

# PILATES

The Balanced Body® Newsletter

# CORETERLY



## Lindy Royer, PT

Lindy received her physiotherapy training in Sydney before moving to the US. She is the founder of Park Meadows Pilates & Physical Therapy in Lone Tree, CO, a center that combines a blend of PT, Pilates and Myofascial Release for whole body rehabilitation and fitness. Lindy is PMA certified and has been a Principal Educator for Polestar Education. She has also developed a unique therapeutic program that combines education, movement science, awareness and imagery to restore balance to the whole body for natural healing.

Lindy lives near Denver with her husband and two teenage boys. She loves skiing, biking, hiking, rafting, and *Dancing With the Stars*.

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## FROM THE STUDIO

### Are We Over-Cueing “The Core?”

by Lindy Royer, P.T.

The “core” is everywhere these days. It came into popular consciousness quickly, and became the buzzword of personal trainers, physical therapists, fitness experts, the media, Pilates instructors – and our students.

It’s as if we’ve never had a “core” before.

#### What Exactly is “The Core”

Many people have come to me over the years because they’ve heard that Pilates strengthens their “core.” Yet they can’t describe what their core is, or why it’s important to have one, but they do know that they want “a 6-pack.” Most of my students wave their hands vaguely at their tummy when I ask them to tell me about their core. But of course, we have always had a core. We’ve managed to function for millennia without really knowing anything about it. We just did what came naturally, oblivious to all the complexities we’re now discovering.

Why is it important for Pilates teachers to have a deeper understanding of the core? Because most of our exercises involve core control, and many of our students are coming to us to get a stronger core. What’s your own understanding of the core? How do you describe it to your students? What visual images do you use to help them gain awareness? Are you “over-dosing” your clients with core training and cueing?

According to leaders in spine research, the core is comprised of the muscles and connective tissue that corset the spine and support it - the pelvic floor, the diaphragm, the multifidus and the transversus abdominus. This group of muscles is often referred to as the “inner unit.” The transversus abdominus (TrA) has received much attention as a trunk stabilizer, and has commonly been incorporated into a lot of the cueing that we use in Pilates. For example, “hollow your belly” is a widely used term in Pilates that aims to activate the TrA. But the TrA is not the only core muscle.

#### The Deep Core Muscles

The deep core muscles work differently than the superficial (global) muscles; they work in a variety of directions, anticipating and preparing us for movement, and they work harmoniously to stabilize the trunk appropriately for the impending load, automatically adjusting to changing conditions. The timing and sequencing of the core muscles is a key component to optimal function.

And the timing of the deep core muscles can be disrupted by pain, or even by the fear of pain. The current theory of motor control indicates that with pain and movement dysfunction there's a break-down in the communication between the brain and the deep core.

If the deep core muscles are not doing their job optimally, the superficial muscles are likely to become excessively active – external oblique, rectus abdominus and long back muscles. The superficial muscles lack the skill to monitor and control the trunk, leading to pain and dysfunction.

Is it really possible to cue such a complex system as the deep core, with all of its variable components? And is cueing one muscle, like the TrA effective for facilitating optimal core control during an involved series of movements? These problems challenge our own understanding and call in to question whether our favorite cues work appropriately for every student and in every situation.

### Looking at the Core in a Different Way

To investigate further, I had some sessions with a colleague who uses diagnostic sonography (ultrasound) to train her back pain, pelvic pain and incontinence patients. What I learned was astounding. First, I was able to see the difference between sequencing from the “bottom-up” and from the “top-down.” A bottom-up (pelvic floor first) sequence results in optimal deep core control. A top-down (external oblique/rectus abdominus) sequence results in dysfunctional core control. Secondly, I was able to visualize what I'd only read about in the literature – that the deep core muscles require almost no effort to fire optimally. In the case of the multifidi, just thinking about moving the tailbone was enough to activate them. The amount of force needed to co-contract the core muscles adequately to stabilize the spine is very little.

My experience got me thinking about our common Pilates “core” cues. We often use the same cues for every student, in every class, without really assessing the results. For example, “narrow your ribs” often results in the external obliques firing first – a top-down, superficial core contraction that does not activate the deep core effectively. Are we helping our students achieve optimal, functional, timing and sequencing of their core if we cue “draw your belly button in and up” while they perform footwork on the reformer, or are we just getting in the way of normal, healthy movement? Our job is to help our clients experience their core in a way that will facilitate a healthy movement experience in Pilates, and in their daily life. If our well-meaning cues produce excess superficial muscle tension, or incorrect core sequencing, how is this benefiting them?

### Here are some of the adjustments I've made to my teaching as a result of my sonography sessions:

1. Explaining the deep core using the image of a beer can
2. The bottom of the can is the pelvic floor, the top is the diaphragm, and the body is the TrA and multifidus. I tell my students that they need a good beer can before they can have a 6-pack.
3. Students with back pain need to be trained in optimal deep core sequencing
4. This includes an overview of the basic anatomy – the beer-can – breathing, and deep core sequencing from “bottom-up,” without excess muscle tension.
5. Over-cueing the core muscles in all students is not always necessary. Optimal core contraction for spine stability is very low, and motor control so complex, that cueing one muscle prior to or during movement can disrupt the natural sequence.
6. It's clear that much controversy still exists on the subject of The Core, and that further studies are needed to truly understand the complex integration of brain, body and movement. I'll keep learning and evolving my teaching as more knowledge is gained.

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**Amanda Jessee, BA,  
MA, CSCS**

Amanda began her career in the health and fitness industry in 1987 as a group fitness instructor. She holds a BA in Exercise Science and an MA in Higher Ed, Exercise Physiology. She has been teaching Pilates since 2000 and is PMA certified and co-owner of Instructor Education at Personal Best Pilates Instructor Academy in Kansas City, MO.

## PROGRAMMING FORUM

### **Adding Cardio to Pilates Mat and Equipment Classes**

*by Amanda Jessee, BA, MA, CSCS*

Anyone working in the fitness industry, including Pilates professionals, knows that regular cardiovascular exercise is a cornerstone to a healthy lifestyle. Over the past 4 decades, numerous studies and scientific reports have reached the same conclusion. People must engage in some form of regular cardiovascular exercise. Time and time again, the benefits of cardio have been well documented. These include reduction of high blood pressure, body weight, and “bad” cholesterol, with an increase in “good” cholesterol. It can also favorably affect the body’s ability to use insulin, thereby reducing the risk of Type 2 diabetes. For heart attack patients, regular cardio activity can reduce death rate by 20 to 25% .

As Pilates professionals, our goal is to help clients achieve maximum health and well-being. But is the exercise method Joseph Pilates spent his life perfecting enough to generate cardiovascular benefits? As researchers from the University of Wisconsin, La Crosse concluded in a 2005 study: “Cardiovascular benefits [of Pilates exercise] appear to be limited. Even though participants feel as though they are working hard...they are not achieving significant aerobic or calorie-burning benefits from their efforts.”

#### **Using a Circuit Format**

Most experts agree the greatest cardiovascular benefits are realized when individuals are exercising for at least 20 minutes with their heart rate within the aerobic target range.

Adding cardio to mat and equipment classes presents an exciting challenge and opportunity for Pilates instructors and their clients. One way to incorporate cardio into Pilates classes is by using a Circuit or Interval format.

Interval training is defined as “a system of physical conditioning in which the body is subjected to short but regularly repeated periods of work stress interspersed with adequate periods of relief” (Fox et al). The first methods of interval training can be traced to a Swedish coach named Gosta Holmer in the 1930s. This early interval training was called “fartlek” training which means “speedplay.” Fartlek training was very informal and a fairly subjective approach. The coaches alternated fast and slow running, adjusting the intensity

based on how the athletes felt. Building on this type of training, Dr. Woldemar Gerschler, a famous coach from Germany, invented a type of interval training based on heart rate. Gerschler's method of training would advance how athletes train worldwide and is the training method coaches and trainers consider interval training today.

Interval training attempts to improve the cardio-respiratory system by challenging the participant to work at higher than aerobic, i.e. anaerobic threshold, heart rate intensities for short periods, allowing the participant to recover, and then repeating the work interval. Because interval training has historically been used to improve speed for running, the work and rest periods are usually sprinting, running, jogging, and walking. However, a creative trainer can introduce high intensity workouts into any exercise session by adding jumping rope, sport drills, or stepping. In the case of the Pilates Reformer we can include the jump board. This is the perfect tool to use when designing cardio-interval choreography on the Reformer.

### Using the Jump Board

While it might be difficult to elevate the heart rate to the anaerobic threshold using the jump board alone, one can certainly elevate the heart rate into the upper levels of the training zone. Try alternating intense series of jumping with other exercises such as the arm circle series, strap work for the legs, hundreds and coordination. Keep in mind that your client's heart rate will be elevated after the jump sets. It is best to keep him or her in the same supine position until the heart rate has normalized before getting up and down on the Reformer.

Circuit training is a type of interval training which was first introduced by Morgan and Anderson at the University of Leeds in England (Cotton and Goldstein). It attempts to train for muscular strength and endurance, as opposed to cardio respiratory improvement. Circuit training is most effective when participants move around predetermined stations designed to work both upper and lower body muscles with little to no rest in between each station. While cardio respiratory improvement is not usually part of the prescription of a typical circuit format, instructors can add lower intensity "cardio" stations to keep the heart rate elevated within the target heart rate zone. Circuit training works well in a Pilates mat or equipment class because of the variety of exercises available from which to choose.

Formula for calculating target heart rate zone for a 45-year-old woman:

1. Start with the number 220
2. Subtract the age of exerciser (in this example, 45 years old)
3.  $222-45=175$
4. 175 is the maximum heart rate (working above this rate will most likely exceed the anaerobic threshold)
5. Target aerobic heart rate zone (60 – 80% of maximum heart rate):
6.  $175 \times .8 = 140$
7.  $175 \times .6 = 105$

In order to achieve the greatest cardiovascular benefits, this 45-year-old woman would want to keep her heart rate between 105 and 140 beats per minute. Interval training would push her heart rate above her maximum heart for short bursts of time, followed by periods of recovery within the target heart rate zone.

In 1945, Joseph Pilates famously wrote in his groundbreaking book, *Return to Life Through Contrology*:

*As the spring freshets born of the heavy rains and vast masses of melting snows on mountains in the hinterlands cause rivers to swell and rush turbulently onward to the sea, so too will your blood flow with renewed vigor as the direct result of your faithfully performing the Contrology exercises. These exercises induce the heart to pump strong and steadily with the result that the blood stream is forced to carry and discharge more and more of the accumulated debris created by fatigue.*

A man ahead of his time, Pilates understood the importance of vigorous exercise to increase heart rate, an understanding we can continue today to improve the health and wellness of all our clients.

<sup>1</sup>ACE sponsored study “Can Pilates Do It All?”, ACE Fitness Matters November/December 2005. For full study, visit [www.acefitness.org](http://www.acefitness.org)

<sup>2</sup>ACE sponsored study “Can Pilates Do It All?”, ACE Fitness Matters November/December 2005. For full study, visit [www.acefitness.org](http://www.acefitness.org)

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## Erin Weston-Myers

Erin owns Simply Pilates in Nashville, TN and was trained in Pilates at the Kane School of Core Integration in NYC. She is certified by the PMA and ACE (Group Fitness) and is also teaching faculty for Balanced Body University. She graduated with honors from Pace University with a degree in Managerial Entrepreneurship. Erin also formerly danced with the Radio City Rockettes.

## THE PILATES MARKETEEER

### Systems and Service

by Erin Weston-Myers

Over the past few years I've had many conversations with Pilates studio owners and Pilates teacher trainers around the country about the inefficiency of Pilates studios. They've confessed hiring managers they couldn't afford, stopped teaching so they could manage their poorly run studio, and were so burnt out with doing 60 hour weeks they were about to leave the Pilates world all together. There is no need for any of that to happen. Since many of the problems I've encountered surround marketing and client communication, the key is to set a system in place, and let the systems do the rest.

Once set up, systems are consistent, efficient, and cheap. Save yourself money - forgo hiring a manager or full-time front desk employee who could potentially make costly mistakes, whether it be in scheduling or customer service. If someone calls inquiring about Pilates group classes, private classes, or teacher training, there is no reason why they shouldn't be retained as a customer. When I say "retained," I don't mean it will take only an initial phone call to get a client on the books. Sometimes it takes days, months, or maybe even years before that client will be in the studio. So, how do you get the client in the studio? This is where systems come in.

### The 4 Touch Rule

I use a system called "The 4 Touch Rule" at my studio's front desk. Every client that calls into the studio will be "touched," or communicated with, at least four times. This may seem like overkill, but we've consistently heard from clients that we have the best customer service in town. Instead of feeling solicited, they feel taken care of. Here's how The 4 Touch Rule system works:

#### 1. Initial conversation.

This is the first opportunity you have to get a life long client booked. When the potential client says, "I think I'm interested in Pilates," my response is usually, "So, what's your story? Why are you interested in Pilates?" Instead of immediately telling them our pricing structure, I let them control the conversation and get to know a little bit about them. Often what happens is ten minutes later, you are still on the phone with them and know some specific details of their life. You then have the knowledge to specifically direct them to the right instructor or group class, thus giving them service with a highly personal touch.

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At this point, offer to book them in the class. I can't tell you how many studios I've called and they've never asked me if I wanted to book a lesson!

If a voice message is left from someone inquiring about Pilates classes, they must be called back within the next 24 hours -absolutely no later. They need to feel like you care about them.

## 2. Follow-up email.

Whether or not you booked the potential client on the initial phone call, a follow up email needs to be sent within the same 24-hour period. Have an email template that tells them about the studio and a pre-designated area where you can insert a personal note to them in the beginning. Give them an opportunity to email or call you back with any questions they may have about Pilates or the studio. This is also a wonderful way to ensure you have a correct email address, so you can send out monthly newsletter emails.

## 3. Follow-up phone call.

Two days after the initial phone call is made and email is sent, another phone call is made to the client if they haven't booked a lesson yet. This time, it's very quick. You are simply following up with them to see if you can answer any questions for them. Often they will be pleasantly surprised you called to check up on them. If they choose not to book a lesson, they know where to find you when they choose to do so. They also know you have wonderful customer service.

## 4. Free monthly e-newsletter.

Every month a newsletter is sent out from the studio. The topic is very light and fun. It'll give a few little exercises for them to do at home and may have a few bullet-pointed "happenings" of the studio. Maybe you congratulate a client who just had a baby or mention some clients who just finished a marathon. Keep it light and client centered. You'll "touch" all of your clients and potential clients every month by doing an e-newsletter. It may seem like the newsletter isn't doing anything, but it is retaining clients. Trust me.

About four months ago I was teaching a client her first private lesson. As I do with all clients, I asked her how she heard about the studio and why she was in for a private lesson. She said, "Well, I started receiving your great monthly newsletters about three years ago and I finally decided it was time for me to start Pilates." Wow! It took her three years to get into the studio, but she came in when she was ready! Get your systems in place and you'll get those clients coming through your doors.

Having systems in place to make advertising and client (and future client) communication more streamlined will not only help you make more money, it will also free up time for you spend more time doing what you love about Pilates: teaching.

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**Suzanne Martin, PT,  
DPT, CPI**

Suzanne is a Doctor of Physical Therapy and a gold-certified Pilates expert. She has 25 years experience in health and movement. A Master ACE and ACSM trainer, she maintains a private Pilates/physical therapy practice, Total Body Development, in Alameda, CA. Suzanne conducts nutrition seminars for the School of the San Francisco Ballet, and is lead physical therapist for Smuin Ballet in San Francisco. Through Pilates Therapeutics®, she provides instructional DVDs and courses in the Pilates Method and nutrition. She has published in multiple magazines, including *Pilates Style* and *Dance Magazine*.

## REHAB CORNER

### **Pilates and Breast Cancer**

by Suzanne C. Martin PT, DPT, CPI

Breast cancer is currently the most widely diagnosed cancer in women in both the United States and Europe. This sobering fact impacts us all, not just as therapists and Pilates instructors serving others, but also is likely to hit close to home. My first exposure to breast cancer was as a work-study student at the Breast Screening Center in Oakland in the 1970s while a student at Mills College. Little did I think this exposure would help me cope when my own mother developed the disease. She later passed away from cancer after the cancer had metastasized into her bones at the age of 82, having lived quite a number of years in remission. In fact, breast cancer is now considered a chronic condition; many women will be diagnosed, but go on to live past the initial diagnosis and treatment.

#### **“Don’t worry; we fix.”**

My mother’s experience was not unlike that of Eve Gentry, professional New York modern dancer and protégé of Joseph Pilates. Eve was, according to Gentry historian Michelle Larsson, “devastated” when she received the diagnosis in 1955 and underwent, like my mother, a full radical mastectomy, which removed the entire pectoralis major. One thing Eve had was the push of rehabilitation from Joseph Pilates. Pilates’ reported response upon hearing the news was, “Don’t worry; we fix.”

Watching vintage footage of Eve’s work out one year post-mastectomy is nothing less than amazing. I was lucky enough to study with her just before she died in the early 1990s and can attest to her vitality up to the end. Certainly not all of our clients will be world-class athletes like Eve, but as we all know, the versatility of the Pilates Method, its principles, concepts and equipment, makes rehabilitation possible for everyone.

Just recently while teaching my breast cancer rehabilitation course in Los Angeles, an attending therapist revealed she had had a double mastectomy. The therapist was unfamiliar with the Pilates Method and Eve Gentry, yet was completely enthralled as she watched the vintage footage. It was great confirmation as we went through the weekend course material, concepts and exercises that the Method indeed works extremely well for those recovering from both the physical and psychological effects of medical intervention.

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Breast cancer for women is a double insult. Not only is it a life and death issue, it can threaten gender identity. The intimate environment of Pilates can bring a person into full healing so that a survivor can truly go on to thrive in life.

### **Benefits of Pilates + Cardiovascular Training**

How lucky we are that times have changed since Eve's and my mother's time. I remember Eve stating that maybe exercise may "stir up the metabolism," and so to be cautious with those diagnosed with cancer. Now research, especially on the effects of arm use in Dragon boat trials on lymphedema development, reassures us that most people can safely, and should, participate in exercise. Further research shows that a mild to moderate cardio program helps to avoid future cardiovascular side effects if chemotherapy is involved in treatment. The American College of Sports Medicine advocates 90 minutes of aerobic activity in a moderate target heart rate range per week. Bouts of even 10 minutes for those affected by fatigue can create beneficial effects. Adding a moderate cardio program to a Pilates regimen creates a full restoration program.

Pilates excels in the postural re-education and muscle-balancing necessary to recover from other side effects of breast cancer treatment. It can help alleviate pain from operative procedures, restore joint mobility and tissue integrity, as well as provide a safe progression to regain lost strength. Most importantly, goals should involve returning to activities of daily living that make life meaningful. In Eve's case, it was returning to perform on-stage, for my mother, it was as a doting grandmother who traveled to see her large family. For the therapist attending my weekend course, it was re-gaining her ability to run marathons.

### **Early Physical Therapy**

Ideally, physical therapy can be initiated pre-operatively to assess parameters such as upper extremity range, strength and lymphatic fluid level. Pre-operative observation and inspection can provide a comparative guide for detecting post-procedure tissue changes. Physical therapy postoperative treatment can begin within 2 weeks, but abdominal procedures may take a healing waiting period of 6-10 weeks before safe intervention can take place. Cosmetic reconstruction procedures are often dovetailed with oncological surgical procedures; the oncological surgeon removes the diseased breast tissue, then the cosmetic surgeon performs the reconstruction (or not) that the client desires. One side effect of all cancer treatment modalities, surgery, chemotherapy and radiation, can be sensory alteration. The neck, chest, arms and hands are highly sensitive, with a large amount of sensory brain representation. By using the Pilates therapeutic concept of dissociation of the involved body area, you can begin rehabilitative treatment, posture re-education and balancing sooner. The versatility of Pilates devices enables you to expedite flexibility, strength and core stability training without using trunk flexion or stressing healing areas. Early manual therapeutic assistance from a physical therapist can enhance optimal cosmetic outcomes and ensure that patients meet range-of-motion goals.

### **Post-rehabilitation**

However, patients can still make gains years after surgery. Cording, in which fascial adhesions build up within retained lymphatic vessels, may occur and cause pain and restriction for years after treatment. The burning effect of radiation may continue 3 weeks after treatment stops and fibrotic tissue changes often continue indefinitely, causing pain and restriction long after initial treatment is concluded. Pilates is very effective in this post-rehabilitative period as long as 'First do no harm' is observed, going slowly to break up restricted tissues.

Patients who undergo surgery or radiation run a lifetime risk of developing lymphedema. Lymphedema occurs when superficial lymphatic vessels are disrupted or deeper lymph nodes in areas such as the axillae, femoral triangles and deep abdomen are dissected. It's generally associated with an affected arm due to breast cancer treatment. Risk factors include increased overheating during endurance aerobic activities, hot weather or using a hot tub.

Lymphedema prevention and detection education can be assimilated into Pilates sessions. I teach clients detection signs, such as observing puffy skin between the fingers when holding the handgrips or foot bar of the Reformer. Pilates

also fosters prevention strategies, since pacing can be tailored to minimize edema by accentuating a stepped progression. In addition, emphasis on structured diaphragmatic breathing promotes the return of lymphatic fluid to the heart.

Progression is a key element in postoperative restoration work, which may be complicated or delayed by interacting medical interventions. Clients may be on estrogen-depleting medications for years, causing bone density issues for both the pre-and post-menopausal sets. Other medications may cause joint pain, especially in those with hypermobile joints. Pilates provides creative solutions in progression by its assistive as well as resistive nature of the Pilates apparatus.

In this step-wise rehabilitation way, Pilates also can help avoid the injuries that often develop down the line after initial treatment is over. The ability for multiple progression levels and posture re-education also help avoid shoulder impingement, rotator cuff injuries and frozen shoulder, common clinical complaints from medical interventions necessary to control the disease. The personal contact offered in a Pilates environment can truly bring a client full spectrum from not only surviving the disease and its treatments to truly thriving with a meaningful life.

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## Ron Thatcher

Ron is the author of 11 popular health club management books and has recently released *Selling Personal Training II EFT sales manual*.

## CLUB SCENE

### Grow Your Business in Any Economic Climate

by Ron Thatcher

In-Shape Health Club in Stockton, California has experienced tremendous growth, improved sales, and growing profitability during these trying economic times. Although we are based in Central California, arguably ground zero for the housing melt down, In-Shape was fortunate enough to see the coming economic storm. With twenty-plus years in the fitness industry and experience and knowledge of downward economic conditions, the management team helped our business to develop and grow by utilizing intelligent and well planned decisions.

#### Hiring the best...

We are in the people business and recognized the need to attract and recruit employees from a superior talent pool. Analyzing our historical performance and identifying the intangibles that were responsible for past success, we quickly identified the available resources with regard to talent pool. Generally speaking, the majority of health club management staff and employees consist primarily of entry level employees and temporary employment seekers looking to find a more permanent career.

When a country is in the midst of a tough economy some of the best, most experienced, highest paid business executives get laid off and decide to enter the health club business. This has happened during every economic recession that has impacted health clubs over the last 20 years. In short, In-Shape hired top level executives from the auto industry, financial firms and real estate. Instead of being conservative and cutting pay, like other less aggressive companies, we attacked and focused our energy and resources on recruiting only the best of the best.

#### Grass Roots Marketing

With less money to spend on marketing, health clubs flourish from traditional and grass roots marketing techniques. Over the last five years banks and venture capital companies invested large quantities of capital into the health club industry. This so called "Gravy Marketing" was wasted on television ads, internet marketing, and radio spots. Although I appreciate this type of low sweat approach, it is not always the most effective and does not have the traditional

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return on investment as the grass roots systems that built the fitness industry.

The health club business was built on guerrilla marketing: lead boxes, handing out passes, making phone calls and setting up on-sites. These proven tactics and techniques built the very business that we operate today. In-Shape cut out wasted advertising dollars and focused on using these methods to create a revenue stream.

### **A self-reliant business model**

Because of the youth of our industry, our early beginnings were not long ago. Our business was not a derivative of banking or investment venture capital. Typically, companies built a club and paid it off, saved some of the money and built another club. Banks just wouldn't give us money; they were too leery. The basic health club business model design originated from a non-traditional, non-bank-reliant system.

In other words, if the banks don't give us any money or float us a loan, we do just fine. To give you an example, if you want to buy a house or a car, maybe even acquire a new business, you must get a loan from the bank. This means, if you don't have a loan from the bank, you cannot do business. The fitness industry can operate fully and completely without any type of bank approval.

This one I have to chalk up to the luck of the Irish, or in this case the unlucky souls who are out of work and looking to land a new job. In short, people who are out of work have free time and want to improve the way they look and feel so they are more desirable to hire! Although we hear the objection, "it costs too much to join" on a regular basis, becoming a member of a health club may be one of the most affordable ways to spend hard earned dollars. The truth of the matter is that for thirty-nine dollars a month one can enjoy most health club facilities 24 hours a day, seven days a week, and if it is being utilized, the value is immeasurable.

In closing, from January 2007 to May 2009, In-Shape grew its Personal Training and Pilates departments from \$270,000 a month to over \$700,000 a month during the worst economic downturn of our generation. I honestly feel that the methods outlined here in this article were crucial to the ongoing success of In-Shape. I have written this article to improve our industry as a whole, and I hope that it offers some valuable insight into the hard working men and women in the industry who are so dedicated to improving our business.

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## Joe Weiss

Joe Weiss is the Technical Support Specialist for Balanced Body, Inc.



## EQUIPMENT AND MAINTENANCE

### Equipment Maintenance: Checking the Small Stuff

by Joe Weiss

#### SPRINGS

Have you ever wondered, “How do I know when it’s time to replace my springs?” Generally speaking, they should be replaced after about 3000 hours of use. If, for, example your Reformer is used 30 hours a week, you should replace your springs every two years. Worn springs not only lose their resilience, but could break, causing injury. Inspection of your springs is important and should be done every week.

For Tower springs with metal snaps, check both the metal snaps and the springs on a monthly basis. The thumb clip on your tower spring snaps should move back and forth easily. If they do not, stop use of that spring until the entire metal clip can be replaced. It is also very important to check on springs that attach to eyebolts (any Tower spring); the eyebolts are made of harder material than the clips and can potentially wear a groove in the clip.

Check for gapping or kinking of the coils, and wear on the hooks. It is also recommended that you rotate your springs, or switch which spring is used, i.e., do not consistently use the same red spring when using one red.

#### ROPES

Check ropes about every three or four months. If you can see the center core through the outer lining, if they become flattened or if the metal clip has a groove wearing into it, then it’s time to replace them! Likewise, check the metal clip of your footstraps and replace when the clip starts showing signs of wear.

#### UPHOLSTERY

What do you do if you get a tear in your upholstery? Balanced Body recommends that you head to the auto parts store or hardware store for a vinyl repair kit. They are also available over the internet; Balanced Body does not sell an upholstery repair kit.

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## WHAT'S NEW

### Summer 2009

As usual a lot has been going on at Balanced Body since our last Newsletter! Here's our latest news on product offerings and activities.

1. EXO® Chair with Split Pedal
2. Pilates Lifestyle Stories
3. Podcasts
4. Facebook

#### EXO® Chair with Split Pedal

The [EXO Chair](#) with Split Pedal is now available! A Balanced Body innovation, the split pedal increases exercise potential by adding rotational and reciprocal exercises. Add resistance bands for an additional challenge and work the entire body, tip to toe. The EXO Chair with split pedal starts at for \$895.00.

#### Pilates Lifestyle Stories

[Our Life stories](#) continue to be a popular addition to our website. Everyday folks share how their lives have been dramatically influenced by Pilates. From debilitating pain, to neurological disorders, read how Pilates has helped people overcome movement obstacles. Be inspired! If you have a great story, please share it with us here or send an email to [yourstory@pilates.com](mailto:yourstory@pilates.com).

#### Podcasts

Our weekly video [Podcasts](#) are a real hit. We've even gotten an iTunes nod by being included in their "New and Notable" category! Whether your interest lies in learning new exercises for physical therapy or rehab, creative ways to challenge your clients, or simply how to take your own practice further, we've got something for everyone! Grab them from iTunes and watch on your iPod or iPhone, or download them straight to your computer.

**BALANCED BODY. PILATES**

8220 Ferguson Ave Sacramento, CA 95828  
1.800.PILATES (745-2837) | [www.pilates.com](http://www.pilates.com)

### **Facebook**

Become a fan today and get updates on events, sales, and promotions. Join the discussion on the message board and submit photos and videos to post on the page.

### **Twittering**

Our Twitterer, "PilatesGirl\_BB," is busy tweeting and making new friends! Be sure to follow and keep up to date on what both she and Balanced Body are up to.

Have ideas for articles for our Newsletter? Want to write an article? Let us know! Email [balancedbody@pilates.com](mailto:balancedbody@pilates.com).

# PILATES

The Balanced Body® Newsletter

# CORETERLY



## BB ON THE ROAD

### BB on the Road – Summer 2009

Visit Balanced Body at one of the shows or events we will attend in the next few months around the world. At most of these events you can test our new equipment or partake of a group Allegro Reformer® or EXO™ Chair session with some of the leading instructors in the industry. You can also purchase any Balanced Body equipment featured on the show floor, and almost all equipment is also available to pre-purchase.

If you are in the area, come by and say hi!

#### AUGUST

##### **Pilates on Tour®**

August 21-23, 2009

San Francisco

[www.pilatesontour.com](http://www.pilatesontour.com)

##### **Can-Fit-Pro**

August, 21-23, 2009

Toronto, ON

[www.canfitpro.com](http://www.canfitpro.com)

#### SEPTEMBER

##### **Inner IDEA**

September 10-13, 2009

Palm Springs, CA

#### OCTOBER

##### **Pilates on Tour**

October 2-4, 2009

Chicago, IL

[www.pilatesontour.com](http://www.pilatesontour.com)

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