

RESULTS, 16 STEPS TO A BETTER YOU!

Ask yourself these questions

- Do you want to improve the quality of your life?
- Do you want to look and feel better than you have in years - maybe better than you ever have before?
- Do you want to protect yourself from disease and injury? And do you want to live a longer, more active life?

I'm confident that you answered YES! To each of those questions. Just as the clients I'm currently training have.

I'm going to reveal to you the 16 essential strategies that have enabled my clients to achieve their important goals.

These simple strategies can be immediately implemented into your lifestyle with little sacrifice on your part (okay, if not eating artery clogging fast food is a big thing for you, then maybe you won't look at that sacrifice as "easy," but I guarantee you it will add quality years to your life).

I am giving you this information because I'm tired of seeing people getting ripped off and wasting their time and energy on the latest "Miracle" diet or device. I'm tired of seeing slick marketers making a lot of money selling people lies that won't help them.

So let's get right into it. Read on to discover....

1. How to Stay Motivated.

One of the biggest problems most people have is that they work out great for a couple of weeks....then just fade away. The people who stick with it are those who have these two things in common:

They don't follow a set routine for longer than 4 to 6 weeks, it's much better to mix up your exercise to keep the body guessing so it's always working the body to its max. If you don't follow this your body quickly adapts to any routine after 4 to 6 weeks and doesn't need to change any more to keep up.

They get on an effective exercise program, so they get good results. The people who lose their motivation are the people who get frustrated because they are not getting good results. When you are getting good results, you will be so pumped that it's actually hard to quit. Remember the onset of training (the time it takes for training to have a visual effect on the body) is 3 weeks, so be patient and the results will help motivate you!

2. Don't make it so hard.

Most people think of exercise as torture. They imagine that you must sweat and groan for hours every day to get in good shape. This is not true! Two days per week of 20-minute low-intensity cardiovascular exercise (walking, jogging, biking, swimming); and two days per week of 30-minute light resistance training (using weights or cable machines) is adequate in the beginning.

As you become acclimated to the lifestyle shift, you can add more days and get improved results. But beware: if you try to do too much too fast, you may end up quitting altogether. If you've tried and failed doing it alone, as your personal trainer I can help you sustain your motivation.

3. Your exercise program needs only three things.

If you skip any one of these three, your results will suffer.

Resistance Exercise.

This will raise your metabolism and cause you to burn more calories all day, even when you are asleep at night.

Cardiovascular Exercise.

Your heart rate during cardio exercise should be 60% to 80% of your maximum heart rate. The simple formula for calculating your 100% maximum heart rate is 220 minus your age. If the intensity of your exercise increases your heart rate beyond 80%, slow it down a bit. If your heart rate isn't at least 60%, you need to work a little harder. Your personal trainer can supply you with a simple heart rate monitor you can wear during exercise so you always stay in your peak fat-burning range.

Proper Nutrition.

A good, hard workout can burn maybe 300-500 calories in 30-45 minutes. It only takes one Big Mac to flush your entire workout down the toilet.

4. Train your Core!

This is very important, you may have heard people talking about core training but didn't understand the reason for doing this. The core is the body foundation and incorporates all the muscle in your mid section these muscles stabilize the body throughout exercise and day to day life, once you have a strong foundation you can build on training for your goals is so much easier.

A strong core also helps improve back problems, balance and posture! I try to incorporate the core in as many exercises as possible in training sessions, or provide a complete core workout.

5. Always, always, always stretch.

Stretching improves flexibility, blood flow, muscle recovery, low back pain and a host of other things. Additionally, stretching can prevent injury, make you sleep better and improve your performance in all sports. Always stretch, but be certain not to stretch cold muscles. You should always warm up before stretching. However, it is very important that you know how to stretch. Never bounce!

6. Don't do traditional sit-ups.

Unless you are super athlete with an incredibly well-developed midsection, sit-ups can lead to a strained lower back and possibly lumbar injuries. But it gets worse. Rather than hitting your abdominal section, sit-ups can shift exercise tension to your hip flexors - which defeats the purpose.

There is so much misinformation about how to strengthen, tone and firm the midsection, it's almost frightening. It is very difficult to learn proper abdominal exercise technique by reading about it or watching it demonstrated on a video.

You need to do it with supervision and get feedback about your form from a knowledgeable source. And keep in mind that you use your abdominal muscles in almost every single movement you make. Strengthening your abdominal region is the single most effective way to prevent, or recover from, low back pain.

7. Set realistically attainable goals.

You must have tangible, quantifiable, short-term and long-term goals for your fitness program so you can gauge your progress. It's crucial to have a "baseline" before you begin, so you can measure success. As your personal trainer I can give you a complete fitness analysis (you need this!) that will aid you and me in developing a personalized fitness program which addresses your particular needs.

Having goals, particularly short-term goals, allows you to track your progress and keep you motivated when times are tough and you don't feel like exercising. Keeping a diary of your cardio and resistance training workouts, as well as tracking what you eat is truly a fitness success secret, although it takes time its well worth it!

Just remember that your goals should be realistic and attainable. The best way for you to understand what is realistic and attainable for you is to talk to a fitness professional - not to buy into the "hype" of infomercials, diet and fitness products that blatantly mislead.

8. Set exercise appointments with yourself.

Use your diary to set appointments for exercise - and then stick to them.

You wouldn't miss a business meeting or client appointment, would you? So don't miss your exercise appointment with yourself. Nothing is more important than your health. Nothing. Everything else will crumble around you if your health fails. So make your exercise appointments a priority.

As your personal trainer I will help you make your appointments achievable and a priority thus holding you to your commitment. When you have money invested, and someone waiting for you to show up - you are much more likely to actually show up!

9. Remember the benefits of exercise.

Remember that feeling of euphoria you experienced after a particularly good workout? You experienced that feeling because the most powerful "feel good" drug in the world - endorphins - are coursing through your veins. Nothing feels better than the post-work-out high you experience after exercising. Revel in that feeling. Let it wash over you and truly experience it. Etch that feeling in your brain. It will fuel your motivation on those inevitable days when you just don't feel like exercising.

Being physically fit affects every single aspect of your life: you sleep better, eat better, love better, overcome stress better, work better, communicate better, and live better!

10. Exercise correctly.

So much time is wasted doing, at best, unproductive exercise, or at worst, dangerous exercise. Get educated on how to exercise correctly. And the absolute best way to do that is with a personal trainer to develop a program for you and then teach you what to do and how to do it right. Personal training does not have to be an ongoing process. You can hire a personal trainer for whatever length of time you need to learn the ropes. It could be five sessions, or it could be fifteen sessions. It's completely up to you.

But statistics prove that those who understand how to exercise correctly, get better, faster results. And that's what you want, right? Results!

11. Enjoy yourself.

The most difficult thing is actually getting into your running shoes or going to the gym. But once you begin your work-out, relax and enjoy the process. Don't fight it. Make exercise your personal time.

When you are exercising you can focus completely on yourself. Yes, exercising can and should be somewhat rigorous (depending on your level of fitness), but it is just that investment which makes it supremely rewarding. As with anything, if you are in the moment, you can fully appreciate the experience and truly enjoy the process.

12. Eating too many carbohydrates for our lifestyles.

I'm not advocating the high protein, high saturated fat diet that you hear so much about (frankly, its dangerous). But I am advocating minimizing your intake of bread, pasta, rice, potatoes and of course, all sugary drinks. Most of us are fairly sedentary throughout the day and therefore do not need the high levels of carbohydrates to sustain our energy. Additionally, carbohydrates are addictive. The more donuts you eat, the more you want.

The bulk of your carbohydrates should come from vegetables and fruit. And those with high water content, such as cucumbers, grapefruit, tomatoes, cantaloupe, strawberries and even vegetable soups (watch out for high sodium), will fill you up nicely. By the way, numerous studies have conclusively proven that the quarter of the population eating the most vegetables get half the cancer of the quarter eating the least!

13. Deep-fried food has very little nutritional value - almost none!

Almost every food, whether it's steak, chocolate or red wine, has some nutrients to contribute. But one thing is absolute: fried foods are rubbish. crisps, chips, onion rings, breaded chicken strips and all the rest of the deep-fried junk are loaded with saturated fat and calories, and they contain very little nutritional value.

If you're trying to lose weight and/or reduce fat, simply eliminate fried foods completely from your diet! No excuses!

14. Never, ever skip breakfast.

If you want to maximize your fitness results or fat-loss efforts, you've got to eat breakfast. Even if you don't exercise at all - breakfast remains the most important meal of the day.

Your breakfast should contain complete proteins and complex carbohydrates (if you're trying to lose weight, you should eat the bulk of your complex carbohydrates at breakfast and lunch and only have vegetable carbohydrates at dinner). A great breakfast is porridge (not the pre-packaged, pre-sweetened kind) with a little honey and banana and a protein drink. Or try scrambled egg whites with Healthy Choice turkey sausage.

15. Drink plenty of fresh, clean water.

Yes, I know that you've heard this over and over again. But there's a reason for that.

The recommended amount is approximately eight glasses, or 2 litres, of water every day. When you are exercising, you need to drink even more. Over 75% of your body is water (even bone is more than 20% water).

When you don't drink enough water, and substitute diuretics like coffee, tea and caffeinated soft drinks, you dehydrate your body, your blood doesn't flow properly and your digestive system doesn't operate smoothly (among other problems).

Even a small deficit of water can radically affect how your body performs. Here's a good rule of thumb: if your urine is a dark yellow and/or has a strong odor, you're not drinking enough water. Drink up!

16. Eat regularly throughout the day.

Fasting or overly restrictive diets will enable you to lose weight - in the short run.

Because the weight you lose is primarily water weight and lean muscle mass. But in the long-run, it has exactly the opposite effect you want. When you restrict your diet, your body instinctively thinks it's being starved and shifts into a protective mode by storing fat. Energy expenditures are fueled by your lean muscles. Therefore your body fat remains essentially the same and you lose vital fluids and muscle instead.

The less muscle you have, the slower your metabolism becomes, and the less fat you burn. Instead of eating three big meals (or worse yet, one HUGE meal) eat five or six nutritionally balanced "snack/meals" each day. This keeps your metabolic fire stoked, so you burn more at a faster rate. I know, it's counter-intuitive, but it's true!

There you have it. 16 essential strategies for an effective weight loss and fitness program that will have you looking and feeling better than you have in years - maybe ever!

I realize that starting (or re-starting) a productive and effective health and fitness program is not easy. But with my help and guidance I can help you achieve your goals.

If you're sick, you go to the doctor. If you've got a tax problem, you see an accountant. Have a toothache? You're off to the dentist. So why is it that so many people attempt to solve their health and fitness problems without consulting an expert? I don't know exactly, but I encourage you to make the investment in yourself - in your quality of life - by hiring a personal fitness trainer to educate you and help you get started....because the hardest part is just getting started and sustaining your motivation until fitness becomes habitual. Once you develop the habit, which can take as little as thirty days, your whole life will change for the better.

If I can be of any assistance to you, please don't hesitate to call me. I'm happy to speak with you and give you my recommendations and advice. Please call me at 07989 387157 to obtain any additional information you may need.

Thank you.