

FIRM FIT

FOCUSED INDIVIDUAL TRANSFORMATION

EVOLVE YOUR BODY. WE'LL SHOW YOU HOW.

ALL WEIGHT-LOSS PROGRAMS WILL HELP YOU LOSE POUNDS, BUT HOW MANY TEACH YOU TO LOSE FAT AND KEEP IT OFF FOREVER?

WHERE ARE THEY NOW? FIRM F.I.T. ALUMNI CHECK-IN (RESULTS ACHIEVED OVER TIME) –

JAYNE



LOST 6" OFF HER ABS AND 5" OFF HER HIPS!

- Down 39 pounds
- Lost 6 inches in Abs
- Lost 5 inches in hips
- Body Fat % down 31%
- Lean Mass % up 23%

PAUL



LOST 30 LBS AND 3" OFF HIS ABS!

- Down 30 pounds
- Lost 3 inches in the Abs
- Body Fat % down from 28% to 13%

EMILY



LOST 25 LBS AND 4.50" OFF HER HIPS!

- Down 25 pounds
- Lost 4.5 inches in the hips
- Lost 4.25 inches in the Abs
- Body Fat % down from 32% to 20%

The Firm FIT will put you through the paces and transform your body fat into sculpted muscle mass, but we also provide an education. Established in 2003, The Firm FIT program continues to evolve and improve with every session. Over 450 clients have graduated from the program to date.

The Firm FIT is a 50-session personal training package that will not only change the shape of your body by increasing lean-muscle—it will also change everything you know about fitness by teaching you a new, healthy way to exercise and eat. The eight-week program consists of daily meal programming, weight training, heart rate-monitored cardio training, Yoga, Pilates and sports stretching.

Participants meet from 6:00am to 7:00am Monday through Friday and on Saturdays from 7:00 to 8:00am. There are five Firm FIT sessions per year and enrollment is limited to 16 participants per session.

ASSESS

Individual, private assessments allow Firm FIT trainers to gather information about each participant's health, metabolism, fitness level and physiology. This data, in combination with individual goals, helps provide the baseline information necessary to create a customized program.

CUSTOMIZE

Information from the assessment enables our trainers to create a program tailored to each client's unique needs, including identifying the most favorable upper and lower-body weight training exercises and finding optimal cardio training zones. Additionally, each client will receive meal advice, with daily calorie goals and specific parameters for carbohydrates, protein and fats.

PERFORM

Three times weekly, clients lift weights with trainers in small groups; and on alternate days, clients meet for a heart rate-monitored cardio session and a toning hybrid of sports stretching, Yoga and Pilates. Clients also turn in daily food journals for review.

CASE STUDY: MARY M



- Down 40+ lbs
- Dropped 5 sizes
- Total cholesterol – down 30 points
- LDL down 50 points
- HDL up 30 points
- Cholesterol Ratio down 2 full points

What was your mental and physical state before you started THE FIRM F.I.T.?

I am a 9/11 survivor. Before the attack, I had always been fit and healthy, but in the couple years after, in the throes of post-traumatic stress syndrome, I gained 35 pounds, started smoking and had really deviated from my formerly healthy lifestyle. I also got a new job that required me to eat out a lot. Just as summer was starting in 2007, I reached my breaking point. I was the heaviest I had ever been and knew I had to make some serious changes. I called Neil, and one week later I was in THE FIRM F.I.T.

How did you do with THE FIRM F.I.T.?

One of the best things about THE FIRM F.I.T. for me was the structure and accountability. I knew I had to be there at 6am every day, no exceptions. I thought the first week of readjusting my schedule to get up early was brutal, but by week two, it was no problem—my body adjusted quickly. The biggest challenge for me was the meal planning. My job requires me to be out and about most days and have a lot of breakfast and lunch meetings. It was tough to plan six small meals. But again, you figure it out fast and I got a lot of feedback and suggestions. I will also say, TJ, Kristen, Neil, Kali and the rest of the staff made being successful at THE FIRM F.I.T. easy. They were always available, so enthusiastic and really pushed me reach my goals.

When you finished, what did you think of the results?

I was pleased with the results. During THE FIRM F.I.T. I lost ten pounds and maybe 4% body fat. It was also the first time in my life I really learned the value of weight training. I had been a cardio junkie, like most chicks are, but that wasn't getting it done. It was empowering to feel so much stronger. I viewed THE FIRM F.I.T. as just the start of the journey, though.

And how are you doing now?

Now it's my life to be healthy and fit. I weigh 137 now, so I've lost 43 pounds and I'm comfortable maintaining that. I'm the leanest and strongest I have ever been and I feel great. My waist is eight inches smaller than when I started. Knocking out the workouts for me now is a cinch and I love it — I can't imagine living any other way.

CASE STUDY: ERIC K



- Down 34 pounds
- Lost 5.5" off the waist

What was your mental and physical state before you started THE FIRM F.I.T.?

Before I started THE FIRM F.I.T., I was preoccupied with work to the point that diet and exercise were an afterthought. I was going to sleep exhausted at the end of the day, and waking up tired and sore. I tried to run a 5K, and finished—but hurt all over. And I just wasn't feeling good about where I was headed. That's when I knew something had to change.

How did you do with THE FIRM F.I.T.?

I can honestly say THE FIRM F.I.T. changed my life. The workouts and diet changes were key, but the trainers are the real secret of THE FIRM F.I.T. They motivate, inspire and demand accountability. And the group looks out for each other, and motivates each other. Waking up early is not easy, but nothing worth having is easy.

When you finished, what did you think of the results?

I was fortunate to do two sessions of THE FIRM F.I.T. back to back, and not only did my body change, having lost over 30 lbs., but I also saw my diet change. As you want to feed the body fuel, that allows it to continue to improve and get stronger. And mentally, I am excited about the future, and I'm not done yet.

And how are you doing now?

I feel great, and I am looking forward to continuing at THE FIRM for a long time. I have been keeping up with regular workouts, but it is now a part of my life. Working out is a priority, just like my work, and nutrition. I owe a lot to THE FIRM and the trainers there, and I will always be thankful for having done two sessions of THE FIRM F.I.T.

**THIS IS FIRM F.I.T. MORE THAN JUST
TRANSFORMING YOUR BODY
WE'LL TRANSFORM YOUR MIND**

"...I was able to use the funds in my **Health Savings Account (HSA)** to cover over half of the cost of my FIRM F.I.T. program! It was great! Using my HSA to pay for a large portion of the program allowed me to be at ease with the investment and permitted me to spend my energy focusing on the program rather than worrying about how I would pay for it. Without a doubt, the FIRM F.I.T. is an investment. But it is the best kind of investment you can make – in YOURSELF. A lot of people think they can get healthy on their own. The reality is that only a small fraction of us can do it on our own. This program teaches you a different way of living. It teaches you a BETTER way of living and it gives you a solid foundation for which you WILL succeed."

— Julie 11/5/2011

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