

FIVE REASONS WHY YOUR WORKOUTS AREN'T WORKING

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ABOUT ME



Hi, I'm Kelly! I have been a Personal Trainer and Nutrition Coach for over 10 years. My mission from day 1 has been to help women diet and exercise effectively for weight loss. Time and time again, though, I talk to women who allow certain beliefs or patterns get in the way of their weight loss. Shifting away from old habits and applying what I am about to teach you is how to get things moving on your weight loss journey.

Have you been exercising for **weeks** or **months** and not lost a **single** pound? Or have you hit a weight loss plateau and *can't get past it*?

If so – I applaud you for seeking answers. It can be **so** frustrating to put in **so** much effort for absolutely nothing in return! It's hard enough to set aside the time for exercise as a working woman or mom. So, when you finally make the time, you expect to see results, **right!**?

This is what I am here to teach you. You **have** the power to get fit. You just need to work smarter. Knowing what to do is half the battle; **applying what you learn** is how to **win**.

All you need is the right tools and a winning mindset. **You can do this.**

Now let's talk about the top FIVE REASONS why your workouts aren't working ...



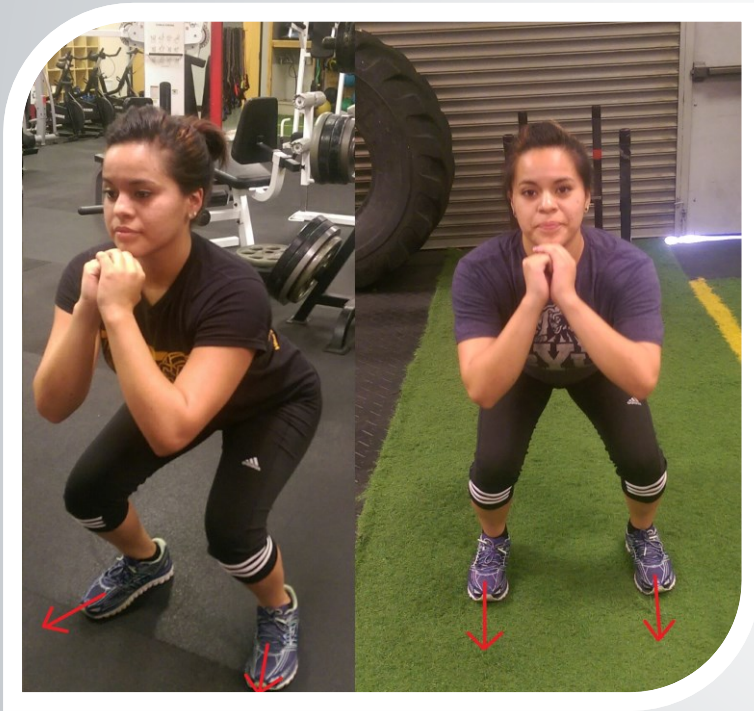
#1 - YOU'RE NOT MOVING ENOUGH



- Before getting hung up on finding the perfect workout program, **start tracking your movements**. Movement can be as simple as walking, stretching, or lifting.
- If you are just starting out, take a gentle approach and do slow but steady movements until you build up to 60 minutes a day.
- If you're already exercising more than 7 hours a week, then you might need to cut back on your training hours to focus on quality over quantity!
- For weight loss, it is generally recommended to exercise 5-7 hours per week. However, **it is possible to lose weight with only 1-2 hours per week of exercise**. To make that happen, you need to make the most of your time with effective programming.



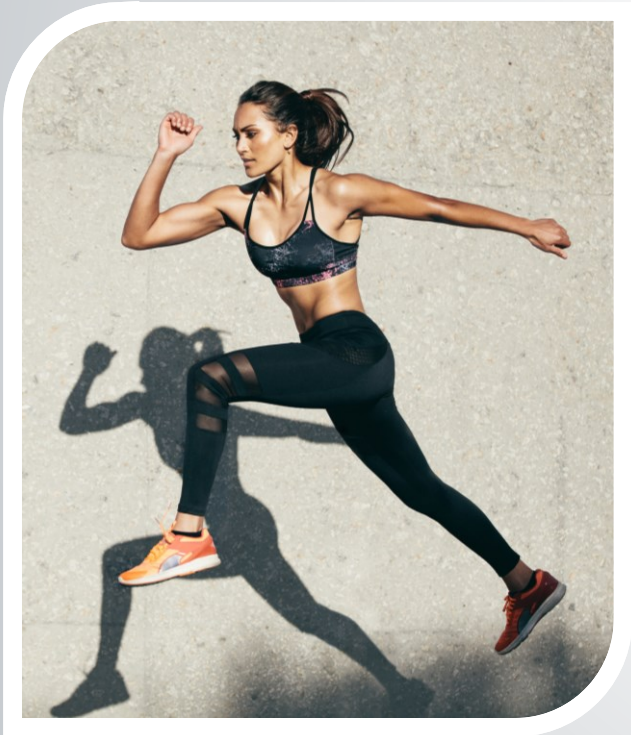
#2 – YOU’RE DOING IT WRONG



- **Mastering your movement will help you maximize your results.** Exercise form can be difficult to master for people who have past injuries, poor posture, or movement impairments. If you haven't been coached on proper exercise technique, it's essential that you get it corrected.
- For example, if your toes turn outward when you walk or squat, then you may need targeted exercises and stretches that help straighten out your form (*as pictured on the left*).
- When your body is not perfectly aligned, you are more likely to have excessive muscle tension as a result of exercise. This can increase your risk of injury, cause unnecessary soreness, and – ultimately - *slow down your progress*.
- Corrective Exercise is the approach I take to help my clients move better by with proper posture and movement patterns. Once you master your technique, you will be **better prepared** to push yourself to new limits.



#3 - YOU'RE NOT CHALLENGING YOURSELF



- Do you find yourself doing the *same* workouts, at the *same* pace, and with the *same* weights? It's **so easy** to get stuck doing what's comfortable. The problem is, you won't **get** better if you don't **do** better.
- Pushing yourself does not mean exercising so hard that you can't walk or breathe. For beginners, pushing yourself can mean *gradually building endurance*. For example, go from exercising 20 minutes a day to 30 minutes a day.
- If you have an irregular workout schedule, pushing yourself can mean making exercise a priority at the same time each day to get on a consistent schedule.
- If you are consistently exercising, then your results will come from progressions. You must make your movements more challenging **week after week after week**.
- To keep it simple, you can progress your exercises by jumping higher, running faster, lifting heavier, increasing reps, or doing *anything at all* better than you did before.
- If you make **SMALL** progressions each week, you can get **BIG** results in three months or less.



#4 - YOU'RE ONLY FOCUSING ON THE SCALE



- The number on the scale can't tell you how much of your weight comes from water, food, fat, or muscle. It can't tell you how much energy you have, how strong you are, or how you feel. Don't let the scale discourage you!
- There are so many ways to monitor your progress aside from weighing yourself. **Every 30-90 days, retest** your body fat composition and your fitness level.
- *Get yourself a measuring tape and start a spreadsheet.* Record your waist size, how fast you walk, how much you lift, and track your body fat %. Update your spreadsheet every so often to see where you are progressing and where you need improvement.
- If you started out doing 5 pushups then progress to 15 push-ups, that is *great* progress. **Count your wins, not your losses!**



#5 – YOU ARE NOT EATING ENOUGH



- Diet is the most challenging thing to get right, but the **most effective** for weight loss. While quality of food is important, weight loss comes from eating the right amount of food for your body.
- It's possible to overeat but it's also possible to undereat, so eating "less" is *not* the right solution for everyone.
- There is a sweet spot for each person when it comes to calorie needs, but **there is no "one-size-fits-all" diet** to follow. For weight loss, aim to eat 500-100 calories less than your maintenance calories. For example, if you need 2500 calories per day to maintain your weight, then eat between 1500-2000 calories per day to lose weight.
- You can **determine your calorie needs** by using an online fitness calculator OR by asking a Personal Trainer. To find your sweet spot, start with your calculated number of calories, then *adjust if you are not losing weight* in 2 weeks. (Keep adjusting until you start losing!)
- If you hate tracking calories, you may benefit more from a meal plan that is portioned to your calorie needs for you. *Hint: I build custom meal plans!*



REMEMBER, EXERCISING MORE AND EATING LESS ISN'T ALWAYS THE RIGHT WAY TO LOSE WEIGHT. WHAT YOU NEED IS GOING TO BE *DIFFERENT* FROM WHAT SOMEONE ELSE NEEDS.

THE LAST THING YOU SHOULD DO IS EXERCISE SO HARD THAT YOU GET HURT; AND PLEASE – DO NOT STARVE YOURSELF TO LOSE WEIGHT. MAKE SMARTER FOOD CHOICES INSTEAD, LIKE FRUITS AND VEGGIES.

BE SURE TO ENJOY YOUR WEIGHT LOSS JOURNEY WITH A HEALTHIER LIFESTYLE AND **FEEL GREAT** DOING IT!

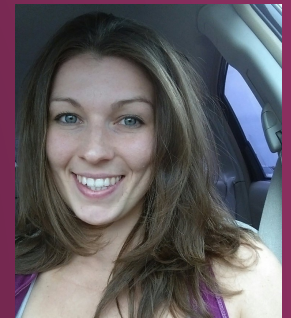
INSTEAD OF WORKING HARDER, WORK SMARTER
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↑ Clients of Kelly Athletics LLC ↑

THANK YOU FOR READING...
AND YES, YOU CAN DO THIS!!

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