The Fitness Guy

Myths/Facts and Exercise Prescription

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Myth: Not eating carbohydrates is the best way to lose weight.

False:
Carbohydrates in recent years have received a bad rap. Carbohydrates are a macronutrient and the most important part of a well balanced diet. This notion that eating carbs will make you fat is misleading and in the long term will lead to many diseases and death. Let’s start with the basics. Carbohydrate have 4 calories for every gram consumed. A well balanced diet should be made up of 50-65% carbohydrate, that is 50-65 calories for every hundred calories consumed.

Carbohydrates are the body’s main energy source, they are the main and only food for the brain, have molecules needed to retain water and muscles are made up of 70% glycogen (carbohydrates). The consumption of this macronutrient will not make you fat. The over consumption of calories is what makes you gain weight. The lack of carbohydrate in your diet can lead to diseases of the brain, Alzheimer’s, Parkinson’s and a variety of internal organ diseases. So, eat your carbohydrates!

Exercise Prescription:
Balance is an important part of every one’s general health and should play a major role in your workout régime. A simple exercise to start with is balancing on one leg.

1. Pick a leg to start with.
2. Lift the leg up to a 90 degree angle. (it is imperative that the up leg be in the proper position).
3. One your leg is in position, have your hands down to your sides with your palms facing out.
4. Once you can maintain your balance, close your eyes.
5. Good balance is determined by the length of time you can balance on one leg and maintain the up leg at a 90 degree angle.
6. The average time for maintaining balance is 20 seconds. Really, you should be able to maintain your balance indefinitely.

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Exercise Points or Interest:

- When lifting weights it is important to breath. Do not hold your breath. You take a breath on the first part of the movement and let it out on the second part of the movement.
- Work out shoes should be replace every 200-400 mile or every 3-4 months.
- Strength training repetitions are 1-10.
- Toning or muscular endurance is 11-repetitions and up.
Inside Story Headline

This story can fit 150-200 words.
One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

Caption describing picture or graphic.

Inside Story Headline

This story can fit 100-150 words.
The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Inside Story Headline

This story can fit 75-125 words.
Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.
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“To catch the reader's attention, place an interesting sentence or quote from the story here.”
This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it’s a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you’ve received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you’ve created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.