

7220 W. University Ave
Gainesville, FL 32607

BE INSPIRED!

-Michael Jordan



What's New:



Path To Domination

The more you put into it, the more you get out of it.

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Upcoming Events

- March Exercise Madness Challenge starts March 13th
 - St. Patty's Day Workout March 17th
 - Tax Day Stress-Free Workout, April 18th
 - Fit RanX Testing April 28th @ 6:30pm
- How to Fall Asleep Faster
- Workshop May, 29th @ 7pm
- For information, email or call:***
Info@axistrainingstudio.com
352-872-5373

Unfinished Business



When AXIS first opened in August of 2010, I was on a mission to transform lives and rid people of their nagging orthopedic issues. What I did not realize was the magnitude of our reach and the people it would touch. I joined a local networking group in 2013 so I could meet other successful people and learn how to build long-lasting professional relationships. I wanted to be connected deeper in the community. In the spring of 2014 I gave a presentation to that same networking group about setting goals and smashing them. I practiced my speech for weeks, rehearsing it over and over in front of my bathroom mirror. I only had 8 minutes to infuse this group with enough energy and knowledge to motivate them to apply my talking points to their own lives, as I am not one for rah-rah chants and affirmations unless it's followed by action. As I was delivering my speech, I could tell it was being received well as the majority of the audience was taking copious notes. For one member in the audience, my speech was life altering not only for her, but also for her husband. Her husband eagerly became a client, and over the course of 16 months lost over 115 pounds, leaving people in disbelief. His entire lifestyle was transformed so positively that people begged to know what his secret was.

Someone criticized me recently for calling fitness "a way of life," stating that I need to find happiness in my life, rather than in sport or fitness. To that I say: *BS*. There's no greater blessing than discovering the good and strong in ourselves, however we find it. A lifestyle dominated by fitness has shown me a path to being happier and living healthier. I'm proud to have the opportunity to show my family what hard work, sweat, organic food, and nutrition can result in. I am thankful that through years of hard work in the fitness industry and building relationships with wonderful people, I have learned self-care and compassion toward others. To the naysayers out there, I would not change a thing.



Jake Thompson

Committed to your success,

Jake Thompson, AXIS Training Studio



A Must Have Tool In Your Fitness Arsenal

If you're tired of all the confusion, chaos, and instability associated with trying to get rid of injuries while staying in top physical shape, then I have VERY good news for you. Have you been struggling to find a way to get rid of excess body fat? Want to stay current with the rapid pace of technological change? How about avoid having to tear out your hair over brainstorming an effective fat loss strategy given the confounding mish-mash of fitness trackers and diet books?

Then keep reading every single word of this message to discover how you can get INSIDER ACCESS to AXIS's proven insights for fat loss and fitness tracking. We have all the strategies in an "easy-to-consume" format that'll help you move better, go longer and allow you to sleep better at night.

You cannot just slap together a workout and call it a day. Most people have no idea at what intensity or in what heart rate zone they should be training. They just expect results to magically appear. This strategy is a surefire way of wasting TONS of time while causing more frustration and confusion than ever before! Why? Because the media and "experts" preach that...

- You've gotta move more
- You don't have to track anything
- You have to have lots of free time

You see, there's one thing that we have discovered in exercise physiology: There are critical decisions that MUST be made about your fitness and fat loss strategy.

Miss out on this, and you could be forever BANNED from achieving the success and fat loss you deserve. You'll be forever futzing around with



exercise videos, inaccurate fitness trackers, and all that nerdy stuff... hoping and praying it's going to magically help you burn more fat. So if you use sloppy tactics preached by the media-talking heads that don't "walk the walk"... you could be utterly confused and never get back the time that you wasted.

Listen: the worst thing you can do is assume that your fitness tracking device is giving you accurate information and telling you what you actually need to know.

But imagine having the technology,

data, and strategy that makes tracking your workouts effortless so you know you are training at the correct intensity each and every time. And imagine how much clarity you will have when you finally "get" this whole exercise and heart rate intensity thing that has been eluding you all this time.

So what is this new technology?

It's called Myzone. It's an easy-to-use heart rate monitoring system that measures real time heart rate, calories burned, and effort. The data collected during physical activity done both inside and outside of AXIS is wirelessly uploaded so that it can be reviewed by you and your trainer. The data is relevant to monitoring the progression toward specific fitness goals. The beat of the heart is the gold standard of physical activity monitoring (and yes, we can customize it for those on medications) and is the only accurate measure of effort (intensity). The monitor is 99.4% accurate to an EKG machine. The free downloadable app or the on-screen display at AXIS provides real time display of your metrics. This instant feedback allows for immediate reward, drives motivation, and encourages habit formation.

As an exercise physiologist, I can't recommend this results driven technology enough. You can demo or get your own MyZone belt at AXIS. Now it's time for you to achieve more so you can enjoy more and live life on your terms.

Congrats to Ramona Chance! AXIS Client of the Month

Each month, we recognize an overachiever - someone who really demonstrates absolute dedication and persistence, despite his or her ever increasing challenges. We all face many obstacles on our path to fitness. Some obstacles include: "I have no time" or "I travel too much" or "I have no energy to exercise." We have all probably said that at one time or another. At the end of the day, you only get results from what you have done. Some people have the drive, which propels them past all of their obstacles.

Ramona is the queen of real estate law. When she is not negotiating leases and contracts you can find her in the gym perfecting the squat. Ramona can run circles around most people who are half her age. She is living proof that having the right mindset is critical no matter what physical obstacles stand in your way. If you were to hang out with her for a day, then you would learn two things: how to network like a pro and how to easily and fashionably knock out some push ups.



AXIS SUCCESS PRINCIPLES

1. Personal Responsibility
2. Your Physiology is Not Different
3. Follow the Dang Instructions
4. Have Specific Goals
5. Get Your Crap Together
6. Commit to Results, Not Activity

Each month, we choose a client who has done something exceptional and reward him or her with **FREE STUFF!** Watch for **YOUR** name here in the coming months!

Are you part of the club?

Pick up a Referral Club card at AXIS today to get treated with VIP status. We've made it even easier for you to become a club member. Not only will you be treated like a king or queen but you will also get vintage wine (not sold in stores). What could be better?



Referral Rewards



I'd much rather pay you with lavish gifts or treat you to some great red wine than pay for expensive and ineffective advertising. Just refer us a friend, co-worker or family member who becomes a client and you WIN! And the more you refer...the more you win. There's no limit to my gratitude! Just tell the person you refer to use your name when they call or come in, and we'll roll out the red carpet for them. Seriously, we have a red carpet and we're not afraid to use it!

Happy Birthday!

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|----------------------|------------------------|
| 1st - Delaney Martin | 18th - John Mcclanahan |
| 5th - Carrie Alvarez | 31st - Jon Ellison |
| 7th - Dylan Klempner | |
| 12th - Rebecca Allen | |
| 14th - Kat Stepp | |

