



**AIM TO INFINITY**

*Sustained Weight Loss Specialists*

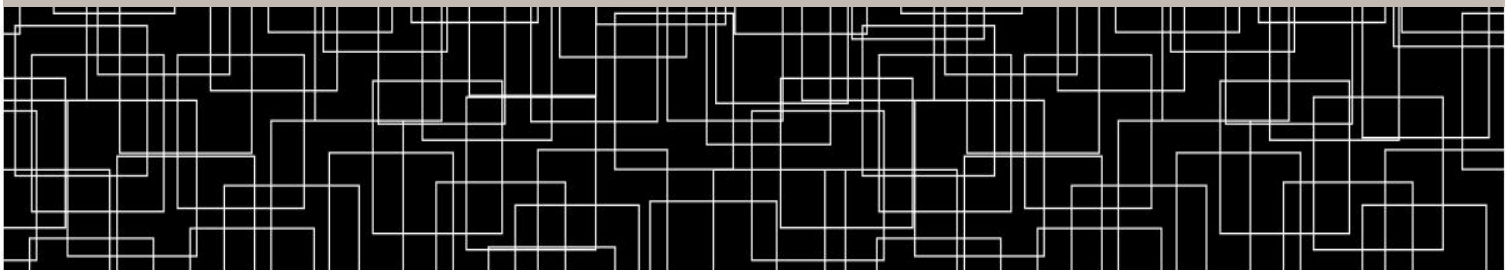
## COMPANY PROFILE

25<sup>th</sup> June 2014



- ✓ Exercise Outdoors
- ✓ Gain Strength
- ✓ Melt Fat
- ✓ Build Muscle
- ✓ Increase Flexibility
- ✓ Enjoy Exercising
- ✓ Burn Calories for hours after workout
- ✓ Trim Down
- ✓ Slice Off That Spare Tyre
- ✓ Build Lung Capacity
- ✓ Build Muscle Tone
- ✓ Gain Motivation To Live Life Long

[www.aimtoinfinity.com.au](http://www.aimtoinfinity.com.au)



## ABOUT US

### PURPOSE:

To continually improve the physical and mental health of our clients.

### VISION:

Aim TO Infinity aims to be a leader in the fitness industry, making a measurable contribution to fighting obesity and overall health and fitness in the community.

### MISSION:

Our mission is to help people realise their physical potential and enrich self-confidence, self-image, and self-worth by developing long term relationships based on mutually beneficial values: honour, trust, success, fun and health.

## VALUES:

### HONOUR:

We respect the privilege of working with our clients. We are open and honest in what we do. We believe in being upfront, with no hidden agenda.

### TRUST:

We care for our clients. We support our clients in achieving their personal health and fitness goals. We are committed to a long term relationship with our clients and are determined to earn their trust and loyalty.

### SUCCESS:

We have an intense desire for our clients to achieve their health and fitness goals. We listen to our clients' needs. We are driven to ensure our clients achieve long term continual improvement.

### FUN:

We take fitness serious, but it doesn't have to be chore. We develop a fun, non-judgemental and friendly environment for our clients. We enjoy what we do, and strongly believe our clients will achieve maximum success if they enjoy the service we provide.

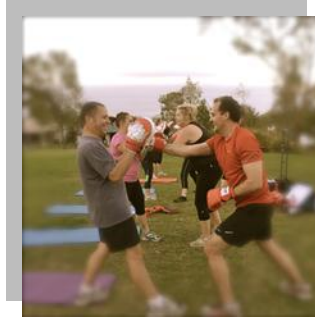
### HEALTH:

We care about our clients' wellbeing. We evaluate our clients' health profile and work within its boundaries. We monitor our clients during workouts and correct technique to prevent injury.

## BENEFITS OF OUTDOOR EXERCISE

Exercising outdoors provides excellent benefits not only for your mood levels and health but for your ability to stick with an exercise program. Recent studies find a strong link between outdoor activity and mental and physical health. It creates a feeling of refreshment, and as a result people are happier and more satisfied when they do their personal training outdoors, feeling energised, revitalised and positive about themselves and their training.

It also helps boost self-esteem and combat depression, so it's no wonder that studies also find that those who train outdoors are more likely to stick to their exercise routine. Group training participants enjoy their exercise and are more likely to stick with it longer, due to the group support and natural surroundings offered through their sessions.



The natural surroundings are far less intimidating than a gym, or studio. There are no mirrors, there are no daunting machines, and there is no recirculating air. It is just nothing but fresh air and the great outdoors.

Other benefits of outdoor personal training include:

- It is more engaging and mentally stimulating because of the changing scenery and terrain.
- Exercising on a natural surface benefits your musculoskeletal system. Working out on a surface that is perfectly flat, like a treadmill, can cause a relative weakening of joints, tendon, ligaments and small muscle groups in the long run.
- Outdoor exercise aids your immune system

Exercising outdoors is the way nature intended it.

## **BENEFITS OF GROUP TRAINING WITH US**

At Aim TO Infinity we know visiting a gym can often be intimidating and leave you feeling less than motivated to achieve your fitness goals. So we've done away with the crowded spaces, uninspiring equipment and overbearing instructors.

Group training is a great way to exercise. Group training offers a variety of training techniques, environments, and challenging workouts. You don't have to be a professional dancer or a kick boxing expert; it's all about getting your heart rate up and having a good time.

There are many benefits to group training, from building cardio endurance to improving muscle tone and flexibility:

### **PROPER INSTRUCTION**

Knowing the correct technique of any workout prevents injuries and will maximize your results. Instead of being intimidated to use particular equipment, a group class will teach you the proper way to use the equipment.

### **MOTIVATION**

Going to a class with a friend or exercising beside a stranger is a great way to boost your ego. Being able to keep up with the class is great motivation for pushing personal boundaries and achieving goals, especially when the instructor is saying "just 5 more!" You are able to push yourself a little more to finish out the set with the rest of the class!

### **MAKE NEW FRIENDS**

In a group training setting you have the opportunity to meet new people, and make new friends. You get to meet people that you wouldn't normally meet unless you were taking a class.

### **ROUTINE, ROUTINE, ROUTINE**

Scheduled classes are great for people that like to stick to a routine. If you know you only have one hour at the gym you can schedule your time according to the class you want to take and still get a full body workout.

### **GET A FULL BODY WORKOUT**

In most classes you work a variety of muscles throughout the class. You are more likely to complete a full body workout and challenge yourself if you are in a group setting.

### **PUSH YOURSELF FURTHER**

When you are in a group setting you are more likely to push yourself and work harder.

### **IT'S FUN!**

Working out in a group training setting is fun and takes your mind off the work. Most classes have energetic music to keep you pumped up and get you going.

So, whether you have a lot of experience with workouts and fitness, or if you are just getting started, you should consider taking group training classes. The benefits of working out in a group setting are incredible, and can make you more fit than you ever thought possible!



## **BENEFITS OF PERSONAL ONE ON ONE TRAINING WITH US**

### **GOAL ACHIEVEMENT**

We help you define your fitness goals. We take into account your current fitness level and discuss what you want to achieve through your workouts. While you may have some idea of the goals you want to set, we are able to help you break them down into smaller goals that are specific and realistic. We also help you assess your progress toward those goals.

### **PERSONALISED WORKOUT**

We create a specific workout plan just for you based on what you want to achieve. This personalised plan will give you superior results compared to a general workout plan. Because we know your physical condition and medical background, we are able to make accommodations to the program to fit your needs.

### **INSTRUCTION**

We teach you the proper way to perform each exercise movement in your routine. We demonstrate the movement and coach you when performing it so we can correct any issues with your posture or technique. Learning how to perform exercises properly reduces your risk of injury.

### **MOTIVATION**

Motivation is often difficult to maintain when you exercise on your own. Regular sessions with us enhance your motivation to continue with the workout regimen. You also get the satisfaction of showing us the improvement you've made as your exercise program proceeds.

### **ACCOUNTABILITY**

Another common problem is lack of commitment to a regular exercise program. When you exercise on your own, it is easier to skip a session here and there or fall off the wagon completely since there's no one to hold you accountable for your actions. When you work with us, we keep you accountable, making it more likely that you'll stick with your training program.

### **VARIETY**

We teach you a variety of exercise methods, which can keep you from getting bored. Also, if a specific exercise does not work for you, we can change it to one that suits you better and provides the same physical benefits. We also help you to make adjustments as your fitness level improves to ensure continued progress.

### **EFFICIENCY**

We are able to make the most of your workout time, which increases the efficiency of your exercise program. This is especially beneficial when you have a limited amount of time to exercise.

## **BENEFITS OF HIGH INTENSITY INTERVAL TRAINING**

The number one benefit of High Intensity Interval Training (HIIT) is its capacity to severely increase your metabolic rate & with this, your ability to burn more fat as fuel, not only during a workout but post workouts too!!!

The intense work:rest nature of HIIT leads to a large oxygen demand during & after training. The subsequent Oxygen usage post training is commonly called EPOC (Excess Post-Exercise Oxygen Consumption), & simply means that the intense exercise you did earlier that day will have your body still working & burning fat long after your session is finished. This also results in an anabolic state within the body. The anabolic state is created by a high work to low rest ratio, which results on high levels of lactate in the body.

HIIT also promoted the production of testosterone & growth hormone which are both vital pieces in the fat burning puzzle. As well as this crucial energy & hormonal system response, you'll also be activating your fast twitch muscle fibres, which will help in forming new muscle, & this will help you in burning body fat even whilst at rest!!!

So come & do one of our fun HIIT sessions & burn fat while you are resting :)))

### **SATISFACTION GUARANTEE!!**

We know you can break the cycle, because we have done it. Put your faith in us, and we will guarantee you satisfaction. In fact, if for any reason you are not 100% satisfied with our service in one of our sessions, the trainer will personally give you a crisp \$50 note for your trouble on the spot. That's right! You read that correctly. We are so confident you will be completely satisfied in the service we provide, that we will gladly give you \$50 to compensate you for wasting your time. All we ask from you, is you provide constructive feedback on why you weren't satisfied and give us another chance to prove we can help you achieve your health and fitness goals. If your still not satisfied, We'll give you another \$50 note.

## INDICATIVE EXERCISES

<p>Dumbbell Lunges</p> 	<p>Ab Roller</p> 
<p>Push Ups</p> 	<p>Burpees</p> 
<p>Kettlebell Swings</p> 	<p>Leg Raises</p> 
<p>Kettlebell Deadlift High Pull</p> 	<p>Boxing</p> 
<p>Agility Ladder</p> 	<p>Med Ball Slams</p> 
<p>Chest Press</p> 	<p>Pull Ups</p> 