



You Are The Center Of Your Athletic  
Universe—Or At Least You Should Be!

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# You Are The Center Of Your Athletic Universe — Or At Least You Should Be!

## How To Build The Optimal Athlete

Building the perfectly athletic body can be a tremendously complicated process. While many training systems try to make it seem simple—just do X and you will get Y—the truth is that it is only that easy for the genetically blessed.

For the rest of us, building an athletic body can feel akin to alchemy—trying to create gold out of lead. Rather than blaming ourselves, or our genetics, isn't it time that we acknowledge that the human body is enormously complex and build a training system accordingly? We think the answer to that question is yes and it is that affirmation that describes our company, our system, and our never-ending quest to help you and your clients.



## SOME REAL WORLD SCIENCE

How would you rate your response to exercise?

- HIGH
- MEDIUM
- LOW
- NONE AT ALL

When we ask many people this question, they are afraid to answer "None At All." However, if that is true for you—just say it! There is a scientific rationale for your answer and, more importantly, a **solution** to that problem.

Now think about it a bit differently. How would you rate **your clients'** responses to exercise?

- HIGH
- MEDIUM
- LOW
- NONE AT ALL

In this case, don't be afraid to answer "None At All" for your clients. It may be that neither you, nor your clients, are to blame!



It may surprise you, but **finally** recent research confirms what your intuition may have been screaming all along—not every program works for every body! As one example, a recent study on strength training showed that when the same program was administered to a wide range of individuals:

- A. Some responded **extremely well**—showing dramatic gains over 12 weeks.
- B. Others responded **moderately well**—showing more “normal” gains over 12 weeks.
- C. Finally, a significant portion of the exercisers responded **worse than if they had not been training at all**. In fact, they got weaker.

Why? Science, actually...

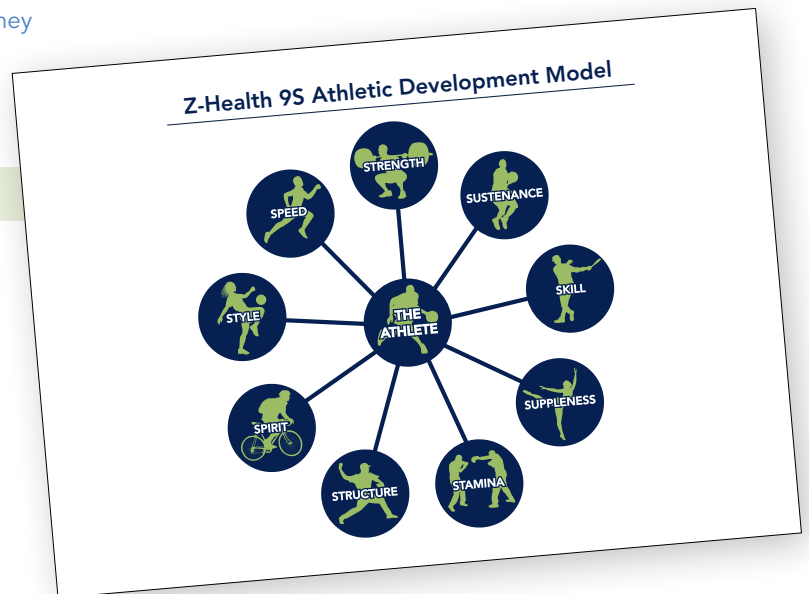
## HOW YOU WORK

If you will allow us to compress hundreds of thousands of pages of research data down to a few simple premises, we can explain not only the above results that almost **everyone** in the fitness world has seen or experienced, but also show you what to do about it.

1. Your body is completely run by your nervous system.
2. Your nervous system has some basic programs and filters that it runs **all** the time.
3. The most pervasive filter is what we call in Z-Health the **unconscious threat filter**.
4. If your unconscious brain sees something as threatening it will do everything in its power to prevent you from taking part in that activity. Pain, fatigue, injury, weakness, and inflexibility—you name it and your brain will try it.
5. Many athletic development programs create **threat** unwittingly because the **total athlete** is not being constantly evaluated.

# The Threat Solution— The Z-Health 9S Athletic Optimization Model

The Z-Health system focuses on nine specific athletic attributes. Every single one of them is immensely important to athleticism and not addressing any one of these may be **the threat** that prevents you or your clients from ever reaching your true potential. These nine elements are:



- STRENGTH
- SPEED
- STRUCTURE
- STYLE
- SKILL
- SPIRIT
- SUSTENANCE
- SUPPLENESS
- STAMINA

However, it is not these nine elements that make the Z-Health approach unique. Rather, it is how we **view** them that changes everything.

As you can see, at the center of our model is **you—the athlete**. Why? Because we are all individual, so we all have different responses to the same information and stimulus.

Some training programs will **improve you.**

Others will **break you.**

If a coach does not know this, or know what to do about it, the results can range from unexcitingly mediocre to disastrous.

On the other hand, when coaches and athletes fully understand this model, becoming the athlete you have always known you could be is not only possible...

It's expected.

Never before have we had so much research on how to take advantage of your own internal resources. It's overwhelming if you don't know which parts to apply immediately, and how. The good news is that in Z-Health, we've already synthesized reams of data and studies into something you can integrate into your work with clients now.

Understanding and correctly utilizing the 9S model is like having a doctorate degree in every client—that means having the ability to apply specialized knowledge to their unique needs and get the results they want. If you are ready to build both the body and business of your dreams, we can help.

Come join us to learn more.



## For Further Reading

***Individual responses to combined endurance and strength training in older adults***

<http://www.ncbi.nlm.nih.gov/pubmed/20689460>

***Supertraining*** by Mel Siff

***Build a Better Athlete*** by Dr. Michael Yessis

### GET YOUR QUESTIONS ANSWERED

- ONLINE AT [WWW.ZHEALTH.NET](http://WWW.ZHEALTH.NET)
- EMAIL US AT [INFO@ZHEALTH.NET](mailto:INFO@ZHEALTH.NET)
- CALL US TOLL-FREE AT 1-888-394-4198