



BFit4Life Newsletter

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Welcome to the BFit4Life Newsletter



Hiya All,

Hernando Cortez was a Colonel of the Spanish Army in 1518 when he arrived in Mexico to battle the Mexican troops. Out numbered and outgunned he directed his soldiers to burn the boats they sailed on so they had no option of retreating.

Leaving Westwood and setting up our new premises is my burning of the boats. It puts more pressure on me to complete my own gym, with my own ideas on how people will achieve the results they desire. Bob Proctor said it best when he said 'A sense of urgency creates action' and so by taking a step away from security and safety I will move nearer to my own goals and dreams.

This year's motto for me is "The Sweetest Berries are at the end of the thinnest branches". It takes guts, desire and determination to go after them but the benefits outweigh the apparent risks.

The question for you this Year, what are your dreams and goals and will you have the determination of a bulldog and the energy required to climb along the thin branches in search of the berries?

I will leave these thoughts with you and I wish you every success, in whatever your dreams or aspirations may be,

Success leaves clues, so surround yourself with people and friends who have travelled the journey you are about to embark on or who can give you the directions you need,



Damien

Success Story - John Mackey

Retired from business at the end of 2003 at 43 years of age, John was stressed out, suffered high blood pressure and had a cholesterol level that was over 6. Having secured his wealth it was now time for John to do something about this health.

While I was working, the only exercise I ever got was a walk around the block after work and I had never been inside a gym before. My motivation to change my body was also to improve my confidence for when you like a Sun holiday you have to expose more flesh. Being successful in my business saw me make sacrifices in my health. A picture tells a thousand words and the picture I saw every morning in the mirror did not instil confidence when I went to the beach.

So I joined a gym in North Wicklow near home and did what everyone does – warm up for 10 minutes, a circuit of the various weight machines followed by 20mins on the treadmill 3 to 4 days per week. For 2 years, nothing happened.

I subsequently moved house and joined Westwood gym in Leopardstown early in 2006. I was given a proper assessment and guidance I cannot fault – a program was designed for me and changed every 6 to 8 weeks.

I progressed from machines to free weights and still did cardio and felt fitter and healthier. My diet (as I thought at the time) was much healthier – muesli, low fat milk, brown bread and bananas, low fat yoghurt, cholesterol lowering drinks, good dinners and so on. I now know this is why I looked no different when I looked in the mirror – the belly and cheeks were still there. I decided it was time to see what Damien could do for me.



Success Story - continued

Damien was somebody I nodded to every morning as I watched him train his clients. They were the ones on the receiving end of some harsh words as they went from one set to the next, sweating and looking at stopwatches. As someone said to me and I have since said to others, "You are not paying him to be nice to you".

Although his schedule was busy he agreed to take me on as he knew I would put in the effort. First came the Body fat measurement – skin fold measurements taken in different places, fed into the laptop revealed to my horror a BF% of 22% with a bodyweight of 13st 3lb. This was my progress even though I was training at least five times a week at this stage.

My current position was further illustrated in the three photos that followed, front, back and side views. Damien then conducted a strength test, to analyse my current levels of strength, areas of imbalance and weaknesses on upper body and lower body. This information he assured me was to tailor my program for me so that I would make faster progress whilst remaining injury free.



Damien's knowledge of anatomy and program design enabled him to manipulate exercises, repetitions, speed of exercises to get a better response from my body

A frank discussion followed in which it was agreed that with effort, discipline, exercise and diet I needed to lose body fat and gain muscle. The standard for Damien's male client's is **10%** body fat, i.e. a male should have a six pack. I trained frequently so Damien designed a program where certain body-parts got to rest whilst I worked the rest of my body. The workouts were hard and I started to understand that training was a bit more of a science. Damien's knowledge of anatomy and program design enabled him to manipulate exercises, repetitions, speed of exercises to get a better response from my body. Just when I thought I was adapting to a training program where my body wasn't as sore after workouts it was time to change it and a new level of muscle soreness awaited me. When you are sore after workouts, you are comforted by the fact that you're body is changing and you are moving in the right direction to a new body-shape. This was probably why I wasn't getting the results previously, as my muscles had never felt this way. I can see other members in the gym training much like I used to, but the lack of intensity of their efforts, frequency of their training and discipline of their rest periods jeopardizes their chances of obtaining results. Each exercise I received was designed to be performed at a certain speed or tempo for a specific number of reps and a precise rest period between each set – hence the need for a stopwatch. When I was in my profession, my business proficiency was measured by a profit and loss account. Damien's methods of measuring your body fat frequently let me know if I was moving into the black or if I was staying in the red.

The other major part of the process of changing my body was the nutritional plan. Damien insists that a food diary is kept and this is regularly examined and refined. This was probably the most difficult part but I rigidly adhered to it. Like any change in life the initial part is the hardest. In NASA, a space shuttle launch burns off more fuel than when it is cruising in orbit. Out went the muesli, bread, potatoes, sugar, bananas and yogurt and in came more oily fish, chicken, turkey and lots of vegetables (raw and cooked), berries and herbal tea. The importance of nutrition and supplementation was continually emphasised and straight after my workouts, I would have a post-workout protein shake to help my muscles recover. Where your body stores fat says a lot about the foods you are eating and also identifies any existing hormonal imbalance. Damien organised a supplement plan to reduce my body-fat at a faster rate.

Changing your eating habits is hard but on Sundays I would have my cheat meal and a drink. Like anyone I got sweet cravings, but the addition of fish oil in my diet and a cheat meal and a drink on Sunday kept them at bay. Psychologically I felt I was not living like a hermit and physiologically my body knows every now and again it will get some excess calories and it can give up some fat cells from storage.

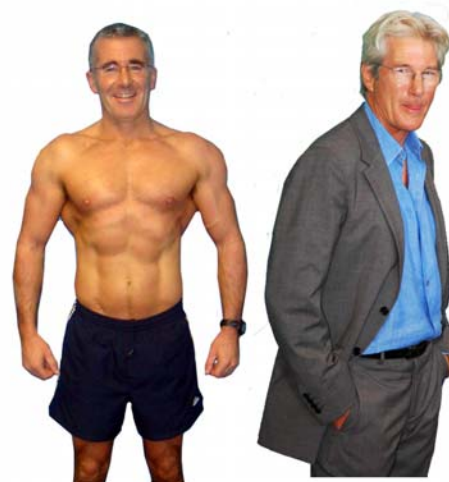


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Success Story - continued

It hasn't been easy- there were days I longed for "real food "and days I wanted to tell Damien exactly what to do with the dumbbells. But it is with his knowledge, guidance and coercion and my determination that I reach the point you see in the 'after' photos. Since the beginning of April (I write this in December) and with a few breaks for holidays I have gone from 13 st 13 lbs to 12 st and bodyfat from 22% to 12%. Perhaps more importantly my blood pressure is normal and cholesterol is a very healthy 4.0. I feel and look leaner and stronger. I have more energy and I sleep much better. I feel more confident taking my top off on my sun holidays.

However I am not finished yet – the aim for the next few months is to gain a few kilos in muscle and to get much nearer that target of 10% bodyfat and with Damien's help I'll be one of the healthiest 49 year olds around!! They say having a goal is not just about achieving your target but in recognising the person you become in attempting it. I have learned a lot about myself, physically and mentally in the gym over the last number of months and it's like Vince Lombardi once said. "The good lord gave us a body that can achieve most anything, its your mind you have to convince."



Look out Richard – looks like you have some serious competition!!
