



Why You Need a Fitness Trainer/Coach

There's a reason why celebrities and other highly successful people use coaches and trainers: **IT WORKS.** And that is why so many people are turning to fitness trainers to help them move from mediocre to excellence in their pursuit of health, fitness and weight loss.

The reality

More than 91% of people who start an exercise program quit early—even before their new routine becomes a habit, and 61% will give up within the very first week!¹

Why? Because changing your lifestyle is hard. In spite of all the infomercials and ads claiming that you can lose weight and transform your body in thirty days (or six weeks at the longest), the truth is, getting fit requires a lifestyle makeover that takes

- Time
- Determination
- Support

If any of these components is missing, the odds of success plummet.

The Fix

The good news is that one component virtually guarantees the continued presence of the other two, and that is **support**—and support is the heart of what a good fitness trainer provides.

A fitness trainer helps with the **time factor** in two ways:

1. Finding time in your schedule to actually work out
2. Sticking with your program long enough to reach your goals.

A fitness trainer supports you looking at your schedule and find ways to make fitness fit. A seasoned fitness trainer has much wisdom in the area of time management and is a master at figuring out how to work exercise into even the busiest schedules. He can also design workouts that are both efficient and effective. Finally, a personal trainer can also provide the motivation that you need to keep going, long after you would have stopped were you doing working out by yourself.

Determination is also an area that a personal trainer supports you in. At the beginning of your new fitness program, you have excitement, novelty and the joy of discovery to keep you going. But eventually, what used to be new and fun becomes old and boring. If determination fades, you will find yourself wandering off track in search of the next exciting pursuit.

Your fitness trainer will help you keep your determination. He will remind you why you are doing what you are doing. He will get into your life and help you move past obstacles that arise, and he will talk you out of excuse-making. He will constantly hold before you the consequences of your choices. He will keep you moving forward.

And finally, a fitness trainer **supports** you as your source for practical, step-by-step instructions for building health. Your personal trainer is an expert in the field of exercise science. While under the tutelage of a fitness trainer, you do not have to design your own program of fitness, constantly wondering whether you are doing the right exercises in the right way. *A fitness trainer will create a customized blueprint that will help you achieve your goals.*

A fitness trainer is your insurance policy against being another number in the appalling fitness drop-out statistics. Don't try to go it alone; we all need help.

Position yourself for success by working with a fitness trainer and watch fitness and robust health become part of your life.



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