



Newsletter

VOLUME 1 ISSUE 3

HAPPY
NEW YEAR

Welcome to bfit4life monthly newsletter

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Hi All,

As a professional personal trainer I always strive to continually improve. This month I am off to study with Olympic medal coaches Pierre Roy and Charles Poliquin in Montreal. I look forward to sharing this information with you in future issues. Read in this month's issue how to achieve your goals, choose a personal trainer that's right for you and gain the success that one my clients did of looking fabulous at 40,

*"Never become so much of an expert that you stop gaining expertise. View life as a continuous learning experience."
Denis Waitley*

Success Story

Jan Kelly

I had just turned 40 and, like most women of that age, I began to re-evaluate my life. There was something about hitting 40 that instilled me with fear and insecurity. I didn't like the thought that I was getting older but what was worse was that I was getting fatter with each passing year. In my 20's I kept reasonably fit by playing hockey but in my 30's I more or less stopped exercising when I had three children and a full time career. When I hit 40 I took a good look at myself and did not like what I saw. I was fat, unfit, lethargic and struggling to keep up with my three energetic children not to mention my job. It was at this point that I decided that things were going to change so I took myself off to the gym to finally use that membership that I had been paying for all these years.

With great enthusiasm, I hit the treadmill and began to build up my mileage. I did manage to improve my fitness levels which I suppose isn't difficult when you are starting at zero and I did manage to lose a few pounds but after a few weeks the weight loss almost came to a standstill and with it my enthusiasm. I knew I needed help or else I would give up. I had seen advertisements for personal training in the gym so, eventually, I plucked up the courage to sign myself up. I rang Damien and was quite surprised that he said he would be available to interview ME the next day. I joke not. Damien interviews his clients to see how serious they are about achieving their goals. He knows the effort that is required to achieve these goals and he goes out of his way to help his clients succeed but he leaves them under no illusion that he expects 100% commitment from them in return. I must have convinced him that I was determined to succeed because he agreed to take me on. Here I was, thinking that I could pick my personal trainer. It never occurred to me that the personal trainer might refuse to take me on.



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Damien assessed me so that I knew my starting point. The results were very depressing. He told me I was fat (hey, I knew that but I didn't like hearing it). Damien doesn't mince his words. He calls it as he sees it. I weighed in at 72kg and 26% body-fat. He told me that I needed to reduce my body-fat % to at least 16% which meant losing the fat and replacing it with muscle. He assured me that he would be able to help me reduce my body-fat and change my shape. Little did I know then that not only would he change my shape but that he would radically change my lifestyle.

The first thing he did was to get me off the treadmill and into the weights room. This was not an easy task as I was a firm believer that the only way to lose weight was by running and spinning but Damien had other ideas. He explained that continual aerobic exercise was counterproductive and while in the short term I had experienced some gains that the only result I would achieve if I continued was to burn muscle and not fat. Damien also explained the advantage that interval & weight training had over aerobic training, after these forms of training your metabolism is boosted long after you stop performing the exercise unlike aerobic training where once you stop you are back to where you started immediately. However it took a while for me to become a believer and we had a few battles on this issue. On occasions when I did decide to go for a run Damien would miraculously appear at the other end of the gym and let out a roar to get off the treadmill (Damien's command was probably a little more colourful but it is not fit to print). Not that the treadmill was altogether taboo, in fact Damien encouraged me to perform sprint intervals to help burn the fat faster rather than the long jog I was used to. If I sneaked into the spinning studio I would get a text letting me know that I had been spotted (he seems to have spies everywhere). According to Damien if you want fat legs and big ass go spinning, eventually he let it be known that if I was not willing to follow his instructions he had no interest in having me as a client. So I decided it was time to give it a go "Damien style".



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Damien set about teaching me to lift weights. I had never lifted weights before and at first I found the weights room a little bit intimidating. For one thing, when I started with Damien few women dared climb the stairs to enter the male dominated free weights area. Thanks to Damien this has all changed now and on any given day you will see many of Damien's female clients lifting weights and in some cases lifting heavier weights than the men. Once I became familiar with the weights area I found that I really enjoyed lifting weights. I now marvel that I can lift over 100kgs on a deadlift and do more chinups than a lot of the lads up there. Damien provided me with many varied and challenging programs so that I never got bored with my training. With each new program he would push me to the limit of my capabilities. He demanded 100% effort and refused to listen to me if I said "I can't". In most cases he was right, even though I thought I couldn't go on Damien managed to persuade me to do a few more reps. His sessions are tough but are worth the effort. After only a few weeks of weight training I began to notice positive changes in my body and my clothes began to feel looser.

After each program, Damien measured my body-fat to see what progress I was making. Damien is not a great believer in the scales as a measurement gauge because you can lose fat and gain muscle and see great transformations in your body-shape but your actual weight loss may not be impressive. By taking my body-fat, Damien was able to tell me what parts of my body were not losing fat and more importantly why. He issues all his clients with the dreaded diet-sheet. I had to record all I ate and drank for two weeks so that Damien could analyse my nutrition intake. From this Damien advised me on how to adapt my eating habits so that I could achieve my goal of increasing lean body-mass. Every week Damien reviewed and fine tuned my food diary changing my diet completely from the one that made me fat. Damien has taught me to eat to be fit and healthy. He has taught me to eat so that I can train properly. This has all contributed to my success in achieving my goals.

Today, I am much happier with my body-shape. Damien has helped me to achieve a body-fat percentage of 10.5% and I have reduced my weight to 63kg. In real terms this means I have dropped two dress sizes which, in any girl's eyes, is a good result. Not only did Damien help me to achieve my goals but he continues to help me maintain my new body-shape. He continues to provide new programs that challenge me mentally and physically and he keeps an eye on my body-fat % so that I know if I am going astray. I feel fitter and healthier than I have done for years and I find that I have a lot more energy. I have Damien to thank for this. My lifestyle now incorporates a healthy eating regime with regular trips to the gym and it is a lifestyle that I enjoy and find easy to maintain because the benefits speak for themselves.

Damien takes a great interest in all his clients. He is determined that they all succeed in achieving their goals whatever they may be. He is a tough task master and does not listen to lame excuses but he gets results. Damien has the ability to provide varied and challenging programs because he constantly investigates what is going on in the fitness industry by traveling and training with some of the top strength coaches in the world. So whether your goal is fat-loss or strength gains, Damien will create a program that will guarantee success if you are prepared to give the necessary commitment.

New Year's Resolutions



The truth is January 1 is a convention just and you can choose any day to create a fresh start for your life

The New Year began and you may be one of the populations who started the year with a splitting hangover. You woke up and everywhere you looked people were talking about New Year's Resolutions and how they were going to make lifestyle changes to improve either their health or their wealth. To comply with convention you embarked on your New Year's resolution but by January the 3rd the wheels came off your wagon. The truth is January 1 is a convention just and you can choose any day to create a fresh start for your life. My goal as a coach to my clients is all about one thing: empowerment. You're not empowered when you get on the "New Years Resolution" bandwagon just because society says that's the day to start a new life.

But you are empowered when you choose to do so. I suggest you should choose a different day. One that you pick, and it can be any day you like, even one in the middle of January. This may seem like a small thing, but it's actually very symbolic and very empowering. This also gives you time to prepare, mentally, physically and any other way for the task at hand.

I am not a fan of New Years resolutions and when you look at someone's list you will see why. They may want to lose weight, get out of debt, go green, and make more money or to save the world. Ok. Fine. This is a great list of goals, but can they be more vague? These resolutions are not only vague; they're immeasurable and downright overwhelming. Instead of leading you to action, these type of resolutions often paralyse you, because they seem "far away" and unattainable. Why do you think most people slip up on their resolutions by January 3rd.

The reason they fail is because their resolutions are missing a plan of action and measurable results. To be motivated to continue, you need a concise plan of action, which tells you what you must do, and measurable results, which are the mile markers that tell you how far you've come - and how much of the journey is left. So instead of New Year Resolutions maybe you should look at making New Day Resolutions i.e. a simple to-do list.

Think about it. You didn't gain 20 pounds or accumulate 15,000-euro debt in one day. Actually, who you are today is simply an accumulation of the day-to-day decisions you made in the past. So if you want to change your life, you have to change your daily actions. That's right, rather than only thinking of only the end goal, think about the day-to-day steps required to achieve that goal.

For example the New Day Resolution to "Lose Weight" would mean that you perform the following daily to do list.

Goal: Lose Weight

Daily Action Plan

1. Eat a breakfast before work containing protein to re-build your immune system.
2. Perform intense exercise that challenges your body, whether it is weight-training, cycling or running lasting 30-50 minutes.
3. Eat a meal every 3 hours containing protein, vegetables or thin-skinned fruits.
4. Drink lots of water, e.g. an 85kg person should drink 4 litres a day.
5. Get to bed before 10.30pm.

These simple actions performed regularly become a habit and its good habits that are rewarded with success. In my experience of working in the fitness industry gyms will be packed in January but it is the people who are still taking action and performing their daily activities during the months of February and March that will achieve their goals. Joining a gym to lose weight does not equal success. It is a start but it is what you do with your membership and what you eat in between that will determine your results. If you are working hard and not getting the results as you measure your actions, you should change your methods or seek the guidance from a professional who is skilled in what you are want to achieve. Insanity has been described as performing the same things over and over again and expecting different results so if something is not working fix it.

In order for you to achieve you're success you must continue to perform your to-do list that will lead to new action-orientated and measurable goals that will eventually lead to manifesting your ultimate dreams. If success to you is health, remember that fitness is for life, not just for the month of January. Make little steps to start with, as it is a single step that begins the journey of a thousand miles.



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Tip of the Month – Goal Setting

You can follow these five steps in an effort to achieve what ever you like in the gym, be it fitness, fat loss or even in your business life.

1

Have a clear vision of the outcome you want to achieve. So if this is to lose weight, every morning when you wake up, you should envision yourself as a lean, fit, person full of vitality and boundless energy. By “picturing” your goal you open the gateway to the actualisation of this desire.

2

Create positive pressure to keep you inspired. This is known as the public pledge, tell all your friends and your colleagues about the goal you want to achieve. People accomplish best results and work and study gets priority when your back is against the wall. No one wants to fail in front of his or her friends so this public pledge will keep you on the straight and narrow with your goal in mind.



3

Never set a goal without attaching a timeline to it. Goals should be written down, if they are not written down they are nothing but a wish. A study on Harvard University graduates showed that people who made goals were 4 times more likely to succeed than the average graduate. People who wrote down their goals were 16 times more likely than average to be successful.



4

The Magic Rule of 21. It takes 21 days of performing a habit in a row to crystallise a new behaviour into a habit. If your goal is fat loss it is best to perform your training at the same time at each training session. So if that is 3 training sessions a week it needs to be continued between 21 and 60 days. 21 days is the time it takes to create a new neural pathway.

5

Enjoy the Process. Every experience offers lessons so learn from these and progress. It is important you recognise that passion will help you follow your mission and attain your goals. It is important that you keep this to the forefront of your mind, as passion will be the fuel for your dreams.

Choosing a Personal Trainer



Before meeting with a fitness professional i.e. a personal trainer ensure you have a clear idea of your goals, i.e. what do you want to achieve in the gym

Operation mayhem is fast underway as the month of January has seen gyms flooded with new members with the best training gear money can buy. You may be one of them and the buzz and excitement in gyms is hard to ignore as the gym's participants attempt to achieve newly formed goals. You are full of enthusiasm and you have decided that this is the year you will make a lasting impression on your body, one that will make you happy and smile each time you see yourself in the mirror. Last year, you tried to change your body shape but after two weeks of huffing and puffing nothing changed and that balloon of energy started to deflate.

This year will be different. You are going to seek the guidance of a professional in health, a personal trainer. You decided to apply the same logic you would to any other situation you have encountered in your life. When your car broke down, you did not try to fix it yourself, you brought it to a qualified reputable mechanic. Now it's your body, but the problem is you don't know what to look for in a fitness-professional.

Before meeting with a fitness professional i.e. a personal trainer ensure you have a clear idea of your goals, i.e. what do you want to achieve in the gym. This must be something measurable and not something vague, like I want to be fit, lose weight etc- you need to have a yardstick that will tell you when you have accomplished your goal. If its fat loss- how much fat do you want to lose and by what date do you want to achieve your goal? When you know what your goal is, the search for your coach will become easier.

Modern health clubs use marketing boards to provide details of different coaches available in your gym, personal trainers, life coaches, yoga teachers and pilates etc. You can match your goal with that of the services the coach provides. You may have been able to compile a list of people who you would like to talk to, so here are a few ideas you should ask a trainer to see if he/she is the person to help you achieve your goal.

Choosing a Personal Trainer continued

1

Organise to meet your prospective trainer to create a rapport and to see if you make a good fit. Your coach should be passionate about what they do, this will help motivate you and boost your enthusiasm as at times you will need to bounce off their enthusiasm when the seas get rough. Don't organise a training session without a prior meeting to discuss your goals / costs etc.

2

Your coach should be in shape and walk their walk. Trainers are in the fitness industry, if they are professionals they should be lean and they should be strong. They should be their own walking talking billboard for the profession they do. Look in the gym and see when your prospective coach trains, does he train hard. It takes discipline and determination to stay in shape and effort to change your body. If your coach hasn't got that discipline to get or stay in shape how can you respect them when they ask you to do it. Unless you've had honey on the tip of your tongue you can't tell someone else what it tastes like.

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3

Ask to see your coach's qualifications, more importantly when was their most recent course. The standards of fitness courses vary and even college education is a start, but is the education of learning practical experience and learning and knowing what works and what doesn't that counts. The world is currently full of internet gurus on fitness. They are no different to guys who sit around and watch porn all day and claim to be great at sex. It's a practical job, not just theory.

4

A coach has to be giving, and they have to care about your success. A coach should be able to help motivate you to achieve more reps, push your self harder than you would yourself.

5

Seeking a Personal trainer is like seeking a partner in marriage, you need to marry someone who is an addition on your life, someone who will make it better. You don't want to marry someone who takes your energy away constantly dumping all his or her problems on you.



6

On the other side of the coin the trainer is not there to listen to your problems. His brief is to help you achieve your goals in health, they are not trained counsellors to listen to your problems. If you have emotional issues that are preventing you from achieving the results you deserve, seek professional guidance and eliminate those barriers. Emotional eating is considered to be one largest causes of obesity and to succeed, you need to resolve the issues that may stand in your way.

7

Ask to see your trainer's client's results. A picture tells a story of a thousand words so ask your coach for before and after photos of their clients. Testimonials from B.C. who lost 4lbs does not the give a client the same confidence that the trainer has the ability to deliver the results.

8

Ask your coach for the name of a client of his who has achieved similar results of what you are looking to achieve. A client should be willing to promote a coach if he has helped achieve their goals. You will learn what to expect before you hand over your hard earned cash.

9

Ask the trainer if he offers a money back guarantee. It takes guts to stand behind a promise that you can deliver the results but it takes two to tango - you must heed the advice of your coach to help you achieve your goals.

10

It will be emotional! Like any relationship it will have its ups and downs, when you want your body to change it must continually learn lessons and reasons to change. This will challenge you mentally and physically, learn to enjoy the ride, as whatever doesn't kill you should make you stronger.



Next Month's Issue

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