



TRAINING PHILOSOPHY AND EXPECTATIONS

It's no secret that there are a lot of people out there who have a bad taste in their mouth when it comes to describing their past experiences with a personal trainer, and rightfully so. To ensure we deliver to you the highest quality of training coaches, we stick to the following professional training mission:

We hire the gold standard in nationally certified trainers. (They are ACSM, ISSA, ACE, NASM and NSCA). Trainers from "*Personal Trainers R Us*" or "*yellandscreamatpeople.com*" are unacceptable.

We read/study for one hour per day. Continued growth and current education is essential. This puts us in the top 5% in the training industry. Our trainers believe in studying.

We will not be JUST a salesperson. In this world we understand that we MUST to be able to sell ourselves along with training packages. If not, our families don't eat. But one of our goals is to get you the point where you don't have to be dependent on us. You'll walk into a gym because you know what to do and how to do it. You'll shop and eat differently because of us. Our best advertisement is you telling someone about your results!

We are not rep counter. We don't stand there with our arms folded counting reps with a monotone voice. We are stickler for correct form. We are proactive coaches!

We know functional anatomy. Knowing your functional anatomy makes our job easier when it comes to program design and helping you execute it. We are not doctors, but we often know why "x" muscle is weak, or "y" muscle is inhibited.

We don't use cookie cutter programs. We don't read Flex Magazine just before you walk in. What works for one person, will not work for the other. When you hire us to get you into shape, the least we can do is design a program that caters to your individual weaknesses, imbalances, health history, and current orthopedic issues.

We will be adaptable. We realize our training needs tweaked or altered in some ways. That is why we stay educated. We will always see how we can implement certain movements or change a program design to get more efficient results. I "absorb what is useful, reject what is useless."

We treat you with respect. We understand our role. We are engaged in your success. We are not surprised that we often become friends, but we carefully lead and challenge you past your perceived limits and help you believe and achieve!