

**FREE workouts, recipes, tips & more**

**GETTING STARTED  
STAYING CONSISTENT  
& SEEING RESULTS**



**SHERNEAL JOSEPH  
SHE.LIFTS**

*Hello beautiful, your trainer here*  
*Sherneal Joseph*



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**If you're trying to figure out the best time to start your fitness journey, it's NOW.**

I was once a beginner too and as I reflect on my journey over the last 8 years I beam with gratitude and pride - 18 year old Sherneal would be so proud of me. The anxious, hurting and lost version of me would have never imagined just how strong I would become in mind, body and spirit. All I needed to do was take the first step towards prioritising my health and well-being - START.

I believe that I walked so you could run. I have experienced and learnt so much throughout the years and I hope this ebook empowers you and equips you with the tools to get started, stay consistent and see results.

I look forward to being a part of your transformation

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*With love, Sherneal* 

# Mindsets to DITCH



## **ALL OR NOTHING MINDSET**

Focus on small efforts and a little progress each day, this will compound into significant results in the long run.

## **ONE SIZE FITS ALL APPROACH**

Create a platform for consistency by embracing individuality and creating a framework that will work with, not against your schedule, lifestyle and individual preferences.

## **THE SEARCH FOR QUICK FIXES**

Nurturing your health and wellness is a timeless journey that will never end, you should never stop striving to become the healthiest version yourself.

*I wish I started my journey with a mindset that was positive and constructive, but you can.*

# Frequently asked q's.

## ✔ **Should I be lifting weights or doing cardio?**

The simple answer is both. An effective training program will factor in strength training and activities that will get your heart pumping. Both are important for optimal health and well-being.

## ✔ **Should I do cardio before or after my workout?**

If performed within the same session, I would recommend doing your cardio after your workout.

## ✔ **Why are the numbers on the scale not dropping?**

Your 'weight' is a combination of muscle, body fat, water and bone. If you are losing body fat and increasing lean muscle this is normal, the numbers on the scale may even go up.

## ✔ **What is the best form of cardio?**

The one you can be consistent with that will get your heart rate up. This could be steady state cardio such as an outdoor walk with your dog or something more intense like boxing or running.

## ✔ **Will lifting weights make me bulky or masculine?**

No, *naturally* women are not able to build muscle at the same rate and to the same extent as men due to our hormonal differences.

# Frequently asked q's.

## ✔ **What exercises can I do to lose tummy fat?**

You know what they say? “Abs are made in the kitchen”. There is no particular exercise or workout to burn belly fat/ or target fat in general.

## ✔ **Do I need to cut out carbs to lose weight?**

No, carbs are your bodies primary source of energy. Ensure you are getting in wholegrain nutrient dense carbs and that you are in an overall calorie deficit.

## ✔ **Are supplements the same as steroids?**

No, nutritional supplements are concentrated forms of naturally occurring food nutrients where as steroids (often referring to anabolic/androgenic steroids) chemically alter the human body, its biological functions and hormonal levels.

## ✔ **Why am I training regularly but not seeing results?**

There are a number of factors that contribute to your results that you need to keep in mind and adjust accordingly - hormonal imbalances, nutrition, quality of sleep, stress levels and rest. If these are in order, consider the structure of your program.

## ✔ **What supplements would you recommend?**

To not overcomplicate things and based off 2 supplements I personally swear by, start off with a protein supplement and 5g creatine monohydrate daily. Remember, supplements are meant to complement not replace a nutritious diet.

# *Overcoming gym* **ANXIETY**

- ▶ **GO AND THEN GO AGAIN AND AGAIN.**
- ▶ **PUT ON A CUTE FIT YOU FEEL CONFIDENT IN.**
- ▶ **GO IN WITH A PLAN OR PROGRAM.**
- ▶ **PUT ON A SOME FEEL GOOD MUSIC OR A PODCAST AND GET IN YOUR ZONE.**
- ▶ **CHOOSE A GYM WITH A SENSE OF COMMUNITY AND A FRIENDLY ENVIRONMENT.**
- ▶ **DON'T BE SCARED TO ASK FOR HELP**
- ▶ **ALWAYS REMEMBER NO-ONE IS WATCHING YOU.**
- ▶ **JOIN GROUP CLASSES.**
- ▶ **FIND A WORKOUT BUDDY.**
- ▶ **ALLOW YOURSELF TO FEEL UNCOMFORTABLE.**
- ▶ **REMEMBER EVERYONE WAS ONCE A BEGINNER.**

# Training 101

*Always remember*

- ✓ **to warm up and cool down.**
- ✓ **to prioritise mobility work.**
- ✓ **to incorporate big lifts.**  
Deadlifts, squats, press ups, overhead presses, rows, lunges.
- ✓ **to focus on form & technique.**
- ✓ **to stick to a plan most of the time.**
- ✓ **to rest.**

GOAL	REP RANGE & SETS
<b>Strength &amp; power</b> think heavy lifting/ explosive movements.	<i>2 - 6 reps / 3-5 sets</i>
<b>Hypertrophy/ muscle gain</b>	<i>6 - 12 reps / 3-4 sets</i>
<b>Endurance</b>	<i>12 - 20 reps / 2-3 sets</i>

# Workout split examples

## 3 day split

1. Full body & 15 min cycle
2. Pilates & 2km walk
3. Lower body & 15 min stair master

## 4 day split

1. Lower body & 15 min cycle
2. Pilates & 2km walk
3. Upper body & 15 min stair master
4. Full body & 10 mins rowing

## 5 day split

1. Full body & 1.5km walk/run
2. Glutes & 15 mins stair master
3. Pilates & 2km walk.
4. Lower body & 15 min cycle
5. Full body & 10 mins rowing

# Sherneal's Signature Leg Day

*You will need - stair master, leg extension, leg press, lying hamstring curl, calf raise, dumbbells & a box.*

**A1** Stair master

1 set, 5 mins.

**B1** Leg extension machine

4 sets, 15 reps

**C1** Unilateral rdl & reverse lunge

3 sets, 10 reps

**C1** Bulgarian split squats

3 sets, 10 reps

**D1** Lying leg press

4 sets, 15 reps.

**E1** Lying hamstring curls (alternating)

4 sets, 20 reps. .

**F1** Standing machine calf raises

3 sets, 15 reps.

# 30 Min Bodyweight Sweat & Sculpt

*Perform each exercise for 45s with 15s rest in-between.*

*Rest for 60s at the end of each complete round.*

*Repeat for 4 rounds.*

**A1** Jump squats

**A2** Burpee push up

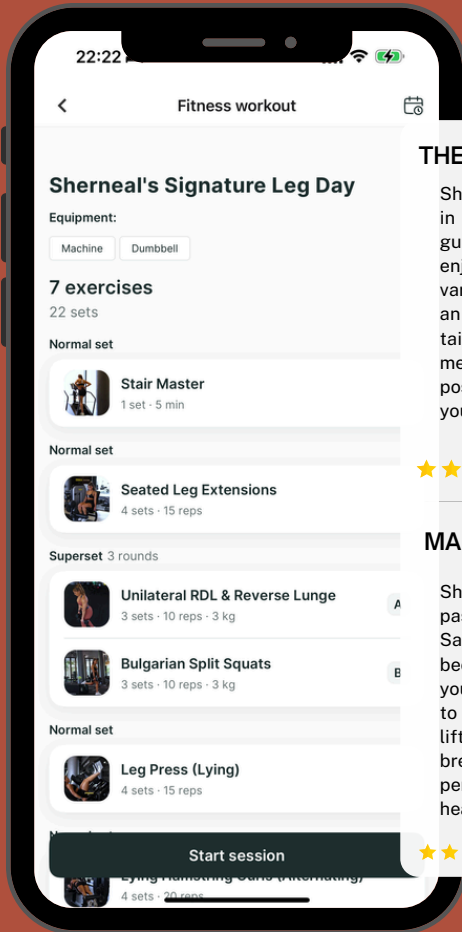
**A3** Single leg v-ups

**A4** Forward lunge & squat complex

**A5** Front reach & commando

**A6** Wall sit & calf raise complex

FREE TRIAL



## THE FIELDS

Sherneal has been nothing short of a transformative force in our lives. Her expertise and enthusiasm have not only guided us to adopt a healthier lifestyle but also to truly enjoy the journey. Each session with her is infused with variety and a depth of knowledge that makes working out an experience we eagerly anticipate. Her genuine care and tailored approach have been pivotal to our physical and mental well-being. We're grateful for her dedication and the positive energy she brings to our weekly workouts. Thank you, Sherneal, for making such a profound difference!



## MANSOOR PARKER

Sherneal Joseph is more than a personal trainer; her passion for health radiates like a sunrise over the Sandton skyline. When Sherneal says, "Your capacity to become the fullest version of yourself rests solely on your health and well-being," she's handing us the keys to our own treasure chest. As we lift weights, we also lift our spirits. As we sweat, we shed doubts. And as we breathe, we inhale possibility. So, if you're seeking a personal trainer who blends fitness expertise with heartfelt encouragement, Sherneal is your guiding star.



**Join SheLifts for access to my signature workouts, yummy recipes, community and so much more.**

# Nutrition 101

**Macronutrients/ 'macros'** are nutrients your body needs in large amounts for energy and to maintain the body's structures and systems in order for it to function optimally. The three main macronutrients are carbohydrates, protein and fats. Most foods contain a combination of macros while some foods are high in one specific macronutrient and others are high in 2 macronutrients.



## CARBOHYDRATES

Carbs are body's primary source of fuel/energy (instant and stored). They provide energy for your muscles and the central nervous system during movement and exercise.

**WHOLEGRAINS, VEGETABLES, FRUITS, BEANS & LEGUMES, DAIRY PRODUCTS.**

## PROTEIN

Protein is responsible for building and repairing tissues and muscles, it provides structure to the tissue (which includes cell membranes, organs, muscle, hair, skin, nails, bones, tendons, ligaments and blood plasma), metabolic, hormonal and enzyme systems and helping maintain the acid-base (pH) balance in our bodies.

**POULTRY, EGGS, RED MEAT, SEAFOOD, DAIRY PRODUCTS, BEANS AND LEGUMES, NUTS & SEEDS, SOY PRODUCTS.**

## FAT

Fat is vital for the body as an energy reserve, for insulation and protection of your organs, cell membrane health and for absorption and transport of fat-soluble vitamins.

**EXTRA VIRGIN OLIVE OIL, COCONUT (FRESH/DRIED/ OIL), AVOCADOS, NUTS AND SEEDS, FATTY FISH & DAIRY PRODUCTS.**

*"Start seeking nutrients and stop avoiding calories."*

*x Sherneal*

**Micronutrients/ 'micros'** are the vitamins, minerals, antioxidants and polyphenols that are found alongside the macronutrients, in smaller amounts.

Micronutrients play a vital role in maintaining every reaction that occurs in the body. From assisting in hormone production and maintaining energy levels to regulating metabolism and facilitating DNA synthesis. Micronutrients are crucial nutritional compounds required in smaller amounts by the body.



## **VITAMINS**

Vitamins have a role in energy production, immune function and blood clotting.

**B VITAMINS, VITAMIN C, VITAMIN A, VITAMIN D, VITAMIN E, VITAMIN K.**

## **MINERALS**

Minerals have a role in growth, bone health and fluid balance.

**CALCIUM, MAGNESIUM, SODIUM, POTASSIUM, IRON, ZINC, SELENIUM.**

# Nutritional goals

- ▶ **Maintenance:** in order to maintain strength and progress without experiencing weight fluctuations you will need to sustain a steady calorie intake i.e. eat at a maintenance.
- ▶ **Muscle gain:** in order to optimise performance and build lean muscle you will need to eat in a slight calorie surplus. Please note, you will experience a slight increase in body fat % which is normal and necessary to optimise those gains.
- ▶ **Lose body fat:** in order to achieve overall weight loss, with weight loss being your primary goal you will need to eat in a larger calorie deficit.
- ▶ **Both:** in order to achieve steady weight loss whilst preserving muscle you will need to eat in a modest calorie deficit.

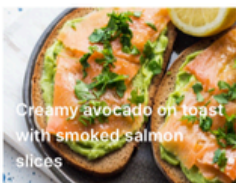
**A calorie surplus** is when the number of calories consumed is higher than the number of calories burned, resulting in weight gain **overtime**.

**A calorie deficit** is when the number of calories consumed is lower than the number of calories burnt, resulting in weight loss **overtime**.

**A calorie balance** is when the number of calories consumed is equal to the number of calories burnt, resulting in weight maintenance **overtime**.

## BREAKFAST

Pick one meal from this category every day. You are free to choose!



Creamy avocado on toast with smoked salmon slices

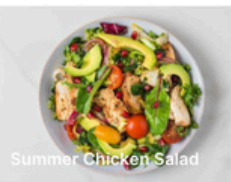
10 min. 5 min. | Calories: 272 Protein: 15 g Carbs: 20 g Fat: 15 g

**55g (2 slices)** - Smoked salmon, slices  
**50g (1 slice)** - Whole grain rye bread  
**50g (¼ pc)** - Avocado, fresh  
**1-2 tsp** - Lemon juice  
**1-2 tsp** - Chives, fresh, chopped

1. Cut the avocado in half and remove the stone. Use a spoon to scoop out the flesh and mash it in a bowl.
2. Add the lemon juice and chives to the bowl and season with salt and pepper to taste.
3. Toast the bread.
4. Spread the avocado on the bread, top with the salmon slices, and serve.

## LUNCH

Pick one meal from this category every day. You are free to choose!



Summer Chicken Salad

10 min. 0 min. | Calories: 293 Protein: 14 g Carbs: 35 g Fat: 10 g

**130g (½ can)** - Black beans, 15.25 oz can  
**80g (¾ pc)** - Red onion  
**70g (7 leaves)** - Romaine lettuce  
**70g (1 pc)** - Tomatoes  
**60g** - Sweet whole kernel corn, canned  
**45g (¼ pc)** - Avocado, fresh  
**35g (2 pcs)** - Green onion/scallion

1. Rinse the vegetables. Chop the lettuce and dice the tomatoes. Peel and slice the onion and slice the green onion. Drain the corn and beans. Slice the tortillas into thin strips.
2. Cut the avocado in half and remove the stone. Use a spoon to scoop out the flesh and slice it.
3. Assemble the salad by adding the lettuce to a large bowl. Top with the rest of the ingredients, season with salt and pepper, and drizzle the BBQ sauce on top. Serve and enjoy!

## DINNER

Pick one meal from this category every day. You are free to choose!



Simple steak with quinoa and broccoli

🔪 5 min. 🍳 15 min. | Calories: 392 Protein: 57 g Carbs: 6 g Fat: 15 g

305g (¼ head) - Broccoli  
230g - Beef tenderloin/filet mignon, lean, raw

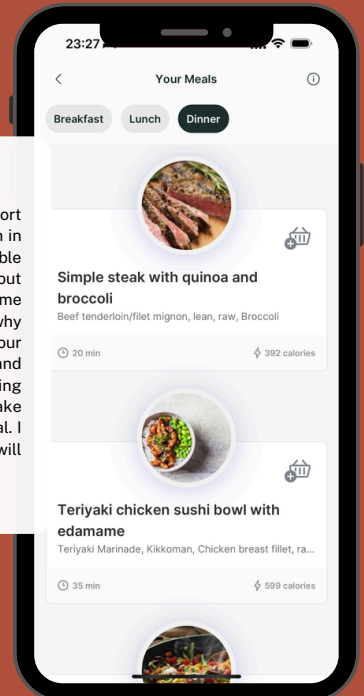
1. Rinse the quinoa prior to cooking. Add to a pot of lightly salted water and cook according to the instructions on the packet.
2. Rinse the broccoli and cut it into smaller florets. Bring another pot of water to a boil, and add a pinch of salt. Add the broccoli and boil for approximately 3 minutes or until it is tender.
3. Cut the beef into about 1 inch thick slices. Add the beef to a frying pan to brown for a few minutes on a high heat. Then lower the temperature and fry the slices on each side making sure the meat stays pink in the middle. Season with salt and pepper and leave to rest for at least 5 minutes before serving.
4. Serve the steak with the quinoa and broccoli.

### ANONYMOUS

You don't understand what your program and support has done for me. When I came to you I felt so foreign in my own skin. I hated my body and I had such a terrible relationship with food. I literally saw your post about signing up for your programs when I had literally come from crying about hating my body and I was like why not. You changed my life Sherneal for the better. Your programs taught me the importance of discipline and pushing through the discomfort to seek something greater for myself. You inspire me so much. You make me want to push for more and to not cap my potential. I love your brand and all that you stand for and you will always have a supporter in me.



**SheLifts will help you replace the guesswork and restrictions with enjoyment and nourishment.**



# Measuring YOUR PROGRESS

~~I am not losing weight on the scale.~~

- ✔ **My measurements have reduced.**
- ✔ **There are changes in my progress pictures.**
- ✔ **My clothes feel and fit me better.**
- ✔ **I have a healthier relationship with food .**
- ✔ **I feel more confident when I look in the mirror.**
- ✔ **I feel fitter and stronger during my workouts.**
- ✔ **I have more energy throughout the day.**
- ✔ **I have a better quality of sleep.**
- ✔ **I have a consistent relationship with exercise.**
- ✔ **I feel unstoppable.**

*Take lots of pictures and videos, we often forget where we started.*

*But most importantly, speak to yourself with words of empowerment and encouragement.*

# Everything you need to achieve your fitness goals

## Platinum Membership

R1999/month

Get Access to :

- Your carefully customised (home/gym/hybrid) training program.
- Your personalised nutrition program.
- Personal coaching and support from Sherneal to review progress, optimise and update training programs.
- The in-app chat platform for regular communication with Sherneal.
- In-app technical support.
- In-app goal tracking and progress monitoring tools.
- App-based weekly check-ins.
- Access to all programs and challenges released.
- Access to exclusive content.

## Premium Membership

R749/month

Get Access to :

- An on-demand workout library with carefully curated workouts.
- The flexibility and freedom to build your own program with the available resources.
- Includes various categories: full-body workouts, upper-body workouts, cardio circuits, lower-body workouts, targeted workouts, movement & mobility.
- General nutritional guidance, meal plans, and support to make informed dietary choices.
- In-app technical support
- In-app goal tracking and progress monitoring tools

## Exclusive Membership

Once-off program fee

Get Access to :

- Access to the specific program of your choice
- Once-off payment, unique to each program
- Limited access to the app for the duration of the program only.
- In-app technical support
- In-app goal tracking and progress monitoring tools
- App-based weekly check-ins

## Find a SheLifts membership that best suits you

**CLICK TO SIGN UP**

### LESEGO MAPHOPHA

I wasn't always fond of the idea of getting a personal trainer but I can attest that Sherneal Joseph's training methods/style has improved both my mental and physical strength and capabilities. Her attention to detail and technique is so precise that I now understand why certain moves are done at a slow and steady pace. I would definitely recommend Sherneal Joseph for your next level of training.



### SARSHNEE PATHER

I thought I needed guidance with strength training to complement my running. I chose Sherneal as my trainer because I was impressed with her and her clients' fitness journeys on Instagram. Sherneal's customised program improved my core strength and overall body measurements, ultimately improving my recovery and running. Thank you Sherneal for programs and encouragement



### ANONYMOUS

You don't understand what your program and support has done for me. When I came to you I felt so foreign in my own skin. I hated my body and I had such a terrible relationship with food. I literally saw your post about signing up for your programs when I had literally come from crying about hating my body and I was like why not. You changed my life Sherneal for the better. Your programs taught me the importance of discipline and pushing through the discomfort to seek something greater for myself



### DR RASHMIKA MAGAN

You don't even need an in-person trainer. I've been online with Sherneal for a year, that's how good she is! Especially with my crazy schedule at work, finding the motivation to show up for myself used to be challenging and scheduling times to train in person would have never worked. Building this lifestyle with Sherneal's guidance has made movement a non-negotiable in my aura. Therefore, finding the right trainer/ coach for YOU is so important. Finding the right team players in order to keep you consistent is all it takes.



**START YOUR JOURNEY**