



# THE FIT EXECUTIVE



FITNESS FOR TODAY'S BUSY PROFESSIONAL

by Franklin S. Antoian

# The Fit Executive

“Mental health begins with physical health.”

-From the movie, *Love Happens*



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Professionals

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## Introduction

It's 7:30 p.m. and you haven't worked out yet. You've been up since 6:00 a.m., you took the kids to school, met with three clients, checked your email over a hundred times, had a bag of chips for lunch, got yelled at by your boss, missed the train home and still have work to do for tomorrow's meetings.

You haven't been to the gym today, yesterday, nor the day before. In fact, you can't even remember the last time you worked out.

If this sounds like you, you are one of the one billion businessmen and women around the world who think they do not have enough time to get fit. Here is some news for you- You do.



# Dedication

This book is dedicated to the one billion businessmen and women around the world who think they do not have enough time to get fit. You do.



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## The Fit Executive

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## About This Book

Information in this book is introduced quickly and concisely. This book is designed to help you become a Fit Executive as efficiently as possible.



# The Fit Executive

A Fit Executive is a busy professional who successfully balances work, home & fitness.

A Fit Executive understands the importance of staying fit and healthy, knows what defines a complete workout, and can efficiently and consistently fit workouts and a healthy diet into a busy schedule.

A Fit Executive is always motivated and does not let work overtake health, fitness and family.

Anyone can become a Fit Executive.



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The Fit Executive

## About the Author

Franklin Antoian is a Personal Fitness Trainer certified through the American Council on Exercise. He is also the founder of [www.iBodyFit.com](http://www.iBodyFit.com), the world's largest online personal training website.

Franklin traded in a lucrative career on Wall Street to pursue his passion for health and fitness. His experiences of keeping fit while working 9 to 5 led to this book you are reading now.

Franklin is available to answer any fitness questions you may have and for private personal training in Palm Beach, Florida. Learn more online at [www.iBodyFit.com](http://www.iBodyFit.com).

His clients include entrepreneurs, CEOs of Fortune 500 Companies, and Ms. Figure Champions. Please email him with your fitness questions: [Franklin@iBodyFit.com](mailto:Franklin@iBodyFit.com).



## Why Get In Shape?

You're successful. You're happy with your career and you're happy with your social life. So what if you've gained a few pounds over the years? Everyone has. What's the big deal?

When you are in shape, you look good and you feel good. In addition to looking good and feeling good, getting in shape will help you live longer, improve the quality of your life, allow you more time to spend with family and save you money.

## Financial Costs of Obesity

Higher insurance premiums, poor physical health, poor physical functioning, daily life limitations, and less income due to diseases and sick days are all personal financial costs of obesity. Sound good?

## Save Your Money

The medical costs of obesity in the United States totaled about \$147 billion in 2008.

<http://www.cdc.gov/obesity/causes/economics.html>

## Save Your Corporation Money

The cost of obesity, including medical expenditures and absenteeism, for a company with 1,000 employees is estimated to be \$277,000 per year!

<http://www.cdc.gov/workplacehealthpromotion/businesscase/reasons/productivity.html>

## Additional Reasons to Get in Shape

If having a healthier lifestyle and saving money for yourself and your corporation aren't enough, here are many more reasons to get fit:

## The Fit Executive

When you get in shape, you greatly reduce your risk of **dying from diseases** such as:

- Stroke
- Cancer
- Heart attack
- Heart failure
- High blood pressure
- Gout and gouty arthritis
- Type 2 (adult-onset) diabetes
- Gallstones and gall bladder disease
- Osteoarthritis (degenerative arthritis) of the knees, hips, and lower back
- Sleep apnea (failure to breathe normally during sleep and the lowering of blood oxygen)

Additionally, getting in shape results in the following **positive benefits**:

- Weight loss
- Toned muscles
- Improved posture
- Improved self-esteem
- Increased confidence
- Increased endurance
- Increased muscle mass
- Less sick days at work
- Lower health care costs
- Less back, knee and joint pain
- Extra calories burned per day
- Change in body composition
- Lower body fat percentage

## Good News, Bad News

Ask any good business person if they want the good news or bad news first. They'll ask for the bad news. Good news is already good. Bad news needs to be dealt with.

## BAD NEWS

- Since you have been sitting at a desk for years, your **heart** may be so weak and under conditioned that you can't run 10 consecutive minutes.
- After the age of 25, you can lose a pound of **muscle per year**. If you weigh the same (or more) now then you did then, that added weight is all **excess body fat**.
- Obesity (too much excess body fat) is a growing epidemic and now leads to the most **preventable** deaths of Americans per year.

## GOOD NEWS

- You can complete a program designed to strengthen your heart and help you run for 10 consecutive minutes in just eight weeks.
- You can easily gain muscle and endurance at any age with the basic beginner weight training program found in this book.
- **Your weight** is one of **the only** things in life that you have control over. Your boss, your kids and your spouse control the rest!



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PART ONE

# FITNESS DUE DILIGENCE

## Re-Think Your Fitness

Getting in shape is not as difficult as you think. Pounding out miles on the treadmill and the “*no pain, no gain*” mantra is passé.

If you don't like gyms, you don't have to be stuck in them anymore.

A Fit Executive Workout is pain-free and can be completed in 30 minutes or less.

With today's variety of workouts, you can choose anything from indoor boot camps to fun beach workouts. There are even online and mobile phone workouts now!

## Fitness Due Diligence

You perform due diligence on a stock before you make a purchase. You research a firm before you merge. You screen an employee before you hire them. Do the same for your fitness.

Research gyms, workouts, personal trainers, the latest diet fad and more before you begin implementing one into your daily routine.

Ask yourself questions like, “What is the best workout for me?”, “Do I need a personal trainer?”, “How many reps should I be doing?”

# The Best Workout

The first question people ask themselves when beginning a fitness program is usually, “What’s the best workout?”

The best workout is one that is designed personally for you. Everyone has different fitness goals, so everyone needs a different workout. Therefore, there is no “best workout.”

The best workouts are ones that you enjoy, understand the benefits of, are within your budget and can complete several times per week.

## The Complete Workout

Regardless of where you decide to workout or what type of workout you choose, there are certain criteria that need to be met in your workouts.

According to the American College of Sports Medicine (ACSM) and The American Council on Exercise (ACE), a workout should include: cardiovascular exercise, resistance (weight) training and a flexibility routine. Add in warm ups and cool downs, and you have a complete workout.

Before you begin your workout, do your fitness due diligence. Start with **cardio**, as it is often misunderstood.

## **Fit Executive Bonus Tip**

### **3 Elements of Fitness Training**

**Cardiovascular Endurance:** the endurance and efficiency of your heart, lungs, and circulatory system.

**Muscular Strength:** the strength and endurance of your muscles.

**Flexibility Training:** the Range of Motion (R.O.M.) of your muscles and joints.

## Cardio for the Executive

When you think of cardio training, you probably think of running on a treadmill for hours and hours so you can burn some calories and maybe lose some weight.

That's not the primary benefit of cardio.

### Why Cardio?

Like a lot of busy executives, you probably sit at desk most of the day. Although this may seem normal, a sedentary job can lead to a weak and under conditioned heart.

Cardiovascular exercise will strengthen your heart, lungs, and circulatory system. A strong heart will help prevent heart disease. Stronger lungs and a stronger circulatory system will improve your endurance.

## How Much Cardio?

According to the American College of Sports Medicine (ACSM), you should perform 30 minutes of cardiovascular exercise per day, five days a week. It doesn't matter which five days of the week. Sound like a lot? It is. Luckily...

## Cardio Adds Up

Like accrued interest, cardio is cumulative. You can break up your cardio workout throughout the day, as long as you complete 30 total minutes. A 15-minute walk up the stairs and a 15-minute walk to the park will complete your 30 minutes of cardio training for the day.

As a busy executive, you can decide if a morning, afternoon, evening or combination cardio program is best for you.

## Hate to Run?

For your cardio workout, you don't have to run on the treadmill, sweaty, breathless and sometimes in pain, for what seems like forever. Cardio can be any exercise that elevates your heart rate.

### **Fit Executive Bonus Tip Instead of Running Try**

Bike riding, walking, & swimming are three examples of cardio. Scan below for more.



See more cardio alternatives to running here:  
[www.iBodyFit.com/hatetorun.php](http://www.iBodyFit.com/hatetorun.php)