



Our Personal B.E.S.T. program is all about change. Change of habits. Change of outlook. Change in you. If you are ready to change your life for the better by incorporating exercise into your regular routine but you are not sure where to start, Personal B.E.S.T. may be the answer for you.

Personal B.E.S.T. is not just an exercise program; it is a comprehensive set of training and educational sessions that will teach you how to lead a healthier and more active lifestyle. During the eight-week program, you will attend a 1-hour session Monday through Friday and on Saturday (or Sunday). The sessions will be varied and will include weight training as well as stretching and cardiovascular exercise. It may sound like a lot, but you will find that the frequency of your sessions will help you make an effective introduction to a consistent routine and it will all get easier for you as the program progresses.

There are four main activities we will engage in during the course of the program:

Benchmark

While this is a group program, you will begin with a private, one on one interview and assessment. This gives our staff an opportunity to document your level of experience and ability as well as your health history. Participants will then be placed in groups of three to six individuals with similar profiles. Throughout the program, your progress will be measured utilizing our advanced tools, including the Bod Pod—Body Composition Tracking System.

Educate

The purpose of the program is for not only the participants to lose fat and gain lean mass, but also to show you how to improve daily habits that affect personal health and fitness. This will ensure you are on the path to a healthier lifestyle long after the program is completed. Learning sessions include such activities as a supermarket-shopping trip, where a staff member will take you through the aisles and discuss healthier choices along the way. Individual meal planning and advice on general nutrition is an ongoing part of the program.

Support

It is never easy or painless to make the kinds of changes we are talking about here, but it does get easier over time. The support you'll receive—both from the gym's staff and from the other participants—helps you get through this initial phase. It starts with the dynamics of training in small groups. Knowing the person next to you is on a similar journey helps a lot. In addition, the program includes constant communication with the gym staff and among the group participants via email and a blog that is accessible by each participant. You will never feel alone as you go through the transformational process.

Train

Of course frequent, consistent, and properly designed weight and cardio training sessions are key components of the program. During the course of the program, you will complete six training sessions each week—three hours of strength training and three hours of a combined cardiovascular exercise and stretch session. The sessions will be conducted in small groups and will feature activities that participants can incorporate into their daily lives, such as power walking and other outdoor aerobic exercises.

Training Schedule

Depending upon the number and requirements of the enrollees, we will follow one of the two schedules outlined below (in addition to the schedule below, there will be educational sessions scheduled according to the needs of the group):

Schedule I (Morning)		Schedule II (Evening)	
Monday 6-7am		Monday 7-8pm	
Tuesday 6-7am		Tuesday 7-8pm	
Wednesday 6-7am		Wednesday 7-8pm	
Thursday 6-7am		Thursday 7-8pm	
Friday 6-7am		Friday 7-8pm	
Saturday or Sunday 7-8am	7-8am	Saturday or Sunday 7-8am	7-8am

Cost

The cost of the program is \$2300, payable prior to the orientation session on Saturday, June 6, 2009. Also included is use of the gym's cardio equipment during normal gym hours. The cost of the program is all inclusive—there are no hidden fees or other costs.

The next eight-week session starts Saturday, June 6, and reservations will be taken until May 30, 2009. Anyone interested in the program may contact ProperForm at (305) 531-8818 or via email at personalbest@properform.com.