

## Why should you utilize the services of a Fitness Professional?


In all walks of life, successful people have always realized that professional coaching or assistance can make the difference between achieving their goals and not. While some assume that celebrities and athletes are the only people who have Personal Trainers, the truth is that every day real people just like you achieve real results by working with a Fitness Professional. When you have your car serviced, you seek out a trained automotive technician. When a pipe bursts, you call on a qualified plumber. We are only given one body to get us through this life, so when you decide to address your health and fitness, it makes sense to call on a trained Fitness Professional to help you achieve the best results possible.

### Anyone can benefit from the services of a Fitness Professional.

**Beginning Exercisers** - Making the decision to begin a fitness program is one of the most important steps a person can take. Without our health, not much else really matters. Why then do so many people who begin an exercise program fail to stick with it? Quite often it is because they do not see the results they had hoped for. Just because a particular program works for a friend, coworker, or the muscular guy at the gym, that does not mean it is appropriate for you. Also, unrealistic expectations may have been set by an ad for some 'miracle' pill or infomercial that is designed to help you lose nothing but your money. As a professional in the field of fitness, your Trainer can provide you with a program designed especially for your needs and abilities. With a comprehensive assessment, realistic goal setting, sound program design, and a motivational push, your Fitness Professional will guide you along the path to a fitness lifestyle.


**Experienced Exercisers** - Even people familiar with exercising can benefit from the expertise of a Professional Fitness Trainer. The human body is a wonderful machine, capable of adapting in response to the stresses we place upon it. Exercise is an example of a stress, and your body adapts to it in a positive manner by becoming stronger and more fit. Eventually though, if you do not alter your exercise routine regularly, your body will become accustomed to it and stop adapting. This is called hitting a plateau, and when that happens, you will see your positive gains come to a halt. A qualified Fitness Professional will work with you to design a plan of progression in your exercise routine, helping you to develop new goals and take your results to greater levels.


### More Reasons to Use a Fitness Professional


 **Focus on Your Unique Health Concerns** - Every client is a unique individual, and many have special needs that should be addressed in the design and ongoing evaluation of a fitness plan. A generic workout taken from the latest book or video will not take into account your particular strengths, weaknesses, imbalances, injuries, or abilities. Your Trainer will work closely with you and your medical team, if necessary, to provide you with a program that will enable you to achieve your goals safely and effectively.


 **Reach and Maintain a Healthy Weight** - A healthy weight is just a number, but


of greater importance is what that number is made of. Your body composition is broken down into two components: body fat, and lean mass (muscle, bone, organs, and fluids. Basically everything other than that is body fat). While most people focus on their desire to lose weight, what is more important is to focus on losing fat. And, despite what the infomercials will tell you, there are no magic pills or revolutionary devices out there that will effortlessly 'burn' or 'melt' the fat away. But, there is truly safe and effective exercise and nutrition techniques that a Fitness Professional can teach you that will ensure you are losing body fat while maintaining or increasing valuable lean muscle mass.

 **Improve Your Level of Fitness** - You are looking at this website because you want to improve your health and fitness. Whether you want to run in a 10k race or just be able to run after your toddler all day, a Fitness Professional can educate you on the most effective ways to reach your goals. Increased fitness can also lead to improvements in blood pressure and cholesterol levels, and reduce your risk for certain cancers, heart disease, and other diseases.

 **Work Out Safely and Correctly** - Do you know what your target heart rate should be while you are working out? Many people do not and actually sabotage their fat burning ability and muscle gains by performing cardiovascular routines at the incorrect intensity. Do you know why you do not want to bring the bar behind your neck when you are doing lat pulldowns? Your Fitness Professional is trained to instruct you on proper training technique to maximize your workout effectiveness and avoid injuries.

 **Save Time** - People sometimes assume that a fitness program will require them to spend hours working out every day. That is simply not true. A fitness professional can help you maximize the efficiency of your workouts, cutting down on workout time while increasing your workout benefit and results.

 **Incorporate Functional Training Techniques** - Fitness training can involve much more variety and function than just climbing on a treadmill or hopping on a weight machine. A Fitness Professional can show you how stability balls, medicine balls, tubing, and body weight exercises can add challenge and variety to your program, while helping you achieve greater gains in strength, balance, coordination, and neuromuscular integration.

 **Commitment and Motivation** - When you make a commitment to work with a Fitness Professional, you are making a commitment to achieving results through education, assistance, and proper training. The individualized attention and support of your Trainer, coupled with your visible results, will motivate you to make your health and fitness a priority and part of permanent lifestyle change.