



presents:

An Intro to the IR3 System:

**Learn how these personal
trainers
are changing the way people in
Orange County, CA think about
fitness, working out and
achieving incredible results in
the gym.**

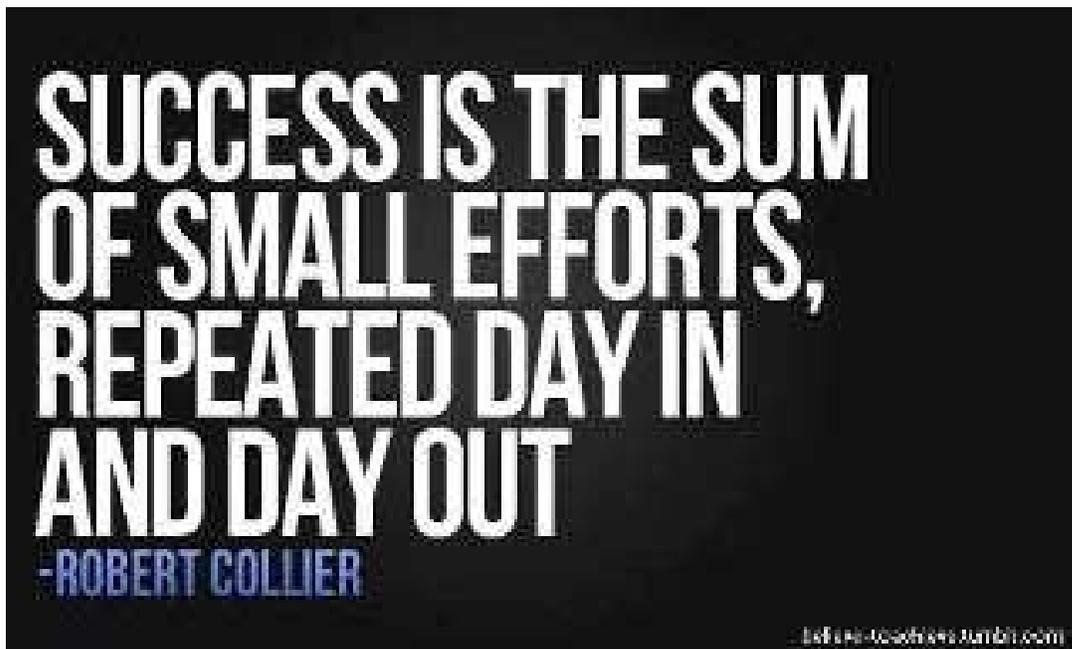
CONGRATULATIONS!

You have made a HUGE step towards success, whether you realize it or not.

By taking action and downloading the pdf, you have separated yourself from the masses. Most people rarely take action and it holds them back in many areas of their life. By acting, you now have access to information that can help you improve you and your family's life forever.

Pretty exciting, right?

Disclaimer: I am going to tell it how it is and be honest with you. Unfortunately, most fitness and health information is misleading at best. It is my goal to open your eyes to information that helps 1000s of people transform their lives, improve their health and gain the edge on their competition. If you are ready and willing to change, then this pdf will change your life. If you are looking for another quick fix or short cut to success, then you should stop reading right now.



We live in a “Quick Fix” Society.

When we want to make a change in our lives, we usually choose the easy way out. For example, most people get hungry and would rather dine out or drive thru versus taking the time to cook and prepare better food from home. This affects every aspect of our lives, especially weight loss, health and performance.

Companies feed on this desire for quick change and sell you everything from wonder supplements to plastic surgery. Ever bought any fitness equipment from

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an infomercial on TV? Got any pills powders or creams in your medicine cabinet? Odds are, the answer is yes, but the problem is that you never really got the results they promised.

Are these companies bad? Some sell garbage, but I don't believe most of them willingly sell nonsense. The real problem is that they don't address the whole picture, which is that your health depends upon 3 major categories: Mindset, Movement and Recovery.

Programs may focus on your mental health, but fail to address your physical body or the fuel you eat. Other may challenge you physically but lack the support or techniques to help you recover properly. A great program needs to address a variety of things that can affect our health and fitness.

You are not going to get a six pack with a new gimmick product on TV.

\$150 worth of protein, energy pills and herbs isn't going to help you perform better.

Sitting on a machine at the gym is not going to make your back pain go away.

Buying a gym membership does not get your butt off the couch.

Extreme fad diets never last

I'm just going to get real honest with you right now...

Most stuff people try and do to look, feel and perform better is leading them in circles.

If you want to create real, long lasting RESULTS, then your program has to do address how you think, how you move, how you eat, your support system and how your body recovers from the stress, both in the gym and out.

At Innovative Results, we have developed a trademarked system to address these three main areas. It is called our IR3 System.

Mindset - Movement - Recovery



When people call to inquire about our training, the first question we ask is

“Why are you calling?”

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After years of working with people, we realized that people usually need a very specific, emotional reason to change. Accomplishing any fitness goal requires change, so we need to understand someone's goal and level of motivation to get there.

A girl looking to tone up for a pool party is probably less motivated than the soon to be bride that has to stand in front of 300 of her closest friends and family, on the biggest day of her life.

Make sense?

So, here's my question for you...

You downloaded this pdf.

Why?

Were you hoping to gain some piece of knowledge?

Maybe a better understanding about health and wellness...

You could be looking for the edge over the competition...

Why are you reading this?

Write your answer here:

HINT: The more emotional your goal makes you, the better chance you have to staying consistent and accountable over time.

We see fitness and health as a lifestyle. It's not just a quick fast or fad, that creates short term victories. We do not promote quick fix programs, gimmicky workout plans or fad diets.

Innovative Results relies on a proven system, hard work, focused intensity and patient endurance to walk people through lifestyle changes that influence and improve every aspect of their health.

Bottom line: We help people get better results from their fitness programs.

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We have helped people lose weight, recover from injuries, increase sports performance, reduce body fat, increase energy, reduce stress, improve health statistics and more. If you're interested in reading some specific success stories, [click here](#). There are literally hundreds of various stories and you'll probably find someone, just like you, that overcame their situation or emotions to uncover a whole new life.

We start by uncovering someone's goal, level of commitment and then we develop a plan to get them from point A to Point B.

Seems like the logical place to start, but most people skip this important piece of the puzzle...

Developing a solid plan may involve a variety of strategies, including visualization, meditation, goal setting, accountability, workouts, planning meals, education, massage, sleeping patterns and more.

Everyone's plan is unique and requires slightly different approach.

**Interested in having us create a specific plan for you?
Give us a call today and let one of our "Award Winning" Trainers
answer your questions.
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So let's get into some of the meat and potatoes here...

Remember, the IR3 System that we discussed above? It is the key to your success, whether you are looking to lose weight, perform better in competition or if you are looking to reduce back pain.

So where do we start?

Well, I thought about writing a very detailed description of the system, but that would literally take years to organize and refine. Instead, I have decided to share some of our most popular articles from our blog. We have over 500+ articles and videos that specifically address aspects of our system, address issues and provide solution that can help you get started, stay on track and overcome, even the toughest, obstacles.

Feel free to browse these articles.

Ask questions by leaving a comment. We want to connect with everyone in our IR Family, in the gym, on our site, via social media or elsewhere.

We just want to help you get results, so lets get started.

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The IR3 System starts with mindset. Here are several of our most popular articles discussing various topics related to getting your mind right, before jumping into a fitness plan. Again, we want you to develop long term success and that starts with the right mindset.



Our Top 10 Articles To Get Your Mind Right Keep You Focused and On Point

[Out of Shape? Start Here.](#)

[Creating Mental Momentum is the Key to Success](#)

[There are Those That Do and Those That Don't...Which One Are You?](#)

[Bullet Proof Your Confidence](#)

[Learning to Adapt a Fitness Plan to Your Crazy Schedule](#)

[What Drives You?](#)

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[What Does It Take To Win?](#)

[Huge TIP: Start Keeping a Journal](#)

[Something To Look Forward To](#)

[Using Mini Vacations to Break Up Your Day](#)

[Success in the Gym Starts Between Your Ears](#)

[Leave Your Problems at the Door, It's Time to Workout](#)



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Part 2: Movement

The second aspect of our IR3 System involves movement. Most people think in terms like exercise, cardio, weights, yoga, running, swimming or similar. At IR, we break everything down into to basic movements.

Our goal is to help everyone move more efficiently. Once they have control of their own body, then we can use variables to increase stability, strength or power as needed. This simple breakdown allows us to help people without hurting them. Sounds simple, but lots of gyms use one style of training or run all of their clients thru identical programs. This sporadic style of training has become popular, but can do more harm than good.

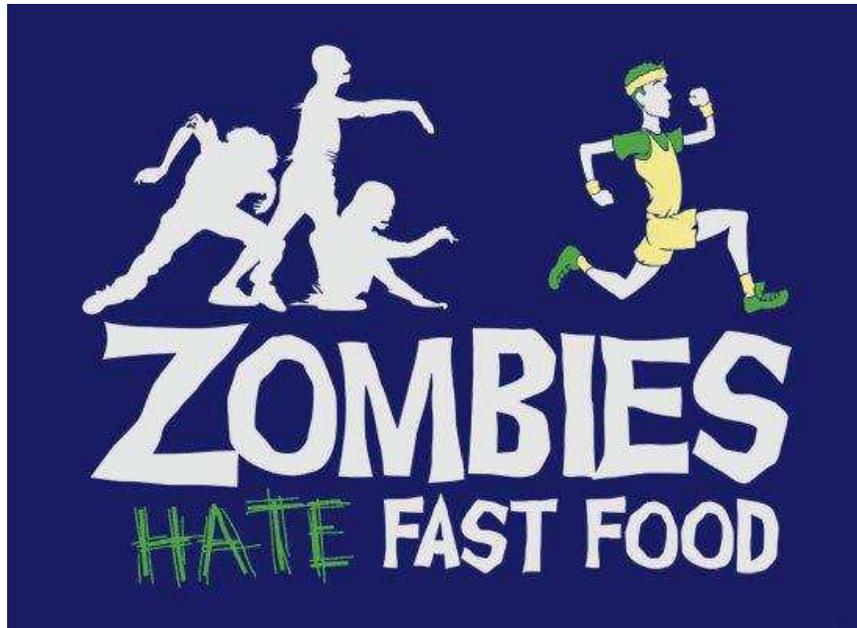
Here are some movement basics:

Move in all directions – Most exercise is done in the sagittal plane (straight forward and backward). The world exists and influences us from 360 degrees, especially in sports. Instead of simply lunging forwards, try various angles. You will be surprised how much it shocks your body and forces us to adapt.

Progress slowly and methodically – Youtube, TV shows, exercise videos and magazines love to showcase the coolest, new exercise that no one has ever seen...or better yet, that the pro athlete is doing during the offseason. While this is cool to watch, it is inappropriate for most people viewing or reading. If you want to start a new program, make sure to start slowly, develop proper movement patterns and then start increasing the intensity or difficulty.

Vary the intensity throughout the week – While aerobics were popular in the 80s, bodybuilding dominated the 90s and recently, high intensity workouts have become the sexy new way to workout. Boot camps, fitness competitions, intervals, metabolic circuits and the like seem to be popping up on every corner. The truth is that we all need to vary the intensity of our workouts thoughtfully over time. No one can get smashed everyday and expect to last. On the opposite side of the coin, people shouldn't rely on long bouts of cardio to get them to their goals.

Good fitness programs are well thought out, backed by science and create a fun way to get people moving efficiently, while leading them to their desired goal.



Here are some of our Top Articles About Warming Up, Improving Your Workouts, Mixing it Up and Having Fun Along the Way.

[Simplifying Exercise: It All Boils Down to Basic Movement](#)

[Warming Up 101](#)

[5 Steps to Improving Your Workout and Changing Things Up](#)

[8 Types of Interval Training That Will Take Your Conditioning to New Heights](#)

[Are You Overtraining or Making Progress Toward Your Goals?](#)

[5 Articles to Help You Look Better, Feel Better and Perform Like a Champ](#)

[You're Only As Strong As Your Weakest Link: Hand and Forearm Strength](#)

[7 Basic Movements that Everyone Should Do](#)

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[7 Reasons Why Bodybuilding Routines Are Holding You Back](#)

[Should I Focus On Movements or Muscles?](#)

[101 Conditioning Workouts](#)



Part 3: Recovery

Most of us live pretty stressful lives. Work, family, finances and other things can add stress to our lives, but did you realize that exercise is also a stress?

Don't get any ideas, exercise is usually a good stress for us, but we need to account for exercise stress when assessing our current situation and progress over the next few months.

Our bodies respond to the stress and this causes physical changes and adaptations in the body. Since most of us are overly stressed, tired, and eat poorly, this leaves our bodies depleted, run down and overworked. Our bodies, when healthy, are able to keep up with this stress loads, but over time, we become unable to keep up with our stress demands.

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By improving our food, sleep, using other recovery techniques, we can usually improve our health, increase our energy and fortify our defenses against stress.

Here are a handful of our top recovery articles to help you eat more quality foods, sleep like a kid again and recover from your toughest workouts.

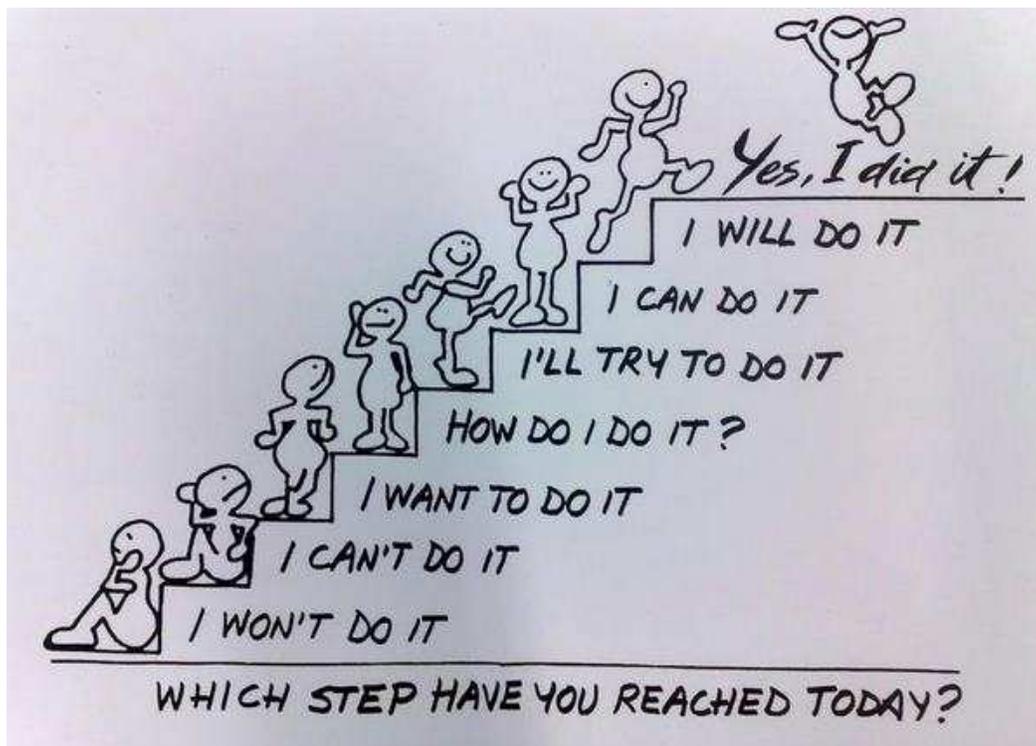
[Renew, Recover and Feel Your Best](#)

[Reduce Pain, Increase Range of Motion and Increase Performance](#)

[How Much Does Nutrition Affect Your Results in the Gym?](#)

[21 Tips to a Better Night's Sleep](#)

[109 Ways to Live a Better Life, Increase Energy and Get the Body You Want](#)



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Here's Your Homework

I want my body to look like

I want to be able to

This is important to me because...

My _____ hurts when I _____.

My list of injuries (past and present)

I workout _____ days per week and I usually _____.

I do mobility work daily (yes or no) (Foam rollers, trigger point, bodyweight work, etc)

I typically eat _____ for breakfast.

I have _____ for a morning snack.

I usually _____ for lunch.

In the afternoon, I usually have _____.

Most nights I have _____ for dinner.

After dinner, I usually spend my time _____.

I go to bed at _____.

I usually wake up _____ times per night.

During the week, I wake up at _____.

I feel _____ in the morning.

The biggest thing about my health that I would like to improve is...

Who is helping me succeed? List your resources here...

Notes: _____

Here are the ways that Innovative Results can help you reach your fitness goals and improve your life.

#1 Read our Blog or Newsletter – We want to add value to your life. Our blog is packed with over 500+ articles and our newsletter delivers helpful content on a wide variety of topics every week. Check out the blog here:

<http://www.innovative-results.com/personal-fitness-training-blog/>

#2 Follow us on Facebook – We are super active on Facebook and love interacting with all of our friends and fans. Find us here:

<http://www.facebook.com/PersonalTrainerOrangeCounty>

#3 Watch our videos on Youtube – We are always posting fun workouts, exercise tutorials and other tutorials that may help you.

<http://www.youtube.com/user/InnovativeResults>

#4 Get involved, ask questions, leave comments and interact with other members of our family. If you're going to join the party, then meet some people and have some fun!

#5 Come train with us! If you live in Southern California, you've got to schedule time to workout with us. Everybody loves our gym and has a blast working out. Our unconventional, fun approach to working out is a breath of fresh air.

Call to schedule your FREE Trial 866.243.4472

i'm not telling
you it is going to
be easy, i'm
telling you it's
going to be
worth it.

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SPECIAL Bonus! [Click here](#) and download more FREE Fitness Resources, like shopping lists, meal plans, recovery techniques and more.

We look forward to staying touch with you and helping you develop a successful plan that leads you to living a healthier, happier life.

Hopefully some of these tips, articles and resources will help you improve a little.

Remember, creating a healthy lifestyle and making progress in the gym, doesn't always come easily.



It takes hard work, focused intensity and a patient endurance

Remember this as you move forward and focus on getting a little better everyday.

Don't expect perfection or make too many changes too quickly. Instead, take a couple tips from this pdf, apply them to your life and then refer back to this pdf every week. Over time, you will develop healthier habits and your fitness goals will happen automatically.

Enjoy the ride!

Your friends,

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Watch us on [Youtube](#)

NEW CLIENT OFFER: Mention this pdf and get 25% OFF your first month of training!

- STEP 1: Print the "Your Homework" pages of this pdf. (page 12-13)
- STEP 2: Fill in your answers.
- STEP 3: Call Innovative Results and schedule a FREE Trial Session (bring your homework!)
- STEP 4: Sign up for one of our "Award Winning" Services (personal training, small group sessions or boot camp classes) and SAVE \$.

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