

BODY TRANSFORMATION **INFORMATION**

A no-nonsense guide to help Real Fitness transformation participants better understand the process and to allow them to make better choices in an effort to create a healthier lifestyle!

This manual is a guideline to be used with Real Fitness' online nutritional analyzer and the individually designed activity programs designed for your transformation.

By
Coach Bob Hahn

WHY CONVENTIONAL DIETS FAIL

SET POINT - RESETTING YOUR LIPOSTAT

Scientists refer to your body's built-in regulator of body fat as the lipostat. Many believe the lipostat was set at birth. Others believe it can change with one's environment, food consumption and level of leanness.

Many of the signals that control the lipostat come from hormones secreted by fat cells. Scientists are finding that if you can deplete your fat cells and maintain that drop for a period of time (Coach Bob believes the period is 12-18 months minimum) you may be able to reset your set point and life gets a whole lot easier to maintain your weight/fat loss. The idea here is to get to your ideal weight and hold it for at least 12-18 months. The failure to understand how your fat cells can regulate your body's weight is one reason conventional diets fail as they address calorie reduction and not a loss of fat as the Real Transformation program will.

This “set point” change is something few will do without a transformation plan. But, with the REAL nutritional strategies in place, your activity program designed for you and an understanding of the stages of change your body is going through, it can be done. You can have the body of your dreams!

WEIGHT LOSS VERSUS FAT LOSS

The key to permanent weight/fat loss and management of it is *KNOWING* the difference and understanding that food is nothing more than fuel for your body. Too much fuel is stored as fat and not enough fuel causes the body's metabolism to slow down making it almost impossible to lose weight much less drop unhealthy fat. By eating the right foods, and understanding how to

turn on your fat burning furnace you will learn how to lose or drop fat. With a fat loss or transformation program you will not feel hungry or deprived like you do on a conventional diet.

Remember this; **It does not matter so much what you weigh, it matters how much space you take up in a room, or how you fit into your clothes.** With a good Transformation program, like the Real Fitness Transformation program, you could stay the same weight for a while but you could lose three dress sizes as a woman, or drop three or four (3-4) inches from your waistband as a man. Therefore, the scale may become your ENEMY in a transformation journey and may only cause you to feel defeated if you use it everyday during your transformation journey. Our goal is to drop FAT from your body and transform it to a healthier better looking you. As your fat burning furnace is relit and your muscle burners are awakened you will discover that muscle weighs more than fat so as you drop fat and tone up your muscles you may not see the scale move every day when you step on it. Do not feel defected or discouraged and resort to over eating because the scale has fooled you. Until your set point is adjusted, your body will fight you to hold the weight it is now comfortable with. I have already seen someone follow a clean and sound nutritional diet and put in the activity level that should have them burning two (2) plus pounds per week only to see the scale “stuck” at the set point for up to ten to fifteen days. Then shortly there after they sometimes step on the scale and see as much as a six (6) pound loss from one day to the next as the body adjusts to the current stage of your transformation. This is why I say your scale can be your Enemy as you start your transformation journey. It is SUPER IMPORTANT that you have a body composition check before you start this program. Real Fitness will provide this important assessment for you as part of the program.

Remember this is not a crash diet or some super plan to turn you from “dud to stud” in a few days. This is a 12-week process and

we will work with you and guide you throughout the time period of your journey. It will take a commitment on your part, but it will be so worth it!! Nutritional logging is so IMPORTANT and we also provide our patent pending online nutritional analyzer for you to use. More importantly, we have our nutritionist review your weekly food intake that will be reviewed during your weekly weight ins at Real Fitness.

SOME BASIC NUTRITIONAL FACTS YOU NEED TO UNDERSTAND

There is a myth behind restricting calories (dieting) to lose weight in and of itself. The myth is that simple calories in vs. calories out will cause you to lose weight. In truth that simply doesn't work or every diet you've ever tried would have changed your set point and you would not be concerned about dropping body fat today. Your body needs fuel (food) or it will feed itself on the easiest thing it can turn into fuel, your muscle, if it is not getting enough fuel from your daily input you'll lose muscle. The less muscle you have the fatter your body will be. This is a mean fact of one of your body's basic rules. It needs protein and there are no protein fuels found in fat so it will literally eat your protein stores (your muscle) to satisfy its needs thus leaving your fat deposits for last. You actually have to eat more often if you want to lose weight and drop your body fat. The key here is eating properly and keeping track of not just calories but the important balance your body needs. The Real Fitness transformation program, and online nutritional analyzer, will teach you how to do just that so you can drop fat.

- There are 4 calories per gram of protein;
- * There are 4 calories per gram of carbohydrates;
- * There are a whopping 9 calories per every gram of fat;
- * 3500 calories in 1 pound of fat;
- 3000 + Calories are in the average American's Daily diet or consumption of fuel;

- Most people only require ½ the amount of calories they take in during any given day;
- Cleaning up your nutrition is NOT ABOUT BEING PERFECT... it is about being practical and consistent;
- Fasting, not eating for more than 8 hours, shuts down the body's metabolism due to lack of food and starts it feeding on your fat burning muscle;
- Packaged fruit juice is not that good for you as it contains far too much sugar, and sugar is stored in the Lipid cells causing them to expand; (you get fatter)
- Modern technology depletes food and adds things like modified animal fat, pesticides and excess salts that throw your fat burning furnace off;
- You must BURN an additional 3500 calories to lose one (1) pound;
- There are good fats and BAD fats and you must learn the difference;
- Your body needs a combination of Protein, Carbohydrates, fats and the right balance of vitamins and minerals. A lack of any one of these items can turn off your fat burning furnace and cause health problems; (i.e. low carb diets)
- Eating more often can actually help you lose fat during a transformation and Set Point readjustment.

UNDERSTANDING YOUR METABOLISM AND LEARNING HOW TO WORK WITH IT TO TURN ON YOUR FAT BURNERS...

Your body operates differently than anyone else's and it uses fuel differently too. However, we all have something called a Basal (resting) metabolic rate (RMR or BMR) This is a measure of what it takes to sustain your body's weight and current composition when you are at rest and not doing any physical activity. This is different for males and females as it is for age, weight and height.

In the Real Fitness Transformation program we will determine for you just what your BMR is so we know just what your body needs to keep itself just where it is. From that information we will design a program that is custom fit just for you and your unique metabolism. It will allow you to take in the right amount of fuel each day and prescribe a certain type and amount of activity, based on your current physical condition, which will create a condition that will have you expending energy calories (fat cells) as well as burning fuel calories to supply your metabolism with the tools needed to turn on your fat burners and drop fat from your body. When this match is made you will start seeing the transformation you are looking for without ever feeling hungry or deprived as you do with a conventional diet or restriction of calories plan.

The largest component of your body's energy expenditure (up to 60 – 70%) comes from the foods you eat. Therefore, you can see why cutting this down to an unsafe level (conventional dieting) is a sure way to screw up your BMR and cause one to gain all the weight back as soon as they start eating what their body considers “normal” once again. Therefore, if you do not take in enough calories to satisfy your BMR, your metabolism will slow down making it harder to lose weight as your body thinks it is starving.

Our bodies developed a method to cope with lean times and periods when food was not so plentiful as we evolved thousands of years ago. Unfortunately our food sources and preparation technology have changed something that our bodies were programmed for and therefore we, as human beings, developed a way to store the excess food so it could be burned as energy when the body needed it. Too much food, the lack of “lean times” and a lack of physical activity have modified this “storage bin” in human beings. Now, tens of thousands of years later, human fat cells are the only ones in your body that can grow and stretch as well as store toxins and harmful chemicals.

Every time you eat food, or take on fuel, you burn calories to process the fuel you are eating. This is an important factor in transforming your body as our program may have you in deed eating more often that you ever did before. However, by using our online and patent pending nutritional program your food intake will be monitored by our certified nutritionist and together we will be able to see just what you are eating so your metabolism is constantly spending calories, fueling you properly and keeping your fat burners running. When we combine this with a sound physical activity schedule we will have you creating the "secret fat burner" that will melt away the pounds of fat you are storing and in doing so your body will indeed become transformed.

KEYS TO SUCCESS

1. Commit to a transformation journey that will take 12 weeks;
2. Review the Demonstration and training module of our patented nutrition program that is used with this program on our web site www.getrealfit.com/programs.php
3. Get your passwords and login codes from your personal trainer at Real Fitness for our online nutritional program and start using your daily food logs;
4. Eat 6 –7 times a day (see food logs and daily calorie needs);
5. Eat every 2 to 3 hours while you are awake;
6. Eat ¼ to ½ cup of low fat cottage cheese within one half hour before retiring each evening;
7. Never skip a meal, especially breakfast;
8. Always have lean protein and a balance of complex carbs at every meal;
9. Drink .75 to 1 gallon of water per day, everyday;
10. **Avoid** overly processed, refined foods; (white stuff & sugar)
11. **Avoid** saturated and Trans fats;
12. **Avoid** sugary sodas and "packaged fruit" juice;

13. **Avoid** calorie dense foods that contain little to no nutritional value; (learn to read labels)
14. **Avoid** over sized portion sizes or “super sizing it.”

A successful transformation can be accomplished not so much with radical changes but with better choices, commitment and education on nutrition. You will also need to be truthful and log your foods and not “cheat.” If you fail, so what? Get over it and get back on the program. Don’t let one day turn into a lifetime of over eating.

WHY WE WANT TO BUILD OR TONE MUSCLE IN A TRANSFORMATION

Many women transformationalist are concerned that they will build huge “ugly” muscle during a transformation. This will not happen as your body does not have the proper organs that will allow you to “pack on muscle,” and until we can find a willing male to donate his two organs to you there is nothing to worry about in joining us in a transformation journey to change your body as you lack the male hormone produced by those glands that would enable you to “pack on muscle.” You will however tone up the muscle that you do have and in doing so look shapelier, feel better and gain more confidence. Some men may wish to put on 20 pounds of muscle during a transformation and once again this may not be a realistic goal as the levels of testosterone their body produces start to diminish after their mid twenties. You will however see a feature that your women counter part will not. Your muscle has memory and if you had it once upon a time chances are, that with the right fuel and physical activity challenges, you will be surprised what you look like after the 12- week journey is over and your muscles regain there shape they once had years ago.

Muscle does so many things for your body from balance, movement, good posture and flexibility to having the ability to take your youth, and those enjoyed activities, into your ”old age” if

you maintain this important tissue in your body. Muscle also takes more calories to maintain than any other tissue in your body, so the more you have the higher your BMR will be, and the more you can eat and enjoy without getting fat all over again. Therefore, having Real Fitness design an activity program that meets or matches your physical condition becomes a very important factor in your transformation journey.

To awaken your fat burning furnace we need to stimulate your muscles and challenge them. Unlike fat cells they do not expand like one might think. What they do when challenged with resistance is tear (very small micro tears) and then much like “scar tissue” they repair themselves and in doing so get larger and in fact create more new tissue that will help burn fat. When we add the male hormone to this process we get greater “repair” and hence larger muscles that our female counter parts do not.

Your custom designed activity program will include a resistance training component that will be set up for you based on some preprogram testing that we do at Real Fitness for your transformation journey. Our trainers and coaches will monitor this program and your progress will be measured every four weeks. We will provide you with knowledge of how to use the different weight machines that will give you multi joint and muscle movements for the best possible workout in the least amount of time. Your conditioning scores in the preprogram phase will determine just how challenging your activity program will be at the start of your journey. You will learn different exercises as you progress and will develop knowledge that you can use for years to come to stay fit and healthy.

What you can expect

Your activity program will consist of one hour a day six (6) days a week. Three (3) of those days will be resistance training at the Real Fitness facility where our trainers will be watching over your workouts. The other three days will consist of cardio workouts, and depending on your starting physical condition, or how fast you wish to lose fat, this could be as simple as a walk outdoors or riding your bike. If the weather will not allow for outside activities Real Fitness has a complete and diversified line of indoor cardio equipment that you will be shown how to use. However, you must be willing to invest one hour a day for six days a week in yourself to get the results you want. Aren't you worth it?

The amount of weight that you will be challenging your muscle with will be based on a formula that we use to safely have you use the weight equipment and remain injury free for the entire 12 week period of your transformation. Your program will teach you the proper way to use all the equipment at Real Fitness so that you will enjoy the maximum benefit from your efforts to transform your body.

Real Fitness is open from 5:00 AM until 9:00 PM and you will be expected to invest one hour a day in yourself for the next 12-weeks. It will not matter if you do your physical activity in the early morning prior to heading off for work or if you do it after your workday is over. However, you will need to commit to spending this one-hour on yourself for the next 12 weeks.

INTERESTING FACTS

Most people invest more on their morning coffee than they do on their health each day..

Most people are awake 16 hours a day and spend almost ½ of that time doing nothing or watching TV and getting fatter...

One hour a day invested in yourself is just 4.2% of your total time each day.. (aren't you worth that much time for you?)

Obesity trends have risen every year from 1985 to 2008..

In the USA this means over 65% of adults and 30% of children are carrying too much unhealthy FAT on their bodies..

This is the first time in history that our children will probably die before us if current trends do not change..

Lifestyle choices make up the majority of this epidemic..

Heart Disease, High blood pressure, Diabetes, respiratory problems, sleep apnea, high cholesterol, depression and even impotency and erectile dysfunction are all caused from excess weight..

A properly executed transformation can safely drop up to 26 pounds of fat in 12-weeks, and change your set point so you will keep the weight off, improve your life as it helps you enjoy life more..

It will give you more confidence and possibly even a better job as your potential employer will see you as someone who can follow through on a worthwhile project..

STRESS CAN MAKE YOU FAT

Recent studies show stress packs a triple whammy on your gut. It makes you eat more, it makes you eat more of the wrong stuff, and the stress hormone Cortisol causes you to store “Belly fat,” putting you at a greater risk of heart attacks,

strokes, and high cholesterol. In a stress filled world what can you do?

Reward your body. Regular exercise as used in the Real Fitness transformation program, or relaxation techniques as taught in our Yoga classes will keep Cortisol naturally in check by releasing beta-endorphins, (brain chemicals) that give you a calming effect. By rewarding yourself with one of our activity programs you will see multi benefits for your health and well being.

Start each day strong. A recent study from Wales shows that regular consumption of a healthy breakfast cereal is associated with reduced stress and improved physical and mental health. Plus, those who ate cereal and consumed a protein drink, as prescribed in Real Fitness' Transformation program, had lower levels of Cortisol in their system.

Snuff out the midnight oil. Regularly working overtime might look good on your paycheck but it looks bad on your waistline. Studies show that the stress from working over 12 hours a day will spike your Cortisol levels that stimulate hunger.

Fight with fish. That is, integrate more salmon and tuna into your life. When Swiss researchers fortified men's diets with omega-3 fatty acids (fats found in fish), levels of Cortisol remained unchanged during stress and in the placebo group Cortisol rose by a huge level. Don't like fish? Try a daily supplement pill found in any health food store. (as a member of Real Fitness you will enjoy a 20% discount on products like these)

Get up and get out. A recent Australian study discovered that workers whose jobs required more than 6-hours of chair time a day are up to 68% more likely to wind up overweight or obese. By getting up at least once every ½ hour and simply walking around

for 45 seconds can make a huge difference in your weight as well as relieve stress levels when working on a frustrating project.

SIMPLE WAY TO LOSE 20 POUNDS

Understanding the nutritional component of a transformation program can be scary to some people. We have put together our Real Transformation program with lots of simple options and methods to help you change the ways that got you to where you are today. This is just one of them.

If you hate to diet? Then you'll love this. Instead of counting or multiplying fat percentages (and tearing your hair out), try this amazingly simple concept: Look hard at your plate. That's right an empty dinner plate.... Divide it into two sections; fill about half or more with bright colored vegetables and/or fruits and the remainder with roughly equal amounts of starch and a high-protein food. Then watch the weight come off. Even better, this way of eating may help prevent cancer, heart disease, and other common killers. Our member testers dropped pounds, got fitter, and felt better after just 2 months of following this simple strategy. Now you can too. Don't just take our word for it. Here's a registered dietitian's take on the same simple method for losing weight.

ANOTHER GREAT TIP Plate Power

DIVVYING UP YOUR PLATE

By using your plate as a weight loss tool, you no longer have to remember confusing details about portions and servings, says Netty Levine, RD, a nutritionist at Cedars-Sinai Medical Center in Los Angeles.

"I recently worked with a client for an hour, hammering out a fabulous, detailed weight loss plan," recalls Levine. "When we finished, he looked up, and I could see it in his eyes: We'd both just wasted our time. He didn't want to remember all that information on servings and portions and food groups."

So Levine took out a fresh piece of paper and drew a big, round circle with a line through the middle. "This is your plate; fill the top half with fruits and vegetables, and divide the bottom half in two. In one quarter put your protein, such as meat, poultry, or fish, and in the remaining quarter put your starch, such as whole grains, potatoes, or pasta," she advised.

Four months later, that client, Bill Knapp, was 28 lb lighter and loving his plate plan. "I still go to my favorite restaurants, but now I know what to order to get the right amount of food," he says.

That's the beauty of this divided-plate concept: built-in portion control. "You fill the divided plate once. If you're still hungry, have another plate of vegetables, and then you're done. It's that simple," says Levine. And with a plate half filled with vegetables, there's no room for the megacalorie, gigantic burgers and pasta "hills" notorious for contributing to the obesity epidemic.

"Everything today is supersized, and people are confused about how much they really should eat," says Nancy Vuckovic, PhD, investigator at Kaiser Permanente Center for Health Research in Portland, OR. "The overweight people coming into my office are not eating a cheeseburger, they're eating supersized meals with giant burgers, mounds of fries, and huge sodas," says Levine. The divided plate strategy eliminates this problem, since there's simply not room for all that meat and starch when half the plate is filled with veggies and/or fruits. It brings out-of-control portions back down to size. And you're still eating enough food to feel full and satisfied.

PREVENT DISEASE TOO!

We loved this idea so much, we decided to dig a little deeper. What we found was better than we could have hoped. Not only were there other dietitians using divided-plate plans for weight loss, but also the American Institute for Cancer Research (AICR) in Washington, DC, has been harnessing the power of plates to fight cancer! In a campaign titled "The New American Plate," the AICR has released a set of free brochures as well as a placemat you can buy showing the plate portions they recommend to stave off cancer and promote weight loss (a cancer fighter in itself).

The AICR recommends portions similar to the ones described above in the Real Transformation Tip, with some slight variation. "Our rule of thumb, using a standard 9- or 10-inch dinner plate: Plant-based foods such as vegetables, fruits, whole grains, and beans should cover two-thirds or more of the plate. Meat, fish, poultry, or low-fat dairy should cover one-third or less of the plate," explains Melanie Polk, RD, director of nutrition education at AICR.

These plate strategies fight disease because of all the fruits and vegetables they include, says James Shikany, DPH, assistant professor of medicine, division of preventive medicine, University of Alabama at Birmingham. "Studies of diet and disease indicate that the quarter of the population with the lowest intake of fruits and vegetables has double the rate of the most common cancers, such as colon, breast, and prostate," he says.

While he's a big fan of all produce, Dr. Shikany suggests making the following your staples: cruciferous vegetables such as broccoli and cabbage; spinach, kale, and other dark leafy greens; orange-fleshed fruits and vegetables such as sweet potatoes, carrots, peaches, and citrus fruits. "Each of these groups contains its own disease-fighting compounds," he explains.

All this sounded so good to Coach Bob that he decided to test-drive it for himself. He introduced three volunteers to the AICR New American Plate plan and had them follow it for 2 months. The results were outstanding. They boosted their energy and dropped pounds simply by dividing their plates.

PLATE POWER AT EVERY MEAL

No matter which plate portion variation you choose, enthusiasts insist that this method works for every meal and every food. Follow these tips whenever you eat.

Breakfast Plates

You still think in terms of fruits/veggies, starch (whole grains), and protein (milk or eggs), but they don't always fit neatly on a plate. Remember: You're still aiming for half or more of the meal to be fruits and veggies.

Here are some sample meals:

Fruit-topped whole grain cereal with milk and a glass of orange juice

Vegetable-stuffed three-egg-white omelette with whole grain toast and fruit or juice

Two whole grain waffles smothered in chopped fruit with yogurt or milk

Fruit or juice with a small bran muffin and low-fat milk

You can check your online nutritional analyzer for healthy choice meals that are within your calorie needs and assure that proper balance as well.

Lunch Plates

The rule remains: At least half of your meal should be vegetables and fruits. (When using a plate, opt for a traditional 8-inch luncheon plate.) Consider bread, tortillas, potatoes, or beans as your starch (beans double up for both starch and protein). Make a pledge to always finish your veggies or fruits first. If you have room, you can finish the rest of your meal.

Some sample meals:

Sandwich filled with two or three slices of lean meat, poultry, a few spoonfuls of reduced-fat tuna salad, or a veggie burger patty, with a salad, fruit salad, or vegetables

Black bean, lentil, or other bean-based soup with a salad or side dish of vegetables or fruits

Baked potato with a cup of broccoli or other vegetable and reduced-fat cheese

Large salad topped with grilled chicken/lean beef/seafood (deck-of-cards-size portion) and one or two slices of whole grain bread

Burrito. One tortilla stuffed with beans and chicken with a salad or large side dish of vegetables or fruits

Dinner Plates

You're in luck when you've got the good ol' meat/vegetables/starch offering, but casseroles and other mixtures take some imaginative dissection. Just remember the half fruits and veggie rule, and you're good to go.

Some sample meals:

Traditional meat and potatoes; About half of the plate: salad or cooked vegetables; one-third to one-quarter of the plate: deck-of-cards-size fish, poultry, or lean meat; final quarter: rice, roll, polenta, or other starch

Lasagna, tuna noodle casserole, or other starchy mixed dish. Make it about one-third of the plate total, no more than a cup's worth, and fill the other two-thirds with salad or vegetables.

Stir-fry. Make it three-quarters vegetables and one-quarter meat, poultry, or seafood. Fill the plate three-quarters with stir-fry and one-quarter with rice.

Pasta. Stretch 1 or 1 1/2 cups of pasta with an equal amount or more of vegetables. Throw in a few pieces of shrimp, chicken, or soy "meat" for protein and flavor. Sprinkle Parmesan or low-fat cottage or ricotta cheese on top.

RESTAURANT TIPS

The key here is communication with the server. Insist on no butter or fatty oils be used on your order.

-Bring in a quick sketch of the ideal plate; let the waiter guide your choice. In fast-food restaurants and diners where the staff may not be helpful, order à la carte or side dishes in the proportions you want.

-Inquire about portion size; if it's huge, ask the waiter to split yours in half in the kitchen and refrigerate the doggy bag. Or split it with your dinner partner.

-Rotisserie chicken joints are easy in terms of plate division, but beware the creamed spinach and roasted potatoes, which are loaded with fat. Get the mixed vegetables or corn (unless it's creamed).

There's one potential pitfall to the plate concept: piling food up too high. The rule here: Go sky-high with fruits and veggies if you like; but keep the portions of starch and protein to no more than 3/4 to 1 inch high.

By using this method the plate tells you, "You want noodles? Fine, here's how much you can have." Without it, you'd double or triple your portions. You'd lose control easily, so you will need something to guide you," says Coach Bob.

The plate concept is designed to provide 400- to 500-calorie meals, says Coach Bob. Understand that the plate concept has helped coach Bob lose 85 lb over a 6-month period. We have found that most people have dieted every which way including lots of fad diets, and they were ready to throw in the towel, he says.

The reason this "Plate tip" works when diets fail, is that people finally learn how to eat in a healthy way. It's eating instead of dieting; people learn to make a balanced meal, and they can include foods they like, just not excessive amounts of them.

Use this handy tip along with logging your meals with the Real Fitness' online analyzer and you'll see the results you want from your 12-week program. For as little as the price of a cup of coffee a day Real Fitness could get you started on the body of your dreams.

Consistency is more important than perfection in your fitness journey. If you should fail, or over eat one day, forgive yourself and forget about it and get back on track. You do deserve that

better body you have been looking for. Now is the time to make it happen!

What is normal weight loss on this system?

While everyone is different we do have some “average” weight loss figures after successfully running this program in the last year.

Our “average,” therefore it can be assumed that this is the normal, Weight loss on the initial sampling of 247 persons yielded the following results:

- 1) The average female weight loss over a 12- week period for those who used the Real Fitness online nutritional analyzer and completed the MAP (metabolism adjustment program) was 22 pounds.
- 2) The average Male’s weight loss was a little higher at 28 pounds.

The assumption can be made that the male counter parts started with a larger degree of muscle mass and thereby were able to burn more body fat once the natural process of muscle memory kicked in during the MAP program. We also noticed that the average lean muscle mass gain on women was 6 pounds and remained about the same for the male counter parts. It is our belief that if we were working with a younger group of males (under the age of 25) that we could double these muscle mass gains.

The cost?

While we advertise this program as costing less than the price of a cup of coffee at one of the popular coffee houses many people have ask what is the actual out of pocket charge by Real Fitness for this 12-week program. The cost is just three hundred thirty three dollars (\$333.00) for current members of Real Fitness, and there is a small enrollment fee for those who are not members of the Health club facility.

While some people invest thousands of dollars in some new diet program, or purchase hundreds of dollars each month in packaged foods Real Fitness has put this whole program together for as little as \$1.60 a day for current member and \$2.50 a day for others.

This includes your health club membership for three (3) months, weekly weigh ins and meetings with your food coach, your own MAP system that is designed just for you, use of the nutritional analyzer and supervision by a nutritionist. The best part is that our “average results” out pace the huge national chains and franchises that charge hundreds if not thousands more than Real Fitness does for our no non-sense, result orientated 12-week program.

Stop in and visit us today, better yet, download the five (15) day pass and see how others are transforming their bodies at Real Fitness. We think you’ll like what you see here at Real Fitness, real people at all stages of their fitness journeys, and a place you can feel comfortable coming to.

Take charge,

Coach Bob