

Frequently Asked Questions about Our Introductory Offer and SafeStrength® Training

Why we charge for the Initial Evaluation and the additional training sessions also known as the “Introductory Offer.”

Unlike gyms, we don't introduce you to a machine and then 3 seconds later have you doing your workout. Our SafeStrength® Protocol and Safety Standards require that we perform a thorough, detailed medical history (Initial Evaluation) of each new client so that we understand any pre-existing situations that could impact how we implement SafeStrength® Training for that client. This thoroughness is part of what permits a highly safe and effective workout for all ages and all of the physical issues we encounter.

During the Initial Evaluation, your Trainer Evaluator will also get you set up on each machine you will be using in your beginning trainings. This is another feature of Alive!: our highly adjustable medical grade equipment that allows “tailoring” the machine to you rather than you having to adjust to the machine (which is generally the case at gyms).

So a great deal of professional preparation and professional experience is required before we can start your training protocol at Alive!. This preparation requires the time and expertise of our Master or Lead Trainers, and is foundational to the training experience you will receive at Alive!. *We ask that you fill out your Information Form, and read and sign the other forms prior to your Initial Evaluation. Why? Because there is only enough time to do a thorough review of your medical history and get you set up on the machines during this first session.*

What kind of results can I expect from the Introductory Offer?

The SafeStrength® Training sessions that come with the Introductory Offer will start the physical and mental adaptation process in your body. You will get the most out of your sessions if you attend consistently – that is why we have the sessions expire after 30 days.

A few workout sessions **cannot** dramatically change your body. What they can do is:

- give you the experience of our trade-marked version of slow-motion, high-intensity strength training (SafeStrength® Training)¹,
- the confidence that this kind of exercise is right for you, and
- the excitement that comes from taking steps to dramatically improve your quality of life by improving the strength and functionality of your body.

You will understand how a SafeStrength® Training session works, what you are expected to do, what your trainer will be doing and how you will work together to achieve your fitness goals.

Isn't training for 1 hour more effective than for 30 minutes? And shouldn't I be training at least 3 times per week?

This is the Number One Myth perpetrated by the exercise industry: that more is better. When it comes to strength training more is not better. The right exercise for the right amount of time followed by the right amount of rest is what gives you optimal results. This calculation of “right” is one of the many things Alive! does to create a workout that gives you optimal strength training results.

The SafeStrength® Training protocol makes it possible to give you those optimal results in 30 minutes rather than 1 hour because the slow-motion movement during each exercise significantly increases the intensity of effort and allows each muscle group to experience full fatigue in less than two minutes. With SafeStrength® Training you are doing much more muscular work in a much safer way than the ordinary model of 3 sets of 10 repetitions that the majority of personal trainers use.²

With this amount of muscular effort, your body needs ample time to rest and rebuild muscle tissue. Therefore, clients must have a minimum of 48 hours between sessions, with *72 hours the preferred and usual timing between trainings*.

While the gym scene is still recommending working out 3 times per week, studies have shown that reduced training frequency has actually produced improved rates of strength gain.³

Footnotes

- 1. Is slow-motion, high-intensity strength training really more effective?** Westcott, W.L. et al. Effects of regular and slow speed resistance training on muscle strength. Journal of Sports Medicine and Physical Fitness. 41: 154-58, 2001.
Dr. Westcott (Director of Strength Training for the YMCA) conducted a study of male and female subjects between 25 and 82 years of age. Over a 10 week period, subjects in the slow speed resistance training group showed a 59% increase in overall strength compared to a 39% increase with traditional repetition speed.
- 2. Is one set of exercise really enough?** Carpinelli, R.N. and R.M. Otto. Strength Training: single versus multiple sets. Sports Medicine 26(2):73-84, 1998.
Many exercise authorities claim that single set training is insufficient; however, the literature does not support this. This study out of Adelphi University surveyed all of the known literature that compared single set versus multiple set resistance training. The results showed overwhelmingly that multiple sets resulted in NO increase in results compared to single set training. 45 studies reached this conclusion, while only 2 studies showed a marginal improvement with multiple sets. Bottom line: the extra sets produced nothing but more time spent in the gym.
- 3. Is once a week really often enough to work out?**
Graves JE, et al. Effects Of Reduced Training Frequency On Muscular Strength. International Journal of Sports Medicine 9(5):316-319, 1988.
Subjects trained for 10-18 weeks at a higher frequency and then decreased frequency for 12 weeks. Subjects who trained 3X/week decreased to 2X/week and subjects who trained 2X/week decreased to 1X/week. Reduction in training frequency produced improved rates of strength gain.

Alive!'s Prices Seem Expensive Compared to Working Out With A Personal Trainer at a Gym

As explained above, our SafeStrength® Training gives you a more intense and safer workout in a shorter period of time than the usual personal trainer workout. The table below gives the detailed comparison between gym training and SafeStrength® Training at Alive! Fitness Studio.

For **one month** of training your **dollar** investment would be:

Gym: \$892

Alive!: \$268 (once per week), \$536 (twice per week)

AND your **time** investment for one month would be:

Gym: 18 hours

Alive!: 4 hours (twice per week), 2 hours (once per week)

Weekly	Gym	Alive! SafeStrength® Training
Number of Workouts per Week	3 to 5 1-hour workouts	1 to 2 30-minute workouts
Dollar Cost of Workouts per Week		
Low Range	\$213 (3x\$71) to \$355 (5x\$71)	\$67 to \$134 (1, 30-min session) to (2, 30-min sessions)
High Range	\$492 (3x\$164) to \$820 (5x\$164)	\$83 to \$166 (1, 30-min session) to (2, 30-min sessions)
Time Cost of Workouts per Week		
Low Range	3 hours training plus 90 minutes for changing clothes**	30 minutes plus 0 (zero) minutes for changing clothes*
High Range	5 hours training plus 150 minutes (2 ½ hours) for changing clothes**	1 hour plus 0 (zero) minutes for changing clothes*
<i>Membership Cost per month:</i>	From \$40 to \$175 per month	\$0 per month (there is no membership cost)

*SafeStrength® Training can be done in your street clothes

**Estimated 15 minutes to change clothes on both sides of the workout