



A Step Above

Personal Training Concepts

Physical fitness is not only one of the most important keys to a healthy body, it is the basis of dynamic and creative intellectual activity ~ *John Fitzgerald Kennedy*

Feature Article:

HOORAH!!!

SANDRA LOWE
ASA BOOT CAMP CADET



As perspiration soaks their T-shirts, saturates every strand of their hair, and drips from the brows of their rosy red faces, the cadets appear to be more focused on getting through the class, exhausted but steadfast in their training. A sudden and unexpected “HOORAH” (pronounced “ooh-rah”) bellows from the back of the room and echoes through the minds of the cadets as the instructor continues to teach... increasing the speeds, adding more push-ups, holding planks longer. It’s an old expression used in the military – a spirited cry; an affirmation that stimulates morale, strength, and confidence. It says, “Look at me, I’m ready! I’m a warrior!” When the instructor shouts out the word in a vociferously deep tone, and it’s repeated back by the group, it stomps out any self-doubts or disbeliefs in one’s abilities to achieve what seems difficult or impossible. Shortly afterwards, the group is motivated and pulled back together by the synergy of the sound.



Sandra Lowe, Insurance Agent for



Risk Solutions, age 43, shouts that same spirited cry when things appear to be getting tough. She motivates the team and invokes energy, knowing that another ASA challenge has been met in the class. Sandra’s nickname is “Flash Dance.” Why “Flash Dance?” She started boot camp class on January 21, 2010, a guest of Tammy Hayden of Shalee’s Tanning who invited her to just try out the class. Tammy told Sandra that “the class is fun and you never know what you’re going to get with Jinjer.” From that point on, Sandra Lowe has been an ASA Boot Camp cadet. As she continued to come to class, she would pull her hair into a pony tail, tighten her pink bandana around her forehead and pull up her leg warmer socks (that matched her pink shirt) -- the music was 80’s rock. That did it! From that time on, she was known as “Flash Dance” (Jinjer’s nickname for her), and it stuck. “She has been a pleasure to train,” says Jinjer.

Sandra commented that when she first came to ASA Boot Camp, she was only able to hold a standard plank position (full-body extension) no more than 15 seconds, and could only do 5 modified pushups (knees pushups). Now, after several months of boot camp (two nights a week), she can handle a three- or four-minute plank without a doubt and can do 20 full-body pushups with no problem. Her core strength is incredible. And if two nights were not enough, because of her strength and cardiovascular increases, Sandra Lowe added another personal challenge. A Step Above added its first Fall “Rise & Shine” boot camp in September. This class was offered on Monday and Wednesday mornings from 6 a.m. to 7 a.m. Elaine Smith, Boot Camp Instructor, stated that Sandra never missed a day. Sandra was now training four times a week.

Some would think that this is overtraining; however, Sandra said that she had more energy and that the classes were always different and well-rounded regardless of the instructors. “I have definitely gotten stronger and have more of an understanding about proper body mechanics while lifting weights, training body resistance, and engaging more core muscles during aerobic routines. I can

HOORAH! (Continued)

tell I have worked out and have not been injured from overtraining. Jinjer stays focused on her students giving feedback about proper training techniques in order for the students to be more aware of their body and what they are doing ... she is a great motivator! She challenges me, not by being pushy, but by encouragement. It is hard work but SO MUCH FUN! Since starting these classes I have felt better, slept better and eaten better. My posture has improved, along with my flexibility and balance. Prior to training I would lose my balance just putting on my pants. Now, it's an effortless task. I would get worn out just walking through Wal-Mart or

shopping and running errands. Now I have no trouble with staying on the go. I have not lost much weight, but I have gone down a pants size and increased leaner muscle mass and core strength. I am in the best shape I've ever been since high school. HOORAH! -- TO ALL ASA BOOT CAMP CADETS!"

We wish to express our sincere thanks to ALL boot camp cadets for the hard work and commitment demonstrated during these classes. Because of YOU, they have been a success! Hoorah!!

~ Jinjer Covert
& the ASA Staff

**Want to drive your sales up?
Want to build customer loyalty?**



The more personal you can be with your customers and prospects the better, right? It's all about repetition and consistently being in the face of those you want to entice. If you don't keep in constant contact with your customers, even if they have purchased from you in the past, you may lose them to someone else in your field. They may not always know about your latest specials, new products or new staff, so it's important to educate them. As your business grows, it becomes impossible to email your entire clientele, past and present. A newsletter can take care of this problem while still keeping it on a personal level. A well-designed, compellingly well-written newsletter is an effective communication tool that can accomplish many goals.

Newsletters:

- **inform** your audience of your goals, upcoming changes, trends,
- **motivate** them by encouraging, recognizing, applauding, spotlighting, building relationships, and achieving results;
- **solicit** volunteers, donations & contributions, special funds, needed items, attendance at events, help for your organization or others, feedback, actions and outcomes
- **educate** your audience with enlightening information on how to do something specific, phone numbers, addresses, new services and products, and the introduction of staff/Partners;
- **market** and promote the sales of your products and services while building awareness about your company; and
- **communicate** any and all reasons for your newsletter's existence. You might even want to give your subscribers some extra benefits that you don't give anyone else. Make them feel special, making sure that they stay on your list!

Don't just wish for growth ... **insure growth!** Let me create that professional newsletter for you or your company. It's easy and affordable (flexible pricing)! Call Kaye at 276-223-1863.

**A
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I had myself a belly
That hung way past my belt.
I ate my fruits and veggies
But nothing seemed to help.

I went out in the mornings
For stretches and a run
All I got was sweat and pain
For all the work I'd done.

I bought a video disk
To facilitate my needs
But working out was useless
And twisted up my knee.

I went to weekly sessions
Yoga was the theme
Now my leg can twist around
To rub my back for me.

At last, I'm feeling better
And sticking out my chest
I seem to be more healthy
While weighing so much less.



Finally what I crave
I consider only fair
Would be to stretch an hour
Or grow a head of hair.

By: palewriter
Health and Fitness

DON'T FORGET ...

**TUESDAY & THURSDAY
BOOT CAMP**

6:30 p.m. to 7:30 p.m.

Begins January 4, 2011

(Enrollment is now **NOW CLOSED**.
Feel free to call or email if you would
like to be added on the waiting list.)

**MONDAY & WEDNESDAY
"RISE & SHINE" Boot Camp**

6:00 a.m. to 7:00 a.m.

Begins March 7, 2011

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