

# The Ultimate Guide to Joining the Gym

Sample Chapters

## **Testimonials**

*“A real game changer. I thought I knew everything about joining a gym until I read this book.”*

*- Gina Deassis*

*“This book revolutionizes the way people approach the gym altogether!”*

*- Patrick I. Borgen, MD, Chairman, Surgery*

*“If you’re a professional in the fitness industry, you will learn how to stay on top of your game and keep on your toes!”*

*- Michael Giliotti, C.E.S., Author, A Training E.D.G.E.*

## Sample Chapter

### Introduction

Fitness, who needs it? Why do we need it?

Well, I'll let you decide, it's your life! How you choose to live is up to you. Every morning is a fresh new start and only you can choose your destiny, so choose wisely.

In this book my goal is to provide you with valuable information gathered from a lifetime of experience in the fitness industry to move you in the right direction towards improving the quality of your life through fitness. This book will help you set your mind for success from the very first realization of "I need to be fit," to achieving those goals.

I love the saying "fitness adds years to life and life to years." It couldn't be truer.

Now look around at other people you know and ask yourself, "What is the quality of their lives? How does this affect you? How does the quality of your life affect others?"

These are all very serious questions that need answers. The answers must be honest and real. We all have a story that we tell about ourselves, most of it is on Facebook and Instagram. Those are the stories we believe; those are the stories we want others to believe.

But when it comes to gyms, health, and fitness, I know your real story; I've been in your shoes, I've heard your cries, and I've faced your challenges. Now, I'm here for you with answers.

Today is the day you awaken, and it's not because of a near-death experience or some dream you had last night. It is my calling to you to open your eyes and dive deep into your mind, your body, and your spirit to see what's there when it comes to health, fitness, and gyms, and then take you out of the guilt (denial) you have about what you did or didn't do, and bring you into self-transformation.

Today is the day we focus on the present, where you can create change and take the first step in the right direction for the rest of your life. There is a place out there where you can release your fears of the unknown and the doubts you have within yourself, a place where you can build self-confidence, transform yourself from the inside out, grow stronger, sleep better, increase endurance, reduce stress, eliminate medications, and most of all, increase your lifespan with quality years. This place is known as *the gym!*

The gym can be a scary place for some, intimidating for most, but by the end of this book you will learn all the inside secrets the big commercial gyms don't want you to know. You will learn how to save money, get the most out of your time, ask the right questions, choose the right gym for you and, most of all, get results quickly and safely! I have actually created a cheat sheet for you to use. Imagine that you have all the answers to the test before you go for the exam! Boom! No need to thank me. Knowing that I have

changed your life and made the world a better place with the “new” you has fulfilled my purpose and is thanks enough. Now let’s get started with chapter one together!

## **Chapter 1**

### **Creating Your Mental Gym**

A slightly fading sky suggests the end of yet another long day at the office. After work, traffic is heavier than normal, and you're unquestionably exhausted. You roll down your window in hopes that the polluted breeze will prevent you from nodding off, only to be hit with the familiar smell of fast food that you've come to expect on your daily route home. Well, if you weren't hungry before, you're certainly hungry now! You map out a plan of attack once you reach home, maybe leftovers, perhaps takeout. You pull up in your driveway and notice that your neighbor, Janet, with the perfect body, is checking her mail. You say hello to her, but all the while you are thinking, "Geez, she and Jim must eat whatever they want and not gain a pound."

Once you enter the house, your plans are halted by animated kids bombarding you with hugs and stories of their day. All you're thinking is, "I just want to eat and relax." You finally get your plate of food in front of you, turn on the TV, and immediately notice a commercial of a couple jogging in the park. This is a commercial you've seen many times before, but on this day, it reminds you of how active you were in high school and how fit you were in college. You zone out to reminisce for a second, then you consider... no, then you conclude, "I don't have time to join a gym. I get enough of a workout running after these kids. A gym membership is not in my budget. Besides, I tried the gym, it wasn't for me. Gyms are too crowded. I'm way too tired after work. I need a workout partner... maybe I'll join in January."

Does this sound familiar?

Although this book is not about 101 excuses NOT to join a gym, I did feel it appropriate to paint a picture of empathy to expose the controlling excuses people give themselves on a daily basis for not joining a gym. In order to progress and build your mental gym, let's focus on the four areas of your life that are most important and that you have the most control over. The four key areas of your life to focus on daily are:

- 1) Spiritual being
- 2) Physical and mental being
- 3) Relationships/bonds
- 4) Business/revenue

For the purpose of this book, I will speak to your physical and mental being and how you can improve it. For many years my mantra was "improve the quality of your life through fitness."

Think about how you want to grow old or how the quality of your life is now. Take a moment to look around you and see how people function. Do they have energy? Mobility? Strength? Health issues?

After analyzing several people, ask yourself who has to exercise and why? Should they have started sooner?

A simple Google search will confirm that more than two-thirds (68.8 percent) of adults are considered to be overweight or obese. More than 1 in 20 (6.3 percent) have extreme obesity. Almost 3 in 4 men (74 percent) are considered to be overweight or obese.

**Let's take a look at Hypertension; the CDC (Centers for Disease Control) shows:**

The percent of non-institutionalized persons with hypertension (measured high blood pressure and/or taking antihypertensive medication) (2011-2014)

- Men age 65-74 years: 63.4%
- Men age 75 and over: 72.3%
- Women age 65-74: 64.3%
- Women age 75 and over: 79.9%

**Take a look at the percent of long-term care services users who are age 65 and over:**

- Percent of adult day services center participants: 63.7% (2014)
- Percent of home health agency patients: 82.6% (2013)
- Percent of hospice patients: 94.4% (2013)
- Percent of nursing home residents: 84.9% (2014)
- Percent of residential care community residents: 92.9% (2014)

Let's go a bit deeper here and really bring this home. My life was saved by fitness many years ago when my wife was diagnosed with cancer and she survived. I know you're asking yourself how was my life saved if my wife had cancer? Well, you see, without her I wouldn't have the life I have today, which in my eyes is a dream come true. She was an avid fitness buff like myself, and the fact that she was in good health led to her speedy recovery after her surgery. If it was not for her, I would not be who I am today, and I dedicate all I am to her. She is my guiding light and my biggest fan in all I do. Staying fit after cancer allowed her to control her weight and keep her body in great shape to allow her to do all the things we enjoy. We also believe that fitness allowed her to have our first child at the age of 42. We have made a commitment together to dedicate our lives to health and fitness not only because we know health and fitness is what saved our lives, but because we owe it to our daughter, who is now two, to be healthy and fit as she will need our support and involvement as she grows up and we will be elder parents.

Speaking of cancer, I realized how important my role as a personal trainer was, when one of the best cancer surgeons in the country counted on me to keep him fit so he would be able to perform multiple surgeries daily, allowing him to keep up his energy

while standing for hours on end in the operating room. I was so honored to train him that I drove twice a week at six a.m. to train him at his home. I did this for months at no charge. I felt it was my duty to give back to him as he helped so many others.

I also remember traveling to “Ground Zero” every month for a year to run my “Stretch-N-Flex” program with the crew building the Freedom Tower. Each morning hundreds of construction workers gathered around to warm up and stretch their muscles before they started their day.

My fondest memories were performing live workouts on Channel 11 being their “go-to” guy for fitness. It was so much fun to share my workouts with millions of viewers and help them to start their day off right.

I will never forget the day before Met Life Stadium was opening. I stood tall on a scissor lift with over 1500 construction workers as my team, and I led a Stretch-N-Flex exercise before opening day.

Did I mention being in NYC Rockefeller Center to help set a Guinness Book World Record for the largest exercise ball class with over 353 people?

All of these experiences and many more have confirmed my belief that fitness plays a HUGE role in improving the quality of everyone’s life. Do you really want to be one of the hypertensive or long-term care participants shown in the statistics above? Or have I proven that it’s time to “*make the move*” to a better you?

### **Live TV Workout**



(Picture above) Jingle-Jangle Christmas Workout



(Picture above) Ropes Gone Wild

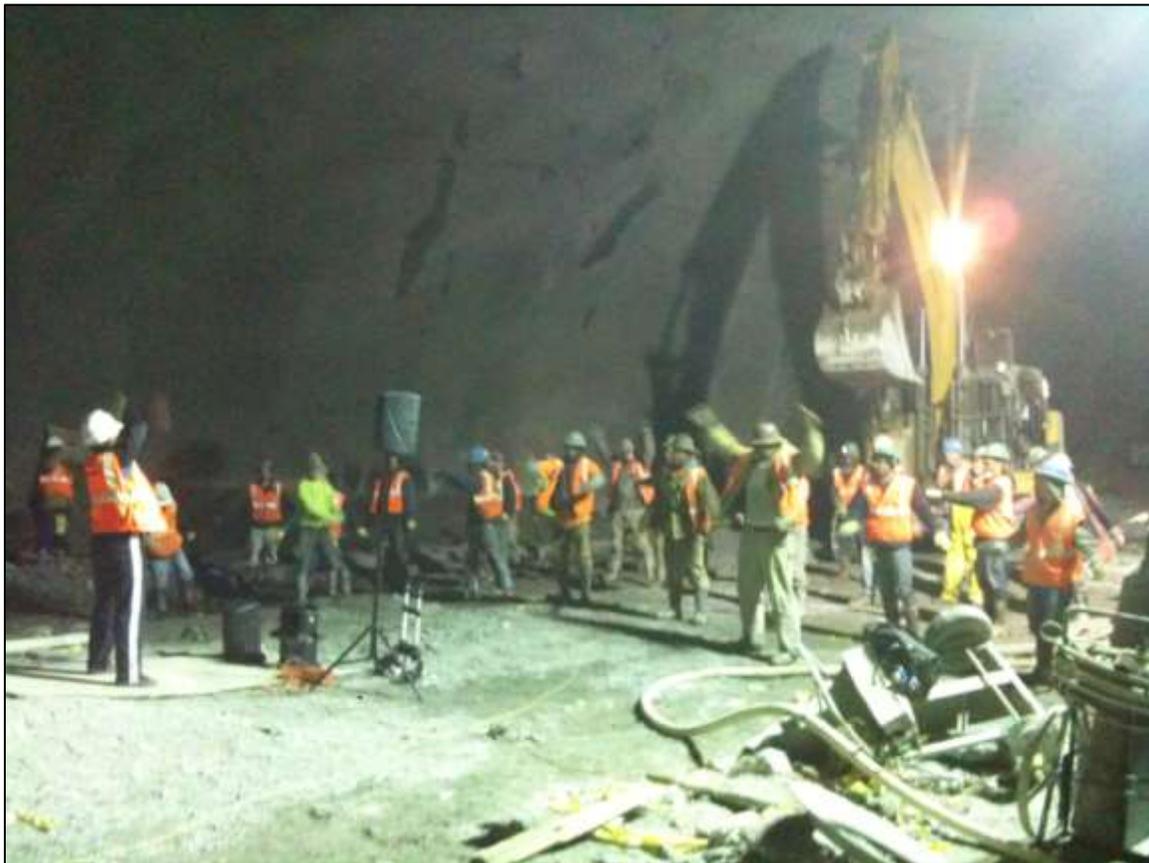


(Picture above) Tightan Workout



(Picture above) Valentine's Day Partner Workout

### Stretch-N-Flex Workouts



(Picture Above) Underground Subway Stretch N-Flex



(Picture Above) Water-Treatment Plant Stretch-N-Flex



(Picture above) Freedom Tower Stretch-N-Flex



(Picture above) Construction Site Stretch-N-Flex

Now let's start the journey towards the ultimate physical version of you!

Ask yourself, what is your purpose in life?

Your answer: \_\_\_\_\_

What do you need to have in order to fulfill it?

The answers are simple: E-D-G-E.

1. Energy 2. Determination 3. Guidance 4. Execution

This will give you the power you need to get the job done. You must control this power and focus it in the areas that matter most.

Let's start with your physical being. In order for me to truly inspire and influence you, I had to be where you are. I had to share your experience; I had to know just how hard it is to take the first step, make a plan, and see it through. This is why we can connect; this is why my message is so powerful. As a Gym Owner/Certified Fitness Professional over the past 20 years, I have felt the pain of thousands of people just like

you who sat before me crying inside, yearning to be a better version of themselves. I heard their message loud and clear; I listened closely to what they needed and gave them all the answers to their prayers. Most were too blind to see it. Others refused to listen, and then there were those few who took action to change their lives forever. Which one will you be? What will you do? Will you take all this valuable information, process it, and execute it? Or will you keep searching for an easier way, and keep telling yourself that the time is not right, you don't have what it takes, or better yet, lie to yourself and believe that you don't want or need this. Oh no, not you, you're special. Above and beyond what has to be done, you will be just fine! I don't think so! Be real with yourself and get rid of your story. See who you really are deep inside, not the facade you want everyone else to see... not your Facebook or Instagram posts... but the real you. Dig down, lose the story, and turn the page. It's time to become a better you than you were yesterday! It all starts here, and it all starts now.

### **Your Awakening**

Yesterday is in the past, tomorrow is a new future, but it all starts here in the present. Be very clear on who you are and what you want so you can laser focus on achieving your goals. Throughout this book, you will be asked many questions which will help you build your roadmap to success. You will be forced to be real with yourself and raw with your answers. It is the only way to truly achieve success at a high level. You must start with what *you* truly want, not what society wants or what would be nice, but what *you* truly want. You must dig down deep to see *why* you want it. For you to say, "I want to lose 10 pounds" is a very easy statement to make. But you must look at the real reasons *why* you want to lose or gain 10 pounds.

"I want to lose 10 pounds because \_\_\_\_\_."

Some of your first answers might be: So I can look better, so I can fit into my clothes, that's what the Dr. said I needed to lose, or just because. Some of the real reasons might be: I know some obese people and I don't want to live like that. My parents were overweight and were always self-conscious about this. I want to feel lighter and more agile. I really want to fit in with my friends.

Your answers may change throughout this book so don't be shy to write multiple things down, and in the end you will know which ones are the right answers. So here is the question again; I will start it and you will finish it:

"I want to \_\_\_\_\_ because \_\_\_\_\_."

Now that you have an honest answer above, you can use that reason, your "why," as fuel to propel you towards your goal. This fuel must be able to burn brightly and push you through your toughest times, so be sure your "why" is a big one because in your mind, you must mentally prepare yourself for what lies ahead. If your "why" isn't big enough, you will not have the fuel that is needed to accomplish your goal. A goal is a dream with a deadline!

Now that you have made the commitment to take the next steps in order to accomplish your goals, you must do W.E.I.T. (What Ever It Takes) to make it happen. The only place where success comes before work is in the dictionary!

- In order to give love, you must feel love.
- In order to help others, you must first help yourself.
- It is necessary to take care of yourself first.
- You must be strong not only for yourself, but so you will be able to lend a helping hand to others in need.
- Without your health, it would be difficult to contribute and make the world a better place starting from those closest to you and circling out.
- Create your own destiny. If you don't, someone else will.

Your mental gym is now open for business and you have your motivating factor... Your "why." Now let's use it!