

What Most Health Clubs Don't Want You To Know...

5 Things to consider before joining a gym or choosing a trainer

- 1. You probably won't make it past 60 days.** One common truth that health club sales representatives want to keep out of the enrollment discussion is how likely you are to continue exercising after joining a new gym. A number of consumer surveys have put the gym drop-out rate at more than 80% in the first eight weeks of signing up. Why would sales reps care if that information remains a secret? Because they want to collect as much money up front and get you to commit long term before you realize that what they are offering isn't working. Upfront payments are usually referred to as an initiation fee or membership down payment. Any health club, gym or fitness center representative that requests an initiation fee or long term contract (2 years or more), is not truly concerned about your long term fitness goals. They instead want a chunk of your money in advance because odds are that you will fall into the 80 percentile that will show up for two months and then quit. Meanwhile, the club continues to draft from your checking account for months or even years after you've stopped exercising and you're on the hook obligated to continue paying. Try to select a fitness facility that does not require any upfront or initiation fees and prefers to collect membership fees on a month to month basis. Avoid gyms or sales reps that push hard to get you to sign a long term contract within minutes of meeting you. If you hear things like, "Join today and I will knock \$200 off your initiation fee, but it's only good for today." Run, don't walk, immediately out the door and don't ever come back. That type of sales mentality has nothing to do with your health and fitness goals. Instead, seek out a fitness professional that gives you a tour of the facility, has letters of recommendation from satisfied clients, offers you a free trial of their services and gives you at least 24 hours to process your experience before you sign up on a month to month contract with no initiation fee. That way if you're not happy with your results, or they're not doing their job, you can easily cancel your membership and go elsewhere.
- 2. Sometimes less is more.** One of the most common myths swirling around the health and fitness industry today is the need for you to exercise at least three times a week. Unfortunately, this misconception is routinely perpetrated not only by health clubs and personal trainers, but also by magazines and even health care professionals. We are all constantly being bombarded with a "more is better" exercise mentality. Truth is, many recent studies have demonstrated that when exercise is performed at the correct intensity, you don't require nearly as much as once believed. According to a study published in the *Journal of Applied Science* "six minutes of pure, hard exercise once a week could be just as effective as an hour of daily moderate activity." Another study demonstrated that nine minutes of intense exercise per week resulted in both muscular and cardiovascular endurance improvements, compared to subjects that performed the same exercise for 90 minutes three times a week at a moderate intensity with no improvement. After the study concluded, Professor Gibala stated, "We thought there

would be benefits but we did not expect them to be this obvious. It shows how effective short intense exercise can be.” When searching for a health club or personal trainer, make sure they are providing you with a realistic approach toward long term health and fitness. Steer clear of anyone recommending long hours of moderate intensity exercise, especially if they suggest performing it several times a week. “Aerobic” activities have proven to be worthless and will only result in repetitive wear and tear injuries. What is the motivation for suggesting these lengthy physical activities? For the health club, it ups the odds that you won’t be able to stick with such a heavy time commitment and drop out, leaving room on the floor for a new member, while they continue to charge you. For the trainer, the financial motivation stems from the fact that the more frequently you exercise, the more they get paid. It is in your best interest to find a fitness professional that understands the importance of exercise intensity and the need for adequate recovery between sessions. This will not only save you time and money, but it will also provide you better results with a reduced risk for orthopedic injury.

- 3. Aerobic activity causes more damage than the benefit.** Another common exercise falsity is the need to participate in some type of endurance or “aerobic” activity for cardiovascular health and fat loss. The idea that prolonged elevation of the heart rate is somehow good for the heart, has resulted in a disease and injury prone exercising population. Many recent studies have proven that strength training alone can provide all measurable health benefits, including cardiovascular improvements. In fact, Dr. Doug McGuff states “Strength training is actually the best way to train the cardiovascular system...one performing lower-intensity, more frequent steady-state work is at far greater risk for cardiovascular disease.” That means, not only can you achieve all exercise benefits in short intense bouts of strength training, but you may be putting yourself at risk of heart disease by participating in “aerobic” activity. If you are considering doing “aerobics” for fat loss, be warned that it is a slow means to an end. Whether walking or running, the average person burns roughly 100 calories per mile. With 3,500 calories in a pound of fat, you might lose one pound of fat for every 35 miles you walk or run. Wouldn’t it be easier to eliminate 500 calories a day from your diet for one week, rather than finding the time to walk or run 35 miles a week? To add injury to insult, if you did choose the “aerobic” activity, the calories burned would not all come from fat, but from muscle wasting as well. Essentially, this means that only a portion of the 3,500 calories you burned during your moderate activity were from fat, the rest may have left you with less muscle and a slower metabolism. Seek out fitness professionals who understand how effective high intensity exercise is for a healthy heart. Someone who realizes that when you perform high intensity strength training and combine it with proper nutrition, you will increase your metabolism and lose body fat. Avoid anyone promoting the outdated propaganda that “cardio is the only way to strengthen your heart and help you lose weight.” Richard Simmons and Jane Fonda served their purpose in drawing attention to the need for exercise, but we now know those exercise methods are ineffective and dangerous.

4. **Moving slower will get you faster results.** One thing you may notice when first entering a traditional gym is how fast the exercisers on the workout floor are lifting and lowering the weights. Most people will witness this quick movement speed and assume that they too should perform quick repetitions. If you inquire as to why they are moving quickly, a personal trainer might respond with “Quicker movement speeds will better work the fast twitch muscle fibers.” This misinterpretation of muscle fiber types has been spread through the fitness industry for decades. The terms ‘slow’ and ‘fast’ fiber types have nothing to do with movement speed, as all muscle types have the ability to move both slow and fast. Instead, ‘slow’ and ‘fast’ refer to the rates at which the fiber type will become fatigued from physical activity. Slow fibers are high endurance fibers and therefore *fatigue slowly*. By comparison, fast fibers have little endurance and therefore *fatigue quickly*. Why is this muscle fiber distinction important to you? There are two reasons: 1) Fast movement speed increases force and the potential for injury. 2) Fast movement speed creates inertia, reducing muscular effort and making the exercise less effective. That means just by performing slower repetitions you can both avoid injury and get a better workout. This is a powerful combination because two big excuses for not continuing an exercise program are; injury and lack of results. When interviewing trainers, be inquisitive about their exercise philosophy. Ask questions like, “How long should each repetition take?” A trainer that understands the importance of movement speed during exercise will recommend at least ten seconds per repetition, an even better response would be 20 seconds per repetition. Avoid any trainer that recommends quick explosive movements in order to engage the fast twitch muscle fibers.
5. **Optimal health requires quality, not quantity.** Ever since strength training started gaining popularity with the masses, many of the myths and routines of past bodybuilders have continued to carry on. One traditional weight training misconception is the need to perform multiple exercises per body part with multiple sets per exercise. This philosophy has resulted in the reason most personal trainers’ book one hour sessions with their clients. This allows them enough time to perform three or more sets of five or more exercises. But how much time do you really need to get the same results. *The Journal of Strength and Conditioning Research* released a study that concluded “One set per exercise was just as effective as two and four sets for improving muscular size, strength, and upper body conditioning.” Another study found that performing multiple sets brought absolutely no additional increase in results compared with single-set training. How does that effect your time spent in the gym? It means that you could be getting the same health and fitness results with less than 10% of the amount of time currently being recommended. It is financially obvious why many trainers choose to ignore these studies, but their financial desires should not outweigh your best interest. When seeking out a personal trainer, you should inquire as to how long each exercise session is and how many times per week they recommend you perform it. You will also need to look at more than just a trainer’s dollar per hour fee when comparing costs. For example, one trainer may charge \$80 per hour, but knows how to get you maximum results from a 30 minute session once a week. An alternate trainer may appear to be

cheaper at \$60 an hour, but recommends that you exercise for 60 minutes three times a week. The more informed trainer at a higher hourly rate could end up saving you \$560 per month. Look for trainers that know how to get the most out of each exercise session and have a track record of getting their clients amazing results with minimal time and financial commitment. Don't be afraid to ask for current client testimonials or reviews. Avoid trainers that insist on unreasonable time commitments, or expect you to show up more than twice a week with them and engage in additional activity in between scheduled sessions.

We hope that this pamphlet was informative and may help in your decision to select a quality fitness professional in your area. Below is a list of recommended facilities and personal trainers:

CALIFORNIA

E Studio Personal Training
621 Humboldt Street
Santa Rosa, CA 95404
www.EStudio.us
(707) 542-8900

De Sisto Strength Training
1575 Pacific Avenue
San Francisco, CA 91409
www.desistostrengthtraining.com
(415) 287-0110

CONNECTICUT

Exercise Solution, LLC
2001 West Main Steet, Suite 162 Stamford
Stamford, CT 06902
www.ExerciseSolution.com
(203) 249-3937

COLORADO

InForm Fitness-Boulder Valley
5760 W. 120th Ave. Suite 160
Broomfield, CO 80020
www.informfitness.com
303-469-0061

DISTRICT OF COLUMBIA

Exercise Defined, Inc.
4400 MacArthur Blvd, NW Ste. 204
Washington, D.C. 20007
www.exercisedefined.com
(202) 333-5227

FLORIDA

Drew Baye's High Intensity Training
PO Box 162402
Altamonte Springs, FL 32716-2402
www.baye.com
(407) 749-4020

GEORGIA

East Cobb Exercise Excellence
255 Village Pkwy, NE, Suite 540
Marietta, GA 30067
www.eastcobbexex.com
(678) 419-0900

IDAHO

SuperSlow Zone
1191 E. Iron Eagle Drive, Suite # 100
Eagle, ID 83616
www.superslowzone.com
(208) 938-2688

ILLINOIS

CityWide SuperSlow
1915 N. Clybourn, Suite 201
Chicago, IL 60614
www.citywidesuperslow.com
(773) 281-7569

INDIANA

Exercise Inc
8102 Kingston St. Suite 200
Avon, IN 46123
www.exerciseinc.com
(317) 272-8001

KANSAS

Strengthtime
10084 Woodland Rd.
Lenexa, KS 66220
www.strengthtime.com
(913) 428-8463

LOUISIANA

Exercise Science, LLC
4521 Magazine St.
New Orleans, LA 70115
www.exercisesciencellc.com
(504) 669-0918

MICHIGAN

SuperSlow Zone
42000 Six Mile Road, Suite 120
Northville, MI 48168
<http://www.superslowzone.com>
(248) 662-0215

MINNESOTA

Strength Studio
5125 Country Road 101 Suite #102
Minnetonka, MN 55345
www.mystrengthstudio.com
(952) 322-7070

MISSOURI

20 Minutes to Fitness
17107 Chesterfield Airport Rd. Suite 170
Chesterfield, MO 63005
(636) 536-1504

NEW HAMPSHIRE

Perfected Health, Inc.
51 Washington Street
Dover, NH 03820
(407) 489-7210

NEW JERSEY

Premiere Personal Fitness
614 Lake Avenue.
Asbury Park, NJ 07712
www.PremierePersonalFitness.com
(908) 433-4542

NEW YORK

Essential Exercise
221 State St.
Binghamton NY 13903
(607) 242-6760
www.essentialexercise.net

NORTH CAROLINA

Rock Bottoms, Inc.
1 West Park Square, Suite G130
Asheville, NC 28801
www.rock-bottoms.com

OHIO

OVERLOAD Fitness/RenEx
24200 Chagrin Blvd. Suite 60
Beachwood, OH 44122
(216)292-7569

www.overloadfitness.com

OKLAHOMA

Science Fit
13801 North Western Ave. Suite D
Edmond, OK 73013
www.sciencefit.net
(405) 748-0028

OREGON

Back2Strength
2704 Delta Oaks Drive
Eugene, OR 97408
www.oregonchiropractic.net
(541) 484-0360

PENNSYLVANIA

InForm Fitness
2374 Seipstown Road
Fogelsville, PA 18051
www.informfitness.com
(610) 285-6070

SOUTH CAROLINA

Ultimate Exercise, Inc.
108 E. North 1st St. suite A
Seneca, SC 29678
www.ultimate-exercise.com
www.bodybyscience.net
(864)886-0200

TEXAS

Efficient Exercise
1507 North Street, Suite 2
Austin, TX 78756
www.efficientexercise.com
(512) 795-0101

VIRGINIA

InForm Fitness
15 N. King St. Suite 103
Leesburg, VA 20176
www.informfitness.com
(703)791-1717

WASHINGTON

Ideal Exercise
929 N. 130th St. Suite 4
Seattle Washington, 98133
www.seattlehit.com
(206) 364-9944

WISCONSIN

Vitality Personal Training
333 W. Brown Deer Rd, Suite J
Fox Point, WI 53217
www.vitalitypersonaltraining.net
(414) 357-7988

ONTARIO

Nautilus North Strength & Fitness Centre
9 Robert Dollar Drive
Bracebridge, Ontario, Canada
www.nautilusnorth.ca
(705) 645-6525

QUEBEC

CHC (Craig Hubert Conditioning)
16791 Hymus Blv. Kirkland, Quebec H9H 3L4 Canada
www.gethit.ca
(514)659-1852

CHILE

InForm Fitness
Presidente Riesco 3016
Las Condes, Santiago, Chile

569 73799209

UNITED KINGDOM

Simon Shawcross: High Intensity Training U.K
Redbourne Avenue
Finchley, London, N3 2BE
www.simonshawcross.com
07944866854

MEXICO

San Miguel de Allende, Mexico
Life Quality Fitness by Colleen
Ignacio Cruces #21
Col. Independencia
011 521 415 103 3786 (from USA)
044 415 103 3786 (from Mexico)