

when you look in the mirror

TWELVE WEEKS FROM NOW...

will you have *REGRETS* – or *RESULTS*?

It's easy enough to wash away the grey and cover crow's feet quickly, but that bulge over the waistline of your favorite jeans – or in the middle of that little black dress? *That* won't go away with the stroke of a makeup brush, will it?

Reaching "Middle Age" doesn't mean you have to endure "Middle Age Spread." You *can* look great, feel great, and turn up your energy level in just 12 weeks. You *can* have a slimmer, healthier body without starvation diets, dangerous diet pills, worthless gimics, or feeling out of place in a gym full of spandex-wrapped 20-somethings.

If you're strong enough *inside* to make it happen on the *outside* – if you're committed to setting realistic weight and fitness goals and working seriously towards them – come to *Fitness Together* in downtown Rochester.

We specialize in realistic, focused fitness programs for people in their 40s and beyond, who know there's no place else to live but in the body they have, and that keeping it healthy means a longer, stronger, more independent life.

We're not a "big box" gym. We don't have a pool, racquetball courts or cute little places for the kids to play. What we do have is a team of educated, certified and dedicated fitness professionals who design custom workouts for *your* body and schedule, work with you one-on-one in a private, fully equipped room, and focus 100% of their attention on making sure you're eating right and working right for *your body*, every minute of your session.

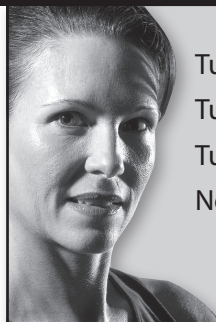
We won't make absurd promises of dramatic change overnight – or even in a week or two. You'll sweat. You'll groan. You may even ache. But – if you stay focused and committed to your goal and the programs we design for you we guarantee that in just twelve weeks you will have *results*, not *regrets*.

FITNESS TOGETHER IS NOT FOR EVERYONE – only for those who are serious about having a healthier, slimmer, stronger body for life, and willing to make a commitment to it. If you're not, pass this letter on to a friend. If you are, here are three easy ways to take the first step – choose one, or do all three:

- Check out our website (www.ftrochester.com), and sign up for our e-newsletter full of information and tips on living a healthier, slimmer, stronger lifestyle.
- Call us to arrange a tour and meet the staff – just check us out.
- Use the enclosed coupon for an introductory offer you can't beat at any "big box" facility in town. This offer is for a limited time only!

ISN'T IT YOUR TURN?
248.651.5810

Phil Anderson, Owner – Fitness Together Rochester



Turned 40, Gained 30.
Turned to *Fitness Together*.
Turned 41.
Now she's Turning Heads!

ISN'T IT YOUR TURN?



TURN THE PAGE →

Phil Anderson shares six tips for staying on track with your weight loss, fitness and diet goals.

"Previous attempts at fitness left me unmotivated, insecure about using the equipment, and with no measurable results. After eight months at Fitness Together, I've lost pounds and inches, built strength and flexibility, and love the variety my trainer puts into my sessions! With Fitness Together, I've seen a high return for my investment of time and money, and I actually look forward to working out!"

–Sandra M., Oakland

"Fitness Together is a real change from the traditional gym. The results from my custom-designed program have made a tremendous difference for me physically and mentally. My weight, strength, diet, self-confidence, and general awareness is greatly improved."

– Carol W., Harrison Twp

"I'm stronger, sleep better, have more energy and less aches and pains – particularly in my lower back."

–Sue D., Rochester Hills



111 W. 3rd Street
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MAXIMUM RESULTS FOR:

- Weight Loss/Weight Management
- Body Fat Reduction
- Muscle Tone & Flexibility
- Cardiovascular Health

THE FITNESS TOGETHER ADVANTAGE:

- Individualized Programs
- 1-on-1 workout sessions
- Fully equipped private rooms
- No Crowds
- No Waiting
- No Distractions

BENEFITS:

- Increased Motivation
- Accelerated Results
- Accountability
- Private Rooms
- Emphasis on proper technique
- Decreased risk of injury
- Individualized programs
- Progressive, always challenging training

6 SIMPLE STEPS

for staying on track with your weight loss, fitness and diet goals

“Our trainers hold each client accountable to themselves,” says Phil Anderson, owner of Fitness Together in Rochester, Michigan. “In addition to our in-studio sessions, clients are required to keep daily journals to track their fitness and nutrition goals. The training and the accountability are why they stay on track and see real results.”

Phil has six tips for staying on track, whether your goal is to lose weight, tone up, or improve your heart and lung health:

- 1 Build a support group of people who know what you want to accomplish and will encourage you to do and be your best.
- 2 Schedule your workouts just like you would a meeting or a date. If your workout is already part of your schedule, you will be more likely to keep the appointment.
- 3 Set small goals that are realistic and attainable. You'll get more satisfaction from celebrating a 5 or 10 pound marker than from focusing on how far you still have to go.
- 4 Post your goals where you can see them every day. Put them on the fridge, in your office, or in your car as gentle reminders to stay focused throughout your day.
- 5 After each workout, write down what you did and how you feel. You'll be surprised how subtly your strength and endurance will change over time, and keeping a journal will also help you stay accountable to yourself.
- 6 Find a workout 'buddy.' Encouraging and supporting a friend on the same journey makes those challenging moments easier.

Phil Anderson has been studying exercise, health and fitness since his teenage years. He opened Fitness Together Rochester in 2004, after working as a personal trainer in other facilities. He continues to study in a wide variety of disciplines, and regularly attends health and fitness seminars to expand his knowledge and expertise.

Fitness Together is the world's largest personal training organization. The private, one-on-one training sessions build personal relationships between client and trainer, leading to a higher level of success.