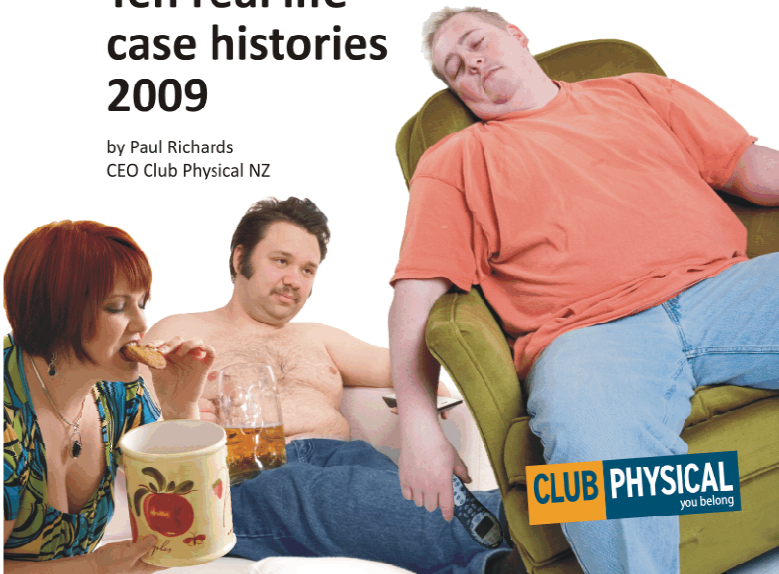


Excuses, EXCUSES

BREAKING THE MIND-BARRIER TO EXERCISE

Ten real life case histories 2009

by Paul Richards
CEO Club Physical NZ



Are excuses strategies of the devil?

Have you ever heard someone say in a frustrated tone, “I wish I had done more with my life”, “You can’t do that”, “You’ll fail if you try that”, “That won’t work for you”? Thoughts like this are incredibly destructive. They will limit your enjoyment and keep you from maximizing your life. They prevent you from meeting people you were perhaps, destined to meet. They limit your longevity and colour your attitude. Negative attitude and defeatism is ‘catching’. It’s not hard to perceive that these same ‘Excuses’ that severely limit your happiness, your success and your potential, are indeed *strategies of the devil!* So what’s the alternative?

Success in anything is about perseverance

The mere fact you set out to achieve something indicates that you will have ‘resistance’. Half of your battle can be won by expecting resistance and by building your determination to overcome each hurdle. To overcome these challenges you’ll need to develop the *will to press on*

when stuff happens! You'll need something called 'perseverance!'

Perseverance is;

1. The price-tag of growth
2. Understanding the reality of the unexpected
3. The forming of good character
4. The basis of lasting value



*Famous boxing icon
Mohamed Ali said
"Champions aren't made
in the gym. They're made
from something deep
inside yourself".*

What produces perseverance?

1. Having a determined GOAL
2. A willingness to pay the price
3. Mastering the inner voice
4. With the support of a helping hand
5. Can be achieved by setting short term goals

6. Realizing that there are seasons of consideration and rest
7. Making the decision never to give up!

*Abraham Lincoln said "I am a slow walker,
but I never walk backwards".*



In every situation you have to ask the question; 'Do I **press on** to my goal or give in the inner voice telling me to quit'. 'Do I make an excuse'?

The strange thing about excuses is, the more you use them, the easier they are to make. And sooner or later you end up believing they're true.

How fourteen people became 'Excuse Busters'

The following people come from diverse backgrounds and occupations. But they do have one important quality in common. Each has become an excuse BUSTER. Do any of these sound like YOU?

EXCUSE: "I'm too busy. There's not enough time. It's too expensive".



From nothing to scrambled eggs in 12 short weeks

My journey into the wilderness of the gym setting was an event that I had been meaning to start for years. I kept putting it off; work commitments, not enough time, not enough money – these excuses easily rolled off my tongue. I was feeling overweight and sleeping way too much. I wasn't eating properly and my overall health was deteriorating. But I knew I had to do something.

When I was asked by a friend to join the 'Challenge' I jumped at the chance. It wasn't long before I could *feel* my energy level rising and positive comments inspired me even more. This has given me greater confidence in starting up my own business, with a will to succeed!

This programme has had a ripple effect on my family. We're all active now and eating more fruit and veges. I've gained friends as well and we've encouraged one another. We've laughed, We've ached and pretended not to have sore

muscles. These friendships have not only survived the cross-trainer and Spin classes, but are there for LIFE!

Special thanks to team Botany team for their encouragement and support and my Trainer Willy.

Tony Belle (42)

- Waist reduced 9.3cms
- Weight reduced 8.06
- Fitness increased from poor to good
- Blood pressure reduced from 144/88 to 122/74
- Body fat reduced 10.11%
- Breakfast has gone from nothing to scrambled eggs



PRIVATE TRAINER: Willy

EXCUSE: “I’m not going to start, because the results don’t last and the weight comes back on”



Sometimes when you think ‘it couldn’t get better’, it just does!

Things got so good after the last 12 week Transformation that I simply had to take part again and I’m extremely happy that I did!

The first one taught me about good eating habits and the importance of exercise. This one has taken me to a whole new level; not only is my body fitter and stronger, but so is my mind!

After the last challenge I had the best summer of my life. Now I’m going to enjoy the next summer – literally as you are reading this, I’m packing my bags for two months in

Europe. I’m all fitted with pretty attire. Not the baggy, shapeless things that I used to fill my bags with. Can’t wait to show-off to my family and friends back home.

I’d like to offer one piece of advice to all of the successful ‘challengers’; stick to your Trainers advice. They helped you get this far and they have the knowledge and passion to help you make it a long term achievement. I know I will. My Trainer Warwick, is my ticket to staying fit for LIFE!

Jelena Novakovik-Stavrevska’s Results

- 46.5cm reduction! (another11cms!)
- 30 kg weight loss
- Blood Pressure 161/108 down to 116/74!
- Reduce Body fat 23%



PRIVATE TRAINER: Warwick

EXCUSE: 'I'm too busy because I have work and family, there's no time'.



Every day I look forward to going to the gym

Every day I look forward to going to the gym because I

now know it'll take me and my body into the future. I lost a huge amount of fat as well as gaining muscle. I've not only gained strength and power, but I've become mentally strong.

Sione Li's Results

- Reduced 8.7% body fat
- Blood pressure dropped from 135/85 to 125/80



PRIVATE TRAINER:
Toni King

Excuse: "I'm past exercising at the gym. And besides, I'm not well enough".



My doctor told me

My doctor told me to change my lifestyle for health reasons. The

owner of the K'Road club encouraged me to do the 12 week Transformation and a lot has happened since then. I've been able to do the simple things that have been difficult in the past. Thanks for a great team of Trainers and for the spirit and the effort from my PT Tony.

Anaru Hariman's Results

- Reduced waistline 12 cms
- Reduced weight 15.4kgs
- Blood pressure down from 179/113 to 145/76
- Lunch has gone from KFC to tuna, rice and veges.



PRIVATE TRAINER:
Toni King

Excuse: “I’m overweight because I’ve had children”



Knowing the risk of diabetes, something had to be done

My biggest motivation to get started was my realization that I had

been overweight since my first pregnancy. Five years on with my son about to start school I was carrying this weight around my mid-section. Knowing that this would increase my risk of heart disease and diabetes, something had to be done. I’ve enjoyed seeing my change of shape AND the difference in my clothes size. These days, if I *don’t* exercise my kids say ‘I’m grumpy. So that keeps me motivated. My next challenge is the Auckland Half Marathon in November.

Jane Berry’s Results

- Reduced waistline 23cms!
- Reduced weight 11kg
- Reduced body fat 11%
- Increase fitness from low to very good
- Breakfast went from cereal to porridge, fruit and nuts

Excuse: “With my back, I can’t lift anything”



I had a pinched nerve and I was assigned light duties

While at work I put my back out. The doctor told me I had a

pinched nerve and I was assigned light duties at work. Things started to go downhill. Even though my eating was healthy, my strength and fitness were deteriorating, so I set a goal to enter the next 12 week Challenge as soon as I could.

Now I have found I’m much stronger than before and even feel like doing more when my sessions are over. So I’ve taken up ‘outrigger rafting’ as a sport. I think this programme is just the beginning – a stepping stone towards a better body for LIFE!

Moe Fatialofa’s Results:

- Waist reduced 9.1kg
- Blood pressure dropped from 132/82 to 120/74
- Body fat reduced 8.39%

Excuse: "I couldn't do without my beer".



**The changes
have been a
complete
culture shock**

I've tried different
methods of weight-
loss and most

succeeded, only for a short time. I wanted to find a way to lose the extra kilos and maintain it.

The difference with this programme has been the camaraderie of the other participants helping to push me past both physical and mental barriers. This was complemented by the driving motivation of the Trainers. The changes to my lifestyle have been a complete culture shock. No more junk food, alcohol, missing meals and surviving on coffee all day. I've noticed since making these changes I feel fitter, stronger and have a lot more stamina to do the things I enjoy.

Now I'm finished the 12 week Challenge I'm circumnavigating Europe. And when I return, now that I'm lighter and leaner, I'm starting hockey again.

James Robertson's Results

- Reduced waist 17.8cms!
- Reduced weight 13.6kg
- Fitness increased from poor to EXCELLENT
- Body fat reduced 11%
- Breakfast has gone from zero to Weetbix or a protein shake



PRIVATE TRAINER:
Daniel

Excuse: “Sorry mate – I love my KFC too much”.



Cutting back on ‘takeaways’ has been a challenge in itself

I was motivated to start the programme due to the fact I was turning 28 and wanted a change of life. One of the biggest changes since has been in my eating habits. Cutting back on ‘take-aways’ has been a challenge in itself. But I’ve had plenty of other positive changes not the least in strengthening relationships. My plan is to continue and one day compete.

Anthony Harris’ Results

- Waist-loss 18cms!
- Weight loss 15.66kgs
- Fitness increased from below average to above average
- Body fat reduced 9%



PRIVATE TRAINER: Monique

EXCUSE: “I don’t know if I can commit myself”



Boy, I had no idea how serious these guys were

Earlier this year the CEO of Club Physical invited me to take on

the 12 week Challenge and I thought I’d do it for a laugh. Boy, I had no idea how serious these guys were about weight-loss and the benefits and being fit! I was confronted with the decision whether to give it my all or quit! I found that I had to adopt the attitude of not giving myself the ‘option’ of not going to the gym. One of the breakthroughs was the session on nutrition that Willy taught. I had no idea about the effect of what I was eating on my body. This new understanding helped me to lose I’d packed on over the last ten years. Another breakthrough came through the motivation, professionalism and guidance of the team at Club Physical – they were nothing short of exceptional. Now I understand why they take weight loss and fitness so seriously. They actually do have the ability to help people

achieve their goals. And even more importantly, to unlock people’s self esteem. I’ve enjoyed seeing my tummy shrink and dropped 2-3 clothes sizes. The gym gives me a natural high and I plan to continue.

Burns’ Results

- Waist-loss 16.3cms
- Weight-loss 9.86 kgs
- Fitness increased from fair to EXCELLENT
- Blood pressure down from 130/86 to 116/68!
- Lunch has changed from pies to Subway



PRIVATE TRAINERS: TK and Willy

EXCUSE: “The gym - But I wouldn’t know what to do AND it’s only for ‘fit’ people!”



Now I can wear anything and look stunning!

This was the first gym I’ve ever been to. I

was hesitant because I didn’t know what to expect, but I’ve absolutely loved it! This has been so motivational; one of the best things I’ve ever done for myself. It’s great to get RESULTS and receive compliments. I feel healthier with loads more energy....no longer any need for those afternoon ‘nana naps’.

I used to dread shopping and sometimes I’ve been embarrassed to be in shops because of my size. But now I can walk confidently into any store and look stunning in whatever I try on! That’s worth its weight in GOLD for a girl. I’m excited about my new improved lifestyle and plan to continue my efforts. I can’t wait till next summer. Special thanks to the Club Physical team and Warwick my Trainer who’s always smiling and supportive.

Lisa Bradbury’s Results

- Waist-loss 15.5cms
- Weight-loss 8 kgs
- Fitness increased from poor to EXCELLENT
- Blood pressure dived from 148/89 to 115/70
- Body fat reduced 11.8%
- Afternoon team has gone from CHOCOLATE to an apple or protein bar!



PRIVATE TRAINER:
Warwick

**EXCUSE: “I love my food too much.
Besides, I’ve had major operations!”**



**I thought ‘diet’
meant eating
less**

After giving birth via C-section and then having a hernia operation I had the ultimate excuse *not*

to exercise. Every time someone asked, ‘have you just had a baby?’ I would reply ‘Yes’ even though my youngest child was two.

But I knew I was headed on the same path as my father. One day he dropped on the front lawn, never to return. With a history of heart disease in the family I knew I could be destined not to see my kids grow up.

Like many mothers I’d tried all kinds of diets *without* exercise and, on day three the weight always came back. What I really liked about the 12 week Challenge was how complete it was. Not only did I have a tough physical regime, I also learned how to eat properly. And that was my main concern. I thought ‘diet’ meant eating less food and that it would be tasteless. But I was surprised how much I could eat of the right foods AND how good this *did* taste.

My secret was breakfast. If I ensured that the first thing to pass through my mouth was fresh and healthy, that’s the way I’d eat for the whole day.

Special thanks to Willy and his Wednesday night meetings. I miss them. To my Trainer TK, YOU are fantastic along with the encouragement of my partner. Now I’ve got the energy to keep up with my three children. I’ve figured out where I belong – Club Physical!

Raveena Mudliar’s Results

- Waist-loss 18.4cms
- Weight loss 14.9kg
- Fitness increased from very poor to EXCELLENT
- Blood pressure dived from 141/94 to 129/85
- Body fat reduced 10.1%
- Breakfast has gone from NOTHING to poached eggs and protein



PRIVATE TRAINER: TK

Excuse: “I can’t exercise. I’ve only got 20% use of my kidney!”



I thought my Private Trainer was crazy

I thought my Private Trainer was crazy when he said come in twice a day. I wasn't

even coming once a day! So here I began to have a workout *before work* and one at lunchtime.

But I got hooked. I enjoyed getting out of the office. In the first week I noticed a HUGE improvement in my posture. I used to sit ‘slouched’ at my desk. My next hurdle was to see if my body would cope;. After enduring many surgeries for severe Endometriosis, a hysterectomy and then kidney surgery for an accidental slip of the surgical knife! It was going to be tough with my right kidney only functioning at 20%.

After a few weeks I began receiving compliments. My self esteem rose 100%. Special thanks to Club Physical and to Warwick my PT for your support and the many laughs! I feel ready to take on the World!

Rachel Davis’ Results

- Waist-loss 28.5cms!!!
- Weight loss 10kgs
- Fitness increase from poor to EXCELLENT
- Blood pressure reduced from 136/88 to 106/70
- Body fat reduced 12.3%
- Breakfast from NOTHING to cereal and trim milk



PRIVATE TRAINER:
Warwick

EXCUSE: “But mate, I’m just recovering from a broken back. A workout – are you kidding?”



In 1994 I was hit by a truck and broke my back

I had entered competitions including the Iron Man and various triathlons and marathons, but in

1994 I was hit by a truck and broke my back. I was sixteen weeks in hospital and not allowed to consider returning to sport – they said another accident would leave me wheel chair bound.

The following years my body changed due to lack of exercise. I was tired all of the time, had high blood pressure and was always getting the flu. Things weren’t looking good for the long term. Then a couple of friends suggested I join them on the 12 week Challenge and my wife was very supportive.

From the beginning the Club Physical team and my Private Trainer gave me the motivation and drive to make the most

out of this. I worked within the system they have in place. And it works!

For the first time in years I have set goals. It’s given me renewed passion to drive beyond my limits. And it’s encouraged my family to make healthier choices – and my grandchildren. My youngest daughter has joined herself and SHES lost twenty kilos! My two other daughters have set a goal to do a ten kilometer road race. Our lifestyle has changed for the long term with the ongoing help from my Trainer and the team.

Michael Smith’s Results

- Waist loss 18cms!
- Weight loss 16.76 kgs
- Fitness from fair to EXCELLENT
- Blood pressure from 140/92 to 122/68
- Body fat reduced 14.91%!!
- Supper from ICECREAM to a protein shake



PRIVATE TRAINER: Willy

EXCUSE: “Yeah but I love my wine too much. Besides, I don’t know whether I could do something like that”



My mother she told me that I reminded her of a seal pup

Earlier this year while visiting my mother she told me that I reminded her of a seal

pup. Being compared to a lump of lard that lies in one place was a concern. On top of this I knew that my ‘bottle of wine a day’ habit was getting a little out of control.

With some trepidation I hauled my sorry, overweight body down to Club Physical where my concerns were confirmed. My fitness and body strength were at an all time low.

Twelve weeks on, having endured some early morning starts and late night finishes, I feel and look better than I have in a long time. The motivational weekly group classes and the fantastic one-on-one training session kept me focused and waiting for my next ‘fix’. It was as if a trigger

had activated my mind making me realize that my health and fitness were priority in my every day routine.

My increased fitness and body strength is undoubtedly there, but the fact that I can now put on a pair of size 10 Calvin Klein jeans feeling a million dollars – and that’s a major triumph!

Knowing that my health is in a ‘happy place’ helps me to sleep more soundly to night. As an added bonus I’ve made new friends; people who are as committed to their personal wellbeing as I am.

Seal pup? I don’t think so. Perhaps more like a race-horse in the making!

Wendee de Ryke’s Results

- Waist-loss 18.6cm
- Weight-loss 16.9kg
- Fitness from very very poor to EXCELLENT
- Blood pressure from 130/81 to 122/79
- Body fat down 13.36%
- Breakfast from Thai chicken pie and a bottle of ‘V’ to poached eggs on wholemeal toast!



PRIVATE TRAINER: TK

Isn't it time YOU got started?

Do any of these people sound like YOU? Maybe this short report has simply shown that you are not alone. Excuses are a dime a dozen and I'm sure if you don't rattle one up fast enough your friends surely will. But nothing at all will change unless YOU do.

Surely, the time for talking and the time for reading is over? You've got to make a change, or change will *happen to you*, whether you like it or not. In fact I heard Dr Norman Vincent Peale speak about overcoming 'problems and challenges'. He said "I know a large group of people who don't have any problems, whatsoever. The fact is that they're all residents of the Parkfield Cemetary. So that being said, if problems were to be considered a 'sign of LIFE', you should be pleased and glad that you have the challenges you currently have!" Since hearing this and during difficult times, my wife Tina has

often jabbed me in the ribs and stated 'You're ALIVE!'.

Be in control. Expect hurdles and build your character by leaping over them. Be inspired by what these fourteen everyday people have done and start your exercise and healthy nutrition programme TODAY!



Paul Richards
CEO – Club Physical