

A SHY ROSE PUBLISHING LLC

FITNESS & HEALTH WORKSHOP

# Take Courage

*The Fitness F.O.C.U.S. Framework*

FROM BURNOUT & EXTREMES → TO SUSTAINABLE STRENGTH

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*"Fitness built on pressure burns out. Fitness built on clarity builds momentum."*

FEATURING

Ashley Rose Marcum

SPEAKER · ARTISTIC DIRECTOR · AWARD-WINNING AUTHOR

WELCOME

# This Is Not About Doing More.

It's about finally doing what actually works — for your body, your life, and your season.

Most people don't struggle with fitness because they lack willpower. They struggle because they've been taught **intensity over sustainability**. And intensity without alignment always collapses.

In today's overloaded world, we are surrounded by "all or nothing" fitness culture — before and after photos, 30-day challenges, push harder messaging. But none of it accounts for your real life, your nervous system, or the season you're actually in.

*Momentum in fitness is not built in 30 days. It's built in daily rhythm. Many people aren't inconsistent because they lack discipline — they're inconsistent because their approach is unsustainable.*

This workshop changes that. With 20+ years of experience working with all ages, abilities, and body types, Ashley brings a practical, compassionate, science-backed approach to building strength that lasts.

THE REALITY

# Why Modern Fitness Culture Is Too Loud

The problem isn't you. It's the approach you were handed.

Intensity without alignment leads to a predictable cycle of collapse. Most people have lived it:

 Burnout from unsustainable intensity

 Injury from skipping progression

📉 Inconsistency from all-or-nothing thinking

😞 Guilt cycles after missing days

😞 Shame-based motivation that doesn't last

😞 Exhaustion from over-training + life stress

*Fitness built on shame collapses. Fitness built on respect lasts. You cannot out-train chronic stress — regulation must come first.*

THE FITNESS F.O.C.U.S. FRAMEWORK™

## From Burnout & Extremes → Sustainable Strength

Five steps to build a body and a habit that supports the life you're meant to live.

### F

#### FIND YOUR INTERNAL DRIVE

##### Find Your Why

Identify what truly motivates you beyond appearance or pressure. Strength for longevity. Energy for your family. Mental clarity. Stress regulation. Confidence. When motivation is internal, consistency increases. Reflection: If no one could see your results, would you still pursue this?

### O

#### STRUCTURE BEATS WILLPOWER

##### Organize Your Plan

Create a plan that matches your real life and current season — not someone else's highlight reel. Realistic schedule. Skill-level appropriate movement. Balanced training (strength, cardio, mobility). Rest built in intentionally. Structure reduces decision fatigue and increases follow-through. Sustainable plans outperform extreme plans every time.

### C

#### RHYTHM OVER PERFECTION

##### Cultivate Consistent Habits

Focus on rhythm, not perfection. Show up even at 70%. Track progress without obsession. Celebrate small wins. Prioritize recovery. Consistency strengthens both muscles and mindset. Repetition builds identity. "I am someone who shows up." That identity shift is more powerful than any workout plan.

# U

## RELEASE THE NOISE

### Unclutter Comparison & Shame

Release unrealistic standards and internal criticism. Stop comparing bodies. Stop comparing timelines. Stop punishing yourself for missed days. Interrupt negative self-talk. Stress hormones hinder physical recovery and motivation. Self-compassion increases long-term adherence. Fitness built on shame collapses — fitness built on respect lasts.

# S

## ACTION BEFORE READINESS

### Step Forward With Courage

Take action even when you don't feel ready. Start before you feel confident. Lift before you feel strong. Walk before you feel motivated. Return after setbacks without shame. Action builds confidence — not the other way around. Momentum begins with one step. One step is enough.

## THE SCIENCE

# The Science of Sustainable Fitness

Momentum is not just motivational. It's neurological.

Ashley's 20+ years working with bodies of all types is backed by the science of how humans are actually designed to move, adapt, and sustain. Here's what the research shows:

## 01

### Stress & Cortisol — You Cannot Out-Train Chronic Stress

When the body is under chronic stress, cortisol remains elevated, fat storage increases (especially abdominal), recovery slows, sleep quality declines, and motivation decreases. Overtraining plus life stress creates hormonal overload. Regulation must come first — then training builds on a stable foundation.

## 02

### Dopamine & Motivation Cycles — Why Extreme Programs Collapse

Extreme programs create dopamine spikes. But when results slow, dopamine drops, motivation crashes, and consistency collapses. Sustainable routines create steady dopamine reinforcement through repetition. Small wins strengthen long-term adherence. Consistency literally rewires reward pathways.

### 03 The Nervous System & Recovery — Where Strength Actually Happens

Muscle growth, fat regulation, and hormonal balance happen in recovery — not during stress. If you are constantly over-scheduling, undersleeping, under-eating, or overtraining, your body stays in survival mode. Survival mode does not build strength efficiently. Rest is not weakness — it's where the work actually happens.

### 04 Habit Formation Research — Repetition Over Perfection

Neural pathways strengthen through repetition — not intensity. Research shows behavior change sticks when goals are realistic, habits are attached to existing routines, identity shifts ("I am becoming..."), and self-compassion replaces self-criticism. Perfection is not required for progress. Repetition is.

### 05 Muscle & Metabolic Longevity — Movement Is Protection

Strength training preserves bone density, regulates blood sugar, improves insulin sensitivity, supports cognitive function, and reduces risk of chronic disease. Movement is not just aesthetic — it is neurological and metabolic protection for your future self. When you align with how the body is designed to function, strength follows.

#### YOUR TURN

## Build Your Fitness F.O.C.U.S. Plan

A plan that fits your real life is the only plan that works.

#### WORKSHEET 1 — FIND YOUR WHY

Beyond appearance, what do I truly want fitness to give me?

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If no one could see my results, would I still pursue this? Why?

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What does my body need most in this current season of life?

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## WORKSHEET 2 — ORGANIZE YOUR SUSTAINABLE PLAN

How many days per week is truly realistic for me right now?

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What type of movement do I actually enjoy (not just endure)?

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What has derailed my consistency in the past?

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How will I build rest and recovery intentionally?

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## WORKSHEET 3 — UNCLUTTER & STEP FORWARD

What comparison or shame am I ready to release?

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What does "showing up at 70%" look like for me on hard days?

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My ONE courageous fitness step in the next 24 hours:

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*Fitness is not about punishment. It is about stewardship. Take Courage.*

## OUTCOMES

# What Participants Walk Away With

By the end of this experience, something has genuinely shifted.



### Renewed Motivation

Rooted in purpose — not pressure, appearance, or comparison.



### Practical Structure

A sustainable movement plan built for their real life and real season.



### Reduced Guilt

Freedom from shame cycles and the pressure of all-or-nothing thinking.



### Clear Daily Rhythms

Simple, repeatable habits that build identity over time.



### Courage to Begin Again

The tools and mindset to return after any setback — without self-punishment.



### Sustainable Strength

A body and a habit built to last — because it's finally aligned with how they're designed.

## WHAT PEOPLE SAY

# Why People Love This Program

In their own words.

*"Ashley speaks to universal truths about the human condition in a positive, simple, and accessible manner. Everyone can relate to her message in their own life, which is the first step to positive change."*

**DR. LEAH WASBURN-MOSES · PH.D. PROFESSOR, EDUCATIONAL PSYCHOLOGY · MIAMI UNIVERSITY**

*"This keynote is a wonderful maverick. It focuses on cleaning the conscience. Without guilt or jealousy clouding the mind, one is free to mentally follow the dream one holds in their heart. An honest concept — excitingly presented."*

**MURIEL CANFIELD · AWARD-WINNING AUTHOR**

"Ashley is a dynamic speaker. She delivers with clarity and conviction. What stands out is how genuine and confident she is. If you are looking to hire a speaker for your next event I highly recommend Ashley Rose Marcum."

JESSE CRUZ · SPEAKER & AUTHOR

CLOSING

# Strength Isn't Built in Intensity. It's Built in Consistency.

Take Courage.

Freedom grows when we choose focus —  
when we turn toward what matters most.

When we name what we're holding,  
organize what we carry,  
lead with compassion,  
clear the noise within,  
and step forward with courage...

Momentum returns.

Not forced.

Not frantic.

But steady.

Rooted.

Real.

— Ashley Rose Marcum

## Bring This Workshop to Your Community

If your community, organization, women's group, or wellness event is ready to move beyond extremes and build strength with clarity and courage — let's replace burnout with balance and help your people build bodies and habits that support the life they're meant to live.

[BOOK ASHLEY](#)

### Ashley Rose Marcum

Speaker · Artistic Director · Award-Winning Author · 20+ Years in Fitness & Movement

Keynote: Take Courage — The Fitness F.O.C.U.S. Framework

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