
The dotFIT 4 Pillars – Client Presentation

Note: Have “The dotFIT 4 Pillars” presentation sheet available at this time.

What we’re going to do next is go over the exact steps you will need to take in order to achieve your “fitness goals” (be specific with THEIR goals and use the exact words that they use, i.e. get rid of the love-handles, fit into that size 8, look great on your honeymoon, etc., and refer to their specific goals throughout the presentation).

The four Pillars represent the essential elements of **all** successful fitness or weight loss programs. And much like the formula for crafting a strong, study table requires four legs of equal length and correct positioning, **these Elements make up the formula for your fitness success**. They are based on the Laws of Human Physiology, and apply to anyone; regardless of the goal. How and to what degree these Elements are applied will be determined by your goal and lifestyle. My goal today is to teach you these 4 Pillars so that you will know what is necessary to change your body and prevent you from wasting time investigating unproductive solutions.

1st Pillar: Food Intake/Diet

The first Pillar of successful fitness is crucial as it determines the effectiveness of the other three Pillars.

Why is it so important? Realistically, you will be spending 3-8 hours per week working out; in addition to the extra activity you get during your day. That leaves a lot of time for the way you eat to make or break your progress.

Food intake is simply the number and types of calories that you consume each and every day. Let me ask you a question; Are you familiar with the First Law of Thermodynamics or the Law of Conservation of Energy? These Laws tell us that energy is neither created nor destroyed; it only changes forms.

So what does that have to do with you achieving your goals? Well, it simply means this: The word “Calorie” is just a fancy way of saying energy. If the number of calories, or energy, in the form of food that you consume on a daily basis equals the number of calories that your body burns off in a day, what will happen to your weight? (It will stay the same)

What about if you consume more calories than you burn off, what will happen to your weight then? (You will gain weight)

Now, what will happen if you eat fewer calories than you burn off? (You will lose weight/fat) It really is that simple. (Use the Teaching Visual, draw on a sheet of paper, or use your hands to visually represent the impact of adjusting both “calories in” and “calories out” for visual learners)

The first Pillar is what makes it happen. There are essentially 22-23 hours in a day that you are not here. What and how much you eat will determine your rate and degree of success. It is important that you eat the proper number of calories for your activity level. Within these calories, the percentage of P/C/F you eat can affect the way you feel and ultimately the way you look. Do you have any idea how many calories you eat now...or how many you should be eating to reach your goal? This is important.

To put it into perspective: the typical adult will burn 200-300 calories in a workout. This can take 30-60 minutes. How long do you think it would take to eat those 300 calories? So, as you can see, getting a handle on this aspect is very important.

2nd Pillar: Exercise/Movement

Proper exercise is essential for you to look, feel and function at your best. There are three primary exercise options available to you here at the club. Let’s explore them both briefly, and how you can get the most benefit from them.

The first is resistance training. In addition to the many health benefits of resistance training, it is directly responsible for telling the body to keep, or even add, fat burning tissue (muscle). Like anything, there is a right way and a wrong way to do it. Most people come in and just do exercises randomly that they have seen or done in the past. However, properly done, building the body is not unlike building a home. It starts with the foundation and then you add on it. Doing the wrong things at the wrong time can not only waste your time and slow your progress, but may lead to a greater chance of injury.

Do you feel that you have the knowledge to assemble the most effective resistance program that focuses on the proper exercises done for the proper sets, reps, rest intervals and skill level for your goals?

Ideally, most people should focus on stability first. This style of training targets muscles that become weak from inactivity and proper exercise performance here is critical for optimal results. This type of training focuses on the core, which includes the midsection, butt and legs and burns lots of calories. This style of training is ideal for weight loss and toning.

After this phase, more goal specific training is typically done, focusing more on muscle size, strength or improved performance

While Resistance Training is extremely valuable, it's not the only component of a successful exercise program.

Aerobic activity provides myriad health benefits, including improved cardiovascular conditioning, increased weight loss and lower risk of many diseases. This is often the key type of exercise used to focus on fat burning.

Walking, jogging, swimming, stair climbing, biking and group exercise classes are all effective types of exercise. While we have all of these options right here for you at our club, it is important to remember that the **type** of Aerobic exercise is only one of the variables that can be altered to ensure that you burn the greatest amount of calories in the shortest time.

The four variables are: "Frequency, Intensity, Time and Type." When put together, they spell the word, FITT. Most people fail to use these variables correctly and end up getting stuck in a rut or burning themselves out.

The final component is proper flexibility training. Incorporating integrated flexibility training into your program will offer you a ton of great benefits, including: improved performance, decreased risk of injury, reduced muscle soreness, faster recovery between workouts, improved posture, reduced back pain, stress relief and finally, it just feels good to be loose and limber.

Did you know that there are different types of stretching? They are used for specific outcomes at specific times. Most people do not pursue flexibility properly or with a plan, they just do stretches they have seen or learned, but with no real purpose in application. Just because you can move a bodypart far is not a measure of ideal flexibility. Stretches done improperly can lengthen the wrong muscle and weaken the body. Obtaining ideal flexibility follows a path of restoring proper length to short muscles, learning to control the range of motion around a joint and finally learning to allow ideal movement in normal activities.

3rd Pillar: Supplementation

Supplementation is actually an element of a person's diet and food intake that a lot of people do not address or fully understand. For your goal of weight loss, we already determined that you must eat fewer calories than you burn (draw or show visual).

Then, you will be adding exercise, which increases your calories burned (show).

But what we did not mention is the nutrient factor. As you take away food, you lower your nutrient intake (vitamins and minerals). The addition of exercise increases the use, therefore the need of nutrients. So, we created a bit of a problem. We can get the missing calories from your fat stores, this is good. But where do you think the body is going to attempt to get the missing nutrients? From muscle. Think of these nutrients as the nails that hold up the walls of your muscle. As we remove the nails (nutrients) the walls come down...we lose muscle. This is a problem, do you

know why? As we lose muscle, we burn fewer calories and it is muscle that gives us that firm, toned look. Lose it and you will just be a smaller version of where you are now.

Supplementation then, gives us the ability to provide the nutrients your body needs without the calories from the food...a necessary solution in your case. If you are not at least taking a multivitamin designed for active people, then that is step one. Additionally, if you are not getting enough calcium in your diet, then you need to get that from supplementation as well. There are other things that can make achieving your goal easier to accomplish or help with plateaus should that be an issue. (If a question of how to find out which supplements are best comes up, mention that that solution will be provided at the end via supplement screener or program).

4th Pillar: Coaching/Accountability

The last Pillar is what ties it all together. Coaching and accountability.

There is an old saying: no one plans to fail, they only fail to plan. I presented quite a bit of information about what is involved with changing the body. No one program works for everyone nor forever. The general way of the body is to adapt to change and stress, and working out is a form of self imposed stress. Lots of people come here with goals, but sadly not as many people accomplish them as would like, due to a lack of understanding of what is involved. To make sure that is not the case with you, let's review your plan based upon the Pillars of Fitness we talked about.

Do you feel you can determine the proper number of calories, p/c/f percentages to ensure fat loss (without muscle loss) and have energy and control hunger?

Do you feel you can design and progress your resistance training and flexibility programs and ensure that you do the right things at the right times to maximize your progress? (If they say, "I thought you would do that", then mention that at the least you will get them started in the right direction with a general conditioning program).

Do you know how to design and manipulate the most effective aerobic, or cardiovascular, program based upon the FITT principals we discussed?

Do you feel comfortable with making the right supplement choices?

(They will most likely answer no to all of the above)

It seems there are a lot of questions to which you do not have the answers. Would you like my help coming up with those answers?

With the dotFIT Program, what I do is determine the specific answers to all of the questions we asked.
(Review the questions and how you will provide exacts to fill in the blanks)

As your trainer, I will ensure that every moment you are in the club that you are doing EXACTLY the right thing to ensure that you are always progressing forward, not wondering if what you do is working or not. We will know. My job is to ensure progress and prevent plateaus from occurring. In addition, I will set you up with our online training tool that will allow you to control for the time you are not with me. You will have 24hr access to a virtual gym online that will allow you to log and manipulate your food to be more productive, find answers and education to everything fitness and health related and have access to step-by-step exercise programs so you know exactly what to do when we are not working together. So, not only do you get me for the time you are in the gym, but a virtual trainer to help with the other 23 hours in the day. How does that sound?

The difference in working with me is like the difference in buying a suit/dress off of the rack vs one that is tailored specifically for you. Which do you think will fit best? Exactly. Personal training is just that...personalized.

Working together I am confident I will get you to your goal. But probably more importantly, you will learn the hows and whys of your plan so that you will have mastery over your body for the rest of your life. How great will that be?

Figure session amount

Now before we get you started I have one last thing I need to know. Experience has shown me that to reach your goals requires desire, motivation and follow through. I can tell you have the desire, most people do. You seem motivated to do it. But follow through is critical. How committed are you to doing what is necessary to reach your goal? When the going gets tough and you may not be in the mood?. On a scale of 1-10, how determined are you to do this (their goal)?

If it is a 7 or above, congratulate and say let's get you started!

If below a 7 acknowledge that that does not sound too promising. What do you feel will stop you from achieving your goal?

Overcome the fears, excuses...that is the benefit of having a trainer. If it is money, then deal with the financial aspect.