

How does this happen?

I looked up at 40 and had become the quintessential soccer mom! Everyone's priority took precedence over mine. The self-neglect was obvious, all 60 pounds. I am not alone; women walk through the doors of the gym every day who *cannot* make themselves a priority, it's somehow against our natures. We are easily derailed from our personal objectives, even those as critical as health. It took a year for me to get the nerve to even go in the gym because of my erroneous opinion that only Barbie-dolls and men resembling "Arnold" would be on the inside of those doors.

This new adventure would have been intimidating, but the best thing I ever did was connect with a certified personal trainer who showed me what to do and how to do it. More importantly she encouraged me every time I walked through the door. Before long the gym became a place of empowerment. For many women, it is the one "ME" hour they have.

There are dozens of reasons why women benefit from having a personal trainer. I could tell you about the critical need for weight bearing exercise to stave off osteoporosis, or the positive effect on blood pressure, cholesterol, diabetes, heart disease (which is the number one killer of women in America). We could go over the role that muscle plays in revving up your metabolism, aiding weight management. Women need strength for activities like hauling groceries or climbing to upper deck football seats.

None more important than your ROI- the return on the time you invest in keeping fit and healthy. Anymore, TIME is probably a more precious commodity than money. Even more concerning than those who make no investment in their fitness are the ones who join the gym, wander from machine to machine, sipping a lot of water, give minimal effort. No wonder they aren't making progress. They may have SPENT an hour at the gym, but there is no return for it.

How do you know which exercise or machine is appropriate for YOUR goal? The same way you do if you want to learn a new skill like golf or tennis- you hire a professional. Personal trainers maximize your Time-ROI.

Is your time invested or spent? What is your **Return On Time Investment**?