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# **10 Dirty Secrets Your Health Club Doesn't Want You to Know!**

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Special Consumer Fitness and Weight Loss Report  
for Colorado Springs Residents

**Joe Ramirez, CFT**

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# Special Fitness and Weight Loss Consumer Awareness Report

Top Fitness Expert and Former Health Club Employee Reveals the Inside Secrets the Fitness and Weight Loss Industries Don't Want You to Know



Dear Neighbor,

If you've asked for this report, then I'm assuming you're interested in becoming a healthier and fit person this year. Perhaps you're tired of 'spinning your wheels' on weight loss and fitness programs that don't work.

There are huge companies stealing your money by promising impossible results or by not telling you the whole story about their products or services. These companies are abusing your trust in the name of profits. The real truth is that **most** (if not all) the products or services they're offering are worthless – to you, that is. To them, they are incredibly valuable – because they're raking in huge profits at your expense.

My name is Joe Ramirez; I am a Certified Personal Trainer, fitness educator, fitness coach, and former health club employee with over 17 years involvement in the fitness industry in Colorado Springs. I've helped over 876 Colorado Springs residents achieve significant fitness and weight loss results.

What I have to share with you addresses the most important issue you will ever face – **your health**. From my 17 years of experience as a personal trainer, fitness coach and weight management expert, one critical point has been hammered home countless times: **our health is the most valuable asset we have...** and if it goes south, we will spend everything we have, financially *and* emotionally, to get it back!

So please take a few minutes to hear me out...

I'm not sharing this information with you in an attempt to "sell" you on my weight loss and fitness system, but rather to impress upon you that I am an expert in the area of fitness and permanent weight loss.

I have some valuable news to share with you in regard to the unscrupulous marketing tactics by weight loss companies and the dangers that lurk at most major health club chains and weight loss centers.

I abhor the hype, deception and misinformation that is being forced on you by the weight loss and fitness industry. They're sabotaging your self-esteem and belief system in the name of profits. So you can be absolutely certain that I am motivated by one thing, and one thing only: educating and informing you about the only thing that really matters – **THE TRUTH!**

Fortunately, there are still some of us in the fitness industry that value truth, integrity, and genuinely want to help you reach your weight loss and fitness goals, resolutions, and recommitment to your health this time of the year.

It will only take about 20 minutes to read the valuable information in this SPECIAL REPORT and by the time you read it to the end, you'll be aware of the danger that lurks at most fitness centers and the weight loss myths that saturate the fitness industry and weight loss industry.

Now I know that I can stir up some big trouble and ruffle some feathers with the numerous fitness centers and big weight loss companies here in town. They simply don't want this information to become public knowledge. I'm really putting a lot on the line here by hitting these multi-million dollar fitness companies below the belt with the truth in this report.

But I thought it was about time that someone stepped up and exposed these dirty secrets and deceptive marketing tactics for what they truly are.

## “Why Are You Revealing This Information...Are You Crazy?”

That's what I was asked by a good friend and colleague of mine when I presented the idea for this report. Want to know what I told him? “Tony, I'd be crazy NOT to!” I further told him, “Tony, to be blunt about it, I am more than a little ticked off by the amount of misinformation out there circulating in the fitness and weight loss industry. I'm tired of the hype and deception being forced on people by these industries and people wasting their money on bogus products and services that don't work.”

You see, I feel it is my professional responsibility to expose these practices and secrets the big box health clubs and weight loss centers don't want you to know.

I believe that there are others out there that are also aware of this information, but very few will actually risk their jobs or take the time to put it out there in the public eye.

What follows is part fact, part observation which results from my many years of working for large commercial health clubs as a personal trainer, but is 100% intended to empower you to make better health and fitness choices. *Education is the enemy of misinformation!*

So please read on...

Every year around this time, thousands of people flock to their neighborhood health club, in the hope that this will be the year they *finally* reach their goal of losing weight and get in shape. If they only knew about the dangers and potential pitfalls of joining a commercial gym, they might reconsider.

The following are some facts about the fitness industry you may not be aware of according to Smart Money Magazine:

## **1. “If You’re Still Here in the April, it’ll Be a Miracle”**

According to the International Health, Racquet and Sports Club Association (IHRSA), gym attendance is up 23% since 2001, to 41.3 million. Most new gym members sign up in January – the busiest month for most fitness centers. That’s when well-intentioned bodies trying to stick to their New Year’s resolutions find their way to their local gyms, often resulting in long lines at the cardio area, overtaxed gym staff and overcrowded parking lots.

“But, it won’t be long before the throngs thin; most resolution makers trip up in the first 90 days”, says Alan Marlatt, director of Addictive Behaviors Research Center at the University of Washington. And indeed, that’s what clubs expect. “They bet on it,” says Meg Jordan, editor of American Fitness, adding that most gyms count on a 20 to 30% dropout rate.<sup>1</sup>

“In the meantime, there are ways to avoid overcrowded fitness centers and make it past the first 90 days. When selecting a new gym, it’s a good idea to visit the facility during the time of day you’re most likely to get your workout in. If it’s crowded, check to see whether waiting lists and time limits on machines are enforced or whether it’s on a first come, first served basis,” says Ramirez.

Ramirez adds, “I’ve seen several members become frustrated because they wanted to use a certain machine and there is someone sitting on the machine waiting between sets or workout partners sitting there having an extended conversation between sets. Many times, it is the “trainer” and their client tying up a machine.

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<sup>1</sup> Smartmoney.com

“In talking with the membership coordinators of three major commercial gyms, I have learned that, of the members that are not on a structured program, 70% rarely, if ever, use the gym! The gyms are counting on this! The majority that do not use their memberships basically *pay for the ones who do*, which means big profits.

You don’t need to take my word for it, you may know someone who pays for a gym membership and never goes, and that may even be you. Also, recognizing that some large health clubs have thousands of members, if even half of their members used the gym consistently there would be absolute *gridlock* at peak times! You wouldn’t be able to move!

## **2. “Don’t Touch Anything – This Place is Crawling With Bacteria.”**

“About 80% of all infectious disease is transmitted by both direct and indirect contact,” says Philip Tierno, director of clinical microbiology at New York University Medical Center and the author of “The Secret Life of Germs.” That makes the gym environment, with its sweaty bodies in close proximity, a highly conducive environment for catching everything from athlete’s foot to the common cold and flu.

In swabs of medicine balls, for example, Tierno found samples of community-acquired MRSA – a strain of staph resistant to some antibiotics. “You take your chances,” Tierno says. “Any time you touch a medicine ball or machine, you have to know that your hands are contaminated and should be washed.”

And what about those spray bottles full of “disinfectant” some gyms provide for wiping down equipment? “They may help”, Tierno says, but he recommends additional measures, such as wearing long sleeves and pants while working out. Also, bring your own towels, since there’s no guarantee that your gym’s linens have been bleached or rinsed in clean water. While in the locker room, make sure you wear flip flops, and avoid sitting nude on any expose surface.<sup>2</sup>

“In my 16 years working as a fitness instructor and personal trainer, I have witnessed everything from members spitting into the water fountain to using the restroom and entering the gym area without washing their hands. At one well known fitness center in right here in town, a member had put his undergarments on top of the water fountain inside the locker room while in the sauna. That one didn’t go over very well with the other members,” says Ramirez.

Ramirez adds, “I think perhaps that most members want to quickly get on with their workouts that they don’t give much thought to proper gym etiquette. It was always the same members would routinely enter the workout area without properly washing their hands. Be sure to wash your hands when you are finished with your workout.”

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<sup>2</sup> Smartmoney.com

### **3. “We’re Not Equipped to Handle Health Emergencies.”**

“Almost one-third of sudden cardiac arrests outside of homes and hospitals occur in fitness clubs or sports facilities,” says Mary Fran Hazinski, a registered nurse and senior science editor at the American Heart Association. Yet most health clubs and fitness centers aren’t fully prepared for such emergencies. That was the case at a 24 Hour Fitness in California, where Nick Pombra, 43, collapsed after running on the treadmill in July 2004. “Gym staff tried CPR, but by the paramedics arrived, it was too late,” says Mike Danko, a lawyer for Pombra’s family. 24 Hour fitness declined to comment on the situation.

“While effective CPR can help buy time, it won’t reset a heart after cardiac arrest. This is where automated external defibrillators, or AEDs, come in to play. Chances for revival can drop as much as 10% each minute that passes without proper CPR and defibrillation. But even in some states like New York that require fitness centers to have CPR equipment, in addition to AED’s and trained personnel in health clubs with over 500 members, two-thirds surveyed by the attorney general’s office in 2005 weren’t in compliance. So, be sure to Find out if your club has the right equipment and also of equal importance, the staff trained to use it,” Ramirez says.

### **4. “Our Trainers Don’t Know What They’re Doing.”**

If you’ve worked out at a fitness center for some time, chances are you’ve been or will be approached by a health club personal trainer who will attempt to sell you on his or her “expertise”. With their bright smile and sculpted bodies, surely they must be able to teach you a thing or two about working out, right?

Not necessarily. “Trainers need no standard certification, and the credentials some flash require only a quick online course or a fee”, says Neal Pire, a fitness industry consultant and former trainer. Jonathan Jacobson, a marketing exec with a degenerative disc disease in his lower back, sought out a trainer to design a routine appropriate for his condition. But after following a boxing regimen the trainer recommended, he was left in pain. When his doctor told Jacobson, 35, to stop, the trainer suggested Pilates – which only further aggravated the problem, ending in a slew of medical procedures. “He had certificates and tons of plaques on the wall,” Jacobson says. “It’s taken about a year to not be in pain every day.”<sup>3</sup>

Joe Ramirez, owner of [Northgate Fitness](#), a company providing in-home personal training services in Colorado Springs, adds “Personal training is big business within the health club industry. The average personal training session in a fitness center ranges from about \$50 to \$70 an hour and clubs can achieve as much as 20 to 45 percent of their total revenue from this service.”

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<sup>3</sup> Smartmoney.com

“What most people don’t realize is that, while there are *some* good trainers in commercial gyms, for the most part, they are students or inexperienced ‘rookie’ trainers being paid \$25 or less per training session in spite of the \$50 to \$70 price tag that you will be paying this service.” Because their pay rate is so *low*, many gyms have a difficult time attracting and retaining elite quality and experienced personal trainers.

“Generally speaking, most health club personal trainers are either new to the business, or this is just a temporary stop for them on their way to bigger and better things,” Ramirez says. For many trainers, they are doing this part-time to supplement their income. Most trainers are either unwilling or do not have the ability to take personal training seriously as a career.”

“In fact, a manager at one such facility recently confessed to me that her biggest headache was finding qualified trainers.” She said “I try to teach them, but they don’t want to be trainers, they just want to put in their time and go home. “But that won’t stop the gym from selling you a year’s worth of personal training sessions,” Ramirez says.

“One of the biggest problems I’ve seen with commercial health clubs is they will try to lock you into a *long-term personal training “agreement”* by drastically discounting the per session rate. In addition, There’s not a very good chance that you’re going to get one of their best trainers, as they generally don’t have room in their schedule, especially at peak times (such as evenings).

What’s even worse, there is such a high turnover rate among health club personal trainers, that you are likely to have 3 or more different trainers working to complete your training package. Even if you are disappointed with the service, they will make it nearly impossible for you to cancel your training package, and most definitely will *not* refund your investment.

Nicki, a single parent and Gold’s Gym Member in Mesa Arizona who hired a trainer to help her lose weight says, “In 6 months, I had 4 trainers, yes, FOUR trainers. The time that should have been taken to accelerate my weight loss was taken up by learning to work with a new trainer and their different training habits. Six weeks is not nearly enough time to get ANY results, let alone the results I was promised when I signed up. In fact, I only lost about 5 to 10 pounds in the 6 months I trained with their personal trainers and I was RELIGIOUS about my nutrition and cardio work out. I then realized that the personal trainers really did not share my goals. It was all about the money...The less I achieved toward my goal, the longer I would pay.<sup>4</sup>

Ramirez adds, “I’ve witnessed unsafe and potentially injurious methods being used by inexperienced trainers, such as asking the client to perform exercises which they are not ready for, walking away while the client compromises their form and failing to spend time on conditioning and correcting weaknesses before moving on to a more intense program.”

“Personal training is an “all or nothing” type of work,” says Ramirez. “You need to constantly stay *energized* and maintain your concentration in order to properly motivate and inspire your clients to get results and keep their workouts safe. This requires a lot of effort.

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<sup>4</sup> Rip-off Report.com

As such, it is almost impossible to deliver the same level of attention when you need to meet with 10 or more clients per day. All it takes is for the trainer to be distracted momentarily, and the result can be a serious injury resulting from improper form or using equipment improperly.

“Additionally, most health club trainers are often pressured to work an unreasonable amount of hours, which I can tell you from personal experience, severely compromises the quality of the service they provide. When I began my career at Bally Total Fitness 16 years ago, the trainers had a strict sales quota every month. We would be reprimanded if we didn’t produce enough sales and meet our quota. This forced us to spend a lot of time at the gym and work long hours,” Ramirez admits.

Most aspiring personal trainers can get certified by means of a correspondence course or a program over a weekend. It is crucial to do your due diligence before signing up to a gym membership or hiring one of their trainers. “You don’t want someone who is just ‘killing time’ while they work their way through an MBA or a degree to be responsible for something as important as your health,” says Ramirez.

So, please don’t be fooled by the fact that all their personal trainers are *certified*. The sad truth and reality is that even the most respected certification programs today represent a low barrier of entry to the fitness industry. They cover mostly a little bit of physiology and program design, are not particularly comprehensive and it is not particularly difficult to pass their testing.

If you are looking to hire a trainer, you want someone who is passionate about doing personal training as a career. Ask for references and testimonials. Any serious fitness professional will have them, and you want to find out what kind of *results* this person is getting for their clients, not just what a great trainer they say they are.

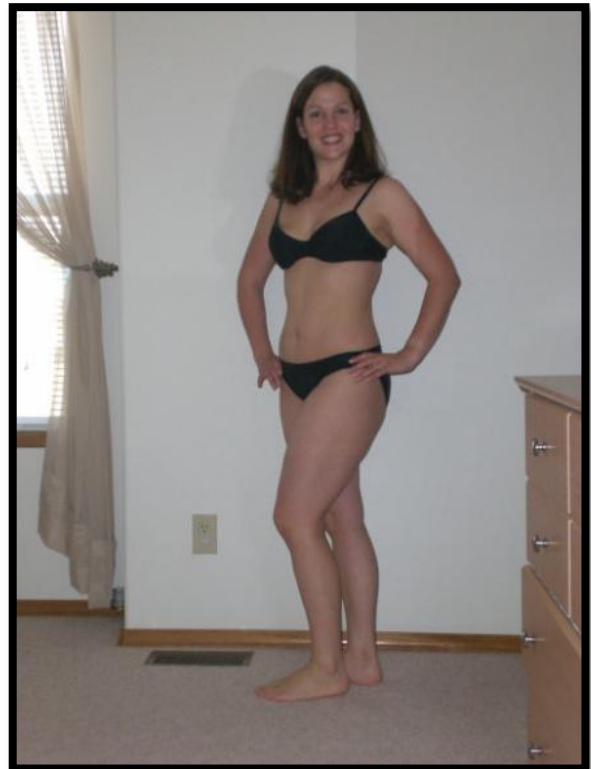
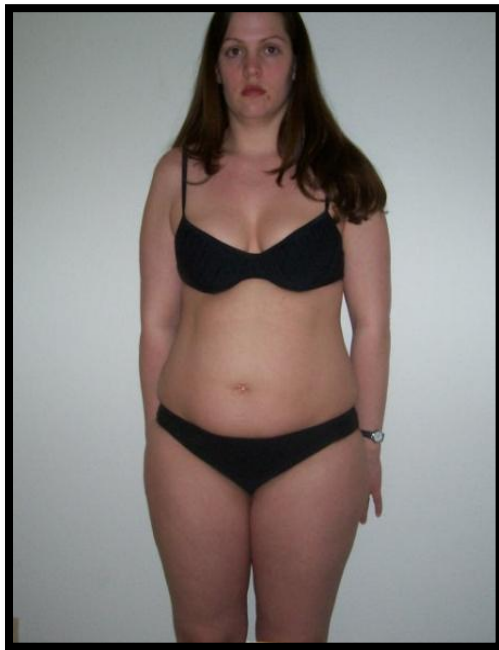
“Ask for proof of results,” says Ramirez. “There are going to be a lot of trainers who promise fast results this time of the year. Let’s be real here, if you’re going to invest hundreds or possibly thousands of dollars into a product or service, especially when your health is on the line, wouldn’t you want to see some proof first?”

Ramirez says, “Many of the large health club chains may have a few success stories’ posted on their website or ads, however, these ‘success stories’ are posted nationally and only a very small percentage out of their thousands of members actually achieve these type of results. “That’s why most of the time you will see a disclaimer stating something like ‘results not typical’ or ‘results may vary.’ At the bottom of their ads.”

“If a trainer or fitness program can’t offer concrete proof that their training program produces results, then be careful! I offer a bold results guarantee”, he adds, “If a participant does not achieve his or her predetermined weight loss or fitness goal within eight weeks, a 100% refund will be issued. No other fitness program I’m aware of offers such an iron-clad guarantee of results. Believe me, if I wasn’t confident this system works, I certainly wouldn’t offer a money-back guarantee.”

“People are sick of the hype and misinformation surrounding the weight loss and fitness industry. All they want is something that will finally give them results. We guarantee our group personal training and coaching program is a no-nonsense, practical for anyone and will fulfill on the promise regardless of the individual’s fitness level or age. It’s fun, very social and gives people an opportunity to jump-start their day with a positive personal victory,” explains Ramirez.

Below, is a sample of a real “before and after” body transformation from one of his most recent clients:



*“I had gained 98 pounds of ‘baby weight’. I felt tired, unmotivated and hungry all the time. I had tried dieting and even exercise didn’t work. I’d lose a little weight, and then gain it back. I’d go to the gym, and even had a trainer, but would get bored doing the same thing over and over and not get results. I would get bored 2 weeks into the routine. I could NOT get myself off the couch to continue anything I would start and make excuses as to why I couldn’t work out until weeks had gone by and I’d forget all about the exercise. My weight was taking its toll on me and I knew I had to do something about it.*

*I knew I needed expert guidance. I needed a coach who could put together a plan just for me that included both exercise and nutrition and then hold me accountable to it. I did some research on Google and discovered Joe Ramirez and his Women’s Fitness Program in Colorado Springs that guaranteed results. I have lost over 10% body fat, 31 ½ inches and have gone from a size 14 to a size 6. I have more energy to play with my kids. I feel like I can accomplish more. I’m proud of my body again*

**– Patti Rogers, 28, Colorado Springs, busy mother of two**

## **Important Questions to Ask Before You Hire a Personal Trainer**

Ramirez says, “There are some key questions most everyone fails to ask before they considering hiring a personal trainer.”

### **Question #1: “What is your background in the health and fitness industry”?**

A good, qualified personal trainer should have a minimum of at least 5 years of “in the trenches” experience in a fitness related field. This will give them plenty of time to work with a variety of equipment, training modalities and people of all ages with different goal, abilities and limitations. “Unfortunately, many personal trainer certifications do not provide sufficient hands-on training,” Ramirez says.

“Be sure to ask what their experience is and what their background is in the fitness industry. If a personal trainer also has a degree in a related field or is a graduate of a personal trainer diploma program from the National Personal Training Institute (NPTI), this is a BIG PLUS. Experience is the *best* teacher,” Ramirez adds.

### **Question #2: “Can you provide me a list of references from other clients over the last 12 months and/or industry professionals familiar with your knowledge and abilities”?**

People hire a personal trainer for many reasons, including weight loss, cardiovascular improvement, marathon or triathlon training, injury or illness rehabilitation, pre/postnatal fitness, bodybuilding, sports performance and many other reasons.

It is very important to hire someone who has the experience in the type of training and results you’re looking for. Calling references can help you gauge whether the trainer has the expertise to properly serve your needs. For example, you probably shouldn’t hire someone who specializes in powerlifting or bodybuilding to help you get in shape after having a baby.

### **Question #3: “How do you stay current on your continuing education, research and industry trends”?**

Fitness is a fast-moving field, and you want to be able to rely on your personal trainer for current information on fitness, exercise, healthy lifestyle activities and nutrition. Membership in a professional association such as **IDEA** (The Association of Fitness Professionals) is one way to tell if the personal trainer is staying on top of the latest information on a variety of important topics.

“Let me ask you this,” says Ramirez, “if you are going to be putting your health in someone else’s hands wouldn’t you expect them to be current on the best methods to help you reach your goals in the shortest amount of time?”

Depending on their certification, most fitness professionals need to renew their certification every 2 years by acquiring a certain number of continuing education credits or continuing education units (CEC's or CEU's).

“Most trainers who are serious about what they do will hold multiple certifications to be a step above their competition and will need to renew them to stay current. This can not only get expensive, but can be time consuming,” Ramirez says.

The personal training industry is very competitive and only the trainers who are serious about getting results for their clients and providing the best service will invest back into their continuing education.

“There are numerous seminars and workshops trainers can participate in to stay current on their certification, however many trainers opt to take a quick online exam or renew their certification via a correspondence course,” he says.

“In addition, many employers will not compensate their trainers for renewing their certification. As a result, most trainers will let their certifications lapse or expire which can put you danger. It is very rare that an uncertified trainer will carry a comprehensive and professional liability insurance policy. Always ask for a copy of their current certifications, CPR, and proof of insurance,” Ramirez cautions.

#### **Question #4: “What is your communication style with your clients and how do you motivate your clients”?**

“A quality trainer should motivate you through positive, not negative, reinforcement, and should never make you feel incompetent or inadequate. A good trainer should listen to you carefully to determine your goals, needs and interests, and communicate an understanding of them. They should be able to explain to you *why* the program that has been designed is appropriate,” he says.

He or she should also ask for your input on your program, and be prepared to put in writing the principles and reasoning behind exercise program decisions.

Looking for the best price is a different story. "Best" prices are easy to find. Unfortunately, if you do find the “best price” (lowest price), the reason is always obvious...a low level trainer with very little experience and education.

“Personal Trainers that offer the "best deals" usually charge a very low price and are usually doing so because they don't offer good quality and service. It would be almost impossible to offer good quality *and* service for a low price. Something would have to suffer in that equation. In this industry, you're most likely to get what you pay for,” says Ramirez.

Finally, if you are someone who has struggled in the past with losing weight and getting in shape, simply joining a gym to workout is most likely not a good solution. Without a structured and progressive program tailored to your individual needs and limitations and someone qualified to monitor and adjust your program accordingly, it is very difficult to establish a routine, get results, and maintain your motivation over time.

## **5. “We Won’t Let You Quit.”**

“If you think giving up on your favorite ice cream is going to be a challenge, try canceling your gym membership. Having problems canceling gym memberships is one of the top complaints against fitness clubs on record with the Better Business Bureau and states’ attorney general offices,” says Ramirez.

Before Chris Hinkle and his wife moved to North Carolina, they met with the manager at their Gold’s Gym in Austin to cancel their prepaid gym membership. They were promised a refund check would be in the mail. After months of unreturned calls, Hinkle contacted the BBB, which also received no answer from Gold’s and gave them an unsatisfactory rating. “I was an ecstatic booster of Gold’s,” Hinkle says. “Now, I tell people to never go there.” A Gold’s Gym spokesperson says the club sends a refund in such cases once it receives proof of a move – documentation Hinkle says the Austin Manager didn’t ask for in March.

“For those paying monthly dues, calls from collectors or a battered credit score may be the first clue membership was never terminated”, says Todd Mark of the Consumer Credit Counseling Service of Greater Atlanta. “Follow contract terms to the letter, providing proof of a move or a doctor’s note. Create a paper trail, and alert credit agencies about this dispute.”

## **6. “Be Sure to Read the Fine Print in Our Contract.”**

“Read the fine print and the details of your health club membership contract. Smooth talking sales reps may offer you a super deal you can’t refuse, but often, that’s exactly what you need to do. “Sometimes you end up with salespeople trying to make quotas that engage in pressure,” says Helen Durkin, head of public policy at IHRSA. “Occasionally, this can lead to skipping over the fine print’, Ramirez adds. One such “hard to refuse” offer that has elicited complaints on Consumer Affairs’ web site is the Bally’s 30-Day trial membership with a catch. You must visit the club a minimum of 12 times during the first month to cancel without penalty; otherwise, you’re locked in into a multiyear membership.

“Ramirez, who began his training career with Bally says, “There were some consumers who complain they did attend the required number of times but that when they made a decision to cancel their membership, the club had no record of the visits.” A Bally spokesperson says the company’s policy is to check all members entering the club and record their usage.

**Your best defense:** Read every word of the contract. Never rely on a salesperson's "word" and don't let anyone pressure you into signing before you are ready – take the contract home and read it overnight before you decide to join.

## **7. "Our Equipment Can Be Downright Dangerous."**

Unlike many other local businesses, fitness centers do not need a license to operate. Furthermore, although the American College of Sports Medicine and other groups publish guidelines for the fitness industry, they don't have the teeth of the law. "In most cases (the gym) is not a safe place to go because there is little standardization," says Marc Rabinoff, forensic expert and professor of human performance and sport at the Metropolitan State College of Denver.

Take equipment maintenance for example. "Although manufacturers must include instructions with exercise machines, nothing forces gyms to follow them," Rabinoff says. "Injuries can result from poorly or improperly maintained equipment," says Cedric Bryant, chief science officer for the American Council on Exercise (ACE).

In 2001, Harold Leon Bostick, a law student was doing squats at a California Gym. Due to a design defect in the machine he was using, a stack of weights came crashing down severing his spinal cord.

Bryant recommends that you ask to see the maintenance logs – hallmarks of a quality fitness center. Avoid machines that stick or don't move smoothly. Ramirez says "There were several times I would be working with a client on a machine or in the weight room and there would be loose screws near some of the benches or on the floor. Although some of the facilities had a 'maintenance log' where we could report such issues, most of the fitness centers I worked with in town did not have a policy to report such issues."

"One time I found a pretty large bolt on the floor next to a group of machines and since a maintenance personnel wasn't present at the time, I had taken the bolt to the front desk where I informed the front desk staff about the bolt and where I had discovered it. They told me, "Okay...just set in on the counter and we'll take care of it." "It sat there for about a week or longer until someone finally put it back," Ramirez admits.

"If you were looking to purchase a used vehicle, you would undoubtedly ask to see the maintenance records on that vehicle to see how the car was cared for and how it was maintained," says Ramirez. "Your health is obviously more important than a used vehicle, however, many people fail to consider asking about the maintenance logs on the machines at their health club."

## **8. “Everything is Negotiable.”**

“I just received a large ad over the front page of my newspaper,” says Ramirez. It reads: ‘NO ENROLLMENT and SAVE \$149 for a limited Time!’ “Balloons, freebies and “membership appreciation” parties are obvious signs of promotion at your local health club. These ‘parties’ are often before the holidays, at the beginning of the year and at the beginning of summer,” Ramirez says.

“Wait, you’re already a member? “Don’t fret, says Ramirez,” just jot down these ‘specials’ and be sure to ask for one of them when it comes time to renew your gym membership.

According to Mark, of the Consumer Credit Counseling Service of Greater Atlanta, “Some gyms will honor the rate months after the posters come down. If you’re looking into a new membership, remember that the cheapest deals will likely be those that lock you in for a long time. For example, Bally’s flexible plans, including month-to-month memberships, typically cost \$5 to \$10 a month more than its popular long-term “Value Plan.”

As for trainers, you might be able to get a break if you decide to share sessions with a friend or two, says Carol Espel, Equinox’s national group fitness director.

Ramirez agrees. He has seen an increase in attendance in his small group fitness coaching programs. He adds “My clients really enjoy the camaraderie and the support that group personal training provides.

They look forward to seeing their friends and as a result, become more accountable. Perhaps it has to do with our economy right now, but there have been more people participating in our group fitness coaching programs. They’re saving big and enjoying personal training at a fraction of the cost.”

## **9. “If Your Wallet Gets Lifted, It’s Not OUR Problem.”**

In 2003, the FBI put out a bulletin about a group of burglars stealing credit cards from lockers of health club members on the East Coast. Since then, there hasn’t been a similar FBI bulletin – but that doesn’t mean your valuable items are safe at your local gym. You never know who’s lurking around the locker room while you’re slaving away on the treadmill.

“For so many people, the health club is like a community,” says IHRSA spokesperson Brooke Correia. “You feel very comfortable, but there are situations where potential thieves will break into the club and take advantage of that safe atmosphere.”

Lonell Young, a 24 hour fitness member in Vancouver, Washington says he worried about car break-ins more than locker thefts. He thought his items were safer inside the building at a 24 hour Fitness in Vancouver. “Nobody is going to actually go in there and break a lock,” Young said. “Somebody will see and catch them.” Or so he thought until one day Young opened his wallet to pay for food and realized his debit card was missing. He discovered charges he didn’t make on his account and reported the theft to police.

Young later realized that his credit card was missing as well, and that the theft happened while at the club. Young searched the internet to find out exactly how a thief could get to his wallet through a lock with nothing left to alert him. His wallet wasn’t taken.

“I got dressed like nothing was wrong and I got taken without even knowing it,” Young said. On the web, Young found videos of individuals making shims and inserting them into padlocks to force them open. “Padlock shimming” is a quick and silent way for thieves to strike. Young was shocked to find out that the lock that he and hundreds of other people use on a daily basis were simple to unlock.

“What’s unfortunate,” says Ramirez, is that thieves can easily find the latest information on how to shim padlocks on the internet. A recent search on ‘*YouTube*’ turned up several “How to” videos on padlock shimming.

“Finally, Ramirez says, “IHRSA recommends using a padlock with a key instead of a combination lock, which is harder to pick. Good information to know – not that it would help Young any.”<sup>5</sup>

## **10. “Go Ahead and Sue; You’ll Never Win.”**

Fitness clubs sure do know how to watch their backs, legally speaking. It’s almost impossible to visit a health club without signing a waiver that absolves the club of any liability – involving everything from faulty equipment that causes injury to improper instruction by personal trainers.

In Michael Stokes’s case, it was a defect in the basketball courts floor at his Kent, Washington gym that caused ruptured tendons in his knee and shoulder. While a judge found that Stokes may have known what he was signing, a subsequent Court of Appeals ruling upheld the waiver and dismissed the case, says Mark Davis, a lawyer at Curran Mendoza who represented Stokes.

“And that’s how it usually goes, since the majority of states’ courts tend to side with the gyms on the matter of liability waivers, while only a handful, including those in New York and Virginia, are likely to rule against them. Occasionally, a judge will, rule on behalf of plaintiffs in

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<sup>5</sup> Fox 12 New Oregon

instances of gross negligence, but that bar is set up pretty high in some states, such as Washington”, Davis says.

Bottom line: “Please understand”, Ramirez urges, “that you’re taking your health in your own hands when you go to the health club, so you need to what your own back – literally.”

## **Bonus Weight Loss Review**

Did you know that the weight loss industry generates nearly \$100 billion a year? How? By repeat business! That’s right! By people who have failed at their attempt to successfully lose weight by joining another gym, purchase the latest fitness gadgets off TV infomercials or buy the latest “fat burner” or weight loss supplements. The success of the multi-billion dollar weight loss industry actually depends on our repeated failure and our continued attempts to find yet another fitness or weight loss “solution”.

### **1. Weight Loss and Diet Centers**

Commercial “Weight Loss” centers can be very dangerous, because, as you’re about to discover, they can damage your metabolism causing you to gain even more weight once you go off the diet. Ramirez says, “I’ve met *so many* former clients of commercial weight loss centers that initially lost weight on the program but gained it all back...and then some afterwards.”

“Don’t get me wrong,” says Ramirez, “in the initial stages of such a program, you will most likely lose weight, but this does not necessarily translate to *fat* loss, which is really what your goal *should* be. Some programs take it a step further with something called an ‘induction phase’ during which they drastically reduce carbohydrate intake which can effectively ‘trick’ the body into retaining less water.”

“The idea is to get you to lose a few pounds quickly to get you excited and reinforce your belief in the program. You think, “Wow, I lost weight, it’s working!” But because restricting carbohydrate consumption causes the body to utilize and deplete its glycogen stores (sugars stored in your muscles), and because glycogen attracts water, the result is a loss in *water-weight*. These first few pounds of weight loss, in effect, are *meaningless*.”

“For years we have been taught and conditioned to believe that if we want to lose the excess fat from our bodies then we need to go on a “diet”. What most of us don’t realize is chronic dieting and severe calorie restriction sends your body into “starvation” mode; a survival mechanism from long ago when our ancestors faced periods of famine and ate anything and everything they could to survive.”

“This built in survival mechanism is strong! Your body continually makes instinctive adjustments to stay alive. Dieting is no exception. In your mind, you know are simply dieting – however, your body believes you are *starving to death* – and instinctively seeks high-calorie food in order to store and hoard fat.” Ramirez adds,

“You see, your body can't discriminate between intentional calorie deprivation (dieting) and starvation. When you drastically reduce your calories, your body shifts into this protective ‘starvation’ mode and slows your metabolism by burning lean (fat burning) muscle as energy, reducing your ability to burn fat.”

Ramirez says, “Muscle is what is known as ‘metabolically active tissue.’ That is because it requires and consumes energy. Therefore, how much muscle you have is the primary determinant of the baseline amount of calories you burn in a day (this means before we factor in any activities you do). Your fat thermostat then slowly climbs due to inactivity as a result of severe calorie restriction.”

“Your body wants to protect you. It’s going to send increasingly more urgent signals to your brain saying, “Hey, get some food in here!” And you’ll experience those in the form of *cravings*. What most people don’t realize is that cravings are self-induced, and it means you are not giving your body what it needs. And after repeated cycles of dieting the body tends to stay in a *semi-starvation mode*.”

It continually sends craving signals as it tries to retain a certain level of fat. This phenomenon is regulated by the hypothalamus gland, located in the brain. Within the gland is an internal agent known as the weight regulating mechanism (WRM) commonly referred to as the “fat thermostat”. Your fat thermostat controls the conservation and expenditure of energy.”

“So when your metabolism slows down accordingly, you’ll no longer be able to progress with your weight loss. “Not a problem,” says your ‘diet counselor’, “you’ve just reached the *plateau*. We were expecting this.”

And because they do not address the source of the problem, the lowered metabolism, and that they are using an *outdated* philosophy of “calories in vs. calories out” they simply reduce the calories *again*, which further exacerbates the problem and makes it increasingly more likely that your body will push you into a massive eating binge.”

‘The unfortunate thing,’ Ramirez says, “is that when a diet program fails, people blame themselves. They feel as though they did not have the self-discipline or the willpower to maintain these unhealthy, unrealistic eating habits.

Over time, these repeated failures lead up to the abandonment of the belief that their weight loss goal is possible or achievable, whereas in reality, they have attempted to do this using an ineffective and outdated methodology.

## **Following are some opinions from local residents regarding their experience with a local commercial weight loss center:**

"I am writing this complaint to help other customers know that they are not alone when it comes to poor customer service. I have been a client for over 6 months and have only lost 10 pounds. I should have been to my goal weight by now. I went to the location 3 times a week and also did their LA lite bars. (Talk about expensive candy bars!)

Anyway, sometimes I have to wait over a half hour to be seen by one of the counselors. It seems they can't keep their staff so I tend to see a new face just about every week I visit.

They seem to be focused on selling supplements, etc. and not about counseling and making up customized menus as promised in the beginning. It seems like every time I go there, they are trying to sell me product. I have tried just about every supplement they offer and I still haven't lost the weight I should have by now. Now I am basically broke and frustrated that the promises made by the staff haven't become reality.

Don't bother signing up with this office, unless you want to waste hundreds of dollars and lose hope in losing the weight you have wanted to lose for years! All they seem to be focused on is selling products and not the service. Spend your hundreds of dollars on a nice trip somewhere or lotto tickets.. you have a better chance of reaching your dream!"

Sincerely,

**Mary**  
**Colorado Springs, Colorado**  
**U.S.A.**

"I payed almost \$400 for LA Weight Loss Centers. I was confused at this, because from the TV commercials I was under the impression that you could pay 7\$ a week. **I joined because I don't want to grow older and be overweight.**

**The ladies were all so nice...At first.** When I payed them my money, I was under the impression that the LA Lites were included, after all; I had just payed \$400. Alas the LA Lites were not. I almost crapped my pants when they had the audacity to urge me to buy some 'Nutra-Grain Bars' 2 boxes at 14\$ EACH.

When I read the contract I was disheartened to realize that if you do not consume the \$14 per box LA Lites you will not get your money back, because 'you weren't following the program correctly, and I guess that's not their fault. Throughout the diet that they claim 'You're never hungry

on,' I have been absolutely miserable. Not only has my weight been creeping off at an amazingly slow pace, I'm also cranky and HUNGRY.

When I go to weigh in, the ladies are usually quite rude to me once they find out that I opted not to purchase the LA Lites. **ALL IN ALL I have to say that LA Weight Loss Centers Diet does not work, and it absolutely sucks to be on. Now I'm hungry, broke and still chubby.**

Thank You LA Weight loss Centers. I Love to be screwed out of money.

Danielle  
Colorado Springs, Colorado  
U.S.A.<sup>6</sup>

## **Confessions of an Ex- Weight Loss Center Employee:**

"As your average student, I was looking for a Full time job to get me through, while attending night classes at school. Looking through a job finder website, I found a job that sounded perfect for me!

I went, filled the application and somehow got the job! **I certainly had no medical experience, but the modeling I did was enough to hire me.** I was told that \*Surprise\* month long training started in 2 days, leaving me 1 day to put in notice at my part time job and no time to notify school. Idiotically, I accepted, and attended the training. Unfortunately I was in a car accident injuring my neck, but because I wasn't there, I was penalized in 'learning the ropes'.

In the training we were taught that there was 3 crucial meetings, each getting more and more money from the client, seeing how the one before somehow locked them into the program.

The first, is a consultation, which if you call the office for an appointment, they will almost force you to come in THAT day. They say it's a way to get them in so they won't think about it and put it off. Understandable I guess, but I was again punished because I simply could not get the hang of pressuring people with busy schedules to delay something to come in that minute.

If the client refused, we were told to ask them to break down their day and get a loop hole for an hour to come in. Come on! If they suck you in that day, then **you will fill out a 3 page information sheet which then proceeds to ask you personal questions, which will be used to trigger**

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<sup>6</sup> Rip-off Report – Colorado

emotional problems related to weight (i.e. Lack of sex with partner, Can't play with child, Always been made fun of through life, Held back in career) In training, we went over mock scenarios to get in the habit of saying the right things to clients.

Trust me, these questions are used to pull the client down saying, 'So, your husband won't be intimate with you anymore because of your "love handles"? Your child said you were fat? Your marriage is suffering from your weight gain?' They build you up 'Well with LA Weight loss, we can have your husband longing for you at work. Your kids won't be able to keep up with you from all the energy you'll have from the program.' ect.

It's all a tactic to weaken you. You will then pay an enormous amount of money, which does not include what you will be forced to buy in the next 2 meetings...

All in all, everything is scripted, and taught. If you do go to a meeting, look at the back of the flip cards, there is a script to follow. I don't know about you, but if you are passionate about a product you are selling, you won't need a script to tell you about the product. When calling for information, it's all scripted as well.

For kicks, go ahead and check them out but do not give answers that night, and they will pressure you cuz if a counselor cannot get you to sign, a manager is listening on the other end of the wall and will come in to save the counselor and get your money. Look at the walls, built so the top part is missing so that managers can hear what's going on.

Also, I read another report claiming that its unfair expecting a counselor to plan meals for you...I say, 'what the hell are these people paying \$1200 for then?!' Counselors should plan meals for clients, but they don't. They don't have the skills. They were only taught to emotionally break you, sell you, and get your money. Call, check it out for kicks, but don't sign anything unless you feel it will work for you. But honestly, I haven't seen or heard any success stories.<sup>7</sup>

"Diets don't work", pleads Ramirez. "If they did, people wouldn't have to keep going back to them time and time again. Getting in shape, for most people, is a *long-term* goal. And perhaps more importantly, because this requires major lifestyle changes."

"It is inevitable that you will come upon hard times on your path to losing weight. That is why you must have a *plan* and a **support system** that keeps you *accountable*. It's far too easy to rationalize and get away with *not* doing something when you're only accountable to yourself."

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<sup>7</sup> Rip-off Report – Colorado

He suggests keeping a food journal to evaluate current eating habits, portion sizes, emotional food triggers, and negative patterns that can sabotage your efforts.

***“Anything that is measured and watched consistently improves,”*** Ramirez explains. “I insist each of my clients record not just what they put in their mouths and the type and quantity of exercise they perform, but also how they feel. Inevitably, the feelings recorded are positive, as it’s virtually impossible to eat right and exercise and not feel good about yourself.”

“My clients are instructed to review their journal each morning, focusing on the positive feelings they experienced the day before. Nothing reinforces life-changing behavior more than recollecting the strong emotions associated with taking positive action towards a goal,” says Ramirez.

“The lack of follow-through is really just a symptom of much larger problems which come from not having the knowledge to put a complete program together, not having a plan of action that incorporates all the components required for success, and not having the support system *you will need* in order to make the lifestyle changes necessary to get results and sustain them for life,” says Ramirez

Amber Unfred, a local business owner and mother of 4 who began a 12 week body transformation program with Ramirez in August, 2008 admits, *“Making lifestyle changes is not an easy thing to do. It doesn’t happen overnight, it involves hard work and retraining yourself to step outside of your “norm.”*

*“At the beginning of the program, Joe sat down with me to find out specifically what my goals were. He took an initial assessment to find out where I was and then we worked together to identify a goal of where I wanted to be, along with a road map of how to get there.*

*I had gestational diabetes with my last pregnancy, so I knew I was at a higher risk of developing type 2 diabetes, plus I was overweight.”*

*“I was at a point that I was so uncomfortable in my body, that getting dressed in the morning was an absolute nightmare!”*

*Even the simple things, like sitting on the floor and playing with my children were a challenge because it was so physically uncomfortable. I carry most of my weight in my mid section, so I looked and sometimes felt like I was pregnant even though I wasn’t. Joe helped me change that! The 12 week challenge has transformed my life!”*

*“I have lost 6% body fat, went from a size 14 to a size 10 and I no longer look like I am pregnant!*

*I now have motivation, consistency, accountability, and the support I need. I own and operate a windows coverings business and have four children, one with serious medical issues, so that does not always allow me to have “me time”.*

Ramirez says, “Self-sabotage occurs when negative feelings creep in. And negative feelings can only take hold when they are permitted to do so. Fueling the mind with positive, expectant, hopeful thoughts is supremely motivating.

Each day the process becomes easier as momentum builds, until after about 21 days, it becomes automatic”.

Just as a savvy businessperson tracks and measures advertising in order to determine what is working and what is not, enabling him or her to make consistently better choices, so should an individual seeking permanent weight loss results.

“The ultimate ‘secret,’ if you will, to getting real life changing weight loss results is as much about managing your emotions and having accountability as it is about exercise and nutrition,” Ramirez reveals. “How we program our brains, what we allow ourselves to emotionally experience, plays a huge role in our success or failure.”

Ramirez offers a 12 week weight management program that addresses healthy eating, proper portion sizes, and behavioral modification strategies to help make eating healthy and permanent weight loss a lifestyle.

To find out more about his guaranteed 12 weeks body transformation program or 12 week ‘healthy living’ nutrition and weight management course, visit [www.womensbootcampfitness.com/12-week-challenge](http://www.womensbootcampfitness.com/12-week-challenge) or call 719-229-2639 for more information.

Bottom line...there is no “miracle” weight loss program out there. Following restrictive diets is not only an ineffective way to lose fat; it is a flawed strategy that is destined to fail. You will only be making things more difficult for yourself in the long-run and can damage your metabolism.

## **The Last Fitness Investment You Will Ever Need To Make**

***If You Are Ready To Take Charge Of Your Fitness and Weight Loss Goals Once and For All...Read on:***

Now that you are aware of some potential pitfalls you may encounter in the fitness and weight loss industries, hopefully you also have a better idea what kind of problems may be preventing you from living in the body you’ve always wanted.

That being said, I would be remiss if I spent all this time showing you the obstacles in front of you and didn’t present a guaranteed solution.

Let me make this perfectly clear to you though: you do not need *my* solution. That's not what this is about. This report is first and foremost about educating you about the dangers that lurk at most health clubs and the lies that are being fed to you by the weight loss industry

My hope is to empower you to accept responsibility for making effective exercise part of your lifestyle this year, and provide you with the truth you need to reach the fitness and weight loss goals you deserve.

But...if you recognize that a structured exercise program tailored to you individual needs and goals and a supportive nutrition plan are the only ways to achieve the results you want and you are ready to make a lifestyle change...

If you now *know* you're fooling yourself by paying for another gym membership that you won't use, piece of equipment or exercise DVD that will just end up collecting dust, another expensive diet shake or "fat-burning" diet pill... then I can help you.

There are hundreds, if not thousands of personal trainers, weight loss programs and diet programs right here in Colorado Springs that claim to have your fitness solution...how is mine different?

Well, some weight loss and diet programs are based solely on what diet "gurus" are saying this month and others are based on unsafe and often dangerous methods that can damage your metabolism while my programs are based on both research and proven results!

Through my experience, education and extensive study, I have developed a system to exercise motivation that has enabled many average individuals to achieve life changing weight loss, health and fitness results.

My programs will support you in becoming laser focused on the results you want and more importantly, results you truly deserve.

My fitness program has provided many of your neighbors with a new life and it can do the same for you! If you've had trouble getting or staying motivated and get bored easily with traditional methods of exercise, you will now look at exercise as fun and will actually *enjoy* your exercise program.

With our breakthrough nutrition program and custom meal plans, you'll feel empowered and you'll have the tools to foster the motivation you need to achieve permanent weight loss and live the life you were meant to.

You don't need a gym membership or expensive home fitness equipment. You don't need fad diets, doctor prescribed (or over the counter) diet pills. You don't need DVD's, books or manuals.

What you need is the guidance, support, motivation and accountability my programs can provide. That's it! With a proven system and the right trainer to hold you accountable, you can become the goal-achieving, fat burning machine you were meant to be. You will lose pounds of ugly body fat and you too will reclaim your youthful, energetic and attractive body just like many of your neighbors already have!

My program has worked for so many Colorado Springs residents and it can work for you too! But you need to take action and pick up the phone and schedule your no-obligation fitness and nutrition consultation so I can show you how my program works.

**I'm absolutely certain my system will work for you even if you tried everything else and failed that I GUARANTEE you will achieve real, quantifiable results with my program and this will be the last fitness investment you'll ever need to make!**

In fact, if you do not experience significant fitness and fat loss results, in 12 weeks or less, not only will I refund your money, I will pay for six months of membership dues at the health club of your choice.

If you would like more information about my guaranteed fitness solutions, please call me direct at **(719) 229-2639** or visit my websites below. Thank you.

Yours in good health,

*Joe Ramirez*

Joe Ramirez, CEO  
Achieve Fitness Solutions, Inc.  
[www.northgatefitness.com](http://www.northgatefitness.com)  
[www.womensbootcampfitness.com](http://www.womensbootcampfitness.com)  
[www.joesboxing.com](http://www.joesboxing.com)

P.S. For tons of great, usable fitness and fat loss information, success stories and more, please visit my websites where you can initiate your subscription to my free health and fitness newsletter, crammed with great information you can use to speed your weight loss goals.

P.P.S. Be sure to read the special testimonial section on the next page I've included so you can see what many of your neighbors are saying about my programs and services.

Here's what some of your neighbors have to say about my fitness programs and weight loss services:



*"I had turned 40 and was starting to think about the extra weight I had put on over the years. I wanted this milestone year to be different."*

*"I started Joe's 12 Week Body Transformation challenge January 14, 2008 and it was the best thing I ever did. I have lost 21 lbs., went from a size 12/14 to a size 8, and shed 26 inches."*

*"This has been an incredible 12 week Journey. I've made so many lifestyle changes that have made such an impact on my life. I'm thankful to Joe for all the hard work and determination he has towards his clients, he really cares about our individual needs. He has been a big part of my success."*

**Patricia Mondragon, 40**  
**Dental Hygienist**  
**Colorado Springs, Colorado**

Here's a pic of Nancy Oldson, a Claims Adjuster for California Casualty, an insurance Company across from the Shops at Briargate. Not bad for 54 years old! Goes to show, it's never too late to get started. Check out those "guns!"



*"I started training with Joe because I was concerned about my bone density test (I had bone loss in my hips) and I wanted to increase my upper body strength. I saw significant results within the first six weeks (about 6" overall) and I continue to see improvements, especially in my tummy and legs. I look better, feel better and have a sense of accomplishment that I've never known before.*

*I love that I don't have to worry about fitting in my work out later in the day. I have so much more energy, the time flies by, and I revel in having more endurance and strength than women in the class who are 15-20 years younger than me.*

*Everyday tasks like loading groceries, carrying the vacuum upstairs and mowing the lawn take so much less effort now. I no longer wrestle to pull the garbage bag out of the can, push the lawnmower up the hill, or take the back seats out of my car. There's no question that I'm healthier and stronger now than I was in my thirties and forties."*

**Nancy Oldson, 54**  
**Claims Adjuster – California Casualty**  
**Colorado Springs, CO**

Remember Patti, from earlier in this report? She was a 28 year old 'tired' stay at home mom... Now she has a lot more energy and a ZEST for life!



*My results have been PHENOMENAL! In the first 4 weeks I lost 4 inches just off my waist. I went from a pair of jeans being too tight to being too big in those 4 weeks. I have more energy to take my kids outside for a walk or to play in the yard.*

*"I can pick up my 5 year old now and give him a piggy back ride up the stairs instead of just down. I am so much stronger in just a few weeks than I thought I could be in a few months.*



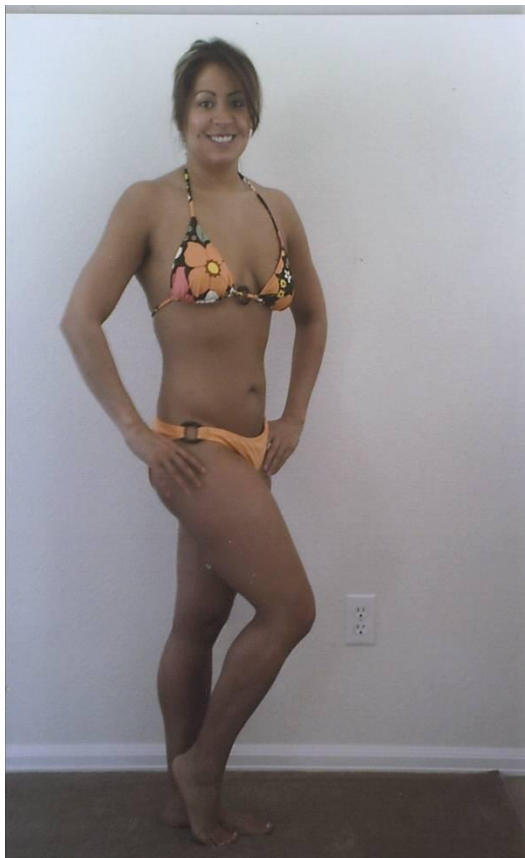
*I am eating better (even on busy days) and I feel like a totally different person.*

*I never thought it would be this quick and fun. Instead of finding an excuse to stay in the house, I find one to go out!!!*

*This is the best fitness program out there. I haven't just made progress; I have made some wonderful friends!*

*Joe, it has been such a pleasure working with you!*

*I really feel like I have been taken care of. You have been there 200% and no one could ask for more. I am very grateful for everything and look forward to working with you more." - Patti*



Denise Fierro lost 20 pounds, went from a size 10/12 to a size 6/8 and lost 27 inches! Her friends asked her, "What's Your Secret?"

*"I have been an athlete during my entire life and very active. As a single mom for years, my children came first. Once my boys were settled in college, I began to focus more on my overall health. A gift to myself on my birthday, I made a commitment to reshape myself. Goals encompassed nutrition, muscle tone, strength and endurance.*

*At age 47, I wanted to be my best in body, mind and spirit as I continued to mature in life. Joe was my catalyst through his teaching and motivation. He provided new programs and challenged me to new levels each week. And it paid off! I reached 16% body fat and leg pressed 360. I became stronger and healthier than ever. I had worked with other trainers, however, never experienced these results. Working with Joe has been one of the best investments of my life!"*

**Robin Roth 48**  
**Executive Assistant, Keller Homes**  
**Colorado Springs, Colorado**

*"After having a job that was basically sedentary 95% of the time for seven years, I put on several pounds of weight and became physically unfit which bothered me a great deal. In February of 2002 I was involved in a car accident that injured my back, neck, and ribs. As a result of this accident I received chiropractic care and needed strength training."*

*"My chiropractor advised me to join a gym to do resistance strength training to help with my injuries. I signed up for a once a week training session for 12 weeks with Joe as my fitness trainer. At the start of training I was 51 years old, 5' 1" tall and weighed 144 lbs. and wore women sizes 10-12. As the weeks progressed I started to lose weight. At the end of nine weeks I had lost 10 lbs. weighing 134 lbs. I was so much stronger and all around more fit.*

*To my delight, my clothes were becoming so large on me that bagged them up and donated them on to Goodwill. I'm now wearing sizes 6-8."*

***"I absolutely love picking the small sizes off the clothing racks. I have lost approximately 8 or more inches of fat and gained muscle leanness which has made a huge difference in my appearance and the way clothing now fits. People have commented that they have seen a big difference in my appearance over the weeks. I'm looking forward to continuing the weight loss and fitness program that has made my life feel so rewarding. I have been feeling so good about myself and have become a much healthier person in the process. Joe has given me valuable tools to maintain fitness and good health through his specially designed training and nutritional program."***

**Marian Williams 52**  
**Colorado Springs, Colorado**

*"In October 2005, I decided to begin a fitness program that would include weight training. I am a skier and I thought that it would be great to work with a personal trainer in order to get my body better prepared for the fitness level required each year for skiing. I asked several people who would best do the job for me and every response was...Joe.*

*I hit the slopes for the first time after working with Joe for only 6 weeks. I couldn't believe it! I was skiing better than I had in years. In fact, when I awoke the next morning dreading the sore muscles, I found that I was fine. Not only is my body better prepared for skiing but I find that my confidence has greatly improved, too!*

*I highly recommend Joe as a fitness trainer. He loves what he does and I love what he has done to help me better improve my fitness level."*

**Stephanie Wright 50**  
**Colorado Springs**

*"Over the years I have worked with several personal trainers. Being uncomfortable meeting in gyms, which are crowded, noisy and sticking out like a sore thumb, I wanted to try something different. My goal has always been to lose weight, but as I've gotten older I realize the importance of building strength also.*

*What I have found since joining boot camp is the camaraderie, challenge and working out in an environment that promotes well being and peace of mind. I have found the success I was looking for with this program, I'm leaner and stronger in a shorter time than with all my experiences in a gym."Thanks Joe and all the gals.*

**Donna Weick, 56**  
**Colorado Springs, CO.**

*"Being 45, a wife, mother of three and a business owner, time was something I could never find for myself. I tried several at home fitness venues (equipment, exercise videos, etc) but was constantly interrupted by my kids, the phone, chores or just life in general.*

*Each week I feel myself getting stronger and feel the true benefit of boot camp is the camaraderie of the team. The motivation becomes more than working out, you go because you don't want to let the team, Joe or ultimately yourself down. This keeps you in the game.*

*I highly recommend this to others like me who found excuses for ten years not to exercise. Joe is a wealth of knowledge and a great motivator. It's awesome; just try it, its time to investment in yourself."*

**Eileen Wayne**  
**Busy Mother of 3, Colorado Springs**

*Several years ago I was involved in a serious skiing accident that involved 2 years of physical therapy. Since that time I have been a devoted gym club member, but as I have gotten closer to my 50 years I am watching in horror as my weight climbs and my energy level decrease no matter how long I workout at the gym.*

*I have tried personal trainers, but their motivation last only for the time of the one hour session. I read about Joe's boot camp in the Gazette, and mulled over the idea for a long time. When a friend mentioned to me that I looked like I put on weight, "but you still look good heavier", I knew I had to make a change.*

*Boot camp with the other women has been fun, and that has made all the difference to my commitment. Sessions are outside and it feels good to breath the clean air as we huff and puff. The sessions are always different but continue to work the necessary areas. We encourage, laugh, groan, protest, threaten mutiny, and celebrate our accomplishments.*

*I am looking forward to my first triathlon and my energy level has increased, my weight is coming down, and I am bursting with confidence and excitement. I feel strong. Thanks Joe!*

**Maria Martinez, 49**  
**D11 Teacher**  
**Colorado Springs, CO**

*"It was the GREATEST feeling in the world walking through the mall and be able to go into my favorite stores and try on non-maternity clothes...it was a real confidence booster.*

*Trying to lose pregnancy weight is hard enough, but when the gym classes and the same old treadmill routine no longer were producing results, I knew I had to try something new."*

*I lost 10.75 inches and 2 % body fat in my first 4 weeks. I decided to join boot camp when my daily workouts at the gym became boring and cumbersome and I started to lose the motivation I once had. Since working out at Joe's Boot Camp, I have not only been shedding more pounds, but have also gained more muscle tone and have TONS more energy. And, most importantly, no two workouts are ever the same. The boot camp workouts have given me the confidence to try more non-traditional and fun ways to do my workouts."*

*"The atmosphere is FUN because you have a small group of women in the same situation and I found that this program was not intimidating like the gym sometimes can be. Also, Joe uses tools and exercises that I can easily do at home, so really - there is no need to have a gym membership anymore." I left my trial session feeling upbeat and energetic"*

**Tracy Wright**

*“If I can do this.....anyone can do this. I wasn't sure what Joe and his staff could do with me and for me and I was afraid that I wouldn't be able to handle the program or that I would fail....again. I am almost 45. I have been overweight for the last 17 years. I have asthma. I have arthritis in my left knee. Both of my hips hurt every day. I broke my wrist ten years ago and as a result of the pins that they used to set my wrist, it is now a little crooked. That causes wrist, elbow and shoulder pain if I do the wrong move or lift too much weight.*

*Did I happen to mention that I have been dealing with chronic fatigue for the last ten years? Every day I wake up more tired than when I went to bed the night before. If Joe's boot camp were too hard for anyone, it would be me. But here I am boot camp!!*

*Joe and his staff make boot camp a doable challenge for all women. All sizes, all shapes, all fitness levels and all ages. In my group of twelve we have several ranges of fitness and ages and all twelve of us walk away from every boot camp workout challenged, in just a few weeks my clothes are starting to fit different, better.*

*Two weeks after I started Joe's boot camp one of the trainers at my gym told me that he could tell I had been losing weight! WOOHOO!!! I had been stuck on a plateau for the last 9 months. Lose 5 pounds, gain 5 pounds, lose 5, and gain 5. I worked out at the gym harder and longer, but my clothes were still tighter and tighter.*

*Joe is committed to helping women like me succeed in life. It is not just a job or a business for him. He really cares. He cares enough to push you when you don't want to be pushed. He cares enough to encourage you when you want to quit, and he cares enough to get in there and do the work with you when you need that too.*

*Then there are the other women. I have to tell you I have never had so much fun working out in my life!! There is no pressure or competition; we are all there for the same reason. We want more and better for our life than what we have had. So we all work together and we laugh together. All of that equals success.*

*If you are overweight like I am, Joe will help you lose weight and inches. If you are weak and out of shape he will help you become strong and fit. If you are tired all the time, Joe will help you find your energy again. If you are already strong and fit and have enough energy Joe will help you to become stronger, fitter and even give you more energy. Nobody who really gives Joe's program a chance can lose.*

*It doesn't matter where you are at in your journey to health and fitness, start with Joe and you will get where you want to go”*

**Beth Connell, 45  
Colorado Springs**

\$87.00 value

## **FREE FITNESS & WEIGHT LOSS DIAGNOSTIC CONSULTATION**

***Expires in 30 days, claim right now!***

\_\_\_ **Yes!** I want to schedule a private consultation with you to discuss hiring you as my Fitness and nutrition coach. I understand that your services are “in-demand” and your time is limited. That’s why I’m acting now to take advantage of this gift certificate (a \$87 value) and requesting to schedule a private Body Diagnostic Consultation with you at your next available appointment.

During my Body Diagnostic Consultation you will give me a complete fitness assessment, and then share exactly what I need, to get in **the best shape of my life**. Including:

- Specific to me information and custom fitness and nutrition recommendations
- Finally! Actionable advice on how I can achieve my health & fitness goals
- The opportunity to sign on with you as a client and get fit and healthy once and for all.

If there's availability, I understand you are the premiere health & fitness expert in Colorado Springs, and demand is huge!

I’m sick of wasting my time on false solutions and promises that don’t deliver. I’m ready to commit 100% to do what it takes to achieve my goals and take action now.

Furthermore, I understand that if I’m able to hire you as my fitness coach, my success is **100% guaranteed**. I’m not only going to get maximum health, fitness, and weight loss results in minimum time, but I’m going to build a solid foundation to ensure I maintain my results FOR THE REST OF MY LIFE!

That is why I am calling your office right away to claim this gift certificate and schedule my Body Diagnostic Consultation (\$87 value) while openings last!

***Expires in 30 days, claim right now!***

***Call 719-229-2639 to schedule your appointment***