

## **Our Personal Training Philosophy:**

The pursuit of health and fitness can be confusing. It seems there is always a special program or some type of magical equipment that is being touted as the solution to your wellness needs. You start to realize it's not so easy to decipher contradictory information and conclude with confidence which approach is the truth, or what piece of equipment will really improve your personal well-being and work for you. A television show or infomercial expounds about the latest great new diet, which is surely destined to set up for failure anyone who happens to follow it. A newspaper article reports the latest exercise trend. Then there's the promise of the four minute, total body workout. Another promotion attempts to lure you to a program that promises immediate results, with magical new technology that is "research" proven. Will these or any other hooks finally give you the success you've dreamed about, send you to the emergency room, or just leave you disappointed and frustrated one more time?

Quite often, attempts at enticement are driven by a marketing plan that doesn't consider your real needs and best interest. And, regardless of how wacky or unsafe the program or equipment might be, the irony is that it could work for a while. That is, until you get bored, dissatisfied, or injured.

Personalized fitness training gives you an alternative to this mass market, impersonal approach to your fitness and health. The Personal Trainers at Spine & Sport will provide you with a sound program that is specifically tailored to your needs now, and we'll amend it so that it grows with you as you progress and your needs change down the road.

The programs at Spine & Sport are a comprehensive lifestyle plan. Training includes instruction in resistance training (weights, dumbbells, tubes, bands, and machines), flexibility (stretching), nutrition (eating sensibly without hopping on the diet bandwagon), cardiovascular conditioning, and functional training. You will learn proper technique and the reasons why each of these areas of fitness is important. You'll cross-train (change activities), and we'll periodize (change how hard you work over specific time periods) your fitness training so you'll stay interested, have fun, and keep the results coming. Rather than performing a flurry of mindless activity that gets you little more than sweaty, you will get a program that provides the maximum return for the goals that you set for yourself.

Although we at Spine & Sport know what we want to accomplish with your program, it would not be complete or as effective unless we also consider your thoughts, feelings, and opinions as we develop our individualized approach for you, your input is critical in helping us design an ever-changing program that can meet your fitness, health, and nutritional needs.

Spine & Sport will give you results that go further than cosmetic. Sure, you'll look good and obtain a healthy ratio of body fat to lean muscle, which is a key measurement of health, but you'll also get that "feel good" glow that comes from increased energy and a heightened state of overall health. You will become more agile and skilled in the sports in which you choose to participate. As you increase your fitness you will reduce your chance of heart disease and be much better equipped to manage stress.

To get results, we will need your cooperation, enthusiasm, and steady attendance commitment. We must work as a team, giving 100 percent effort. (This doesn't mean going all out during every workout!) Throughout your workouts, be straightforward and forthcoming. Tell us how you feel, voice your concerns, and ask whatever questions you might have. This is your personal training program, and the whole process works much better when you are actively involved.

To become highly fit you should schedule at least two training sessions per week. Eventually, you'll progress to doing some type of activity most days of the week. You'll be encouraged to do several of these activity sessions on your own. We'll help you plan and schedule these workouts so that it's easy for you to complete them on your own. And, don't worry, we'll never progress you too fast and will always meet you at your pace! After four to six weeks of training, if not sooner, you should start seeing some great results.

To sharpen the edge you get from efficient training, we will also periodically reevaluate your program. Constant supervision and adjustment are essential features of responsible fitness training.

In addition to discussing your situation, needs, and preferences, we pledge to work so that these needs and desires are satisfied. That way, Spine & Sport's major objective—your physical fitness and personal wellness—becomes the edge you can live with.

## **What to Expect During Your First Visit With Us**

### **INITIAL GET-TOGETHER**

We've probably already chatted for a few minutes in person or by phone, and you have the client introductory packet in hand. Before any workouts occur at our Personal Training Studios, we require you to fill out the medical history questionnaire as well as the activity and nutritional profiles found in your packet. ( Our front desk has all documents which you will receive at your free consult with the Personal trainer). Also, read and sign the Consent and Release form. If your written medical history responses indicate we need to do further follow-up, this could delay your first workout with us. But, we're in this for the long haul and your safety is our highest concern. Not only does this requirement follow professional protocol, but we can't create the safest and most effective program for you until this information is obtained. We won't let you start with our services—although we're as excited as you are to begin the program—until we're confident you can progress safely.

It should take about 20 minutes to fill out your paperwork. It's fun and introspective and may fuel your thinking toward the goals and expectations you have and that we can accomplish together.

Our initial get-together is provided at no charge. We'll finish up any paperwork that is necessary and schedule your first workout when we have cleared up any questions related to your medical history, activity, or nutritional forms. Our thoroughness and safety record are highly respected. Your best interest and well-being are at the top of our agenda!

## **THE FIRST WORKOUT...NOT TO WORRY!**

We're so confident in being able to make a huge difference in your workouts and health that we believe this first workout will be the beginning of a long-term relationship. This workout is the beginning of an ongoing process where we work as a team (client and trainer) to define your goals, interests, and desires. Over time, we'll outline your program plan to achieve the results you are looking for.

Many first timers worry that they need to be in shape before coming to us. It's our job to progress you slowly and meet you where your health and fitness needs are today. Your first session will be a workout, not a wipeout.

Generally, we will not put you through a gauntlet of fitness tests during your initial visit. Fitness testing and assessment are optional motivational tools that we'll use with you when appropriate to your conditioning level and program. By having you fill out the medical history questionnaire form and carefully evaluating your answers and seeking additional counsel if necessary, we are certain we can safely and accurately begin training. Fitness assessment can be a double-edged sword that can straddle personal encouragement or humiliation. Some tests can even put you at risk for injury if not properly and timely administered. Fitness testing at Spine & Sport is not diagnostic. It doesn't evaluate whether you have health risks. This should be done in a medical setting. Fitness testing at our facilities is an optional tool we use with discretion, to motivate you and further tailor your program to meet your individual workout needs.

## **WORKOUT APPAREL**

There are no crowds or "prime time" at our personal training facilities. "Dress to impress" is out. Wear workout attire that is comfortable. Clean T-shirts, shorts, tights, sweats, and track suits are the rule. Athletic shoes should be supportive and functional. Please be considerate of others with regard to your personal attire. If you have questions about the appropriateness of your workout gear, ask us!

## **TRAINER AND CLIENT PERSONAL HYGEINE**

Personal training, by its nature, creates an environment that is personal, up-close, and professionally intimate. Simply, we will work closely with one another. Dental hygiene, clean exercise clothing and shoes, and overall body cleanliness are requirements. You'll observe that our trainers will brush their teeth, change clothing, and shower several times on any given day. This consideration and respect of others are a must.

# **SPINE & SPORT APPROACH TO BALANCED FITNESS**

## **CARDIOVASCULAR FITNESS**

A strong heart is a cornerstone of any fitness program. Aerobic workouts burn a lot of calories and fat, increase the flow of oxygen to the body's muscles and vital organs (increased "energy"), help you cope with daily stress, and help protect you from heart attacks and many other degenerative diseases.

Cardiovascular fitness can be achieved through any activity that uses continuous and rhythmic movement. Walking, hiking, running, and swimming are good examples. You must find activities you love to do, or you won't stick with your program. To maximize results, you also need to exercise hard enough yet not too hard. We'll help you understand how to use heart rate and perceived exertion to optimize your level of effort, fun, and enjoyment. An eventual goal will be to engage in cardio effort three to six times per week. How hard, how often, and how long you work out will be influenced by initial fitness level, your rate of progress, and your feedback.

The aerobic portion of your workout usually follows the same basic pattern, whether you choose walking, running, cycling, aerobic dance, or some other form of aerobic activity. You'll always warm up for at least 5 to 10 minutes, and then, generally, you'll gradually build your effort toward a target heart rate range or level of perceived exertion, which we call RPE. The cardiovascular portion of your workout will always end with a cool-down of at least three to five minutes.

To optimize cardiovascular fitness and maximize calorie burning, we use a form of interval training that most of our clients can safely participate in. This fun form of cardio training encourages you to work a little harder than you're used to, after you've acquired a base level of fitness. Because it's more interesting than always plodding along at the same old pace, interval training makes it easier for you to stick to your program. If you want to fully develop this area of fitness, interval training is the way to go.

## **RESISTANCE TRAINING**

Contrary to popular belief, resistance training (or strength training) is not a mindless, unfocused activity that is for “muscle heads” only. When performed correctly, it is a focused effort. Superb results don’t require hours per day. Significant strength gains can be realized with two 25-minute strength workouts per week. Additionally, strength training done right is probably the most important component of fitness—bar none—in terms of its impact on weight maintenance, weight loss, and overall health.

Many people are reluctant to train with weights because they mistakenly believe that toned muscle will turn to fat if they stop their program. This simply is not true. Just as a broke leg will atrophy while in a cast, a muscle that is not challenged will shrink, not turn to fat.

Some women don’t want to strength train because they are afraid of building bulky muscle and looking “muscle bound.” Rest assured that the average woman will likely not be able to attain an overly muscular body as a result of a normal strength training program. Usually, this holds true because of the hormonal influence—females generally lack significant amounts of testosterone—that prevents most woman from building excess bulk or size.

We will develop a strength program that will reshape your body. You’ll learn to concentrate, isolate muscle groups, train functionally, and appreciate the changes in your body. It has been reported that Michelangelo believed that inside every piece of marble was a statue waiting to be uncovered. If you’ve never strength trained, you will think the same way about your body as it started taking on the look it was meant to have. To achieve this type of result means a consistent commitment to strength training.

## **FLEXIBILITY**

More so than any other aspect of fitness, flexibility is generally misunderstood or pursued improperly. Stretching is the most likely area of fitness that will be left out of a program or given inadequate time, even though most people know they should stretch. And, even if they stretch with the best of intentions, they sometimes stretch incorrectly.

Although people often blame running or some other activity for their back problems or other injuries, the real culprit may be the stretches they do before the activity. You need to warm up first. Stretching is not a warm-up! Stretching is performed most effectively and safely when the joints have been limbered and the muscles are warm.

Hard-to-hold stretches that result in joints being forced beyond their normal range of motion—and may cause your eyes to bulge from their sockets—do not always increase flexibility and can cause injury. You will be encouraged to never move a joint further than you can actively control it. We do not encourage bouncing or forcing movement to painful or uncomfortable limits. If you stretch like this, you may be overstretching muscles and ligaments around the joint, which can be more harmful than not stretching at all. We’ll use a variety of stretching approaches that will get you ready for recreational activity or competitive sports performance or give you the necessary suppleness you need for a busy and full life. When done correctly, stretching feels good.

## **CROSS TRAINING AND PERIODIZATION**

A program that has you complete the same workout day-in and day-out, is a recipe for failure. Adding variety (cross-training) and cycling (how hard you work out over specific, time periods, also referred to as periodization) are essential to top results as well as avoiding injury and burnout. We'll make this planned training and results-oriented program easy by suggesting and organizing the changes you need.

## **EATING AWARENESS**

Regular exercise cannot compensate for improper nutrition. To get the most from your training program you have to pay the same amount of attention to your diet. This may be a challenge at first, but once you realize how poor eating habits can negatively affect your health and fitness, you will be motivated to follow our fun and easy "eating awareness" plan. We don't like the word *diet*. We'd rather you eat smart, enjoy food, and put into action an approach that will work long term for you!

Good nutrition is not a sacrifice but a choice and a matter of knowledge and common sense. The following basic principles will keep you on track.

1. Calories do count. Exercise can burn off some, but not all, of your excess food intake. Exercise alone won't protect you from heart disease. Most men should consume at least 1,800 to 2,000 calories a day, whereas most women need about 1,500.
2. Carbohydrates in complex, whole, natural forms (rice, potatoes, whole grains, breads, fruits, and vegetables) should form the center of your diet. Our past reliance on proteins, fats, and refined foods has resulted in unprecedented levels of cardiovascular disease, obesity, cancer, and other life-threatening conditions.
3. Limit your intake of sugar, alcohol, high-fat dairy products (including cheese, milk, and butter), refined desserts, candies, red meats, any fats (including oils, butter, margarine, and mayonnaise), and salt. With the exception of salt, these foods are dense in calories while simultaneously being low in nutrients and natural fiber. Avoid preservatives and chemical additives.
4. Drink plenty of water before, during, and after exercise. By the end of the day, you should have consumed at least six eight-ounce glasses of water. Although this sounds cliché, drinking lots of water makes a positive difference.
5. Eat when you are hungry. Each day you could have up to six small meals or nutritious snacks that are high in complex carbohydrates and natural fibers, as opposed to fewer fat-laden meals that are dense in calories and low in fiber.