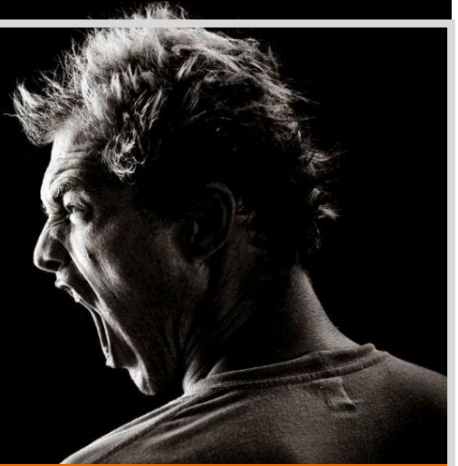


ISH-U



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WEIGHT LOSS IS SO 80's

The year is 2010 and our obsession with weight loss and how we look is stronger than ever. There are fitness options everywhere, gyms, diets, Wii Fit, Ab circle thingy's, T.V shows on what's in our food and ways to detox from our unhealthy lifestyles. But are we any thinner or healthier because of all these options?... Well we know the answer to that question is "no"! In fact we are getting fatter and the fitness industry is losing the battle. We are getting hammered with casualties from heart disease, obesity, diabetes and with inactivity related illnesses on the increase, it seems our obsession with health and weight loss is an ineffective strategy. So why do so many clients do stupid diets and infrequent, inconsistent exercise? One reason I believe is their focus is on the "weight loss" and not on "what" they are training for. Being fit for a reason is a term I have been using a lot and being fit for a reason is about understanding that weight loss is a side effect of lifestyle just as weight gain is a side effect of lifestyle. There are no fat marathon runners but there are plenty of fat people trying to run to lose weight. If you want to be more successful in helping your clients achieve results help them find something to do with their fitness. Help them be fit for a reason, not fit for a side effect.

FIT FOR A REASON TIPS:

Gage clients interest by introducing different styles of training like - boxing, swimming, running, sprinting, sport drills, fitness testing etc...

Put performance goals in place such as run 2.4km in less than 10min

Train clients up for local events, fun runs, sports competitions

Train up for bigger events - Masters Games, ½ Marathons, Triathlons, Biathlons etc...

It's time to refocus and set some new goals. It's time to be fit for a reason!

WHAT'S HOT THIS MONTH ON ISHCHEYNE.COM

PROGRAMME: QUIZ MASTER

Quiz Master is a workout for the mind and body. Your clients will sweat and learn information on nutrition and exercise; it's a fun game show style workout.



EDUCATION: FREE IS THE NEW F WORD

This month's education session is on "How to use the power of FREE to grow your business successfully".

CHUCK NORRIS FACTS YOU SHOULD KNOW:

Chuck Norris will round house kick you into next week just so he can do it again!

