

Top 5 Excuses NOT to Hire a Personal Trainer

1. I don't have a gym membership.

If you haven't shopped gym pricing in your area lately, take the time to do so and make sure you visit and tour the gym during the time of day YOU will be training. The gym's members DO make a difference in your training experience. Find a facility that fits your personality, with members that you feel comfortable sharing the space with. The personal trainers in that facility will tend to also be like the members, so if you feel comfortable where you are, you will probably find a trainer you enjoy working with as well. Also, many personal trainers are thinking outside the box today. Personal trainers meet at the client's home and turn the garage into a gym, meet at parks or the beach to get a bonus boost of Vitamin D with the workout, and some even virtually train clients via webcam.

2. I can't afford a personal trainer.

"You can't afford not to," is the answer to this excuse. Take a few minutes to add up medical expenses over a month, six months, or even a year. Now think about adding diabetes, a heart condition and/or various orthopedic injuries to your list. Lifestyle changes can reduce the risk of developing chronic diseases and long-term joint damage and the medical expenses associated with these conditions. How often do you eat out each week? Most people spend \$5 to \$10 at lunch, so you can simply bring a nutritious lunch each day for \$3 to \$4. Most people associate healthy living with an expensive grocery bill, but the opposite is true. Buying whole foods, even sticking to organic produce, can cost significantly less than processed foods and eating out. Certified personal trainers that are well-educated and certified go beyond just the time at the gym. What we actually perform is personalized lifestyle coaching. We can help design meal plans and grocery lists which can cut down the cost of food. If you eat out or buy a \$5 cup of coffee regularly, do a little math and figure out how much you're spending on these unhealthy habits and how much of that could go towards a few sessions with a qualified, certified personal trainer. This logic is undeniable.

3. Why am I going to pay for something I can do on my own?

The answer to this excuse is, "but you don't do it on your own." Do you keep a training and/or food intake log? Logging has multiple benefits from a planning and execution standpoint and can be the key ingredient in finding initial success that can propel you forward and help push you past the plateaus that will eventually happen. Without training and food data, it's virtually impossible to make modifications that have any relevance. One of our key attributes is helping clients plan workouts via evidence-based research that will actually produce the results they are seeking within their personal and specific goals. Correct exercise technique using multi-joint exercises that produce strong, functional and low-injury risk human bodies should make up the bulk of your strength training and

engaging in multiple forms of cardiovascular work is more effective than traditional long, slow distance cardiovascular training, and it's also more interesting and takes less time. Nobody has much free time and certified personal trainers help you maximize that time.

4. I'm not a professional athlete or Hollywood star – I don't need to look like one.

Everyone has a level of physical appearance they want to achieve, that they will be comfortable in, that they will be proud of. To say otherwise is fairly disingenuous, don't you think? It's not about what other people want you to look like – it's about what YOU want to look like. The great thing about working with a certified personal trainer is that over time, you can manipulate the training and food intake variables to achieve whatever you like. Our lives are comprised of seasons, and we like to help people realize that every day of every season isn't "photo shoot" day. Somewhere in the process, you will find what works for you, what kinds of things you like to do and the body you feel comfortable living in. Well-educated and certified personal trainers focus on health first so that the changes that happen actually mean something. Anyone can lose weight in the short-term. Attaining and maintaining that weight loss within a framework of evidence-based food and exercise plans is quite another story.

5. I don't have time.

Life doesn't present us with the perfect opportunities at the perfect time – we create them. It's not about having enough time; it's about prioritizing that time a bit better, based on your personal life goals. A personal trainer can maximize the time dedicated to working out with a plan for an individual's needs and goals. If you're like most Americans, zipping around burning two candles at both ends, at some point you're going to wear out or flame out. A big part of what we do is helping clients build exercise and food intake modifications into their schedule and help them pry out that precious little time they have for exercise. Consistent exercise lifestyles keep us healthy and make us more energetic, so that we can truly accomplish our life's mission.