

# In Focus

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## New Year. Renewed Focus.

### Examining the 5 benefits of exercise

Let's start the New Year off on the right foot. Now that you have made a commitment to exercise, let's get to the heart of why you exercise. In our experience, what people hope to gain from exercise falls into five categories. Let's examine each of them.

- 1) Physical Health** - The absence of disease and a general state of well-being.
- 2) Mental Health** - A sense of overall psychological well-being and control over stress and/or depression.
- 3) Physical Fitness** - Consisting of five components: muscular strength, muscular endurance, cardiorespiratory efficiency, flexibility, and body composition.
- 4) Functional Ability** - The ability to perform the task of daily living with greater ease or enhanced performance in a particular sport or activity.
- 5) Physical Appearance** - Comprised of improved muscle tone and shape, less body fat, and more muscular definition.

Examine each of these components and prioritize what you hope to gain from exercise. Once you have made a determination about what you hope to achieve, we can design and/or modify your exercise strategy to help you achieve optimum results. See a member of our team to discuss your goals for this year.

2001 is full of potential. Seize the very real and very important opportunity to focus your mind and your body on improved fitness and overall health. Your renewed focus will have lasting results.



**FOCUSED FITNESS**

[www.focused-fitness.com](http://www.focused-fitness.com)

## Bullseye By Billy

### Welcome



Welcome to 2001. I hope things are going well for you in this new year. This is a time for many to make resolutions and set goals. We at Focused Fitness have set many goals for 2001 and are excited about what the actualization of those goals will mean in terms of the benefits to our clients. Our name change and this newsletter are only the beginning of things to come. One of the things we will be focusing on is results-oriented programs. We have been successful in helping clients achieve results primarily through the utilization of resistance training and Super Slow protocol. We believe we can achieve even better results by focusing on the outcome you want to achieve.

This results-oriented approach begins with setting more specific goals. You first must have clarity about what you want in order to achieve it. We will have goal-setting sessions to help you gain that clarity. What we expect to achieve through goal setting sessions is better communication between the instructor and the client and more thorough understanding of precisely what each client expects to gain from their efforts. It is through this process that we can be more specific with our exercise and nutritional prescriptions. Once these goals are set and a plan of action is mutually agreed upon, we must determine how we will evaluate whether we are on track towards your goal or not. This evaluation may involve monitoring body fat, muscle mass, and strength levels or performing comparison photography. After a reevaluation, we will either continue with the same plan or be flexible enough to make adjustments until you achieve the results you desire.

We hope to have the opportunity to assist you in reaching all of your health and fitness goals this year. Together let's make this the best year ever.

*Billy Fletch*

## Training Tips

### Focusing on your workout

Have you ever been so concerned with finishing those last couple of reps that you took focus off the muscles? Sometimes we get so caught up in the intensity of the exercise and forget to really focus on form. We increase the resistance or try to do a couple more reps at the expense of form. Never underestimate the importance of good technique and focusing on the appropriate muscle(s).

It may be necessary to back down on the resistance a bit, but the next time you work out, try to slow down, concentrate, and really focus on your form and the proper muscles. Stop and think - what is the primary muscle I am supposed to be using during this exercise? Do I feel it there?

Do you only feel your forearms when you curl? Do a one-armed curl and feel the bicep with the other hand. Pretend that you are doing a one-armed chinup and feel the lat on that side. Do you feel it contract? You probably do, but in working out we get so concerned with pushing ourselves that we may tend to cheat a little.

Focusing on proper form during exercise will make a big difference. It will make working out much more satisfying.



## Community Focus

### Kundalini Yoga Workshop

February 3, 2001

9:00 am – 1:00pm

Instructor: Lisa Rosof

Featuring: Deep breathing, stretching,  
movement and meditation

### Bring A Friend!

Contact Focused Fitness for more information.



# Client Testimonial

Name: Chanda Sprenger

Total weight loss: 34 lbs.

Body Fat: Decreased by 15%

When Chanda first arrived at Focused Fitness, she weighed 140 lbs. and her body fat percentage was 33%. Unhappy with her appearance, Chanda requested our help. Together we developed a personal fitness and nutritional program designed to focus her fitness level around her lifestyle and body type.

Today, Chanda is a new person! Through perseverance, Chanda has lost 34 lbs. and 20 inches. Of that 20 inches, she lost 3 inches in her waist and 5.5 inches in her hips and thighs. In addition, her body fat percentage has dropped to 17.6%.

Although there are noticeable changes in her physical appearance, Chanda says the biggest change has been her attitude. She is much happier and confident as a result of her fitness success, and always has a smile on her face.

We are excited to have this opportunity to congratulate Chanda on her success.



## Trivia Question



**Q. Approximately how many miles would an average person weighing 160 lbs. have to walk in one week in order to burn off one pound of body fat, assuming no change in diet?**

*The winner this month will receive a Focused Fitness Prize Package, which includes a Focused Fitness sweatshirt, a case of PR Bars, and dinner for two from 2 Chefs to Go.*

*Submit your answers in writing, including your name, address, phone number and email address (if applicable) to Focused Fitness at the contact information listed in this newsletter. For more information, contact Focused Fitness at 675-6183. In the event of multiple correct answers, we will conduct a random drawing to determine the winner.*

*Look for the correct answer and winner's name in the next issue of "In Focus."*



## Referral Program

### Growing With You!

Focused Fitness is proud to announce the addition of our Client Referral Program. We appreciate it when our clients, happy with the results they are achieving through us, refer friends and family to Focused Fitness. In fact, we appreciate it so much we want to reward you!

Beginning this month, if we successfully sign-up a client referred by you, we'll give you a \$50 discount on membership dues, in the month following your referral's contract. For example, if your referral signs up with Focused Fitness on February 1, we'll discount your March membership by \$50. It's as easy as that!

So, if you know someone who's interested in improving their health and quality of life, refer them to Focused Fitness and earn \$50. For more details, see a member of the Focused Fitness team, or call 675-6183.

# Contact Names and Numbers

## **Focused Fitness**

1200 Woodruff Road  
Unit A-8  
Greenville, SC 29607  
(864) 675-6183

## **Billy Fletcher -**

Master Certified Super Slow Instructor

## **Doug Finley -**

Certified Super Slow Instructor

## **Christine Korol -**

Certified Super Slow Instructor  
Licensed Massage Therapist

## **Charles Wyatt -**

Certified Super Slow Instructor

## **Victoria Testani -**

Certified Personal Trainer

## The following restaurants serve Zone-Friendly Meals:

### **Two Chefs to Go**

Hwy 14 and Pelham Road  
Bill Balsizer  
864-284-9970

### **Two Chefs Deli**

10 South Main Street  
Downtown Greenville  
Judy Balsizer  
864-370-9336



1200 Woodruff Road  
Unit A-8  
Greenville, SC 29607  
864.675.6183

Bulk Mail  
Label Here