

I Know What to Do, I Just Don't Do It

By Michael Hornbuckle

"Knowing is not enough. We must apply. Willing is not enough. We must do." - Bruce Lee

As you can imagine, I get this one all the time: I know what to do, I just don't do it. This is a recurring theme that centers around human motivation. Two things though:

1. There's a difference between knowing "what" to do and "how" to do it
2. Knowing what to do may not be the real issue

In my experience, "I know what to do" really means "I know what I want to accomplish". For example, a client may come in and say I've decided to step things up and really watch my diet. They know they want to lose weight but fail to realize that operating from a deprivation state of mind is not a sustainable effort. In other words, burning as many calories as you can working out while consuming the least amount of calories possible is like trying to drive across Texas on a single tank of gas...call me when you need a lift. This specific strategy puts your body into survival mode and is why diet and exercise doesn't work. There's a big difference between knowing what to do and how to do it.

Every so often you do get someone who really knows what to do but is demotivated to make the change. Knowledge minus application equals homeostasis. I almost always find in these situations, there is a much bigger rock that needs to be addressed first. This usually has to do with internal issues of the mind or the spirit. When you have a situation like this, you tend to be unplugged from your own source of power and knowing what to do has nothing to do with why you can't reach your goal.

In essence, I believe that knowing what to do is only part of the equation. If you DO know what to do, apply it or don't but make the choice. If there's a bigger fish to fry, prioritize it.

Know. Apply. Do. Repeat!



TradeMark Spotlight...

Meet David Hardy- Personal Trainer



Hometown:
Hammond, Indiana

Favorite Exercise:
Weighted Dips

Favorite Quote:
The worst thing I could be is the same as everybody else. - Arnold Schwarzenegger

Bucket List Destinations:
Greece, Italy and Egypt



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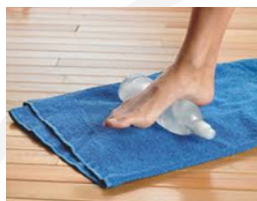
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Plantar Fasciitis

By Beth Braviere

The plantar fascia is a thick fibrous band of tissue that spreads over the bottom of the foot, connecting the heel to the toes, as well as supporting the medial arch. Plantar fasciitis is the most common cause of heel pain, and is caused by tiny tears in the planta fascia, making the foot feel weak, tired and inflamed. It most often occurs in middle-aged, over weight individuals, or athletes that spend much of their training pounding on their feet. Some other common causes are, having tight Achilles tendon or calf muscles, high arch, or improper footwear. Plantar fasciitis pain is often felt in the morning when a person gets out of bed or the first few steps after sitting for a long period of time. It can also be painful after the end of a long day, long run, or practice. Symptoms can be described as a “stabbing” pain, usually in the heel. Patients also complain of burning along the bottom of the foot at the end of the day.

If you are experiencing some of these symptoms, here are some quick treatments for at-home relief.



There is no single treatment that works best for every person, but rest is usually required. Take time off of the feet and wear supportive shoes. Some common forms of treatment are over the counter medication, such as ibuprofen, ice or an ice bottle, massage, arch supports or orthotics. Some other alternative treatments that have proven to be successful are physical therapy, acupuncture or dry needling.

If symptoms continue for longer than a 2 week period, please seek medical attention, or contact TradeMark Performance for a free injury evaluation.

Our Staff

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Granola Bar

By David Hardy

Ingredients:

- 1/2 cup oatmeal
- 1/2 cup unsweetened applesauce
- 1/2 cup unsweetened raisins



1. Preheat Oven to 350 degrees.
2. Mix everything together, forming into a bar and place it on a baking sheet lined in foil.
3. Cook for 25 minutes until applesauce is caramelized.

This recipe can easily be doubled, tripled or quadrupled. The bars can store for about a week in the fridge, but not much longer than that. You can also swap out raisins for other types of fruit, dried or fresh.

Change = Belief = Change

By Michael Hornbuckle

Change is easy, change is hard, change is change. Call it what you will but the biggest dilemma in change management is belief. If you don't believe you can change, then the change is unlikely to be accomplished and less likely to be sustained. If you want a change, BE the change by thinking the change and acting the change.

Telling yourself over and over that you can do it is not good enough because it is your subconscious that makes the majority of your decisions, not your conscious mind. The only way to change your subconscious beliefs are through consistent actions that align with your desired change. BE the change.

Whether your goal is weight loss, improved athletic performance or just living a healthier lifestyle, CHOOSE to be the change that you want and work hard to achieve it. One less sweet or salty snack, one more practice session, one extra private lesson, seeking advice from the personal trainers available to you.... Will one of these things help you BE your change?

Let me leave you with this: “By doing what you’ve never done, you become someone you’ve never been!”



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