

# NORTH FULTON

*family* **life**

JANUARY 2017

Counting Macros 101:  
Eating Healthy for Life

2017 Best of Life Awards  
Winners Announced!



The  
**Exercise**  
Coach®

Fighting Fat  
With a  
Smarter Workout

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# The Exercise Coach®

The Smartest 20-Minute  
Workout in the World™



*Owner Adam explains chest press data to a client.*

## COVER STORY

By Kathleen Boehmig

The Exercise Coach®, the nation's premier, personal-training franchise, is spreading strength and health across the country through forty studios, with more on the way. There are currently four metro-Atlanta studios in Buckhead, Sandy Springs, Johns Creek and Roswell, with additional studios in the planning stages.

The Johns Creek studio opened in May of 2014; the Roswell studio opened in January 2016, and it experienced one of the most successful openings in the franchise's history. Co-owner and Manager Adam Stephens is

excited about how he has seen many people, from teenagers to octogenarians, benefit from The Exercise Coach® Smart 20™ Method of personal training. "The new year is a great time to join The Exercise Coach®!" Adam says. "We have had an awesome year and are looking forward to 2017. Our workout changes so many lives."

Sandy R., 46-year-old Johns Creek resident, teacher and mother of two, adds, "The Exercise Coach® is the most wonderful lifestyle change! It's only twice a week, so it gives me more time to spend with my family. My blood pressure is back to normal; I'm stronger; I don't live in pain anymore, and I don't have to worry about getting hurt while working out. It is miraculous!"

The Exercise Coach® eliminates the traditional obstacles to any exercise program such as time, accountability, results and fear of injury. Owner Katie Sanders states,

“We give individuals the power to take control of their lives, regaining or maintaining great health, without pounding the pavement and wearing out joints. It’s a minimal investment of your time, resulting in a great investment in your health and in immeasurable rewards, including feeling better about yourself, shedding unwanted pounds and feeling stronger and sleeping better!”

Skip F., 65-year-old Roswell resident and business owner, adds, “At The Exercise Coach,<sup>®</sup> you can see your progress after every workout. My total-body muscle strength has increased over 42% the last seven months. It has also helped me mentally. I feel really good; it’s a very challenging workout but fun. I highly



Johns Creek Studio Coach Team

two ways to train, which take into consideration the physiological, practical, motivational and financial elements of starting and sticking with a results-based health and fitness plan,” Adam comments.

“It’s the most powerful and practical personal training system in the industry,” Katie declares. “And for our clients who are serious about maximizing their weight loss results and overall wellness, The Exercise Coach<sup>®</sup> has created a plan that combines whole-effort exercise with whole-food nutrition. We call it The Metabolic Comeback.<sup>™</sup> It’s more than a weight-loss plan. It has been designed to put you on the right track hormonally and re-set your metabolism in as little as thirty

1145 Woodstock Road,  
Suite 605  
(Super Target Shopping Center)  
Roswell, Ga. 30075  
**770-857-3269**

The  
**Exercise**  
Coach<sup>®</sup>

9925 Haynes Bridge Road,  
Suite 110  
(Publix Shopping Center)  
Johns Creek, Ga. 30022  
**770-212-9568**

**ExerciseCoach.com • Facebook.com/theexercisecoach/  
YouTube.com/user/TheExerciseCoach • Twitter.com/enjoystrength**

recommend The Exercise Coach<sup>®</sup>!”  
“Our passion is to maximize personal fitness success in each individual,” Adam says. “A lot of folks are frustrated by past failures to achieve their goals. Our clients are thrilled to be able to get fit in forty minutes per week. It’s sort of mind-boggling that you can get fit faster and have more time to enjoy the finer things in life. There are many myths about exercise science out there, and our strategy is improving them.”

Katie adds, “A client recently commented to me that The Exercise Coach<sup>®</sup> is the only exercise program she has been able to consistently stick with for over a year, and the

two short workouts per week fit into her busy work schedule.”

How does it work? “At The Exercise Coach<sup>®</sup>,” Adam explains, “Our clients work out—guided by coaches, one-on-one—just twice a week, twenty minutes per session, and they achieve amazing results. Our coaches use advanced technologies to activate deep muscle fibers to achieve the right intensity effort for the most effective workout.”

There are two ways to train at The Exercise Coach<sup>®</sup>: The Traditional Smart 20<sup>™</sup> Individual Workout, and the New Smart 20<sup>™</sup> Group Workout. “We have developed these

days of focused effort. It’s included in your membership.” The Exercise Coach<sup>®</sup> Nutrition Playbook outlines the program, and it’s available at the studios and on Amazon.com.

“If you are ready to take charge of your life again, this is a great way to do it. Life throws things at you, one after another,” Adam says. “The Exercise Coach<sup>®</sup> is here to help.” Take action today, and change the course of your future!

**The Exercise Coach<sup>®</sup> is limited in memberships. Contact your nearest studio to schedule your New Year Complimentary Two Sessions, exp. 2/28/2017.**