



Maxwell's Fitness Programs *Newsletter*

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WE'RE ON THE WEB!

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ARE YOU *REALLY* READY TO CHANGE?

There is a truism in life that applies to health and fitness, and that is that we get out of something exactly what we put into it. I'm sorry, fitness fans. I wish I could give you other news. I wish I could tell you that if you put in 10%, you'll get out 90% in return. Wouldn't that be nice? Wouldn't we all love our banks to do the same thing? Well, life doesn't work that way, and neither does your health and fitness. In a way, I'm very glad for that. Personally, I love the challenge of seeing what I have to do to achieve something and put my all in to doing it. After I've reached such a goal, I feel very good about myself. I really can't feel too rewarded when I've put very little into something and have marginal success. I've run hundreds of races through the years, and in many of them, my effort was not 100%. For whatever reason, I did not feel like putting out what it took to be my best that day. And I rarely, if ever, feel good about my outcome. I've won awards at races like this, placing or even winning an age group, but to me it was not a win. On the other hand, I've had races where I put it all out that day, all that I had, and I didn't do as well in the standings. I really could care less. I knew what I did and I walked away feeling very good about myself. Using more racing examples, I don't remember how I placed at certain races through the years. I remember my PRs (Personal Records). My best times. My best efforts. I remember a triathlon in Jeckyl Island, Georgia. I badly wanted to beat the current champion of the division. I noticed I had a very slight lead on him at the turn-around on the run portion. I had a choice to make at that point. I could cash it in and give it a "good" effort and walk away thinking that I gave him a fight. (NOT). Or I could step it up and run the last 1.5 miles as fast as I could. I chose the latter. And I held him off. I still look back on that day with pride. How about you? Are you ready to give it your all? I've been a personal trainer for 20 years now. What a rewarding job. I can usually tell if somebody is going to reach their goals by the early conversations we have. If they want to put in a little (minimize their effort), and even justify it (I can tell this by things they say), then I'll tell them they're going to struggle unless they are willing to put in 100%. I've had people that were flat out just ready to change. They've had enough of whatever was going on to drive them to Maxwell's. Maybe they were tired of not having an ideal body composition. Maybe they were tired of hurting all the time. Maybe they were tired of feeling weak and unfit. And I've had these folks just tell me "whatever I've got to do". You know what? Those folks have had a 100% success rate. We've reached the goals that they set. It's that simple. We get an even return.

Gordon



Joanna & Kelly



Gina



Meaghan



CANCELLATION POLICY

This is just a reminder that we do have a cancellation policy and appointment time policy. Our cancellation policy states that you must call to cancel within 12 hours of your appointment time or you will be charged (In other words, it counts as one of your 10 workout sessions if we're not given at least 12 hours notice). It also states in our policies that ideally we want you to reschedule the appointment rather than just miss it. We will work hard to find another time when you call with enough notice to do so. We want you to **STAY CONSISTENT** so you can reach your goals. I put a cancellation policy together about a year into my practice. It's not about making money off of people missing their appointment times at all. It's about keeping each of you accountable and consistent. Through experience I know a lot of people hire a trainer so they can be held accountable. They know they have an appointment and the trainer is waiting for them, so that helps them get to the gym. Well, if we didn't have a policy, can you see how that could quickly just go away as a benefit? "I don't feel like going, so I'll just call". Trust me, we've seen the policy keep people from falling into their natural bad habits. So please adhere to this policy. Naturally things come up. But let's try to be proactive and foresee any issue so we can reschedule if you think you might need to (late flight, appointment, etc). Regarding appointment times, please be on time. As you know, we're quite busy and do schedule back to back appointments. We do not want you to affect another client's workout by being either too early or too late. We plan your workouts before you get there. We know how long it will take. So please be on time so we can make sure you get your full workout in.

STRENGTH AND POWER

We know what the components of physical fitness are: Muscular fitness, cardiorespiratory fitness, flexibility, and body composition. Muscular fitness can be broken down into strength, endurance, and power. What about power? Power, like flexibility, is among the first of the fitness variables lost as we get older. Naturally, like flexibility, it doesn't have to be. Power is load times distance divided by time. In other words, it's moving weight (or our bodies) fast. It's the ol' "spring in our step". Feeling and being powerful is so good for us. We want to be able to do things and not get hurt. Watch a child spring up from a chair. What does that look like? Watch a deconditioned person get up from a chair. What's the difference? Speed. Naturally, there is a rate of decline that is normal. I'm powerful for age 45, but I can't jump up and grab a basketball rim anymore! I wish I could. But I'm going to keep working at keeping my power. I want to be able to do the things I could do in my youth. Don't you? We can develop this by doing certain exercises at the gym at certain speeds. Myself, Kelly, and Donna will be showing you how. Being and staying powerful throughout your lifetime is, well, very empowering!