



Seven reasons why *Physical Dynamics* is your best Health & Fitness solution

1) *Physical Dynamics* has walked a mile in your shoes and employs expert practitioners, specializing in Health & Fitness.

- This is the most important and valuable benefit *Physical Dynamics* has to offer its clients. There are many instances in which you receive advice or counsel regarding your Health & Fitness from a source of theory or a theorist. An individual or entity can be well known, educated and have impressive credentials while not necessarily doing or having first hand experience in the subject they're professing to be specialists or experts in? The financial planner/advisor who is deep in debt is a theorist. He may be a highly educated CGA and be very well versed in the theory of financial planning - but he does not apply what he knows. He is not a practitioner or at best - not a very good one. Advice from someone who is actually applying his or her knowledge and experience is valuable and hard to find.
- An example closer to home would be the personal trainer who is not in extraordinary physical condition. He or she may have experience, testimonials, education and credentials but is still a theorist, or a poor practitioner. The information they share and exercise they prescribe is not founded in doing it. A true expert or specialist is a practitioner, doing and practicing what they're prescribing, advising and counselling.
- A reputable specialist or practitioner will refer you elsewhere if your situation requires expertise outside their area of practice. Your Doctor is a perfect example. Your GP – General Practitioner will diagnose a problem and refer you to a specialist. An example would be your Doctor or Chiropractor telling you your back pain is being caused by a muscle imbalance and too much abdominal Adipose Tissue (Fat), causing pressure on the spine and nerve root exiting between your L5-S1 lower lumbar vertebra. They have done their job; will suggest short-term treatment through prescriptions, chiropractic care, surgery etc. The one thing each and every one of these professionals will do is recommend proper diet and exercise. None will prescribe or administer it. It's not their area of expertise.

We've walked a mile in your shoes

An incredibly important statement and one I would like to address for a few moments on a more personal level. I oversee all program and product design, development and exercise prescription for *Physical Dynamics* clients. My experience and knowledge form the foundation.



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- To walk a mile in your shoes – implies intimate familiarity with someone else’s situation through experiencing the same or similar circumstances. You understand the dynamics of their situation.
- Having this unique understanding and perspective to base advice and opinion on is hard to find and very valuable.
- You’re 4 months pregnant with your first, a little anxious about the upcoming event and would like a little feedback and advice on what to expect. You have two friends. One is an obstetrician who has studied childbirth and delivered hundreds of babies – all successfully. You’re very close to her and can ask her anything. She has no kids herself. Your other friend is a sales rep for a computer company and just had her first baby a couple of months ago. Who do you ask? Your sales rep friend! Why? Because she’s walked a mile in your shoes and has experienced for herself – the process of childbirth.
- Help and support groups – “Where would we be without them?” -- AA, Victim Rights, Eating Disorder, Domestic Abuse and on and on. What is the fundamental reason for the success of these important groups? -- People work together to help each other based on the fact that they’ve walked a mile in each other’s shoes. They can help because they share intimate and important feedback based on common experience. *Physical Dynamics* has the experience to help you!

Physical Dynamics specializes in six areas. Each area has a section of the web site dedicated to it. Below is an abbreviated introduction to these sections.

- 1) Back Health -- “I’ve trained my core muscle groups and studied core strengthening extensively for over 20 years!” On November 4th 2002 I suffered a severe back injury and underwent surgery for a lower lumbar laminectomy for discectomy / herniation one year later. Pain throughout the entire process was minimal, even with nerve pressure sufficient to cause disability (limp) and weakness in my right leg. I was training again two weeks after the injury and continued pain free until the surgery. *Physical Dynamics* can help reduce and eliminate your back pain.
- 2) Weight Loss & Toning – “I stopped training completely for two years. Muscle tissue atrophied, my waistline steadily moved towards and past 40 inches.” My V shape torso remained – accept it was upside down. I was depressed, unhappy, out of shape and feeling helpless against a daunting task --taking control of my life and getting back in shape. *Physical Dynamics* can help you take control, lose the weight and be happy.
- 3) Athletic Performance – “I began resistance training when I was 15. At “6 ft. 3” I was a slight and soft 165 pounds. By 23 I was a lean 250lbs.” While attending the University of Manitoba I had the good fortune of meeting and subsequently training for 3 years with Mark Heintz, Mr Canada 1984. I continue to train and apply a wide range of exercise techniques to maintain a lean 245lbs. I have continually



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learned and applied new fitness technology to myself and others – isotonic, isometric, circuit, periodized, core, (stability ball, pilates, wobble & balance boards, bosu) etc. etc., determined to gain the advantage and be better than the day before. *Physical Dynamics* understand the desire to run longer, drive the ball farther, skate faster and hit harder. We can train you for size, strength, speed, endurance or power and help you realize your performance goals.

- 4) Corporate Programs – “Representing an International Fortune 500 Manufacturer for eight years, I traveled extensively in the US and Canada. Presentations, hotels, flights, restaurant meals”. At home a young family with all the responsibilities! Each of these eight years I lost body fat, gained lean muscle and won award after award for performance and excellence at work. *Physical Dynamics* can help you reach the health and professional goals you desire.
- 5) Teenage Health & Fitness – “Beyond being a teenager at one time, I spent a number of my teenage years in turmoil. Parent’s divorce, school suffering, alone, desperate, scared, geeky, gangly, skinny, acne – the works” I wanted to be anyone else on the planet but me. I’m now married; love my wife, children, what I do and every aspect of my life. *Physical Dynamics* can help you get through these years, with fitness and a positive attitude as your allies.
- 6) Virtual Trainer – “I’ve had the good fortune of receiving excellent coaching by correspondence in both my fitness and professional life. I know when I’ve hit upon a good thing and never let geography stand in the way of benefiting from it. *Physical Dynamics* has developed an interactive Virtual Training Package and can help you anywhere on this planet.

2) *Physical Dynamics* is your FREE information source.

- *Physical Dynamics* has taken the position that because we are geographically exclusive and can work one on one with a limited number of clients, we would open our files and reveal secrets, lies and untruths within the Health & Fitness industry.
- Once educated on the tricks, lies, fraud, deception and greed within the Health & Fitness industry, *Physical Dynamics* will provide factual information on training, Health & Fitness, nutrition and back health – for FREE.
- *Physical Dynamics Quarterly* – PDQ is our quarterly newsletter. You can sign up for it on this web site. You will find it enjoyable, informative, inspirational and practical. It will include the latest in Health & Fitness along with the latest telemarketing scam. We’ll suggest healthy ways to mix up your kids school lunch and let you know that most lipstick contains fish scales or that Wrigley’s Gum was the first product ever to have a bar code. Life’s Dynamic – so is the Newsletter.

3) One of a kind - personal training, lifestyle and nutritional counselling solutions from an expert in Health & Fitness.



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- “Personal Trainers are only for the rich. Actors, athletes and executives are the only people that can afford to use them.” -- No! *Physical Dynamics* has services and packages for actors, athletes, executives and you. *Physical Dynamics* is proud of its new limited time introductory package - “*Dynamic-Introduction to Fitness*” - \$399.00 – Introductory rate \$249.00.

This package includes: (See Training Services and Products section for full details)

- 1) One on one - training, advice and counselling from an expert in Health & Fitness. (3 hours, 4 with initial session)
- 2) Complete fitness and nutrition assessment and guide.
- 3) Complete goal setting and achievement plan (Including home, gym or travel kit as per needs)
- 4) Exercise prescription, demonstration and correction conducted on warm-up, cardio, resistance, and flexibility segments of traditional programs. (Dependant on individual, area of interest and pain management - see individual sections)
- 5) Setting is a private Health & Fitness studio in the heart of White Rock, British Columbia Canada. (White Rock is a beautiful coastal suburb of Vancouver, 45 minutes from downtown)
- 6) Day care / babysitting included. Private and secure indoor outdoor play areas. Jungle Jim, Barney, Barbie, Basket Ball, Nintendo, Play Dough, Tele Tubies, Books, Games, Trains You just worry about YOU!
- 7) Equipment includes Better Than Gym Quality tread mill, cardio bike, elliptical trainer, stairmaster, chin bar, dip bar, stability, medicine and plyo balls, resistance bars, tubing, 100 pound heavy bag & speed bag, boxing gloves, pads, mats, heart rate monitor, non-invasive body fat analyser, balance boards, wobble boards, bosu, olympic rubberized weights & bar, E-Z curl & hammer curl bars, peck deck equipment, squat rack, leg extension/curl, calf press, incline, decline, military – bench, full set octagon dumbbells, roman chair, cables – seated rowing /triceps/lats, etc....
- 8) Spine, skeletal, muscular, target heart rate, nutritional, weight loss, exercise and hundreds of other charts, posters, diagrams and related reference sources for counselling.
- 9) Life size models of the lumbar spine and all major joints (with muscle attachments) of the body including a partial size full spinal column for counselling.
- 10) Nationally certified personal trainer with Over 20 year’s experience.



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All this for \$249.00, still can't afford a Personal Trainer, how about The Dynamic-Introduction to Fitness Volume I for \$29.99 or Virtual Trainer for \$89.99

4) FREE one-hour consultation including fitness assessment, Q & A session nutritional guide and newsletter subscription

- Beginning a fitness routine of any kind ranks in the top four most dreaded and stressful events you will go through. Moving is another top four winner.
- OK you know you need to make a monumental change in your life and all you have in front of you are media images of primped, prodded, air brushed men and women in fantastic condition.
- The caption -- suggests "All you have to do is..."; "Buy the cream" "Get the bow flex", "Unfold your swing rider" "Join this fitness club", "Watch this video" "Read this book" and of course "Follow this diet" Seems simple!
- The answer to your dreams – No more worries of weight, depression, self image, energy, athletic performance, sexual appeal, loneliness -- All for only \$\$\$\$\$\$!
- Reality is -- 65% of the American population is clinically obese. (Canada not far behind) Thousands of teenagers are developing type II diabetes for the first time in history. Since 1985 the number of obese children in our schools has increased 3 – fold. Only 20% of the Population is classified as physically active.
- *Physical Dynamics* will schedule a convenient time for you to spend one hour in our private health studio. We will discuss your health and fitness, goals, desires and aspirations. You will get factual – scientifically founded counsel on the reality of your situation and goals. We will assess your health and fitness as compared to the general population.
- Time will be dedicated to a question and answer session. Bring some questions. If we don't have the answers we'll research them for you.
- You will receive a FREE nutritional guide with recipes (Including gram by gram macronutrient breakdown) and subscription to PDQ – *Physical Dynamics Quarterly* – our newsletter.
- If you feel *Physical Dynamics* is your health and fitness solution – great! We'll move onto the next step.
- If you choose not to move forward with *Physical Dynamics* services or products -- Great! You will have learned an incredible amount of real factual information about your health and fitness. If applied, *Physical Dynamics* will lead you to the pain free shape of your life.



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- *Physical Dynamics* wins no matter what. You will leave enlightened and a supporter. If and when you decide to make a change in your lifestyle – you will have favourable memories of *Physical Dynamics*.
- With service such as this you will be inclined to refer *Physical Dynamics* to friends and relatives. Every one wins and lives healthier.

5) 100% money back satisfaction guarantee – no questions asked.

- *Physical Dynamics* assumes all risk and responsibility – yours and ours.
- At *Physical Dynamics* we advise, counsel and prescribe exercise based on scientific fact, practical application and over 20 years injury free training and experience in Health & Fitness. We're absolutely confident in our ability to help you.
- The Health & Fitness industry is well aware that it takes two to tango and the client is more than responsible for their actions. Three hours at Gold's followed by a trip through McD's is counter productive based on scientific fact. You don't need to be reminded and made the scapegoat.
- "We'll Mr. Johnson, we're very sorry and don't quite understand? If indeed you were doing the routines and following the diet we recommended you should be seeing some results! You may be falling off somewhere or maybe sneaking the odd bit of this or that? You'll just have to try a little harder as it is not our policy to break the contract or make refunds".
- *Physical Dynamics* doesn't play that game. We take full responsibility and ownership for your actions and ours. If you are not motivated to make the necessary lifestyle changes in combination with our one on one counselling and prescribed training – we are not doing our job and -you should get your money back. No questions asked.

6) Application of Dynamic – Core – Integration Technology – Real world solutions in the form of simple techniques for busy lives.

- There are two realms of thinking in the Health & Fitness world – “The what should be world” and the “What is world”. The – “What should be world” is founded in emotion -- The “What is world” is founded in logic.
- The “What should be world” is 90% of what is on the market and being sold to you every day. Those late night fitness equipment infomercials will spend in the range of one million dollars on extras, (Those people in the audience personally praising the gear) models, lighting, sound, and all other assorted production costs. - This isn't done to solve your problems – it's done to sell you their gear – Going to great expense to effectively play on your emotions.



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- The “What should be world” is the one that says “This Diet will eliminate your fat in 30 days – your dreams realized.” (See Report Titled – “Finally... The Truth About How To Lose Weight” for what dieting really does to you!)
- Countless pills, videos, ab, thigh, ski machines, creams, diets and fitness clubs promise to get rid of the fat simply and easily. They are theorists - generally bad ones selling you a dream of what should be.
- *Physical Dynamics* is proud to be one of the minority 10% in the Health & Fitness industry that prescribes, counsels and advises based on real world solutions for the “What is world”. The “What is world” is reality and seldom promoted.
- For example - The “What is world” is scientifically based and dictates that (SAID) “Specific Adaptation To Imposed Demand” must be applied to any resistance training routine regardless of machine, movement, reps, sets or action. To be effective SAID has to be applied in concert with the principals of (PO) “Progressive Overload”. These principals have to be introduced considering a number of individual variables;
 - 1) Age
 - 2) Current fitness level
 - 3) Goals
 - 4) Exercise history
 - 5) Injuries – current & past
 - 6) Body composition & metabolism
 - 7) Exercise prescription relative to fast or slow twitch muscle fibre recruitment. (We are genetically predisposed to one or the other)
 - 8) Eccentric – concentric muscle movement rate
 - 9) Compound muscle fibre recruitment relative to goals
 - 10) Proper exercise intensity – RPE (Rate of Perceived Exertion) or Borg Scale in combination with appropriate % RM Max
- These are only a few considerations *Physical Dynamics* takes into account when developing simple and effective individual programs for the real world. (Pain, cardio, flexibility and nutrition would also be considered and addressed)
- *Physical Dynamics* is proud of its *Dynamic – Core – Integration Technology* and would be pleased to tell you more about how it can help you during a FREE consultation.

7) Nationally Certified by the Canadian Fitness Professionals Association (Can-Fit-Pro) CPR -- First Responder Certified by the Canadian Red Cross.



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- *Physical Dynamics* is proud to be certified by and affiliated to the Canadian Fitness Professionals Association -- Canada's #1 Nationally recognized Health & Fitness certification entity.
- Can-Fit-Pro has set itself apart as the premier national entity standardizing health prescription excellence among its certified affiliates. Membership rewards include ongoing Health & Fitness education through – courses, trade shows, conventions, seminars, certification programs, newsletters and more.
- In the best interests and safety of our clients *Physical Dynamics* is certified in First Responder CPR by the Canadian Red Cross.
- *Physical Dynamics* is fully licensed and insured for the safety of our clients and ourselves.

On behalf of *Physical Dynamics* I want to thank you for taking time to learn about our company. We would love to hear from you, answer any questions or better - set a time to meet and personally discuss your Health & Fitness.

Physical Dynamics can't be everything to everyone – but we might be just what you need!

Sincerely,

Kevin Reid
Physical Dynamics