

## HEALTHY HELLO, SWEATCOMMUNITY!

Congratulations, you survived summertime! Kids are back in school, tourists are out of town, and your trips and vacations are all behind you. You can finally return to your normal schedule and routine.

How'd you do with your fitness goals this summer? Were you able to find time to exercise and eat healthy? Or did you take a vacation, let loose, and never tighten back up?

That's the thing with exercise routines. Get in a consistent routine and you stay in the zone for months, even years. But take a week or two off from it and it's hard to get back on track.

So now that summer's over, let's look at the bright side of things (irony). It's the PERFECT time to reestablish your routine! Rearrange and reprioritize your day so you can get back on track and stay in your routine for good!

They say it takes about 21 days to form a new habit. But I know those 21 days can be tough to commit to. So let's use today's newsletter as a way to kick-start your exercise routine (or push through a plateau) and identify potential obstacles you will encounter that might keep you from getting "In Da Zone!"



### WAYS TO KICK-START YOUR EXERCISE ROUTINE

#### Buy New Workout Gear

What's the first thing you do when you buy something new? You use it! Buy yourself some new shoes or outfits. Purchase a soccer ball or frisbee. Buy a Shake-Weight for all I care. Just get yourself something that you're excited to use and you'll be that much more likely to start your workout routine.

#### Stay in a Productive Mindset

You work hard all day. During that time, your brain and body is locked into the mindset of being productive. The best thing you can do is go straight from work to the gym (or vice versa) while you're still in that mentality. The minute you go home and sit down, there's no chance you're getting back out to the gym.

#### Make a New Playlist

Nothing energizes you more than finding a few new songs you love. Make yourself a new playlist that you can only listen to when you exercise. The next time you have that song stuck in your head, you'll associate it with working out.

#### Find a Workout Buddy

Working out with someone else makes you 5x more likely to stick to a routine. You hold each other accountable, it's more enjoyable, and you usually save money signing up for a

membership together!

### Set a Goal!

It's tough to reach a goal until you set one. Set a time-bound, quantifiable goal. Run a half marathon this year, lose 10 lbs by December, exercise 30 hours by Halloween. Nothing feels worse than failing a goal, so set one and don't quit on it!

### Reward Yourself!

Treat yourself to something cool when you hit your goal! Motivation comes in many forms, and one of the best is to "keep your eyes on the prize."

### Start off Simple

Make your new routine as un-terrible as possible. Start off nice and easy and build from there. You can't run until you can walk.

### Try a Group Class or Hire a Trainer

Working out in a group is more enjoyable, gives you more energy, and holds you accountable. It also gives you a schedule, which is one of the most important things when creating a routine. If you really want to go for the gold, hire yourself a personal trainer.

Don't know where to find a class or trainer you'll like? All you have to do is click the [Reply Button](#) on this email and contact me for a Free Trial of our [Semi-Private Circuit Training](#) class. After your trial, ask about our \$50 discount off your first membership!



## OBSTACLES/EXCUSES IN YOUR WAY

### There's No Time!

Trust me, we're all low on time. It's all about your priorities. If your health is a priority (as it should be), you need to schedule exercise into your week. The best thing about Sweat City's Semi-Private trainings is that they're only 30 minutes long!

### That Stinkin' Commute

This factors into the "time" excuse above. LA traffic is awful. Find a place to workout near your work while you wait for traffic to die down. Exercise for 30 minutes and you might end up with a 10-15 minute shorter drive on the back end, good trade!

### I'm Tired!

Yes, you're tired at the end of your days. But I promise you that once

your body gets warmed up and the blood start flowing, you'll feel much better. And after a couple workouts, you'll start having more energy throughout the day. Eventually the work plus workout day will become the norm for your body's energy levels.

### **I'm Rained Out**

El Nino 2 is coming! Have an indoor option or at-home workout in case it rains. Pushups, sit-ups, burpees are all easy to do anywhere.

### **Negative Progress/Weigh-ins**

Your body is weird. Your weight, strength, injuries are going to go through ups and downs, no matter how hard you've worked. It can be very discouraging to have a hard-working week with no results to show for it. Don't worry! Stay focused on the big picture of making health a priority. The good news is that diet and exercise is a proven recipe for a healthier lifestyle-it works! Stay the path and the results will come eventually.

**Welcome to Da Zone!**

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