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|  | | |  | Two secrets to YOUR wellness success |
| Over the past 10 years we’ve helped thousands of individuals improve their health and wellness. During this time, we discovered two strategies that we’ve perfected that have the greatest impact on our client’s personal success. Secret #1 It’s better to be Consistently Good vs. Occasionally Perfect **The diet yo-yo.**  Why have so many people tried diet after diet only to lose a few pounds, fall off their plan and gain it right back? Does this sound familiar? I once heard the average person seeking to gain weight starts 7 different diets each year.  The problem is when people start a nutrition plan or diet, they feel like they need to be perfect. They expect to give up all the foods they love and be miserable. Is it any wonder they quit after a few days?  **There is a better way.**  It’s better to be consistently good vs. occasionally perfect. This simple philosophy makes all the difference. Rather than setting someone up for failure, give them a realistic program aimed at success:   1. Proved a meal plan that’s right for them and their goals (clean eating, Paleo, intermittent fasting, etc.) 2. Give them the realistic goal of following their personal plan at 80% rather than perfection. Hence the “good”.   You will be amazed how well this works. By simply removing the pressure of perfection, the commitment to the program significantly improves. You can plan for “treat” meals like dinner out with your spouse or a birthday celebration. We’ve proven people who consistently follow a healthy nutrition plan 80% of the time will see dramatic results.  **Accountability Coaching**  Plus, when I add the simple ability to track a person’s meals and progress, I can provide powerful coaching and I’ll see even greater compliance and results. Secret #2 Follow Your Heart **The perfect exercise plan for you.**  You know exercise is good for you. But do you know what’s the right exercise plan for your fitness level and your personal goals? There are so many options. What’s best for you?  With a personal heartrate-based exercise plan, I can tell you exactly how many minutes you should exercise each week and exactly how hard you should be working out.  A heart rate-based plan, with an accurate heart rate monitor is the absolute best way to insure your exercising the right amount and the right quality (effort) for you each week.  If you’re going to take the time to exercise why not follow a plan that perfect for you? No more guess work. Plus, you may find it’s easier than you think.  **Bonus. Burn 10x calories.**  By following the right heart rate plan, you can continue burning calories for up to 36 hours after your workout. Based on the science of heart rate and EPOC, you can burn up to 10X more calories post exercise than a typical workout. |
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