

Built By Alicia

A 30 day elevated strength training program designed to help you stay forever jacked, sustainably lean—and maintain it— for real

30 days: 4 workouts/week + weekly Boosts + optional active recovery day + VOXER support (M/W/F) + optional 1:1 session(s)

Your biggest weapon in changing the shape of your body is to build lean muscle so that you not only look jacked af, but you feel strong af too. Built by Alicia is an elevated workout program designed for the advanced gym goer, to help you take the guesswork out of your fitness journey so you can show up with a plan, put in the work, and reap the rewards.

Build muscle, make gains, turn heads.

We begin January 9th, 2023!

[Sign up paid in full HERE @ \\$299.00](#)

[Payment plan available at checkout](#)

- **First 10 people to sign up get a 1:1 30 minute Zoom call with me!**
- **OPTIONAL UPGRADE:** 1:1 60 minute Zoom call. (\$150) **EXPIRES 60 days from date of purchase.** **[Sign up HERE](#)**

- **OPTIONAL VIP UPGRADE:** 2 x 1:1 60 min Zoom calls (\$275)
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Goal: A thirty day workout program designed for advanced levels to help you sculpt your physique by using the potent combination of hypertrophy training and conditioning. Build muscle, tap into your superpower(*intensity*), and amplify your training! Build the physique you want so that your confidence in and outside of the gym feels unshakable.

Outcome: After 30 days, you'll be one step closer to a strong and athletic physique. You'll have the tools needed to amplify your training for the long haul. Use this 30 day program to guide you through every step of the way so you can build lean muscle **without** cutting carbs or spending 45 minutes slogging through another mind numbing treadmill session.

Not everyone wants to be FOREVER jacked. Some folks are content with a quiet existence and would prefer that people avoid complimenting their back muscles. And we love that for them. But let's be real– ***not you though***.

You know you love building muscle. You know you love seeing the fruits of your labour–Build visible muscle, without the nonsense.

When you look around at other people in the gym, you feel even more acutely aware that how you show up is wildly different. You show up with intensity, you love a pump, and you love the feeling you get when you accomplish another hard workout.

But things are starting to feel a little stale. You've lost some intensity and you're craving something new, something different.

This program utilizes super sets, compound sets, HIIT, and tempo training so your body is getting progressively stronger and leaner. While these terms and practices may not be new to you, the way you'll approach them will **minimize your time spent in the gym without sacrificing your physique goals.**

And while your outcome will be uniquely yours, Built by Alicia is an advanced method that will catapult your physique to a whole nother level.

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Over 30 days, you'll gradually get stronger by applying elevated **progressive overload techniques** that are laid out in the program each week. This method is tried and true and will give you the most bang for your buck—we're *talkin' about results!*

Building your physique is an art form.

You've heard the phrase, "Train smarter not harder," which is exactly the foundation in which this program is built upon. No matter how long you've been working out, **the fundamental principles still apply.**

This program will reignite your passion and put a fire under your ass that makes you wake up feeling excited to throw down, get stronger, and build a lean and mean physique.

What you put into it is what you'll get out of it, it's an opportunity to own what you love doing (*getting jacked, obviously*) and feeling confident about the path you're on. It can be fun and challenging all at the same time.

Built by Alicia is a powerful and potent 30 day workout program that will:

- **Ask you to show up 4 days a week for 30 days**, are you ready?
- **Yield results internally and aesthetically**—feel confident and turn heads.
- **Utilize dumbbells, bands, bench, KB, and a skipping rope**—yep, simplified and effective workouts!

You have goals.

You desire a body that feels strong and capable.

And you want to look lean and muscular, **WITHOUT feeling bad about wanting those things**—well guess what, you don't have to feel ashamed about having body goals.

With some potent exercise combos and optional Boosts, you can bet your ass you're going to achieve your goals—*and have fun doing it.*

**Built by Alicia, (available for purchase from Dec 19-January 8th)
was created for you to build visible muscle and *feel forever
jacked.***

I've done that shit too, where you spend 2+ hours in the gym and put way too much emphasis on cardio and HIIT because you think *more is better. Because that's what most women have been told. "Eat less, move more."* –insert eye roll.

Eventually, you're burnt the f*ck out without having made any real progress.

I have played that game too, my strength training was an afterthought. I would spend 30-45 minutes doing cardio or some type of CrossFit WOD, and then I'd have nothing left in the tank to perform my strength training portion, it works for a bit, until it doesn't.

I'm not embarrassed or making fun of that version of myself. It's easy to feel like cardio is the be all and end all, but **strength training is the magic unicorn for sculpting your physique.**

It's easy to feel like: Heavy squats, deadlifts, rows, and lunges aren't "enough." To find yourself stepping into the gym every week second guessing if you're doing enough, if you should add more cardio, or tack on a 20 min CrossFit WOD to your already 60 minute strength session.

"Should I do a 20 min AMRAP too?...Maybe I'll add in burpees in between my heavy deadlifts?...But I did do 30 minutes on the spin bike yesterday...I'll just do a 5 round circuit after my supersets..."

Sound familiar?

External results come from an internal shift.

And more specifically, if you want to build a muscular and athletic physique, your training needs to reflect that.

And I can teach you how.

I want to help you sculpt your physique so you finally see those delts and quads poppin'.

I don't want you wasting your precious time and energy wondering what muscle group or class you should hit tomorrow because you know your way around the gym and now you're ready to elevate your experience and get pushed just a little bit more.

Can you relate to feeling like...

- **You fully know how to workout**, but don't have the time or energy to design an effective program?
- **You want to build muscle and lean out at the same time** without adding fasted morning cardio to your already busy life?
- **You know your way around a gym but you're feeling** a little less "spark" when you approach the dumbbell rack?
- **You haven't fully tapped into your full aesthetic potential (or some part of you thinks this might be true)** and you know there's a strong physique waiting to be revealed to the world?

🔥 Built by Alicia is the place to reignite the fire to work out again 🔥.

- Work through the potent combo of strength and conditioning without spending 2+ hours in the gym.
- Use this program to reignite your passion for fitness so you stay consistent even after the 30 days.
- Tap into a second gear of intensity and consistency that will allow you to finally see the fruits of your labour in the gym.
- Apply the program outline and progressive overload techniques even after the 30 days is up.

BUILT BY ALICIA

A 30 DAY workout program for the advanced gym goer designed to take your training and physique to a whole nother level—*because you deserve to see results when you put in the work*—**You want visible muscle and a program to get you there, I gotchu.**

[Sign up paid in full HERE @ \\$299.009](#)

[*Payment plan available at check out](#)

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If approaching every workout with a solid plan and the right amount of intensity to get results was easy, everyone would be walking around looking like a collegiate level athlete.

But it's *not*.

Most of what we learn about working out and aesthetic goals has to do with cutting carbs and “fat burning” workouts—*no such thing*.

In more recent years we've started combining that with “metabolic style training”--again, don't know what that is...

And so many fitness people argue on the internet about which exercises suck and which ones are the best.

It's all noise.

This is why having a well designed program that makes you excited about your fitness routine again is possible without any of that. **It can feel fun, challenging, and uncomplicated.**

*Do you want to have a program that you can build off of? That once you start, the momentum to keep going feels automatic (**RIP another “fat-burning” workout program**).*

I'm not here to promise: *unrealistic physique outcomes, unimaginable transformations, or that you'll put 100 lbs on your back squat in 30 days(unlikely)...because your outcome will be uniquely yours.*

And, If you're ready for an elevated and effective program so you can stop spinning your wheels before every workout, you will probably see physique changes, you will probably get stronger, and you will probably feel excited about working out again.

That's where we begin: Built by Alicia.

We're starting January 9th, 2023.

👁️ The deets: 👁️

- **4 workouts/week over 30 days:** Full body, upper body, full body, lower body (**Level:** advanced. You know how to perform: hip thrusts, RDL's, and kettlebell swings)
- **Equipment:** Dumbbells (minimum: heavy, moderate, and light set), kettlebell, skipping rope, bench, loop band, and a long band.
- **5th day:** A curated plan for your active recovery day (optional).
- **VOXER support:** Monday, Wednesday, Friday(9-5PT). This is a safe space where we can text or send voice memos so you feel supported throughout these 30 days. Ask questions, get clarity, share a win—use it however you need.
- **BONUS CALL!:** The first **10 people** to sign up get a 30 min Zoom or phone call with me. Nutrition, relationship with food, rest, performance goals, body image, and exercise support—**pick 1-2 topics to bring to the call.**
- **OPTIONAL UPGRADE:** 60 min Zoom or phone call to really nurture your experience and make sure you're on track to reach your goals. **(Additional \$150.00)**
- **OPTIONAL VIP UPGRADE:** 2 x 60 min Zoom or phone calls **(Additional \$275.00)**

You'll walk away with:

- **A hit the ground running potent workout program** for your next 30 days and the groundwork to build from.
- **A sense of accomplishment for putting in the work** and reaping the rewards of a strong and lean physique.
- **Strength gains** from utilizing progressive overload techniques.
- **A sculpted physique** that makes it nearly impossible to **not** take a gym selfie.

I know you can build an athletic physique with the right tools.

When you know how to combine strength + conditioning with consistency and strategy, you can't even try to blend in.

Building your physique is art. Working out is a form of self-care. Let's reignite your passion.

[Sign up paid in full HERE: \\$ 299.00](#)

* **[Payment plan available at check out](#)**

Built by Alicia

Built by Alicia is designed to help you tap into your physical potential so you see AND feel your body changing.

The gym isn't going anywhere, and I want you to walk in with a plan of attack so you're not wasting any time getting your desired results.

I've been working out since I was 14 (I'm 33 now), I've competed at the CrossFit games 3 times, I'm a Registered Massage Therapist and Certified Health Coach. I teach women how to build their physiques without obsessively dieting and over-exercising.

You will have access to each week's workouts and fun extras on the Practice Better platform. This is where all the content will live and where we'll schedule and hold zoom calls.

Stay consistent, work hard, get results.

- **30 days + 16 workouts with strength + conditioning components**
- Optional 5th Active recovery day
- **Weekly boosts, aka, mini challenges either inside or outside the gym.**
- Lifetime access to the workouts.
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If you're one of the first 10 people to sign up you will receive a 30 minute Zoom call with me(no extra charge). I will reach out to the 10 people once registration closes.

VIP UPGRADE:

Maybe you want an extra dose of support to keep you accountable and keep that momentum going...

- You want some individual nutritional support
- You want some help working on your relationship with food and exercise
- You have some body image stuff popping up—totally normal but let's chat about ways to best support you through this.
- You want to dial in your food and exercise even more!

Grab **two** 1:1 60 minute Zoom sessions priced at \$275.00 (valued at \$300).

These sessions expire 60 days from the date of purchase.

Built by Alicia is for you if...

- **You want to build a sustainably jacked and lean physique**—without letting the gym consume your life
- **You want to stop over complicating your gym sessions**—You know how to perform a goblet squat, but you want some help putting it all together.
- **You want to see your muscles poppin**, and feel a sense of unshakable confidence when you see your reflection.
- **You know you could be making more progress without doing the most**, and want your hard work to make that happen.

Probably not for you if....

- You want to see unrealistic results in 30 days
- You want a quick and easy fix
- You haven't been working out for at least 2 years
- You are working through an eating disorder or compulsive over-exercising

FAQ:

Q: When do I get my first week of workouts?

A: January 9th, 2023

Q: Will I have access to the entire 30 days on January 9th?

A: No, each week will be unlocked as the 30 days progresses. The first week will be released on Sunday, January 8th at 4pm PT.

Q: Will I need access to a barbell and cable machine?

A: No. The equipment you'll need is as follows: Dumbbells (*minimum: light, medium, and heavy*), a kettlebell, bench, [skipping rope](#), [loop band](#), and a [long resistance band](#).

Q: What's the cost?

A: One payment of \$299 for the 30 days, or two payments of \$149.50 plus tax if you select a payment plan.

OR if you do an UPGRADE:

- 1 x 60 min Zoom call @ \$150 = Total cost \$449 | [Sign up HERE](#)
- 2 x 60 min Zoom calls @ \$300 = Total cost \$599 | [Sign up HERE](#)
- Your calls expire 60 days from the date of purchase.

Q: Do I get 1:1 access to you?

A: Yes, everyone does through Voxer. **You can text or send voice memos on: Monday, Wednesday, and Fridays.** See above for extra 1:1 support :)

Q: Does everyone get a 30 minute call with you?

A: No, the **first 10 people** to sign up get a 30 min Zoom call. I will reach out to those people once registration is closed.

Q: Where will I access the workouts?

A: On a platform called, Practice Better, you'll have lifetime access to the workouts.

Q: Does it matter what level I'm at?

A: Yes it does. **This isn't for beginners**, you'll want to have at least 2-3 years of consistently working out under your belt.

Q: Are there refunds?

A: No, all sales are final. No full or partial refunds are given.

Q: Do you guarantee results?

A: No. I can never promise someone's results when they start, stop or change their routine.

Q: Will there be demonstration videos for each exercise?

A: No, but I will link my youtube channel so you can easily access anything you're unsure about. You can find it [HERE](#) to get an idea of how it's laid out.

Sign up paid in full here \$299

***Payment plan available at check out**