

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 or going for walks

outside with your neighbor who complains about her life the entire time!

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."

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. Remember the law of reinforcement?

These folks are feeling totally stupid and out of place while in the gym. 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 based on their M-W-F schedule, 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 they spend the second day wandering around feeling stupid and out of place trying to learn more new machines. So their gym = feeling stupid and out of place association is getting stronger! This 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 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 and thus to miss out on the most powerful change force on the planet—other people!

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!

How to get the best deal

Most gym memberships are negotiable, especially in a small sole-proprietor club. The BIG mistake people make is trying to negotiate on price. Most gyms don’t like to budge on price and you won’t get much value from your efforts. Saving \$3 per month or \$36 for the



year isn't even close to being as valuable to you as these things:

Ask for a reduction in the joining fee. The person selling the membership often gets the joining fee or percentage of it, so this is often set artificially high, so when they offer the joining fee at say ½ price, they are trying to make you think you're getting a great deal that day to motivate you to sign-up. Go for a zero to \$25 joining fee.

Ask for a basic training session to be tossed in. Many trainers offer a free first session to drum up business. Thinking if you like them, you'll keep going to them. If they don't offer a free training session, be sure to ask for the joining fee to be reduced by the amount of the session.

Ask for a 30-day trial period. Most gyms offer a higher priced monthly membership and discounted 12 or 24-month memberships. The longer you sign-up for, the cheaper your monthly cost. A 30 day trial period means for whatever reason within 30 days you can decide to cancel your membership and walk with no further financial obligation. This gives you plenty of time to know if the gym has the people in it that will help you and that you want to be around. The best way to do this is to ask for the long-term membership to be written up POST DATED for one month from now. Have the sales person write up a separate membership for your 30day trial. Request the price for the 30 day trial be the same as the monthly annual cost or to apply the extra cost to getting a trainer. Be sure to communicate that you are doing my online program and you have every intention to join long-term, but it's important for you to be in a gym that has good people. If the sales person is confident his gym has good people that will fit with you, he should have no problem with it. Here's exactly what you can say to get your sales person to pretty much do whatever you ask:

"Listen (name of salesperson), I have EVERY intention to join a gym long-term for the next several years and to use your training services. It's very important to me that I get around people I am comfortable with and that will be good role models for me to make the life changes I am looking to make! So if you're confident that you have great people here, then I'm thinking my requests should be no problem and it'll be a win-win!"

Believe me, a prospect who comes into the sales meeting with a direction and requests that make sense will impress the salesperson! He will see you as extraordinary because most of the prospects he visits with have really no direction besides wanting to join a gym to lose weight and to save as much money as possible. You will come across as a planner and someone who is serious. People in the gym business are so used to seeing people who are not serious that you will be a breath of fresh air—the salesperson will automatically like you because of your resolve and insight put into joining their gym.

How to find the best trainer

Most gyms try to set you up to see a trainer they think would “fit” with you. For example, they wouldn’t put a 60 year-old female with a 24 year-old male trainer. But, if you don’t request a certain type of trainer, you might not get what you are looking for. Here is what you want to look for in a trainer:

1. **Someone like you.** Most women do better with other women as their trainer but not always. If you feel uncomfortable with men, be sure to ask for a female. Also, most people can relate better to people their own age. Ask if they have any trainers similar in age to you.
2. **Personal history with weight loss.** The best trainers are those folks that have had their own personal struggles with their weight and have made the changes you are looking to make.
3. **Good communicator.** Are they communicating with you in a way that is easy to understand and learn? Initially this involves only teaching you how to use the equipment properly, but down the road you may use your trainer as a person to talk to about the roadblocks and challenges you are having in your life with weight loss. Do you have rapport and do they show empathy and at the same time help you “see” the right way when you are looking the wrong way and feeling down and hopeless?



You’ll also want to know if this trainer has been a trainer there for a few years. A brand new trainer might not know anyone there to introduce you to. You want someone who knows “everybody” in the gym and is able to understand the folks who you would benefit from meeting.

4. **Makes working out fun.** Remembering the law of reinforcement, you’ll understand that hiring a drill sergeant to “kill” you will cause you to develop a subconscious association that gyms = pain! You want to learn to love working out! There is such a thing as working hard and having fun. The best trainers know



how to make you feel great about your hard work by showing you your progress and encouraging you to appreciate your own efforts!

5. **Teaches independence.** It is very easy to get dependent on a trainer. Just show up and do what they say. Just like if you always tied your kids shoes, they'd soon become dependent on you to do it for them and worst of all they'd believe that they could never do it themselves. Trainers perpetuate the myth that you have to know a lot of fancy exercises to get results. I see trainers doing all sorts of unnecessary exercises just for the sake of variety and to have a new workout to sell their client. Keeping it simple and enjoyable is the key. Be sure to ask your potential trainer: "How do you foster client independence?" You're looking for a trainer that will show you how to adjust the seat and then have you do it yourself. Show you how to create a program and then do it yourself. Teach, try, correct, learn, correct, master is the process a good trainer will use. Meaning they will show you, then have you try it yourself, then correct any mistakes and from that you learn and do it again, make further corrections and do again...repeating until you master it!

Many trainers think doing everything for a client is giving them a good value or their money's worth. But this only teaches dependence on the trainer and never develops your belief in your own ability to succeed. Be sure to look for a trainer who expects you to do, learn and be able to create your own success!

By asking to meet with a trainer that has these qualities, you're much more likely to find someone who is a valuable asset in helping you reach your goals!

Other considerations

- **Location.** It's worth it to drive a mile further for a better gym, but not 10! A mediocre gym 5 minutes from your house is better to join than a great gym 30 minutes from your house. The goal is to use it frequently in your new lifestyle, so if you have an hour round trip travel time, you'll never find the time to do this unless you are retired or have a different lifestyle than most. I typically recommend joining a gym near your home rather than near your work, so you can utilize it on weekends and other times you're not working. But if you have a plan to workout before or after work, and it's a better gym than the one near where you live, I say go for it.

- **Equipment.** Look for a variety of equipment that looks new. Besides treadmills and bikes, look for ellipticals, steppers and rowers. Ask how frequently they add new cardio machines. As far as the strength equipment, look for clean well-kept looking machines and a variety of “free weight” equipment that you can progress to using later.
- **Crowds.** Be sure to come to the gym at the times you think you would be coming to assess the crowds. The busiest time for any gym is Mondays and Wednesdays from 4-6pm. The busiest months are January and February. You want to be around people, but you don’t want it to be so crowded that it becomes difficult to get your routine in.

YOUR ASSIGNMENT:

1. Go join a gym using the above criteria. Set up a time to meet with a trainer and use the “directions to your trainer” sheet to get started in the right direction.
2. Make it your goal to meet at least one new person each of your first 4 weeks there. An easy thing to say if you’re a bit shy like me is: *“Hi, sorry to interrupt you, but I’m new here on a 30-day trial and thinking about joining long-term and I was wondering how long you’ve been coming here and what you like about this place?”* Most people in a gym Love their lifestyle and therefore Love helping others who show interest in what they are doing! Gym goers live a lifestyle of discipline and self-love that requires one to eat and train for a purpose. People that do it successfully are proud of it and therefore LOVE to talk about it!

So don’t allow fear to keep you from making acquaintances. Just by asking people the above simple question, you’ll be surprised how receptive most are. And from making acquaintances, you’ll develop friends and one of those friends might even eventually become a workout partner and a powerful role model in your life.