



When It's Just Not **WORKING OUT**

GUESS WHAT? YOU'RE NOT ALONE. IT WASN'T WORKING OUT FOR ME EITHER. OR RATHER, MY WORKOUT WASN'T WORKING OUT.

My workouts used to be amazing (or so I thought). Each time I walked into the gym, I always 'believed' I was getting results. However, I can't recall ever really 'changing up' my workouts! Worse yet, I can't remember the last time my body actually showed positive change from working out. Maybe my luck ran out, and reality has finally hit because I have not experienced any real change or growth for as long as I can recall. I would even go as far as to say that my workouts were stale!

As most of you know, when something's not working, you really do need to try something else. As fate would have it, I recently had my opportunity to experience "real change." It all started one night at a vendor's planning meeting for the last PhillyFit Bash. I was talking with a group explaining my frustration with working out. Out of the blue this woman, Susan, who I barely knew, pipes up and says, "Just try one session with Heather." Now mind you, Susan

is this ripped woman who has had the pleasure of holding the trash can for some of Heather's victims (a.k.a. clients) on a regular basis (something I learned only after the fact.) At any rate, at first I didn't think much of it, but later that night I received an email from Heather that was entitled "Fatigues..." which said, "Don't make me come to your front lawn to train those fabulous abs. Make a commitment to yourself. You have my email and number." I don't know what came over me, but I took a leap and agreed to one session.

I told my Type-A self to chill, relinquished control over every little thing and put my confidence and fitness hopes on a woman I now call 'Bruiser', a.k.a., Heather Hoehn, General Manager of Summit Sports Training Centers and owner of Flip Fitness. Yes, I've taken the plunge and put my body's destiny into someone else's hands, those of a highly-qualified, trusted professional! Truly delegating, at its best! While she hasn't had to show up on my front lawn in her fatigues yet, she crushes me EVERY time we train. And I think I like it, maybe even love it! Hurts so good ... sick, huh?

I've come to realize that with all the good that is going on with PhillyFIT, things weren't so good for JamiFIT. My focus was gone. Time on the treadmill was really spent thinking about the next cover. Free weights translated to free time to think about potential advertisers. And worst of all, my cell phone and I became inseparable. I was addicted to Sprint!



PICK UP
Your Workout...
Hire A **TRAINER!**

Here Are My **TOP** Personal Tips/suggestions.

Obviously I can't be trusted (at least with my own body) at this point in my busy, chaotic life. Since having relinquished my fitness regimen to someone else, it's a strange feeling not knowing what the heck is going to happen when I get to the gym. The suspense is actually titillating. I drive to the gym in a mindless state. Not thinking reps, cardio or worrying about dips, stretches and squats. Should I do machines or barbells? Now I just enjoy the scenery on my drive to the gym. All I have to do now is show up, pay attention, do what I'm told, and work as hard as I can! (Heather WASN'T kidding when she said she expected 100% from me each workout!) My only regret is that I hadn't done this years ago! I feel free and fit!

What I've learned is that a good trainer will develop a workout program that works for me, my lifestyle and my goals. I told my trainer I wanted to be "fit like an athlete again, strong from the inside out". Heather got my number right away and she has been kicking my ass ever since. We train high-intensity, to complete failure. We do biceps curls with a towel, her huge arms on one end, my dinky arm on the other. I look at her and say, "Yeah, right!" Heather offers some militant motivation, I do it, she provides resistance and I pull as hard as I can. The burn leaves me almost breathless, but I won't quit! During another session we do agility and footwork training. With that darned stopwatch in her hand we do sprints, laps, and pushups till I puke. (Well, almost. I just refuse to let THAT one happen!). I challenge all readers who are burnt out, looking for support or new challenges, to search for a trainer who suits them. This has been a real eye-opener as well as a thigh burner. As much as I think I know how to build a nice, lean body, others are out there who have studied and practiced far more than I have, and they're able to teach me new tricks, working specific groups of muscles that I'd been neglecting (unintentionally).

I thought I'd hate to feel obligated to drag my butt to the gym, committed to meeting a trainer, when I had just worked 12 hours. I thought I'd be a little intimidated (Yeah, even me). But it didn't happen. And guess what? I think my body is once again "happening!" Finally I SEE AND FEEL CHANGE! I encourage all of you to give it a shot. Reach out, take a chance and get yanked into born-again fitness fanaticism. I have and so can you!

An awesome trainer will make it happen. So, will I see you with a new attitude bright and early Monday morning?

Ideas on how to find a trainer:
www.ideaefit.com
www.locateatrainer.com
www.personaltrainerdirect.com

I AM!

1. Go back to the basics. Start with something simple first, especially if you're not ready to join a gym. Start with an activity that you loved as a kid. Jump rope? Kickball? Even tag! Find new ways to reinvent those recreations. Break out that dusty basketball! Find someone, maybe a trainer to help you "re-learn" that passion. For me, it was swimming. Heather throws me in the pool once a week. I've been "making a splash for a few months now...It's amazing. (Wish she'd get rid of that damn stop watch though!). I actually love shopping for new caps and goggles and tooling around on speedo.com. Oh, by the way, swimming burns 4x more calories than land exercises.
2. One up yourself. Find someone who is more passionate than you are...a friend, a trainer or even a lover who will motivate you to find that "it factor" that got you first to sign up for membership at the gym in the first place.
3. Use your Palm Pilot. Make an appointment with yourself for yourself. Designate specific times for workouts and set the alarm as a reminder (This will work on your cell phone too!) A friend of mine lets the alarm go off until she steps foot in the gym!
4. Skipping a workout is NOT an option. My favorite line, when people ask me "how do you manage to stay in shape?" is "It's not an option!" I kind of like holding myself grossly accountable to my workouts, and making myself as important as a new potential client meeting! Believe me, no one knows more than I do how hard it is to muster up energy at the end of a busy workday. So try the a.m. workout deal. I have a feeling that after you work out, as tired as you'll be, the energy that kicks in shortly after will put your brain back in high gear.
5. Buy something new. I know it sounds a little shallow, but a new gym bag, (I just got a really cool one from my friends at Glacieu SmartWater/Vitamin water!), a water bottle (again, I landed one with a crazy handle on it!) or a cute T-Shirt (love my new PhillyFIT girllie-Tee) can really motivate you to get to the gym. The best purchase you can make is in sneakers. Niketown.com is a great website to shop for new sneaks and they will almost always have your size in stock.
6. Find a healthy snack that you know you can over indulge in when needed. Mine: pitted - frozen cherries (frozen food isle). There's something about popping them like malt balls! To top it off, you have suck on them for a little bit before they are soft enough to chew, so they stop me from grabbing a box of Tastykakes!

letterstothe**publisher**

Hi Jami,
Great job on the PhillyFIT BASH!
Very cool, with lots of positive energy! The vendors enjoyed themselves as well, they had nothing but excellent feedback!
Regards,
Barbara McKeever
Assistant Race Director
Philadelphia Triathlon

Hey PhillyFIT!
That BASH was a terrific event, unreal! It was beyond fantastic, I've never seen anything like it, and I must be involved with anything/everything that PhillyFIT does from now on. PLEASE make sure I am on your email list, so I don't miss any upcoming news. I thought your entire staff ought to know that they did a fantastic job, the best! I made more connections and contacts at your event than anything I've ever done!
Brian Girsh

Dear PhillyFIT,
When I first called you last year, I had no idea on how to do an ad... PhillyFIT built my entire ad campaign, and I wanted to write to you to let you know, the amount

of calls is amazing, every issue! I even found my staff through PhillyFIT! THANKS, business has been SO incredible thanks to you guys!
Linda, Pilates by Linda & Co.,
Hunt. Valley

Hi PhillyFIT!
Your latest issue looks great! I'm very particular on the professional look of magazines and layout, and if I'm not impressed, I don't care to look at the rest. I have to say you are doing incredible work. I wish you even more success.
Jeannie Andrews

Dear PhillyFIT,
First of all...I want to tell you what I thought of your BASH, Sun. Jan. 29th. I didn't expect as many people as there actually were! I thought the demonstrations were outstanding, and it really got the crowd going...especially the Tae BO, WOW! And the belly dancing! I didn't have the opportunity to go hear any of the lectures, but heard they were excellent, there was an amazing mix of vendors and just a good positive atmosphere...I really think you

do a great job, and I admire the work you have done...you are on your way to building an empire! It is just great that you are giving so many people an opportunity to show their craft, and educate people! I was thrilled to be part of it.
Kevin McCrossin
Whipple & Assoc.

Hey Jami,
I just spent my lunch hour reading Jan/Feb PhillyFit magazine. I enjoyed reading all the articles. They are written by real people with a seemingly genuine passion for helping people become healthy and fit. I simply wanted to let you know that I think you are doing a great job with this publication.
Diane Catrambone
Owner, Fitness Together

Hi Jami --
As a vendor of the PhillyFIT BASH, we wanted you guys to know that we are still reeling from the impact of it! We talked non-stop all day from start to finish. Thank you so much for all your efforts and encouragement to make this such a cohesive, group energized event. Thanks again

Jami. PhillyFIT is on the mark and making a difference.
To your health,
Keith & Karen McCall
Area Directors, Innerlight Inc.

Dear PhillyFIT,
Since your magazine is SO successful, and I love to read it cover to cover, I have an idea that I thought I'd mention. I think PhillyFIT should have it's own local TV show on cable TV maybe? I am a stay at home mom with 2 kids and want to try different at home workouts and get nutritional advice, but there is absolutely no show like this to get me going. I think PhillyFIT is the show I've been waiting for!
Laura Bauerle

Hi Jami,
WOW!, what a day you had. I am so happy for you, you deserve it. You have put together such a great magazine and you have motivated and inspired so many. You talk the talk and you most certainly walk the walk! Jami, you are changing the lives of many people, it's an honor to have finally met you. You are a sweetheart. Please stay that way and keep doing what you do.
Thanks again.
Denny Chipollini

We challenge you... to challenge us!

The PhillyFIT Magazine Challenge Team is throwing down the gauntlet, and accepting any and all challenge offers. If you have something new and unique in the world of health and fitness and would like our Challenge Team to put it to the test, tell us about it. We'll take your challenge.

Our team knows no limits. If you have a something related to health, fitness, nutrition, healthy dining...whatever, invite us to take your challenge. We'll send our crew to your location to test your product or service and our experience and results will be written up in an upcoming edition of PhillyFIT Magazine. You might beat us ... we might beat you. Either way, you can expect great exposure – and FUN for all.

Our team brings to the table a wealth of experience and wide range of backgrounds. We are available in teams of two or as large as our entire group. (Some team members are not featured in this photo). Contact editorial@phillyfitmagazine.com for pricing detail and to schedule a CHALLENGE.

