

STRENGTH...OR NO STRENGTH.

THERE'S ONLY ONE CHOICE.

**HEALTH & FITNESS DO NOT HAVE
AN 'OFF-SEASON'.**

INTRODUCING A NEW ERA IN FITNESS...

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You can choose to work consistently on living healthy, or you can choose to thwart off the path of health and dive into a lifestyle of disease, unwanted body fat, and zero quality in your life.

You can choose to go out for a walk, or sit on the couch for another 4 hours watching a marathon on TV, of shows you've already watched.

You can choose to begin a strength training program, which will help increase the muscle & bone mass you need for vitality, or you can stay away from strength training, since you're afraid "it might hurt", when everyone you know who strength trains can't stay quiet about how much their life has improved since they started.

You can choose to visit the fast-food restaurant, and decide to "wait until Monday" to start that diet, or you choose to simply watch your portions and not opt for Mega Happy Fun Size, when you know the Mega calories it contains are far

from making you feel Happy, or giving you energy to have Fun. It will just increase your pant Size.

You can choose to start taking action, or choose to keep on blaming everything but yourself, since you know pretty darn well that your own past choices put you in your current unwanted state of health.

3 Fast Tips on How To Fit Exercise Into Your Healthy Habits:

1. Figure out how much time you have in a typical week. Your total time needs to be figured out in this order:
 - a. Days per week you can workout
 - b. Time per day on your workout days you can devote
 - c. Choices of exercises for your allotted time
2. Choose Strength Training! Select multi-joint exercises for your strength training.
 - a. Don't waste time on leg extensions & leg curls, for example. You can gain more benefit doing 3 sets of dumbbell lunges or squats, than you can by doing 3 sets on a single joint, single plane-of-motion machine!
 - b. Do more free weight than machine-based exercises. Machine weights are okay, but not for every muscle group. Free weights offer more challenges & opportunity to develop balance, coordination, and total body focus. If I can tell you anything, it's that machine-based workouts only give you results for a limited time. Your body needs more challenges to improve its own wellness, and free weights can offer that in unlimited ways.

3. Select a cardiovascular training mode that will use most of your body, and be the most efficient for your time.

Below are some key strategies in training for cardio:

a. Walking is probably the easiest & cheapest form of exercise. You simply put on your shoes & go out for a walk. What most people who walk get caught up in though is the Mileage Rut. I call it the Mileage Rut because most people who follow a basic walking program get stuck into walking X amount of miles each day for their workout days. Then they continue to walk that same amount every day, for months, even years. What happens next is stagnancy. No weight loss, no fat being 'budged', no boost in endurance, nothing happens. If you walk 2 miles a day, for instance, your body will just adapt & adjust to expecting it to perform for 2 miles a day, if you continue to do it over & over. 2 miles a day becomes just as commonplace as waking up in the morning: your body expects it every day. What is important to do is to CHANGE the Intensity, Frequency, or Duration of your exercise. Here's how to do that:

i. **Intensity:** Change the pace of your exercise from periods of easy, to periods of moderate, to periods of hard levels of intensity. One of the easiest methods to use is the 1-10 scale. 10 is an all-out effort. 5 is considered 'easy'. 1 is akin to resting/napping. If you have been exercising at levels 4-5, you're not doing your body any good in the long term! You need to exercise in the ranges of 6-10 to really make an impact on your health. There's no way around it. Forget about heart rate zones for

a second, or anything you've read on that. In 6 years in the health/fitness & sports training fields, I've seen results happen faster, and continue more in the long term, when people RATE their own exercise levels, instead of using some out-dated formula to do so. Why does rating one's intensity work better? My feeling is that not everyone has access to the heart rate monitor usage, or fully understands the formulas involved. (Some of those formulas are very vague & confusing, too!) Everyone has their own 'internal' monitor of how hard something can feel. Once people get 'in-tune' to this internal monitor, gains in fitness start to happen.

- ii. **Frequency:** Frequency of workouts can be crucial. Working out once a week isn't as great as 3 or 4 times per week can be. The problem with adding more workouts though is you can only add so many to a weekly schedule. What you can do is try the 'Split Model'. The 'Split Model' is taking your typical workout time, such as 30 minutes, and turning it into two workouts for your total time. This would be doing two, 15 minute workouts. This secret of splitting up workouts helps to trick your body into working out harder for a shorter duration, not only once, but twice, and give it the benefits of 2 workouts, with greater total work being done by the end of the day. An example of this is doing a 15 minute brisk

walk in the morning, and a 15 minute brisk walk in the evening. You'll probably find that you can cover more distance in your 2, 15 minute time frames, than you could cover normally in one block of 30 minutes.

- iii. **Duration:** Adding more minutes to your workouts is definitely one option. By adding more minutes, you certainly can boost your endurance. Its fine and dandy, but the truth is you only have so much time per week to devote. So, what about CUTTING your duration time as an option? Yes, cutting the duration of the workout, as mentioned in the Frequency section, can allow you to get more done in less time. For example, if you run for 30 minutes and can cover 3 miles (10 minutes/mile at an easy pace), you can perhaps cover almost 2 miles in 16 minutes if you try to run faster at 8 minutes/mile pace. Or 2 miles in 18 minutes at a 9 minutes/mile pace. By going at a faster pace, even for a shorter workout duration, you can elicit a greater response with the higher intensity achieved.
- iv. **Try "Sprint Cardio"**. Sprint Cardio is a term I've come up with in regards to raising up your intensity levels to short durations to be performed each minute. You basically work hard, then rest, then repeat with another hard effort (Think 9 to 10 on that scale). Think in terms of a short-distance sprint. You can sprint for 30-50 yards in about 5-10 seconds, and rest for 50-55

seconds. Then you do another sprinting effort when the top of the next minute arrives. This concept can also be applied to cycling or stationary exercise machines, like elliptical cross-trainers. While you are resting from your sprint efforts (such as a time-based 10-15 second sprint effort), you simply pedal or spin at an easy rate during that resting time.

Okay, so you now know some basics on how to figure out how to fit exercise into your life. You realize you need strength training and cardiovascular training to add to your healthy lifestyle. Or maybe you just need strength & cardio training to be your backbone of your NEW healthy lifestyle.

What's next?

Leadership!

Leadership can assist you in your healthy lifestyle objectives. Perhaps you get this leadership from your spouse, your parents, your neighbor, your co-worker. Anyone can be your leader to assist you in health & fitness goals. Frankly, one of the easiest leaders to choose is a Personal Trainer. (Naturally, you know I'm going to say this, since I am one!)

Why choose a Personal Trainer?

1. Personal Trainers study health & fitness trends on a daily basis, keeping on top of what is out there. With the internet at virtually every trainer's fingertips, knowledge is gained on almost an hourly basis when a trainer is online. As for myself, I visit almost a

dozen top-notch training sites, multiple times a day, to keep on learning more and more about fitness & health. I've grown into developing an un-official network of trainers that I correspond with, both online & by phone, on a weekly basis. Most of this is done through membership-based websites that we belong to. We will post messages on current topics & questions we have. Let's say one trainer is struggling with the needs of a client. The trainer can post the concerns to the message board, and other trainers respond with the strategies they've used in similar situations. It is through this networking & learning environment where trainers separate themselves from others to provide their clients with the best service & knowledge they can.

2. **Trainers are 'in the trenches' of exercise.** Most trainers I know are past athletes, coaches, or are currently involved with endurance sports, like triathlons and marathons. They practice what they preach. Would you choose an overweight, obviously fat personal trainer? Probably not. This doesn't mean your trainer has to have the look of a bodybuilder or be an all-star athlete of great success. But, you should hire someone who is consistently active and energetic about their own fitness, too. I am a triathlete and running coach, who happens to run with his athletes he trains. I do this for the same reason: I want my athletes to witness that I am willing to do what I want them to do. I even participate with my fitness boot campers.

3. Trainers are not doctors or miracle workers, but, they can help you develop the right strategy. Why? Because it's their job! As a trainer, if I just hand you a workout and say 'Here, do this and you're fine', I'm not doing my job right! (Sadly, many trainers still do this, and fail to provide their clients with a strategy. They just give them a program and think the problem is fixed!) I need to find how many days you can workout, what your current & past exercise history has been, before I even start to test you out to find the right exercises & intensities to exercise at. Even if someone joins my boot camps, I do this on a daily basis. I know they will come 3 to 5 times a week to see me, and their exercise choices are already chosen, with it being open to modification. They come to me for a boot camp because they see that they can exercise frequently, and get in the exercise they are seeking in the first place. I can also take into account their abilities, literally on-the-fly, to change exercises or make the exercise more effective for them.

If you are seeking a strategy, you most likely need the assistance of a fitness professional to help you.

The main factor in getting this strategy is mostly cost. That's why when I started my training business, I wanted to provide an affordable solution to the average Joe or Jane out there. Here's why:

When I lived in Ohio, after starting my training career in a small town in North Dakota, it was a huge change for me. I went from working with moderate income clients, to

marketing to high-end, higher-than-I-ever-saw incomes. Personally, coming from rural ND, where I was raised all my life, I did not like this atmosphere that 'Personal Training is a luxury' in these high-end markets. If you have looked around lately, there's **MORE PEOPLE THAN EVER in need of personal fitness advice. *They aren't all rich, either.*** They are your average blue-collar worker, working 40 hours a week plus overtime. They want to be healthy just as much as anyone else. ***Fitness needs to be affordable*** to them. Fitness isn't a luxury, it is a NECESSITY today. With rising healthcare costs and more & more people becoming overweight (& going on medications for heart conditions, too), fitness is a necessity. It is no longer some luxury for rich folks. Personal Training needs to enter a new era for this need & concern for the health & fitness of our nation.

So, I wanted to provide an array of affordable training solutions for my clients. I also wanted options that could add more than just one person at a time to my time schedule, meaning I could have things setup to train multiple people, such as a mother/daughter. One of my greatest enjoyments lately since I started my business has been working with a mother & daughter duo. The mother is in her 30's and the daughter is going into middle school. They have trained with me for the last 3 months, just 2 times a week. A typical personal trainer would train both separately. I choose to train them together, because you should see how well they work together to motivate each other! It is a key successful strategy, because they have the built-in support system of the mother-daughter bond.

Strength...or No Strength.

Strength is more than just "muscle".

It is Human Will.

It is Human Desire.

It is a Driving Intensity.

It is a Symbol of Fortitude.

It is a Status of Champions.

It is more than just exercising & working out, it's a way of life.

There are many ways to Get Strong.

Speed Dial Coach helps you choose the right strategy to get you to your own higher level of Strength:

SPECIAL FORCES FITNESS

Fitness Boot Camps: <http://camps.speeddialcoach.com>

Daily physical fitness for strength & cardio needs, done monthly.

ALL-STAR FITNESS

All-Star Fitness Personal Training:

<http://fitness.speeddialcoach.com>

Single or 2-3 person training sessions, setup in 30 minute sessions, for fast fitness, with support & teamwork as a bonus!

ALL-STAR ATHLETE

All-Star Athlete Program: <http://allstar.speeddialcoach.com>

The total package of strength, power, & speed development for today's athlete, the ASA Program utilizes Kettlebells for strength & power, transitioning to speed & agility work to finish out each workout. The body gets revved up for greater performance, with every workout an athlete does. 60 minute sessions for up to 8 athletes in a session. Great for teams & friends who play on the same team, to build comraderie, support, and better performance!

ALL-STAR ATHLETE XPRESS!

All-Star Athlete Xpress: <http://xpress.speeddialcoach.com>
"The Fastest 30 Minutes Around" is the new, speed & agility performance package of Speed Dial Coach. Training for power & speed is done with 3 tools: Kettlebells, Jump Ropes, & Cones. This is a simple solution for those who want to work only on speed development & to achieve greater power, without devoting a ton of time. Great for those who are busy with multiple sports and need to work on the basics of speed development.

Online Training, DVD Training & Phone Coaching:

<http://online.speeddialcoach.com>

Training advice isn't just given in-person any more. With the advent of online training, phone coaching, and DVD productions, Speed Dial Coach can email workouts, be available by phone for continued support, and you can even have an at-home workout DVD produced for your own needs. If you have no time to visit with a trainer consistently, the Online Training options can be a great solution for you!

Call Trainer Rick Karboviak to have him
line up the best strategy for you.

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