

SPECIAL REPORT

Is Personal Training Right For You?

AND, IF SO...

How To Choose The Right Personal Trainer

A Decision-Making Guide For Ensuring
Optimum And Lasting Fitness Results

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Simply stated, not many people can have as dramatic and positive an impact on your quality of life as your personal fitness trainer. The right personal trainer will have a singular objective: to help you achieve the health and fitness results you want and need, in the shortest period of time, with complete certainty.

There is something quite powerful about the way you feel about yourself when you're fit. It's that feeling of real ownership of your life and passion for living it. You get in touch with yourself, your loved ones, your goals and dreams in a way that is difficult to convey in words, and instead must be experienced.

But oftentimes, a fear of failure holds so many people back from that experience. Especially if you have tried to lose weight or get in shape before and not been successful. Or lost the weight, only to have it come back. Over time that can undermine your confidence. Of course, personal trainers do much more than help people lose weight. Each individual is different, and has different needs and goals. The job of your professional personal trainer is to first get a clear understanding of your particular objectives - your fitness goals - and then devise a plan for helping you achieve those goals.

Few disciplines have been studied and analyzed as much as the *science* behind weight loss and fitness. Getting real results – the kind you can see in the mirror, feel when you put on your clothes, and others notice and comment on – can be accomplished in a reasonable period of time and with absolute, 100% certainty, regardless of where you are physically right now...

Because fitness is 100% scientific.

But the weight loss industry, the pharmaceutical industry, the diet industry, the pre-packaged food companies like Jenny Craig and Nutri-System, the fitness gadget makers (like what you see on television infomercials) and even many of the large health club chains want you to believe there are SECRETS. And the secrets always involve buying their food, their pills, their gizmo or gadget, joining their club, or whatever.

I assure you, there are NO secrets. Except for one. It's the same 'secret' to achieving anything: structure. To achieve optimum, lasting results, you need to be in a structured environment that provides support, consistency, accountability and expert guidance. It's a bit like school. You need the structure in the early stages so you can quickly learn how to think, how to perform, and how to *believe* you will succeed.

But most people never get the structure they need when it comes to their health and fitness. So the natural tendency is to HOPE the 'secrets,' the shortcuts, the 'magic bullets' the gym membership will work. But as anyone who's tried them can tell you, there's no magic in those bullets. They don't work.

What does work is a structured environment of support, accountability and expert guidance on nutrition, combined with expert training in effective, efficient and exciting, metabolism-stoking exercise. Not the boring, dreadful, mind-numbing exercise you may be picturing in your head. That doesn't work because people burn-out on it. They get sick of it, and quit. What an expert personal trainer does is

provide a stimulating, varied and fun environment and personalized fitness program designed specifically for you - ensuring you remain engaged, seeing and feeling results and becoming progressively more passionate and **excited by your physical and emotional transformation**. *Make no mistake, the emotional benefits are just as profound (if not more so) than the physical ones.*

Now let's look at some guidelines for choosing the right personal trainer for you...

How To Choose a Personal Trainer

Okay - you've decided it's time to "get in shape" once and for all, and you're ready to really take control over your health and fitness so you will look better and feel better the healthy way - through supportive nutrition and exercise. Time and experience have shown you the wisdom of accountability and structure in other facets of your life, and you understand the value of applying those success principles to your health and fitness. You understand that to get what you want, you **MUST** change your lifestyle.

You've probably heard many of the amazing success stories from people who invested in their health and fitness by utilizing a professional personal trainer. And you have decided to seek expert guidance yourself. But how do you find the right personal trainer? How do you know who the right person is to work with?

Here are five very clear criteria for making an informed decision:

1. The personal trainer you choose must be certified by a nationally accredited institution.

The gold standard for certification agencies are the American Council on Exercise, National Strength & Conditioning Association, International Sports Science Association and the American College of Sports Medicine. A qualified trainer should at minimum have a certification with one of these agencies. But that just means they've passed the "baseline of standards" to call themselves a personal trainer. It does not mean they are good at what they do or can deliver a specific result. There is a big difference between a run-of-the-mill "trainer" and a trainer who is true "fitness professional." Ask what certifications your prospective trainer holds, what educational degrees he or she holds, and most of all, what documented track record of success he or she has.

2. The personal trainer you choose should do more than just "take you through a workout."

A top quality fitness professional does more than just "take you through a workout." Anyone can count to 15 and hold a clipboard. Look for a coach who will educate you about all the components necessary to achieve optimal health and real, lasting fitness results. Your trainer should review nutrition education with you, educate you about proper supplementation, review resistance training (whether that be balance training, core work, stabilization training, etc.), Car-

diovascular exercise to maximize fat burning, flexibility to avoid injury and speed recovery, and really walk you through all the steps that encompass the “mental development” side. Goal setting, putting together a plan of action, and then holding you accountable and supporting you through the entire process is absolutely critical to your success. A real coach is not only adept at the fundamentals of exercise and nutrition, but is also skilled at the psychology of personal development and achievement.

3. Ask for Proof of Results

A top fitness professional should be able to do more than just talk about results - they should be able to prove they deliver with case studies and success stories, documented by pictures and testimonial evidence. Ask for proof of client results. Do they have before & after photos of clients, testimonials, and enthusiastic references? Can you speak with a client to inquire about their experience working with them? If a fitness pro can't offer this kind of concrete proof, then buyer beware.

4. Ask for a Guarantee

According to a Consumer Reports study there is more dissatisfaction in the diet industry than any other industry. That's crazy. Think about it - if you took your car to a mechanic you'd expect it to be fixed - not come back with 2 or 3 pings and a loose belt! Working with a fitness professional should be the same as any other industry. If they aren't willing to guarantee your results then find someone who will. Spending your time and energy without a guarantee of results is like going to an incompetent mechanic! Don't waste your money, or more importantly, your time working with someone who can't offer an iron clad, money-back guarantee of your success.

5. Choose a Personal Trainer Who Will Empower You for Life!

A great fitness coach will do more than just help you achieve your goals. A true professional will teach you the foundation of knowledge so you will no longer be lost in the “sea of confusion” when it comes to all the diet and exercise hype. The foundation of knowledge and correct techniques you'll learn will allow you to maintain your results for life!

The best personal trainers view their role as an “agent of change.” Not as a babysitter, repetition-counter or social companion. Friendliness and rapport-building skills are important (and the best trainers have both), but true fitness professionals recognize they have a singular responsibility that supersedes all others: helping you achieve optimum and lasting results by literally ‘re-programming’ you to a better, healthier, more passionate and more fulfilling lifestyle.

Here at Fitness Together, ALL our professional, expert personal trainers meet the five critical criteria listed in this report. We take great pride in not only meeting, but exceeding the expectations of each of our clients. And we look forward to doing precisely that for you. If you have not already done so, call 217.726.7613 today to schedule your preliminary health and fitness consultation with us. We look forward to being your “agent of change.”