

ABOUT OUR “RESULTS BASED” PRO FITNESS PROGRAM!

The Pro-Fitness Program™ is one of the most recognized and respected fitness programs in North America and we are excited to be one of the few select clubs to offer this program to our members. The program has been developed over a 20-year period and has transformed the lives of thousands of health club members throughout the United States and Canada. Instead of focusing on selling a volume of memberships that affords our members access to space and equipment, the Pro-Fitness Program™ offers exactly what is needed for them to reach their goals: education, accountability and results! Additionally, the program has been designed to benefit everyone from athletes to deconditioned seniors and everyone in between.

Unlike many “gyms”, Spunk Fitness will not just simply sell you a membership. Our goal is to provide you with the knowledge and guidance so that you can make real positive changes in your life!

We want to ensure that you start your fitness journey accurately, safely and with realistic structured goals. You will meet one-on-one with one of our professional Fitness Consultants, and based on your assessment results and personal goals, a customized fitness “**blue-print**” is created. This “**blue-print**” will **guarantee your fitness success!**

What is the Pro Fitness Program and how does it work?

Upon enrollment you will be sent a link to our online digital journal and scheduled for your first comprehensive fitness consultation and assessment. The questions in the journal pertain to your past, present and future aspirations as they relate to your health and fitness. We recommend that you complete (and e mail back) your journal in advance of your scheduled appointment so our Fitness Consultant may review the data before you meet. After your past history, goals and other pertinent information have been discussed you will undergo a series of fitness related assessments (see reverse side). At the conclusion of the visit you will be presented with a course of action that will progress you toward your goals. You will then be reassessed three more times during the course of the year (every 90 days) to ensure the course of action you are following is progressing you towards those desired results.

Am I required to do what they advise me to do? No. Ultimately, the decision is yours whether you chose the recommended course of action, but it is our moral obligation to provide you with the best solution to your individual situation. The comparative data from the assessments eliminates the guess work as to how you are really progressing towards your goals.

Is this program like equipment orientations and assessments offered at other health clubs? No! Members that belong to clubs that offer complimentary and generic equipment orientations along with a basic assessment historically have a 95% failure rate. We invested in this proven program and have exclusivity rights in the regions that our clubs operate.

Why does Spunk Fitness offer a program like this? Our goal is to be known as a club that focuses on getting our members results and not just selling a volume of memberships. Most health clubs focus on renting space and equipment to their members whereas the Pro Fitness Program is all about results and has been providing solutions to health club members since 1998.

What type of member benefits from the Pro Fitness Program? One of the greatest aspects of this program is that it has been designed to benefit everyone from seasoned athletes to deconditioned seniors and everyone in between.

Athletes - In this day and age professional, amateur and collegiate athletes typically utilize or follow some type of program and coaching that provides quantitative and professional feedback on a regular basis. The feedback, which is compared during given points in time, is critical for ensuring time is not wasted performing ineffective or plateaued routines.

Faithful Exercisers – Despite exercising regularly, many individuals see very little in terms of actual progress. The fitness consultation and full assessment followed by the course of action is designed to turn that frustration into jubilation! This group typically possesses the desire; they just require the education and coaching to obtain their desired results.

Beginners, Intermediates and Seniors - The program offers everything needed for this segment of the population to be successful and reach their goals: education, accountability and results. These three components are absolutely essential for individuals in this group to be successful!

The Fitness Consultation

The Fitness Consultation, which is unquestionably the key to your success, is a series of four 90-minute one-on-one appointments (performed every 90 days) with one of our professionally trained Pro-Fitness Program™ Fitness Consultants. Our goal, from the very start of your member experience, is to assess your current fitness and determine, based on your individual goals, how to progress you towards those goals. Your current fitness “is what it is”, so the focus is on making improvements going forward.

The consultation program will provide you with comparative data, charts and knowledge collected 4 different times over the course of the year. There is no pass or fail as each consultation will simply be a benchmark to determine the best possible fitness plan.

The 90 minute consultation includes: health and history screening; complete fitness assessment; fitness floor assessment on function, form and mobility; and a periodized prescription.

Actual assessments are as follows:

- In-depth health screening to ensure every member is safe to exercise.
- A cardio-vascular assessment to evaluate how efficiently the heart and lungs function during exercise.
- A body composition analysis.
- Flexibility and strength limitation assessment.
- Measurement of blood pressure and resting heart rate.
- Muscular endurance assessments.

** Any tests or procedures can be omitted if you are uncomfortable with them or the explanation as to why they are beneficial. We're flexible!

PRO FITNESS PROGRAM™ One of the biggest things that will always set Spunk Fitness apart from the crowd is our Pro-Fitness Program™. The program has been designed to benefit everyone from athletes to deconditioned seniors and everyone in between. Members, whether personal training or working on their own, consult with one of our knowledgeable Fitness

Consultants every 90 days to ensure they are on their individual path to success, whatever that may look like. As we like to say, what gets measured, gets managed and gets you to your goals!

Fitness Consultation - FAQ's

Do I have to follow the pre-consultation instructions? For your assessment results to be accurate it is essential that you pay close attention to the instructions in your consultation journal or on the back of your temporary membership card. For instance, the level of water in your system will affect the accuracy of your body composition reading and caffeine will elevate your resting heart rate. In addition, if you exercise or are fatigued prior to your consultation, it would adversely affect your strength and endurance results.

How can I ensure the best experience for my Fitness Consultation? The first step is to ensure that your consultation journal is completed honestly and thoroughly and emailed back to our Fitness Consultant as soon as possible. This will enable your Consultant to identify health risks, physical limitations as well as the key goals and areas you wish to focus on. We would also recommend arriving at your appointment at least 15 minutes early so you have time to change and be ready to meet your Consultant. Together you will need the full allotted time to review your journal, complete the assessments and then prepare your blue-print. Keep an open mind and ask your Consultant to explain anything that you don't understand or are unsure of. Our goal is to ensure you receive the best possible recommendation for you to achieve your goals.

What if I'm not comfortable with a particular assessment? Please let your Consultant know if there is any part of the assessment that you are unsure of or that makes you uncomfortable. You can decline any assessment but in most cases our Consultant will explain the procedure and reason for the process to put you at ease. There are some circumstances (due to physical limitations) where our Consultants make modifications to the assessments in order to better suit a member's needs.

Why are so many members working with Personal Trainers, isn't a program card good enough? In facilities utilizing the Pro Fitness Program a large percentage of the membership base ultimately decides to work with a Trainer for a myriad of reasons. Whether it's for motivation, education, technique, safety, nutrition, or intensity, a Trainer can offer the best path to real long-lasting results. Many of our members are tired of paying for a membership every year and not using it or not getting results. They feel they need to invest in education to maximize the benefits of their membership. Fitness is constantly evolving, and Trainers are required to stay on the cutting edge in terms of upgrading their certifications and knowledge base. We use other professionals like accountants, lawyers, doctors and mechanics in other areas of our life, so when it comes to fitness it also makes sense to work with a pro.

Why is it necessary to do four consultations? Isn't one enough? The first consultation is a good starting point as it will provide you with your base-line data regarding your current level of fitness. There is no pass or fail to these assessments as they are used as a benchmark to track your progress going forward. Without follow-up assessments there is no comparable data to ensure you are progressing towards your goals. At times adjustments are needed and the exercise routine or game plan is modified as needed. It's easy to plateau and your scale at home is not the best way to

indicate how you are doing. If you have any more questions, please contact a Fitness Consultant or Personal Trainer at one of our clubs.