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Set Goals, Lay Track & Get Results!

A plan without a goal is like a train without track; it goes nowhere fast.

Effective goal-setting is vitally important to seeing quality results with any fitness or weight loss program.

Here's an example of how to set goals to maximize your chances of success:

If you express a desire to lose 25 pounds, write it down and suddenly you have a long-term goal! But if you want to achieve that goal, you can't stop there. Following our train metaphor, you've set your destination, but without some train-stations along the way the trip will be so long you'll want to bail.

Establish shorter-term goals that give some immediate feedback on your progress – you're refueling stations along the way.

One example of a short-term goal might be to "reduce body weight by 12 pounds within the next three months". This goal communicates a clear "vision" and provides a time-line for attainment.

Wait a minute, that doesn't seem like immediate results, right? Right.

Your next step will be to develop measurable objectives that will ensure that you reach your short-term goals. One example would be to perform walking on the treadmill at 4.0 mph and 2% incline three days per week for the next three months.

Create a daily tracking method of achievement. Just a regular check-mark ticking off a daily task list begins to develop self-confidence and a visual reminder that you're working your plan. Enough check-marks and this activity will lead you to your short-term goal of 12 pounds lost, and you're about halfway to your ultimate goal of 25 pounds.

By establishing realistic, specific, and measurable (and measured) goals and objectives, you have provided yourself with a "road map" to ultimate success.

October 2007

The Ten-Million Dollar Question

In my previous article on goal-setting, I mentioned that the key to a successful fitness or weight loss program is establishing sound goals and objectives. One thing I want to clarify is that it is possible to set the wrong goals when one is seeking weight loss. When the wrong goals are established the entire process could be doomed right from the start. This leads me to my main point, and the focus of the rest of this article.

When a client says that they want to “lose weight”, I immediately follow their statement with what I call my “Ten-Million Dollar Question”. That question is this – “**Do you want to lose weight or inches?**” This question will typically lead to a discussion on why it is important to know the difference between merely losing weight and actually losing inches. There is a significant difference between the two goals.

When one loses weight, especially when it is lost quickly, it is also possible to lose muscle which typically should not be the goal in a weight loss program. Losing muscle can actually hinder one’s weight loss efforts.

Many people forget that muscle and fat are two separate entities and that it is always best to lose fat and either maintain or even increase muscle mass.

This will not always lead to mind-blowing weight loss. However, when one loses inches, they usually become less concerned with body weight because they will look and feel so much better. Their clothes will fit much more comfortably leading them to the conclusion that losing weight should never have been their main goal to begin with. It should have instead been to improve their overall health and wellness through sound fitness and dietary practices. Focus on this and weight loss will follow.

November 2007

This issue of the 2 GOOD HEALTH newsletter contains the following (in order):

- Holiday Greetings from 2 Good Health
- Tune in to 2 Good Health (radio show) - **TOMORROW**
- Fit Tip
- The Doctor Speaks
- Website Coming!
- Feature Article

HOLIDAY GREETINGS!

We hope that you had a very safe, healthy, and enjoyable Thanksgiving holiday. Now, Christmas and the New Year are upon us. We all know that this tends to be a very busy season of life and our health and wellness can easily be forgotten, entering the New Year a little more frayed and a few pounds heavier than anticipated.

As you read on, there are tips below to help you manage that stress and weight with minimal effort and time.

We want to be among the first to wish you a Merry Christmas and a Happy New Year. As you take care of your family, friends, and co-workers, remember to take a little time to also care for your own health and well-being.

Blessings to you and your family,
Charles and Sheril

TUNE IN TO 2 GOOD HEALTH

Tomorrow Charles Burrage, 2 Good Health fitness expert, will be talking on the prime time Sports Talk Show on Barrow County's WIMO radio station (1300 AM) this Tuesday, November 27 at 5:30pm. Join Charles and Brett "Big Boy" James, WIMO's Sport Talk Guru as they discuss 2 Good Health, fitness, and sports. Tune in to your radio or listen online at <http://www.bigstickradio.com> www.bigstickradio.com.

FIT TIP

So, here we are. The holiday season has snuck up on us again. As mentioned above, the rush of the holidays makes it harder for us to stay healthy and well, but it is possible.

In combination with healthy eating, regular exercise is recommended to stay healthy through the holidays and all year long. One general principle can be applied to exercising to make it safe, effective, and enjoyable--The F.I.T.T Principle.

F - Frequency. Only a minimum of 2 days/week are needed to see health benefits.

I - Intensity. You should be able to hold some form of normal conversation to make sure that you are not over-exerting yourself.

T - Type. Exercise doing something you enjoy to increase your chances of consistency.

T - Time. 20 minutes of continuous exercise using large muscle groups (legs & arms) during each exercise session is all it takes.

We hope you will be more "F.I.T.T" this holiday season and all year long. You can do it!

THE DOCTOR SPEAKS

2 Good Health's fitness expert and educator, Dr. Charles Burrage, will be speaking at Winder's Piedmont Regional Library to kick off the New Year. Since the library is a public venue, all are welcome. The topic on Thursday, January 10, 2008 at 5:00pm will be "Reading Nutrition Fact Labels: What Does It All Mean?"

WEBSITE COMING!

Keep your eyes open for our new website www.2goodhealthllc.com. The site is expected to launch by the end of this year.

FEATURE ARTICLE

Why Strength & Conditioning Specialists?

High School and College Sports is huge in Georgia, especially Northeast Georgia. Our children are getting started in sports earlier than ever, and while it is important that these young athletes get good coaching to improve their performance, it is equally important that they get safe athletic development programs that strengthen and condition their bodies for athletic success.

Coaches typically have the responsibility of preparing the athlete for the game...they work on the X's and O's of playing that particular sport. Many of them do not have the time to invest in individualized athletic development programs for each athlete outside of the established practice time as this time (practice time) is usually devoted to game preparation. Many of them have the desire, but other jobs and/or responsibilities prevent them from being more involved in the physical development of their athletes.

Strength and Conditioning Specialists assist in this vital function by forming relationships with coaches and communicating with them to determine the best plan of action for their athletes. We become part of the team by taking a genuine interest in the lives and the athletic performance of each athlete we serve. We assess the athlete's fitness for his or her particular sport through specific performance-related fitness tests. We then develop effective strategies to accentuate the strengths and eliminate any weaknesses that exist while helping develop confidence in the athlete that his or her body is the best it can be and is well-prepared for the rigors of the competitive season, and more importantly, for success.

2 Good Health Athletic Development Programs will improve...

- Overall Health & Wellness (This is our #1 Priority)
- Strength
- Endurance
- Balance
- Core Strength
- Power and Explosiveness
- Agility
- Speed

Methods Used to Train the Athlete...

- Nutritional Guidance
- Weight Training
- Core Training
- Sport-Specific Conditioning
- Plyometrics
- Speed Training
- Stability Ball Training
- Agility Training

If you, your high school/college student(s), or your team athlete(s) need a little extra help to become more successful in your sport of choice, then contact Sheril or Charles at 2 Good Health to discuss how we can help you with our Strength & Conditioning Programs.

2 Good Health,

Charles and Sheril Burrage