

This is what a trainer buys you:

1. Someone to hold you accountable. You hire an accountant and/or a wealth planner to hold you accountable for your finances right? A trainer holds you accountable for your health, the most important possession you have.
2. Someone who knows the science of weight loss, muscle development, and mobility. This is what we go to college for. Let the experts do the hard stuff.
3. Someone who won't give up on you. We don't give up until you do and we do not let that happen.
4. Someone who understands the challenge you face and is willing to face it with you.
5. Someone who knows how to program. Clipping magazine workouts will not get you in shape. Just like an accountant we do all the "paper pushing".

This is what you do without a trainer. Feel free to add up your own unnecessary costs. The numbers don't lie. Look familiar?

Trips to Wawa for non-gas purchases—\$75 (if you live in the Philly area this is probably a lot more)

Bagel/Coffee Store—\$60

Fast food—\$50

Dining out—\$200

Delivery/Take out—\$80

Movie theatre junk food—\$40

Junk food in a grocery store—\$100

Your cable bill—\$150

Alcoholic beverages—\$50

\$10-\$60 at a gym with no results

Luncheons at work—\$80

By my estimations you spend \$850-\$900 to gain weight, lose energy, and contribute to chronic disease *each month*. Did I mention belly fat???

Which is better, a \$250-600 investment in losing weight, increase energy, prevent disease*, and look and feel spectacular or \$900 to gain weight?

*Yes, it is proven by numerous medical journals that exercise significantly decreases the likelihood of chronic diseases such as cancer, heart disease, and diabetes.

