



WHY WOMEN SHOULDN'T TRAIN LIKE MEN

Keys to Sustainable Fitness For The Working Woman

INTRODUCTION: MESSAGE FROM DR. FITNESS USA

My name is Stephen Hercy, AKA Dr. Fitness USA. I am the founder of the Body Design Formula strength training system. We offer the most efficient body sculpting system in the world. We do something unique in the fitness industry in that we increase a woman's strength by 20% to 50% in 20 minutes...and keep it.

For the past 30 years, I have dedicated myself to teaching and mentoring people about living their dream-life through exercise, fitness, and passion! I use **The Body Design Formula** because I crafted it to produce the breakthrough results that women want EVERY TIME:

- Exuberant Health & Wellness
- Unshakable Confidence
- New Energy & Passion
- Irresistible Charisma
- Athletic Strength & Fitness
- Spiritual Calm
- Perfect-fitting clothes

I preach every day, that you cannot get the results you want if your method is flawed or the facts that fit your belief system are incorrect. And that's why so many women struggle to reach their health and wellness goals. They get trapped in a vicious cycle of exercise plans and diets that don't work. Maybe it's a workout "routine" from a magazine: *18 Days to a flat stomach and athletic legs!* or *Look Like a Model WITHOUT Weights or equipment!* When those don't work, you try another, and another...up and down, up

and down...Not only is that counter productive, it's harmful to your body and emotionally devastating: failure after failure. You start wondering, "What's wrong with me? Why can't I get the results they promise?"

Guess what...THERE'S NOTHING WRONG WITH YOU! You bought into the same slick marketing that millions of women buy into every year. These big companies know how to use emotional triggers to get you to *spend spend spend*, but they have NO IDEA how to get you into exceptional physical and mental condition and dazzling head-turning form! But I do. I've been transforming people just like you every day for decades! Fitness trends and fads never last even a fraction of that time. Why? The results aren't there...

Have you ever noticed, that the mega-fitness industry is always promoting something "NEW"? ... "The Secret Breakthrough that Only Celebrities Know!" Why the obsession with something NEW? ... Because the old gimmicks don't work any better than the new ones do. **Thirty years ago, I crafted The Body Design Formula to produce amazing physical and spiritual results. It worked perfectly then, and it still works perfectly now for everyone who embarks on it.**

I guarantee that when you connect with me, you'll be empowered, invigorated, and alive! You won't get bored or overwhelmed and your transformation will be exceptional! No special last minute offers or free juice blenders if you sign up today. If you sign up today with *me*, you get feminine strength, tone, and athleticism in addition to new confidence and a whole new outlook on life – it's all included in the system and it will begin developing from DAY ONE.

Remember, every action you take has a result. If you want impactful, undeniable physical, mental, and spiritual results, then **The Body Design Formula** is the clear action you need to take TODAY. Don't wait any longer.

May the strength be with you
STEPHEN HERCY



1. ARE YOU TRYING TO GET IN SHAPE?

If you are a successful business woman who is trying to get in shape but are not getting the expected results for your efforts, have incurred some type of injury, or are in pain, and is discouraged and ready to give up, then I would like to show you how increasing your strength by 20% to 50% in 20 minutes can assist you in eliminating the three main hurdles busy women entrepreneurs face when trying to get in shape which are:

Workout Choice

Working Out Like A Male

No time

Did you know that a new government study estimates that nearly 80 percent of adult Americans do not get the recommended amounts of exercise each week, potentially setting themselves up for years of health problems.¹ Another study found that 1 in 10 deaths worldwide are caused by lack of exercise, (5.3 million deaths) and that lack of physical activity is more predominant among women². Research suggests that 50% of persons starting an exercise program will drop out within the first 6 months.³

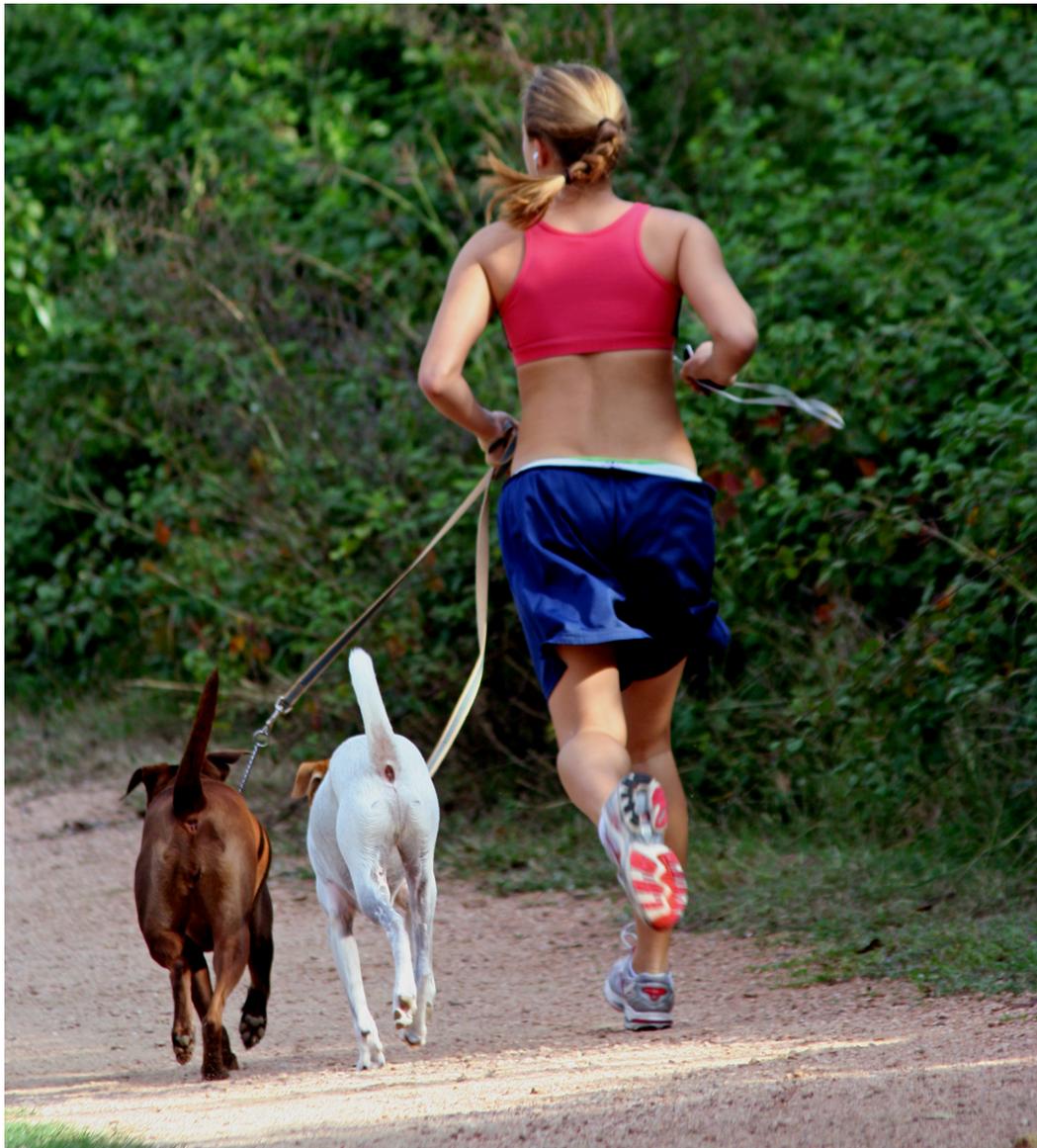
Regardless of all evidence pointing toward benefits of exercise for general physical, mental health and the fatal consequences of lack thereof, so the question one might ask is, what makes it so difficult for women in general to engage in a sustainable fitness regimen?

This report will give the answers you are looking for. The three main hurdles that keep busy women entrepreneur from being in shape and staying in shape, are: Workout Choice, No Time and Working Out Like A Male

WORKOUT CHOICE

The general belief is that cardio promotes weight loss, yoga creates long, lean sculpted bodies or that a local personal trainer will give you the discipline and tools to achieve the body of your dreams. While these statements may hold some truth to them, the notion that all exercise provides maximum opportunity for women's fitness is a myth. Women, who are sincere in their attempt to get fit, will get discouraged and self-defeated when they are not achieving anticipated results. A little education will go along way when choosing a fitness modality that will give you more for your buck, so to speak. Here is a summary of myths and misconceptions.

1 **Losing weight with cardio:** Aerobic activities facilitate burning calories for only the duration of the chosen activity, it also produces a large amount of cortisol in the body (stress hormone) that suppresses the immune system. This can produce weight gain and inflammation. It is hard on the joints. A better and more efficient way to go is to change the composition of your body by replacing fat cells into muscle cells through Strength Training. This will further boost your metabolism by enabling you to burn calories up to 72 hours after your training. Strength Training is just as beneficial for heart health as cardio and is known to release massive amounts of mood boosting neurochemicals faster than any other modality.



2. Achieve a long, lean sculpted body with yoga. Contrary to popular belief, yoga is not a muscle building / sculpting activity. The body is composed of 2 distinctive types of muscle fibers that have specific and individual purposes: Slow-twitch and fast-twitch fibers. Fast-twitch fibers build and sculpt the body, while slow-twitch fibers promote endurance. Working both muscle fiber types is essential to build and sculpt a strong, lean body. Yoga mainly uses slow-twitch muscle fibers, and isometric contractions that promote endurance, not muscle building.

Whatever your exercise of choice, you must incorporate strength training. Failure to do so may result in joint instability caused by overstretching and a loss of those precious fast-twitch muscle fibers. If a long lean sculpted body you are after, strength training is your activity of choice. Add stretching or yoga on off days.

3. Cross training compounds results and saves time. Beware, these types of trainings are entirely unsustainable, extremely hard on the body and have an average injury rate of 75%. Unless you are a pro athlete training for specific reasons, don't go there!

Swimming does offer general health benefits no doubt. However, you could develop an unbalanced body and acquire strong arms and shoulders, while your torso area and legs are not getting defined. Olympic swimmers swim thousands of laps weekly and complement their training with weights. You could also begin to appear pudgier, because the body stores fat in order to keep itself warm in the water. Also some studies show that swimming in cold water stimulates the appetite and creates a desire to eat more, resulting in an increase caloric intake, thus weight gain.

Walking can also be a valuable stress relief activity and offer health benefits for the body, mind and spirit. You won't get fit though, or prevent saggy arms and dimpled thighs. While walking could help in toning your legs somewhat, it does not sculpt or have the capacity to rebuild the lean muscle mass you've inevitably already lost if you are not strength training or weight lifting with an inadequate system. Many women think that they will acquire bulky muscles by lifting, so they resort to a strength training system comprised of light weight / high reps, which does not build lean muscle mass. It won't strengthen your spine either that supports your body's posture, and you will continue to actually lose overall tone and muscle mass.



Alternative and best choice for maximum results

STRENGTH TRAINING: NEW KID ON THE BLOCK

Actually, strength training is not so new. Ancient Egyptian and Greek societies used weight training to gain strength and measure power. Weight lifting can also be traced to India in the 11th century, where people lifted stone dumbbells to help overcome the challenges of daily life. Strength training in general has gained much popularity in recent years as researches show superior general health benefits to the sport, and more specifically for women, because it has the uncanny ability to rebuild bone mass density and regulate hormonal imbalances and slow down the aging process.

Some of the scientifically proven benefits of strength training include:

- Boosts metabolism
- Regulates hormonal imbalances
- Builds bone density mass (prevents or reverse osteoporosis)
- Reduces risk of diabetes, heart disease, arthritis
- Improves cholesterol, blood pressure, glucose metabolism and insulin sensitivity

- Reduces the appearance of cellulite
- Fights against depression and stabilizes mood behavior

But are all strength-training systems created equal? NO!

For Stephen Hercy, Body Design means taking care of the details. Through his expertise and knowledge of physiology and advanced ergonomics Mr. Hercy enables his students to tune into their feelings and get comfortable with Weight Training Hercy says: *“Performing an exercise with a particular machine should be like stepping into a comfortable pair of shoes that fit your foot exactly as they should. Like shoes that don’t fit, that pinch, slip and slide, machines can be uncomfortable because they are not the right size. I am like the perfect shoe salesman; I am going to get you the right equipment and fit based on who you are?”* Adjustments may need to be made. Being an ergonomic expert is one facet of Stephen Hercy's innate gifts and God given talents, which he personally transfers to his pupils.

Transforming the body through the art of Body Design is like studying any sport, any form of Martial Arts or learning to dance, which takes a structured method, or a proven system. Guidelines for such ART FORMS are: repetition, frequency, pattern recognition and sequences; it must be duplicable and sustainable long term, and it takes time, practice, consistency and discipline to master, just like any other sport, art form or passion. The fitness industry has limited standards and measurements of excellence for healthy and successful long-term outcomes; everything is allowed with little discernment or accountability.

Unlike most muscle building and workout routines that promise to create lean muscle mass as fast as possible, but often do more harm than good to your body, or to achieve the body of your dreams in 90 days, the Body Design Formula is a completely safe program that guarantees to increase your strength from 20% to 50% in 20 minutes, resulting in vibrant health, greater confidence, and a sculpted body you will absolutely fall in love with. Best of all, you can use the system on your own without the need of a personal trainer, and it is completely efficient and sustainable even if you work it only once a week!

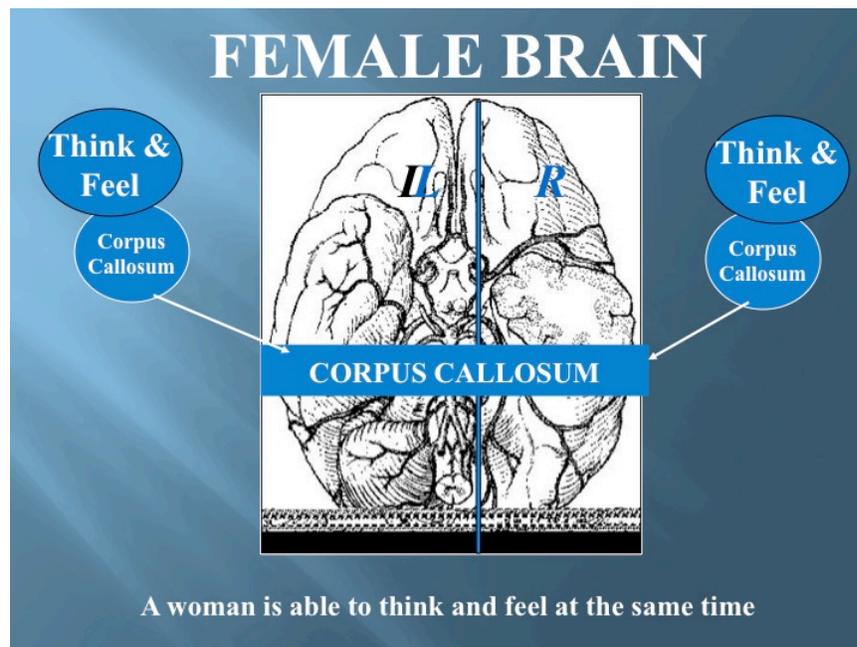
WORKING OUT LIKE A MALE

The Women’s Brain

Women have a larger passage between the left and right brain, which allows them to think and feel simultaneously, unlike men, (unless he is left handed). A man is more focused at accomplishing one

task at a time and cannot think and feel all at once. This changes over time because the natural aging process combined with a person's lifestyle and socio – economic situation. As the aging process naturally happens and business and family pressures occurs, a woman becomes more intellectual and begins to produce more progesterone, as opposed to men who produce more testosterone in their earlier years. The passage between left and right brain becomes so flooded with intellectual data, that, at some point, she cannot cross the bridge at will anymore, into her feeling side, which allows for the quieting of the mind.

WARNING: Staying intellectually active 24 hours a day, for a woman, eventually causes too much stress, which weakens her immune system. At first, this goes unnoticed because she might be financially and professionally strong and established, too busy pursuing fame and financial security, or she might simply have too many responsibilities. However, this is the point where her body begins to fall apart, as her immune system cannot hold the stress put upon it any longer. There is also the possibility of medical diseases setting into her body without notice, including the activation of cancerous cells.



Performance vs. Process Of Performance

Performance (male energy / left brain) is what the fitness industry in general is about and what personal trainers teach women to do: to try to do more than they can comfortably do by going for the pain, potentially leading to injuries. Performance oriented exercise is what women do when they

work out on their own, with their significant others or with their personal trainer. Those exercises and routines and machines taught to us by “trainers” may be doing more harm than good and that doing the same thing over and over again will only give us the same unsatisfying results physically and emotionally!



By carrying over their masculine side of the intellectual work mode to play time, women remain in their intellectual mind. You've been sincere and you've been working hard, but what you're doing is directly against your Feminine Nature! What a woman needs is just the opposite, as she is already predominantly using her male energy at work, she needs to be able to reconnect with her body from a female point in her workouts. A woman needs to feel good to do good. She needs to be in her body, where her chakras are centered and securely grounded. Then she will feel comfortable, safe and empowered, and she will know what to do and be in control of her destiny.

Increasing one's strength by 20% to 50% in 20 minutes changes brain chemistry; it almost instantaneously quiets the mind by grounding the physical body, which allows her to safely cross over the bridge between her intellectual brain and the magical inner environment of her body, getting out of her head (thinking) and getting back into her body (feeling), resulting in a higher level of creativity and awareness.

This is achieved through specifically formulated strength training exercises, where she can process her emotions quietly and safely, while developing an incredibly attractive body, independently of anyone,

including a personal trainer! Ladies! By setting better standards for yourself, you will become irresistible and witness your significant other's behavior change to the new empowered you and enjoy a more fulfilling loving relationship. Your loved one won't want to be away from you!

As a recap:

The Body Design Formula rewires your brain patterns by applying scientifically proven principles that will potentially enable you to become stable, hold a positive mind set and fulfill your goals in life, while bringing your body to its optimum capacity. And you won't need to workout everyday. The strength will stay with you!

Thanks to **The Body Design Formula**, you will get empowered to take control of your body and your life and eliminate everything that is holding you back and keeping you from living your best life every day.



NO TIME: The ultimate blind spot

The information covered in this segment is crucial but difficult to understand, especially for women entrepreneurs who have many responsibilities, deadlines and have to juggle family and business obligations.

Because a woman is estrogen based, ignoring her feelings can be hazardous to her health.

We are emotional beings; self-awareness is developed by our emotions. Women, who process their thoughts and feelings intellectually without rest, create a high level of stress proven to be harmful to their immune system. The **“NO TIME”** syndrome is making them sick and aging prematurely.

NO TIME is the big illusion, the ultimate blind spot.

Taking care of your body is not selfish. There is nothing glorifying about sacrificing your own

health for others, and your job and ability to sustain yourself financially will mean nothing without a healthy body to enjoy it. This is a key aspect of behavioral health, for the self-development of one's own responsibility. You have to be responsible for your own health before you can be responsible for others, such as your family, your parents, your children, your associate or your students. There is a whole realm of responsibility, but if you can't take responsibility for yourself, then how can you take responsibility for others? For those who continuously put their job as a priority, the consequences can be fatal. We are all independently responsible for our own health to bring into balance collectively and individually body, mind and spirit.

*“Those who do not find time for exercise will have to find time for illness?” Earl
of Derby*

I REPEAT

“NO TIME” IS THE ULTIMATE BLIND SPOT

A recent article in the “for your health” section of the Costco magazine stated: *“A study published in the Proceedings of the National academy of Sciences of the United States of America showed that telomeres – part of the chromosome that protects genetic data - in cells of chronically stressed women had the equivalent of an additional decade of aging.”* What about that for wasting time!

“Telomeres in cells of chronically stressed women have the equivalent of an additional decade of aging”

To make things perfectly clear, the keys to sustainable fitness for the working woman as outlined in this report, go much beyond the topic of problems encountered by women in the work field. It really addresses three chore issues all women face, and are primary keys to optimum women's health.

FOR WOMEN SUFFERING FROM ENDOMETRIOSIS:

Needless to say, if you are suffering from endometriosis, you will greatly benefit from this information, would you begin to apply the principles outlined here. Limited studies have been

conducted to date on the topic of exercise and endometriosis, which confirm the information in this report. In fact the studies show that women who strength train reduced the symptoms of endometriosis, such as pain.

There are many reasons why strength training is believed to be a powerful tool in relieving symptoms associated with endometriosis.

- Endometriosis is linked to an overproduction of estrogen. Strength Training reduces estrogen in the body by replacing fat cells with muscles cells
- Strength training encourages the production of progesterone
- Strength training improves glucose metabolism and insulin sensitivity
- Strength training allows your internal organs to function more efficiently
- Women, who have fewer red blood cells than men, will produce more red blood cells by developing lean muscle mass through weight lifting.
- Strength training increases lean muscle mass
- Strength training reduces visceral fat around internal organs, which produces inflammation
- Strength training boosts the immune system.

Three additional and foundational requirements that enable all women to maximize the amazing benefits from a strength training system:

Postural Alignment – Education - Stress management

POSTURAL ALIGNMENT

Postural misalignment accelerates the aging process and is one of the primary causes for back pain! Patients with endometriosis and Pelvic Floor Dysfunction tend to tighten the abdominal, pelvic floor, gluteal and thigh muscles as a result of the pain and discomfort that they are feeling. As a result the muscles become unusually and chronically stiff, producing decrease in mobility and circulation. This affects postural and

pelvic alignment causing pain and forcing the body to compensate, thus creating muscular imbalances in the body, one of the primary causes of injuries and pain.



Education

Proper ergonomics, sequencing of exercises and precise weight range manipulation insures 20% to 50% strength increase in 20 minutes. Having the knowledge to workout independently, to have the certitude to be on track, knowing how to chose the appropriate equipment insure sustainability.

Developing proportionate lean muscle mass on the body is like having insurance. Aside from the many internal health benefits it provides, such as promoting the good functioning of internal organs, when something happens in life such as an accident, an injury or a fall for example, the muscle mass acts as a cushion, minimizing damage and speeding recovery. Daily chores that might have been hard to perform at one time become easy.

Stress management:

Producing large amounts of endorphins is known to fight depression, which is also a great benefit not to be overlooked, as constant pain frequently results in depression or other mood disorders. Additionally, when done properly strength training promotes a massive amount of neurochemicals and encourages the generation of new neurons in the brain and improves nerve and brain function. It will produce the immediate quieting of the mind, a sense of calm and peace and emotional stability, by strengthening the nervous system.

Our free report: “FREEDOM FROM RELAPSE.... Strength To Say No!” is in the making. It is geared for people in recovery from addiction, whether it is food, drug, and alcohol or prescription drugs. When you sign up for our newsletter, you will automatically receive it when it is available.

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7. CONCLUSION

The three foundational pillars that differentiate the Body Design Formula Strength Training System created by Dr. Fitness USA from other fitness modalities, have guaranteed its success for over four decades, and establish it as the only logical choice for inner and outer fitness are:

1. Symmetry: postural alignment and correcting muscular imbalances that lead to injuries
2. Strength: physical and emotional stability by strengthening the body and the nervous system
3. Sustainability: Long term vision for a balanced lifestyle in body mind and spirit

The Body Design Formula is based on 3 principles, mind-set, environment and education.

Clients, beginners or experienced, old and young, love the program; and only The Body Design Formula will increase your strength from 20% to 50% in 20 minutes and give the results mentioned in this report.

**THE BODY DESIGN FORMULA STRENGTH TRAINING SYSTEM OFFERS A
REVOLUTIONARY NEW APPROACH TO WOMEN'S FITNESS.**

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