

## Stand by your new years resolution and make yourself accountable!

80% of people will put losing weight and or getting fit in their top 5 things to achieve in 2014. Although many of these promises start out well, all too often they are easily broken.

In January a great many people join a gym in hopes of losing weight and toning up but in reality only 13.4 % have managed to keep up the three sessions per week after six months has passed and a staggering 43.7% have dropped their attendance to as little as less than four times per month! In the fitness industry a gym would consider these members effectively “dropped out” with a low prospect of retention.

*Reference*

*Winning the retention battle, Fitness Industry Association, 2001*

I suppose for you to be getting anything meaningful out of the gym you probably need to go at least <8 times per month (28.7% achieve this), which means that 71.3% don't get much out of the gym at all! It's common knowledge in the fitness industry that gym memberships are only so cheap over the 12 months because the 80% that don't go are subsidising the 20% that do!

This is why I left gyms and started my own studio, I couldn't hack the 71% failure rate, it didn't seem fair. I now only work 1:1 and with small group personal training courses. What makes this so successful is that my clients are actively coached, monitored and held accountable. A gym member can be pretty much anonymous and easily be allowed to lose their way.

One small thing that makes a HUGE difference in whether you will keep your promise is if you make yourself accountable.

This year Machin Exercise Studios are offering to hold you accountable to your promises because we know it drastically increases your chances of success!

If you have promised to lose weight or get fit we are doing a charity assessment open day.

You can choose to have

- Before/after style pictures taken
- Circumference measurements
- Body weight recorded
- Fitness assessments
- Body fat percentage measurements

\*Machines are one of only a very few private studios in the UK to measure body fat by ultrasound. This is the most accurate way to determine body fat percentage outside of a lab. Most gyms use bioelectric impedance, which can be as inaccurate as  $\pm 9\%$ . Find out why we care far less about weight than we do your body fat percentage!

## Reference

BIA Accuracy  $\pm$  10%

Slinde F, Rossander-Hulthén L (October 2001). "Bioelectrical impedance: effect of 3 identical meals on diurnal impedance variation and calculation of body composition". *Am. J. Clin. Nutr.* **74** (4): 474–8. PMID 11566645. "percentage of body fat varied by 8.8% from the highest to the lowest measurement in women and by 9.9% from the highest to the lowest measurement in men

We ask that each participant make a donation to the Alzheimer's society (minimum £10) to have the initial measurements done.

In addition to this they must pledge an amount (of their choosing) that they will donate should they not deliver on their promise!

This will make a massive difference to the chances of success. Of course, we hope that no one has to back up his or her pledge; it is simply there to encourage success! (The bigger the pledge the stronger the motivation) This is why we ask for the upfront donation of £10, the Alzheimer's Society do incredible work not only for those suffering from dementia but for the family members who need support.

The last time we did a charity event like this we raised £1300 for the Alzheimer's Society! We would be delighted if we could raise any where near that amount of money again!

If you want to do something that helps a very worthy charity whilst simultaneously increases your chances of keeping your New Years Resolution, then please book an appointment slot on our MACHINES Charity assessment day!

Saturday 11<sup>th</sup> January

Sunday 12<sup>th</sup> January

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