



MOJO FITNESS
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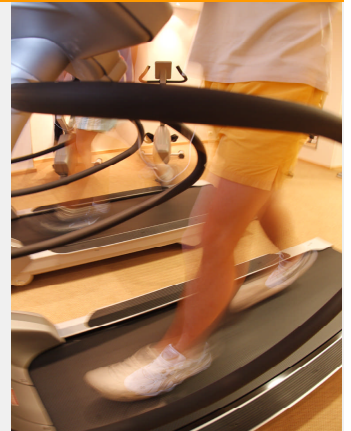
Mojo Fitness Opens New Training Studio!!!

We are proud to announce the opening of our new fitness training studio located in Montreaux (Springbank Hill) in South West Calgary. We offer a private and professional training experience in a motivating environment. The facility features cardio and strength training equipment as well as stability balls, Bosu, kettle bells, heavy bag, boxing equipment and a TRX Suspension Trainer. Our studio also includes a shower, washroom and towel service for your convenience.

Mojo Fitness is committed to helping each client achieve their health and fitness goals by designing and implementing creative and effective training programs. We will assist each client in developing and maintaining a balanced and active lifestyle. Feel confident knowing that your professional trainer will guide you through a program based on exercise physiology tailored to your current fitness level and goals.

Whether you prefer to exercise in our private fitness studio or at home with our mobile training, Mojo Fitness has a program for you!!! You choose the time and location that is convenient for you!

Call today to book your FREE Client Consultation and learn about some of the awesome introductory specials! We look forward to helping you "DISCOVER YOUR MOJO"!



Lose Weight
Gain Strength
Feel Great

Call today
to get started!!!
403-700-8205

Does This Sound Like You?

Many of my clients and people I know have moms, dads, brothers, sisters, friends, husbands, and wives always pushing food on them. I tell them exactly what I'm telling you...acknowledge these behaviours! Recognize the problems, sit the people in question down, and let them know that you are trying to lose weight and be healthy. Tell them how they can help and support you. Chances are they'll want to help and will be willing to learn new recipes so that they can cook without sabotaging your health and happiness.

Do You Have The Right Attitude?

Do you have what it takes to reach your weight-loss goals? If you think it's all about diet and exercise, you're wrong.

It sounds crazy, I know. Exercise and a proper diet are crucial to all weight-loss and fitness programs. But to reach any long term goal, especially one that requires a major lifestyle change, you need to improve your attitude too. You can have all the external support in the world, but if your self-esteem is low, you'll never have long-term success.

Having the right attitude is so important because thought is behaviour. The power of the mind is HUGE...the way you think about yourself manifests as your reality. We all know how easily negative thoughts can lead to lack of confidence, hopelessness, and depression. You've heard about self-fulfilling prophecy, right? Well, if you tell yourself that you'll always be fat or you'll never find happiness, chances are you'll end up fat and unhappy. Hey, it makes sense!

Okay then, let's turn that scenario around. Tell yourself that you *can* get fit and you *will* be happy. It's that simple. You can master your own fate with positive thinking!



Shake it Up

Ever hear the expression "Nothing changes if nothing changes"? If you do the same resistance routine, the same way, week after week, the day will come when your body will have adapted to that particular workload. In terms of weight loss, that's not a good thing. If your body isn't challenged beyond its comfort zone, you won't see continual results.



Mixing things up to prevent plateaus doesn't take much. Varying the number of reps and sets will constantly surprise the body, which is one way to make sure your workout continues to push you forward. Apart from changing the number of sets and reps per exercise, you can also change the way you perform a rep. During a lifting exercise, your muscles contract in three distinctly different ways:

- When you lift the weight, your muscles contract positively, or concentrically.
- At the midpoint of the exercise, when you stop moving the weight but you're still holding it, your muscles contract statically, or isometrically.
- When you lower the weight, your muscles contract negatively, or eccentrically.
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You can adjust the way you do your reps by shifting the emphasis among the three forms of muscle contraction, which provide you with three ways to do almost anything in the weight room or with your trainer...and endless ways to switch around your routine to keep it fresh and motivating!

You're Worth it!

Change can be painful and often involves some struggling, but remember, it's so worth it. Every time you push yourself physically, you'll grow even stronger and more confident in your abilities. No, my workouts are not easy, but you might as well face it now: I'm never going to let them be easy. I'm *always* going to be pushing you to the next level, whatever it might be. And you know what? You're only going to be stronger, healthier, and happier for it!!!

"Older people shouldn't eat health food, they need all the preservatives" they can get."