat some, it wants to have a party in your body and invite all its sugary friends.

It works on your brain's pleasure centers – the same parts of your brain that get activated with certain addictive drugs!

- Sugar **promotes inflammation** in your body – the root cause of disease.
- Large amounts of sugar **suppress your immune system**.
- Sugar also **suppresses the release of HGH** (Human Growth Hormone) in the body, which helps your body heal, recover, and stay YOUNG and VITAL.
- Sugar will **raise your insulin levels**, which over time can lead to a whole host of diseases.
- Sugar **zaps your energy**.
- Sugar is implicated in the development of **Alzheimer's Disease**.
- Sugar sets you up for a roller-coaster ride of **hunger and fatigue, and then more hunger**.
- Sugar can make your **joints ache** and affect your workout recovery.
- Sugar also **affects your hormones** and your ability to deal with stress.

Not only that, but artificial sweeteners like Splenda and aspartame are no better for you. They've been proven to have countless negative effects in your body ... especially in your brain! They can even give you cravings for more sweets!

Now, we DO need some sugar to survive and be able to think straight.

The problems mentioned above stem from the quick rise in our blood sugar levels when we consume large amounts processed sugar on a regular basis.

When you eat healthy carbs – like a sweet potato or an apple – you're also eating the fiber that comes along with it. That means your digestion slows down, so your blood sugar level doesn't skyrocket. Plus, you're getting high-quality nutrients (vitamins, minerals, etc.).

We're going to stay away from ALL white and refined sugar, high-fructose corn syrup, and artificial sweeteners.

We will be using some acceptable substitutes, in moderation of course. These will still affect your blood sugar levels, but they do have some bonus nutrients your body needs.

Sugar substitutes:

- Raw coconut palm sugar
- Raw local honey
- Organic maple syrup
- Dates
- Green leaf stevia

But please, try to wean away from everyday reliance on sweet foods for energy. Your body will thank you for it!

And remember, this is a LIFESTYLE approach, not a fad diet. You shouldn't feel deprived. It's all about finding healthier alternatives to what you're already eating!



How Much Water Should I Drink?

"Drinking water is like washing out your insides. The water will cleanse the system, fill you up, decrease your caloric load and improve the function of all your tissues." – Kevin R. Stone

Did you know that about 60 percent of your body is made up of water?

That's why staying hydrated is one of the best possible ways to take care of your body. Water is essential for every cell in your body to function at its highest level.

Water helps increase your energy, promote weight loss, flush out toxins, improve the quality of your skin, improve digestion, relieve joint pain and even help relieve headaches!

Just a small 2% decrease can significantly impair performance and the way you feel.

You know what happens when you give a wilted plant a big drink of water – how it springs back to life? Well, you're not much different!

Your goal for this challenge is to drink at LEAST half of your weight in ounces each day.

Example: If you weigh 150 pounds, you should be drinking a minimum of 75 ounces of water every day. (not including the water you'll drink during your workouts)



Personalizing Your Plan

To get the BEST results from this challenge, here's a guide to adjusting your meal plan according to your body's needs.

Men and women are different: not only do our energy requirements differ, but there also are differences in how we metabolize foods.

Below is a breakdown of how you can tweak this program to serve your needs ... and if you need help with this, please ask!

Protein Serving Sizes

Women: keep plan as-is

Men: 6oz – 8oz per serving

Starchy Carbohydrates

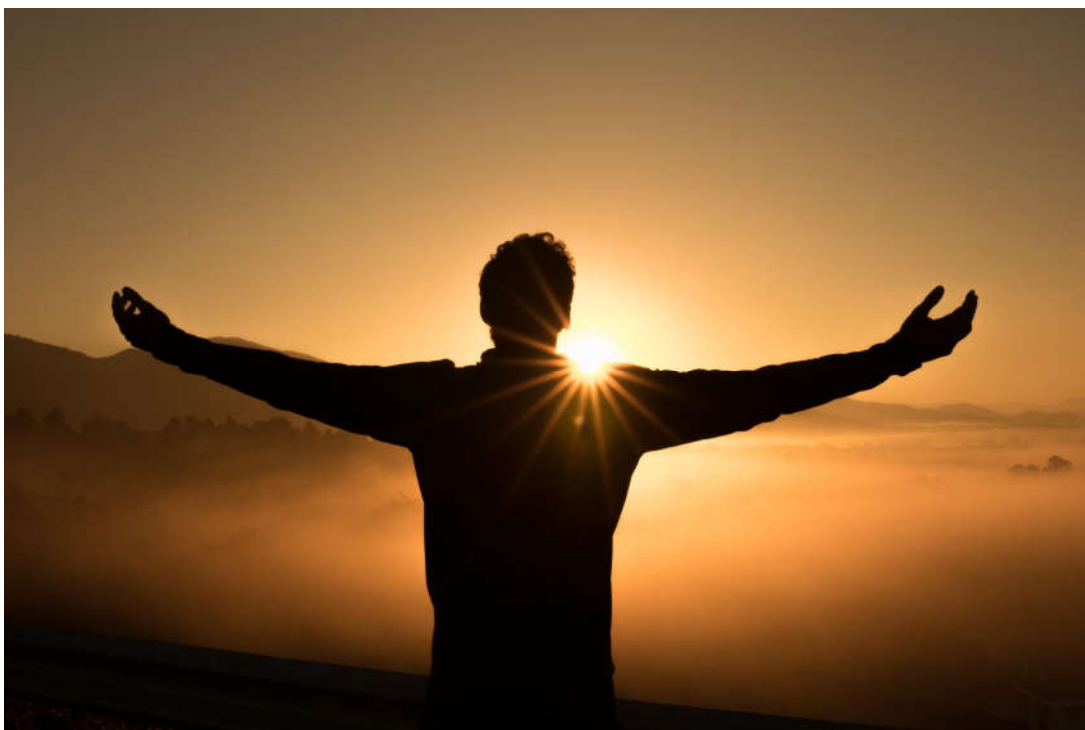
Women: keep plan as-is

Men: ADD ½ cup of starch TWO times per day when it calls for it in the meal plan at each serving (this includes items like sweet potato, quinoa, etc. *(see Swap Guide for the complete list.)*)

Healthy Fats:

Women: keep plan as-is

Men: ADD about 3 Tbsp. or ¼ cup PER DAY to the plan



Challenge Guidelines

Have a question about something? Not sure about a certain food or activity?

Check out this list of guidelines, which will help you get the best results possible from this challenge!

Always Be Prepared

"Fail to plan, plan to fail."

Planning ahead will MAKE or BREAK your success during this challenge. If you don't have healthy foods easily at-hand, chances are you'll choose something that's not-so-healthy.

Plan ahead. Get your grocery shopping done ahead of time. Prep as much of your food as you can over the weekend to save time.

Feeling overwhelmed? Not sure what to do? Let us know, we're here to help!

Only Buy What's On Your Grocery List

Don't fall into the trap of putting tempting items in your cart while you are at the store.... and never shop hungry!

If this is something you struggle with, try eating a small apple before you go. This will definitely help.

Also, always print out your grocery list before you go so you can get-in-and-get-out of the store quickly.

Go Organic as Much as Possible

Below you'll find the Environmental Working Group's "Dirty Dozen and Clean 15 List."

This list outlines fruits and vegetables with the highest levels of pesticides, herbicides, and fungicides. Purchase as many organically grown foods as you can from the "dirty" list.

The "Clean 15" foods are likely to have *fewer* chemicals. A good rule of thumb is to choose organic if you're going to eat the skin such as grapes, pears, cucumbers, etc.

CLEAN 15		DIRTY DOZEN ⁺	
THESE FOODS ARE THE LEAST CONTAMINATED - DON'T BE AFRAID TO PURCHASE CONVENTIONALLY!		THESE HAVE THE MOST PESTICIDES RESIDUE - IT'S BEST TO BUY THESE FOODS ORGANIC!	
1	ASPARAGUS	1	APPLES
2	AVOCADOS	2	CELERY
3	CABBAGE	3	CHERRY TOMATOES
4	CANTALOUPE	4	CUCUMBERS
5	CAULIFLOWER	5	GRAPES (IMPORTED)
6	EGGPLANT	6	NECTARINES
7	GRAPEFRUIT	7	PEACHES
8	KIWI	8	POTATOES
9	MANGOES	9	SNAP PEAS
10	ONIONS	10	SPINACH
11	PAPAYAS	11	STRAWBERRIES
12	PINEAPPLES	12	SWEET BELL PEPPERS
13	SWEET CORN	+	HOT PEPPERS
14	SWEET PEAS (FROZEN)	+	KALE/COLLARD GREENS
15	SWEET POTATOES		
HTTP://CBPHYSICALTHERAPY.COM/DIRTY-DOZEN-CLEAN-FIFTEEN/		SOURCE: HTTP://WWW.EWG.ORG/FOODNEWS/	

Grass-Fed, Organic and Free-Range Proteins

Your food's living conditions (whether or not the animals were raised in congested feedlots, given antibiotics and hormones, what they are fed, etc.) plays a huge role in how healthy and nutritious it is.

It's pretty simple...Healthy animals = healthier food. Among other things, grass-fed and organic meats have higher levels of omega 3 fatty acids.

It's true that you'll pay a little bit extra for the quality, but it is definitely worth it in my opinion. [You can learn more here.](#)

Plus, you'll be saving money during this challenge because you won't have any food that goes to waste, so it will help balance out the cost.

Avoid Temptations

If you live with people who aren't following this plan and who refuse to give up their processed/refined foods, HIDE THEM.

Put those foods in a cupboard/drawer/anywhere you won't see them.

Measure Your Food – Use the Portion Guide

Relying on “eyeballing” your portion sizes is tricky business. Most of us underestimate how much we eat!

Take the time to measure out your serving sizes.

Alcohol, Sugary Juices, and Soda

Liquid calories add up FAST.

Not only that, they're loaded with sugar that'll spike your insulin without having fiber to slow it down. We've already covered why this is bad for both your body and your goals.

For the next three weeks, you'll be steering clear of anything other than water, or an occasional coffee or tea.

If you're going to indulge and have a glass of alcohol during your cheat meals, make sure it's only 1 or 2 servings per week, tops.

Caffeine

Caffeine can be pretty controversial because while it has health benefits, it also has some drawbacks.

For one, it can increase your stress hormones. When stress hormones go up, insulin levels also go up, which can affect your blood sugar level ... and end up making you feel more tired than before.

Please limit caffeine to 5 servings per week, and avoid it after 1 p.m. On days you do have caffeine, make sure you drink an extra glass of water.

Organic coffee and green tea are your best options. If you want creamer, try coconut milk, and limit your sweetener options to 1 tsp. or less of coconut sugar or raw honey.

Get Your Sleep!

More than 40% of us suffer from chronic lack of sleep!

Lack of sleep is associated with a long list of issues. When it comes to this challenge in particular, being overtired can make you more likely to eat certain foods that aren't on your plan. That's because your hunger hormones will get out of balance, and can end up causing cravings.

Beyond that, not enough sleep can impair your memory, slow down workout recovery, and a lot more.

During this challenge (and in general) aim for 6-8 hours of uninterrupted sleep.

De-Stress Your Life

Stress hormones are GREAT if you're faced with an emergency, like having to sprint away from a charging saber-tooth tiger (that's what they're designed for – giving us those superhuman powers when we face life-endangering threats).

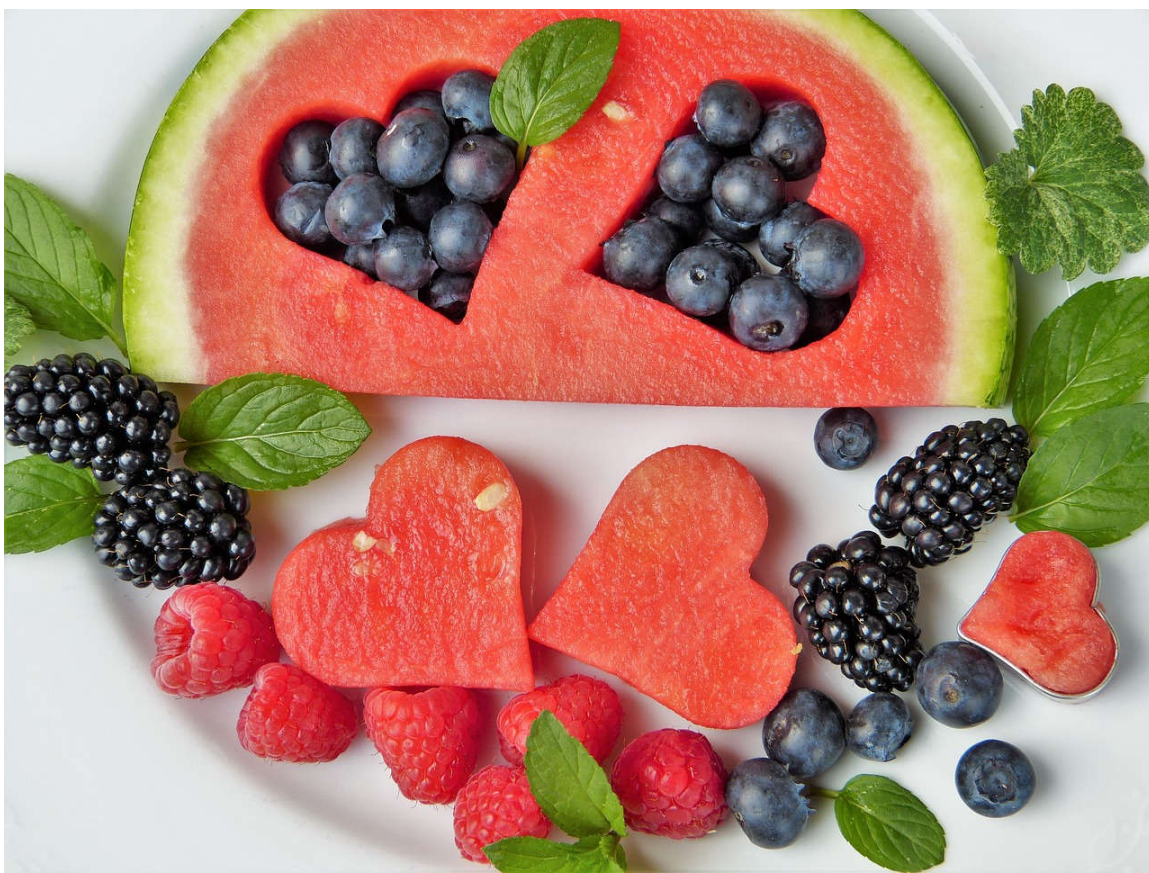
But in our everyday world, we don't often need that fight-or-flight response, even though our bodies don't realize that. When we're stressed, it still pumps out all of those same hormones to help us survive.

When that happens, it creates a cascade of hormonal reactions (cortisol, adrenaline, insulin, and others get released into our bloodstream), leaving us tired, hungry, and even causing us to store fat around our bellies.

It's time to focus on YOU for the next three weeks and eliminate as much stress as we possibly can.

Try doing everything you're doing... just without the stress! :-) If you have to do it anyway, might as well try to do it without the stress, right?

And yes... that means driving at rush-hour AND doing your best to be "zen." Put on some relaxing music or an audiobook, and enjoy the ride.



How to handle your cheat meals

Cheat meals are great for enjoying some of your favorite foods that you want to have once in a while without the guilt.

Plus, they help boost your hormone levels ---> *when they're planned properly.* <---

Yes, they can keep your metabolism humming at peak efficiency.

But don't do anything you will regret.

And remember, you will never out-train a bad diet.

Keep your cheat meals to a SINGLE MEAL. You do NOT want to ruin all of your hard work and dedication in a single meal.

So, feel free to indulge.... but make sure NOT to go overboard. Just use good common sense :-)

Supplements and Swaps

To further personalize your plan or fill in any gaps, here's a list of supplements and swaps. We are a proud sponsor of Jaylab Pro. We chose them because of the quality of ingredients in their products and the fact that I can speak with them directly with any specific questions I (or you) have. You can find their products at

www.fitsouthshore.jaylabpro.com

Multi-Vitamin: If you have any doubts about the quality of the foods you are consuming (which unless you live on a farm, is most of us) then a quality multi-vitamin is absolutely recommended. A quality multi-vitamin

- [Multi Vitamin-Women \(click here\)](#)
- [Multi Vitamin-Men \(click here\)](#)

Protein Powder: For your smoothies in the morning, you will need a good-quality protein powder. This will help you meet your protein requirements for the day simply and quickly.

Look for one that contains 5 ingredients or less and has about 20-25 grams of protein per serving.

Grass-fed whey protein is the “gold standard” of powders and is the most absorbable by your body. If you prefer plant protein, hemp provides all the essential amino acids.

Switch to Pink Himalayan Salt / Sea Salt:

Himalayan salt has more minerals and trace elements than almost every other salt. It's also unprocessed.

Table salt is chemically produced, bleached, and can contain anti-caking agents, MSG, and even aluminum.

Sodium is an important electrolyte, so Himalayan Pink or sea salts are the perfect ways to get high-quality salt in your diet.



Jaylab Pro - Probiotics: As much as 70% of your immune system resides in your gut. And yes, they actually “live” in there... because it consists of millions and millions of healthy bacteria.

Probiotics help restore balance to your digestive system and give your immune system a boost. These “good” bacteria outnumber the cells in your entire body by more than 10 to 1! They are super important to help to fight against the “bad” bacteria, viruses and other pathogens.

Omega 3 fatty acids (JaylabPro Krill Oil): Earlier, we talked a lot about how important omega 3 fatty acids are. They reduce inflammation, boost fat burning, strengthen your immune system, improve circulation, improve good cholesterol, and the list goes on and on.

Your body can't synthesize its own omega 3's, which means you must consume them through your diet.

Leptisense (JaylabPro/Leptisense): Another one of my go-to recommendations to help combat stress and help with cholesterol, cortisol and insulin levels.

We are a Jaylab Pro Partner. Visit the store at fitsouthshore.jaylabpro.com/

More Ways to Personalize Your Plan

- Exchange a protein for a protein
- Carbohydrate for a carbohydrate
- Healthy fat for a healthy fat
- Fruit for a fruit
- Vegetable for a vegetable

Non-Starchy Veggies (NSV's):

Artichoke	Carrots	Jicama	Sprouts
Artichoke hearts	Cauliflower	Leeks	Squash (summer)
Asparagus	Celery	Mushrooms	Swiss chard
Beets	Cucumber	Okra	Tomato
Brussels sprouts	Eggplant	Onions	Turnips
Broccoli	Greens (no iceberg)	Peppers	Zucchini
Cabbage	Hearts of palm	Radishes	

Common Starchy Veggies:

Acorn Squash	Pumpkin	Sweet Potatoes
Butternut Squash	Quinoa	Winter Squash
Parsnip	Spaghetti Squash	Yams

Lower to Medium Sugar Fruits:

Apple	Cantaloupe	Peaches
Apricots	Grapefruit	Pear
Berries (any kind)	Honeydew	Nectarine

Higher Sugar Fruits

Banana	Mango	Kiwi
Cherries	Plums	Pineapple
Grapes	Oranges	Tangerine

Protein Swaps:

Turkey	Fish	Pork
Chicken	Eggs	Lean Beef

Fat Swaps:

Olive Oil, 1 tsp.	Avocado (1/4 avocado)	Nut Butters, 1 ½ tsp.
Coconut Oil, 1 tsp.	Large Black olives (8)	
Salad dressing, 1 tsp.	Bacon, 1 slice (limited quantities)	



Have Fun & Get it Done!

To get the best results and the most out of the next three weeks, ***you have to stick to the plan.*** If you need help we're always here for you.

But... the only way we know if you need help is if you ask for it! We're working on our mind-reading capabilities, but we're not quite there yet :-)

Trust in the journey itself, and take it one day at a time.

Looking forward to being a part of your transformation over the next 3-weeks. Can't wait to see your results!

Committed to Your Success,

~ **Coach Leon**