



KRONOS STRENGTH
— **& FITNESS** —

The Anti-Resolution Guide:

How to stop being a New Year's Resolutioner and find long-term fitness success

Kronos Strength and Fitness

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WELCOME

Many of our prospective members come to us believing that genetics are the only reason why people see results in the gym, “sure anybody can tone up,” they say, “but only good genetics can take you beyond those initial gains.”

Here is the truth, genetics only begin to come into play amongst the top 1% in the field. The reality is that all who properly apply themselves can be successful, whether it's getting big and strong, pushing up your cardiovascular capacity, or something else, 99% of results are the result of how you train, not genetics.

This short guide is designed to give you the tools to find long-term fitness success. There is one simple key to achieving the results you are looking for. It's so simple you've been doing it for years and almost everyday in your personal life or at work and yet most people do not know how to apply it to fitness.

No we're not going to give you Bodybuilding or Cardio Programs to mindlessly check the boxes. A Program is an extremely important piece of the puzzle, but first you need to get in touch with the key to results.

The Key: S.M.A.R.T. Goals driven by a Purpose are your key if you want to make it in the gym beyond two months. Yes, we just dropped that acronym, but it works.

The focus of this guide is to show you how to create your fitness goals so that they keep you in the gym longer as you find greater amounts of success along the path. We will briefly touch on some other important tools such as nutrition, mobility, sleep, and exercise tracking and give you some sheets to use along the way, but all this extra stuff is useless without first setting a proper fitness goal.

And yea, our Kronos gym rules are at the bottom because they're designed to make any gym a better place. Hopefully your gym agrees with all of them, otherwise you may need to go somewhere else.



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NO GOALS, NO GAINS!

Here at Kronos Strength and Fitness we are huge believers in setting goals in order to achieve real success and our personal fitness is no exception. If you want to see positive changes and continue to be excited to come and workout you are going to have to take a minute and write down your goals.

We're here to help!

If you want to be successful in your fitness journey then follow the steps below and create a S.M.A.R.T. Fitness goal driven by a Purpose. We guarantee if you follow these steps to make your fitness goal and keep your attendance consistent you will be successful in the gym. The example throughout these steps we are going to use is the bench press because it is simply one of the most commonly known tools in the gym and a great indicator of strength. We will also assume that you are a regular person with many activities that detract from your time and ability to get into the gym.

Before we get into the details, why don't you take a second to write down your number one most important fitness goal. You will need this for reference later.

S- SPECIFIC

Avoid goals that are focused on time or something abstract. An example of a goal that lacks specificity is possibly the most common. Everyday we hear people say they just want to get bigger and/or stronger. The pursuit of muscular change is great, but if you want results we recommend you take this goal and tie it to a specific outcome. For example, increasing your bench press from 135 lbs to 225 lbs will have a huge effect on both the strength and size of your chest and associated pressing muscles.

So in this example the goal would not be to get bigger and stronger, but rather to bench press 225 lbs knowing that strength and size are physiological prerequisites for the goal to be accomplished.

We also have to be aware of our individual starting points. A person who can bench press 135 lbs for 10 reps is much closer to a 225 lbs bench press than somebody who can only do 4 reps at that weight.

M- MEASURABLE

Closely related to specific, measurability is quantitative. "Don't take my word for it, look at the numbers," data is always more valuable than hearsay. We often hear any people use the word 'tone' when describing their goals for fitness, but tone is very much based on a qualitative perception. If you're speaking with a good coach or a trainer and you say 'tone,' just get ready for a mountain of questions to start rolling at you.



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Staying motivated in the gym requires results. If you don't see results you will start to be stagnant in your training, which will lead to frustration, which will lead to paying for a gym membership you don't use. The best measure of results is hard evidence, pictures in front of the mirror and writing down your starting levels of strength, and, most importantly, your goals at the beginning will keep you motivated far longer than anything else you could do.

If we were to include measurability in our goal we would have to add a quantitative component. Using the same goal as before we would attach a number to our goal which we define as the increase we would like to see. In this case we want to state that our goal is to improve our bench press by 90 lbs.

A- ATTAINABLE

This one is as simple as it seems. If you only have 6 months of lifting under your belt and you say your goal is to set a new world record in the bench press within one year then you are simply setting yourself up for failure.

That said, when it comes to fitness goals we include length of time under the attainable section. If this same person were to say that she wanted to set a new world record in seven years, then the likelihood of achieving that goal goes way up.

So the attainable fitness goal must include a reasonable component of time. In our bench press goal it would be somewhere in the range of six to nine months to achieve that 90 lbs increase for our regular person.

R- RESULTS-ORIENTED

This one was touched on at the beginning, but it merits repeating. When creating your fitness goals we recommend that you focus on the results you want to achieve, not the time it takes out of your day. The last member we signed up who said she wanted to get in here no less than twice a week has only made it in here four times this month, half of what she had planned.

On the other hand we had another member join within a couple days of the first, this second member had a goal that was not particularly well thought out, but it was focused on seeking results. She made it in here 8 times this month, that's double the attendance rates of the first member. Her goal was simply to improve her cardio so that when she goes skiing she can make more runs down the mountain at the higher altitude.

Both of these women are busy finance industry professionals at about mid-career with 2 children. Sure there are a hundred other things in their lives that could be affecting them, but the difference in attitude when they walk in the gym is essential. The member that has associated the gym with a drain on her time looks at her fitness with aversion because it feels like more of a chore to her. The member that has associated the gym with greater results in her beloved hobby is much more enthusiastic when she walks through our doors and enjoys being here, even if she has a hundred other things going on.

T- TIME-BOUND



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Our fitness goals are bound by our time limits in life. Some people have a schedule where they are able to get in the gym 5 days a week or more. Some people can only make it once a week. Assuming these two people were at the exact same starting level we have to make it clear that the person with more time is going to be able to set loftier goals. There is a difference between two-hundred gym visits and 50 gym visits over the course of a year and our goals should reflect that.

You have enough going on in your life without always stressing about your fitness goals. For most people fitness should be a supplement to healthy lifestyle. This means each individual will have to adjust their goals based on the amount of days per week they can get into the gym. During the summer time you may be able to get into the gym four days a week, so your goal for that three month period should be loftier than the goal for autumn when you can only get in twice per week.

Never forget that fitness is a long-term game, it is a way of taking care of our bodies so that we can stay active in the later years of our lives. Just like the brain needs to keep being challenged to stay healthy, so to does the body. You should try to make a long-term goal that may take you several years to reach and fill in the years and months in between with smaller goals to help build towards the large goal. Conquering small goals on the path to your long-term fitness goal will help keep you motivated during those tough times.

P- PURPOSE

The most often neglected portion of creating a fitness goal is purpose. Most people think the purpose is inherent in their goals. Meaning the guy trying increase his bench press thinks the purpose is to get bigger and stronger, but that is actually just the result.

Purpose is what keeps you going, it brings you into the gym even when you feel sluggish and just want to get some food.

If we want to achieve our goals, our purpose often has to be greater than ourselves and can be easier to create than you might think. For example, we have a large amount of members with the purpose of getting healthier in order to be more active with their children for longer in their lives or to perform better on their community sports team.

We like to refer to members with a great driving purpose as the 'kings of consistency' because rain or shine, happy or sad, rich or poor these are the people that are getting in here regularly.



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HOW ABOUT AN EXAMPLE

Alright enough preaching. It's time for you to see a S.M.A.R.T. fitness goal with a purpose. Let's use the same bench press example that we've been touching on throughout this diatribe, remembering that this person originally said that he just wanted to get bigger and stronger or more toned and currently bench presses 135 lbs for 10 reps. Check it out:

"I want to increase my 8 rep max bench press to 225 lbs in nine months because my daughter wants me to help her do well in her school field day at the end of the year."

Let's break that down a bit so you can see the details:

-Specific: 8 Rep Max Bench Press

-Measurable: 225 lbs is quantifiable from the current position

-Attainable: Nine months for a regular person in these weight ranges is lofty, but not impossible

-Results-oriented: Remember the focus here is not just taking time each day to get into the gym, this person has focused on a lift that he wants results in.

-Time-Bound: For a regular gym member attending an average of three times per week this member is considered an upper-beginner lifter. With the right program, better nutrition, and consistent attendance this increase in the bench press in this period of time is possible.

-Purpose: His daughter wants him to participate in the annual field day at school and he wants to perform well for her, an excellent purpose because he is not trying to appease himself, but rather perform well for somebody else.

Now that you know more about creating S.M.A.R.T. and purposeful goals why don't you rewrite your original goal, only this time make it a goal that will help you achieve fitness. Keep in mind you can set multiple goals depending on your needs.

Tear this piece of paper off, keep it with you, and refer to it often. Let your purpose push you towards your fitness goals.



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THE USUAL SUSPECTS: MOBILITY, NUTRITION, AND LIFESTYLE

Many gyms will shy away from any discussion of these three topics. One reason is because a lot of people just aren't interested, they want to keep fitness at the gym. Another reason is because the human body has such a wide range of physiological and anatomical differences that making broad generalizations about these topics can be extremely difficult.

Nonetheless, here at Kronos we want to make an effort to at least give you the fundamentals. If you truly want to see long-term success, then we have to take you beyond the gym. Below are some of the most basic tenants of what you need to know to increase your chances of achieving your goals time and again.

MOBILITY Most athletic injuries occur when the body is under some sort of load at an extended range where we lack strength. For us commoners, injuries may also occur as a result of immobility over time. For example, if you sit in an office chair for extended periods throughout the day there is a decent chance that you may have some form of back, hip, or postural related problems. Spending 10 to 20 minutes per day working on some form of mobility can greatly reduce both athletic injuries and the injuries that result from an inactive lifestyle. Something as simple as rolling around on the ground to play with children and pets can improve your basic mobility, so turn it into something enjoyable if that's what it takes.

NUTRITION When we asked our coaches and trainers what their favorite cheat food was we repeatedly received the same response across the board. "There's no such thing as a cheat food." They weren't saying that you can eat whatever you want and still see results. In fact, all of them are very particular about how they personally eat. The purpose in their response was that if you have the proper healthy eating habits in place, then you should not be worried about "cheat" meals and cake for office parties. Our one recommendation is to prepare your healthy lunches in bulk for the week on a Sunday night, this will save you time and money.

SLEEP Get at least 7.5 hours per night and more if you can. The old time greats would swear by sleeping upwards of 10 hours each night for maximum results. Most people know that when we sleep is when the mind processes the information it received throughout the day, what may be less commonly known is that the muscles also recover at night when you sleep. If you've ever had a poor night's sleep and then went to workout you probably noticed that you felt tired and sluggish, this is a response that goes beyond the brain into the physical structures of the body. Long-story short, you need to get adequate amounts of sleep.

There is really only one lesson that matters in each of the subjects above.

Make healthy habits your default.

Life is going to get in your way. Time is extremely limited for all of us trying to make a living and put food on our tables. Take time to build healthy habits so that when life gets in the way it does not completely derail you from achieving your fitness goals.



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EXERCISE TRACKERS

Now that you have your goal or goals written out it may be wise to consider a tracking program. Some of the best lifters in the world have kept workout journals or logs for decades and many coaches keep logs on their clients to ensure they are getting the most out of their training.

At Kronos we have a simple yet effective method for workout tracking. Attached you will find an example of our exercise trackers. If you are more advanced there's a good chance you already have your own method of keeping logs, but if not ours can be a great tool because they are so simple.

The top includes your name (in case you leave it somewhere in the gym), the exercise you are tracking, and the date you started tracking. The first column on the left side is for the date on which you perform that exercise and the rest of the space is for you to track not only your sets and reps, but also how you felt or notes you want to remember for next time.

This last piece may seem inconsequential, but keeping up with how you felt during a previous workout can help you make huge progress in understanding your body. You may also find that you tried something different, maybe wider hand spacing or a different warm-up and it worked well for you. Tracking feedback from your body on what feels good helps you improve and can make a huge difference in the long-run.

Examples:

1- Jill discovers that if she hangs from a pull-up bar before doing shoulder work she always feels stronger and the bar moves more smoothly, allowing her to lift heavier weights. If she writes down this simple piece of information she can continue to use that premise and add more and more information about how her body responds to different methods.

2- Another example may be that wider hand spacing on pull-ups will engage the lat muscles in the back more heavily, whereas closer spacing engages the biceps more. Depending on your goals you will want to know which hand spacing to use in order to make you most successful.

STICK TO TRACKING ONLY 5 EXERCISES.

Why only five? Because if you're new to training then tracking more than five exercises can be overwhelming. So choose the five exercises that you believe will be the most helpful for you in achieving your goals and track those.

We're not saying you should do only five exercises. We're simply helping you focus on the movements that are most important for your goal. Think of the other stuff as accessory work, it's helpful, but not the priority.



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HOW WE CAN HELP YOU

At Kronos we understand that life is full of hassles and hardships trying to consume all of your time. We also understand that these hassles will prevent you from getting into the gym. That's why we created this welcome packet, if you do not have a fitness goal combined with a facility and programs to be excited about then you will most likely become frustrated in the gym and ultimately stop pursuing fitness. So now that you have taken the time to create your fitness goals and you understand that healthy habits are the additional keys to success let's take a look at what Kronos has to offer you to help you continue to achieve your goals.

PLATINUM MEMBERSHIPS This tier is built to prepare your body for anything that life throws at you. Whether you are picking your children up off the ground, just trying to improve your Squat, or looking to compete, life will inevitably throw a wrench in your spokes. We're here to make sure you're prepared.

Move Strong. Move Healthy. Move Safely.

The majority of your workouts will be done in a group environment designed around training programs. First, we focus on getting stronger because strength is the foundation to every movement you make. Second, we focus on mobility because proper movement is the key to keeping your body healthy and injury free. Third, we focus on technique because poor form will lead to new aches and pains that will only continue to get worse until you can no longer train.

Beyond the class, we include an important individualization component to help you reach your goals. This means we will create your individual athlete profile to be used by our coaches for your monthly one-on-one meetings to make sure you are setting goals, achieving them, and repeating.

GOLD MEMBERSHIPS We have all the equipment you need to build up your body: cable machines, free weights, cardio equipment, squat racks, kettlebells, bumper plates, and more. We also offer a wide variety of group fitness, spin, and yoga classes with this membership tier and our host of great trainers will lead you through exercises that are easy to learn and can be scaled to any fitness level.

KNOWLEDGE Although the Gold tier may look like your standard gym membership, our team believes that no member should be intimidated or lost in the weight room. Our gym membership goes beyond just providing the facility and the equipment, we push out knowledge to our members through our website, emails, and social media. If you have a question we will answer it, do some additional research, and publish an article for all our members to benefit from. We will also provide you with some additional resources to further guide you in the right direction because we realize that experts exist and we want you to be able to access their knowledge directly.

PERSONAL AND SMALL GROUP TRAINING There is a time in every gym goer's life when a personal trainer can bring immense benefit to your progress. We've got you covered with some of the best, most passionate trainers in the downtown area.



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GYM RULES

KEEP IT CLEAN

We clean the equipment regularly, but your help goes a long way! Make sure to clean the equipment off for the next person. If an accident happens and you're bleeding, let a staff member know so we can put the hardcore chemicals on it and break open the first aid kit. This is one case where sharing is not caring!

PUT YOUR EQUIPMENT BACK IN ITS HOME

We all like to be in our warm beds close to loved ones, our equipment feels the same. Please return equipment to its proper location once you're done using it. Nobody wants to trip over a lonely dumbbell.

BE AWARE OF YOUR SURROUNDINGS

Yes, it's true, we don't always pay attention to what's going on around us, but please try not slap your buddy in the face with a barbell, it's not fun and you will likely have to revert back to rule #1 for further guidance if you do.

EQUIPMENT HAS A PURPOSE

If you don't know how to use a piece of equipment, please don't hesitate to ask! The person at the front desk is dying for an excuse to get away! If you are using equipment the wrong way, don't be surprised if you get a visit from a staff member.

BE SUPPORTIVE

Everybody in here has a goal. Everybody is taking time out of their lives to buckle down and pursue fitness in some form. And everybody has a different starting point and ending point. No matter what the variables, we all need support to keep making progress.

MESSES ARE NO FUN

We get it, you're in a rush to get back to the real world, but try to keep things tidy. Pro-tip: if you use foot powder, put a towel down on the floor to catch all the additional powder that misses your foot.

BE PLEASANT

Did you know putting a smile on your face has been psychologically proven to change how you feel and make you happier. Try it out, smiles are contagious.

BE REALISTIC

If it's too heavy, drop the weight. If it's too hard, take it down a notch. We all have bad days, listen to what your body tells you. We make more progress when we're not injured.

STAY POSITIVE

Results in the Gym don't come overnight. It will always be easier to skip leg day and get lunch. Remember, the hard work you put into your fitness builds character

NEVER HESITATE TO REACH OUT FOR HELP

You have put a lot of hard work into your career to turn yourself into an expert and so have we. Please ask us your questions, this is what we love to do.

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