

# CONSUMER AWARENESS GUIDE

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## TO SELECTING THE RIGHT FITNESS FACILITY

The Truth Concerning Common Misconceptions And Mistakes About Fitness Trainers And Locations That Are Keeping You From Achieving A Body You Can Be Proud Of

By: // Coach Armond Willis  
Strength and Performance Specialist //



Read this guide and you'll discover:

- 3 Bad Deals You Need To Know About Before Choosing A Workout Facility
- 5 Common Misconceptions About Fitness Programs
- 5 Mistakes To Avoid When Choosing A Facility or Trainer
- 7 Steps To Accelerate Your Results



Provided as an educational service by:

**Willis Performance Training**

We Help Adults Break New Fitness Barriers;  
We Create Better Athletes

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Strength and Conditioning Coach,  
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Dear Fitness Enthusiast,

Finding and choosing the right training facility can be a daunting task.

Why? Because you're bombarded with misleading advertising, confusing claims and you may not know whom to trust with your health.

From super-low prices – to unqualified trainers and near-worthless methods – how do you ever find a qualified, competent, fitness professional who truly cares more about you than about making a buck?

You can start by reading this Consumer Awareness Guide. In this fact-filled booklet, you'll discover four rip-offs, six common misconceptions and six mistakes to avoid when choosing a fitness professional and a proper workout facility. We'll also share with you the seven critical steps to long-term weight loss and good health.

Here at Willis Performance Training, we strive to be a valuable resource for helping you clear away any fear and confusion related to common misconceptions about weight loss and fitness, so that you can make an informed decision about choosing a facility that meets your needs and requirements.

And if you have any questions about your fitness goals, you're invited to call us at 770-691-1392. We've dedicated our business to educating our clients by providing results-driven programs. We are happy to help you in every way.

Sincerely,

*Coach Willis*  
*Willis Performance Training*



## Armond Willis

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Armond is the owner of Willis Performance Training. He is Strength and Conditioning coach and training expert and has been in the business of providing exceptional fitness programming for 8 years

At Willis Performance Training we are committed to helping our clients achieve their goals in a safe and effective manner; one based upon science, not fads.

We welcome your inquiries and will gladly answer your fitness questions, so don't hesitate to contact us. We don't want you as "just another client"; we want you to join the WPT family and build a lasting relationship aimed at improving and maintaining a body you can be proud of.

### *Willis Performance Training*

We help adults break fitness barriers..

We create better athletes

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Are you feeling...

- You could make an informed decision about choosing a fitness program that's right for you, if you only knew more about what questions you should be asking during the process?
- Frustrated with the lack of information you get from your local gym, and worried about wasting your time, energy and money?
- Afraid that you will have to live with your current state of health because you cannot find the right program that you can trust?

Rest assured that you are not alone. In fact here at {**Facility name**}, we offer this consumer education guide to keep smart fitness-minded people - just like you - from falling for common mistakes, believing misconceptions and being ripped off by unethical trainers.

Please read this report in its entirety, as it offers insights into ways to protect yourself and to help you stay completely informed on the facts and benefits of the right program for you and your goals. We will also arm you with information that will help you to not only find an honest and professional trainer who will oversee your weight loss, but will keep you healthy for years to come.



## 3 RED FLAGS YOU NEED TO KNOW ABOUT BEFORE CHOOSING A TRAINING FACILITY

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### RED FLAG #1: 'TOO GOOD TO BE TRUE'

To some degree, all of us are attracted to promises that sound too good to be true. But some facilities use promises they can't deliver on as the bait for their false and misleading advertising.

Unfortunately, this is a massive trend in the fitness industry right now.

Do you get giddy with excitement when you come across an outlandish bargain or someone promising a result that seems like it would almost be impossible to deliver on?

Before you risk compromising your wallet and your time, take another look at the fine print details of the facility's offer. Read it thru, completely. What you'll often find is a 'bait and switch' where the promise is used to lure you in and the contract is one that requires more commitment from you than initially presented.

You want to look for facilities where clients tend to stay on for the long term. Ask the trainers how long their average retention rates are, and how often they run their super-discounted programs.

If the "bargain" you're being sold sounds too good to be true, it probably is

- Ask about things like the cost of the "real" ongoing program, and if the crowds following the discount deals will constantly be overrunning the facility.
- Verify everything that is included in the total price being offered.
- Request a written statement to ensure that you will be getting what you pay for.
- Ask for details about nutritional programming, how it works, if there are any alternatives and what the bottom line fee will be.

Individualized fitness programming is not always as cheap as some unethical trainers would bait you into believing. Do your homework and don't compromise when it comes to your health and wellness.

To protect yourself:

- Be on the lookout when a "salesman like" trainer pressures you into purchasing an

upgraded program, when you repeatedly ask about an advertised special. If the trainer is reputable, they will take the time to explain why they are recommending a specific program and what benefits you will receive, so that you can make an informed decision.

- Verify that the list of services/features advertised includes any and all options, and that they are all included in the price that was originally offered - before any upgrades.
- Look into who the facility is you are choosing. Investigate their rating with the Better Business Bureau and/or research the internet for any positive or negative feedback.

Yes, you can do some homework and ask questions, but if you have a bad feeling from the get-go, listen to it

## **RED FLAG #2:**

### **UNSUPPORTED CLAIMS AND PHONY RESULTS**

It's not uncommon for those impressive "before and after" pictures to be either sent along from a corporate headquarters or falsely downloaded from the internet directly.

Ask this the clients featured in those photos ACTUALLY train at that facility.

Many fitness business owners have no qualms about using fake photos showing someone else's hard work and passing it off as their own.

Also, be aware of trainers making outlandish results claims just to get you to sign up. Things like: "You'll lose 20+ pounds in 2 weeks..." etc.

True fitness professionals will be able to put a safe and effective plan together for you without resorting to absurd claims. And they'll be happy to work through the math of realistic results you can actually achieve.

## **RED FLAG #3:**

### **DELIVERING LESS THAN PROMISED**

WARNING: Don't fool yourself into believing everything's just fine...

Be aware of getting a laundry list of benefits and support resources, only to never see them delivered.

- Did you get the nutritional consultation you were promised in Week 1?

- Are your sessions or classes being run by experienced trainers, or did you get passed off to newbie interns who don't know the proper protocols?
- Are the trainers running each and every session professionally certified?
- Is that "spotless facility" more of an image than a reality? Look around carefully.
- Is everyone on staff part of a culture of success, or are you dealing with "clock watchers"?
- Is the facility a clean, safe and stress free environment?
- Are you treated with respect, and does everyone working there keep a tightly running ship that functions to the highest level?
- Do they guarantee your results and promote optimum health, as opposed to just going through the motions?

When you get down to the nitty-gritty, your trainer should be experienced, reliable, and compassionate with a highly functioning support team that makes you feel at ease!



## 5 COMMON MISCONCEPTIONS ABOUT THE FITNESS WORLD

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### MISCONCEPTION #1:

If Your Body Weight Is Within Normal Range, You Really Don't Need To Workout

Wrong!

Our bodies crave movement. As a society, we are far too sedentary. We were meant to run, drag, carry, throw, jump, etc. Once we stop doing that, our bodies react very poorly and diseases like hypertension, obesity and diabetes can be the result.

And, if you're over age 40, you're losing muscle mass at the rate of ½ pound per year. So, it's not only about body weight, but body composition, as well.

How much of your body is made up of fat versus muscle?

### MISCONCEPTION #2:

All Fitness Facilities And Trainers Are Pretty Much The Same, So Just Go With The Cheapest

An apple is an apple right? WRONG!

The differences between the skills and experience among trainers in your area can be a varied as in any other profession, but because your health is at stake, the consequences of poor advice and decisions are more severe!

If you have had a bad experience in the past, don't write off the value of a well-run facility or the dream of achieving the body you've been yearning for.

Do your homework to find a reputable, results-driven trainer who will thoroughly discuss the program options available for your specific goals while taking into account your physical limitations and monetary concerns.

Cheaper is not better.

A top-notch trainer knows their worth, has proven results, and is worth your time to seek out.

### MISCONCEPTION #3:

Achieving Your Weight Loss Or Fitness Goals Can Take Forever

Done properly, you can start to feel results from your fitness program within a very short period.

Here's one possible timeline:

- You'll feel a difference within two weeks.
- You'll receive your first unsolicited compliment from someone in your circle within 6 weeks.
- You can change your world in 8-10 weeks!

If you're progress stalls, your trainer should be able to adjust your plan to get you back on track.

#### **MISCONCEPTION #4:**

##### **I'm Too Busy To Work Out**

This is arguably the most common excuse for not working out.  
The thing is, EVERYONE is busy.

Most people just use a full schedule as a reason to neglect their health...until it's too late, that is.

In reality, a properly designed training session can take as little as twenty minutes.

If you believe you can't carve out 20 minutes 2-3 days per week to attend to your health, no one else will do it for you.

Those closest to you are depending upon your long-term health, and you have an obligation to do your part.

Our bodies react well to short frequent training sessions. Everyone can and should make time for this.

#### **MISCONCEPTION #5:**

##### **Workouts Need To Be Painful In Order To Be Effective**

This is a very commonly held belief.

Working out does NOT have to be drudgery. If you find it to be this way, it's likely you just haven't found the right type of training to suit your personality.

You may need to explore options such as:

- Swimming
- Rowing
- Boxing
- Group Fitness sessions
- Small group training
- A running club

The options are endless.

The expression "No Pain, No gain" is a useless cliché.

A well-run training program can and should be the highlight of your day and leave you feeling energized, not drained.

## 5 MISTAKES TO AVOID WHEN CHOOSING A TRAINER OR FITNESS FACILITY

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### MISTAKE #1:

Choosing a facility that does not do Assessments.

If you go to a facility, and they throw you immediately into a full-on workout without first finding out about your injury status and history, this should be a huge red flag.

This likely mean they are a “one-size-fits-all” solution.

Not good!

An Assessment tells an experienced trainer everything he or she needs to know about you, your limitations, your experience level, your goals, etc.

Avoid the “cookie-cutter” facilities like the plague!

### MISTAKE #2:

Not finding a facility with a schedule that fits your lifestyle

Maybe you prefer to work out before work...

Maybe right after work is best...

Either way, make sure the schedule of sessions at the facility is realistic for you. If it isn't, you'll likely stop going soon after you join.

“Convenience” is the #1 reason most people chose a given facility.

This is true for a reason.

If you really love the atmosphere at a particular location, you will likely want to adapt your daily schedule to accommodate.

But no matter what, if the schedule does not work for you...it doesn't work.

### MISTAKE #3:

Not choosing a facility with a “culture of success”

What does this mean?

Make sure the other clients, the staff and owners & managers all show a true concern for client progress!

This “expectation of progress” makes the difference between going through the motions and actually achieving your goals.

Too many facilities are focused on getting you to sign up and then moving on to the next person and you’re quickly forgotten. A culture of success is very different.

It becomes clear to everyone in the building that the client’s success comes first! Fellow clients will encourage you, trainers keep a close eye on your form, and make sure you’re staying on track.

Facilities with the right culture make it a pleasure to go there, and generally will have a vibe of positivity you can feel easily.

#### **Mistake #4:**

**Not selecting a facility that “feels” like a business.**

If you get the sense that your gym does things “on the fly”, you should be wary.

A facility with proper forms, procedures, protocols, marketing plans, etc. will be around for the long term. If the owners are not paying attention to the details, then who is?

You then risk your hard earned cash by showing up someday to a notice on the door about the business closing down.

Just because a business exists to provide workouts, does not make it any less of a business. A business owner who doesn’t treat his or her facility like a “true” business will not be there long...

This might include things like: Cleanliness, safety concerns, equipment upkeep, employee attitude and training, etc.

#### **Mistake #5:**

**Not doing your research before you sign up**

In this day and age, there is no real reason not to know everything there is to know about a business before you ever step into the door.

Tools like Yelp, local business and social media pages, as well as word of mouth will all provide a solid overview of which businesses will suit your needs and which ones you should stay away from.

By this point, you should know that simply signing up at the cheapest place – without doing the proper research – is a huge mistake.

The fitness industry is highly competitive, this means taking the time to find the right facility for you may involve a little research, but the results can be life-changing and are too important to be left to chance.

#### DON'T choose a facility that:

- Lacks open and honest communication
- Radiates chaos and confusion
- Lectures or belittles you
- Pressure you into expensive contracts

#### DO choose a facility that:

- Keeps you fully informed and offers experienced advice that always has your best interest in mind
- Respects your time
- Treat you with complete respect
- Takes your financial limitations into consideration

### MISTAKE #6:

#### Choosing a Facility where the staff is not fully certified and trained

Keep in mind that there are no specific requirements for a trainer to rent some space, identify as a trainer and start running classes.

Don't be afraid to inquire about the certifications of EVERYONE who will be running classes there.

- Improperly run sessions may compromise your results
- Unsafe movements can lead to serious, long-term injury
- Poor nutritional advice and completely undermine all your hard work

Ask the owner about the entire team, about the training they have had and how long they have

been with him or her. Ask the staff how happy they are working for the owner and with the other staff members.

Your best defense is doing your homework to find a well-rounded, properly trained and certified team that has your best interests in mind at all times.

## 9 Actions to Help You Live Longer

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**1) Run and walk quickly.** Studies have shown people who walk faster live longer. It's just that simple. When out walking, be mindful of your pace. If you find yourself slowing down, make a conscious effort to increase your speed.

**2) Learn constantly.** Always challenge the brain. The day you stop learning is the day you start to lose brain function. Cognitive skill is like any other physical trait; if you don't use it, you will lose it. Brain stimulating examples include: learning chess, doing the crossword puzzle daily, reading or writing fiction or non-fiction outside your usual genre, attending a book reading or presentation/seminar, taking in a stage play or concert, traveling to a unique destination with a different culture, etc. Even learning a new physical skill impacts the brain in a positive way.

ABT = Always Be Thinking!

**3) Sleep restfully.** Human beings were designed for seven to eight hours of sleep. Those who get six or less hours of sleep per night, generally have a higher body weight than their counterparts. We now have a myriad of distractions available to us to keep us awake.

Calming the brain at the end of the day is the first step to better sleep. If you wake frequently, find the source of the disruption and research ways to overcome this. If you do not sleep restfully, you simply will not be firing on all cylinders.

In short, fix sleep first.

**4) Interact with others daily.** Be social and remain social. People with a vibrant social network are also shown to live longer than those in relative isolation. It is vital to get out of your comfort zone and interact with others.

**5) Eat colorfully and sparingly.** This requires some explanation. Your goal should be to eat a wide range from the color palette; reds, greens, purples, etc. Work towards an entire assortment of colors.

This includes a wide range of fruits and vegetables. I have heard it phrased this way: "Avoid the white foods: bread, rice, cereal, pasta, crackers, etc." Refined foods tend to lack vibrant color, unless this color is artificially introduced.

The second part of the equation is to eat sparingly. Studies have shown that – up to a point - the less caloric intake you have, the longer you will live. In short, be aware of your portion sizes. In the US, this is perhaps one of the biggest contributors to the obesity epidemic.

NOTE: This does NOT apply to individuals whose caloric intake is already drastically low due to illness or frailty.



**6) Lift weights religiously.** Nothing has been shown to retain or even gain muscle mass better than resistance training, that's just a fact.

Running and walking won't do it and yoga won't do it. These activities have their place, but not as the sole source of exercise. It is important to realize that every year after the age of forty, you can lose up to a half pound of muscle mass per year. The only way to combat this atrophy is with resistance training.

**7) Worship and/or meditate regularly.** The inner peace that comes with these actions is a form of stress reduction. This is vital for a longer life and proper functioning. Whether you find contentment through Church, Tai Chi, Temple, or some other form of worship or meditation; attention to the needs of the 'soul', if you will, is vital for longevity.

**8) Stand up and lie down smoothly.** Move! Do so efficiently and often. In our modern lives, it is not uncommon to go entire days or even weeks with mobility limited to laying down, sitting in a chair, and standing up a few times, walking a little bit, perhaps navigating the occasional short flight of stairs and then laying down again.

Studies have shown that people who have the mobility, agility, and relative body strength to go from a standing position down to a seated position on the floor, then get all the way back up smoothly with minimal support or excessive effort, live longer than those who struggle with this simple task. Stay mobile.

**9) Reduce all forms of inflammation, diligently.** More and more research is coming out saying that inflammation is at the center of many diseases; with links to Alzheimer's, heart disease, diabetes, and more.

The common link connects back to inflammation.

This does not mean take anti-inflammatory drugs constantly.

Investigate the list of foods which have an anti-inflammatory action in the body. Reducing inflammation can be accomplished through diet and exercise.

In fact, one of the primary nutritional approaches is a meal plan specifically designed to reduce your body's inflammation levels.

These 9 Actions are an example of how good science can contribute to your health, weight management and longevity.

## THANK YOU!

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THANKS AGAIN...for reviewing our new CONSUMER AWARENESS GUIDE TO SELECTING THE RIGHT FITNESS FACILITY. It's our hope that you found this information helpful, and useful in choosing the situation that's best for you.

As we mentioned earlier, we are committed to helping our clients achieve the greatest level of health and fitness, as well as to educate them on the best practices in the industry. We'd love for you to join the Willis Performance Training family for all your weight management and health needs.

If you have any questions or comments; or if you would like to schedule an appointment – please call us at 770-691-1392

We will be pleased to help you with your fitness goals, and we look forward to your call.

Thank you!

Sincerely,

*-Coach Willis*  
*Willis Performance Training*  
770-691-1392

## HERE'S WHAT OUR CLIENTS ARE SAYING ABOUT US

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"My confidence has grown so much! Coach Willis is incredibly patient with me and always reminds me that my fears are all in my head. Plus, I can see the changes in my body! I feel much stronger, and my clothes fit better. Coach puts so much time into planning our workouts, and he knows exactly where we are as individuals. I especially appreciate the way he will modify if/when we need it. This program can help anyone at any age or fitness level."

-Trish K.

"Initially, I thought that it would be so hard that I couldn't do well and see results. But I feel much stronger, much more motivated, much more energy, much more tone since starting 4 months ago. I enjoy the workout change ups and the people. We never do the same thing twice! I would recommend this program for ANYONE wanting to feel stronger and overall feel better than they do now."

-Kim M.

"Before beginning the program I felt very sluggish, balance was off, tired, strength was weaker than it used to be, old and worn out. I was nervous that I was not going to be able to do what it takes to get stronger and that I was too tired to do to workout. Now, I have more energy, balance is really good now, stronger, smaller in size, eating better. The instructors are very knowledgeable really and do care about your well being. WPT is amazing! I actually look forward to going to work out and feel so much better after!

Thank you WPT!!!!!"

-Rita C.

"I have definitely felt stronger out on the field, and much more conditioned compared to where I was last year. I love the individuality of it, and the all around workout. I recommend to anyone looking to get better at their sport"

-Quinn C.

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