



# BITCH Fitness Manifesto

Bad-ass, fit-rockin' ways to  
live large and love yourself

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

# in this manifesto, you'll learn ...



- ♥ What it means to be BITCH Fit
- ♥ How to attain BITCH Fitness
- ♥ About self-acceptance
- ♥ How to gain confidence and self-love
- ♥ Why curves and muscles are sexy
- ♥ How to get and stay motivated

# what it means to be BITCH FIT

**BITCH – (Babes In Training; Continuously Healthy).** BITCH Fit chicks are not only physically strong, they're mentally tough, too. They grab life by the throat and boldly go after their dreams. They don't wait around for life to hand them what they want. They make their dreams happen.

BITCH Fit gals don't whine and complain about the body their genes gave them or the unsatisfactory situation they are in. They take action to change their bodies and their lives because they want to be healthy, sexy and lead a kick-ass life. If you can't imagine why anyone would want to workout or get fit, check out "[Why Getting Fit Will Change Your Life.](#)"

BITCH Fit chicks know that being fit requires action and tenacity. They see themselves as winners and never think of self-defeat. When they get tired they push just a little farther.

When they feel weak they tell themselves they are strong. When they drop the ball and give in to a junk food craving or miss a workout, they don't beat themselves up about it. Instead, they immediately get back on the fitness and health journey. And it is a journey, a continuous life-road, not a destination.

## how to get bitch fit

- ♥ Love yourself
- ♥ Take charge
- ♥ Push yourself
- ♥ No whining
- ♥ Don't be a quitter
- ♥ Be a leader

BITCH Fit gals come in all shapes and sizes. They don't have a specific dress size or fitness level.

If you want to be BITCH Fit you need to push to be the best \*you\* that you can be. You get to make the decision as to what that is. No one else. The lemon is in your hand. It's up to you whether you want to make lemonade or sun-streak your hair with it, and whatever you chose is just awesome if it resonates with you and gets you closer to your goals.

Finally, BITCH Fit chicks are leaders. They unapologetically live their best life while others watch from the sidelines. And sometimes those on the sidelines join in, too, which is great, because the world needs more self-empowered female leaders. So do you have what it takes

to get BITCH Fit? Of course you do. It's in all of us. You just have to fan the inner flame and watch it grow into a bonfire of self-love and success.

So let's get down to the nitty gritty. No, not the workout. You can do that when you finish reading this. I'm talking about the mental grit. Let's talk about how you can get in a BITCH Fit frame of mind.

## Let's redefine what beauty is

The first tenet of BITCH Fitness is self-acceptance and self-love.

We all have a flame of inner strength that when stoked can billow into a brilliant fire that lights up our lives and our souls, allowing us to shine as happy, empowered, strong women. The sad thing is most of us don't know this flame is within. It's been dampened by external and internal tensions and false beliefs.

Many women, especially those of a younger set, are insecure about their bodies and about who they are. And it's no wonder.

We are constantly bombarded by messages from the media

about what beauty is. Society's standard of beauty is absolutely unreasonable. Hollywood and fashion magazines lead us to believe that in order to be attractive we must all be size-two stick figures.

There's nothing wrong with being thin, but the thing is, being underfed has little to do with beauty.

So what is beauty then? It's self-acceptance, self-love and confidence.

A woman with features deemed unattractive by society can be the most captivating individual if she has a healthy dose of self-love and confidence.

I'm sure you can think of at least one person in the spotlight who isn't pretty by conventional standards, yet you can't take your eyes off her.

In order to become physically and mentally healthy enough to embark on an effective, lifelong fitness lifestyle, we have to throw out the conventional belief of what beauty is and really accept ourselves.

Then we can begin to focus on the truly important matter at hand – getting and staying fit and healthy – which consequently leads to an improved appearance.

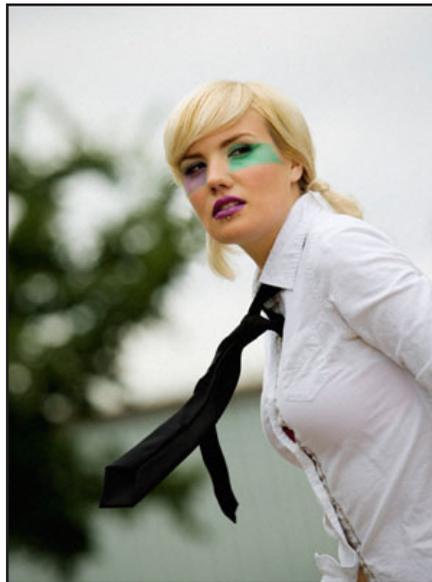


Photo by AXR8KE Alamy Images

## How to gain confidence and self-love

► **You can start by busting a sweat.** Get moving, girl.

Most women who are inactive begin working out in an effort to meet today's beauty standards.

But contrary to popular opinion, exercise is not all about having a hot body. It's about having the self-confidence to go out in the world unfettered by self-defeating thoughts or insecurities. Because as you regularly engage in physical activity, you will become more aware and accepting of your body.

You'll take ownership of it and will realize it's a beautiful thing – the most perfect machine that can be tuned to optimize energy, health and wellness.

At first, working out will be hard. It's tough for everyone. But as you stay the course and continue regular exercise, your body will adapt. It's true! The body is always working toward homeostasis, or balance, so in order to do this it learns to adapt to the stresses placed on it.

What this means is that soon you'll become stronger and have more endurance than you thought possible when you began. It's an amazing feeling to realize you can run just a little longer, lift a little more, jump a bit higher and still keep going with energy to spare.

The more progress you make, the more you'll want to push yourself along. At least you should, because that's when transformation begins. That's when you'll lose inches, shed fat and gain confidence. It will happen more easily than you'd imagined when you put your focus on health, rather than on appearances.

► **Picture yourself.** Before you begin a regimen, take photos of yourself in your undies.

If you don't have a trustworthy partner to snap the shots, stand in the mirror to photograph yourself. Every seven days, take more photos. Soon you'll start to see progress. This could be even more motivating than weight loss on the scale, as weight in numbers is often an abstract concept. But actually seeing the difference in photos will show you how far you've come.

# embrace what makes you unique

As you continue to photograph yourself, you'll become accustomed to seeing your body and you'll learn to make peace with every part of you. This is a huge step toward self-acceptance and self-love.

Aside from photographing your body, begin to photograph your face, too.

There may be features you dislike, but notice how they make you unique. You may be surprised to learn that the things you don't like about yourself could be the most attractive to others.

For example, I have several beauty marks on my face. I usually don't notice them when I look in the mirror, but sometimes they really bother me.

Throughout the years I've noticed other people don't see them either, or they do see them and remark on how unique they are. I once worked with a lady who went as far as to call them sexy. I was floored by that, and it helped me to view them differently.

What are your standout features? How do they make you unique and even more attractive?



Photo by Sarah Robinson

## ♥ Curves and muscles are hot

Along the lines of body image is my contention that being a curvy gal is sexy. It may not be "in" in Hollywood, but when it comes to men, I believe most of them would agree. Many overweight women are made to feel less-than in terms of societal beauty standards. While there are some heavy-set women who workout, there are many who don't. But they should – not to get "skinny" but to get and feel sexier!

Let me tell it to you straight. Whether you're super slim or overweight, if you don't workout, you will be a little less attractive than those who do (again, slim or overweight). A 30-pounds overweight woman who works

out, and is toned as a result, looks far better than her counterpart who weighs the same but doesn't exercise. You see where I'm going with this? Curves and muscles really are sexy.

But don't just take it from me. My husband has a term for thin people who don't workout. He calls them "skinny-fat." This is something he finds unattractive. And let me tell you, he's not into rail-thin women. In fact, he believes that most men aren't either. So when you embark on a fitness lifestyle, don't make "skinny" your goal, make fit, toned and healthy your aim.

### picture perfect



- ♥ Photograph yourself without makeup.
- ♥ Photograph yourself glammed up.
- ♥ Take body shots once a week to see your progress.
- ♥ Consider how your perceived flaws make you unique and beautiful.

# how to get motivated like a BITCH Fit chick

A fitness lifestyle is just like life. It has its ups and downs. Sometimes you'll be raring to go, pushing yourself beyond your limits, and sometimes you'll coast through workouts because you don't have the mental or physical energy to power through. It's during these down times that it's good to have an arsenal of motivating tools.

► **Self-talk** – When a workout is at the pique of intensity, I like to give myself a pep talk. It seems silly, but I swear it works for me. These are some of the things I tell myself: “You can do it;” “You're a fighter, a winner, a champion;” “Finish strong;” “Make yourself proud.”

► **Find people who inspire you** – I have a few fitness inspiration goddesses. I look to them when I'm feeling lazy about working out. Their strength and tenacity bolsters my energy and reignites my drive to push myself fitness wise.

► **Adopt a bad-ass attitude** – Put your stank face on and cop some serious attitude. The day I took my BITCH Fit photo – the one at the top of this page – I went for a grueling run. Toward the last few laps I was pretty spent, but I looked down at my fists as I



ran, saw the letters across my knuckles and got into one helluva BITCH Fit spirit. It propelled me. You can do this, too. Get a Sharpie marker out and give yourself a motivating temporary tattoo like mine, or do whatever it is you have to do to pump up that warrior babe spirit.

► **Get a workout buddy** – This is the oldest trick in the book because it works. No one likes to wuss out in front of their friends. When people are around us during workouts, we push ourselves farther.

This is an awesome way to totally crush your fitness goals and progress to another level of strength and endurance.

Plus, on the days when you don't feel like working out, your friend will be there to hold you accountable and drag your ass off the couch.



So, to recap, BITCH Fitness is all about self-love, confidence and self-acceptance. It's about empowerment to be the best you, working out for health and not for a particular dress size, and having a bad-ass winner's attitude. You can do this.

Much love, BITCHES!

## spread the word

If you liked the BITCH Fit manifesto, share it with a friend, tweet about it or whatever you like. You may also want to sign up for the [BITCH Fit newsletter](#), the *Montly Rag*, or subscribe to my [RSS feed](#).



If this manifesto helped you or, hell, even if it didn't, tell me about it. What aspects were helpful? What could I have explained better or what did you want to read about? E-mail me at [monica@bitchfitness.com](mailto:monica@bitchfitness.com).