

One In One Thousand

Your guide to navigating the fitness world; avoid the pitfalls, speed past average gym goers, and reach your goals.

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1 in 1000

Make it through the maze

I doubt that when I tell you how many people fail in the gym you'll be surprised. The most recent research says that 98% of EVERYONE who attempts to reach a fitness goal will **FAIL within one year**.

Out of the 2 percent that do make it past the first year **95% of them fail within 5 years**. If 1000 people commit to reach a goal only 20 of them will succeed beyond year one, and within 5 years only 1 person will maintain that goal.

Only 1 in 1000 people will achieve their fitness goals

To be fair let's define what failure means. Failure means to revert back to or beyond your original weight or fat percentage. Not only do people not reach their fitness goals, but they also get fatter!

Want to be that 1 in 1000? Learn from these mistakes

I am going to help you be that 1 in 1000 by helping you avoid these 5 fitness mistakes that you are probably making right now.

Living by the clock

Timing is a major factor when it comes to fitness. When do I workout, when do I eat, and when do I rest.

This section is going to focus in on the 2 big mistakes when it comes to timing:

1. Workout overload, the workaholics
2. Workout underload, the excusers

Both of these will drive your results into the ground.

And EVERYONE falls into one category, I don't care how much you know or how long you've been working out, you'll have be one of these people

Let's deal with the workaholics first.

Workaholics

These are the people you see every time you go to the gym. Rain shine, day and night, they are there. These people are committed. Scratch that: they are obsessive.

Being addicted to the gym is one thing, but forcing your body to workout every single day at high intensities is not only really hard, it's foolish.

Contrary to popular belief our bodies are not machines; we're organic. The underlying theme I'm talking about is overtraining. The NSCA defines it as "excessive frequency, volume, or intensity of training, resulting in fatigue (which is due also to a lack of proper rest and recovery"ⁱ

It's all well and good to work yourself hard, but when your body is put under consistent brutality a couple of really gnarly things happen, including, but certainly not limited to:

- Increased fatigue
- Decrease performance
- Decreased strength
- Decreased muscle mass
- Increase chance of injury
- Sickness
- Poor sleep
- Decreased motor skills

And that's the short list. Once your body reaches the overtraining stage it takes a MINIMUM of **6 months** to fully recover.

I'm talking it can hurt you so bad as to ruin any gains you've made.

Scared yet? If you're not go ahead and dial 911, you really need some help.

Another famous Ameli psychic moment, "*how can I avoid these terribly devastating side effects??*"

There is a ton of information out there on how to avoid overtraining. Despite the copious amount of research on the topic, here are your 3 easy steps to avoid overtraining (It's like a 7 step program, only with 3):

Rest!

If you get anything out of this whole report, rest is the most important thing I can tell you. Your body needs it. If you're a competitive athlete you need around 10 hours of sleep a night. If you're a regular person you need at least 8 (3 REM cycles).

That also means taking days off after hard days. Your body doesn't like to do heavy chest one day and heavy legs the next, too much stress on the neural system. Spread your training days out.

Train Smarter not harder

Think about a superset. Bicep curls, dead lift, overhead press, lateral raise, reverse fly, forward fly... etc.

Looks like that would be an okay workout, right? Wrong. By doing the last 5 exercises in a row you've just over taxed your shoulder muscles. Your flies are going to have terrible form, and you're more likely to cause injury. It's also a great way to over train a muscle group.

The same philosophy works with day splits. If you work chest one day don't do triceps the next day. They are both upper body pushers and involved in the same motions.

Progress intelligently

Don't jump from a 100lbs dead lift to a 250 in one week, even if you "feel" great. Your body needs time to gradually adapt to higher weights and exercises.

You shouldn't jump from a static lung to a tuck jump all in one day, you need time to process the information and make neural connections.

When it comes to over training, just be smart. If you're feeling any of the above symptoms, then pull back for a week. Don't risk 6 months of poor performance because you need to be macho, or impress the hottie in the gym.

Let's move on.

Excusers

I seriously *hate* working with these people, and it's what I hear every day: "I don't have enough time," "my schedule's too full," "I'm tired," "I don't have the energy." It's like they were beat over the head with an annoying stick at birth.

There is nothing more important in fitness than **commitment**; these people have 3 shades of commitment:

1. Semi Committed – They workout regularly, but don't really have a plan of attack, and will drop their workout for something fun.
2. Take it or leave it – These guys workout occasionally, once a week if that. They'll be gone for a month or so and come back just in time for them not to be able to hit their goal of looking good in a swimsuit. Sure they workout, but

not enough for it to matter

3. The complainers – By far the plague of any fitness enthusiast. Always asking questions but never taking action. I love talking shop, but when we talk I expect you to do something with what I say, don't waste my time. They have great intentions, no follow through.

Most people will fall somewhere in those 3 categories, because, unfortunately, the excuser is much more popular than the workaholic. If you are an excuser I need you to promise to take a look at your life and see if you're really ready to commit to fitness.

If you are here are the basics:

1. Set up a plan
don't go this alone, hire someone (even if it's for 5 sessions) to give you ideas and show you the ropes (more on this later)
2. Act on the plan
If you took the time to make plans why would you waste all that time and money just to sit on your ass?
3. Don't change your plan
I know once you start getting into fitness it's super tempting to try ever workout under the sun, but that will destroy any gains you might get. Stick with your plan for the time you set (usually 4-6 weeks), then reevaluate and set a new plan.

Following those 3 steps alone will set you apart from the rest of the fitness pack. You'll have a destination, a starting point, and the map.

Still confused? Good, because Fitness Mistake #2 is a lack of planning.

Planning

I'll make it up as a go!

Before you decide what kind of plan you're going to set, choose a specific set of goals. One that's 6 weeks away, one that's 3 months away, and one that is 6 months away. The key work with all three goals is **specific**, not I want to look good naked (when really that's all most people in the gym care about).

Here are some ideas to get you started:

- Gain 2 inches in my biceps
- Lose 3 pants sizes
- Drop my body fat to 15 percent
- Be able to bench press my own weight

- Be able to do 10 pull ups
- Be able to play with my kids for an hour and not be out of breath

Write them down; look at them often. Now you need to choose what kind of person you are, a workaholic or an excuser. The kind of plan you need is going to be based on your workout habits.

Ready?

Go!

...

Got it?

(If this takes you longer than 30 seconds to decide you're probably an excuser).

Once you've decided if you're a workaholic or an excuser you can choose what kind of plan you need:

Typically workaholics need a plan that's going to make them sweat AND allow for a lot of workouts a week.

On the other hand an excuser is going to need a plan that will allow the least amount of time in the gym, big bang exercises, and a lot of accountability.

For the sake of keeping this book on course I'll give you one example for each type

Workaholics: A push/pull/legs split has a lot of room for fun exercises. It pans out like this:

Monday: Push (Triceps, chest...)

Tuesday: Pull (Back, biceps...)

Wednesday: Legs (Squat, dead lift...)

And here's the fun part, you can choose to go through the cycle again and take a rest day at the end of 6 days OR rest after every three-day cycle. Your choice.

For the Excusers you need a high intensity start and a good finish with some killer accountability.

You have two choices:

1. Hire a Fitness professional
2. Go to group X classes or group boot camp classes.

I could write you a great program, but let's be honest, are you really going to do it?

Moving on to Fitness faux pas 3.

What goes down the hatch.

Food and Drink

Nutrition, despite all the science that goes into it, is not really that hard. That being said, a lot of people still manage to mess it up. I'm going to give you 6 rules and call it a day:

1. Drink only water

This is nonnegotiable (none of these rules are really). Your body needs a minimum of 8 8oz glasses a day. I want you to drink more. Divide your weight in lbs by 50; the number left over is how many liters of water you should drink

$200/50 = 4$ done and done

I'll give you tea and coffee too, but no mocha late frapa-fatties.

2. Eat every 3 hours

Why?

The whole 3 square meals a day is really outdated. When you eat 3 large meals your metabolism rises and crashes with the meals in huge ways. When you eat 6 smaller meals (usually what every 3 hours averages to be) you stay at more of an even keel, and you're more efficient at burning fat.

3. Have protein carbs and fats at every meal

This ensures that you're getting enough of every nutrient. More on the specifics later.

4. Avoid packages

Anything that's been packaged has been processed, processing kills nutrients. You need nutrients from food to live. Whole foods are much better for you than processed food.

An apple is better than a French fry.

5. Prepare

The easiest way to fail is to not be ready (remember planning). I need you to think about what you're going to eat for the day and make sure to stick to that as much as possible. Store bags of almonds and protein bars in your car, gym bag, desk, school bag... anywhere where you might be left without good food choices.

6. Eat carbs when you earn them

After the whole low carb craze the truth about carbohydrates is pretty messy. MY advice is to eat higher carbohydrate meals after a hard workout.

An excellent resource for awesome and delicious recipes is Gourmet Nutrition by Dr. John Berardi. He gives you some killer recipes and a good base of nutrition knowledge. He has a ton of information on nutrient timing (when to eat what); one of my favorite resources.

For more information on the book go here: [Gourmet Nutrition](#) (I have my own copy, it's beaten and battered, and I've loved pretty much every thing I've made).

Nutrition doesn't require a masters degree; eat what you know is healthy and avoid the crap. If you get to the point where you want to be a competitive fitness model or bodybuilder then we can get into more specifics.

Making Good Choices

Sounds like something your mom would tell you on a Saturday night when you were a teenager; about one hour before you chose to do the exact opposite.

I am not your mother.

I'm your fitness coach and I'm here to tell you that your choices are good.

Most of the time.

But the times when you fall, you choose to do what you know you shouldn't are the choices that are holding you back

To make big results, results that matter, you have to live by the **80/20 rule**.

In business the 80/20 rule says that 80% of your sales come from 20% of your clients.

In fitness this means that 80% of your results come from 20% of your choices.

I'm going to be honest with you, most people know the basics when talking fitness, but it's when you're weak, when you don't want to go to the gym, when you order the pizza, and another the next day, and another...

Those are the choices that matter. If you stay strong when you feel the weakest you will see the results that you want.

Let's talk practical usage:

Missing 2 workouts out of 10 can mean that you are only burning 4800 calories instead of 6000

Noshing on a burger from a fast food place instead of making the meal you planned can mean countless extra calories from bad fat and quick digesting carbs

Missing a strength-training day means less muscle mass gain, meaning less calorie burn in the long run (every **pound of muscle** burns around 50 extra calories a day, just by hanging out on your body)

And on and on.

The terrible thing is that that 20% has a bad habit of growing to 30, 40, 50 and 80% of your choices.

Then you are part of the 1000.

I call it the weekend burnout

The weekend burnout is what most people go through. Hard on Monday, rest on Tuesday because they deserve it from yesterday's work, okay on Wednesday, rest on Thursday because they know they'll work hard on Friday, happy hour calls your name on Friday, and Saturday and Sunday are your days off...

2 "workouts" a week is pretty typical for most gym goers. Upping your commitment during the hardest 20%, when things suck the most is when you need to up your commitment and train.

What this doesn't mean is not taking your rest days or deloading cycles. I won't rehash the workaholic syndrome, so don't take this as a free license to do what you want.

Getting to the gym is half the battle. Once you are there go and do what you know you have to. Don't make it a chore (because that wont stick) make it **PART OF YOUR LIFE.**

Investing in your Future

When it comes to fitness this is by far the most neglected portion of the picture:
LEARNING.

When you find a program that works with your body it's really tempting to stick with it for months, years, and decades at a time. This will kill any goal that you are shooting for.

Simply by reading this report you've upped your knowledge. If this is the only thing you've educated yourself with about fitness in the past month to a year then the odds are you are part of the thousand people not hitting their fitness goals.

I want you to be smart when you're learning, because there are tons of creepos out there scamming for your hard earned dough.

Here are the rules for your education.

There are pretty much 3 avenues to get educated:

People

Books

On-line

People

You have to be really careful whom you take advice from. Not only should you make sure they are adequately certified, but that they also are keeping their education up to date. You wouldn't hire a doctor who hasn't learned a new thing in 10 years, or even 5 years at that. Same thing should go with fitness professionals.

Here are the top certifications you should look for in who you hire:
NSCA (CSCS), ACE, NASM, NCEP, STOTT, Balanced Body, Peak Pilates.
A Bachelors or Masters degree doesn't hurt either.

There are a ton of fly by night certifications out there, and a lot of charmers to sell them, so ask for references of past clients, ask them about who their main clientele is, ask about their injury record, ask them about their training philosophy, ask ask ask!!

The smarter you are when it comes to talking to or hiring a fitness professional the better off you will be

Books

I'm going to lump magazines in here too. Same rules go for whom you read from as who you would talk to. Hopefully the product you're reading is from someone who knows what they're talking about.

One of the biggest mistakes people make is following what's hot instead of what's right. A celebrity's book looks a lot prettier than a qualified person's, but let's think about application.

What has that person done in the fitness world? How have they benefitted? What struggles have they gone through? Are they genetically gifted?

You have to take those questions into account when looking for a good book about fitness.

When it comes to magazines remember that their main objective is making sure that you want their next issue. The best magazine on health and fitness I've read and still read is Men's Health. They cite sources of actual research studies and have some of the best Strength coaches in the business writing for them.

For either of these you have to realize that the workouts they're giving are shotgun style workouts. They're not tailoring to you, so while you might see results you still need to customize the program for your specific needs and wants.

On-line

Both the best and worst contributor to the fitness world. Best because it put you in contact with me, worst because holy hell there are people claiming to be experts everywhere!!!

Before you pay for anything from someone on-line there are 3 things you need to look for:

1. Go on to almost any fitness site and they'll be guaranteeing results from a guru. First things to look for are **testimonials**; those are a good indicator of whether or not they actually work with people. If they don't have those on their site, ask.
2. An account of their story. If they haven't traveled through the fitness world they shouldn't be training you. There are tons of personal trainers who lifted weights for a while, took a test after studying a book, and are now fitness experts. See where they've been
3. Quality information. If they're making things up that don't sound right, or only pushing products on you they're probably not committed to your success. There's a trainer I used to work with who would try and sell something EVERYTIME he talked to ANYONE, even me.

You and I both know that from that he's not trying to provide quality information for us, but turn a buck as fast as he can.

4 (bonus!). Pay security. This should be a no duh in this day and age but look for a credible payment processing company with secure access. 1shoppingcart, clickbank, paypal, are all good secure sites. There are others out there so don't let that be a limiting factor.

The most important thing about this whole idea of continuing your education is just doing it. Read, listen, ask questions.

When it comes to fitness you are back in high school!

Just because you see someone do an exercise doesn't mean it's right, and if it is are you doing it right?

When I talk with trainers I trust we all agree that around **90%** of everyone in a gym is doing their lift wrong.

That combined with the 1 in 1000 rule, you can start to see why you will probably fail.

Suck up your pride and learn.

Finally

The fitness world is FULL of scammers.

It's also FULL of awesome information.

Go out and read your butt off, ask questions.

Subscribe to Newsletters (especially the Ameli Training Newsletter)

Plan well

Eat well

Stay committed.

Change your body. Change your life.

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ⁱ Essentials of Strength Training and Conditioning, volume 3, pp159