



5 Step Guide

love your body
in 12 weeks

@shinefitco

Hey Bestie,

I am so excited you downloaded my guide on how to love your body in 12 weeks! If you don't know me, my name is Jess Takimoto. I have been a fitness coach for 5 years, changed over 1,200 womens' lives, and built a multi-6 figure fitness company. I am a proud cat mom, I live downtown Toronto, and my favorite treats are chocolate, wine, and BBQ chips. You can find me [@jesstakimotofitness](#) everywhere.

Now, let's get into it. I know your time is very valuable, and I will do my best to earn your attention and keep it.

In this guide, I'm going to walk you through a five step process. This is our proven process that we've used to transform over 1,200 lives in the past three and a half years. I promise you, it works. If you're not sure, stay till the end. You can read stories and stories and so many case studies of women who have transformed their life using this system.

Why is this FREE?

You might be wondering why I would give away all these secrets in a FREE guide?

I want to give you this information because my business is not built on being an expert that gate-keeps secrets. My members pay for the accountability, coaching, and community.

I believe that by giving this knowledge away freely, we will have a greater impact, build your trust, and ultimately change more lives.

Your Commitment: 5 minutes of undivided attention

This should take about 5 to 10 minutes to read, and I want your full undivided attention. Okay? Make the time, because this information will absolutely change your life.

Is this guide for you?

Before I get into this five step process, let's talk about who this is for. This guide is for you if you struggle with exercising consistently, you struggle with food guilt, or you struggle with body image.

If you struggle with *exercising consistently*...

- You want to be fit
- You want to be strong
- You want to exercise
- BUT You find yourself going through cycles of inconsistency
 - You exercise super consistently for four or five days a week, and then you fall off track. And then you restart, you fall off track. You restart, you fall off track. You've been going through this cycle for years.
- You're often unmotivated and you have to bribe yourself or force yourself to work out
- Whenever work or life gets crazy busy, the workouts are the first thing that you give up on.

In terms of *food guilt*, this is for you if...

- You struggle with emotional eating, with stress eating, with restricting food groups or portion sizes
- You have a really bad relationship with junk food or treats
- You're constantly counting calories or monitoring what you're eating

If you're struggling with *body image*...

- You don't like your body
- You won't wear certain outfits like short dresses or tank tops
- You feel like you would like your body more if you lost weight and were more toned
- You're just constantly staring in the mirror and picking apart things that you don't like about your body.

And based on the fact that you're reading this guide, I know that to some degree, you are struggling with body image and fitness. The question isn't *do you want to love your body*; the question is are you ready to change? (and that is amazing you want to change).

I want to congratulate you on taking this first step towards loving your body because it is so rewarding and it is the most amazing journey.

Loving your body is worth it

I promise... it is so worth it. Many people tell you that it's hard or you have to sacrifice, but I don't believe that is true.

Change doesn't take time; it takes DECISIONS

Many people will tell you that it will take a long TIME to love your body. That's also not true.

It doesn't take time; it takes information, a decision, and constant reinforcement. It's the constant reinforcement that takes time.

Loving your body can actually be simple, fast, and very straightforward. I'm gonna break down in the next five steps exactly what you need to do to get to a place where you love your body.

The 5 Steps to Love Your Body

1. Decide you want to change
2. Identify limiting beliefs
3. Believe you are worthy of more
4. Implement new habits
5. Navigate imperfection

STEP ONE: DECIDE YOU WANT TO CHANGE

Summary:

- What is the struggle?
- How long have you been struggling?
- Why do you want to change?
- How will changing help you?
- What will life look like if you do nothing?

What are you struggling with?

Now that first step, deciding you want to change, what are you struggling with? Some of those points that I talked about above, with exercising consistently, with doing crazy diets or workout plans, with body image, what is it that you want to change?

- More energy
- More confidence
- Less stress
- Better mental health (i.e. reduce anxiety/depression)
- Like your body when you look in the mirror

Maybe you can't even describe it quite exactly, but you know that you want to feel better. You want to look in the mirror and love your body. You want to feel more confident. Write it down below in this box. What are you struggling with?

How long have you been struggling?

Think back because it's probably more than a few weeks or months. You've probably been struggling with this for years or decades. And there's absolutely no guilt or no shame and no judgment. Write down how long you *actually* have not liked your body for?

(Thanks for being honest.)

Tell me why you want to change.

How will changing help you?
What does your dream body look like?
What does your dream body feel like?
How does it feel to love your body?

What will life look like if you don't take steps to change your relationship with your body?

Will your career improve?
Will you stand up for yourself more?
Will you wear outfits that you won't wear right now?
Will you start a business?
Will you leave a relationship?
How will your life change when you love your body?

STEP TWO: LET GO OF LIMITING BELIEFS

What are the limiting beliefs holding you back? Some of the most common ones I see:

1. *"I can't have a career and be fit"*

The women I've worked with that struggle with loving their body the most, are very successful professionally. They are super high achieving, they have amazing careers and a laundry list of accomplishments. And for some of them, that limiting belief is that you can't be happy and healthy and strong and fit AND be super successful.

It stems from guilt or what you believe you are worthy of. It's feeling guilty for your accomplishments or like you don't deserve them. And so you are self-sabotaging in another area of your life.

2. *"Fitness isn't for me / I'm not fit"*

If that doesn't resonate, another limiting belief is I'm not fit. This is rooted in your identity. Many of us carry stories from childhood. This could be from being picked last in gym class, if you were always the bigger kid, or if you had negative experiences with sports or fashion or bullies in school.

You've carried this (completely untrue) story from your childhood for years and years and years, and a few negative experiences shaped your identity.

That's become a core belief *that you are just not a fit person*. That is simply not true, and a belief that we need to let go.

3. Fear of success

Most limiting beliefs actually come down to fear. Fear of being seen, fear of being judged, or fear of being rejected. At the core of all of those fears is the belief that it is not safe for you to be yourself, to receive attention, and to be loved for who you are.

These limiting beliefs are the pesky things that are holding you back from having a positive relationship with fitness and with your body. In order to start to love your body and have a positive relationship with exercise and food and your body, we need to identify and let go of these limiting beliefs. And this is deep inner work. This is mindset work. This is emotional work.

Now, how do we let go of these limiting beliefs? This is the third step, believing that you are worthy of more. And this is the hardest step because...

STEP THREE: BELIEVING YOU ARE WORTHY OF MORE

This is the hardest step because there is no right and wrong way to do it. There's no guidebook. This is the beliefs that have been so conditioned into your identity and your subconscious and programmed in there for years and decades.

To identify and let go and build new beliefs *takes work*. It doesn't take time, it takes work. This work can happen in an instant when done in the right way. You just need to be asking yourself the right questions or doing the right things.

Believing that you are worthy of more means you have to

- Validate yourself
- Be willing to set boundaries
- Be willing to say no
- Be willing to stand up for yourself

If you are ready to do that, then you're on the right track. If you don't yet, let me remind you: you are worthy of more. **You are worthy because you are here.**

You don't need to earn love for your body, or accomplish something to prove you deserve it.

You are the only one that has to give yourself permission and you're the only one that can make yourself believe that you deserve to love your body

STEP FOUR: IMPLEMENT NEW HABITS

Now that you've completed steps 1-3, it's time to take action. It's time to implement new habits. This is where we're actually doing the physical work of the exercise or the eating or the journaling or the meditation or the listening and learning.

Most people skip steps one to three. They skip deciding they want to change, deciding what that change is going to look like, identifying the limiting beliefs that are holding them back, and then building new beliefs that you are worthy of more.

If you skip steps one through three, and you jump straight to implementing new habits, it will put you in a **yo-yo cycle and set you up for failure**. Let me describe this yo-yo cycle.

The Yo-Yo Cycle

This is where the fitness industry starts. You see 21 day fixes, eight week transformations, 75 hard, 80 day obsession, etc. You try to implement the physical work without doing the mental work.

When you start here, you start to build the habits of a fit person. You're exercising consistently and you're eating better. BUT if you don't believe that is who you are or what you're worthy of, you will self-sabotage and stop. When things go off track, when you miss a day, you'll see that as a sign that, oh, I was right, this isn't for me.

You lose motivation and fall off track, only to start all over again. If this cycle sounds familiar, if you've been at this cycle for years of starting and stopping exercise.

There's nothing wrong with the workout or food plan itself; it's how you're doing it.

Now that we've worked on the first three steps, let's talk about the fitness habits, the food habits, and the mindset habits that you need to implement.

1. Regular Exercise
2. Healthy Eating Habits
3. Daily Mindset work

HABIT 1: REGULAR EXERCISE

In terms of fitness, we know that regular exercise is super important for us. It's good for our minds, it's good for our bodies. It's going to keep us healthy, it's going to make us strong.

We know that if we exercise consistently over a really long period of time, like months or years, we're going to gain muscle, we're going to gain endurance, we're going to be in peak physical condition.

This takes months or years, not days or weeks.

Ultimately, fitness is about consistency over the long run, not about doing the most effective plan for a few weeks at a time. Think about it...

-> If you work out three times a week at 70% of your best effort for five years

OR

-> if you work out five days a week at 100% of your best effort for six weeks

Which one is going to get you the results that you want? Of course, doing it for years.

The thing about exercise is it doesn't have to be complicated. Exercise is about 5% of what makes you healthy. Nutrition, sleep, stress, and relationships make up 95%.

In terms of exercise, for the next 12 weeks you need to commit to regular exercise. That means **2.5 hours a week of movement**. You can choose between:

1. 3 days a week, 50 minute full body workouts
2. 4 days a week, 40 minute workouts - 2 cardio, and 2 strength
3. 5 days a week, 30 minute workouts, 3 cardio/2 strength OR 2 cardio/3 strength

Within those days, if you're doing four or five days a week, you wanna be training splits with heart rate zone monitoring. This is the most effective split to improve your physical fitness.

On STRENGTH days, you're doing low intensity strength training. That means your heart rate is not going into a cardio zone. If you wear a fitness tracker, that's your yellow zone/fat burn zone. If you don't have a wearable, your heart rate should feel like a 5-6/10 throughout the workout. Do any strength workouts where your muscles are under tension. For example, bodyweight strength workouts, lifting weights, pilates, etc.

On CARDIO days, you're doing high intensity cardio. Your heart rate is staying in your cardio zone. If you wear a fitness tracker, that's your orange/red zone (aka cardio or peak zone). If you don't have a wearable, your heart rate should feel like a 7/10-10/10 throughout the workout. Do any cardio workouts where your heart rate is up. For example, dance cardio, HIIT, running, sports, etc.

If you're doing full body workouts 3 days a week, don't worry about cardio vs. strength. Just get moving and sweating! This is the best place to start if you're not exercising at all right now.

Remember, baby steps. Going from 0 to 4 or 5 days a week is a massive change, and might be too much. Be realistic and commit to a workout split that is achievable based on your CURRENT schedule (not your ideal one).

I won't get into all the exercise science behind this, I do have a full video/audio training on this and I'm happy to send it to you for free. Just send @shinefitco a DM on Instagram.

To sum it up: get your body moving for 2.5 hours a week. That's it.

Why will exercising help you love your body?

The physical changes from exercises will come in months or years. The mental and emotional benefits happen in days and weeks. In 12 weeks from now, if you have consistently exercised three, four, or five days a week:

- You will have more energy
- You will be more productive
- You are going to have better focus
- You are going to have more clarity.
- You are going to just **feel better**.

And that is the benefit, because when you feel good, when you feel proud of yourself, when you look in the mirror and you're like, "I showed up", that boosts your confidence. You feel accomplished, and you know you are building the HABIT of exercising regularly that you can sustain for YEARS.

HABIT 2: HEALTHY EATING HABITS

I know you're smart and you're well educated. I don't have to tell you that eating healthy foods is important.

What I do have to tell you is that eating healthy 100% of the time or eating in an extreme "healthy" fashion is unsustainable. It's restrictive and it's not going to help you build a healthy relationship with your body that you can maintain for years.

Now what does... Most of us know what foods are more nutritious or less nutritious. You can identify that ice cream, chocolate, and chips are less nutritionally dense than lean protein and vegetables. You already know what foods are healthy. That's not the problem.

The problem is finding a balance and doing that consistently. Most of the members we work with don't struggle with knowing how to make a healthy meal or what foods are healthy. They struggle with emotional eating, binge eating, and restricting (which all come down to control or anxiety). These are not food problems. These are mindset problems.

Using food as a control mechanism is not healthy. Enjoying all foods in moderation is.

What is a healthy relationship with food NOT?

- You are NOT going to count calories.
- You are NOT going to track macros.
- You are NOT going to cut out food groups
- You are NOT going to restrict yourself

Over the next 12 weeks, you will build a healthy relationship with eating by...

- You are going to try your best to eat healthy meals most of the time.
- You are going to eat when you're hungry and stop when you're full
- You are going to aim for as much fresh and nutritious food as possible.
- You are going to enjoy all of the food you eat.

A healthy RELATIONSHIP with food includes treats!

- Going to birthday parties and eating the birthday cake.
- Going out for drinks and choosing what you WANT, not what has the least calories
- Eating dessert.
- If your friends are going for burgers, you get a burger too.

Our favorite saying for this is "treats not cheats". Let go of the constant monitoring and just ENJOY your food.

You NEED to let go of the guilt and beating yourself up. You're going to let it go because you know, again, same thing as with exercise, it's not about doing it perfectly for six weeks, it's about eating healthy most of the time for YEARS.

TIP: If you wouldn't eat like how you are for the rest of your life, don't do it for a short period of time now.

HABIT 3: DAILY MINDSET WORK

The last habit we're gonna implement is daily mindset work. **This is what's going to make or break how much you love your body.** This comes back to steps one through three. You have to know what loving your body looks like and you have to believe that you deserve it. If you skip the mindset work, no amount of new habits will help you truly love your body.

When we're building new beliefs, we wanna be consistently reinforcing them. I want you to work on your mindset for at least 10 minutes a day, five days a week. *Can you do 10 minutes a day, five days a week?*

You can listen to podcasts, you can journal, you can meditate and visualize, you can do anything to work on your mindset. For our members, we have structured mindset training that work through specific relevant topics around fitness, food, and body image.

Ultimately, doing anything is going to help, and there are so many free resources available to work on your mindset. Just do something consistently. Five days a week, 10 minutes a day. Ideally, you do this first thing in the morning or last thing before bed.

STEP FIVE: SHOWING UP IMPERFECTLY

The last step to lasting change is showing up consistently and *navigating imperfection*.

When you exercise consistently, you eat healthy most of the time and you work on your mindset for 12 weeks, *you will transform your life.* You will completely revolutionize the way that you see yourself and the way that you feel about yourself.

Here's the thing... you have to go in EXPECTING it won't go according to plan.

As much as we plan and make spreadsheets and schedules, **life is life**. Roadblocks come up. There will inevitably be days where last minute stuff comes up at work. There will be days when you get sick or you need a mental health day or you have a family emergency.

That doesn't mean you messed up; **it means you're human.**

If you go in expecting 100% perfection of yourself, the first slip up is going to crush your motivation and your resolve to stick this through for 12 weeks.

This is especially important if you identify with any of the following:

- People pleaser
- Overachiever
- Perfectionist

- Super type A
- Used to being successful and being great at things that you do
- Terrified of failure
- You just wanna be good at everything you do,

You set really high expectations and standards for yourself (sometimes unrealistically high). To you, anything that's not perfect is not good enough.

This is the trickiest step for you. Because life is not perfect.

When, not if, WHEN those things happen and you miss a day, you don't have to make it up or do double time the next day or the next week. It's just life.

Think of high level Olympic athletes. They get sick too. They have off days. If you're training at the highest level possible and trying to maximize what you're doing, when they miss a day, they can't make up for it the next day. You just have to let it go and move on.

A rule that helps: The 90% Rule

At SHINE, we define success as 90%. If you're committing to three workouts a week, times 12 weeks, that's 36 workouts. What's 90% of 36? That's 32. If you get to 32 workouts over 12 weeks, that means you succeeded. You don't have to catch up on the ones you missed.

So for the next 12 weeks, expect things will not go according to plan 100%, and be okay with imperfection. Be okay with 90% or even 70% or 80% because 70% or 80% for 12 weeks is better than 100% for two weeks and giving up when you miss a day.

The thing that helps most: Find Your People

One of the best ways to navigate this imperfection is by surrounding yourself with other people. Find a person or group who has been there before you. Find somebody who is 10 steps ahead of you that can guide you. hold you accountable. talk you down off of a ledge when you are freaking out and things don't go according to plan, and cheer on your wins when you don't see them.

Find a friend, find an accountability partner, find a community group that will help you on this journey. Like I said before, our members don't pay us for knowledge; they pay for coaching, accountability and community.

Look for people that have the confidence and self-love that you aspire to have. There is room for everybody to succeed. Find somebody who has what you want to have because if they love their body and they are super confident, they are going to want you to have the same thing. As I love to say... we rise by lifting others.

NEXT STEPS: TAKE ACTION

Okay bestie, we made it! Those are the 5 steps. I have given you everything you need to know to love your body, to make this change, and to feel confident permanently. Now it's time to take action...

Before we do, let's review:

1. Decide you want to change

- a. What is your struggle?
- b. How long have you been struggling?
- c. Why do you want to change?
- d. How will changing help you?
- e. What will life look like if you do nothing?

2. Identify limiting beliefs

- a. What are the beliefs holding you back?
- b. Common ones:
 - i. I can't have a career and fitness
 - ii. I'm not fit - stories from childhood
 - iii. Fear of being seen - it's not safe to receive attention
- c. Most limiting beliefs come down to fear - fear of being seen, judged or rejected

3. Believe you are worthy of more

- a. This is the hardest step
- b. Let go of limiting beliefs
- c. Build new, more helpful beliefs
- d. Be willing to set boundaries and stand up for yourself
- e. This is all inner work

4. Implement 3 new habits

- a. Most people skip steps 1-3
- b. Starting here puts you in the yo-yo cycle
- c. What are the habits to help you love your body?
 - i. Fitness - regular exercise (3-5x/week; 2.5 hours/week TOTAL)
 - ii. Food - healthy eating habits
 - iii. Mindset - 10min mindset work x 5 days/week

5. Navigate Imperfection

- a. Expect roadblocks
 - i. This is extra tricky if you are recovering people pleaser, overachiever or perfectionist
- b. Use the 90% Rule
- c. Find your people
 - i. Look for coaching, accountability or community
 - ii. Find someone who has been there before

That is all the knowledge that you need. The tricky part is the implementation. It's the execution.

The path to loving your body is simple, but it's not easy.

Are you ready to get started?

If you want this transformation too, I want you to commit to taking action right now. You've made it to the end of this book. You've already invested all this time. So decide that you are going to, now that you have the knowledge, you're gonna act on it.

What is one thing you can do today to move forwards?

IF YOU WANT MORE...

If you don't know where to start, but you know you want this, [book a call with me](#). It's a free 30 minute call and I will personally sit down with you and walk through what implementing this 12 week transformation with our coaching and accountability could look like for you. You get a workout plan with video classes, structured mindset training course, 1:1 coaching + accountability from our exclusive community group.

If you're worried it's going to be super expensive (and that's holding you back), I will tell you 3 things;

Firstly, **it's an investment in your health**, your confidence, and your future. You can absolutely DIY this (I've already shown you how to), but I guarantee it will be faster, easier, and more effective to invest in support.

Secondly, I will tell you upfront, our highest accountability packages are **3-4 figure investment**, and on our more DIY options, you can **start for as little as \$24**. We have a range of programs and ways to get started and I want to help you find one that works for you, whether it's with us or not.

Lastly, there are **absolutely no strings attached**. We don't do pushy marketing, high pressure sales, or gimmicky tactics. If this is not genuinely a good fit for you and I am not 110% sure we will help you transform, I will recommend you don't start. Do a free meet + greet call. You have literally nothing to lose. Take advantage of this gift I am giving you!

BONUS SECTION: MY TRANSFORMATION STORY

If you follow these five steps, you will totally transform your fitness. I know this because they changed mine.

I want to tell you my own personal story... I was a competitive dancer growing up, which is an aesthetic sport. In high school, I developed serious body image issues.

I would pick apart my body in the mirror constantly.

I never felt good enough.

I was overachieving and I was struggling with perfectionism and people pleasing

No matter what I accomplished, it never felt good enough or I felt guilty about it or undeserving.

I struggled with severe imposter syndrome.

I was that super high achieving, ambitious type A woman who had a horrible relationship with exercise

I would exercise obsessively and do crazy amounts of cardio every single day.

I would cut entire food groups.

I would use food as a control mechanism or punishment for when I had a good or bad day.

And I hated my body in every outfit that I wore.

I decided I couldn't live like this any longer. I didn't want to miss out on more birthday parties and social events and being present at family gatherings because I was so caught up in my insecurities.

I decided that it was time to change. Through 5 years of my own personal trial and error, I taught myself how to love my body. After another 4 years and transforming 1,200 women's lives, I developed systems to make it faster, easier, and replicable. The result is this guidebook.

If I had this guidebook 10 years ago, my life would have been totally different (but I guess I also wouldn't be here to share this information with you).

Through changing my mindset, letting go of limiting beliefs, and working on a new identity where I could be both confident and successful, where I can have my dream body and love it in every shape and size and phase of life, that to me is priceless. I want that for you as well.

NOT JUST MY STORY...

If you're curious, like, okay, maybe this worked for you, but how do I know this will work for me?

Read through some of the testimonials of members we've worked with.

This process? This work? It works.



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"I joined SHINE in 2020, and from the first class I was hooked! The workouts were FUN, gave me so many options and surrounded me with equally passionate and strong people.

Less than a month I noticed a positive change in my self-confidence and life in general. I can attribute these changes to the ways the instructors not only push each person to do their best, but their constant words of encouragement and ability to make sure every participant is seen and feel that they belong!

SHINE prioritizes self-love/self-care which makes them stand out. The community provides so many with a space to flourish, find self-love and acceptance and I 100% recommend it to anyone I meet"

- Kate Rochon



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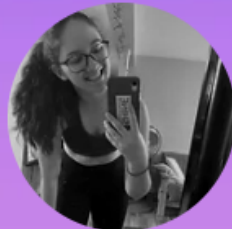
"Being part of the SHINE community has had such a paramount impact on my self-confidence, my mindset, my well-being, and my life as a whole!

I have learned to love exercise again, and through the examples set by the instructors and other members, I have been able to shift my mindset & actions allowing me to exercise because I love moving my body, not to punish it.

I have become stronger, physically and mentally; I feel like I am part of a team again and have people always cheering me on; I am more confident in myself and my abilities!

I cannot recommend joining this community enough. It's the best!"

- Brielle Leman



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"Before I discovered SHINE, I had always been interested in health and fitness but struggled to develop a sustainable routine, that was until I found SHINE.

I never felt as strong and confident working out as I do when in a SHINE class. SHINE hasn't led to me losing 10 pounds or 3 inches. Instead, I feel it in my endurance, my agility, my confidence to dance it out and shimmy in the improv catwalks.

Being a part of this community has been so important to me - I've made so many new, meaningful friendships and I feel myself getting 1% stronger and more confident each time I join a class"

- Meg Fleming



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"To be perfectly transparent, there is absolutely no way that I could fully summarize the impact that SHINE has had on the past six months of my life.

The community of people that I've gotten to know through SHINE is absolutely unparalleled, and I have nothing but gratitude for the support that I feel on a daily basis.

My once poor relationship with fitness has definitely grown into a healthier, more sustainable one. And as a person fighting that, to be able to say "I showed up today" at the end of class continues to be one of the biggest wins every single day"

- Kiana Naser

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I've struggled BIG TIME with self-confidence and self-worth and would often seek external validation to feel good about myself. When Miss. Rona rolled in it was impossible for me to get that validation from others and that really took a toll on my mental health.

Tamara and Claire had been talking about how much they loved the SHINE community and how much it turned their lives around, so I gave it a try. At first SHINE was just a way to get my body moving each day, which is important, but week after week I began to notice changes in how I was speaking to myself.

Over the past 3 months my inner voice has become kind, compassionate, understanding and most importantly loving!

Since joining shine I've gained new friends, a healthy relationship with working out and with food, and most importantly I've improved my mental health to a point where I can #wearthesportsbra and feel confident with myself (because I'm pretty amazing, if I do say so myself).

- Anonymous

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Personally, I never had a great relationship with fitness, let alone how I saw myself in the mirror. But during the past few months I've started to appreciate my body for how strong it is, I eat what I want because it feels good to nourish my body and I no longer workout to fit a general mold of what the "perfect body" should look like.

I've come to appreciate that every body is beautiful and there's no need for comparison. Without the SHINE community I would've continued to scroll on social media needlessly comparing myself to others.

None of this would've happened if I didn't discover this wonderful business.

Side note: When I was living at home my parents would always ask what the "woot woot" was all about so now they know SHINE as the woot woot workout.

- Anonymous

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"I did my first SHINE class in March 2021. Before SHINE, I was following a cardio and strength workout program through an app on my phone. Although I enjoyed the workouts that I was doing, I felt like something was missing (hint: it was a supportive community and actually FUN workouts). During my first class, I distinctly remember doing the second peak of the class and thinking to myself, "okay, I'm hooked this is so fun".

I know that the term "confidence transformation" may sound extreme, but that's honestly what I'm in right now. I speak my mind, wear the clothes that I feel good in, set boundaries, and step outside my comfort zone now more than ever. I've done/am doing the 'work' (confidence building, body image work, etc.) myself, but I lean on the SHINE community to cheer me on.

As an ED Recoveree, SHINE means so much more to me than an awesome company with a cool community. In a society full of diet culture, I never know if I will be triggered by an Instagram post, a food label, and/or a comment made by a friend or family member. I used to think that SHINE classes would trigger me, but honestly, they're one of the only places where I feel safe."



- Cali Dickson

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I started doing SHINE in March 2021. It appealed to me because it reminded me of my dance background. I did ballet, tap, and jazz for 15 years. At a glance, SHINE seems very similar to dance: it's all about spirit, smiles, and hard work. In reality, SHINE is a completely unique experience. The biggest difference is the language used by the SHINE community, and the motivation for participating.

Traditional fitness classes and dance are SO focused on aesthetics and changing the way you look. This source of motivation is so harmful to young minds. When I quit dance I spiralled into the 14-day transformation challenges, relentless comparison to others, and disordered eating habits. I wasn't eating nearly enough, and I'd constantly be doing boring, overly difficult workouts. No wonder I hated it so much!

Being active was hard for a while, because it was an act of self hatred. SHINE is the first really positive experience I've had with physical activity. I find it genuinely so fun and joyful, and I'm motivated to fuel my body so I have the energy for tucks in class.

SHINE has been an extremely safe environment to heal in. I know I'm not alone in my experiences of harmful relationships with exercise, food, and my body. I want to encourage anyone who has these struggles to first, see a mental health professional (it's hard, but you will not regret it), and then find a safe place to rebuild your relationship with yourself. For me, it's been SHINE

- Laura Gillis

”

"I have changed the conversation inside my head about fitness all because of you.

Who cares about losing X amount of pounds... I finally feel confident in my body and it has been a long journey to feeling this way, thank you for being a part of it. Here's to feeling great!"

”

"I also hit a personal milestone during your class...

I've never had the confidence to work out in just a sports bra and the community that you've created / your energy and comfort in your own body helped me out SO much - so thank you again!"

”

First time doing Abs & Arms was killer!!

I also love how anyone can do your classes at home and with no equipment needed (super accessible!) Thank you!

”

Going into my 11th straight week of doing your classes and still loving them so much!!

Thanks so much for what you do!

”

SHINE has truly changed my life. Being a competitive dancer at a very young age meant that I was struggling with body image very early. I found myself comparing my body to other girls and looking through magazines, aiming to have that Victoria Secret body type.

People would look at my slim body and tell me, "Stay like that and you could be a model". So I worked hard to keep it that way and fell into disordered eating. As I got older and puberty hit, my body didn't change much except for that I developed in my chest.

I have struggled with my body type; I've always said my chest didn't match the rest of me. I found I was always trying to make my body look a certain way, workout for a body that society found attractive, that boys found attractive.

After joining SHINE classes I am starting to work out for me. I am no longer doing that burpee tuck so I keep off the bag of chips I ate last night. I am doing that burpee tuck because I feel powerful doing it. I could write an essay on how SHINE changed my life, but the biggest change is that SHINE is helping me to love my body again and see working out as a passion, not a punishment.

- Anonymous

”

I've always struggled with how my body looked. Working out was always about changing the way I looked, and it wasn't till I discovered SHINE where I finally felt comfortable in my own body for what it was.

I let go of the notion that I had to look a certain way in order to be strong, or that a hard workout involved misery. All I had to do was show up, push myself, and leave feeling strong and confident, no strings attached.

After experiencing this for weeks I knew it was something my friends also needed. I've been there through every phase of my friends' body image struggles and I knew that SHINE would change their life too.

Now, when my friends and I discuss exercise, we talk about how big we smiled, not how many calories we burned, and that mindset alone is life changing.

- Anonymous



Payton Chapley

14 reviews · 2 photos



★★★★★ 5 months ago

I've been consistently going to Shine for the last three months, and I cannot stress how much it's affected me in a positive way. I've tried every diet, workout class, fitness trend, and workout style there is and nothing actually made me feel better. Until Shine came along (cheesy, I know).

The unending motivation and enthusiasm of the coaches has gotten me through rough days, and the love from the whole community motivates me everyday. This group is so diverse and welcoming, and just has the best vibes.

My sleep has improved, I have better posture, I feel so much better in my own skin, and I have so much more energy than I did before joining this community.

TL;DR - Amazing Coaches, Incredible Community. Unmatched Vibes 🥰



Heather Belanger

4 reviews · 5 photos



★★★★★ 4 weeks ago

I'm so grateful for SHINE and the amazing coaches/instructors that make it so special. If you're looking to transform your confidence, relationship to fitness, and your body image in a positive way, SHINE will do just that. You'll even make some friends along the way. Thank you Jess and SHINE 💙
#treatsnotcheats #wootwoot!



Faiza Rahman

3 reviews



★★★★★ 5 months ago

Joining Shine fit is one of the best decisions I have made for myself. The confidence boost from working on myself and being around a community of women going through the same growth mindset really made me feel at home. I signed up through and Instagram and Jess really helped me train my mindset to invest time and energy on myself no matter what else goes on in my life :)



Jimena R

3 reviews



★★★★★ 7 months ago

This is a women-owned business that supports other women in their fitness journey. Inclusive and energetic classes that will make you sweat!! 🔥💪 without the stigmas and harmful ideas of the diet culture and body image stereotypes.

Personally, I LOVE that Jess and all the coaches do 100% of the class with you and offer variations so you can choose what you feel more comfortable doing.

They also offer classes online and a mindset training to support your personal growth 💖👏

I love being part of SHINE ✨



Alba Esposito

5 reviews



★★★★★ 8 months ago

I love Shine, Jess and her philosophy of how do workout for everyone, I tried the gym and I felt so lonely and lost and I didn't know what's workout were the best for me and my body! I was looking for something that helps me to believe in myself, show up and to be a part of a community; Jess and her team they're always ready to support you cheer you up and remember to thank yourself for all the hard work! A place where you can built your strength and confidence having fun! Best workout ever for everyone!



arhana priya

1 review



★★★★★ 5 months ago

Honestly this class helped me so much when my mental health was at the verge of breaking. They have been so supportive the coaches as well as every person that comes. I had to stop due to some personal reasons but I can't wait to join back as soon as I can. This class is the definition of fun, sweat and happy and independent women.



Bruna Dos Santos

8 reviews



★★★★★ 4 weeks ago

It has been two months since I started at SHINE, and it's been the first time in a long time that I've been consistent with exercises. Classes have amazing energy, they are fun and engaging, and trainers are very encouraging and help me keep motivated throughout the class and also in between classes. I highly recommend it!



Jill A
4 reviews



★★★★★ 8 months ago

Joining SHINE FIT Studio was one of the best decisions that I have ever made for myself. I came across an ad on Instagram and went to a trial class. As someone that struggled to go to gyms because of the lack of motivation and structure, I found that I kept making excuses to avoid being active. SHINE FIT Studio has provided a safe space where I can feel comfortable in my body, be active, and feel more confident overall! I love the structure of the classes, the music choices and the welcoming community that I get to see weekly. When I am not able to go to the studio, it is nice to have additional options with the on demand (online) classes and mindset learning as well.

I love SHINE FIT Studio, the SHINE community, and amazing energy that the SHINE instructors bring to each and every class! It is a great studio for anyone at any fitness level, and I will keep recommending the studio to everyone I know <3

Note: If you ever see a posting to join a community class, do it!!!! 10/10 will always recommend



prena chandwani
7 reviews



★★★★★ 7 months ago

Absolutely love Jess's classes. It's been almost 3 months I have joined Shine and it's been an absolute game changer for me.

I have never felt more energetic and comfortable in my own body in a while. So thank you Jess for making this possible for women to come workout and socialize.



Shreya Chopra
6 reviews · 1 photo



★★★★★ 9 months ago

I started coming here for the six week challenge, at the beginning of which I was struggling with a lot of things in my life -- body image and fitness being one of those things. But as I continue to show up each week, I feel like I'm getting stronger. No matter what happens in the day, when I get through a class here, I feel proud of myself and confident in my self that I can continue to show up for me, and the younger versions of me in the past.

I used to be intimidated to workout in group classes because I would feel like I'm doing everything wrong or my body is just not right compared to the other more fit looking folks in the cohort.

The sense of community, the overall values and the supportive environment at a Shine Fit class makes it possible to help me get the energy to reprogram my life towards the goals I want to achieve.

If you're coming for a trial class today, at the end of it you can expect to be dripping in sweat.

Now workouts feel like a party where I am celebrating my body :)



Like



Constantina Venetis

4 reviews



★★★★★ a year ago

I have been doing workouts with Shine since it was founded and I absolutely love the workouts and community. The confidence based model has transformed my confidence and outlook when working out... I am so grateful for this. I highly recommend you try an online class and/or a in-person class with SHINE. Woot woot!

Like



Abbey Rokeby

6 reviews



★★★★★ a year ago

SHINE is the absolute BEST workout company out there!! I have been working out with SHINE for more than 2 years now, and they have the most fun workouts, and the community/message/goal has changed my relationship with exercise and my body for the better! There is no other company like this!!!

Like



Kirsten Miller

4 reviews



★★★★★ 5 months ago

SHINE changed my life. Best community and workouts in the world. Once you go SHINE, you will never go back 💕

Reply Like



Emma Sparks

3 reviews



★★★★★ 8 months ago

Absolutely love SHINE! The most welcoming community and such fun classes! My favourite way to work out!!!



Jenna Mercer

1 review



★★★★★ 9 months ago

This place is awesome- I've made new friends, transformed my confidence, laughed a ton, and started enjoying fitness again!! The vibes are unmatched 💕



Sophie Weiss

2 reviews · 1 photo



★★★★★ 8 months ago

The most inclusive incredible community I have ever been a part of ❤️ Love these classes so much!!!!
The MOST FUN EVER!! 🙌🙌🙌

 Like



Melissa Cardoz

Local Guide · 12 reviews



★★★★★ 9 months ago

I've been attending Shine for a few months now, and it has totally transformed my relationship and attitude towards fitness. The classes are really fun and there is always such good energy coming from the coaches and other attendees. I'm so happy to have found this community of fantastic people and I look forward to going to Shine week after week.

PS. The time is right now. Think about what it will cost you to not change, what it will cost you to continue hating your body and feeling self-conscious and insecure all the time. It's a steep price to pay.

Take action! [Book a call!!](#)

PPS. I am cheering you on every step of this journey. I am so proud of you for being here and I can't wait to see your new radiating confidence and self-love.