

Out Shopping for a New Lifestyle?

How Does *Healthy* Sound to You?

Scary, right?

We think otherwise. Someone once said that *healthy is an outfit that looks good on everybody*, and we happen to agree with that. In fact, we're here to tell you it's about time you picked yours off the rack!

It's been a while since we've been blessed with all sorts of tech wonders. As great as they are, they are affecting us negatively, too. Namely, they're making us a bit lazy.

If we're going to be totally honest here, we'll all admit it — it's much easier to get in your car and drive to wherever you need to go than walk there! Vehicles are awesome, right? Well... Not entirely.

You see, in a way, your body is a vehicle. And you know full well what happens with vehicles when you don't use them often enough. That's right — they have trouble starting up.

The same happens to your body if you don't move about often enough. We managed to turn something that's vital to our health into a rare event. **When's the last time you walked anywhere for more than 5 minutes?** Last week? Last month? **EXACTLY!** We need to move our bodies every day, much more than we do now.

So, is regular exercise necessary? Absolutely.

And we know, **we know it's hard**. When you have a different, much easier solution right there, within your grasp, it's hard to make yourself exercise or move at all. But, just remember — ***you're working on yourself for yourself by yourself***. Love yourself enough to exercise.

Regular exercise keeps your body functional, young, and resilient. However, it also boosts your psychological resilience. The harmony between the body and the mind is the key to a happy, healthy, and long life.

But How Do We Start? How Do We Get Our Butts Moving?

The hardest step is always the first one we make. But we have to make it. In this case, that first, difficult step is **coming to terms with the fact that your body is in dire need of change**.

Trust us, we understand. As professional fitness instructors, we understand the pull of denial — maybe it's not so bad, who cares how I look, as long as I'm healthy, everything is fine, right? But, you're not healthy. **Looks don't matter** — you're absolutely right there. But **OUR HEALTH is the most precious thing we have**, and we shouldn't waste it.

After we look our denial in the face and reject it comes the second step — the desire to change. But desire is a fickle thing, isn't it? You need to **guide it, shape it, and transform it** into an achievable goal. Otherwise, you'll sink into despair.

So, what's the secret? Consistency. It doesn't matter what you want — you have to be committed. Whether it's **weight loss, muscle strengthening, condition training, or even a correction of a physical deformity**, you need to be CONSISTENT. However, having a precise goal won't get you anywhere if you lack motivation. Sure, it's nice to be fit, but why bother? Why dedicate yourself, spend time and energy?

Because you deserve it!

So, find your motivation. It could be intrinsic (physical sensation of accomplishment during a workout) or extrinsic (dream of a better life). It's up to you to determine which one works better for you.

However, **external motivators** are quite useful. One of the most effective is to hire a professional trainer. Hire someone who will **pick you up when you fall down — metaphorically and quite literally**. Someone who will be there every step of the way, cheering you on, guiding you through not only exercise but a change in diet and lifestyle as well.

That's precisely what we do.

Who Are We?

When you're going into battle, especially into a battle with yourself, you need a strong team by your side. **We are that team!**

We are professional trainers who understand your struggles and applaud you for wishing to take your health into your own hands.

No man is an island! — said John Donne, and we completely agree. That's why we're here to help as a team and provide a variety of personalized training programs through online coaching or personal training. We also have an option for those who like to be more independent (but still need guidance) — we let you train “on your own” and guide you without overbearing you with our presence.

And sure, you've heard this story many times — we can help, come to us, we know everything! So are we really that different from other personal trainers? **YES!** Here's why.

Why Should YOU Trust US?

We don't take anything as a given.

When you come in, we test you and assess everything — from your habits, likes, dislikes, to general lifestyle. Then, we **assess your skills** — balance, aerobic fitness, endurance, and muscular performance. After that comes the big reveal — **the consultation**. We find it to be the focal point of every fitness journey. That is where we discuss **your goals and the steps we need to take together to achieve them**.

Now, you may be wondering why we need so much information. Because as we said — we don't take anything as a given. We assess each new person that comes in and make our own judgments and plans on how to help them. Everything is **individualized and tailored to your needs**.

However, if you think tests are a hassle, you can also choose from a set of pre-developed training programs (aerobic exercise, muscle mass building, flexibility training, bodybuilding, strength training, etc.).

After we assess your skills, needs, and goals like a super efficient AI machine, we move on to our **personal training program**. Depending on how much you need us and what you like, we have a few options.

For introverts and those who like to do everything on their own, we have **solo sessions** where we leave the client to train on their own (while we monitor the progress).

For those who prefer a more “hands-on” approach, we have **face-to-face sessions**.

Finally, if you like looking at our faces while we motivate you all the way to your goals, but don't have time to pop in, we have **online sessions** as well.

Each option has a unique set of the most effective and practical training routines. It will **push you to your limit** because that's what a successful session should do. However, we will never let you go beyond that, over exhaust or hurt yourself.

What Makes Us Special? Our Instincts!

We rely on our instincts, knowledge, and the body's natural proclivity to get fitter. Because we know what you need, we'll never offer you something just for the sake of doing it. No unnecessary routines or exercises "just because you should do them" — that's not our style.

Training is a progressive activity — we start small and move on to harder exercises as needed. We never let a false calendar dictate the move, though. We rely on what our instincts and your body are telling us. We listen, and we adjust according to your needs.

How Much Exercise is Too Much Exercise?

Although we are firm believers in helping people and motivating them (**without yelling**), we will be quite clear when it's **time to stop and take a breather**.

We understand drive, but not when it becomes overdrive. Overexercising is a real issue that might cost you more than a simple monthly membership increase. Just like with everything else in life — **moderation is essential**.

When we go overboard and turn ourselves into real-life exercise junkies, we hurt our bodies.

Too much exercise can cause lactic acid build-ups in your muscles, which your body might not be able to handle. As a result, you might be *limping for a few days (or weeks)*! Imagine not being able to lift anything harder than a spoon!

To avoid that, we make sure you pace yourself. There's **time for activity and a time for rest** — and we equally respect both.

Overdrive — The Pursuit of Madness

When we go overboard with anything, our lifestyle suffers. Pursuing your fitness goals does not mean that you should let them completely absorb you and turn you into a mindless puppet. There are other places you can go to besides the gym! **Going overboard won't help you achieve happiness.** You can't change anything with a one-track mind. Going to the gym twice won't compensate for those drinks with friends you missed last week.

Like we said — balance is everything. You can't push your body into overdrive without **physical and, more importantly, psychological consequences.**

So how do we avoid that? The sheer force of will! **We won't let you over exhaust yourself,** we won't let you turn into a mindless robot who only thinks about their calorie intake, and we will encourage you to let your hair down from time to time. Commitment is key, but obsession is not our goal.

Don't Aim for Thor — Aim for A Better YOU

When you train as you should, with the right people, and with a proper plan — negative consequences are a thing of the past.

Eat right, stay motivated, and train — we'll do everything else! Of course, **always be patient.** After all, **Rome wasn't built in a day, and neither will your muscle mass be.** Pace yourself and don't compare yourself to others.

Instead, compare yourself to yourself. That sounds weird, but don't wish a celebrity's body. Don't wish to be hotter than that pesky neighbor you keep seeing running around your block. Don't wish changes that will make you look better than Thor. First of all, **Thor is fictional!** Second, it only matters

if you're better than you were before. **You should be your only competition.**

So, what are you waiting for?

Hire your own personal trainer and get a completely individualized workout routine tailor-made for you!

Together we can achieve that "perfect" look that you always wanted! Even better — we'll build and nurture new, healthy habits and celebrate all improvements together!