

GRAVITY Marketing Descriptions

Now that you have GRAVITY in your club, how do you describe the GRAVITY Training System to your members? Here are a few ideas that come from clubs around the world offering GRAVITY.

If you have a copy of the GRAVITY Launch and Marketing Manual, the CD contains press release information and loads of images you can use for your marketing materials and website. The efi Brandbook contains guidelines for all print and web marketing materials. If you do not have a copy, please contact HQH.

GRAVITY Small Group Personal Training is the perfect option for those individuals that seek the motivation of a personal trainer and the dynamics of a small group class. Designed using one modality, the GTS (GRAVITY Training System) targets muscular strength and endurance exercises for the total body – including unique core and stretching exercises – all done while the body is positioned in various angles against gravity. This is a must for those wanting a total body workout in a very unique and time efficient manner.

GRAVITY Personal Training brings value to small group personal training by maximizing time output and expense, while maintaining personalized programming with fabulous results.

GRAVITY Personal Training is unrivalled in terms of program efficiency, diversity and client motivation. Personal training sessions can be booked private, semi-private and small group training at reduced hourly prices. You will receive high quality training with individualised programs.

GRAVITY Personal Training can also be utilized for sports specific training. Skiing, Tennis, Golf, Swimming to name but a few, all tailored to individual requirements.

GRAVITY is the latest in total body, comprehensive, adaptable 30 min - 60 min workouts which involve efficient, dynamic and quick resistance training for all fitness levels. The GTS uses multi-plane movement patterns that enhance dynamic stability and improve human performance. (Your gym name) offers you GRAVITY Blast, GRAVITY Semi-Private Personal Training and GRAVITY Personal Training.

GRAVITY Personal Training brings value to small group personal training sessions. Receive top-notch personal training with individualized programs and save with lower cost-per-session. Same visible results as with private training—You get more for your money and time.

GRAVITY is a fun and innovative program that provides full body conditioning through resistance training or Pilates. In small groups or individually, your training sessions are monitored for maximum results in just 30-45 minutes.

Why Does GRAVITY Training produce results?

Quick results are a natural by-product of an extremely efficient functional workout. Because participants are moving quickly from one exercise to another, in continuous multi-plane, multi-muscle movements for a sustained time, heart is constantly elevated thereby increasing the productivity of the resistance workout.

GRAVITY produces visibly quick results because the equipment utilizes the four components of fitness into one effective workout. Nearly every exercise performed on the GTS recruits the stabilizer muscles of the abdomen and back; participants work several muscle groups at the same time, which decreases the time it takes to fatigue the muscles, making the workout shorter and more effective.

The 4 Components of Fitness...in a Single Workout.

Muscular Strength: How much load or force can the muscle endure one time.

Muscular Endurance: For how long can a muscle endure a particular load or force.

Cardiovascular Endurance: For how long can the heart endure a particular activity.

Flexibility: The elasticity and mobility of muscles, joints, ligaments and tendons.

Focus on muscle isolation, challenging muscular strength and endurance while including unique core and stretching exercises. The use of body weight as the resistance factor against gravity allows you to increase intensity as strength and performance improve.

Incline Resistance Training on the GRAVITY Training System (GTS) provides a workout and results that cannot be achieved on any other piece of equipment. Quite literally, participants use their body weight as resistance against the pull of gravity. The process of this activity, this controlled movement of the body through the gravitational force on a free rolling glide board, encourages an unrestricted free flow of multi-plane movement that recruits multiple muscle groups synergistically while working the core stabilizers. Over 200 biomechanically correct exercises make it the most versatile piece of fitness equipment offering fresh and challenging training sessions.

A different approach to fitness

(your gym name) introduces the GRAVITY Training System (GTS) series - a series of focused, intense strength training and conditioning training. The sessions are conducted on the GTS machine that encourages functional exercise by using an individual's body weight as resistance. The GTS engages all major muscle groups and facilitates more than 250 strength, stretching and Pilates type exercises.



GRAVITY Blast - Zero to Grrr in 30 minutes

Rev it up fast and furiously. Target your abs, back, chest, shoulders, biceps, triceps, buns and legs in 30 minutes with these intensive isolation supersets. Gravity Blast offers 10 - 12 exercises in each supersets to work the muscle to fatigue. They are tough, challenging and progressive workouts.

GRAVITY “Less Clock, More Rock”

GRAVITY Training is performed on the GTS system developed by the same company that introduced the Total Gym. GRAVITY accommodates all sizes, shapes and fitness levels and is the only exercise product to receive endorsement by the American Physical Therapy Association. GRAVITY classes are designed to incorporate both cardio and strength work in one quick 45 minute session. It is fun and effective. You’ve got to try it!!!

The GRAVITYSystem provides a dynamic relationship between core strength, cardiovascular endurance, muscle strength, increased joint range of motion and balance. The GTS uses a variable pulley system, body weight resistance and an adjustable incline to challenge every level of fitness on a single piece of equipment, while providing well over 100 different biomechanically correct exercises.

Gravity Sessions are 45 minutes in length providing the opportunity for semi-private training that offers the same benefits one receives from spending hours in the gym.

Here is a small selection of websites from GRAVITY Clubs around the world:

<http://www.reformfitness.com/index.html>

<http://www.ksfitnesscenter.com/gravity.html>

http://www.bodysculptuk.com/about_GravityTraining.php

<http://www.bodydynamicsinc.com/gravitytraining.html>

<http://www.freshstartaustralia.com/fit-services.php>

<http://www.northshorecity.govt.nz/Northshoreleisure/glenfield/gravity.asp>