

Nov. 2006 Newsletter



Intro

Greetings readers, It really just occurred to me as I was prepping for a presentation that I have been writing this monthly newsletter for more than a year now and we have discussed everything from cross training to how to dress for exercise but I really have never answered the major question in my business. Why should you hire a Personal Trainer? That is exactly what we are going to talk about this month along with fitness discounts and an introduction to NEW Trainer, Lauren Shuster. Wait to you see what Lauren has to offer the Train by Trina team!!

Article "Why A Personal Trainer"



Let's clear up the first misconception that I run into as a Personal Trainer: that Personal Trainers are only for the rich and famous. This really is not true, or I would be hanging out in Hollywood!! At Train by Trina we are here to reach, teach and educate thousands of people on how to live a healthy life through activity. This is why Train by Trina comes to your home. It removes the intimidation, it removes the travel time, and it takes away the initiation and monthly fees of a gym. You don't have to invest hundreds of dollars to have home gym or a Personal Trainer (PT).

Read the list and I bet at least three of these excuses on here are what is keeping you from exercising and leading a health life, they are also all reason why people hire a personal trainer:

- *Motivation:* "I don't want to do anything, I am too tired!!" PT's make your exercising experience energizing and enjoyable.
- *Education:* "Where to start? I don't really know what to do and I have tried a number of things and am not sure if I am doing it right." PT's are trained for this. They have a broad base of knowledge on how the body works and specialize in how to fine-tune it to get the results you want.
- *Efficiency:* "I have a gym membership and I go, but once I am there I find I wander around, do a little of this and that but nothing seems to be working." PT's keep you efficient with your time. They keep you moving and on task.
- *Rehabilitation:* "I have an injury and I can't workout, my knees are weak because of it." PT's can help in building back your muscles after an injury or balancing out any imbalances that were created due to injury.
- *Program Design:* "Based on my goals how often and how should I be working out?" PT's make a program that is right for you based on your goals and assessment results.

- *New Exercises:* "I have been going to the gym for years and I have done the same workout every week for the last two years!!" You may not need a PT every session but once a month will help to spice up your workout.
- *Break Through Plateaus:* "I just can't lose that last 5lbs!" This is where PT 's SHINE. They are experts in helping you break through the last little bit. Remember they know the tricks of the trade so to speak!!
- *Accountability:* "I'm so busy today I'll skip my workout but do extra for sure tomorrow." When starting anything a buddy always helps and with our busy lives if it is not an appointment it is not getting done. PT's increase your accountability due to you keeping an appointment with them.
- *Realistic Goal Setting:* "I want to lose 10 pounds in a week. I saw it on the National Enquirer!!" Some folks have an unrealistic perception of themselves and what they can attain in 1,2 or 3 months time. PT's bring you back to reality and help you set realistic goals that they feel are good for you based on your commitment level and time you have available.

Above are all reasons people hire personal trainers. Chances are you can identify with most of them. You need to move you from "yeah I know" to "get up and go".

If you've been hesitating about hiring a personal trainer consider trying a session or two. The first consultation with Train by Trina is always free. It's a chance for us to talk to you about your goals, to assess your current level of fitness and to learn about what exercise you are currently doing, or are interested in doing. We'll create a plan tailored just for you, your budget and the time in your life for fitness. We know it is a decision you won't regret. Get in touch today! Trina@trainbytrina.com

New Personal Trainer

Lauren Shuster



Welcome Lauren to the Team!!

Lauren is a graduate of the University of Toronto with a Bachelor of Science in Physical Anthropology and Biology minor. She is certified through CAN-FIT-PRO as a Personal Trainer Specialist and Fitness Instructor Specialist.

As a Personal Trainer, Lauren has worked with a variety of clients ranging from those looking to stay fit during and post-pregnancy, to those looking to improve their golf game by increasing their flexibility and strength.

Lauren has a background in modern dance and ballet, which she uses to help, educate her clients about proper posture, focus, flexibility and balance. Lauren specializes in core training using the stability ball and resistance bands.

Exercise of the Month

Chest Flies:

Target Area: Chest Flies (Pectorals Major, Pectorals Minor)

Equipment at the gym: Fly Machine

Equipment at Home: Bands or Free weights

Set up: Lie down on your back on the mat with your knees bent so that your feet are flat on the floor. Holding dumbbells in each hand, extend your arms out from your chest over the mid line of your body, facing your palms inward so that the dumbbells are touching or your band has a little space between your hands.

Movement: Engage your core muscles and slowly lower your arms down to the floor palms still facing inward. Lower dumbbells/band until your upper arm starts to touch the ground. Pause for a moment, then slowly raise your arms back to starting position. Both arms are working at the same time and moving fluidly.

Tip: Keep your head and neck on the ground. Don't let them lift off. For more challenge you can take your feet off the ground and into table top position to engage your core more while you do this exercise.



Have a copy of Trina's book "[The No Fail Diet](#)", co-authored with Leslie Beck, shipped to a loved one for Christmas. The book includes:

- Four flexible weight loss meal plans
- A day-by-day menu plan with meal and snack ideas and healthy eating tips
- Over 75 delicious and easy-to-prepare recipes
- Trina's 12-week fitness plan complete with demonstration photographs to workout in your home or at the gym
- Tracking tools to keep you motivated and enhance your success

Discounts on Pilates

Go Pilates Get your body going to Go Pilates at Queen & Church for one-on-one pilates sessions in a beautiful, fully-equipped exposed brick and beam studio. Friends of Train by Trina **save 20%** when you book a package of 5 sessions. For more information, contact certified instructor Sandra Brunner, 416-858-3541 or go@gopilates.ca [Go Pilates](#)

Discounts on meals delivered to your door by **The Specialty Gourmet** Sign up **before** November 30th and we'll take **\$25.00 off** your service. If our Body-For-LIFE or A la Carte Meals are better suited to your needs, have a free lunch on us!* Email customerservice@thespecialtygourmet.com or call 877 770 3663 today