



6 WEEK RESULTS MANUAL



Reaching for your personal best.

*Just because you don't see results after
the first day or the first week, don't give up.
You may not see changes right away,
but every smart choice you make
is affecting you in ways you'd never imagine.*

Congratulations!

We'd like to congratulate you on your decision to reach for your Personal Best. It's easy to settle for mediocrity but the fact that you have committed to striving for excellence is extremely commendable.

In order to assist, educate, guide, and support our clients through the initial stage on their journey to optimal health, we have created this Fitness Results Manual. Our intent is to help you understand your body better and that this knowledge will help you start strong, stay committed and ultimately reach your goals and experience fabulous results.

It is the beginning phase of a new program that most people struggle with. Many give up too early. We don't want that to happen to you! So every week, we will assign you to read certain sections of this manual and complete a few questions to confirm you understand the material. Making this effort in the beginning helps you get through the first few months. By adhering to our recommendations, you'll experience amazing results and that will motivate you to keep going. There are a lot of expectations with our fitness program. If you're not adhering to all aspects of the program, that's okay, don't beat yourself up about it. Just do as much as you can - one day at a time.

Remember, Knowledge + Action = RESULTS! Here's to getting in the BEST shape of your life!

Stay focused, have fun, and reach for your best!

Your fitness family forever!

NW Women's Fitness Club

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THIS LIFE CHANGING MANUAL BELONGS TO:

NAME

PHONE NUMBER

HOMWORK TIMELINE

Week One:

- Read Section One and Section Two—Program Expectations and Lifestyle Coaching
 - Allow for a total of one hour of reading
- Complete Lifestyle Coaching Drills in Section Two
 - Allow for approximately one hour
- Complete the corresponding quiz for Sections One and Two in the back of the manual
 - You will retain the information better if you complete the quiz but it is optional.
- Bring your manual to your next session so you and your trainer can discuss your answers to the questions.
 - Review the Fitness & Training Makeover Commitment Expectations
- **This week's assignment is extremely important for those of you who have struggled with starting or sticking to a fitness program in the past. Spend some time in this section to help your adhere to the program and achieve amazing results!**
- **Complete Body Composition Measurements with your Personal Trainer**

Week Two:

- Read Section Three—Cardiovascular Exercise
 - Allow for a total of one hour of reading
- Design your Personalized Exercise Program
 - Allow for 15 minutes
- Calculate your Heart Rate Training Zones
 - Allow for 15 minutes
- Complete the corresponding quiz for Section Three in the back of the manual
 - You will retain the information better if you complete the quiz but it is optional.
- Bring your manual to your next session so your trainer can verify the accuracy of your calculations. If you've purchased a Heart Rate monitor bring that as well so they can teach you how to use it and program it for you.

Week Three:

- Read Section Four—Resistance Training
 - Allow for a total of one hour of reading
- Complete the corresponding quiz for Section Four in the back of the manual
 - You will retain the information better if you complete the quiz but it is optional.
- If you have any questions or need clarification with any of the material, speak to your trainer.

Week Four:

- Read Section Five—Nutrition
 - Allow for a total of 1.5 hours of reading
- Complete the corresponding quiz for Section Five in the back of the manual
 - **This section of the quiz actually helps you to figure out a plan to implement many of the nutrition recommendations we make so we strongly encourage you to complete this section of the quiz.**
- If you have any questions or need clarification with any of the material, speak to your trainer.
- Start using an Activity and Nutrition Log (paper or online).

Week Five:

- Read Section Six - Lifestyle Changes
 - Allow for a total of 30 minutes of reading
- Complete the corresponding quiz for Section Six in the back of the manual
- If you have any questions or need clarification with any of the material, speak to your trainer.
- Continue using an Activity and Nutrition Log

Week Six:

- Turn in your quiz to your trainer
- Complete Body Composition Measurements with your trainer
- Continue using an Activity and Nutrition Log
- Review your program adherence, progress, results and establish new goals, action steps and expectations with your Personal Trainer

Week Seven - Forever:

- **Looking Good**
- **Feeling Great**
- **Living Life to the Fullest**
- **Reaching for your Personal Best!**

Ps. We're here to help you throughout the entire journey!

SECTION ONE

PROGRAM EXPECTATIONS

*“The greatest personal defeat
suffered by human beings
is constituted by the difference between
what one is capable of becoming
and what one has in fact become.”*

Ashley Montagu

INTRODUCTION—Be Fit not Fat: The number one reason clients consult with us is to help them manage their weight. Americans are getting unhealthier each year. Health-related disease such as diabetes, hypertension, cardiovascular disorders, and various forms of cancer are at an all-time high. We must consider the effect of excess weight on our joints and backs, not to mention the psychological effects on our self-esteem and confidence!

Have you ever noticed that people who are active or play sports always seem to be able to do more things – they just appear to enjoy life more than their sedentary, unfit counterparts. Of course, fit people generally do not smoke, so they are less likely to get cancer than smokers. They generally don't carry a lot of excess body fat so they suffer fewer heart attacks than those unfit. Fit people have stronger lungs, muscles, joints, bones, immune system, and healthier hearts. Their cholesterol levels and blood pressure measurements are better. With these facts in mind, you can see why we are so passionate about the benefits of exercise and a healthy lifestyle.

Most people recognize the benefits of exercise and eating well. Many have good intentions and decide to make some changes. In fact, Americans have no problem initiating the process. We have done it numerous times. We tend to lose the same fat over and over again. Our struggle lies in the challenge of keeping the weight off. Most people who undertake an exercise and nutrition program have not really taken the time to fully understand the complexity of the process. If you are going to be successful at initiating these major changes in your life and, more importantly, maintaining the changes, you are going to have to establish a very strong foundation for success.

There are literally hundreds of exercises, nutrition, fat loss and health books on the shelves at book stores; with most of these books, you read them and then they go back on the bookshelf. By the time you start to initiate any of the changes, you have forgotten what those changes were in the first place and you have probably lost the motivation anyway. This manual is an interactive tool. You will regularly be asked to take action towards your goals. You will be asked to answer questions and complete homework drills. This will force you to implement the information immediately and keep your goals at the top of your priorities.

Research demonstrates that the safest and most effective program for optimal health and ideal weight management is a program that combines exercise and a healthy diet. This workbook will focus on that combination. You will learn the most effective exercise and nutrition tips for improving your overall health, fitness and energy levels. Research also shows that you must be involved in the process to enhance success. You know your body and life better than anyone. It's never successful if we just blindly tell a client what to do without considering their individual scenario. **So we need you to help us help you!** We are firm believers that there is no quick-fix solution. If you want something enough, expect to put forth a bit of effort. You know what they say - if anything is worth getting, it is worth working for! So, it will not be a 'walk in the park', but we can guarantee that it is probably not going to be as difficult as you would imagine. Every drill in this book will take you closer to success. Every homework assignment you complete will give you the confidence and self-esteem to know you can accomplish the next goal. It is all about "Results Momentum". If we ask you to do something – even a very small task – when you complete it, you have succeeded. This will give you momentum so the next goal becomes that much easier. If you do not do the task – no matter how insignificant, it makes it easier to skip out on other tasks – perhaps those that are much more important to your success. Think of this process as a series of very small baby steps and each one takes you closer and closer to your PERSONAL BEST!

Let's get started right away. Remember, we have full confidence that you can do this because we know "If you think you can, you can!" Plus we are here to support you throughout the entire process.

Fitness & Training Makeover Commitment

The purpose of this agreement is to serve as a reminder of the commitment that you have made to yourself and to provide a list of the health behaviors that we will help you to adopt over the next few weeks and for the rest of your life. This page is an overview of the program expectations. In the rest of this manual we will explain details and help you to understand why each of these areas are important to your overall health and success. Consider this a sneak peak. We welcome you to begin tackling any of these areas immediately. *You have made one of the best decisions of your life!*

An Optimal Health and Fitness Program includes:

- ♥ Exercising aerobically 3-6 days each week for 20-60 minutes each session at various levels of intensity. Using a Heart rate monitor will keep you honest. Activities like walking, jogging, cycling, swimming, rowing, hiking, stair-climbing, or Group classes will do the trick.
- ♥ Conditioning your muscles with resistance training workouts for a minimum of two times per week. One set of 8-12 reps of a variety of exercises for 20-60 minutes is perfect! Or just workout with your trainer and they'll make sure you meet this requirement. Our Group Muscle Conditioning programs will help you achieve this goal also.
- ♥ Eating a balanced diet that is high in fiber content.
- ♥ Eating 5 vegetable servings and 3 fruit servings each day.
- ♥ Drinking 10—8ounce glasses of water each day. Drink water before and with each meal and snack. Purchasing a Jumbo size water bottle will help you adhere to this tip.
- ♥ Planning your meals so that you eat 3 **small** meals and 2 **small** snacks each day. Try to eat every 3 hours.
- ♥ Avoiding eating anything high in fat or calories 3 hours before bedtime.
- ♥ Controlling portion sizes. If you need more assistance regarding exact caloric requirements, visit our website at www.nwwomensfitness.com Click on the "Member Zone". Then click on "Cool Fitness Tools". There is a calculator that you can use to more accurately estimate your calorie and protein needs. You will also find various articles that will help you on your journey.
- ♥ Eliminating any unhealthy temptations from your environment (work, home, car) and replacing with healthy alternatives.
- ♥ Grocery shopping at least once per week to stock up on healthy choices and fresh fruits and veggies.
- ♥ Maintaining a more active daily lifestyle. Move your body as much as you can in addition to your exercise program. The International Journal of Obesity released a statistic that reported we expend an average of 500-800 fewer calories than we did a few decades ago because of our more sedentary lifestyle. At NW Women's Fitness Club, we believe that all you have to do is start moving more in your life and then you won't have to spend hours in the gym every week!
- ♥ Getting enough sleep (7-8 hours per night). Sleep is when your body recovers and repairs. If you do not sleep enough, you will not be prepared for each workout session and you will not function optimally.
- ♥ Controlling and managing your stress levels. Identify your stresses. Outline methods that help you to reduce your stress and practice them regularly.
- ♥ Completing Activity and Nutrition logs every day and submitting to your trainer every week. Samples are provided for you in Section Seven.
- ♥ Weekly weigh-ins and monthly measurements help to manage your progress if fat loss is your goal.

I promise to follow the above recommendations to the best of my ability.

Date: _____ Signed: _____

Date: _____ Witness Signature: _____

Note: Have someone witness your commitment that will love and support you through this process. It will hold you accountable to your commitment and everyone can benefit from their own personal cheerleader!

SECTION TWO

LIFESTYLE COACHING Setting the Foundation for Success



*“What lies behind us
and what lies before us
are small matters
compared to what lies within us...”*

Laws of Success

Did you know that 70% of people who start an exercise program drop out within the first two to three months? These are not good odds! It's now widely accepted that the problem has nothing to do with the person but rather with the process. You see, most people who want to start exercising just start. Imagine if you wanted to build a house. You'd start out with an architectural plan first to know exactly what you wanted your house to look like. Or what if you wanted to start a business? The banks would require a business plan first, right? They'd want to ensure that you've really thought it through carefully and you've got a good plan to enhance success. Well, these same guidelines apply to exercise. You've got to have a plan for success. This is why the first few months of your fitness experience are so important. This is when most people drop out. So at NW Women's Fitness Club we focus on getting you past this stage to the point where you're experiencing great results – and that alone, will help to motivate you to keep going. The problem is most people stop exercising before they even had the chance to see the changes to their body. We just won't let that happen to you!

After working with various clients for a number of years, we've noticed a number of characteristics that separate those who succeed with their fitness program from those who do not. Those who succeed buy into the "Four Laws of Success". You must be ready to accept these laws without exception.

First Law – THE LAW OF POSSESSION.

You need to understand that if you are going to achieve results, it is going to be up to you. The phrases "If it's going to be, it's up to me" or "If I think I can or think I can't, I'm right," ring very true. You have to take ultimate responsibility for success or failure. Sometimes clients believe their trainer is going to be the one who makes it happen for them. At Northwest Personal Training, we set them straight right away. All we can do is educate and guide. Our clients must be willing to make and stick to the changes. You cannot completely rely on someone else (like a personal trainer or workout partner) to make it happen for you and likewise, you cannot blame the kids or your partner for any failures.

Second Law – THE LAW OF EFFORT.

Anything worth achieving is worth working for. Exercise and healthy eating takes discipline, will power, character, persistence, and a commitment to delayed gratification.

Third Law – THE LAW OF CONSISTENCY.

A month-long effort is not going to get you where you want. In order to achieve any goal, you must stick to your game plan for the long-term. Getting off track for a week is no big deal if you are consistent in your efforts, but if you are regularly tempted away from your program, you will not succeed. Consistency and persistency are the keys to manifesting any goal. Remember that if you want to be 10 pounds thinner 10 years from now, it is not what you do over the next eight weeks that matters. It is what you do over the next 10 years! All the changes we will suggest must be followed for the rest of your life - so of course, we are going to make room for indulgences. The program has got to be realistic if you're going to stick to it. There are no short-term, quick fix solutions. Researchers have found only one characteristic common to those who succeed with exercise. All such people move toward their goal one step at a time. They are committed to constant, never-ending improvement. In practical terms, it means that regardless of anything else – busy work schedules, lack of energy, lack of time, feeling old, feeling lazy, hating exercise – they make no excuses! They keep exercising, taking their long-term goals and splitting them up into smaller goals. They take it one day at a time.

Fourth Law – THE LAW OF SELF-EFFICACY.

If you are already questioning whether or not you can actually make the required changes, you are going to have a difficult time with your program. You must believe you can do it! Think of self-esteem as a bank. Each time you keep a promise to yourself, the store of self-esteem gets bigger, making it easier to keep the next promise to yourself. It's all about "Results Momentum" - achieving one result gives you the confidence to achieve the next goal. Each time a promise is broken, however, your self-esteem goes down, making it easier to break the next promise. Reinforce this belief in yourself by surrounding yourself with others who are doing or have accomplished what you're attempting. After all, if they can do it, so can you! We've got plenty of success stories at NW Women's Fitness Club to inspire you to *Reach for your Best!*

Readiness

We supply the following questionnaires to new clients to help us determine where they are on the readiness scale. If you score low, this may not be the best time for you to initiate *major* changes to your lifestyle. It does not mean, however, that you cannot begin the process. You can still start the program and work on developing healthy patterns, but you should have lower expectations of yourself. If you score moderately, expect a few struggles on route towards your goals. If you score high, this is the perfect time for you to begin taking action towards your goals. **Note: If you have been adhering to a consistent exercise and nutrition program for six or more months, you can skip this assignment.**

Readiness questionnaire I

	Yes	No
Do you feel you are at some sort of health risk because of your current behaviors/ lifestyle?		
Do you feel that making lifestyle changes will improve your quality of life and decrease your risk of health-related disorders?		
Do you view your health and fitness program as a lifetime goal rather than a short-term temporary goal?		
Are you willing to get personally involved in planning a health and fitness program?		
Are you willing to try different approaches?		
Do you have the patience to accept success in small increments and deal with possible setbacks?		
Are you willing to set realistic goals?		
Are you willing to make lifestyle changes?		

If you answered yes to all these questions, you are ready for action! If you said no to one or more of the questions, you might experience resistance as you begin to initiate many of the actions required to achieve your goals. It may be helpful for you to review what is really important to you and learn more about the negative effects of your current behavior and the benefits of change.

Readiness questionnaire II

	1	2	3	4	5
1. Compared to previous attempts, how motivated are you this time to adhere to your exercise program?	Not at all motivated				Extremely motivated
2. How certain are you that you will stay committed to an exercise program for the time it will take to reach your goal?	Not at all certain				Extremely certain
3. Considering all outside factors in your life - work, stress, family obligations, etc. - to what extent can you tolerate the effort required to stick to a lifetime exercise and nutrition plan?	Cannot tolerate				Can tolerate easily
4. Think honestly about your goals. How realistic are they?	Very unrealistic				Very realistic
5. How confident are you that you will be able to make changes to your current eating behaviors?	Not at all confident				Extremely confident
6. How confident are you that you can work regular exercise into your daily schedule starting tomorrow?	Not at all confident				Extremely confident

Score: 6-12: Low motivation

13-25: Moderate motivation

25+: High motivation

Internal Motivation

If you want to change something (your weight, your nutrition habits), you have got to change something! Makes sense, doesn't it? But change is difficult. Most people attempt major changes in their life without setting up a framework for success. How can you get anywhere without a map or a game plan?

Finding the motivation and inspiration to adhere to the changes in your life day-in, day-out, is challenging. Many people have very good intentions and start an exercise or healthy nutrition program, but within a few months 70 percent of them have dropped out. When people quit, it's because they can't find a reason to keep going. Motivation boils down to being sick and tired of the situation you're in now and associating pleasure with the situation you will be in once you achieve your goal. If you can associate enough displeasure with your present scenario and enough excitement towards achieving your goals, you'll pinpoint your personal motivation for exercise and healthy eating and find it much easier to stick with the program.

Note: If you have been adhering to a consistent exercise and nutrition program for six or more months, you can skip this assignment.

Write down all the reasons you're not satisfied with your present situation. Write down what will happen if you don't make some changes to your lifestyle. For example, none of your clothes fit, you have no energy, your blood pressure has risen, you can't sit comfortably in chairs, you feel embarrassed to wear a bathing suit, you keep gaining more and more weight every year, your cholesterol is getting out of control, you could actually die...

Write down all the reasons you want to achieve your goals. Write down how your life will be better. For example, you'll be able to wear whatever you want, your energy will improve, your blood pressure will drop, you'll feel comfortable in any environment, you'll be more productive at work, you'll feel more self-confident, you'll lower your risk for developing heart disease, cancer, osteoporosis, you'll have enough energy to go hiking, play with your kids/grandkids....

Fitness Wish List

In the following space, write down all the fitness goals you would like to achieve. This is your personal fitness wish list. Write down anything you have ever thought of achieving with regards to your own individual health and fitness. Which goal, if you achieved it, would make this year unbelievable? Have you ever wanted to hike the Grand Canyon, complete a marathon or triathlon, cycle through Italy, learn to Scuba Dive or inline skate or rock-climb, cycle the Oregon coast, or would you just be happy with working out 4x/week consistently? What are your health and fitness wishes? **The only rule with this wish list is that none of your goals can be related to your body size, shape or weight.** Stay away from listing a goal such as losing 10 pounds or 4 inches off your hips. Let's keep this list positive, action-oriented, and focused away from body image.

Many people take this approach – ‘As soon as I get fit, then I’ll start doing the things I’ve always wanted to do.’ We take the opposite approach. Let’s set the goal and in the process of training for the event or activity you’ve always wanted to do, then you will get in great shape! It puts purpose to your workouts. And it’s such a positive, motivating focus. For example, let’s say a client sets a goal of finishing a 10km fun run. Setting this kind of goal, because it has a deadline, provides a compelling reason to stick to the program and not miss workouts. In contrast, if the goal is to lose 10 pounds in 2 months, if the client gets off track, they can negotiate with themselves and say, “Well, I guess I can wait an additional week or two to achieve my goals.” But if they get off track with their training program while preparing for an event, they can’t call the event organizer and ask them to postpone the event because they aren’t going to be ready. A client knows that every workout or skipped workout will either positively or negatively affect their performance and their ability to achieve their goal. In addition, once he/she crosses the finish line, that’s something no one can ever take away from them. They will always have their medal, t-shirt, and photos crossing the finish line. Whereas, with weight loss, someone could lose the weight and then gain it all back next month and feel like a failure. Plus there is a lot of status associated with conquering a tough challenge or finishing an event, so a person’s self esteem receives a huge boost providing them with the belief that they can achieve the next goal. We have also found when someone succeeds at a goal such as this, they then inherently look towards the next goal – it’s just human nature. So they decide to attempt a half marathon, full marathon, a challenging hike, triathlon, etc. It’s a positive spiral. Whereas, with weight loss, it’s often a negative spiral. They lose the 10 pounds but they are still not happy. They then desire to lose another 5 pounds and get rid of this fat and so on. Some people who have the most ‘perfect’ bodies are those that struggle with their body image the most! For all these reasons, we try to keep the focus away from Body Image and instead focus on behaviors, events and actions.

SMART Goal Setting

Setting realistic goals is the key to success. It is not enough to say, "I want to get into shape". Effective and realistic goals are **S**pecific, **M**easurable, **A**ttainable, **R**eward-based and have a **T**ime frame. All your goals must be clear, easy to measure, and have a deadline. But don't stop there. Successful goal setting requires two more things. Be prepared to reassess and reevaluate your goals on a regular basis and reward yourself once you have achieved a goal. For example, treat yourself to a massage, a new outfit or a trip. Then set your sights on the next goal.

Sometimes, when starting an exercise or nutrition program, we can get overzealous and decide to change a million things all at once. It soon becomes clear that you have taken on too much and it becomes almost impossible to succeed at anything. To avoid this, you need to determine what is most important to you and focus on these areas first.

Finally, if you are undertaking a major lifestyle change, the big picture may be a bit overwhelming. Take the big goal and split it into small, easily achievable goals. This is realistic. It will help you succeed on a regular basis and that will give you the momentum you need to reach the ultimate goal.

Record your top one to two goals and break them down into smaller goals and action steps.

SMART Goal #1 =

Action Step #1

Action Step #2

Action Step #3

Action Step #4

Action Step #5

SMART Goal #2 =

Action Step #1

Action Step #2

Action Step #3

Action Step #4

Action Step #5

Obstacles and Strategies

What went wrong last time? You have most likely tried to stick to an exercise program before. Most people have. They try over and over again. Something like a New Year's resolution, summer, a wedding or a reunion motivates them to try again. Eventually, they fail because they basically mimic exactly what they did last time. This represents the definition for insanity – doing the same thing over and over again but expecting a different result. Whatever forced you off track last time will more than likely surface again.

This time, things are going to be different. This time you are going to be prepared. We are going to develop a strategy for overcoming roadblocks posed by work, kids, fatigue, or lack of time. We are going to determine how you are going to balance it all.

Outline any obstacles that have surfaced in the past or that you expect will surface in the future. Once you have outlined the potential obstacles, then you can determine your strategies for overcoming them. You will be prepared - no surprises! Plus, we here to help you get past those obstacles!

Note: If you have been adhering to a consistent exercise and nutrition program for six or more months, you can skip this assignment (unless you need to strategize for any upcoming obstacles).

Obstacle	Strategy (you may find it necessary to outline numerous strategies for any potential obstacle)
1.	
2.	
3.	
4.	
5.	
6.	

Missing a Workout is much more than just Missing a Workout

Consider how much discipline it takes to workout three to five days a week. Think about how hard it is to keep stretching beyond our comfort zones and how challenging it is to exercise at high intensities. Consider the self-resolve required to eat healthy foods and drink lots of water every day when temptations surround us everywhere we go. But if you have the courage to respect your body – the temple that houses your mind and spirit – personal mastery will not be far away. It says a lot about who you are as a person when you invest the time to take care of yourself. It says you respect and love yourself enough to do the things necessary for you to be at your personal best. Each time you get into the gym for a workout on a day when you just don't feel like exercising, you grow a little stronger as a human being. Each time you go for a run or walk on a cold winter's day when you just feel like staying under the warm, cozy covers, you strengthen your character. When you endure a tough workout, it enables you to persevere through any other challenge in your life. Working on improving your physical conditioning will not only enrich your life and make you a better person, you'll also become a better parent, a better spouse, a better and more productive worker, and a better friend.

Exercising regularly, eating well and taking the time to relax and nourish your body will make you feel happier. It will provide you with more energy than you have ever known. It will give you greater stamina and mental toughness and make you a clearer, stronger thinker. It will make you more patient and loving. There are 168 hours in a week. Surely each and every one of us, regardless of our hectic schedules, can carve out three to five of them to care for our bodies and work on mastering our physical state.

You must remember that **a missed workout is much more than just a missed workout!** When you miss a workout, you don't just stay at the same level you were at – you actually take a few steps back. Every time you miss a workout, you have done something to strengthen the habit of not working out. When you've made the promise to yourself to exercise so many times per week and then you break that promise, you start to lose trust in yourself. With each missed workout, you start to lose self-confidence and begin to question whether you can actually stick with it at all. A missed workout fuels self-doubt and makes that negative habit stronger. Miss enough workouts, and eventually that negative habit of not working out will replace the positive habit of exercising that you have worked so hard to cultivate. Every time you fail to do the right thing, you fuel the habit of doing the wrong thing. So the next time you're trying to justify pressing the snooze button and skipping your workout, or working through lunch instead of taking a walk break or heading right home after work instead of stopping at the gym, just don't do it. Don't even think about it. Don't even allow yourself the opportunity to talk yourself out of doing what you know you need to do to be at your best. Just remember that you'll feel like a million bucks once you're done. The real challenge for most people is not the workout itself, but actually overcoming the negative thoughts that try to sabotage very good intentions.

“The greatest irony of our physical life is that when we are young, we are willing to sacrifice every bit of our health for wealth, and when we grow old, we are willing to sacrifice so much of our wealth for just one day of health.” Don't let this happen to you. The little things in life are actually the big things and the quality of success that you will experience in your life ultimately depends upon the tiny choices you make every minute of every hour of every day. It's the small daily acts and habits that define how big we end up living.

Looking Good, Feeling Great & Living Life to the Fullest!

Adapted from Robin Sharma's 'Family Wisdom' plus a little bit of our own wisdom.

Overcoming Excuses

Starting and sticking to an exercise or nutrition program takes a lot of discipline. Here are the most common stumbling blocks to exercise and healthy eating that you may experience and healthy ways to overcome them. Sometimes, even when we have good intentions and want to do the right thing, it can slip us up if we have the wrong attitude about it. Do you see yourself in any of the following scenarios?

Note: If you have been adhering to a consistent exercise and nutrition program for six or more months, feel free to skip to the next section.

I don't have enough time. If you have trouble finding time to exercise, you are not alone. A perceived lack of time is one of the most common excuses for not starting or for quitting an exercise program. But it really does not wash. We have clients who manage large businesses, clients with 6-8 children and clients who seem to do it all. How do they do it? They make health and fitness a priority in their life. When life gets rough, exercise is usually the first thing to go when, in fact, it should be the last. Exercise is the glue to mental sanity when life becomes chaotic.

Somehow, when others need you, your needs tend to end up on the back burner. Someone at work asks you to complete a project, your spouse needs your attention, the kids need some quality time, your friends are asking you why you have not called, and you have a to-do list that extends well into the next 6 months. You can see how easy it is to convince yourself that the morning workout can wait until lunch and then until after dinner. Or maybe tomorrow and finally, "I'll get back on track next month!" Commitments, responsibilities and the demands of work, family, and social life are always going to be there. When you allow yourself to put your own needs second to everything and everyone else, you will end up the loser.

Research, in fact, shows that people who exercise are more productive at whatever they are doing. Translation: You will be able to do more when you are in good shape. As for believing exercise is a huge time commitment, even 10-30 minutes a day, if done consistently, can result in health benefits.

Make an appointment with yourself, just as you would for your doctor or dentist or a meeting with your boss. That way, when someone asks if you can meet at 5 o'clock, you can honestly say, "Sorry, I've got an appointment. How about at 4:00?" Scheduling fitness into your life is why personal trainers have become so popular. Now you are accountable to your trainer as well as yourself.

Stop putting it off! "I'll start exercising right after New Year's...in the spring...right after I'm finished with this huge project...once the kids get older...once the kids leave home...after I've retired...Now is the time to start because there will always be things competing for your time. You can choose to make exercise a priority in your life now or wait until you're forced to make it a priority. People who cannot find the time to exercise are often forced to find the time for illness. We take our health for granted until we get sick. People who swear they do not have a minute to exercise, then find themselves hospitalized for bypass surgery and out of commission for weeks, soon recognize that the extra time taken to exercise would have been well worth it! The message is clear. Unless you take care of yourself now, one day you may find yourself unable to take care of your business, family, or any of your other interests.

Another helpful strategy for overcoming the time obstacle is to sit down and record how you spend your time in a typical day. Then go through the list and identify any time wasters. It could be the television or computer or perhaps there are constant interruptions at work. Now determine how you could eliminate some of these time wasters. For example, at work, make it known that from 10:00 until noon you are not to be interrupted so you can focus on some important projects. You will find that you do have time to exercise – you just need to restructure your schedule to make sure you have time for the

I have no energy: Those who exercise regularly know from experience that exercise actually leaves you with more energy! Some helpful strategies for overcoming this obstacle are to schedule exercise when you are less likely to feel exhausted from a long day at work or with the kids. Get up 45 minutes earlier than everyone else and go for a walk. It will start your day off on a positive note. Keep your fitness gear in the car so that on the way home you can stop at the gym for your workout. If you go home first, the couch and TV may be too tempting after a long day at work. Or if you do find yourself skipping out on your workouts because you've got no energy, schedule in with a trainer or a friend. Whether you are tired or not, you still have to be there because they are waiting for you.

I'm too old to start exercising: No, you are too old not to exercise! A 30 year-old sedentary individual will suffer from a 10 percent decrease in muscle mass and aerobic capacity and a reduction in flexibility each decade. Bone density deterioration starts at age 35. By the time you are 68, you will have experienced an 80 percent decrease in strength. By age 80, an individual will have lost half of their muscle mass. The good news is that if you exercise, these statistics will improve dramatically. Even people as old as 90 have experienced the positive benefits of exercise, so it is never too late to get started. It doesn't have to be intense, but you do need to start doing something!

I hate exercise: In the beginning, exercise may feel like a chore, but eventually it will become a physical and mental health need. It is important to find activities you enjoy doing so that you will participate in them regularly, see the results, and get hooked. Use music, try hiking or walking, and add variety to your program to make it more fun. Exercise with friends. Studies show you tend to achieve better results that way because it will become more difficult to skip workouts. There is also no evidence to suggest that exercise needs to be painful. If it hurts that much, you may be doing too much, too soon. While exercising, you may feel some discomfort, muscular fatigue, or a burning sensation near the end of a set or an exercise bout. These feelings are normal. However, while performing an exercise, you should not feel sharp pain. This is not normal and you should stop the exercise immediately and consult a sports physician or physiotherapist. All of us have experienced muscle soreness after a new activity or highly intense workout. Remember the feeling after your first day of skiing, first aerobics class, or the first run of the summer? This sensation is referred to as delayed onset muscle soreness because it usually takes one to three days after the workout for the stiffness to surface. Many participants rate the effectiveness of a workout by how sore they are afterwards, but if you are training appropriately, there is no need to be that sore. It is okay to think "Hey, my muscles feel like they had a great workout yesterday." However, if you have a problem getting out of a chair, walking, or even just moving, you are training too hard - and not very sensibly. To reduce the likelihood of extreme muscle soreness from training sessions, always warm up, cool down, stretch, and progress slowly. Once you have established a consistent exercise routine, there are no extra health benefits from pushing yourself to be extremely sore. Remember – pain is a warning signal that your body has done too much too soon. When you experience extreme muscle soreness or pain, back off on the intensity of your program and progress more slowly. "No pain, no gain" is a myth. Pain is not necessary to improve your fitness and get results.

I'm too out of shape to exercise: One survey found the top reason why people choose not to join a gym is because they want to get into better shape or lose weight first. This backwards approach may never get you to your goals! At NW Women's Fitness Club, we have worked hard to create an environment that is friendly, non-intimidating and comfortable. We'll get you through these initial awkward feelings.

The gym scene is not my thing: Sorry, this will not wash. There are literally hundreds of things you can do at home to get in shape. We can come to your house and design a customized program for you.

My knees hurt so I can't exercise: The health benefits of exercise often outweigh the risks. Certain conditions may make exercise more difficult but you can work around most problems. We will work with your physician, physical therapist or health practitioner to design a program to strengthen your weaknesses. Plus, if you do have knee problems, there is no reason why you can't work on your upper body and abdominals while you rehabilitate your knees.

I can't see any results: One of the biggest hurdles new exercisers face is that the effort often does not match the result. They have been exercising religiously for five weeks and jump up on the scale. Ugh, no change! They feel the program must not be working and give up. Unrealistic expectations can be a real downer. Avoid measuring your success just by the scale. Instead measure the improvement to your energy levels, monitor how many more reps you can do of a particular exercise or keep track of how many more minutes you can do of a given activity. You may be making more progress than you think.

All or Nothing: You are scheduled for a 90 minute workout but something comes up and you cannot get to the gym for the allocated time. You scrap the workout and decide you will try to fit it in tomorrow. You have decided to eat healthier but one day you slip a bit at lunch and have a chocolate bar. You decide that since you have already failed for the day, you might as well throw in the towel and indulge in a few cookies, a bowl of ice cream, and a bag of chips. Tomorrow is another day. Can you see how this "all or nothing" approach works against you? Wouldn't a 30 minute workout have been better than no exercise at all? Wouldn't a single chocolate bar have been better than an all-out binge? Sometimes, striving for perfection is what leads to failure. The trick in trying to stick to a long-term plan is to learn to compromise. When it comes to nutrition, for example, focus on the 80/20 rule – 80 percent of the time you eat really well and 20 percent of the time you indulge a little. No going overboard, though. When it comes to exercise, remember that any activity is better than nothing.

Let's Go Back Home: Imagine this scenario. You have scheduled a two-week vacation and have decided to drive to your favorite holiday destination. You get half way there, get a flat tire and turn around and go back home. Sounds ridiculous, doesn't it? But this is exactly what happens when most people start exercise or nutrition programs. They are on their way to their goals and they slip up. Instead of "fixing the flat" and continuing on toward their goal, they give up and return to old habits and patterns. We know that 70 percent of people who start an exercise program drop out within a matter of months, and most people who lose 10 pounds gain them back. So how do you avoid these set-backs? It is important to accept that there are going to be obstacles, challenges or perceived failures along the way to any goal. No one is perfect! Those who succeed learn from the challenge and get right back on track.

The Here and Now: So many of us fall prey to the lure of immediate gratification. The chocolate cake staring us in the face is too great a temptation compared to future weight loss. We would rather experience the pleasure now and worry about the consequences later. A binge today simply means tomorrow we will eat better or we will work out twice as long or hard. There is always a way to justify a lack of discipline. Discipline and will-power are perceived as deprivation - we are sacrificing or losing something. But if you can imagine that each time you work out, stick to a nutritional plan or decide not to indulge in a less-healthy choice, you are actually giving yourself something – spiritually, emotionally, and physically. Sticking to an exercise or nutrition plan is the same as practicing discipline when your kids are misbehaving. As parents, they would like to scream, shout and lose it but instead we count to 10 and choose our words more carefully. There is no doubt that practicing this type of discipline makes you feel better about yourself. It is the same with exercise. Your body deserves to be treated well. You deserve to eat well and exercise regularly. Many athletes think of their body as a temple and so should you. Think of that the next time you notice yourself grabbing for a piece of cake a little too often. Push it away and think of it as actually giving something to yourself rather than taking something away.

SECTION THREE

CARDIOVASCULAR EXERCISE

*“High on the wall,
in the castle of your dreams of success,
hangs the picture of what you want to be.
Always keep that picture hanging there.
See yourself where you intend to be.
Night and day dream of what you intend to do
and what you intend to be,
for your dreams interpret your intentions always.
All successes are, at first, dreams.”*

Benefits of Cardiovascular Exercise:

- Increases aerobic capacity
- Improves energy levels and provides a natural high
- Burns fat and calories directly
- Improves body composition
- Increases bone density
- Reduces risk for coronary artery disease
- Enhances sleep quality
- Improves posture
- Improves functional ability
- Enhances self-esteem
- Reduces episodes of depression

Here are some definitions that you should be aware of:

Cardiovascular Exercise: This refers to exercise that conditions your heart and respiratory systems. It typically includes Aerobic and Anaerobic exercise.

Aerobic exercise is exercise that demands a level of oxygen intake that your body is able to supply (for extended periods). It involves activities such as going out for a walk, jog, cycle, swim, or taking a fitness class. It is exercise that is within your comfort zone and at an intensity that you could hold for 20 minutes plus. This type of exercise will condition your heart and achieve the benefits listed above.

Anaerobic exercise is exercise that demands a level of oxygen intake that your body is unable to adequately supply (for extended periods). It is a more challenging form of exercise. It involves the same activities as above but at a much harder intensity. For example, it would involve going for a jog and then for 30 seconds picking up the pace and sprinting. Then you would return back to an easier intensity at the end of the 30 second sprint. You could do this at regular intervals during a running, cycling, swimming, or walking workout. This kind of workout will help you get fit fast. It raises what is called your "anaerobic threshold". This threshold point is the feeling you'll experience during an activity session when you're pushing hard, perhaps a bit too hard, and you start to breathe really heavy and your heart is pounding fast and if you maintain this intensity for too long, you might start to feel nauseous and dizzy. This is one of the side effects of lactic acid - a toxic by-product of high intensity exercise. When you perform anaerobic intervals as listed above, you only hold this pace for 30 seconds to two minutes, and just before you're about to start experiencing some of those nasty side effects of high intensity exercise, you drop the pace again and allow your body to recover. By doing these brief, high-intensity intervals your body starts to get used to the intensity and is better able to handle the lactic acid, flush it out of the tissues and actually use the lactic acid for energy. So by doing these anaerobic intervals, you will get fit fast and you'll start to notice that intensities that used to get you huffing and puffing aren't that challenging anymore. This form of interval conditioning will also expend more calories per minute and help you achieve any fat loss goals you may have.

Just a note - Wait a few months before graduating to high-intensity exercise if you are a beginner. Of course, the faster you walk, step, dance, cycle, or run, the more calories you use per minute. However, if you have been sedentary, high-intensity exercise compromises the ability to sustain exercise for a long time. For that reason, lower-intensity exercise is more effective in the initial stages of training and is a prerequisite to higher calorie burning, higher intensity exercise. In fact, you will experience great results by just getting started on a program. You do not want to start your program by dreading each exercise session because you know it is going to hurt --that will make it difficult to stay motivated.

Three easy walks a week on an ongoing basis is far better than one hard run every once in a while. Remember, consistency is the key to getting results. You are going to eventually want to intensify your program, but you want to progress to this level slowly. In the beginning, start by just incorporating two months of easy training with a slow, gradual progression of volume. Do not worry about intensity – just work on increasing the amount of time you spend exercising.

Variable impact refers to exposing your body to a bit of impact here and there, and is important because in order to maintain muscle mass and bone density, you need to add a little bit of stress onto the bone. You may have heard many people complain that high-impact exercise really bothers their joints, specifically back, knees, or feet. For a lot of people, high-impact activity may not be the activity of choice; however, in your program you will want to ensure that you do expose your muscles and bones to a bit of impact. For example, if you're a swimmer, your body weight is supported by the water, so you'll want to complement this with an activity like walking. Swimming is a great activity, but recent studies have shown that it is not as beneficial for bone density as medium-impact (walking) or high-impact activities (volleyball). Even though swimming is better than no exercise, it should be augmented with strength training or a type of activity that will provide a bit more impact i.e., walking, fitness classes, etc. Or if you'd like to try jogging, stick to a walk/run program where you may start with walking for four minutes and running for only one minute at a time. This will be sufficient to provide the positive results we're looking for.

Cardiovascular Prescription:

The Surgeon General's Report released in 1996 suggests that 30 minutes of light activity every day (equivalent to household chores, walking, gardening, cycling) will be sufficient to improve someone's health. This is a non-structured way of attempting to improve your health. All you have to do is commit to being more active in your life. Just try to get in 30 minutes of activity every day.

If your goals are more aggressive and you really desire to improve your overall fitness, your prescription will require a higher level of volume and intensity. Here are some guidelines:

The American College of Sports Medicine (ACSM) recommends **3-5 days/week of 20-60 minutes** of cardiovascular activity to maximize fitness. **They recommend 5-7 days/week to maximize fat loss.** We are also big fans of doing something active everyday. That way you don't have to ask yourself if you should exercise today. It is assumed that you will do something active everyday – it becomes part of your everyday lifestyle. Instead of asking 'if', you'll ask 'what'. We're not suggesting that you workout hard everyday, but just do something active --even if it's going for a short, easy walk on your lunch or after dinner.

If your goal is fat loss, it is suggested that each aerobic session should expend at least 300 calories minimum (of course, anything is better than nothing). Your own personal heart rate monitor will help you measure calories burned during each workout, but to give you an idea, 300 calories would be equivalent to approximately 32 minutes of stepping or a high intensity fitness class, three miles of running, or 4-5 miles of walking.

The actual type of aerobic activity must be continuous in nature and involve your large muscle groups. Some of the best choices are as follows:

Walking	Running	Cycling	Swimming	Inline Skating	Hiking
Rowing	Racquet	Stairclimbing	Fitness Classes	X-Country skiing	

Choosing an Aerobic Activity:

The most important consideration when deciding which activity will be your primary activity of choice is deciding which of the above activities interest you the most and that you really believe you could do on an ongoing basis. The best activity in the world is the one you actually do regularly. If we told you that running was the best way to get in shape but you hated running, you probably would not stick to the program very well and would probably experience very limited results. So, you really need to examine your interests. For example, if you prefer to exercise outside, running through trails or hiking may be your answer. If you prefer indoors, you might enjoy the energy of fitness classes or working out on a stairclimber so you can be distracted by a magazine or TV. If you like to exercise in groups, fitness classes or a walking clinic may help you stick to your program. If you are a solo exerciser, your own individualized program may offer the solitude you are looking for. It is important to determine the perfect-fit, custom-designed program that will facilitate your efforts. Here are some questions to help you design a program that is going to work for you.

How many days per week can your schedule accommodate exercise? _____

How much time do you want to commit during each exercise session? _____

Which days are best to exercise? M T W TH F S Sun

Which days are best to rest? M T W TH F S Sun

Do you like to exercise in the morning, at lunch, after work or evening? _____

Do you like to exercise alone, with a friend, in a group or a combination? _____

Consideration: When determining when you will exercise, consider that working out first thing in the morning definitely has advantages. One theory is that an early morning workout will jump-start your metabolism and get you revving at a higher level all day long. In addition (and probably more importantly), many people find if they workout first thing and get it out of the way, there are fewer chances for life responsibilities to distract them away from their exercise ambitions. And finally, an early morning workout sets the tone for the entire day. You already have one success under your belt and thus, may find it easier to make healthier choices at lunch or pass on the donut break mid-afternoon. However, keep in mind that exercise at any time of the day is best. For example, many working moms prefer to exercise on their lunch-breaks so they can get home after work and be with their kids. So if you have tried early morning exercise and it did not work for you, don't worry. You will accomplish your goals regardless of the time of day you exercise.

When deciding whether an activity is the right one for you ask yourself some of the following questions:

- Do I find the activity pleasurable? Do I like it? Is it a lot of fun? Does it make me happy?
- Am I interested in the activity? Is it stimulating?
- Do I get absorbed in the activity?
- Do I feel energized during or after the activity? Is it invigorating? Is it refreshing?
- Does the activity give me a sense of accomplishment? Is it gratifying?

If you answered yes to all these questions, you've made a good choice. If you've answered no to these questions and you find the activity unpleasant, boring, frustrating, and you hate every second of it, you should reconsider your choice and search for an activity that will provide you with more enjoyment.

Remember that consistency is the primary key to achieving your exercise goals. Find an activity you enjoy and you will be more motivated to participate, stick with it more consistently and reap the benefits more quickly! Find which activity sparks your interest and soon you will also enjoy a fit and healthier body!

Fine-tuning Tips:

Before we move on, let's examine the following considerations. We know that in order to maximize caloric expenditure, we need to maximize the amount of oxygen we are consuming. We utilize more oxygen when we involve more muscle mass. So any activities that involve more muscle mass will make burning calories and body fat easier. So if your goal is to maximize fat loss, consider these points:

- At least one or two of your primary aerobic activities should involve activities during which you stand to perform them like running, power walking, fitness classes, cross-country skiing or stair-climbing. If your muscles have to support you in an upright position, they must expend more energy to do so in comparison to a seated, body-weight supported position.
- At least one of your primary aerobic activities should involve both your arms and your legs. Activities like rowing or cross-country skiing, which involve vigorous activity from both your arms and your legs, will expend a lot of energy. Of course, cross country skiing which occurs in an upright position and involves both your arms and your legs will be a higher calorie burner than rowing.
- Consider the environment in which you exercise. Your heat regulator and your appetite are both controlled by your hypothalamus. So, if you are exercising in a colder environment, like a pool during a swim workout, your hypothalamus must act in order to maintain your core temperature. As it responds to the colder environment, it also acts to stimulate your appetite. This explains why many athletes find they may start a run hungry but once they are finished, it may take them an hour or more before they are ready to eat. In contrast, many athletes have difficulty explaining why, after a swim workout or a long-easy hike, they are famished. This effect makes it more difficult to lose fat with swimming. This is why elite level swimmers still carry on average 5% more body fat than elite level runners. We are definitely not suggesting that you find the hottest environment to perform your workouts – which would pose its own health risks. We are also not suggesting that swimming does not burn fat – it is just not as efficient as, say, running. Swimming has many advantages for overweight individuals; their bodies do not overheat, so the workout feels more comfortable; the buoyancy factor makes it a lot easier on the joints; and they can definitely improve their cardiovascular and musculo-skeletal systems. Just be sure that not all your primary workouts consist of activities like swimming, outdoor cycling and easy hiking which all take place in a colder environment. Instead include at least one activity during which you will sweat and raise your body core temperature.

Designing Your Weekly Cardiovascular Program:

Your Personal Trainer will help customize your cardiovascular training program. Here are the principles and rationale we will use when designing your weekly structure.

1. *Structure 1-2 short and intense interval workouts into your program each week.* These workouts should last for approximately 20 minutes and should involve a Rating of Perceived Exertion (RPE) intensity of approximately 8 (we'll discuss RPE at the end of this section). During these workouts you will notice that your breathing is heavier and you will definitely be able to feel your heart beating more quickly. These workouts will definitely be above your comfort zone or where you would prefer to exercise.
2. *Structure 1-2 moderate length and intensity aerobic workouts each week.* These sessions should involve a 30-40 minute duration and an RPE effort level of 6-7. This is the intensity zone where most people will train so this will feel comfortable. Most people neglect training in the extreme zones - the very easy and the very challenging.
3. *Structure 2-3 long and easy intensity workouts each week.* These sessions should be 45 minutes plus in duration and involve an RPE intensity of 5. These workouts will feel very comfortable. You may even feel like you are going too slow – you are not! Workouts in this zone are not very stressful on your system but will effectively target your aerobic energy system and help to develop fat burning enzymes. This intensity zone is also recommended if you are just getting started into exercise. The other zones may be too stressful and uncomfortable for you at this point.

4. *Include a 6-12 minute low intensity warm-up and cool-down.* The body does not respond very well going from inactivity to very intense activity. The cardio-vascular, musculo-skeletal, neurological and metabolic energy pathways need to be gradually stimulated in order to perform at an optimal level. Muscles that are warm have a much better ability to extract and utilize oxygen to produce energy. As muscles warm up, the enzyme activity level is increased. This means that fats and sugars are broken down more rapidly, and more energy and less lactic acid (the burning sensation) will be produced. This will of course, enhance your performance and increase your ability to burn fat! Your body also does not respond very well going from intense activity to complete rest. Your heart, lungs, muscles, joints, and energy systems require a gradual cool-down to avoid blood pooling in the lower extremities, dizziness and to assist in the recovery process. Warming up and cooling down is a healthy way to exercise anyways but in addition, it is a way to prolong your caloric burn for each workout. So, for example, if you are going to go for a run, start and finish with a 6 minute walk. A warm-up and cool-down should generally involve the same workout activity but at a much lower intensity.
5. *Working out indoors? Use a variety of machines.* If you are using indoor cardiovascular machines, try staying on the same machine for a maximum of 15 minutes. This will create better muscle balance. We would rather see someone spend 10 minutes on the stairmaster, rowing machine, treadmill and ski-machine than spend 40 minutes just on the stairmaster. If you are using the same machine or activity all the time, the muscles targeted with this exercise will continue to get fitter but the other neglected muscles will get weaker and muscle imbalances are sure to surface. This method of training will develop a more overall toned physique and reduce your risk for injury. And finally, mixing up your indoor machines will also help to prevent boredom. If you're working out at home and only have one indoor machine, perhaps mix up your program. For example, you could start by walking on the treadmill for 15 minutes. Then get off the machine for a few minutes and skip or step up and down onto a step. Then get back onto the treadmill to finish off your workout.
6. *Structure at least 1-2 recovery days into your weekly exercise program.* Remember this, muscle tissue does not grow stronger during exercise. In fact, muscle breaks down during exercise! It needs a period of recovery to repair, grow, develop and get stronger. Back-to-back hard workouts means that the muscles never get a chance to fully recover. Incorporating one to two recovery days into your workout week will ensure your body gets a chance to heal. Do not think, though, that you need to stay home, chained to your couch and TV! When we say recovery, we mean, that maybe you go for an easy stroll or hike or cycle but you are not concerned about getting into your training zone. Just relax and enjoy moving your body at a nice, easy pace.

Low intensity versus high intensity:

A number of years ago, you may remember many fitness professionals prescribing lower intensity activity to maximize fat loss. Many fit people lowered the intensity of their workouts fearful that they were not burning fat. Unfortunately, they were misled and many people still believe that low intensity activity is the best way to maximize fat loss. The reality is that the activity that expends the most amount of calories will lead to the most amount of fat burned.

Yes, during lower intensity activity you will burn a higher percentage of fat and during higher intensity activity you will burn a higher percentage of carbohydrates or sugars. But the important point to note is that during low intensity activity you are burning fat at a higher percentage of a lower amount of calories. When you exercise at a lower intensity you are definitely expending less calories. The selective use of fat as a fuel, specifically at lower intensities, does not translate into greater fat loss, regardless of how tempting it is to draw this conclusion. The more important focus with regard to calories expended, is not the percentage of energy coming from fat, but rather the total volume of fat used and the total number of calories expended. Let's look at the math.

At 60% max heart rate (easier intensity)

- Approximately 50% of calories come from fat (50% from sugars)
- Approximately 8 kcal/min are expended
- 60 minutes x 8 kcal/min = 480 total calories
- 50% x 480 kcal = 240 fat calories

At 80% max heart rate (more vigorous intensity)

- Approximately 40% of calories come from fat (60% from sugars)
- Approximately 11 kcal/min are expended
- 60 minutes x 11 kcal/min = 640 total calories
- 40% x 640 kcal = 264 fat calories

From these figures you can see how fitness leaders could have been misled. If you were to examine only the first line, the percentage of fat being burned as fuel, you would definitely prescribe lower intensity activity. However, if you examine the whole picture, it is clear that higher intensity activity definitely expends more calories and also more fat. Here is some more statistics to convince you.

It takes approximately 3,500 calories to burn one pound of fat. Compare the following exercise programs.

Program A – Easier intensity (approximately 5kcal/min) – For example, easy walking

- 30 minutes of activity 3x/week
- 150kcal/session x 3x/week
- 450kcal/week
- It would take 8 weeks to burn 1 pound of fat

Program B – Same intensity as above but for a longer duration

- 60 minutes of activity 3x/week
- 300kcal/session x 3x/week
- 900 kcal expended per week
- It would take 4 weeks to burn 1 pound of fat

Program C – More vigorous intensity (approximately 10 kcal/min) – For example, jogging or power walking up and down hills

- 60 minutes of activity 3x/week
- 600kcal/session x 3x/week
- 1800 kcal expended per week
- It would take 2 weeks to burn 1 pound of fat

If you followed Program A, it would take you eight weeks to burn one pound of fat! Most people would give up by then. If you could easily handle the higher intensity of Program C, wouldn't you prefer to just wait 2 weeks to burn off that pound of fat deposited around your waist, hips or thighs? Remember though, if you can't handle the higher intensity of Program C, follow Program B which means you can maintain the easier intensity but you just have to go longer.

Time is definitely an issue for a lot of exercisers and most don't want to spend hours in the gym if they can get the same results in a shorter period of time. Consider this. At 60% of your max heart rate, it would take you approximately 40 minutes to burn off 300 kcal. If you could handle a higher intensity and were able to exercise at 80% of your max heart rate, it would only take you approximately 27 minutes to burn the same 300 kcal. If time is a factor and you do not have a lot of time to waste, would you rather exercise for 40 or 27 minutes and still burn the same amount of calories?

If we have not convinced you yet, consider this. Did you know that the highest percentage of fat that you burn during any activity is during rest! At rest, you are using approximately 50% fat as your fuel – that is the highest % of fat you can burn – you are never burning 100% fat. That's right, just sitting here reading this manual, you are burning the highest percentage of fat you could possibly burn. That is because your body can only store a limited supply of carbohydrates (sugars) and so during rest, the demand on your body is low and your body wants to spare your precious sugar stores. Since you have an unlimited supply of fat stores, your body would rather burn fat during rest.

But remember that although you are burning a higher percentage of fat at rest, you are expending very few calories (approximately 1kcal/min) so overall you are not burning a lot of fat. If type of fuel utilized was the critical factor for fat loss, then we would be prescribing more rest because this is when we burn the highest percentage of fat as fuel. But it is a higher percentage of a lower number of calories. So, of course, we know it is ridiculous to even consider rest or sleep as a high fat burning activity.

One last note. Examine elite level athletes like sprinters. The majority of their training sessions involve high intensity, sugar-burning activity. But have you ever seen a fat sprinter? Of course not. Although, they are burning a lot of carbohydrates or sugars during their training sessions, they are also expending a lot of calories and a lot of fat. In fact, some sprinters eat over 5000-6000kcal/day without gaining any fat!

The benefits of higher intensity exercise are as follows:

- Expend more calories per minute
- More efficient – burns more calories in less time
- Most effective method for improving fitness conditioning
- Most effective method for raising anaerobic threshold. Your anaerobic threshold is the stage of exercise where you feel very tired and feel the need to either stop or slow down. You may feel dizzy or nauseas if you stay at this level too long. By incorporating higher intensity activity into your exercise workouts, you raise your anaerobic threshold. This means that you can exercise at a higher intensity before you start to experience those uncomfortable sensations.
- Most effective method for inducing training adaptations. Incorporating this type of training into your program will enable your body to handle the higher intensities more easily. You will find that intensities that used to leave you breathless and fatigued, no longer challenge you anymore. Soon, you will be able to expend more calories per minute compared to when you first started exercise. When people first initiate an exercise program, a comfortable calorie burning level is approximately 5cal/min. Elite athletes can expend more than 20cal/min and sustain it for over 2 hours! As a result, it takes them a lot less time to burn one pound of fat.
- Most effective method for increasing fat mobilization. This means that as you get fitter, you actually get better at burning fat. Inside of your fat cells, you have enzymes called hormone sensitive lipase and lipoprotein lipase. Hormone sensitive lipase, the "good guys", are responsible for releasing fat from a fat cell to be used for energy. Lipoprotein lipase, the "bad guys", are responsible for the uptake of fat from the blood stream into fat cells to be stored. Lipoprotein lipase functions to develop our unwanted bulges. If you have lived a sedentary lifestyle and have eaten a poor diet all your life, you will have a lot of the "bad guys" and they will be very good at their job. You will have fewer "good guys" and they will not be so competent with their responsibilities. The goal is to get more good guys doing their job. But changing the internal chemistry inside of your fat cells may take years. So in the beginning you may not be experiencing results as quickly as you want because your body is actually working against you. But with consistency in your training program, your body will soon start to work for you. Soon you will have increased your ability to mobilize and use fat as a fuel. Training in a high intensity zone will make you fit quick and enable you to enjoy this wonderful training benefit. Soon you will be burning more fat during and after exercise. You will become a fat burning machine!

- Experience a higher EPOC (excess post oxygen consumption). Have you ever wondered why you continue to breathe heavy and sweat after your workout is done? Why doesn't your breathing and body temperature go back to normal immediately? After exercise you consume a greater amount of oxygen to assist your body in recovering from the stress of the workout and the demands it placed on your body. It is important to know that EPOC uses fat as its fuel. At higher intensities, your EPOC is greater translating into a greater caloric and fat expenditure post activity. Although the effects of EPOC are small, if you expended an additional 100 calories post exercise as a result of a high intensity exercise session, within 100 workouts (5 months), you would have burned an extra 10,000 calories or 3 pounds of fat!
- Intervals are the best way to add intensity to a workout by adding brief, high-energy outputs followed by active recovery phases which will avoid fatigue and injury.

So, the bottom line is that everyone can benefit for incorporating high intensity training into their program once they have completed the initial level of base conditioning. As we have mentioned, the recommended fitness prescription is one that includes all intensity training zones. That is, sometimes you go easy and long and other times you go hard and fast. This will ensure you train all of your energy systems and minimize overtraining. As a reminder, don't start with high intensity exercise. Complete a couple months of easier, base conditioning first. And not all of your workouts should be at a high intensity. Mixing it up is the best prescription.

Based on all your answers and your understanding of the material in the above section, you can develop a weekly exercise program. Keep in mind, your personal trainer will help you customize this plan and ensure it's effective and efficient.

Design your own personalized exercise program.

Personal Exercise Program

	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Activity							

Do not worry about "making mistakes" in your program. Just getting you to exercise regularly is all we need to do at this point. We can fine-tune your program as you go along and as we introduce you to some important concepts. But for now, just remember that the best program in the world is the one you do regularly. So just get moving and never stop!

Review your program. Does it look realistic? Most people who start an exercise program are initially very excited, motivated and ready to commit to anything! Unfortunately, this may not last long if the goals they have set are unrealistic. So if you believe you can follow this plan, then you can!

Measuring Intensity

Many exercisers question whether they are working too hard or should be breaking more of a sweat. How do you know if you are exercising in the right intensity zones? That is where monitoring your heart rate comes in. Traditionally an intensity of 70 percent of your maximum heart rate was thought to be the ideal. But this one-size-fits-all approach might not provide the best results for everyone. We are finding that a more custom-designed approach is more effective. Here is how to go about it:

First, you have to determine which of the following zones fits your goals: general health, weight management, aerobic conditioning, advanced conditioning or a combination of all four.

Zone 1: General Health – A great deal of research indicates that being active at 50 to 60 percent of your maximum heart rate [RPE 4-5], consistently and for a total of 30 minutes on most days, reduces the risk of developing many chronic diseases. Low intensity activities like walking, gardening, household chores or easy cycling will achieve this. If someone does not need to lose body fat and they are not training for a sporting event, this may be all they need to do to stay healthy.

Zone 2: Weight management – If your goal is to reduce body fat and you have been relatively inactive, you will need to train at a level of 60 to 70 percent of your maximum heart rate [RPE 6]. This is still within your comfort zone and allows you to exercise at a steady pace for a long enough time to burn off a substantial number of calories.

Zone 3: Aerobic Conditioning/Weight Management – If your goal is to improve your cardio-vascular conditioning for better stamina and endurance, you should train within a zone of 70-80 percent of your maximum heart rate [RPE 7]. This is also a good zone for fat burning if you are already fairly fit. This zone represents a more vigorous level of activity.

Zone 4/5: Advanced Conditioning – If you are in top shape and training for a sporting event like a 10km race, a triathlon or tennis, you might need to include some workouts that are 80 percent and above your maximum heart rate [RPE 8-9]. This level of training is both physically and mentally demanding so it is not something you would do on a daily basis. And it is not for everyone. Only the really fit should consider working in the range. This zone is also a fat burning zone if you are extremely fit.

Remember that ideally, your exercise program will include workouts in each of these ranges – short and hard to long and easy.

Here is a formula to help you figure it all out.

Step One: Estimate Maximum Heart Rate: This is the maximum number of times your heart can beat in a minute. You can determine your true maximum heart rate in a science lab or you can estimate this figure using this formula.

Male: $220 - \text{age} =$
Female: $226 - \text{age} =$

Step Two: Determine Resting Heart Rate: This is your heart rate in beats per minute when you are resting. It is typically your lowest average heart rate. If you take the time to determine your true resting heart rate, your training will be more on target. To determine your true resting heart rate, before you get up in the morning, measure your heart rate for one minute. Be sure to wait a few minutes after the alarm has gone off, so your heart will recover from being startled. Do this 3 days in a row and take the average. This is your resting heart rate.

Determine your true resting heart rate.

Day one: _____ beats per minute

Day two: _____ beats per minute

Day three: _____ beats per minute

Average resting heart rate = _____ beats per minutes

Step Three: Calculate your Heart Rate Reserve. This is the difference between your maximum heart rate and your resting heart rate - it is the number of beats per minute between your highest and lowest heart rate (MHR—RHR = HRR)

Complete this chart and then use the figures to calculate your Heart Rate Training Zones.

Estimated Maximum Heart Rate (MHR)	True Maximum Heart Rate (MHR) <small>This would be calculated in a lab. If you do not have this figure, use the estimated MHR to the left.</small>	Resting Heart Rate (RHR)	Heart Rate Reserve (HRR) MHR - RHR
Male: 220 - age = Female: 226 - age =			

HEART RATE TRAINING ZONES

Zone 1 - General Health: 50-60% percent of your MHR

Lower Target Heart Rate Zone = [HRR X 50%] + RHR =

Upper Target Heart Rate Zone = [HRR X 60 %] + RHR =

Zone 2 - Weight Management: 60-70% of your MHR.

Lower Target Heart Rate Zone = [HRR X 60%] + RHR =

Upper Target Heart Rate Zone = [HRR X 70 %] + RHR =

Zone 3 - Aerobic Conditioning/Weight Management: 70-80% of your MHR.

Lower Target Heart Rate Zone = [HRR X 70%] + RHR =

Upper Target Heart Rate Zone = [HRR X 80 %] + RHR =

Zone 4 - Advanced Conditioning: 80-90% of your MHR.

Lower Target Heart Rate Zone = [HRR X 80%] + RHR =

Upper Target Heart Rate Zone = [HRR X 90 %] + RHR =

Zone 5 - Elite Level Training: 90-100% of your MHR

Lower Target Heart Rate Zone = $[\text{HRR} \times 90\%] + \text{RHR} =$

Upper Target Heart Rate Zone = $[\text{HRR} \times 100\%] + \text{RHR} =$

Note the above age-adjusted maximum heart rate formula is perfect for our purposes. A more accurate method is to actually determine your maximum heart rate in a laboratory setting using a stress test facilitated by a physician or sports physiologist. The tests are generally administered on a treadmill or exercise bicycle and cost anywhere between \$100-\$300. Assuming you don't want to spend the money on a maximal heart rate test, just use the estimated value above.

Here's complete a sample. Let's say you are a 40 year old inactive woman who wants to lose body fat. Let's say we've determined that your resting heart rate in the morning is 70 beats per minute. And let's say you will be working predominantly in Zone 2.

Estimated maximum heart rate = $226 - \text{age} (40) = 186\text{bpm}$

Heart Rate Reserve: $186 - 70 = 116\text{bpm}$

Low end of training zone = $(\text{HRR} \times 60\%) + 70\text{bpm} = 140$ beats per minute

High end of training zone = $(\text{HRR} \times 70\%) + 70\text{bpm} = 151$ beats per minutes

The training zone for this type of workout would be 140-151 BPM.

Purchasing a Heart Rate Monitor:

Once you have determined your optimal training zones for each workout, the best way to ensure that you are in the correct zone is to invest in a heart rate monitor. This will allow for an accurate, quick analysis of your heart rate and the ability to easily intensify or reduce the intensity of your workout if you are not in the right zone. Unfortunately, manual heart rate monitoring (on your wrist or neck) has been found to be inaccurate with errors as high as 27 beats per minute. In addition, when testing on your neck or wrist, you have to stop and interrupt your workout to do the reading.

We encourage all clients to make the investment in a Heart Rate Monitor. You can purchase a good brand and model for less than \$150. A heart rate monitor will allow you to program in your training zones and will beep if you are going too easy or too hard. It will also calculate your caloric expenditure so if you have a goal, you'll know when to stop. Basically, it's like having your trainer with you for all your workouts. We carry the Polar brand which is currently the best heart rate monitor brand with EKG accuracy and we'll program it for you and teach you how to use it.

Rating of Perceived Exertion (RPE) Your heart rate can be affected by numerous variables such as food, medication, temperature, and stress so it is necessary to monitor the intensity of your workouts with an additional indicator – Rating of Perceived Exertion (RPE) scale. It is a scale that calls on your own perception of the intensity of a workout to indicate whether you are training in the appropriate zone. RPE is gaining popularity because of its effectiveness, simplicity, and safety. The RPE scale was developed by Dr. Gunnar Borg from Sweden. Borg noticed a close relationship between exercising heart rate (which is directly related to the intensity of the exercise) and how the athlete actually perceives his or her effort. The original BORG method used a scale from 6-20 however, has since been modified to the RPE scale using a more user-friendly scale from 0-10. Zero on the scale represents a resting level with no elevation in breathing. At the other extreme, a rating of 10 would indicate all-out severe exhaustion. Here is how to match up the numbers with your workouts.

RPE Scale

- 0 – Represents a resting level with no elevation in your breathing.
- 1 – Represents a more active rest, like working at your desk with no elevation in your breathing.
- 2 – Represents an active resting level like getting dressed or walking around in your house with no elevation in your breathing.
- 3 – Represents a low level of activity like gardening or the warm-up stages in a workout. You may be aware of your breathing but it is slow and natural.
- 4 – Represents a low level of activity like a stroll or an easy bike ride with a slight elevation in breathing. You are still well within your comfort zone. This would be your predominant training zone if you fall within the General Health Training zone.
- 5 – Represents a moderate level of activity like walking briskly. Your breathing is elevated higher than in level 4 but you are still well within your comfort zone. This would be your predominate training zone if you fall within the Weight Management Training zone or if you were scheduled for a long, easy workout.
- 6 – Represents a moderate level of activity like walking briskly to a very late appointment. Your breathing is faster and deeper but you are still at a level that is within your comfort zone. You feel that you can comfortably hold a conversation. This will still be your Weight Management Training zone or your moderate intensity workout zone.
- 7 – Represents a vigorous level of activity like jogging. Your breathing is more rapid and deep and you feel like you can hold a conversation but would probably prefer not to. This intensity is beginning to feel more challenging and outside of your comfort zone. This would be your predominate training zone if you fall within the Aerobic Conditioning/Weight Management zone or are performing a moderate intensity workout.
- 8 – Represents a vigorous level of activity like faster running. You can hold a conversation but it would be short. You think you can continue for the remainder of your session, but you are not 100% confident that you can make it. You feel that you are outside of your comfort zone and being heavily challenged. This will still be your Aerobic Conditioning/Weight Management Training zone.
- 9 – Represents a very, very vigorous level of activity like sprinting intervals in a run. Your breathing is very labored and you could not hold a conversation. You would definitely feel fatigued and outside of your comfort zone. This would be your predominate training zone if you fall within the Advanced Conditioning zone or were performing a short, hard workout.
- 10 – Represents an all-out effort with severe exhaustion. It is not recommended that you train at this level.

Summary:

It's important to realize that you do not need to implement all of our suggestions into your program today. You may start by just committing to exercising three times per week. Then once you have made that a habit then you could perhaps, start mixing up the intensity zones by incorporating one easy, moderate and hard workout in each week. Then a few months later, you could try and incorporate a different type of activity. This is a work in progress. Enjoy the journey.

SECTION FOUR

RESISTANCE TRAINING

*“If we did everything
we were capable of doing
we would literally astound ourselves.”*

Thomas Edison

Benefits of Resistance Training

Most of us know that exercise is important but we tend to equate it with aerobic activity, like jogging, walking, swimming or cycling. Often, we forget that resistance training offers just as many health benefits as aerobic exercise. You can expect to experience the following benefits after initiating a resistance training program:

- Increased muscle tone and definition
- Increased muscular strength and endurance
- Increased metabolic rate
- Increased fat loss
- Improved posture
- Increased bone density
- Reduced risk for injury
- Reduced risk for falling
- Increased functional capacity
- Improved coordination and movement
- Increased athletic performance

More muscle = Less fat

Your energy output during the day includes the energy expended as a result of your body functioning to sustain life (basal metabolic rate), food thermogenesis (the energy expended in response to food intake) and daily physical activity and exercise. The above items contribute to daily energy output by 70%, 20% and 10% respectively. So if you can even slightly affect your basal metabolic rate, you may significantly affect the daily calories expended. Remember that the average sized person burns 1kcal/min at rest. If the resting metabolic rate can be increased by just 10%, this equates to a rate of 1.1kcal/min. Doesn't sound like a big deal, does it? But over an hour, this equates to an extra 6 calories and over a day, an extra 144 calories. Remember, that to burn a pound of fat you need to expend 3,500 calories more than you eat. This means that it would take 24 days (3500/144) to burn 1 pound of extra fat – and this does not include any calories expended from exercise. This amounts to about 15 pounds of fat which could be lost in one year by merely raising the metabolic rate by 10%. The question is - how do you raise your metabolic rate?

As we get older, our metabolism, the amount of calories we burn at rest, drops. This is related to a decline in the activity of our liver, kidneys, and other organs as we get older. This declining rate is almost entirely out of our control – almost! Examine the following chart which breaks down our metabolism.

Basal metabolic rate	Organ metabolic rate (kcal/kg/day)	Organ weight	Organ metabolic rate (kcal/day)	% of basal energy expenditure
Brain	260	1.4	365	21%
Heart	600	.3	180	20%
Kidney	400	.3	120	7%
Liver	359	1.6	560	32%
Lung	200	.8	160	9%
Muscle		40% of total body weight		24%

You can see that although your liver activity makes up the highest percentage of metabolic activity, there is really nothing you can do about that. It is in our best interest to keep our metabolism revving but we can't decide "All right, I need to increase my metabolic rate so I am going to get my liver in shape." But in contrast, we can do something about our muscle activity which contributes 24 percent to our metabolic rate. Muscle comprises approximately 40% of our body weight. If you can get your muscles working at a higher level, the difference to your metabolic rate will be significant. By developing your muscular system, you will increase your metabolism. Muscle is an energy burning tissue and thus, the more of it you have on your body, the more fat you will burn both during exercise and during rest. How would you like to be sitting in front of the TV knowing you are burning more fat than you were before you started resistance training? In fact, one pound of muscle tissue expends an additional 30-40kcal/day. That does not sound like a lot but imagine that after an 8-12 week resistance training program, you can expect to develop 3-4 pounds of lean, muscle tissue. That equates to an extra 90-160 calories being burned per day. Add this up over 365days/year and we are talking about 10-14 pounds per year of fat either lost or not gained compared to not having that muscle mass. So if your goal is to lose body fat or maintain an ideal body fat percentage and lean physique, that should be enough motivation to get you into the weight room.

We also know that on average, we will lose 3-5 percent of muscle mass per decade after the age of 25. In fact, the average sedentary 80 year old man will have lost approximately 50% of his muscle mass. As a result, our fat mass will increase. If you want to reduce the magnitude of this age-related fat gain, start resistance training and depositing muscle on your body.

The difference of having more muscle on our body is even more significant during exercise. The difference in energy expended by a resting or working muscle is quite severe. When you start exercising, your muscles demand that your organs and tissues kick into action at a real high rate. So if you have more muscle demanding more energy, your caloric expenditure will sky-rocket! One study compared the energy costs of treadmill walking between obese and lean, highly muscular men who were the same weight and height. The results showed that the energy expenditure was significantly higher at any given speed and grade of walking for the body builders compared to the obese males. Expenditure reached up to 100 calories higher for the muscular men at a moderate walking pace up an incline. These results demonstrate that just by having more muscle on your body, you will burn more energy both during exercise and rest.

Resistance Training Guidelines:

Here are some definitions that may help to clarify this component of your program:

Repetition: refers to the number of times you perform an exercise without stopping.

Set: refers to the number of times you perform a complete series of repetitions. For example, you may

perform 2 sets of 10 reps.

The American College of Sports Medicine recommends one set of 8-12 (10-15 if you are 50 years or older) repetitions for each major muscle group 2x/week to improve overall muscle conditioning. This recommendation is also sufficient to maximize fat loss. The repetition zone between 8-12 is the favored prescription because it will cause improvements in both muscular strength and endurance. And can you believe all you have to do is one set!

However, if you are a more advanced exerciser or looking to increase the size of your muscles, it may be necessary for you to increase your volume of training and include multiple sets and exercises for each muscle area. But just because you are an advanced exerciser, doesn't mean you have to do multiple sets of any exercise. You can achieve a high intensity, advanced workout using only one set of a variety of exercises. Years ago, trainers were taught to prescribe 3 sets of 10 reps for every exercise regardless of the person or the goal. Well, things have changed since then. Recently one-set training has received a lot of attention. One-set training is just that: one set of 8-12 reps of each exercise. The trick is that each set must be performed to momentary muscle fatigue (we'll talk about that in just a bit).

Many studies are now finding that one-set training can yield the same results as two to three sets. That's very exciting news for the busy exerciser who can't commit to spending hours in the gym. One-set training can dramatically cut down the time you need to spend in the weight room, giving you more time for other activities including cardio and stretching. Clients often have an easier time committing to their weight training program when they know they only need to be in the weight room for 40 minutes instead of an hour and a half. Because of this consistency, they experience great results!

One-set training also allows for more variety. Many personal trainers would rather have their clients perform nine different exercises working the muscles in a variety of different planes and angles instead of only 3 sets of three exercises. For example, instead of doing 3 sets of chest press, do one set of chest press, one set of chest flies and one set of push-ups.

Now, keep this in mind. If you've been doing two or more sets of various exercises, it's not that you've been training incorrectly. In fact, multiple set training has been used for years with great results. But now a new technique has surfaced. Research is demonstrating that intensity and not number of sets is the critical factor in weight training. So by sequencing your exercises correctly and ensuring you hit momentary muscle fatigue with each set, you'll be able to achieve very similar benefits in less time. You can try it for a change in your program.

Many exercisers, wanting to lose body fat and understanding that muscle is critical to maximize fat loss, have made muscle conditioning a priority. However, by spending extra time in the weight room they have sacrificed very critical cardiovascular exercise time. It is important to remember that you burn calories and fat directly during aerobic exercise and this component of your program should be your priority. Muscle conditioning is a must but you can't neglect your cardiovascular training.

Foundational Resistance Training Principles:

- **Quality and execution** of movement is critical. It makes no sense to perform 20 sloppy reps. It is far better to perform 8 reps with perfect form and then take a break. Proper execution of each rep is the most critical factor in weight training. Reps performed with poor technique will cause slower progress and may put you at risk for injury.
- **Take it slow.** Proper resistance training is not a fast sport. In fact Wayne Westcott, a leading Strength and Conditioning researcher, has determined that one repetition should take approximately 5-6 seconds;

that is 2 seconds to lift the weight and 4 seconds to slowly lower the weight in a controlled fashion. Most people lift much too quickly using momentum instead of muscle. A proper set of 8-12 repetitions should take approximately 1 minute to complete. As you advance in your program, your trainer may incorporate speed and power training but it is typically done without heavy resistance and with tools that are more conducive to faster movements (medicine balls, body weight only training, exercise tubing etc).

- **Breathe.** A proper breathing rhythm will make each set more effective. Focus on exhaling as you lift the weight or when you exert and inhale as you recover or lower the weight.
- **Sit up straight.** Proper posture is critical to ensure you are working the correct muscle groups and not putting your body at risk for injury. Always keep your abdominals contracted throughout the entire set of any exercise. Pull them up and in towards your spine to help stabilize your trunk. Keep your shoulders back and chest lifted up and out on any seated, bent over or standing exercise.
- A good exercise set will finish once you hit **momentary muscle fatigue**. This is the point during which you absolutely cannot do another rep with perfect form. If you can perform more reps, you should either perform the extra reps to hit momentary muscle fatigue or next time, increase the resistance so you can hit momentary muscle fatigue within the suggested repetition zone of 8-12 reps.
- **Never go to failure.** Failure is when you continue the set with poor technique or when other muscle groups have kicked in to help finish the set. It is important that you always avoid poor technique and muscle substitution.
- If you cannot perform 8 reps, the weight is typically too heavy. If you can perform 12 reps with perfect technique, increase the weight by 5%.
- Perform your muscle-conditioning sessions on **alternating days**. You may be surprised to learn that you don't get stronger when you weight train. You actually get stronger during the rest periods in between your workouts. At a cellular level, when you weight train, your muscles experience microscopic minor tears. The body responds to this effect by sending blood and nutrients to the muscles to help them heal. And that's exactly what they do. They respond by getting stronger. So it's important never to work the same body part two days in a row. For example, if you can commit to 5 workouts a week, you may complete your cardio workouts on Monday, Wednesday and Saturdays and your full body muscle conditioning workouts on Tuesdays and Thursdays. Or if you can only commit to three workouts a week, you may do your cardio AND muscle conditioning on Mondays, Wednesdays and Fridays. Or if you are doing a split routine, you could do cardio and work out your lower body on Monday and Thursdays and your cardio and upper body on Tuesdays and Fridays.
- **Put your mind into it.** It is okay to disassociate while performing some fitness activities. For example, you can jump onto a treadmill and plug in a 7 minute mile pace and whether you think about it or not, you will expend the same amount of calories. However, this is not the case with muscle conditioning exercise. You must focus on what you're doing because there is such a strong connection between the brain, the nerves and the muscles. We know that if you actually concentrate on what you are doing, you can significantly increase the amount of muscle activity measured during these exercises. So put down your magazines and really focus on each set. Each repetition and each set will become much more effective and you will experience results more quickly.

Which exercises will do the trick?

There are literally thousands of different exercises you could perform to get the results you are looking for. We don't expect you to be the experts on program design. That's our job. But here's some of the principles that we adhere to you when customizing your program. At least you'll know there is a method to our madness.

Progressions: At NW Women’s Fitness Club, we progress clients through three stages of movement. Once they demonstrate that they can perform the movements in Stage 1 with excellent execution and no pain, they can then graduate to the next stage. The stages are as follows: Learning Phase, Progressive Phase and Elite Phases. Here’s a summary of what to expect at each stage of progression.

STAGE 1	STAGE 2	STAGE 3
<p>Learning & Conditioning Phase Teach technique, posture & alignment, slow speed of movement, muscle sensation & activation, breathing and core stabilization. Focus on consistency.</p>	<p>Progressive Phase Begin to add more dynamic movements, slightly faster movements, more load and movements that require greater balance.</p>	<p>Elite Phase Begin to add more impact, more skilled movements, more integrated movements, more speed and more intense movements.</p>

Start with basic exercises. It is necessary to progress from exercises that require the least amount of skill, coordination, balance, and overall fitness to exercises that maximally challenge these skills. This means that in the beginning, very basic exercises will do the trick. As you improve and master the technique of these exercises, then you should advance the program by incorporating more challenging exercises. It is important that you do not attempt a more challenging exercise without having first developed the basic foundation for the skill.

Here are some types of movements that will be included in your program:

- Compound movements** - movements that involve many joints and muscle groups within one exercise. For the lower body, exercises like Lunges, Step-ups and Squats are compound movements. For the upper body, exercises like Chin ups, Rows, Bench Press and Push-ups are compound movements. These types of movements are important because they train the body in a fashion that is similar to how we actually move in every day life. For example, every time you get out of a chair - that's a squat. Every time you bend down to pick something up - that's a lunge. However, you are going to want to progress into lunges and squats in a gradual fashion. In the beginning, start with just mini-bends into squats and lunges and progress into the deeper lunges and squats once you learn proper knee tracking and alignment and your muscles get strong enough to handle the deeper load. Many traditional exercises in the weight room are uni-jointed and involve only one muscle area. However, this is not really how our body moves. Most of the movements we perform everyday are compound. If we want to get stronger and be able to use this strength in our everyday lives, we have to train the muscles in a way that will allow those benefits to carry over to real-life movements.
- Integrated/Combination Training** - These types of exercises are definitely compound in nature and involve combining 2 or more exercises into one, complex, fully-integrated, functional movement. For example, a squat with an overhead shoulder press would be a form of integrated training. A bicep curl while standing on a wobble board would be a form of combination training. The theory behind Combination Training is as follows - most movements that we perform every day involve the upper body having to work together with the lower body while we have to balance our body and stabilize our torso. However, many traditional exercises in the weight room are very isolated. So when someone is placed in an environment where the body has to use various muscle groups, the muscles don't know how to respond correctly and effectively because they've never been trained to do this. It would be similar to a football coach taking each of his or her players and training them independently of each other. Although the coach could feasibly get each of the players into the best physical shapes of their life, if that team doesn't get together and scrimmage, the first game will be a disaster. Our muscles work in a similar fashion. That is, each muscle can be strong independently of the others, however, if they haven't learned how to react, oppose and resist each other, the strength in the weight

room will not carry over as well into the real world. There are many cases of people who are very strong in the weight room - that is, they can lift a lot of weight. But they go home and lift some furniture or carry some heavy boxes and hurt their back and strain some connective tissue because they haven't taught the muscles to work together. The message is this - you need to be strong in and out of the weight room. Combination Training movements will help you achieve this goal.

The IDEAL NWWFC Full Body Training Session

Keep in mind this is an ideal template we recommend for most clients. Your trainer may adjust this program template based on your goals. For example, they may split your muscle conditioning sessions into lower body training days and upper body training days. They may sequence your exercises to focus on areas that are important to you. Again, since there are literally hundreds of different exercises to target all the components listed below, a trainer will help ensure you're addressing all the important areas.

- First 5-10 minutes of workout – general ROM warm-up and physical prep for session – Medicine Ball Choppers/Tubing Rotations/Pulls/Presses
- 3-6 Full Body Integrated Movements/Cardio/Metabolic/Agility Drills
- 1-4 Compound Lower Body Movements (Squats, Lunges, Step Ups, Deadlifts, 1 Leg Dips)
- 2-4 Compound/Isolated Pulling Movements (Chin-ups, Rows, Pulldowns, Reverse Flies)
- 1-3 Compound Pressing Movements (Pushups, Chest Press, Overhead Shoulder Press)
- 1 Bicep Exercise
- 2 Tricep Exercises (varied shoulder starting positions)
- 1-2 Bridging Exercises
- 1-2 Hip Stabilizer Exercises (Resisted Side Steps, Adduction, Side Lying Exercises)
- 1-2 Middle/Lower Trapezius/ External Rotator Exercises
- 2-3 Spinal Stabilization Exercises
- 1 Spinal Flexion Exercise
- 1 Lateral Spinal Flexion Exercise
- 1 Spinal Rotation Exercise
- 1-2 Spinal Extension Exercise
- Total 20-30 Exercises
- Last 5-10 minutes of session spent on cooldown/stretching/muscle release

Change your program regularly. The only perfect resistance program is one that changes. A program that we design today, may be perfect today, but in about 4-8 weeks, it will no longer be perfect and not as effective. This is due to the Overload Principle - a training principle that all Personal Trainers must adhere to in order to help their clients experience ongoing results. When you first begin exercising, the body is exposed to a stimulus that it's not used to and it will be forced to respond in a positive fashion by getting stronger and fitter. This is called a physical adaptation, which means that your body has structurally, biomechanically, and physiologically improved. But simultaneous with the physical adaptation is the physical plateau that many people experience. In order to experience ongoing results, the body must be stressed or stimulated to a greater degree than what it is used to. We know that the body needs to be

challenged in order to progress. This overload principle can be adhered to by changing your program in a variety of different ways.

For example, you could:

- Increase the resistance you lift
- Increase the number of sets
- Increase the number of days you strength train from 2 to 3 days per week
- Change/Advance the exercises
- Adjust the order/sequence of exercises
 - It's best to mix up the sequence of your routine during your weekly regime. For example, if you always do your cardio exercise first, next workout do a brief warm-up, then do your muscle conditioning exercises and then finish with your cardio. Then next workout, do your cardio first and muscle conditioning last. And on another day, alternate back and forth between muscle and cardio. It will be a completely different workout and a new stimulus for your muscles and your heart. With that said, if your primary goal is muscle conditioning and developing muscle tone/bulk, you may want to do your muscle conditioning first when you have the most energy and strength so you can really focus on this area.
 - This same principle applies to lower body and upper body conditioning. For example, if you always do your legs first, then mix it up and next workout, do your upper body first and your lower body second. Or combine lower body and upper body movements into an integrated exercise. But again, if upper body is your focus, do this first when your energy levels are highest.
- Adjust the amount of recovery time you take between exercises.
- Utilize a different resistance training technique. For example, superset training, pyramid training, super-slow training, split training, post-exhaust training, circuit training etc.
 - When deciding which technique to use, remember **there is no perfect training program**. One study comparing nine different training routines found no statistically significant difference in the strength increase produced by any of them. So the message is clear - a multitude of training techniques will achieve results. Just be sure you change what you're doing regularly.

This is where an investment in a personal trainer will save you a lot of time. Some of our clients see their trainer multiple times during the week. But even just one or two sessions every few months, in order to make the changes required for you to see continued results, will go a long way in maximizing your workout time. IDEA, the International Health and Fitness Association, released a statistic recently at one of their International conferences. It stated that only 25 percent of people working out in a gym are getting the results they want. But out of the 25 percent of people getting results, 90 percent of them are working with a personal trainer. So, it is quite clear that having a personal coach oversee your program, monitor your progress and make regular updates is an investment in your health worth making!

One last word for our Female Clients:

Many of you may be concerned about putting on too much muscle. We realize that most of you do not want to gain a lot of muscle and do not want to look like the women on the cover of *Muscle and Fitness*. Well, we want to assure you that you do not need to be concerned with gaining this amount of muscle. Women typically do not have the natural levels of growth hormone and testosterone to develop muscles in this manner. These women are a very, very small percentage of our population and most of them workout for hours in the gym and are most likely using some form of supplementation or ergogenic aid to help them achieve this type of muscle build. Honestly, following the muscle endurance and strength guidelines in this manual is not at all about getting bulky - it is all about keeping the muscle you've got!

Stretch it out:

SECTION FIVE

NUTRITION

*"It is not the mountain that we conquer
but ourselves."*

Sir Edmund Hillary

Nutrition Principles

Most people approach nutrition and dieting with unbelievable will power and determination. But unfortunately, will power will only last so long then biology and physiology takes over. Here's an analogy – Try holding your breath under water for as long as you can. No matter how much you want to stay underwater, eventually biology kicks in and you have to come up for air. The same holds true with dieting. If you're eating in a manner that stimulates your appetite, eventually, you are going to give in to the cravings regardless of how bad you don't want to. So by understanding and adhering to the following nutrition tips you will approach nutrition and fat loss in a more educated fashion. You are going to outsmart your system!

Do you remember this physics principle? Energy cannot be created nor destroyed; only transformed from one form to another. So energy coming into our bodies through food or drink must be transformed into another form of energy – either the energy to produce movement or stored energy (body fat) for later use.

Consider the following Weight Loss/Gain/Maintenance Equation:

Weight Lost: $\text{Calories In} < \text{Calories Out}$

Weight Gained: $\text{Calories In} > \text{Calories Out}$

Weight Maintained: $\text{Calories In} = \text{Calories Out}$

You can't change this equation. But it's important to understand all the variables that control each part of the equation.

What Controls Calories In?

- Eating and Drinking provides you with calories in. You've probably heard that a calorie is a calorie. And although this is true, some calories that you consume can actually stimulate your appetite causing you to eat more. Or some foods are so dense in calories but provide such little volume that when you eat them, even though you've consumed a great deal of calories, you're still hungry. And some food make you tired and less likely to want to move your body and less able to perform at your best. If your goal is fat loss or weight management, the best foods to eat are nutrient-rich foods that are lower in calories, fill you up and suppress your appetite. If your goal is to improve your energy levels and perform at your best, the best foods to eat are also nutrient-rich foods.

What Controls Calories Out?

- You either expend calories by using them, storing them for later use or excreting them as waste
- We use calories through:
 - BMR: Basal Resting Metabolism – the amount of calories we expend at rest just to exist as human beings
 - Can be raised (This is what we want): eating, exercise, muscle mass (1lb of muscle expends 40 calories/day)
 - Can be lowered (This is what we don't want): skipping meals, starving, resting
 - Exercise
 - NEAT – Non-exercise activity thermogenesis - Spontaneous Activity
 - Excess post-oxygen consumption (EPOC) – The extra energy we burn after a workout is done
 - Food Thermogenesis – The energy expended to digest food; the cost of digesting foods differ

The bad news is that it's a lot easier to put the calories in than it is to take the calories out. Think of it this way. How long does it take to burn 1000 calories? About 90 minutes of exercise or 10 miles of running! How long does it take to consume 1000 calories? In about 5-10 minutes! So nutrition is at least half the battle in terms of losing body fat or maintaining your ideal physique.

There is no trick to eating well. It is the stuff we have all heard before. Drink lots of water. Consume your required intake of fruits, vegetables and whole grain products. Minimize fat, alcohol and sugar intake. But there seems to be a gap between knowing what to do and actually adhering to these simple guidelines. There is no special grapefruit, cabbage, Low-protein or High-protein diet or pill that will get you the results you want quickly. And knowledge alone is not power! We all know what we have to do! It is finding the motivation and inspiration to make and adhere to very small changes in our nutrition plan that will facilitate success. Finding the motivation to stick to a healthy nutrition plan day-in-day-out is all it takes. Here's the good news - you don't have to starve yourself and you don't have to limit your diet to carrots and broccoli.

With nutrition, the very small changes to your eating habits will often bring about big differences. The new habits just need to be consistent on a long-term basis. Perhaps start with one area at a time. Once you have that habit mastered, tackle the next nutrition goal. One step at a time and soon your diet will provide you with all the nutrients necessary to achieve optimum health.

In this section, we're going to provide you with some easy nutrition tips and guide you through designing your own nutrition program. Our philosophy with nutrition is very similar to our take on exercise. If we design your nutrition program for you and tell you that you've got to eat broccoli everyday, but you hate broccoli, you are not going to experience any success. You have got to be involved in the process. It is necessary for you to design a program that you realistically believe that you could follow for a life-time. Remember, we do not believe in any quick fixes. We're talking about a life-long effort.

Important Principle to Grasp: If you want to lose body fat, diets DON'T work!

How many studies need to be completed that prove diets do not work before our society gets it? The diet industry is still a multi-billion dollar one and continues to thrive despite desperate pleading from leading scientists telling us that diets do not work. We need to wake up and take a dose of reality – if it sounds too good to be true, it probably is!

You see, when you diet your body actually starts to work against your efforts. As soon as you undertake a restricted caloric intake, your body moves into "famine stage" or "starvation response". Basically, your body does not know when its next meal will be and whether the energy intake will be sufficient for all its internal functions to operate optimally. So, your body, being such an effective piece of machinery, just slows all internal functions. You move into efficiency mode - a physical slowing down of metabolism. This is absolutely the last thing you want to happen. If you want to maximize fat loss, you definitely want to keep your metabolism revving at a high rate, not at a slow rate! The only way to do this is to eat properly and exercise.

You may notice that after you eat a meal, you feel warmer. The heat comes from digesting your meal. Your liver, pancreas, stomach and intestines have to produce digestive enzymes which requires energy. Many people who are starting to gain weight, conclude that their metabolism may be slowing down, and decide to eat less. This will depress their metabolism even more. The point here is that digestion requires energy and will raise your metabolic rate. If fat loss is your goal, you will want to ensure you are eating regularly enough to raise your metabolic rate to a point where you experience a caloric deficit. Dieting suppresses your metabolic rate! We must avoid this at all costs!

Losing 10 pounds is easy. Lock yourself in a closet for a few days and consume just enough water to sustain life. By week's end, you will definitely be 10 pounds lighter. You see when dieting, the scale shows positive confirmation that you are doing the right thing. You will definitely start to lose weight. But the problem is, if you are dieting and have lost 10 pounds, you have not lost 10 pounds of fat. Instead, you have lost only 2 pounds of fat, 3 pounds of water and 5 pounds of muscle. The muscle loss is the worst thing about quick weight loss diets. Muscle is an energy burning tissue and when dieting, you will lose a whole lot of it. You can imagine what that will do to your ability to burn calories both during rest and

exercise. If fat loss is your goal, you must hang on very tightly to your muscle mass as this will keep your metabolism revving at a high rate.

Studies have also shown that dieting actually makes you less likely to move throughout the day – you sit rather than stand, take an elevator instead of the stairs, fidget less at your desk – so that by the end of the day, even though you have reduced your food intake, you have also reduced your energy output. The bottom line: You lose no body fat.

Dieting also sets restrictions and limitations that are unrealistic and unsustainable in the long run. You most likely will end up bingeing and feeling like a failure.

That brings us to the most serious failure of diets: keeping the weight off. That is clearly the most difficult thing to do. Most people associate diets as a short-term phenomenon. They believe that as soon as they achieve the goal weight loss, they can go back to eating their normal diet. Of course, they inevitably gain all the weight back. When on a diet, a person will feel sensations of depression and deprivation. These are emotions they can not wait to rid of and so their thoughts center around the day when their diet finishes. A University of California study found that 90 percent of dieters who follow a prescribed diet eventually regain the weight they have lost. The 10 percent who were successful in keeping the weight off, 73 percent of them kept the weight off by just making healthy eating and lifestyle choices. So when you are deciding on a particular eating plan, ask yourself if you can realistically follow the eating plan for years. If not, stay away from it because as soon as you stop the plan, you will regain the weight. If a plan imposes strict limits or requires only a few types of foods, a red warning light should go off.

The bottom line is not new but it bears repeating: The only way to take weight off and keep it off is to exercise regularly and eat nutritiously. It makes sense to realize that if you want to weigh 10 pounds less, ten years from now, it is what you do over the next ten years, not the next 6 weeks! Short-term restrictive diets set people up for failure. A healthy nutrition plan that you believe you can realistically follow for the rest of your life is the only nutrition plan that will work!

Nutrition Habit #1

Consume a balanced diet that is rich in Fiber

Carbohydrates (CHO): are fruits, vegetables and *whole grain* breads, pastas and rice. Carbohydrates in your diet will be sent to your liver and either burned for energy or stored as fat (70% conversion ratio). Did you know the only energy your brain can use is carbohydrates? That's why low-carb diets never work for the long-term. You wind up being tired, irritable and have a hard time focusing.

You will want to ensure your diet is 60% carbohydrate content - Of this amount 50% should be in the form of fruits and vegetables and complex carbohydrates which are your whole grain products and no more than 10% from simple carbohydrates (cakes, cookies, ice cream etc.) Be sure to avoid white (enriched, refined, bleached) breads, pastas and rice. Avoid foods where sugars like High Fructose Corn Syrup are listed as one of the first few ingredients.

And you're also going to want to limit your intake of no-fat or low-fat products. You are probably thinking "What? Limit no-fat foods? But aren't they the answer to all my fat-loss prayers?" It is interesting to note that since the explosion of no-fat products onto the market, our population continues to get fatter and fatter! You would think we would start to get skinnier as we consumed more of these no-fat products! But what do you think makes those no-fat products taste so good? Sugar –and lots of it! And what do you think sugar is made of? A lot of calories! Excess calories, whether they come from no-fat cookies or full-fat cookies, are still going to show up on our hips and thighs and abs.

Protein: Protein gets broken down into small amino acids which go to the liver to be used for growth, repair, and maintenance of muscles and tissues. If not used, it will be converted to glucose and then fat (70% conversion ratio)

Balance your diet with 15-20% protein. You can go to our website at www.nwwomensfitness.com to determine your individual protein needs. Click on Member Zone. Then click on Cool Fitness Tools.

Good Sources of Protein:

- Salmon, along with most other fishes and sea foods.
- Poultry (w/out skin and white meat is leaner)
- Beef (Lean cuts)
- Pork (white cuts)
- Soy Products
- Egg Whites
- Whey Products

Fat: Fats get broken down into smaller fatty acids and are used for cell functioning, insulation (protection and warmth) and energy. If not used, it becomes an amazing source of stored energy

- The average person carrying 30 pounds of body-fat is carrying 105,000 calories of stored energy – that's enough energy to complete 40 marathons back to back!

Your diet should be 20-30% fat content. Note: A no-fat diet is unrealistic and unhealthy.

Reducing Fat: While reading labels, look at the order of ingredients. If fat is listed as one of the first, second or third ingredients, the product is likely to be high in fat and is best to be limited or avoided. Items like lard, animal shortening, oils, butterfat, whole milk solids, shortening, and margarine are all fats.

Some obvious foods that you are going to want to avoid are as follows:

- Fried foods – fried foods are saturated in fat and oil and calories!
- Creams – very high in fat content
- Processed foods – like cakes and cookies, etc.

While a reduction in fat is usually a good thing for most people, there is a point of diminishing returns and health risks. Just so you know, fat is the best fuel ever designed! We can make fat out of almost anything we eat and use it for energy. Can you imagine if your car could do that? Put in potatoes and the engine miraculously converts them into gas. In goes apples and instantly we get gasoline. Fat is an amazing fuel that provides us with a limitless amount of energy. Instead of hating fat and blaming it for all our problems, we should be astounded and respect it for its outstanding capabilities. Certain fatty acids are also necessary for good health, and "fat soluble" vitamins require fat for absorption into the system.

It is true that most people do not have to worry about getting too little fat in their diet, but there is another reason to be less obsessed about reducing fat to super-low levels; fat contributes to feelings of satiety (fullness) and helps reduce food cravings. Many people who cut a lot of fat out of their diets, often eat far too much of other "non-fat" foods that are high in calories. So the key is to just make sure that your total fat intake is within the accepted guidelines of 20-30% of total daily calories. No more than 10 percent of this should come from saturated fats. The average fat content of most diets is greater than 43 percent – this of course, is what is making our society fatter! When deciding to reduce your fat intake, remember that there are fats in your diet that are obvious – these are the ones you can see – foods such as butter, margarine, cooking oils, spreads, and fat on meat. And there are also fats that are hidden in processed foods such as cakes, cookies, ice cream and potato chips. It will be important to limit your intake from both these fat sources.

Unsaturated fats, especially the monounsaturated ones, are considered healthier and are found in nuts, seeds, olives, vegetable oils and soft margarine products. However, we've discovered many people consuming very high amounts of nuts because they've heard or read it's healthy. A healthy amount of nuts is a HANDFUL. More than this and you are consuming a huge amount of calories. They call it "Trail-Mix" for a reason! You should be on a HIKING TRAIL expending a huge amount of calories to need the energy from the trail-mix. It's not called "Office-Desk Mix" or "Sitting watching football Mix"!

Increasing your Omega 3 & 6 Fats found in fish, walnuts, olives, avocados, flaxseed is also a healthy habit. You can obtain healthy levels by eating a 4 ounce serving of fish three times per week or 2-gram fish oil every day or an ounce of walnuts a day.

Saturated fats are found in animal products such as beef, butter, dairy products and lard. They tend to raise blood cholesterol levels, thereby increasing risk for heart disease. Also be cautious of consuming a large amount of coconut and palm oils. These are vegetable oils but they contain a large amount of saturated fat. You have probably also heard of **trans fatty acids**. These are the end products of a process called hydrogenation, in which vegetable oils are hardened. You should avoid consumption of this type of fat. Butter is a saturated fat and margarine contains trans fatty acids, both of which can increase the risk for heart disease.

As you begin to reduce the amount of fat and increase the amount of fruits, vegetables and whole grain products in your diet, your fiber intake will automatically increase. Fiber is so important in our diets because it keeps us full longer therefore, helping to suppress our appetites. But as you initially start to adopt many of these healthy habits, you may notice that you start to experience a lot more intestinal gas. To reduce the initial negative effects of a high fiber diet, change your diet gradually, and soon your body will adapt to your new, healthier diet. You may also want to consider taking a product that will help you manage these side-effects such as Beano. You'll get the recommended 20-35 grams of fiber each day by consuming a minimum of 2 servings of fruit, 3 servings of vegetables and 4 servings of whole grains.

Sample Meals when you're Busy:

You've got to get the kids ready for school...laundry started....dishwasher emptied. You've got emails to answer...Appointments and meetings to make...Projects to complete...Your daughter needs to be dropped off at soccer practice; your son at basketball. Many people report that life is so busy that it's difficult to stick to a healthy eating plan and instead, they find themselves resorting to fast-food way too often. But eating well is what's going to provide you the energy and the mental stamina to perform at your best. Here are some quick solutions to eating healthy:

You have got to eat **breakfast** no matter how busy you are. Think of it as filling up on an empty tank. Imagine how much better your engine will rev when it's got what it needs. Try these balanced, quick breakfast options:

- low fat yogurt and some mixed raisins, granola and dried fruit
- cold or hot cereal with milk and fruit
- toast and fruit
- peanut butter and banana sandwich
- bagel with cream cheese and a piece of fruit
- homemade muffin and a banana
- fruit smoothie made from milk, yogurt and fruit

Here are some easy, **lunch** ideas to go:

- raw veggies with a container of plain yogurt for dipping
- sandwiches (tuna in pita bread or thick whole wheat bread, vegetables & cheese on a bagel, turkey & vegetables in pita bread, ricotta cheese & jam on your favorite bread, hummus & tomato on a baguette, cottage cheese & pineapple on a kaiser bun)
- pita pizzas with vegetables and tomato sauce
- low fat crackers and cheese
- left-overs from dinner
- soup or chili made on the weekend
- baked potato
- pasta salad made on the weekend

Need a quick pick-me-up? Be sure to have a **mid-morning and a mid-afternoon, low-fat, high-energy snack**. Here are some healthy choices:

- low-fat yogurt and fruit
- raw vegetables and yogurt dip
- fruit and yogurt dip
- Powerbar or Harvest crunch bar
- Rice Cakes
- glass of juice or milk
- hard boiled egg
- low-fat crackers and cheese
- a couple fig bars

Wind down in the evening with one of these **dinner** options:

- Pasta with Marinara Sauce
- Salmon, Tuna or other fish option with vegetables and rice
- Vegetable stir fry with chicken, beef or fish
- Chili
- Homemade Pizza
- Hearty salad with chicken, nuts and crunched tortilla chips

It's difficult to achieve great things and be great, when you don't feel great. So make the commitment to paying better attention to your nutrition, and enjoy the positive consequences to all areas of your life.

Free Days:

And when we say balanced - we really means balanced. A balanced diet will help you maintain a healthy body composition and weight and provide you with the nutrients for optimal health and functioning. All foods can be eaten in a healthy diet - you just need to have some boundaries and parameters. A successful nutrition plan will focus on what you need to be consuming every day rather than what you should not be eating. For example, set a goal of eating 3 fruits for the day instead of deciding to not eat any chocolate. In addition, allow yourself one or two "free" days every week. For example, if you love pizza, and chocolate, then one day a week allow yourself to indulge in these items. This will eliminate the feeling of being deprived of your favorite foods and you will be less likely to experience the inevitable binge that goes hand-in-hand with total elimination of your favorites. This type of plan is feasible for most people. You are not telling yourself you are never going to eat chocolate again, but instead, just limiting how much and when

you will indulge. Just make sure you don't go crazy on your free days. It's not a free ticket to gorge! And try to avoid making deals with yourself regarding your free days. If Saturday is your free day, make sure you stick to Saturday. For example, avoid indulging on Thursday because there's an office party and then promising that on Saturday, you will skip your free day. Often you end up of taking more free days than you agreed to and all of a sudden every day turns into a 'free' day.

We prefer to follow the 80:20 rule for nutrition, which states that if you are eating well 80 percent of the time, you can allow yourself to indulge the other 20 percent. Eating well 80 percent of the time will definitely keep you healthy and will be a much more enjoyable process. This type of belief system is long-term focused. It is important that you decide to only do things that you can see yourself doing for the rest of your life. The only way to do this is to achieve your goals while upsetting your life as little as possible. Look at it this way – even our NW Women's Fitness Club Personal Trainers indulge so don't try to be 'perfect'. That will just set you up for disappointment!

Nutrition Habit #2

Drink More Water

Did you know that 50-70% of our total body weight is water? The brain is composed of 70 percent water, lungs are nearly 90 percent water and our blood is about 83 percent water, which helps digest our food, transport and eliminate waste and toxins, mobilize fat, and control body temperature. Think of it this way, every tissue cell, organ and system is comprised of water and functions optimally only in the presence of adequate water levels. So even fat loss will not occur at an optimal rate if you are in a dehydrated state. Plus water helps to suppress our appetite.

Water is our life force, in fact, we could only go a few days without water before our body would start to deteriorate and die. According to the *American Dietetic Association's Complete Food and Nutrition Guide*, the average adult loses about two and a half quarts or about 10 cups of water daily through urine and sweat. Just cover your entire arm with a plastic bag and within a few minutes you'll get a very visual display of how much water we lose in a day. Think of the good old-fashioned sweat suits designed to make you sweat and lose weight. Yeah, you lost weight but it wasn't fat weight, it was very valuable water weight!

To maintain your body's fluid balance, you need to replace at least the 10 cups of water (80 ounces) everyday. This amount needs to be increased in hot weather conditions or for those who exercise who may lose up to a liter per hour during a workout. Plus, as we age, there is a general loss of water in all tissues – it's like the plum to prune effect! We'd personally prefer to be healthy, hydrated plums than dried up, old prunes so we drink our water!

But, unfortunately most people exist on a daily basis in a dehydrated state. In fact common complaints like headaches, lack of energy, feeling tired and lethargic, being prone to sickness and injury, kidney stones, constipation and achy joints and muscles have been associated with dehydration. If most people would commit to drinking 10 glasses of pure water every day they would notice a great improvement in their overall health, body composition and energy levels.

Keep in mind though, we obtain water in our diets from drinks, either plain water or as part of other beverages and from solid foods, especially fruits and vegetables. So we encourage clients to get at least 80 ounces (10-8 ounce or 5-16 ounce glasses) of pure water and see how their body responds. Any other additional fluids you consume in the form of juice, milk, or herbal teas will be a bonus.

In the beginning, your body and its tissues are not used to this higher level of fluid and so they will initially just flush it out. And yes, you will be spending a great deal of time in the restroom but it won't last long. Eventually, your need to run to the washroom all day should decrease. Your body will soon adapt to your hydrated state. Your thirst mechanism will also become more efficient and you'll find that the more you drink, the more thirsty you become. That's a great sign!

Most people know they should be drinking more water but they don't. We've found it's not in the knowing, it's in the doing! You'll have to take some action steps to help you adhere to this goal. For example, purchase a water cooler for home and work so you always have cold, refreshing water available. Be sure to drink some water every time you pass the cooler. You can also purchase an 80 ounce water bottle from many grocery and department stores so you can fill up your bottle in the morning and make it a goal to finish the whole thing before you go to bed. This works great for us. Have your bottle with you wherever you go. If you don't like the big water jug idea, drink a 16 ounce glass of water first thing in the morning and then 20 minutes before each meal and snack. You'll easily hit 80 ounces. Many athletes use what's called a 'Camel-Back', a water sac that hooks on like a back pack with a water-hose that allows you to drink easily and continuously throughout workouts. This is a great way to replenish all those extra fluids during tough workouts. During workouts, you should strive to drink 8 ounces of water every 15 minutes. Note: During long bouts of intense exercise (2 hours or more), you can drink TOO much water! It's best to use a sports drink instead of just plain water, as this will help replace sodium and electrolytes lost in sweat and reduce the chances of developing hyponatremia, which can be life-threatening!

Take our word for it – water is important to your overall health. We hope this clarifies and provides better insight to the importance of water in your diet.

Nutrition Habit #3

Plan your meals so that you consume 5 small meals and snacks throughout the day

See if you recognize yourself in any of the following. You skip breakfast, guzzle coffee all morning and then, practicing great self-control, you eat a tiny lunch. By mid-afternoon, you are starving and so you grab a quick pick-me-up chocolate bar or muffin. By the time you get home, you are hungry, irritable, tired and ready for dinner. You stuff yourself at the dinner table and then snack all evening. You go to bed on a full stomach, and tomorrow the cycle begins all over again.

This type of eating pattern is common and has your body working against you rather than for you. Many people who do not eat breakfast and consume only a very light lunch are tricked into believing that they are reducing their caloric intake when, in fact, they are actually setting themselves up for a snacking binge in the late afternoon, followed by an overload at dinner and into the evening. The result is just the opposite of what you intend: Total calories consumed during the day will end up being higher rather than lower! And the scale gives you the bad news that you are gaining weight.

The theory is this: Our bodies are not very good at burning calories from a big meal, especially in the evening when all our systems tend to slow down. Many of our evening calories, then, are more likely to be stored as fat.

Your metabolism, the rate at which you burn calories for internal functions, is like an engine – the more often you give it fuel, the better it works. When you deprive your body of food, even for short periods of time, your metabolism automatically slows down in order to preserve energy. And a slowed metabolism makes it much more difficult to lose weight and much easier to gain weight. The type of diet that is not consistent in caloric and nutrient intake will also lead to a more rapid loss in muscle tissue - we want to avoid this at all costs. The good news is you can get your body to work for you instead of against you. The rule should be that you do not go any more than three to four hours without eating something.

Think of starting your day by revving your internal engine. This means regardless of whether you are a breakfast person or not, you must develop the habit of having something to eat in the morning. Your momma was right – breakfast is the most important meal of the day but it does not need to be a 5-course meal. A piece of fruit, bagel, cereal and milk or toast and juice will do the trick. Then a few hours later, try a small snack like a piece of fruit and a cup of yogurt. By lunchtime, you are not going to have a

problem making a healthy, low-fat, low-calorie choice. A half-sandwich and salad or bowl of chili or vegetable soup might be an appropriate lunch. A few hours later, in the afternoon, eat another light snack like a handful of walnuts, and some celery and carrot sticks or crackers and cheese. By the time dinner comes around, you will not be ravenous and you will be less likely to indulge and consume too many calories. This type of eating pattern keeps your metabolism revved all day, keeps your blood sugar at a healthy level, will keep your energy levels up and will help avoid the tendency to over-eat at any meal. You'll be a lot more enjoyable to be around also. Most of us have been conditioned to believe that dinner should be the largest meal of the day, so changing your eating patterns is not going to be easy. It will not happen overnight. You will probably have to change other old habits too. If, for example, you snack in the evening while watching TV, you might need to go for a walk in the evening instead. If you find yourself bored in the evening and eating because there is nothing else to do, think about enrolling in an evening course or start reading a good book. Breaking habits is very difficult in the beginning but eventually it will become second nature.

Nutrition Habit #4 **Stop Eating Three Hours before Bedtime**

If you have planned your meals correctly throughout the day, you shouldn't need to eat anything right before bed. Often the calories that are consumed after dinner are those that are eaten not because you are hungry and need the energy but because of habitual patterns or boredom. Think of it this way – you are just going to bed. How much energy do you really need? If you find yourself needing to eat late at night, choose something that is low in calories just to get you by until morning.

Nutrition habit #5 **Control your Portion Sizes**

You've got to pay attention to your portion sizes. We are victims of a society that is hooked on supersizing everything...supersize drinks, monster size cookies, muffins and bagels and astronomical sized restaurant entrees. For many of us, it may not be that our food choices are poor, we may just be eating too much of a good thing. Out of control portions will lead to weight gain and often cause people to feel lethargic.

Here is a very important message to remember. If at the end of the day, you have expended fewer calories than the number of calories you have consumed from any source, you will store these calories as fat. Here is how it works:

Let's say you consume an extra 1,000 carbohydrate calories in the form of plain pasta. It takes about 30 percent of the calories consumed to break down the dietary carbohydrate and store it as body fat. So out of the 1,000 extra carbohydrate calories, 700 will be stored as body fat. Now, let's say you consume an extra 1,000 fat calories in the form of creams. It takes about 3% of the calories consumed to break down this dietary fat and store it as body fat. So, out of the 1,000 extra fat calories, 970 will be stored as body fat.

It is obviously better to be consuming a diet rich in carbohydrates because less of the excess will actually be stored as body fat. But you will store excess carbohydrates as body fat and you will gain weight, whether your diet is low in fat or not. If your diet contains more calories than you expend in a day, you will gain weight regardless of the source of the calories.

When reducing food intake and portion sizes, the reduction should occur in the following order:

1. Reduce fat intake
2. Reduce alcohol intake
3. Reduce sugar intake
4. Reduce starches (pasta, breads, rice)

It is also wise to pay close attention to serving sizes listed on labels. Sometimes what is listed as one serving size is unrealistically small. So you may trick yourself into believing that you are consuming an item that is low in caloric and fat content, when in fact, what you are actually consuming is four times the listed serving size.

Here are some realistic portion sizes:

- A serving of meat, fish or poultry should be about the size of the palm of your hand
- Your fruit and vegetable servings should be about the size of a tennis ball
- A serving size of cottage cheese, rice, pasta, cereal or other starch is the size of a tennis ball
- A slice of bread, one small roll, or a half bagel or bun counts as one serving
- A serving of sandwich cheese is one slice
- A serving size of fats, oils, nuts, seed is about the size of your thumb

Techniques for Reducing Portion Sizes:

- **Use a smaller plate.** Instead of using a traditional dinner plate, use an appetizer/salad size plate instead. This will force you to start with fewer calories right away. We've been taught as kids to eat what's on our plate. So a bigger plate automatically means more calories.
- **Divide your plate into 4 parts.** A quarter of the plate will be reserved for a starch (whole grain rice, pasta, bread/roll), a quarter of the plate will be reserved for protein and the last half of the plate should be reserved for fruits and/or vegetables.
- **20 minutes before you eat your meal, have a cup of soup, a handful of walnuts, a small salad, a cup of juice or 8-16 ounces of water.** This will help to suppress your appetite.
- To help control portions, keep a **food log** and submit it to a professional.
- To help **avoid mindless, late-night eating**, brush your teeth after dinner. Pop a breath mint or breath strip. Go for a walk. Read a book. Take a bath.
- Buy **single serving items** or place snacks in small plastic baggies to help control portions.
- **Avoid buying in bulk.** Studies show that when people buy in bulk, they also eat in bulk. Remember – if it's there, you'll eat it!
- **Eat slowly.** The brain needs 20 minutes to receive the signal that you're full.
 - After food is placed in front of you, wait 5 minutes before you eat
 - Place small mouthfuls of food on fork/spoon
 - Completely swallow food before you add more food to fork/spoon
 - Put down utensils in between bites
 - Use smaller utensils
 - Consciously take time to taste, chew and savor food
 - Stretch out meals, making them last 30 minutes. Take a five minute break about 10 minutes into your meal
 - Take sips of water or other non-caloric beverages between bites
 - Introduce a one or two minute delay between courses
- **When eating out:**
 - Order one meal and ask for two plates so you can split the meal.
 - Don't order super-size meals; opt for regular or kiddie portions instead
 - Share desserts

- o Order water immediately
- o Order butter and salad dressing on the side
- o Ask for your meat broiled and without any additional fat added
- o Ask for your chicken to be prepared without the skin
- o Order a salad instead of french fries
- o Ask for skim milk
- o Order a tomato instead of cream sauce for pasta dishes
- o Order plain bread instead of garlic bread
- o Take one piece of bread from the basket and then ask for the basket to be taken away. Or ask for a complimentary vegetable platter instead of bread basket.
- o Order tomato and broth soups instead of cream-based soups
- o Order fresh fruit desserts
- o Hold the sauce on burgers and instead use ketchup, mustard, relish, tomato and lettuce
- o Do not be afraid to ask for any type of substitution

The Hunger Scale – Learn to use this scale to rate your hunger and fullness

0 – Ravenous, Primal Hunger. I'm so hungry I could die!

1 – Extremely Hungry, dizzy, shaky, faint

2 – Very hungry, irritable, finding it hard to concentrate

3 – Stomach growling

4 – Hungry but not ravenous

5 - Totally comfortable

6 – Feeling like I ate too much

7 - Stomach is stretched/uncomfortable

8 – Very Full/Stuffed

9 – Very Full and Bloated/Overstuffed

10 – So Full it Hurts, Feels like I'm going to explode, Feel sick to my stomach

- LEVELS 0-2: Signifies ravenous hunger. This is when you are most likely to overeat.
- LEVELS 3-4: These are the best times to eat. Your body is saying that it needs food.
- LEVELS 5-10: Starting to eat at these levels indicates emotional, not physical hunger.
 - o Eating until you reach level 6 and higher may indicate that you've lost touch with your physical hunger.

Become aware of your impulses and urges:

- What traps you into overeating? Is it a certain time of day? Is it the people you hang with? Is it paired with some type of activity? Do you get the urge to eat in certain places? Do you turn to food when you're tired after work?
- Make a list of substitute activities. They must be activities that compete with the action of eating - ie. it's difficult to eat while doing the activity.
 - o Hobby, gardening, play a game with family/friends, learn a new sport, visit your neighbors/friends, write in a journal, give yourself a manicure, read a magazine/book, plan your next vacation, Relaxation/breathing exercises, walk/jog/swim/bike ride/go to gym/exercise video/dance to some upbeat music, shower, bath, get a massage, listen to music, prayer, meditation, housework, pay bills, balance your check book, complete a home improvement project, rearrange your furniture, wash your car, clean out closets/drawers, run errands, floss, take dog for a walk, video games
- Then when your impulse or urge surfaces, immediately start your substitute activity. The urge should pass.

If you recognize that you need to focus on controlling your portion sizes, you may initially feel a bit hungry for a few weeks. But that hunger-sensation won't last long. Your stomach is capable of shrinking and will learn to be satisfied with the smaller meals. Plus when you're eating the right type of foods, you'll have more energy and your appetite will effectively be suppressed making your plan much easier to adhere to.

Nutrition Habit #6

Commit to Shopping at least once per week and stocking up on healthy choices.

What happens if you get home and you are starved and there is nothing to eat? You are more likely to choose a less-healthy item or dial up a take-out restaurant and order something high in fat and calories. If you want to commit to a healthy diet, you have got to commit to setting up a framework for success. This includes planning a trip to the grocery shop weekly and then potentially one or two smaller trips during the week to top up on fresh fruits and veggies. You can not expect to adhere to a healthy diet without making this very important commitment to yourself.

- Shop from a grocery list prepared when you are not hungry or stressed out
- Determine exactly what you need for a particular period of time. This is where meal-planning for the week ahead really helps. For example, keep what you'll eat for breakfast, lunch and snacks pretty simple and consistent. Then decide what you'll eat for dinners each night. For example, Monday you'll make a home-made vegetarian pizza. Tuesday, you'll make salmon, vegetables and rice. Wednesday, you'll do a chicken, vegetable pasta marinara and salad. Thursday, you'll do a shrimp and vegetable stir-fry. Friday, you'll eat out. Saturday, you'll do chicken burgers, vegetables and salad. And Sunday, you'll make chicken, bean and vegetable burritos. Then buy what you need to make each meal throughout the week. Don't overbuy – Be careful of bulk buying.
- Never go grocery shopping when you're hungry.
- As soon as you get home, plan time to clean, cut and chop fresh produce to ensure it's ready to be eaten (unless you buy the pre-cut and washed). Cook-a-thons will also make sticking to your nutrition plan a lot easier. Opening the fridge to find a bowl of chili, home-made soup, pasta salad or chopped vegetables will make it more likely that you grab for these healthier items.

Great foods to put in your shopping cart:

Whole Grains:

- Oatmeal
- Cold cereal – Cheerios, Bran, Granola
- 100% whole grain bread or English muffins (or other bread products)
- 100% whole wheat pitas
- 100% whole wheat tortillas
- 100% whole wheat pizza shells
- Brown Rice
- 100% whole wheat pasta

Meats:

- Skinless, boneless chicken breast halves and/or frozen cut-up chicken for stir-fries
- Skinless salmon filets / 1 whole fish
- Skinless turkey breasts
- Sliced cooked salmon, turkey or chicken
- White porkchops
- Ground turkey or lean beef
- Frozen chicken or vegetable meat patties

Dairy:

- Skim milk or low-fat soy/rice/oatbran milk fortified with vitamin D and calcium
- Eggs
- 1 bag of part-skim shredded mozzarella cheese
- Container of feta-cheese
- Low-fat probiotic Yogurt cups

Frozen Foods:

- Bags of frozen veggies – green beans, peas, broccoli, corn, stir-fry
- Bags of frozen fruit – blueberries, raspberries, strawberries
- Frozen Meals – Lean Cuisine or Healthy Choice – When you're too tired to cook or in a hurry, these are life savers. They are low in salt, calories, fat and Trans-fats plus they're actually quite yummy!

Canned/Jarred Foods:

- Beans
- Soups – look for low sodium
- Tomato Sauce
- Kalamata Olives
- Sun-dried tomatos
- Soy-nut peanut butter or all-natural peanut butter (no trans fat, no added sugar)

Drinks:

- Bottled Water/Flavored Water
- 100% Orange with pulp/Cranberry/Grapefruit Juice (fortified with calcium, magnesium and Vit. D)
- V-8 (low sodium)
- Green Tea

Fresh Produce: Fruits/Vegetables

- You've got complete freedom in this area. Buy what you love. Here's some must haves...
- 3-5 bags of salad mix like Romaine, Spinach or Mixed Greens (make it easy to make salads everyday)
- Bag of cut-up stir-fry veggies
- Pre-cut and washed veggies – carrots, broccoli, sweet peas, cauliflower, celery, asparagus, mushrooms (make it easy to eat your veggies!)
- Peppers – red, yellow, orange, green
- Tomatos/Cucumbers/Onions
- Apples/Pears/Grapes/Bananas/Oranges/Grapefruit/Tangerines – plus whatever is in season

Spices/Extras:

- Olive oil
- Salt/Pepper/Garlic
- Soy sauce – low sodium
- Balsamic vinegar
- Salad dressing/Salad spritzers - vinaigrettes are a great choice
- Marinara sauce
- Cinnamon
- Other favorite spices
- Flaxseed
- Psyllium

Snack-Foods:

- Rice Cakes
- Popcorn
- Nuts – raw walnuts/almonds unsalted– don't buy too much. And once you get them home, put them in mini-ziplock snack bags separated 10 to a bag
- Dried fruits – apricots, cranberries, apples...
- If you have a real sweet tooth and are looking for healthier options to prevent the 500 plus calorie dessert binges, try the following:
 - Yogurt and granola
 - Weight-watcher deserts – they typically keep them at 100 calories per serving
 - Pudding cups – 60 calories per cup
 - Gum/Small bag of hard candies – when you feel a craving coming on, chew on some gum or pop a hard candy and suck on it for a while. It will often do the trick.
 - Frozen yogurt – but just buy the smaller cartons to prevent eating a whole gallon

Nutrition Habit #7

Eliminate any unhealthy temptations from your environment (work, home, car) and replace with healthy alternatives.

If you're like most people, if it's there staring you in the face, you'll eat it. Make it more difficult to access the foods that stumble you and sabotage your efforts. Eliminate the following from your environment:

- Cookies, chocolate bars, pastries, candy and any high-calorie, sweetened snack foods
- Salty foods such as potato chips, pretzels, taco chips, crackers, and other packaged munchies
- White bread, white rolls, white buns
- Ice cream and high-sugar frozen deserts
- Quick-fix prepared foods such as pizza, fried entrees and dinners, microwavable sandwiches
- High-fat spreads and dips
- Sugared soft drinks and beverages
- Alcoholic beverages
- Any food that can be classified as junk food or that you habitually binge on

Nutrition Habit #8

Avoid or Limit alcohol in your Diet

Although alcohol is low in fat content, it is very high in empty calories. In addition, alcohol activates the enzyme that uptakes fat from our bloodstream and stores it in our fat cells. Therefore any food you consume in combination with alcohol will more likely end up in our fat storage depot areas like our hips, thighs and abs. And finally, alcohol lowers our inhibitions making us more likely to make poorer food choices. So practice moderation in this area please.

Nutrition Habit #9

Take a multi-vitamin everyday

As insurance to a healthy diet, we are going to recommend you take one multi-vitamin every day. Choose one that is as close to 100 percent of the requirements of as many of the vitamins and minerals as possible.

You know what they say - you are what you eat and what you put into your body. If you are serious about your health and fitness, adhere to the suggestions in this chapter. Looking good, feeling great and living life to the fullest is definitely within your reach.

SECTION SIX

LIFESTYLE CHANGES

Our deepest fear is not that we are inadequate.

*Our deepest fear is
that we are powerful beyond measure.*

*It is our light not our darkness
that most frightens us.*

*We ask ourselves,
who am I to be brilliant,
gorgeous, talented and fabulous?
Actually, who are you not to be?
You are a child of God.*

*Your playing small doesn't serve the world.
There's nothing enlightening about shrinking
so that other people won't feel insecure around you.*

We were born to make manifest

Move that Body!

NEAT or Non-Exercise Activity Thermogenesis is the amount of calories we expend from activity that is not exercise related. Lack of time is the number one reason people say they can not participate in an exercise program. The good news is that just being active throughout the day means you do not have to spend hours at the gym! The problem is we have simply become too sedentary. The age of technology is making us fat. Escalators, elevators, remote controls, garage door openers, computers, home banking, the Internet.. The International Journal on Obesity estimates that we expend 500-800 calories less per day than we did a few decades ago. So all of the labor saving devices that are supposed to be making life easier are in fact making our health and our lives a lot worse.

Here are some ways to increase daily caloric expenditure without actually "exercising":

- Park one or two blocks away from wherever you're going and walk there
- Walk or cycle if your destination is less than 20 minutes away
- Always park in the farthest parking stall instead of hunting for the perfect spot right in front of the shop
- Take the stairs if you need to go fewer than 5 flights
- Take a 10 minute walk before work, at lunch or after dinner
- Schedule active outings with your family or friends (hikes, cycling, walks, swimming, kayaking, indoor rockclimbing)
- Do a few knee bends, heel raises or toe taps while making dinner
- Do a few light exercises during TV commercials
- At work, get up, move and stretch every 30 minutes. (Your back will thank you for it too.)
- Sign up for a course (gardening, ballroom dancing, pottery); it will keep you busy and get you out of the house

One study at the University of South Carolina found that we expend approximately 10 calories less per day as a result of just using remote controls. 10 calories less – it does not sound like a lot. But 10 calories here and 15 calories there – it all adds up. It is easy to see how people are putting weight on so easily and so quickly. In this day and age, it is a lot easier to eat 3,500 excess calories than it is to expend 3,500 calories.

If you are exercising three hours per week, what are you doing the other 165 hours? How you spend the time outside of your exercise sessions will make a huge difference to your efforts and ultimately your results. Being active throughout the day will not take up any more of your time but you will end up burning more calories and feeling a lot better!

The Importance of Sleep: More and more literature is touting the importance of sleep in terms of health and fat loss. We now understand that when the body doesn't get the 7-8 hours of sleep every night that it needs to rejuvenate/repair/heal, it finds ways to compensate for the lower levels of serotonin or dopamine caused by lack of sleep. It does this by increasing appetite and craving foods with sugar and fats that instantly give you the immediate release of serotonin and dopamine. It also causes you to store more fat as a defense mechanism to provide the energy to help manage the longer days. So get to bed early! Plus if you're in bed at a decent hour, you'll be less likely to be munching!

Manage your Stress: There has been quite a bit of research recently measuring stress hormones and how they affect our fat cells and fat metabolism. Dr. Pamela Peeke has been the leading researcher in this area and she has found that our body interprets any kind of stress in our lives as physical stress and immediately responds using the "Fight or Flight" response. Unfortunately, most of the stress in our lives is not physical stress but rather, work, kids, financial etc - more of the emotional or mental type of stress. But nonetheless, as our stress increases, the stress hormone, cortisol, is released into the blood stream.

Cortisol has two negative effects in terms of fat loss. One, it causes the body to crave more fat and sugar. And secondly, it causes the body to uptake more fat into the fat cells in order to store energy. Both act a defense mechanism to provide the body with energy to fight off the stress - unfortunately, since we're not really undergoing physical stress instead, we just get fatter. Plus high levels of stress have been associated with increased risk for cardiovascular disease. The message is clear. If you want to obtain optimal health, you need to manage your stress. Take baths, get massages, write in a journal, read, pray, practice deep breathing, participate in Tai Chi, Yoga or meditation classes. Do whatever it takes to either interpret your stress differently or take care of yourself so that stress doesn't tear you down.

Think Positive and Get Healthy & Lose Fat: Thinking positive provides numerous health benefits, but did you know it will also help you lose body fat? Fat loss is a complex psychological phenomenon and can often result in a vicious cycle of weight loss and weight gain.

For example, if we make a conscious decision to drastically reduce our caloric intake, we will instantly experience deprivation. This will often result in feelings of anger as we question why others can eat Haagen-Daaz and chocolate and not struggle with their weight. Our will-power slowly dwindles and inevitably we give in to one of our temptations. We feel like a failure and decide, since we have screwed up, we might as well "go for the gusto" and binge out on all our favorites. Afterwards, we feel out of control and guilty for our actions. We feel hopeless and desperate and turn to food to comfort us. This just fuels our insecurities and low self-esteem as we start to believe we are fat, ugly and a loser. We decide the only way to feel better is to lose the weight and the cycle starts again!

Part of initiating a fitness program is understanding the psychology of our behaviors and actions. There are lots of things we can do to gain control of our actions.

One aspect of gaining control is understanding the role of negative and irrational thinking. We are often our own worst critics and can be very hard on ourselves. Here are some things you might have said to yourself which might have sabotaged your efforts:

- I missed my workout. The whole day is ruined. Why can't I ever stick to anything?
- If I do not starve myself I will get fat!
- Since I pigged out at lunch, the whole day is ruined. I might as well stuff myself today and start all over again tomorrow!
- Things always go wrong! I am such a failure!
- It is not the diet program that is wrong, it is me!
- I might have lost 10 pounds but I can not go to the beach until I am a perfect size six!
- Once I get a six-pack then all the girls will be in love with me.
- I will be happy once I lose the weight!
- My thighs are the fattest I have ever seen!
- If I get skinny then my boyfriend will pay more attention to me.
- Why do I have such little will-power?
- Why couldn't I just have been born with a perfect body?
- I have got to lose 20 pounds within a month to get ready for my vacation or my holidays will be ruined!
- I must never eat anything fattening!
- These things always happen to me!
- I will always be like this!
- I can't seem to do anything right!

Many wise sayings express the effects our thinking has on our behaviors.

"Energy follows thought. You actually become what you think." Lynne Namka

"Change your thoughts and you change your world" Norman V. Peale

"Negative thinking will always lead to failure; but positive faith – positive thinking – will lead you towards happy, healthy and abundant living." Albert E. Cliffe

"If you realized how powerful your thoughts are, you would never think a negative thought. They can have a powerful influence for good when they're on the positive side, and they can and do make you physically ill when they're on the negative side." Peace Pilgrim

We can not take our thoughts lightly because they can directly affect our biology, our feelings, actions and our progress. There are things that we can do immediately to overcome or control negative or irrational thinking. Here are some tips.

Methods for overcoming negative or irrational thinking:

1. Listen to your thoughts at the times when you feel worst.
2. Listen for irrational/negative thinking.
3. Dispute these thoughts by asking "Why is this so?" "Where is this negativity coming from?" and "Could there be another possible explanation or interpretation?" For example, replace negative thoughts with empowering ones such as this:
 - *I've reached an expected plateau. That's a good sign. My body is adjusting to the positive changes I've made. I'll make some changes to my program to stimulate further progress*
 - *As long as I continue working on my weight, I'll achieve the goals I have set for myself. I'll take consistent action steps every day.*
 - *No matter what happens, I'll stay the course. If I do what is required, I will succeed.*
 - *Quitting will get me nowhere. I'll analyze my schedule and make exercise a protected priority.*
 - *I feel great. I know I'm not at my goal yet but I've lost 20 pounds and increased my fitness level.*
 - *I'll stick to my program, a day at a time. Whatever I lose will be a positive.*
 - *I am learning to love my God-given body, and I love how I feel and look.*
 - *The fitter I get, the more fun I have, and the more activities I can participate in. Life is more fun than ever.*
 - Call yourself a runner, a dancer, a body builder, a health enthusiast....something with a winning identity. Never think or call yourself a loser or failure.
4. Imagine repeating what you have said to a close friend or child. We could never imagine talking to others as we often talk to ourselves. The next time you catch yourself thinking irrationally or negatively, ask yourself if you would ever speak this way to another human being. You deserve the same type of respect you would give anybody else! Remind yourself that if you continually practice negative self-talk, eventually, you may actually start to believe your own words. Your self-esteem can end up taking a real beating.
5. Displace continuing irrational beliefs by techniques of
 - Thought stopping. When worrying, instantly think of a stop sign and then focus on pleasant thoughts.
 - Stress management. When worrying, participate in your favorite relaxation techniques like massage, reading, baths, journal writing, etc.
 - Thought reversal. Have positive messages or quotes posted around your work or home environment to help you put things into perspective.

6. Learn to live in the moment and to experience true joy in your life. Stop worrying about the past or the future. Most people have a very difficult time living in the now. Try this easy drill. Shut your eyes. Listen and try to identify all the sounds around you. Smell for different scents. Open your eyes and really look around you. Observe all the different colors and objects. The next time you eat, try to eat slowly and taste every single bite. Quick drills like this will help you to develop your skills of living in the moment.
7. Each night before you fall asleep, make a mental note of what was the best part of your day or of something that you experienced that you really appreciated or enjoyed. By doing this, you will learn to look for the good things in life.
8. Live today! Self-hatred takes a lot of time and energy. Obsessing about your body weight, nutrition plan and exercise program leaves you tired and depressed. Deciding to not enjoy the here-and-now because you have decided to wait until you lose the weight will leave you feeling deprived and will often lead to more negative feelings and behaviors. Remember that thin thighs, a small butt and a 6-pack set of abdominals is not the ticket to a meaningful existence. Fill your life with interesting experiences and people and you will enjoy a much higher quality of life.

Breaking Old Habits:

As humans, we are creatures of habit, and often do things not because we need to but rather because it is just the way we have always done them.

Some common examples are:

- Salting your food
- Eating during commercials
- Always purchasing food at the movies
- Eating while studying
- Always over-eating at parties
- Snacking while making dinner
- Eating poorly when you are with friends
- Always eating the same amount of food regardless of your hunger level
- Stopping for an ice-cream or treat on your way home from a weekend destination regardless of your hunger level

The movies just would not be the same without popcorn! This is a habit and often, people will find themselves ordering popcorn even though they have just had dinner and are feeling quite full. Another example would be the mid-way rest-stop when coming home from the cottage or a weekend ski-trip. People will get into the habit of stopping for a Dairy Queen Blizzard or one of their other favorite treats regardless of their hunger level. Students will often get into the habit of eating while studying for exams.

The first step to getting control of these nutritional habits is to become aware of your patterns. A daily exercise and nutrition logbook will allow you to track your behaviors and will make patterns and habits very obvious. Once you discover what actually stimulates your less-than-healthy behavior, you have the choice of either changing the stimulus or situation or changing your response to the stimulus or situation.

Here are the action steps you can take to overcoming habitual patterns.

Step one: Recognize what stimulates the unhealthy action. Become aware of the habit. Monitor what you eat, when you eat, who you are with and how you felt.

Step two: Change the stimulus

Step three: Change the response

For example:

Unhealthy behavior	Change stimulus	Change response
Whenever I am depressed I eat junk food	Try not to get overly depressed, instead examine whether there could be any positive outcomes from the depressing situation. Try to develop the skills to become optimistic	When you get depressed, watch a funny movie or call a best friend or go for a long walk
Whenever I go out with Patti, we always drink too much and eat terribly	When you go out with Patti, bring along another friend who may be a better influence	You and Patti make a healthy dinner at home and then go out dancing both agreeing that you will drink 2 glasses of water for every beer or alcoholic drink
Every Friday night, friends come over to watch a rental movie and I always eat 8 slices of pizza	Instead of watching a movie, schedule a hike or a walk with your friends	Order Japanese food instead of pizza
Every time I eat ice cream, I always order a double scoop	Instead of ordering ice cream, order a fruit salad	Order 1 scoop of ice cream instead of 2
I always eat 2 sandwiches at lunch	Bring a bowl of chili to lunch	Eat 1 sandwich and a small salad
I always go to the cafeteria and buy 2 chocolate chip cookies for my mid-afternoon break	Take a short walk on your break instead	Bring a few fig newtons to work for your break

Learning to Love your Body

Often people have very unrealistic expectations of the type of body they would like to achieve. They often refer to popular magazines for an image of their ideal body. But they are ignorant of the fact that many of the models are 23 percent underweight and have been made-up for hours. Camera tricks are used and once the photos have been developed, the pictures are cropped, airbrushed and manipulated by computer to produce an unrealistic, unhealthy, and so-called "perfect" image. So be realistic with yourself!

"Even I don't wake up looking like Cindy Crawford." Cindy Crawford

It is important for you to examine your genetics and to understand that fat loss is partially dependent on your genetic breakdown. Approximately 40-50 percent of "fatness" is genetically determined. You cannot change this! But you do have a choice. For example, if you are a pear shaped individual and everyone in your family is pear shaped, you can either choose to be an in-shape, lean, muscular pear shape or an out-of-shape, fatter pear shape, but you are always going to be a pear shape! So examine your parents and your family to determine the types of expectations you can place upon yourself. But don't get discouraged just because your entire family struggles with weight. You still have 50% of the equation that you can control. And just because your family is overweight doesn't mean you are destined to struggle with your weight for your entire life. It does probably mean though that you will have to work a bit harder and be a bit smarter than someone who was born to lean parents.

SECTION SEVEN

ACTIVITY & NUTRITION LOGS

*“Live your life each day
as you would climb a mountain.
An occasional glance toward the summit
keeps the goal in mind,
but many beautiful scenes
are to be observed
from each new vantage point”*

Keeping a Food and Activity Log

Studies have shown that just the act of writing your exercise and food intake down significantly improves your habits. Also, a journal will point out bad habits or patterns that you have developed. Just noticing these slips is the first step to improving your lifestyle. Most of our clients have had a lot of success with recording their diet and activity on a daily basis and turning in their forms to their trainer to review.

We have supplied you with one week's worth of logs with a summary page at the end. To continue logging, please visit our website at www.nwwomensfitness.com. Click on Services, click on Personal Training, click on Forms & Questionnaires the click on Activity and Nutrition Log. At the start of each week, print 7 copies of this form and the Weekly Synopsis, complete it each day and turn it into your trainer at the end of each week.

You can also utilize online Exercise and Nutrition Logs such as www.livestrong.com/myplate, www.sparkpeople.com or www.fitday.com.

Some important points to record:

Time of eating: Record precisely when you eat or drink anything. You may notice you either consistently eat too late, most of your calories are consumed too late in the day, you're eating too few meals or that you're leaving too much time between eating.

What you're eating and drinking: This data is very important and you are going to want to be exact and precise. It helps if you carry your log book with you so you can record your meal right after you eat. You should record every single thing you put in your mouth and exactly how much of it. Portion size is critical to help you determine where you can cut back if you need to reduce your caloric intake. Be sure to include water intake. It is helpful to do a summary at the bottom of each page that adds up exactly how many fruits, vegetables, grain servings, dairy products and glasses of water you consumed. That will help you determine on a daily basis if you're meeting all your requirements.

Where you're eating and who you're eating with: You may notice that when you sit in front of the TV you always eat or eat too much. You may discover that on the weekends when you go out with friends you always overeat. You could possibly be a social eater.

How you are feeling during each meal: Are you bored, lonely, depressed, excited, happy, stressed out? You may determine that you are an emotional eater and will need to come up with a list of alternative activities to do when you're experiencing these feelings.

How you are feeling after each meal: Did you overeat or eat just until you were comfortably satisfied?

Activity Log: Record your daily exercise. You may notice that on the days you exercise you eat really well and the days you don't, your nutrition is very poor.

Goal setting: We like to encourage setting and reassessing goals on a daily basis. Everyday decide what your goal for the day will be - drink 8 glasses of water, eat 5 vegetable servings, consume 5 small meals...Pick an area that you need to focus on and then stick to it for the entire day. At the end of the day reassess your goal. Did you achieve it? Yes - Congratulations! No - Why not? What can you do tomorrow to ensure you are successful?

Daily gratification: Include a section to record at least one thing that happened or something you saw on that day that you're grateful for.

Weekly Summary: At the end of the week, calculate how you did in all the important areas.

Daily Activity and Nutrition Log

Name: _____ Date: _____

Exercise:

CARDIO-VASCULAR	MUSCLE-CONDITIONING	FLEXIBILITY
Time:	Time:	
Intensity:	Intensity:	
Type:		

Nutrition:

Breakfast	Mid-morning snack	Lunch	Mid-afternoon snack	Dinner
Time:	Time:	Time:	Time:	Time:
What:	What:	What:	What:	What:
Location/ Environment:	Location/ Environment:	Location/ Environment:	Location/ Environment:	Location/ Environment:
Feelings:	Feelings:	Feelings:	Feelings:	Feelings:
Estimated calories:	Estimated calories:	Estimated calories:	Estimated calories:	Estimated calories:

Estimated Total Daily Calories: _____

- Did you drink 10 glasses of water today? YES NO How many? _____
- Did you eat 5 vegetable servings today? YES NO How many? _____
- Did you eat 3 fruit servings today? YES NO How many? _____
- Did you eat 5 small meals/snacks today? YES NO How many? _____
- Did you drink any alcohol today? YES NO How much? _____
- Did you stop eating 2-3 hours before bed? YES NO When? _____

Comment on today's mood/energy/psychological state: _____

Today I am grateful for: _____

My major accomplishment(s) today were: _____

Were today's goals achieved? YES NO

Daily Activity and Nutrition Log

Name: _____ Date: _____

Exercise:

CARDIO-VASCULAR	MUSCLE-CONDITIONING	FLEXIBILITY
Time:	Time:	
Intensity:	Intensity:	
Type:		

Nutrition:

Breakfast	Mid-morning snack	Lunch	Mid-afternoon snack	Dinner
Time:	Time:	Time:	Time:	Time:
What:	What:	What:	What:	What:
Location/ Environment:	Location/ Environment:	Location/ Environment:	Location/ Environment:	Location/ Environment:
Feelings:	Feelings:	Feelings:	Feelings:	Feelings:
Estimated calories:	Estimated calories:	Estimated calories:	Estimated calories:	Estimated calories:

Estimated Total Daily Calories: _____

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- Did you eat 5 vegetable servings today? YES NO How many? _____
- Did you eat 3 fruit servings today? YES NO How many? _____
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- Did you drink any alcohol today? YES NO How much? _____
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My major accomplishment(s) today were: _____

Were today's goals achieved? YES NO

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Name: _____ Date: _____

Exercise:

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Time:	Time:	
Intensity:	Intensity:	
Type:		

Nutrition:

Breakfast	Mid-morning snack	Lunch	Mid-afternoon snack	Dinner
Time:	Time:	Time:	Time:	Time:
What:	What:	What:	What:	What:
Location/ Environment:	Location/ Environment:	Location/ Environment:	Location/ Environment:	Location/ Environment:
Feelings:	Feelings:	Feelings:	Feelings:	Feelings:
Estimated calories:	Estimated calories:	Estimated calories:	Estimated calories:	Estimated calories:

Estimated Total Daily Calories: _____

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Name: _____ Date: _____

Exercise:

CARDIO-VASCULAR	MUSCLE-CONDITIONING	FLEXIBILITY
Time:	Time:	
Intensity:	Intensity:	
Type:		

Nutrition:

Breakfast	Mid-morning snack	Lunch	Mid-afternoon snack	Dinner
Time:	Time:	Time:	Time:	Time:
What:	What:	What:	What:	What:
Location/ Environment:	Location/ Environment:	Location/ Environment:	Location/ Environment:	Location/ Environment:
Feelings:	Feelings:	Feelings:	Feelings:	Feelings:
Estimated calories:	Estimated calories:	Estimated calories:	Estimated calories:	Estimated calories:

Estimated Total Daily Calories: _____

- | | | | |
|---|-----|----|-----------------|
| Did you drink 10 glasses of water today? | YES | NO | How many? _____ |
| Did you eat 5 vegetable servings today? | YES | NO | How many? _____ |
| Did you eat 3 fruit servings today? | YES | NO | How many? _____ |
| Did you eat 5 small meals/snacks today? | YES | NO | How many? _____ |
| Did you drink any alcohol today? | YES | NO | How much? _____ |
| Did you stop eating 2-3 hours before bed? | YES | NO | When? _____ |

Comment on today's mood/energy/psychological state: _____

Today I am grateful for: _____

My major accomplishment(s) today were: _____

Were today's goals achieved? YES NO

Daily Activity and Nutrition Log

Name: _____ Date: _____

Exercise:

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Time:	Time:	
Intensity:	Intensity:	
Type:		

Nutrition:

Breakfast	Mid-morning snack	Lunch	Mid-afternoon snack	Dinner
Time:	Time:	Time:	Time:	Time:
What:	What:	What:	What:	What:
Location/ Environment:	Location/ Environment:	Location/ Environment:	Location/ Environment:	Location/ Environment:
Feelings:	Feelings:	Feelings:	Feelings:	Feelings:
Estimated calories:	Estimated calories:	Estimated calories:	Estimated calories:	Estimated calories:

Estimated Total Daily Calories: _____

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Did you eat 5 vegetable servings today? YES NO How many? _____

Did you eat 3 fruit servings today? YES NO How many? _____

Did you eat 5 small meals/snacks today? YES NO How many? _____

Did you drink any alcohol today? YES NO How much? _____

Did you stop eating 2-3 hours before bed? YES NO When? _____

Comment on today's mood/energy/psychological state: _____

Today I am grateful for: _____

My major accomplishment(s) today were: _____

Were today's goals achieved? YES NO

Daily Activity and Nutrition Log

Name: _____ Date: _____

Exercise:

CARDIO-VASCULAR	MUSCLE-CONDITIONING	FLEXIBILITY
Time:	Time:	
Intensity:	Intensity:	
Type:		

Nutrition:

Breakfast	Mid-morning snack	Lunch	Mid-afternoon snack	Dinner
Time:	Time:	Time:	Time:	Time:
What:	What:	What:	What:	What:
Location/ Environment:	Location/ Environment:	Location/ Environment:	Location/ Environment:	Location/ Environment:
Feelings:	Feelings:	Feelings:	Feelings:	Feelings:
Estimated calories:	Estimated calories:	Estimated calories:	Estimated calories:	Estimated calories:

Estimated Total Daily Calories: _____

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- Did you stop eating 2-3 hours before bed? YES NO When? _____

Comment on today's mood/energy/psychological state: _____

Today I am grateful for: _____

My major accomplishment(s) today were: _____

Were today's goals achieved? YES NO

Daily Activity and Nutrition Log

Name: _____ Date: _____

Exercise:

CARDIO-VASCULAR	MUSCLE-CONDITIONING	FLEXIBILITY
Time:	Time:	
Intensity:	Intensity:	
Type:		

Nutrition:

Breakfast	Mid-morning snack	Lunch	Mid-afternoon snack	Dinner
Time:	Time:	Time:	Time:	Time:
What:	What:	What:	What:	What:
Location/ Environment:	Location/ Environment:	Location/ Environment:	Location/ Environment:	Location/ Environment:
Feelings:	Feelings:	Feelings:	Feelings:	Feelings:
Estimated calories:	Estimated calories:	Estimated calories:	Estimated calories:	Estimated calories:

Estimated Total Daily Calories: _____

- | | | | |
|---|-----|----|-----------------|
| Did you drink 10 glasses of water today? | YES | NO | How many? _____ |
| Did you eat 5 vegetable servings today? | YES | NO | How many? _____ |
| Did you eat 3 fruit servings today? | YES | NO | How many? _____ |
| Did you eat 5 small meals/snacks today? | YES | NO | How many? _____ |
| Did you drink any alcohol today? | YES | NO | How much? _____ |
| Did you stop eating 2-3 hours before bed? | YES | NO | When? _____ |

Comment on today's mood/energy/psychological state: _____

Today I am grateful for: _____

My major accomplishment(s) today were: _____

Were today's goals achieved? YES NO

Weekly Synopsis

	Actual	Goal
Total cardio-vascular time (minutes)	_____	>100
Total number of cardio sessions	_____	5-7
Total number of muscle-conditioning workouts	_____	2
Average number of glasses of water/day	_____	10
Average number of vegetables/day	_____	5
Average number of fruits/day	_____	3
Number of days five small meals/snacks consumed	_____	7
Number of days alcohol was consumed	_____	0-1
Number of days stopped eating 3 hours before bed	_____	7
Major accomplishment(s) this week:		

Next week's goal(s):

SECTION EIGHT

NW WOMEN'S FITNESS CLUB FITNESS UNIVERSITY CLIENT QUIZ

*"What you get
by achieving your goals
is not as important
as what you become
by achieving your goals."*

Zig Ziglar

3. Why is missing a workout so much more than missing a workout?

Answers to the following questions, will be found in Section 3 of this manual:

4. List the benefits of cardiovascular exercise:

5. What is aerobic exercise?

6. What is anaerobic exercise?

7. What is anaerobic threshold?

8. When should you begin incorporating anaerobic, high-intensity intervals?

9. What is variable impact?

10. What did the Surgeon General's Report released in 1996 suggest?

11. What is the ACSM's guideline for cardiovascular activity to improve fitness?

12. What is the ACSM's guidelines for cardiovascular activity to maximize fat loss?

13. In order for a cardio workout to count as a good fat burning workout, how many calories should it expend? _____ calories

14. If you want to maximize caloric expenditure, you need to maximize the amount of _____ you are consuming. We utilize more oxygen when we involve more _____ mass.

15. Explain why at least one of your primary cardio activities should be a standing activity and/or utilize upper and lower body.

16. Explain why swimming isn't as efficient as running in terms of calories expended and fat loss.

17. Explain why a warm-up and cool-down is so important.

18. Explain why low intensity exercise is not the best way to burn fat.

24. List your Heart Rate Training zone for:

Zone 1: _____ bpm

Zone 2: _____ bpm

Zone 3: _____ bpm

Zone 4: _____ bpm

Zone 5: _____ bpm

25. Explain how you should feel at each level on the RPE Scale:

0 _____

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

7 _____

8 _____

9 _____

10 _____

Answers to the following questions, will be found in Section 4 of this manual:

26. What are the benefits of resistance training?

27. What is Basal Metabolic Rate?

28. How many calories does the average person expend at rest? _____calories/minute

29. Which organ makes up the majority of our basal metabolic rate? _____

30. How does having more muscle raise our metabolism?

31. What is a repetition?

32. What is a set?

33. What does the ACSM recommend to improve overall muscle conditioning?

34. Why does the ACSM recommend the 8-12 repetition zone?

35. What are some of the benefits of one-set training?

36. What is more important - quality or quantity of repetitions? _____

37. What is the proper breathing rhythm during resistance training? _____

38. When lifting a heavy resistance, what should the speed of repetitions be?

39. What should you focus on contracting during every exercise? _____

40. Explain momentary muscle fatigue.

41. What is failure and why should you avoid it?

42. Why should you not train the same muscle group intensely two days in a row?

43. Explain the 3 stages of progression that we take clients through at NWWFC.

44. What is a compound movement? Provide examples of compound exercises for the lower body and upper body. Why are compound exercises important?

45. What is a combination/integrated movement? Provide a few examples. Why are these types of exercises important?

46. Why is it important to change your program regularly?

47. List 5 different ways you could progress your resistance training program.

48. Explain why women don't have to worry about developing big, bulky muscles when following the resistance training guidelines in this manual.

Answers to the following questions, will be found in Section 5 of this manual:

49. Please write the weight loss equation: _____

50. Please write the weight gain equation: _____

51. Please write the weight maintenance equation: _____

52. What controls calories in? Explain how all calories are not equal.

53. What controls calories out?

54. How can you raise your metabolism?

55. How can you lower your metabolism?

56. What's easier for you to control - calories in or calories out? _____

57. Explain why diets don't work.

58. What are carbohydrates and what are they used for?

59. How much of our diet should be comprised of CHOs?

60. Which CHOs do you want to limit or avoid?

61. Why do you want to limit your intake of some no-fat and low-fat products?

62. List some good sources of protein.

63. What is protein used for?

64. What is fat used for?

65. Why is it easier for fat in our diets to be converted to fat on our bodies compared to carbohydrates?

66. What percentage of protein should make up your diet? How many grams of protein per day do you need?

67. What percentage of fat should make up your diet? _____

68. What is fat used for and why is it important?

69. Which sources of fat should we limit or avoid?

70. Which type of fat is considered healthier? _____

71. List some sources of mono-unsaturated fats.

72. How can you minimize the initial side-effects of changing to a high fiber diet?

73. How much fiber do you need in your diet and how can you obtain in?

74. What is a healthy amount of nuts? _____

75. What is the benefit of including a free day into your week?

76. Why is drinking water so important?

77. What will you do to ensure you drink enough water?

78. Why is it important to eat something every 3 to 4 hours?

83. At which the level on the Hunger Scale is it best to eat? _____

84. At which the level on the Hunger Scale is it best to stop eating? _____

85. List some substitute activities that you will try when you're driven to eat but are not really hungry.

86. What are some of the issues with alcohol in terms of sabotaging fat loss efforts?

87. Which day will you commit to grocery shopping and prepping for the week? _____

88. Which food items will you eliminate from your environment because they tend to stumble you?

Answers to the following questions, will be found in Section 6 of this manual:

89. What is NEAT?

90. What are some ways to increase daily caloric expenditure without actually exercising that you will commit to?

91. Explain how a lack of sleep makes you fat.

92. Explain how stress makes you fat.

93. What are some irrational or negative thoughts that you consistently have that may sabotage your efforts?

94. Replace these thoughts with empowering ones.

95. What are some other techniques that you will use to help you stay positive and better manage any negative thoughts or beliefs?

96. List some unhealthy habits that you have that sabotage your efforts.

97. For each unhealthy habit listed above, decide how you could change the stimulus and/or response.

98. Why do people have unrealistic expectations of the 'perfect' body?

99. How much of fat loss is genetically determined? How can you ensure you don't get discouraged by your genetics?

100. *BONUS*: Which fitness company is focused on providing you with the education, guidance, support and accountability to ensure you look and feel your best and live life to the fullest?

Note: If you get this one wrong, the punishment is 100 push-ups! 😊

**Looking Good,
Feeling Great &
Living Life to the Fullest!**