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ECOACH**B**IGGI.COM
PERSONAL TRAINING AND COACHING

Your Personal Trainer on Health, Fitness, and Nutrition

Dear Biggi,

Here is the latest monthly newsletter from your Personal Trainer Biggi. In this issue you will find:

- *Share this newsletter!*
- *And last month's winner is...*
- *What's new?*
- *Get Motivated to Exercise!*
- *Make sure to check out the sidebar for more tips, our services, and coupons.*

Share this informative newsletter with the people you care about - your family, friends, and colleagues. Just forward this e-mail to them, and remember we hold a monthly drawing for a free training session for our subscribers, plus here is a special bonus for your friends:

Summer Special: Between now and August 31, 2006, receive 15% off any eCoachBiggi.com Personal Training package! Just print out this newsletter and bring it to your free consultation, which you may schedule by calling 650-278-2937 today.

If a friend has sent you this newsletter, make sure to [subscribe](#) to our list for your own copy of future issues. (To be removed from this list, see instructions at the bottom of this newsletter.)

"Our health always seems much more valuable after we lose it." - Unknown

Take small steps today:

- Do yard work;
- Eat off smaller plates;
- Get off a stop early and walk.

Services offered:

- One on one Personal Training
- Program Design
- Nutrition Coaching
- Massage Therapy
- Cholesterol and Blood Glucose Testing
- Postural

And last month's winner is...

Every month we hold a drawing for a free Personal Training session among our subscribers. The June winner is Kim Pope from Lancaster. Congratulations, Kim!

What's new?

We are very excited to have added a **functional trainer** to our lineup of equipment and Personal Training tools. This is commercial gym equipment from **LifeFitness**. It will allow for training variety with many new exercises and heavier loads. It is also a great tool for functional exercises and explosive moves.

Did you know? We have the following items for sale:

- | Fitballs for \$30 all pumped up and ready to go
- | Foam rollers for \$20
- | 1 1/2" Exercise mat for stretching, Yoga, Pilates for \$20
- | Parrillo Energy Bars for \$2 (eat before or after workout)
- | EAS shakes for \$2 (drink during or after workout)

And the following items are always free:

- | Water
 - | Fruit
 - | Towels
 - | Hairbands
 - | Hand Sanitizer
-

Get Motivated to Exercise!

Why exercise? Most of us do it because we want to reap the benefits that tag along such as weight management, muscle tone, fat-loss, strength gain, etc. Nothing compares to exercise and everyone should be doing it. This is where a motive must come in. It may be health related or it may include a big event such as a wedding, reunion, or even a friendly competition. Whatever your motive is, think about it long and hard, and think about the feeling you will have once you achieve whatever it is you want to accomplish.

Set Goals

It is hard to hit a goal when you do not know where the target is! That is why goal setting is crucial in achieving victory. You want

Assessment

- Body Composition Analysis
- The Egoscue Method - Postural Therapy

Referral Bonus

Refer a friend that spends a min. of \$350 with us and receive:

1 Free Personal Training Session or \$35 in cash!

to set short term and long term goals. Setting a long term goal by itself is not smart. This is like driving to a foreign destination with no map or guidelines to help you along the way. Try setting a short term goal to be reached every three to six weeks. By doing so, you are allowing necessary adjustments to be made if needed. This will keep you on the track to success. The long term goal is your motive that you have already visualized, it is your climax, it is not however the end. Once you have achieved it you will re-evaluate and set new goals.

How Do We Get There?

Which way is fast and most efficient? This is the most important question we ask ourselves in the beginning, however this question should be asked each time a short term goal is reached to prepare for the next. We all have different goals, physical capabilities and lifestyles. There is no "one size fits all" workout program!

Once we manage to begin an exercise program, we must then keep in mind that our bodies will adapt to that program within four to six weeks time. When this happens our bodies will then become stagnant in producing results. It is extremely important that we cover many avenues in fitness so that hitting plateaus can be prevented. This includes changing the number of sets, repetitions, the amount of intensity (resistance), the amount of rest time among sets and workouts. Changing the types of exercises performed must also be done over time.

This is not only the most productive way of exercising but, it also helps to keep things fresh so that boredom is not a problem. Remember, workout time is supposed to be fun, which can make reaching goals very exciting!

You can contact Biggi at 650-278-2937 or via e-mail at biggi@eCoachBiggi.com.

Our mailing address is: 101A Hickey Blvd. #255, South San Francisco, CA 94080

If you would like to comment on this newsletter or have suggestions for future topics, please send e-mail to feedback@eCoachBiggi.com.

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