

Why going to a gym is a Must!



When you fully understand the life-changing influence of others in your life, you know that if you want to become good at something, the best strategy is to find others that are doing what you want to do and then get around them!

The main benefit of a gym membership is being around other people whose attitudes, thoughts and beliefs you'll absorb for free just by being around them. You can't get this working out in your basement!

I've come to realize that the main barrier in all success in life is simply fear. Fear keeps one comfortable by avoiding risks. Joining a gym is a perfect example of this. The reason most people don't join their local fitness center isn't because of time or money, it's because of fear! People use the excuse of money and time because it would make them feel less-than to say they don't want to join a gym because they fear being embarrassed or "shown-up" by others. But that's real underneath reason.

Just like my daughter was scared to join her daycare for the first day and she cried and cried that she didn't want to go because she didn't know anybody! Later when I picked her up, she was having a blast with all her new friends!

Now as adults we don't cry to our parents about being scared to do something, we just make excuses that allow us to avoid what we fear like "I don't have time" or "I can't afford it right now" or "I have a bad back, knees, injury, etc."



Best Equipment

Using commercial-grade fitness equipment that you'll find in a gym makes working out easier, more productive and creates a boat-load of variety. Any type of "home gym" will not even come close to the benefits you'll get from using the equipment in a gym. If you're serious about living in a healthy body, having a place with the best exercise machines and equipment to use is a no-brainer.

The Purpose of the Gym

Some people don't join a gym because they know they could never get to the gym several times a week. A gym is NOT the only place you should exercise. You should do some form of exercise daily at home. This exercise will be mainly cardio exercise—walking, jogging, biking. Your gym visits will be primarily to do your strength training which you could never do effectively without the equipment that's in a gym! Even going to the gym one time a week to get in a good strength workout is worth the membership fee if you are serious about your body and your success!



The gym also gives you variety to do other cardio exercise and a place to go if it's bad weather. But make no mistake; the purpose of a gym membership is not to be the ONLY place you exercise but an asset to your new healthy lifestyle!

Stop comparing yourself negatively

Perhaps the biggest barrier for men in joining a gym is the feeling of inadequacy. Men compare themselves to other men and if they feel they are significantly weaker, lack the knowledge on using the equipment properly and thus would look foolish, they won't want to be in a gym. Women feel the same way but compare more on how they look and their size. In all my research on human behavior, I found that one of the largest sources of pain in a person's life, and what keeps people from taking action to improve our lives, is **our constant negative comparisons to others.**

If an overweight beginner compares herself to others in the gym, the resulting negative feelings of inadequacy and failure can become overwhelming and can cause her to quit. A mindset of understanding this natural tendency and then doing something about it is how YOU succeed! Self-talk is the most powerful tool to overwhelm those voices in your head that are making you feel negative self-defeating feelings. Say to yourself: *“Yeah, I know I’m out-of-shape and don’t know as much as many of the others here, but I am progressing and getting better every day!”*

Your self-talk can come from these **three Powerful Success Beliefs**:

- 1. People don’t join a gym after they get in shape; they join a gym to GET in shape!**
- 2. I see others as Inspirations not Comparisons.**
- 3. I have fully committed to being my best in all realms of my life, so I have no reason to be hard on myself. Life is changing! I am moving forward. Progress is victory!**

How to Succeed in the gym

To better understand how to succeed in the gym, let me first describe how I see people fail in the gym. The biggest mistake people make is trying to save money by getting started on their own. I see this all the time, beginners wandering around looking at the equipment with puzzled looks on their faces using the machines incorrectly or ineffectively. Remember the law of reinforcement? These poor folks are feeling out of place in the gym which is producing NEGATIVE reinforcement! So they are powerfully associating in their subconscious brain:

Feeling stupid and out of place = Gym

So they go home and 2 days later they are supposed to go to the gym, but for some reason they feel “uneasy” about going. They force themselves and because they think they are supposed to do new machines for results so they spend the second day wandering around feeling out of place trying to learn more new machines. So their gym = feeling stupid and out of place association is getting stronger!

This usually repeats for a few more days until the person develops a very uneasy feeling about going to the gym and decides to skip it and mow the lawn instead. One excuse leads to another and pretty soon it’s been 3 weeks since going to the gym. Now when she thinks about going to the gym, she doesn’t want the membership manager and the front desk person to say *“hey, where have you been?”*, so she decides to skip her gym workout again. Frequently this common scenario leads to a person totally quitting and never coming back.



The worst thing isn't that the person is paying or paid for a membership she isn't using, **it's *the negative experience*** that strengthened her belief that exercise is hard, confusing, isn't for her, etc. The experience made her *less likely* to learn to love exercise in a gym!

So the most important step to being successful in joining a gym is

to hire a trainer to show you how to use the equipment and to make you feel comfortable in your new environment by introducing you to others in the gym that might be good role models for you.

I have included a "Directions to your trainer" sheet to help you communicate to your trainer what you need and how she can best help you get started feeling good about your gym visits and positively reinforcing the association: gym = positive feelings, so you develop a love for coming to the gym!

