

Fitness++ Smash

Summer 2015

Fitness ++

Edition 2

++Smash Your Goals++

Summer edition

A few months have passed since the last edition of Fitness++ Smash. PLENTY has happened since then. Fitness++ has begun trading, new Wing Chun students, student Gradings, moved location,

*...learn more about the **Fitness++ Guerilla Lawn Mowing Project...***

started delivering Metafit™ classes, Facebook likes and activity is up, the website content is filling up nicely and is receiving a heap of hits!!

This edition will focus on the achievement of the last few months and look forward to the new year and upcoming marketing and promotion opportunities to establish Fitness++ as the health provider of choice in Redlands and Sunshine Coast.

“Gorilla Lawn Mowing Project”

One of the community strategies Fitness++ has slowly started implementing is

“Gorilla Lawn Mowing Project”. No-one will be dressed as a “Gorilla” but basically we have quickly mowed the lawn of a few unsuspecting recipients and dropped a flyer announcing the gift and asked them to “Pay the favour forward”. This is a community strategy aimed at promoting Fitness++ and starting a good will campaign. Someone has obviously cottoned on to me I think as my own lawns have been

What is Fitness++?

•••

Fitness++ or F++ for short is a dynamic lifestyle startup dedicated to improving the lifestyle and health of the residents of the Redlands and the Sunshine Coast. Check out our Facebook presence and the website. www.fitnessplusplus.com and out Facebook page [here](#).

Who is Joe Morgan

•••

Hi I'm Joe. I'm a qualified Kung Fu Instructor and Personal Trainer. 2014 and 2015 has been a busy time for me, as I completed a Cert IV as a Trainer and Assessor, Cert III/IV Fitness, Graded Level 1 Wing Chun Kung Fu Instructor and began my Personal Trainer journey kickstarting Fitness++. I have 4 kids and I have always been active and love watching them grow and learn. I urge you to discover your youthful self and get moving. **Can you run faster than your kids?** Set yourself a goal and then smash it!!

mowed a few timers as well as my bins being taken in and out. 😊 Fitness++ is calling for volunteers who can volunteer time to mow lawn to reduce the cost of their Personal training costs. Volunteering is a great way of getting out and about and meeting people and feeling good about yourself by giving back to the community. Mowing is good exercise with you heart rate getting up to anywhere from 130 – 160BPM. The commitment will be as much or as little as you like but will be a minimum of 1 a month (approx. 1 hours work)

people * 500 calories approx
30-45 mins moderate intensity work)

- Strategic Partnering with local businesses.

Metafit™ Trials

Metafit is a High Intensity Interval Training (HIIT) bodyweight workout devised by former British Royal Marine Commando Justin Corcoran. It combines the latest HIIT training techniques with traditional 'Old school'

...Self Defence, Metafit™, Weight Loss, Functional training ... The consumers have spoken. They want quick sessions, low cost fitness and accountability...

and will enable you to attend 1 metafit class for free.

Whats coming up in the new year?

- Lose 10 000KG - 2000 people to lose 5kg or more (ALL PROCEEDS TO GO TO CHARITY)
- Expend 1 000 000 calories in one hour to raise awareness of childhood obesity. (2000

bodyweight exercises to set the metabolism on fire! I received the Metafit Certification in October and begun classes in November. I now have two permanent sessions in Cleveland and Caloundra.

- Monday and Friday 330pm G.J. Walter Park, Cleveland
- Caloundra Saturday, 0800am – Caloundra Central PARK.
- EOI for other areas – min 5 people @ \$7 pp
- Message me for details

Tips for exercising



Warming your body up and warming down again is important to prevent injury and speed up development. Start with a general warm up of the entire body to increase the heart rate and raise the temperature of the muscles. Then do a more specific warm up for whatever event you will be doing, eg rotate arms or leg swings or squats etc. After each warm up conduct a few light stretches to prepare your muscles for activity. Focus on the large muscle groups of the arms and legs. At the completion of your training session allow another 5 minutes to cool down to slowly reduce your body temperature. This might be a light jog or walk for an additional 5 minutes. Ensure you have a deep stretch after you warm down. Focus on smaller muscles as well as larger groups. Hold each stretch for at least 10 and up to 20 seconds. Do at least 2 sets of stretches for each muscle group. These tips will help your body deal with training and reduce injury time. Allow for an additional 15 minutes in your session for warm ups and warm downs and stretching.

Strategic Partnering

Fitness++ will partner with companies to provide expert content for the news letters, provide weekly and monthly gifts, provide value for the clients of Fitness++. Some suggestions so far have included, hair dressers, nutritionists, shoe and clothing stores, beauticians, coffee club, subway. Stay tuned to this space!

Many Thanks

A personal thank goes out to **Dave Swan** and **Dominic Earley** who have trained with me over the last year and have stuck by me and believed in my dream to kick off Fitness++. With out the friendship and support it would have made my journey a whole lot harder. Thanks heaps guys.

F++ Referral rewards program.

Because referrals are so crucial to us in the fitness industry I want you to benefit from the F++ Referral Program. Stay tuned on that front. Also for the altruistic type you can convert your referral credits

into Charity donations. Build a well for a village, buy a goat for a farmer or donate to the Jane McGrath foundation. It's up to you how you spend your credits. So get busy referring!!

In order to find you and create value for you, we will undertake a massive networking and collaboration campaign to partner with communities, likeminded businesses and associations creating value with prizes, cross promotional opportunities and giveaways. Good work and other achievements will be rewarded. I encourage you to take part in the "Referral System", **our most valuable marketing tool**. Stay tuned there will be more on this as it develops...!!

Fitness programs

We have loads of program choices from the latest in the industry. Have a look at what Fitness ++ is offering.....

- HIIT – High Intensity Interval Training
- Functional Training – Multiple muscle groups
- Body Weight Training
- Kids Training
- Seniors Programs
- Martial Arts, self defence
- Small group training
- Corporate Training
- 1 on 1 training

5 Primary components of fitness

•••

Strength

- maximum weight that can be lifted - 95-100%
- Bench Press, max squat, deadlift
- usually called 1RM (repetition maximum)
- trained by lifting high high weights, low reps, 3-5 sets
- 3-8 reps to failure/near failure
- Up to 180 seconds rest

Hypertrophy

- Increase of muscle size
- Not a component of fitness as such but often a goal of clients and byproduct of strength and or power training
- Trained by lifting 8-12 reps moderate weight
- 65-80% of maximum lift
- 120 - 180 seconds rest

Power

- Strength over time = power
- Trained by lifting 15-25 reps
- Stairs, sprints, pushups, situps,
- 3-50sets
- 45-120 secs rest

- Boot camp
- Weight Loss
- Basic Nutritional Advice
- Express Sessions
- Strength Training

We have all the hottest trends in the Fitness Industry for 2016.

Self-Development Series

The Fitness++ Self Development Series tackles the final frontier, the mind. While it's difficult to know why we acquire bad habits that lead to poor lifestyle choices, the consequences are obvious. But education is the key in breaking the cycle. So we will tackle these in a series of topics to help turn the tide.

Self Discipline

Developing discipline is difficult to attain and maintain. Exercise is the best form of discipline training around. If you struggle with other areas of your life, try taking on some exercise. It will develop mental toughness that is required to achieve other goals. Use the **SMART** techniques to develop goals to help with discipline.

- **Specific** – set a specific goal, I will walk for 30 minute 3 times a week for one month
- **Measurable** – be able to measure success, did you

walk 3 times a week for 30 minutes a day?

- **Attainable** – no point setting yourself up for failure. Can you attain the above goal.
- **Realistic** – the goal must mean something. It must be a stepping stone in a larger plan.
- **Time** – set a time frame to turn your dream into goal. (By my birthday I want to lose 10 Kilos)

The final step to help you develop discipline is **Tell somebody**. Become accountable and don't hide behind your secrecy. Better yet ask a friend to join you or find a friend who will. For more on preparing for lifestyle change success click [here](#).

Fitness++

Fitness++ offers Quality Wing Chun from a genuine lineage, One-on-One Personal Training service, group training, Metafit™ classes. For more information on these and other offerings visit www.fitnessplusplus.com

I can be contacted at

PH: 0466 975 988 or joem_au@yahoo.com for any information on anything contained in this month's ++Smash++.

Muscular endurance

- Ability to withstand load over time
- Long distance running 10000, riding a bike, rowing,
- Linked with CV
- Deplete muscle glycogen stores

Cardio vascular endurance

- Ability of heart/lung capacity to supply enough oxygen to muscles to facilitate exercise
- Measure in VO2 max
- Linked with Muscular Endurance
- Trained by 30 minutes of training, jogging, swimming, riding bike,
- Spikes in activity like Fartlek training and intervals can improve Muscular endurance and power.
- Linked with Heart rate, perceived exertion, length of time an activity can be undertaken

Flexibility

- Ability to stretch muscle before (lightly) and after (deeply) exercise
- Reduces soreness and injury related to exercise
- Never stretch a cold muscle
- Muscles reduce in strength by 10% if stretched cold