



Fast Fitness And Fat Loss For Busy People

*Presented by Ryan Norton, Wisconsin Personal
Fitness*

Who Am I And Why Should You Listen To Me?

- B.S. Kinesiology from UW-Milwaukee
- NSCA-CPT/NSCA-CSCS
- 7 years experience helping people reach their goals through fitness and nutrition
- Countless testimonials
 - Some here today
- Developed my passion for fitness and nutrition through a weight loss journey of my own



My Mission Today

To provide you with educational fitness and nutrition information that helps you understand the value of integrating healthy habits into your life.

What We're Covering Today

- Problems with getting fitness results
- Solutions for fitness success in a busy world
- 5 keys to transforming your body in record time

Problems With Getting Fitness Results Today

- #1 reason why most folks have trouble staying on track with a fitness program is...

TIME!

Problems With Getting Fitness Results Today

- Everybody has busy, hectic schedules
 - Busy work obligations
 - Children and family responsibilities
 - Social life
 - Plus rest and recovery just to keep up...
- Where do you possibly find time to exercise and still do everything else that must get done?

Problems With Getting Fitness Results Today

- The typical go-to workout routine people attempt to engage in is just not practical for today's busy world.
 - Split routines and “body builder” type programs (chest day, back day, leg day, arm day).
 - Long, slow, boring cardio workouts on the treadmill.
- These type of protocols just aren't efficient in getting results in a compressed period of time, and they end up being down right counterproductive.

Solutions for Fitness Success in a Busy World

- Research is showing us that there are far more efficient ways to exercise and achieve results.
 - According to the American College of Sports Medicine (ACSM), more calories are burned in short, high intensity exercise than in longer, lower-intensity aerobic workouts.
 - A study published in the U.S National Library of Medicine showed that high-intensity, short duration exercise showed an increase in fat loss and improvement in body composition when compared to other forms of exercise

Solutions for Fitness Success in a Busy World

- Strategies include:
 - High Intensity Interval training-HIIT
 - Repetitive intervals of high intensity bouts/rest periods
 - 10-20 minutes of bike sprints
 - High Intensity Steady State Training
 - One high intensity bout with no rest
 - 20-30 minutes of rowing
 - Circuit training and heavy resistance training
 - Weight lifting under short rest periods
- Each of these types of protocols gives you more calories and fitness impact “bang for your buck” in a short period of time.

Solutions for Fitness Success in a Busy World

- Additional strategies include:
 - Selecting compound movements that work multiple joints and full range of motion
 - e.g. pull up vs. dumbbell curl
 - e.g. squat and deadlift vs. leg extension or leg curl

Solutions for Fitness Success in a Busy World

- Cardio type exercises that work the entire body
 - e.g. rowing or an air-bike vs. stationary bicycle
 - Anything that is going to stimulate muscle tissue in ALL extremities vs. just the upper OR lower extremities

5 Steps to Transforming Your Body In Record Time!

1. Define your goals, motivation, and commitment.
2. Evaluate where you are right now.
3. Design a COMPLETE program to achieve your goals.
4. Take ACTION and implement your program.
5. Regularly assess your progress and update your program.

Step 1: Define Your Goals, Motivation, and Commitment

- What specifically do you want to accomplish? (goals)
- Why are your goals important to you? (motivation)
- How committed are you? (scale 1–10)

Step 2: Evaluate Where You Are Right Now

- That which you wish to improve must be measured!
 - Weight
 - Body fat
 - Physical performance/output
 - Photographs
 - Etc.

Step 3: Design A COMPLETE Program To Achieve Your Goals

- A comprehensive health and fitness program **MUST** include each of the 6 components of success!
 - **Nutrition:** the foundation of all health and fitness
 - **Supplementation:** to fill the voids in your nutritional program
 - **Resistance Training:** increase lean muscle mass and metabolism
 - **Cardiovascular Exercise:** optimize fat loss
 - **Flexibility:** to prevent injury, promote recovery
 - **Coaching:** knowledge, support, and accountability

Step 4: Take Action And Implement Your Program

- Learn each of the components of your program.
- Take action and implement.
- Commit to push through the rough days, as they WILL be there, and it will all be worth it.

Step 5: Regularly Assess Your Progress And Update Your Program Accordingly

- You must regularly assess your results by measuring against that which you wish to improve
 - Failure to do so leads to plateaus, frustration, and backsliding
 - Taking responsibility for doing this ensures your continued progress and **ACCELERATED** success!
- Have an expert review your progress and program to identify necessary “course corrections” to succeed!

“How Long Does It Take To Achieve Significant Results?”

Give yourself a good 90 days to achieve significant results with your program AND cement in the new lifestyle habits necessary to maintain them for life!

“Why do some people succeed while so many ‘spin their wheels’ repeating failure over and over again?”

There are many reasons for failure, but the BEST way to ensure success is to follow a proven model or “system” that produces results.

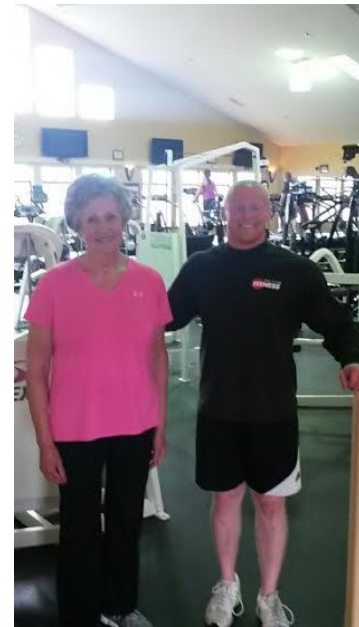
Case Studies Of My Clients...

-Darlene K.

-68 years old

-No fitness experience

-Lost 100 lbs in 10 months and has kept every pound off and is in the best shape of her life. A true inspiration.



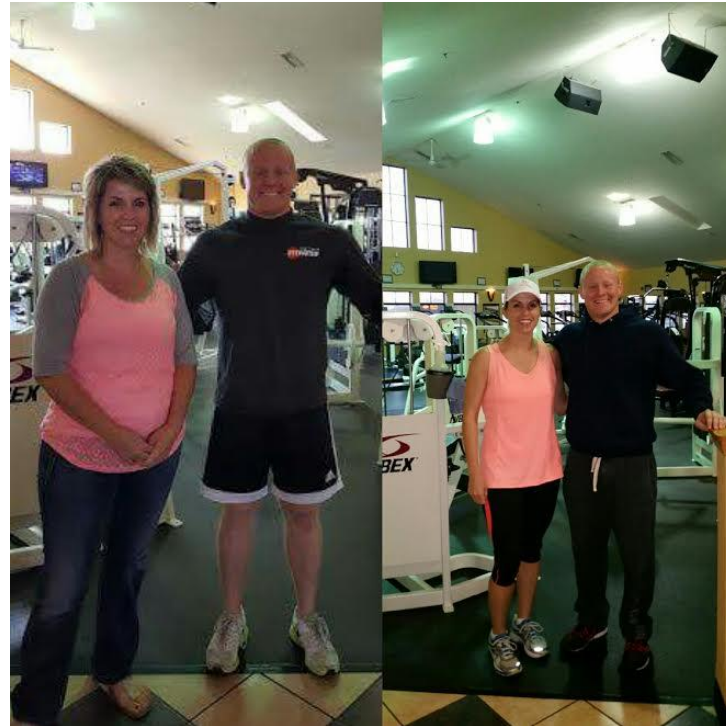
Case Studies Of My Clients...

-Kristi T.

-41 years old

-Minimal fitness
experience

-Lost over 40lbs in
5 months and has
kept it all off since.
In the best shape of
her life.



“What’s the best way to achieve the results you want to accomplish in the shortest period of time possible?”

By having a personalized program put together that gives you a clear “roadmap” and the accountability/support required to reach your goals.

No Matter Where You Are Today,
YOU Have The Power To
Change Where You Are
Tomorrow By The Decisions You
Make...

...So Make Good Ones!”