

Encourage Recreational Center (ERC)
534 Free Way
Hopeland, CA 91252

October 17, 2011

Dear Member:

Are you frustrated with your inability to achieve your fitness goals? Or has the dreadful beast of *inconsistency* defeated your current fitness plan? Well we have a solution for you! No longer will you leave your workout session from our gym feeling disappointed. Starting today, sign up for our outstanding personal training sessions for fitness freedom! 2

Benefits of a Personal Trainer

No longer will you have to wonder why you are not achieving your results. With our personal trainers you will discover newfound workout secrets that the celebrities on the red carpet use to their success. One reason you may not have yet seen your results is because you are simply doing the wrong exercises. Our trainers will construct a plan unique to your body structure. So no more just using the treadmill to see what happens. Also, you will receive a complimentary diet plan tailored to your physical health, taste preferences, and lifestyle.

Meet Our Trainers

Our trainers are AFAA (Aerobics and Fitness Association of America) certified. In addition, our trainers are specialists in motivation, weight management, and nutrition. They are bursting with anticipation to meet you! Take a look at their profiles:

Michael N. Jordan

Certifications: fitness coach, AFAA primary group exercise, Arthritis Foundation aqua exercise instructor, AED, CPR, first aid, BBP (what do they mean?)

Fitness philosophy: To motivate, inspire, and improve the health, fitness, and well-being of all those I am fortunate enough to work with.

Favorite quote: "Ability is what we are capable of doing. Motivation determines what we do, and attitude determines how well we do it." Unknown

Special fitness interests: variety of cardio, strengthening, flexibility, and all forms of exercise.

Serena J. Williams

Certifications: ACE, AED, CPR, first aid, BBP

Fitness philosophy: When you invest in your health, you invest in you.

Special fitness interests: running, resistance training, and ^{Pilates} ~~palates~~

Jerry D. Rice

Certifications: ACE, Arthritis Foundation aqua exercise instructor, AED, CPR, first aid, BBP

Fitness philosophy: Of course it's hard. It's supposed to be hard. If it were easy, everyone would do it. Hard is what makes it great!

Special fitness interests: toning, core, stability ball, and strength training. Willing to try anything new and fun!

Testimonials

If you are still unconvinced, just take a look at our testimonials:

Lisa Scotland (41 years, Cosmetologist)

"Before my personal training sessions with Jerry at ERC I was very inconsistent with my workout regimen. He helped me get rid of my love handles with a workout specifically for my body shape and he gave me a diet plan with all of my favorite foods. I learned the key to maintaining my figure is to apply the special secrets that the celebrities use."

Sara Bookman (34 years, Attorney)

"Oh my goodness I am so grateful for the added personal training program at ERC! With Serena, I lost 10 percent body fat and now I feel confident to show off my body at the beach. Also, my husband now shows me a lot more attention. Thanks ERC!"

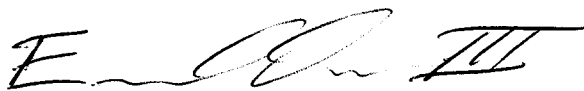
gives

Money-Back Guarantee

We are confident that you will be satisfied with your results from our personal training program or we will return your money.

So what on earth are you waiting for? Sign up today for a personal trainer for just \$90 per hourly session. There is a limited availability of time slots so act now or be stuck exercising alone.

Healthily yours,



Emmanuel Okharedia
Membership Director
Encourage Recreational Center