

Make More Freaks Entry: the magical EFFs

"A certain magic happens when you help others to fly. Their wings lift you up....."

I started Emily's Fitness Freaks (EFFs), an email group, to help others to "fly" on their fitness journey and yet magically, as they soar to new heights and reach their fitness goals, "their wings lift me up" and inspire me to be a better instructor. I want to learn more, do more and be more for them!

In January, I decided that I would start an email group for anyone in the gym who wanted to try to help retain members and to make more freaks! The email group would receive a weekly "newsletter"(4 samples attached) including a quote of the week, word of the week, a trivia fact, and food for thought nutrition tip as well as announcements about launches, new classes, policies, new releases, continuing education information or subbing information. Also, it would be a great communication tool for those who wanted to ask questions or share their successes. The group started with just 24 members in January and now in April, we have over 105 members....I just added 3 new members to the group tonight, in fact!

Also, in March, I created a fitness "March Madness Scavenger Hunt" for the EFFs to participate in (see attached) Members loved the challenge and the winner was awarded a free month membership and the title of "Ultimate Fitness Freak".

So, other than inspiring me to be a better instructor, is the newsletter and email group a success??(see attached letter from my Group Fitness Director) Well, classes are busting at the seams now and our group fitness director had to put a limit to the number of participants in my classes because they were too full and even had to move some classes to larger studios to accommodate all the fitness freaks!

Yes, you may have heard of BFFs(best friends forever) but what about the EFFs????
E.F.F.s: Emily's Fitness Freaks. The EFFs started out in January as a simple email group....names and email addresses on a piece of paper....but who are they now? They are the dedicated group of participants who are thirsty for knowledge on how they can be their best, they are the motivated group of participants who send me emails wondering where the weekly newsletter is if I don't send it first thing, they are the passionate group of participants who stand in line to wait for their spot or come during their lunch break to set up for an evening class so they don't miss their workout, they are the achievers who send me their success stories and share their health and fitness accomplishments, they are the enthusiastic group of participants who will do the crazy finales and go wild over the fitness magic moments in new releases, they are a committed group who meet each other at the gym and hold each other accountable if they don't show up and quite simply.....they are an amazing group of people who inspire me to be the best fitness instructor, role model and coach I can be!!!!

And so while I often strive to create fitness magic within my classes, I have discovered through this fitness freaks project that the real magic doesn't come from me.....it comes from my participants!!! Thank you EFFs.....you are MAGICAL!!!!

Emily Oswald
www.lesmills.com/emilywoz

Les Mills Instructor: Body Step, Body Pump, Body Flow, Body Attack and Body Jam

Gold's Gym
James Island, SC



4/26/09

To Whom It May Concern:

Emily Oswald has always been a terrific instructor, since the day she was hired. Her classes are above and beyond; she has always taken a complete passion for her job. She is a teacher in the true sense of the word. It was no surprise, then, how she went above and beyond to create new fitness freaks.

Emily, on her own accord, created a newsletter and “promotion”, if you will, in answer to the Les Mills fitness freaks competition. Emily’s Fitness Freaks is a newsletter created by Emily to help unify, educate, and keep her participants informed. Its format included fitness tips and education, class and gym promotions, health education and fitness challenges.

This turned out to be more than a newsletter. Emily has created her own sub-culture of fitness freaks... this is truly a committed, inspired and inspiring community of people she has created. With something that seems as simple as an email newsletter, she created a bond not only to herself and her participants, but the participants to each other, and they to Gold’s Gym as well. It happens to be infectious, too, with more people coming every day! The end result??? In addition to a line out the door to enter into Emily’s class (really, whatever class it may be), capping off classes for fear of there being an overload, we have had to adopt numerous systems for people to even get a spot into her class! Really, though, something else has happened. Yes, this is a group of people working out. Yes, it is a social community. Yes, it is a stress reliever, fat-reducer, muscle builder, all of the above. But what is the most amazing and important, she is directly changing people’s lives every day through her commitment and passion. She believes it, I believe it, and her participants believe it as well. This is truly an invaluable individual who has reached out to countless, changed the lives of many, and continues to do so every single day.

Thank you for your time and consideration of Emily Oswald,

Andrea Crook
Group Fitness Director
Gold’s Gyms, Charleston

E.F.F.s(Emily's Fitness Freaks) Weekly Newsletter

January 19, 2009

Quote: "Just as a gem cannot be polished without friction, man can not be perfected without trials" Chinese Proverb

Word: *votary*: one who is devoted/a dedicated believer or devoted admirer (I am a Les Mills *votary* because I know their programs work and have seen the results their classes bring!)

Did you know? You can get leaner by gaining weight and flabbier by losing weight? It's TRUE: Gaining muscle lowers your percent of body fat and losing it raises it!

Food For Thought:

Are you drinking enough water???? Most physicians recommend 8 servings (8 Oz. each) per day. Our muscles are 75% water. You need water to eliminate toxins, produce digestive enzymes, maintain healthy skin, hair and organs and to regulate your body temperature. MORE IMPORTANTLY: water plays a critical role in your metabolic rate. Without enough water, organs can't function as efficiently, so your metabolism slows to conserve energy. Therefore, the correct daily amount of water intake is approximately one ounce of water per pound of scale weight! If you aren't losing the weight and seeing the changes you want, it may be because you're not drinking enough water to keep your metabolism functioning properly!!!

This week at Gold's Gym:

***A BIG THANK YOU for all who participated in this week's launch classes! Your energy and participation is what drives all of us as instructors and we appreciate your dedication! These new releases are sure to bring results!

***Consider signing up for the Gold's Gym Challenge....see front desk or trainers for more information! Set a goal then work with a trainer to make a 6 week plan to help you attain that goal. Before and after photos are taken and posted. (our Gold's linked through www.facebook.com is #705/ 1291 Folly Rd.)

***KID'S YOGA: Now on the schedule!!! Mondays 4-4:45 with Kate in Mind/Body room....free to children already on Kids' Club roster...otherwise \$3 per class

***BODY JAM: Come check out the newest class.....Thursdays at 8:15am....no dance experience needed....low impact....high energy....burns 600 calories and is so much FUN!!!!!!

Keep up the GREAT work! See you at the gym!! Please let me know how I can help you reach your fitness goals!!! Blessings..... Emily ☺

*for more info: www.goldsgym.com and www.lesmills.com

E.F.F.s(Emily's Fitness Freaks) Weekly Newsletter

February 23, 2009

Quote: "Fitness is a Battle.....Welcome to the Front Line...." Les Mills mantra

Word: *tooper: one who drinks frequently/to the excess*

Did you know? A Wayne State University study found that taking 3 seconds to lower a heavy weight can boost your metabolism for up to 72 hours after you lift. Why? Performing the negative portion of an exercise slowly causes greater muscle damage and the repair process may elevate your resting metabolism. Body Pumpersbring on the 1:3 counts.....one up, three down!!!

Food For Thought:

Snack Smartly and create an environment that prevents overeating. Follow these 2 steps from Brian Wansink, PhD, author of *Mindless Eating; Why We Eat More Than We Think*, to stay in control of your snacking:

1. Minimize Distractions= Snack mindfully by eating in one room only such as the kitchen or dining room and focus only on your snack....no distractions(such as watching the TV) or multi-tasking while snacking
2. Take Only a Single Serving= Dish out the correct portion before you start, and put away the rest. Eating straight from a box, bag or can is a recipe for regret.

***A class "cap" is now being enforced to keep classes safe and effective: 45 in Group X and 35 in Mind/Body....please try to be on time and to sign in....I know this is frustrating, so thanks for your patience.....Andrea, our GFM is looking into adding more classes to help....KEEP UP THE AMAZING WORK FITNESS FREAKS....Don't let this deter you from coming....if you make the time to come to the gym, we'll do our best to make sure you get the workout you want....suggestions welcome!!

***I will be filling in for Lisa on Saturday mornings 8:10 Body Attack for the month of February

***Taking REQUESTS for all Les Mills classes....have a favorite you want to bring back???? Let me know....we will be revisiting past releases until new releases are launched in March/April....they are being shipped to us sometime this week

***Stay tuned for more details on the following:

March Madness= EFFs Scavenger Hunt Challenge

Oblique Magazine's Fitness Expo on April 25

New Program: Body Vive

Keep up the GREAT work! See you at the gym!! Please let me know how I can help you reach your fitness goals!!! Blessings..... Emily ☺

*for more info: www.goldsgym.com and www.lesmills.com

E.F.F.s(Emily's Fitness Freaks) Weekly Newsletter

March 30, 2009

Quote: "What lies behind us and what lies before us are small matter compared to what lies within us" Ralph Waldo Emerson

Word: *feckless: ineffective; worthless* (Because most diets are short term fixes, they are overall *feckless*.)

Did you know? Working out to music increases your endurance by 15%. Music is powerful and could be the next energy-boosting supplement!! In a recent study published in the *Journal of Sport and Exercise*, participants were asked to keep time with the beat of each song, which resulted in a 15 percent increase in endurance, as well as a boost in overall mood. Another reason why the Les Mills group fitness programs are so effective....their motto: "turn it up!!!!!"

Food For Thought:

Top Ten Nutritional Mistakes We Make:

1. ***Missing breakfast:*** Jump start your metabolism by eating first thing!
2. ***Not eating before training:*** Your body needs fuel to perform at its best.
3. ***Waiting too long after a workout to eat:*** Aim to eat a mix of protein and complex carbs within an hour after exercising
4. ***Having a protein bar or shake instead of food:*** Nothing is equal to real food...only opt for bars and drinks between meals, not instead of them.
5. ***Trusting labels:*** This is especially true for the supplement industry which remains largely unregulated....do your research and read carefully
6. ***Not consuming enough calories for your activity level:*** Be sure you're eating enough to fuel your activity; your body will go into starvation mode, thus slowing down your metabolism if you're not eating enough
7. ***Thinking exercise is a free pass to pig out:*** Include cheat items and meals but watch what you eat or you'll be training for nothing
8. ***Not enough hydration:*** Drink before, during and after workouts.
9. ***Jumping on the latest fad diet:*** It's tempting but...just keep it basic, keep it clean and be patient...make lifestyle changes a little at a time
10. ***Eating too much protein and not enough carbs:*** The now-passe trend of high-protein diets had many people passing on rice and bread, but complex carbs are important for muscle growth

***BODY STEP "ROCKSTARS": This Saturday, April 4, 9:20 JI...new release...
Body Step # 75.....the theme....a rock concert!!! Get your coolest rock star gear

on and come join the party as we kick off the newest release....your rock concert tunes include classics like the Rolling Stones, "Satisfaction", Aerosmith's "Walk This Way" and the anti-prejudice hit "Free Your Mind"....along with some current favorites like JT and Madonna's "4 Minutes", Matchbox 20's "Let's See How Far We've Come", Miley Cyrus' "Start All Over" and a cool down to Jordan Sparks' hit "Step at a Time"....can't wait to show you the new moves too: a squat tap, knee with reverse basic for Mixed Strength; around the world freeze knee combo for Speed step; country kick and hillbilly pivot for our Party track...we are going to ROCK!!!!

***Note change: ATTACK/PUMP Launches April 17-19...all have been canceled except for the one on Sunday the 19th

***BODY STEP launch: Tuesday, March 31 at 6:00 JI(Crystal, Andrea and Jade)

***BODY FLOW launch: Tuesday, April 21 at 10:45(Emily and Brionne) and 4:30(Kate, Shannon and Crystal)

***I will have subs for all my classes on Monday, 3/30 & Tuesday 3/31.....I will be with my daughter, Emma, at MUSC for her surgery....work out hard for me....will miss you all!

***Don't Forget!!!!!! Turn in your March Madness Scavenger Hunt this week....must be in by March 31....the winner will receive one month free membership

Keep up the GREAT work! See you at the gym!! Please let me know how I can help you reach your fitness goals!!! Blessings..... Emily ☺

*for more info: www.goldsgym.com and www.lesmills.com

MARCH MADNESS: EFFs SCAVENGER HUNT CHALLENGE

(please print)

NAME: _____

EMAIL: _____

“Delightful Dozen”: Can you take 12 classes this month? (that’s 3 per week)

Class	Date	Instructor’s Initials
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		

1. Name all 6 of the Les Mills programs that Gold's Gym James Island, SC offers and their team color:

2. Tell one of the Gold's Gym managers something you like about the gym or the Les Mills classes:

_____ (manager's signature and date)

3. Take 3 Body Attack classes from 3 different instructors (get instructor's signature and date):

4. Stay for the entire relaxation/ meditation in 2 Body Flow classes (get instructor's signature and date):

5. Ask one of the personal trainer's to show you how to use a piece of equipment you've never tried before:

_____ (personal trainer's signature and date)

6. Find out the names of 2 of the front desk workers at West Ashley (get their signatures) _____

7. Name 5 exercises used in Body Combat:

8. List, in order, the 10 tracks(chest, biceps, etc.) in every Body Pump class:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

9. Take 2 Body Jam classes:

_____ (instructor's signature/date)

_____ (instructor's signature/date)

10. What is the correct daily amount of water intake? (hint...answer found in an EFFs Newsletter)

11. Armlines increase the intensity of your workout by approximately _____ %.

12. On average, how many calories are burned in a Body Attack class? _____

13. Approximately how many steps, out of the 10,000 recommended per day, do you take in a Body Step class? _____

14. Who is the Program Director for the following(hint=can be found on the web-site):

Body Attack:

Body Flow:

Body Jam:

15. Briefly describe what Body Vive is:

16. Take 2 classes "back to back" once this month:

_____ (instructor's signature/date)

_____ (instructor's signature/date)

17. Write one positive comment about the Group Fitness Program to Andrea, our GFM, in the suggestion/comments book at the front desk(you may remain anonymous) and have the front desk worker sign/initial here:

****Please return to the front desk or to Emily by March 31

****Winner will receive ONE FREE MONTH membership

E.F.F.s(Emily's Fitness Freaks) Weekly Newsletter

April 6, 2009

Quote: "What you say, what you do, what you are, may help others in ways you'll never know. Your influence, like your shadow, extends where you may never be....."

Word: fetor: an offensive odor. (The fetor from the Group X room was just a reminder of how hard the class had worked!)

Did you know? Most cravings last only 10 minutes. If you can distract yourself for that long, the urge is likely to disappear.

Food For Thought:

MAKE GREAT CHOICES AT THE GROCERY STORE:

PRODUCE: Reach for brightly hued fruits and veggies (carrots, broccoli, sweet potatoes, tomatoes and oranges) = full of phytonutrients which ward off certain cancers

CEREAL: Reach for brands with fewer than 150 calories per cup, at least 3 grams of fiber and no more than 10 grams of sugar per serving

SNACKS: Reach for nuts (packed with heart-healthy omega-3 fatty acids) and low-fat popcorn (good source of fiber)

STAPLES: Reach for olive oil or canola oil (good-for-you mono-unsaturated fats) and cinnamon, oregano, thyme and cloves (antimicrobial benefits)

CANNED GOODS: Reach for kidney, cannellini or pinto beans (protein and fiber!)

BAKERY: whole wheat bread, rolls, or tortillas

MEAT/FISH: Reach for ground chicken or turkey breast (100% white meat) or lean ground beef (at least 90% lean) and salmon, mackerel or herring (for heart healthy omega-3 fatty acids)

FREEZER: Reach for Fudgsicles, 100% fruit-juice bars or light ice-cream sandwiches (these single-serving treats can help you avoid going overboard!)

DAIRY: Reach for low-fat or skim milk(Switch from whole to 2 percent and you'll cut the saturated fat from 23% of your daily allotment to 15% for a

one-cup serving....switching from 2 percent to 1 percent you'll slash the saturated fat from 15% to 7% and skim has just 2% of your saturated fat for the day)

***BODY STEP "ROCKSTARS": Now Playing....Body Step 75....thanks for all who attended Saturday....FUN!

***PUMP/ATTACK: Double Launch on Sunday, April 19 (Crystal, Andrea, Ellen Paige and Lisa)

***BODY FLOW launch: Tuesday, April 21 at 10:45(Emily and Brionne) and 4:30(Kate, Shannon and Crystal)

***Congratulations to the ULTIMATE FITNESS FREAK...winner of the March Madness Scavenger Hunt.....LYNN LEE.....woo hoo!!!! Lynn will receive one free month membership and a Gold's Gym t-shirt. Thanks to all you fitness freaks who participated!!!!!!!!!!!!

Keep up the GREAT work! See you at the gym!! Please let me know how I can help you reach your fitness goals!!! Blessings..... Emily ☺

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