
The Top 7 Benefits That Will Make You
Want to Exercise

The Ultimate Guide To Female Fitness

For Females 35 and Over That Want to Exercise and Lose Weight Without Having to Spend Hours in the Gym or Deal with Intimidating, Expensive and Hard to Use Equipment. Even If You Are Experiencing Muscle and Joint Aches and Pains

By Bryan Kreitlow, DPT

Who is Bryan Kreitlow and why did he publish this report?

For nearly 20 years, Bryan has been helping people get started with exercise programs. He has been working as a physical therapist for 15 years and a personal trainer for almost 20. He specializes in helping people gain strength, balance, flexibility, and function that they otherwise thought was not possible to achieve. He works with people who have had physical ailments and therapy but are looking to get to the next level of fitness after treatment. He also helps people who don't know how to get started with exercise by offering fitness solutions that don't take a lot of time and are both safe and effective.

These people are now stronger, more flexible and have greater confidence. However, he has watched so many others who have just given up because they did not have the proper guidance and knowledge to keep pushing towards their goals.

Bryan is the lead therapist and trainer at Optimize Therapy and Fitness where his mission is to *improve function through fitness*.

“I feel that exercise and movement are what give us life and confidence to achieve greater things. I’ve seen so many people break through barriers they have built up throughout their lifetime and become happy with their own bodies again!”

In this special report...

I will be shattering false beliefs many people have towards exercise and weight loss programs, so you understand that your goals can be achieved. I will also give you the top 7 benefits that women can achieve from exercising just 30 minutes.



It's no secret that exercise is good for you.

It improves strength, endurance, joint and heart health. All the evidence suggest that exercise is helpful to your health and overall well-being.

So...

Why do so many people have trouble doing it?

And...

Why do so many people start a program and then quit?

I think there are a lot of reasons, but here are the most common:

1. Not enough time in the day to exercise

2. Not knowing what exercises or exercise programs are best
3. Intimidation of crowded gyms and machines that are difficult to use
4. Doing exercises incorrectly which causes injury or pain
5. Having pain already and being told to avoid exercise and activity

These reasons lead so many people to think that exercise just isn't right for them. Nothing could be further from the truth. The growing rates of obesity in the United States, has led to increased incidence rates of diabetes and heart disease. Not to mention the harm that sedentary lifestyles have on our hearts, muscles and joints. Fitness and weight loss has never been so important!

Movement is what gives us life!

It makes our joints healthy, our muscles stronger and helps with flexibility. Exercise not only gives us energy to get through the day, but also confidence by improving posture and our physical appearance.

In this report, I want to shatter the false beliefs about exercise that are preventing people from getting started or maintaining a consistent program. You'll also learn the top seven benefits that 30 minutes of exercise provides for women.

A Quick Story

Before I get into shattering these false beliefs, I want to tell you a story about a client of mine. For privacy, I won't be mentioning her name. She is in her 60's and has Multiple Sclerosis (MS). For those that don't know what MS is, it is a neurologic condition that causes weakness, decreased coordination and poor balance. It is often quite debilitating. When I started working with her, she was having a lot of issues with balance and walking. She was using a cane and wearing an orthotic on her right leg to keep her foot from dragging (another common issue with MS). I initially saw her for a hip pain issue in my clinic. I knew then that what she really needed was a good exercise program that she could do consistently and safely to maintain and improve core strength, balance, and endurance.

After treating her hip, I recommended that she start an exercise program. She agreed 100% but did not know where to begin and was looking for help. She was a busy person and did not have a lot of time to commit. I asked her if she could find 15-30 minutes in her day for three days a week. She had absolutely no problem with doing this. I began working with her on a program to challenge her balance and coordination.

This was by no means easy for her. She was challenged in ways she had not been challenged before with respect to exercise. There were stumbles. There was frustration. There was fatigue. Of course, there was also soreness. However, she kept working hard and did what she was taught to do on her own. Her determination and dedication led to excitement over what she had achieved. It led to greater confidence in her daily routine. Most importantly, she gained motivation to do more.

We continued to progress and challenged her further. She would express a concern, desire or limitation that she was experiencing, and we would work together to overcome and conquer what she wanted. Now, she hardly ever wears her foot orthotic, and even more rarely uses her cane!

I'm sharing this story because this is someone who thought she would just have to accept what she had. Accept her level of function. Accept that her life would be run by her condition. She broke through that barrier and went well beyond her expectations.

Most people I work with don't have neurologic diseases or conditions that take hold of them to her level, however, everyone has a desire. Everyone I see wants to do something to make themselves look, feel, and perform better.

I'm sure if you're reading this article right now, you have a specific desire as well. Maybe you want to lose 10 or 15 pounds. Maybe you want to be more energetic and productive at work. Maybe you want to improve your fitness to take part in more outdoor activities with your friends. Whatever that desire is, I know it is important to you. You want to be able to reach that goal, but you just aren't quite sure that you can.

False Beliefs About Exercise

Most people say that they don't have time to fit exercise into their day. At the same time, I hear people say they don't have the energy to go through a workout regimen. I understand that people are busy. We work long hours and have responsibilities at home.

I know that exercise unlocks nutrients in our bodies that give us energy, so I usually respond to lack of time and energy in this way. If you absolutely had to, could you find 30 minutes in your day to exercise? Most people say "yes" if they had to find time they could. Most people have difficulty committing one or two hours to exercise, which is quite understandable. However, 30-minutes is much more reasonable and can have as good or better effects on the body than longer duration exercise.

Now I tell them to consider that exercise will increase their energy levels to the point that they can be more productive and efficient throughout the day. As a result, they won't feel as

overwhelmed and stressed by time. Just like that, we have broken through the barrier of lack of time and energy to do exercise. Exercise will provide more energy, allowing for greater efficiency and focus during the day, which in turn creates more free time and less stress throughout the day. Once there is the understanding that productivity and time management improve from the energy of exercise, and once they feel this for themselves by doing exercise, they start to wonder why they didn't start exercising sooner.



Time and energy are both on a more superficial level for why people are not exercising. We have broken through that false belief, but we must get to the deeper level. The real blockers that are preventing people from exercising or maintaining an exercise program.

These reasons can include:

- Intimidation by crowded gyms, large aerobic classes, complicated machines and equipment or just feeling like they aren't "fit" enough to be around people who exercise
- Lack of knowledge on what type of exercise to do and how to do exercise correctly to avoid injury
- Previous attempts to lose weight, start a program and/or exercise regularly in the past that did not work. Things like fad diets, supplements and gym memberships that offer temporary results



I want to address these three points because I feel these are the most common factors that I come across. Remember, starting an exercise program does not necessarily mean you have to join a gym, pay monthly fees and deal with crowds. You don't need complicated, expensive equipment to get in shape. In fact, doing things with your own body weight such as squats, lunges and push-ups can be just as or more effective than any machine. Body weight exercises force you to recruit more muscle and exert a greater effort, which in turn, leads to increase in heart rate and greater fat burn capability.

Another point to understand is that "fit" people are not the only type of people that exercise and workout. Commercials and advertising sell fitness in this way, but that is by no means the only type of person that exercises. Most people are very similar. They just want to get in better shape and feel better about themselves. Becoming fit is of course the goal, but it's important to remember that exercise is not a competition, but a lifestyle. Everyone has different goals and it is important to find out what your specific goals are, and work towards achieving them for yourself. Defining your own goals rather than having them defined for you by a diet and exercise program that is being sold to you is very important concept for successful exercise and weight loss.

Not knowing the right type of exercise and how to exercise correctly is another reason why people avoid exercise. This is important because an injury may prevent some from returning to exercise because they feel that one injury means that they should never exercise. Injuries happen. Even the most elite athletes get injured. However, injuries should not stop you from continuing an exercise program once it has resolved and healed. Although, it is advisable to

have someone look at your workout and make sure you are doing the activity with good form and technique. Good form and technique are the cornerstone of any successful exercise routine. Don't just follow what others are doing. Anybody can make a YouTube video with exercises that you "should be doing". Make sure you are learning from a reputable professional. Personal trainers, especially ones that work in large chain gyms, are certified in a weekend course. I went to school for 7 years to learn biology, anatomy, physiology and biomechanics. It's a large difference in knowledge base. This is not to say that personal trainers are bad. I know and have worked with a lot of trainers who are incredible at their jobs. It's just important to know that there's a lot of bad mixed in with the good out there, so do your research before forking over a lot of cash for training sessions.

What is Interval Training and Why is it important for your success?

Interval training is a specific type of training that uses periods of low to high intensity followed by brief rest periods. Varying the intensity of effort stresses the muscles and cardiovascular system by causing them to adapt to these changes in effort. This stress will lead to faster improvements in strength and cardiovascular endurance.

Interval training is the best way to exercise for general fitness and weight loss. It also is the most efficient and least time-consuming method. Perhaps in the past you have tried exercise for weight loss in the form of an exercise bike or treadmill. A lot of people will spend 30, 45 or even 60-minutes on a treadmill or stationary bike and not get the desired result. This is because they tend to stay at the same pace for the entire time. Sure, it's great for your heart health, but it takes a great deal of time to really be effective. That is why interval training is a great option. Let's use an exercise bike as an example just for simplicity of understanding. One may pedal a bike at a low to moderate pace for one minute, followed by pedaling as fast as possible for 30 seconds, return to the low to moderate for one minutes and then do another 30 second sprint at a higher resistance. This continuous change "shocks" your body and muscles keeping them from getting into a rhythm that a steady state of exercise produces. The result is increase in fat burn and better results. Again, this is just an example of how it can be done. There are tons of different ways to do interval training, which keeps your workouts fresh and prevents boredom. Not only is this a more efficient as far as time, but it is also more efficient way to burn calories. The intensity of the workouts allows you to burn more calories than you would in a steady state exercise program. Not only that, you'll also continue to burn more calories in the hours after your workout as your body recovers from your high intensity interval session.

“What if I’m having pain and think exercise will make it worse?”

Movement is what gives us life! If you are having pain the tendency is to stop moving and rest. This is what so many of us are told by well-meaning health professionals. So often though, we rest too much. Once we stop moving, our muscles and joints become stiff. This stiffness leads to weakness. Weakness will cause imbalances and Fault Lines that can lead to more chronic pain and inflammation. Nutrients in our bodies become dormant as well leaving us feeling sluggish, tired and in some cases depressed.

We need to move to correct stiffness, weakness and imbalance. If you have had pain for more than three months, you need movement and exercise more than ever. However, you need to move properly so be sure to consult a professional who can properly evaluate your specific condition.

If you are concerned that exercise is not right for you, you can contact me through the information below to help you alleviate your concerns and start you on the right path of fitness and healing. Movement helps us to heal. Proper movement can help us thrive!

These are the barriers and false beliefs that prevent people from starting an exercise program or being consistent with exercise. Now that we’ve shattered these false beliefs, we can get into the benefits of exercise. Remember, exercise does not have to be a 2-hour chore. You can get a multitude of benefits with only 30-minutes of exercise in just a few days a week.

Top 7 benefits for females from 30-minutes of exercise

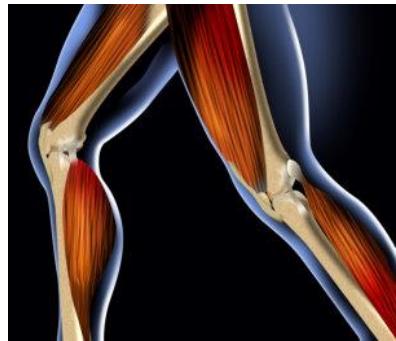
1. **Weight loss** – The main reason most of us exercise in the first place! Even with only 30-minutes of exercise (usually using high intensity interval training as mentioned above) will be enough to burn calories and fat needed to lose those unwanted pounds. Weight loss requires effort not duration. Working hard through interval exercises that challenge your muscles and heart will yield better results than walking for 2-3 times as long at the same pace on a treadmill.



2. **Better heart health** – Risk of stroke, heart disease and diabetes can all be decreased with consistent 30-minute sessions of exercise each week. Even if you are genetically predisposed to these conditions, you can cut your risk in half just by maintaining good exercise and healthy lifestyle.



3. **Improved muscle and joint health** – Women are much more susceptible to bone and muscle loss compared to men. After age 30 muscle mass loss occurs at 3% per decade and bone density loss can be as high as 10 % per decade! This is quite significant and can be slowed by strength training properly. Stressing muscles causes an increase in strength. Because muscles connect and pull on bones, that stress helps to decrease bone density loss. Studies have shown that exercise is the best way to slow and prevent muscle and joint breakdown.



4. **Stress relief** – We all have stress. Some levels of stress are good for us and allow us to make decisions or react to situations in a certain way. However, chronic stress is not healthy, and exercise can help to reduce this. Exercise will boost levels of norepinephrine, which is the chemical that allows us to deal with stressful situations. Also, a good sweat for 30-minutes will help to clear your mind and decompress from the stresses in your life. Exercise also releases endorphins and other chemicals in our body making you feel happier and more relaxed. Your family, friends and co-workers will greatly appreciate too! ☺



5. **Increase energy and productivity** – Exercise delivers oxygen and nutrients to your muscle tissues while helping your cardiovascular system to work more efficiently. Exercise will give your body the shake-up it needs to continue working effectively. So, after a long day, don't just sit down and watch TV. Put in 30-minutes of high intensity exercise and you'll feel rejuvenated!
6. **Improves memory and creativity** – Exercise increases production of cells responsible for memory, which can boost your recollection. Getting away from work or house duties to exercise for 30-minutes can help to clear your head and find solutions to problems easier. Imagine how this will help you in your daily routine and at work.



7. **Increases self-confidence** – With increase energy, weight loss and productivity, your overall confidence will be improved. When you feel better about yourself you can achieve levels you thought were previously unattainable. You'll be more successful at work. You'll have a happier home life. You'll be more comfortable at social gatherings. Who wouldn't want to feel that every single day of their lives?



Physical fitness and exercise are such an important component to healthy, happier living. The hardest part about exercises is overcoming false beliefs and getting started. That's why I want to reach out and make you an offer to help you get started. If you contact me in the next 48 hours, I will set you up with a **FREE phone consult** to help you develop a step by step game plan to get you going in the right direction.

There is absolutely no obligation for this consult

All I require is a seriousness to achieve your fitness and weight loss goals.
Call now so you can get started!

**Optimize Therapy and Fitness
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