

# 43 Secrets To Choosing The Best Gym In Town



*Includes 3 Special Reports:*

**The 8 Most Common CrossFit Misconceptions**

**The 20 Most Important Questions When Choosing A Gym**

**The 15 LIES You MUST Stop Believe About Your Fitness**



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# The 8 Most Common CrossFit Misconceptions

## 1) “CrossFit is intimidating.”

CrossFit is a general fitness program meant for everyone. People often confuse CrossFit M2 with the sport of CrossFit—you know those guys on ESPN? Our gym is nothing like that. Our clients range from age 6-70. Everyone is at their own fitness level, and that's OK.

We have a whole beginners' program dedicated to making the transition into CrossFit M2 as easy as possible. You'll be with a group of people who are all brand-new to CrossFit, and you'll all learn the movements together at a slow and controlled pace. The coaches will patiently help

guide you through your beginner-level sessions until you're comfortable with all the exercises.

## 2) "You have to be in great shape to start CrossFit."

This is a very common misconception. The only people in "CrossFit shape" are those who are currently doing CrossFit. Thinking you need to "get fit" before starting is another way of procrastinating.



We offer scaling options for every fitness level so you can thrive in each workout on a personal level. Our Introductory Course slightly increases the difficulty of each session so that when you graduate at the end of the month, you'll finally be in CrossFit shape!

Remember, fitness is a lifelong journey...a journey that we all should strive to be on forever.



*Allison lost 18 pounds and 6 inches from her waist*

### 3) “CrossFit is expensive.”

We do not cost \$10/month like some gyms because we do not provide that type of service. Cheap gyms charge you a small amount of money each month for access to a dirty room full of equipment (some of which you don't even know how to use). And the worst part is, most people who buy memberships to these gyms end up never even going.

Instead, at CrossFit M2 you'll find great *fitness value* rather than a cheap pricetag. That doesn't mean we're expensive; actually, our rates are comparable to, or less than any other group-led workout program in our local area. What it means is when you join CrossFit M2 you'll get



unbeatable personal training, solid nutritional advice, accountability, great workout design, workout programming, and structure.

We design a specific workout program for you, and we critique your workouts to help you achieve your goals. We offer a state-of-the art workout tracking system that records all the details of your workouts, including the weights you used and your times. You'll also get 24/7 access to our nutritional coach and a daily food log.

The reality is, with the quality of instruction and level of attention you get from our CrossFit M2 Coaches, it is personal training at a fraction of the cost. The question is not, "Can I afford CrossFit M2?" The question is, "Can I afford **not** to train at CrossFit M2?" Your answer should be obvious if:

- Your health is a top priority
- You enjoying being motivated
- You are focused and want results
- You want to take your fitness and mindset to a whole new level
- Your life demands that your workouts be short and effective
- You want the best fitness instructors available on the market

The truth is, you will have to pay for your health at some point in your life. Do you want to pay for it now, and get in the best shape of your life? Or do you want to pay for it later in the form of prescription pills and hospital bills?



*At 49 years old, Wendy transformed her body and can even do strict pull-ups now!*

#### **4) “CrossFit is a cult.”**

CrossFit is a community of like-minded individuals. Everyone at our gym truly wants the best for each other, and we all value one important thing—health.

You don't have to dress a certain way, talk a certain way, or eat a certain way. Everyone at CrossFit M2 knows each other by name and truly wants to help one another get the most out of their workouts. It is not uncommon to see clients develop strong, lasting friendships here.

We hold Christmas parties, bonfires, socials, happy hours, Halloween parties, and more all for our members to hang out together. It's not because we are a cult, it's simply because exercise brings each of us together for a total life of health, wellness, and happiness.

It is easy to enjoy the company of others with the same oriented goals in mind. The truth is we are a big fitness team. A fitness family.



### 5) **“CrossFit is dangerous.”**

Walking across the street is dangerous but we still all do that, and most of us make it. CrossFit is no more dangerous than a softball league, local 5K, or hiking in the mountains.



The reality is that anything that you exerting yourself in can be dangerous. You can injure yourself in any activity, but CrossFit is safer than many activities people perform every day. At CrossFit M2, we like to work with people in 3 stages:

1. Mechanics—learning how to do the movements with correct technique
2. Consistency—the ability to do the movements over and over again with safe and relatively efficient technique
3. Intensity—the speed at which you do the movements

Our beginners-only Introductory Course is the safest and most effective way to ensure that your technique and form are perfect before starting with us. This is just one way we help prevent injuries at CrossFit M2.

**6) “CrossFit is too intense. I can’t even do a pull-up or a push-up.”**

“Intensity” isn’t something you either have or don’t have. Intensity is a level, a scale from 1-10—and 10 is not necessarily better than 4, 5, or 6. The great





thing about CrossFit is that it's essentially group personal training, and no one has the same level of fitness. This means that the intensity is different for everyone.

My 72-year-old grandma does CrossFit and her intensity level is much less than my 19-year-old brother's. Every movement in CrossFit is scalable, with easier versions and more difficult versions.

If the workout asks you to jump onto a 20-inch box, and you are unable to at this time (we are not allowed to use the word "can't" at CFM2), then you simply jump to a 12-inch box instead. Or, if you're unable to do a pull-up at this time, we have special rings that allow you to do easier pull-ups until you're strong enough to complete a regular pull-up.

The unsettling thing is the media portrays CrossFit to be some intense and scary exercise program. If you watch the sport of CrossFit on ESPN, you might believe that the only people who do CrossFit are amazing ESPN superstars. That is just not the case. CrossFit is for everyone, grandma, grandpa, mom, dad, cousin, nephew, younger sisters. The only thing that's different is





the intensity level. Everyone is different, and we cater to everyone's fitness needs here at CrossFit M2.

### 7) **“CrossFit and lifting weights will make me big and bulky.”**

In order to become big and bulky you have to train a certain way and eat a certain diet. Those certain ways are **not** the way we train or exercise here at CrossFit M2. Lifting a barbell and doing squats or an overhead press will not make you big and bulky.

When people ask me this question, I tell them: “If you become big and bulky from CrossFit, than we'll both write a book about how you did it. We will sell that book and make millions of dollars, and then we'll buy yachts and sail about the Caribbean. Unfortunately, I don't think it's going to happen.”



*Whitney “tried CrossFit and immediately loved it”—  
and losing 15 pounds didn’t hurt, either!*

If your goals are to become “big and bulky,” than we can definitely introduce you to that style of eating and training, but it would be supplemental and different than our day-to-day CrossFit classes.

**8) “I can’t do CrossFit because I have a bad back/knee/shoulder.”**

As we mentioned before, everything we do here is scalable. If you’re currently unable to jump onto a 20-inch box, we give you a 12-inch box instead.

We can change any of the movements in a workout so you can receive the same type of stimulus without injuring yourself or causing any pain to that area. If your shoulder hurts and you are currently unable to do a shoulder press, than we substitute sit-ups for you instead.



Scaling is very much encouraged at CrossFit and everyone here does it, especially when they're starting out.

Don't let your old knee injury hold you back. Are you unable to do a squat at this time because of a knee injury? Chances are if you stretch, mobilize, and strengthen your knee, along with learning how to move properly, you'll be able to gain back full range of motion in your knee in just 3-5 weeks.



# The 20 Most Important Questions When Choosing A Gym

## **1) Do you enjoy the atmosphere of the facility?**

If you don't enjoy the atmosphere, you won't return (or you won't enjoy returning). This is important because the only way to get results with a fitness program is by being consistent.

The atmosphere should be safe, fun, exciting, high energy, and motivating. Nothing is worse than stepping foot into a boring and low-energy fitness facility. It's just not fun or stimulating to exercise in a place like that. Make sure you like the trainers, environment, and other members.

Get a feel for the community through the gym's blog and Facebook/Twitter/Instagram pages. Ask current members who may already be in your social circle what they think about the gym's culture and atmosphere.



*Cory looks and feels like a new man thanks to CrossFit M2*

## **2) Is the training/gym staff friendly and encouraging?**

Do the training staff and employees know your name? That's a good indication of how much they care about you and your goals.

When you first step foot into the facility, did someone greet you with a smile and welcome you? Or did you stand by the door, looking for answers on your own?

Do the trainers motivate and encourage you through your workout when you're tired, unmotivated, or struggling? The trainers should take their time to push you, and get to know you and your goals.

### **3) Is the training staff knowledgeable in exercise and fitness protocol?**

A good trainer/coach should have multiple years of real, hands-on training with clients, and a lifetime dedication to their own health and fitness.

Daily active learning within fitness should be a passion of every trainer.



Trends and techniques are always changing in the fitness world, and the trainers should be required to stay up to date on continuing education.





At CrossFit M2, we require all coaches to have worked in the industry for at least 2 years before we hire them. We make new coaches work as interns before they become full coaches, and we require a continuing education certification course every 6 months.

#### **4) Are they the most expensive gym in town, or the cheapest?**

The fitness industry has a huge range of values and prices.

The saying “You get what you pay for” is usually true, and it could not be truer than it is in fitness.

The honest truth is: more expensive gyms are typically better gyms.

Why? They have nicer equipment, better educated staff, cleaner facilities, more members resources, better customer service, more guidance, and they work with members on a more one-on-one basis.

The reason CrossFit M2 charges such a premium price for membership is it allows us to make our gym smaller. That's right: we want *fewer* members paying a premium price because it allows us to work with every single member on an individual basis, build closer relationships



with our clients, provide free nutritional advice, help with workout design, and allows us to give you more attention and guidance.

There is a reason why CrossFit M2 is so exclusive. People get results here because we can work so closely with them. The gym charging \$10/month with 10,000 members can't possibly help all 10,000 members. At CrossFit M2, we charge \$100+/month because it limits our client base and allows us to fully dedicate ourselves to you and getting you fast results.

### **5) Are other members friendly and encouraging?**

If the other members are not friendly or nice, than do not join the facility or continue your membership.



At CrossFit M2, we believe health and fitness should be uplifting, make you feel confident, and increases energy.

If your surrounding environment makes you feel neglected, out of the loop, intimidated, or uncomfortable being yourself, then it's the wrong gym for you.



## **6) Is the facility clean and in line with health codes?**

Many gyms have equipment lying all over the place, with germs crawling all over the seats, lockers, and weights. This is an indication of how the gym is run behind the scenes.

If the owners do not care enough to clean the facility, then they surely don't care about you.

At CrossFit M2 you could say we are clean freaks. We follow state and local health codes for proper cleaning, and sanitation of all materials, equipment, and nutritional food.

Our equipment gets wiped down after use, the floor get swept and cleaned daily, the bathrooms are properly disinfected daily, and the computer keyboard is sanitized daily.

## **7) Does the gym offer nutritional guidance?**

Believe it or not, 70% of fitness is eating the proper foods. If a gym doesn't help you with your nutrition, then you're missing out on 70% of your potential fitness gains.

Many so-called “health foods” are actually cleverly disguised junk foods that can actually stimulate you to gain more fat...yet the diet food marketing industry continues to lie to you so they can maximize their profits.

Nutritional Guidance for optimal health and fitness should consist of, and in this order: vegetables, lean meats, fruits, nuts and seeds, healthy fat, and a little starch.



We offer programs arranged around our clients’ goals and specifically work with you on a one-to-one basis on your goals.

Everyone is different. If your goals are to build muscle, lose weight, get toned, or lean out, then you need a specific nutrition program geared toward that specific goal. There is no such thing as a one-size-fits-all program with nutrition.

## **8) Does the gym offer workout tracking software?**

If you cannot measure your progress in strength, cardiovascular endurance, speed, balance, flexibility, agility, coordination, and accuracy, than how do you know you're getting results?



The days of writing your workouts down in a spiral notebook is a thing of the past. Welcome to the 21st Century.

At CFM2 we offer WODify. This provides our clients online cloud-based software they can access from anywhere, anytime. They can access their entire past workout history, detailed strengths charts, and performance grids, all from their computer at work, their tablet on vacation, or their smartphone in the living room.

We detail all of our members' progress in our facility, because the best results are measurable results. To clearly have a chart that clearly shows your progress is a priority.

**9) Does the training staff know your name and understand your goals?**



When you first step foot into the facility did someone greet you with a smile and welcome you by name?

If the training staff, and employees do not know your name, that's a good indication that they do not care about you or your goals. The training staff should clearly identify your goals with you on a personal level.

If you don't have a path to follow, how do you know if you're moving in the right direction? If your goal is to lose weight, and the trainer doesn't know and understand you and your goals, how do you know if the trainer is giving you the right workouts? You don't.

Your goals need to be clearly identified with your coach, which is something we do with every new member here at CrossFit M2.



*Emily went from a size 22 pants to a size 14*

**10) Do other members listen, follow instructions, and respect the trainers?**

If the coaches and trainers don't have the respect of the clients, then watch out.

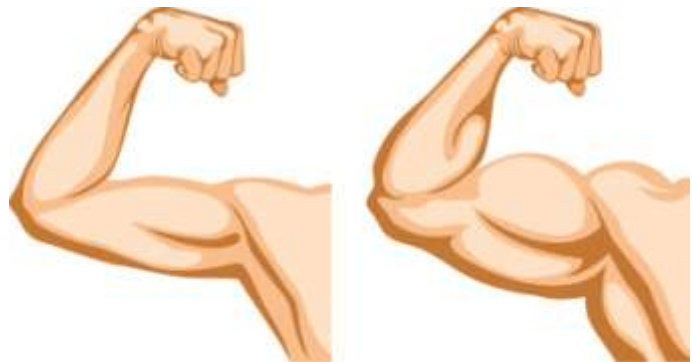
This is where injuries, personal issues, and poor management come into play. The trainer should act as a sports team coach. They should guide and steer the clients with their support.

There should be a professional separation between trainers and members. Members need to respect what the trainers say. This is important for your safety, no matter what gym you attend.

### **11) What is the trainer-to-member ratio in the facility/class at one time?**

The standard in the CrossFit gym industry is to offer one coach per class with 20-30 clients per class.

At CrossFit M2, most of our classes (75%) have 2-3 coaches, and we cap all our classes at 15 members.



We offer you superior attention and guidance, and our coaches make sure that you are performing each movement correctly and safely.

### **12) Does the gym require continuing education of its staff?**



The fitness industry is a dynamic, fast-paced, ever-changing industry where new methods and modernized science are paving the way to faster and more yearned-for results.

The methods and guidance from five years ago is very different than today.

We require all staff members to complete a continuing education certification course every six months in order to stay up to date with the latest advancements in the industry.

Yesterday's methods are no longer applicable. I hope you're not still taking salt tablets to increase performance!

**13) How long did the coaches participate in CrossFit before becoming instructors?**

At each CrossFit Level 1 Certification Course, the instructors ask the group, usually between 40-70 people, how many have **never** done CrossFit





before and it is astounding to see how many hands go up.

We require that all of our instructors participate in CrossFit/Olympic Weightlifting. We are firm believers in practicing what you preach.

All of our Coaches have been doing CrossFit or similar strength and conditioning programs for at least 3-5 years before becoming instructors. Our coaches learned from doing. They found out personally what works and what doesn't.

What this means is that everything we deliver to you has been tested by us. They're proven methods to get in shape and maintain a fitness-based lifestyle for improved health and longevity.

**14) Do the coaches shuffle folks in and out without taking time to learn names?**

Community is what hooks most of our clients from day one. It's important that you find a gym community with which you click, because that will make you feel good about coming back again and again.

**15) How do coaches introduce you to CrossFit?**



Is it through a series of beginner classes (often called “On Ramp,” “Elements, “ or “Foundations”)? A one-on-one session with a coach?

Be cautious of facilities that throw you into regular classes right away, even when there is separate “beginner programming” within the class.

### **16) Do coaches watch all athletes lift?**

Under what circumstances, if any, are athletes allowed to lift without the eyes of a coach? This is very important for preventing injuries.

### **17) Is nutrition discussed?**

It is the basis of just about everything. Red-flag any gym that doesn't teach you how to eat for the best results.

### **18) Is the programming dynamic?**

In other words, does it change? Can the coaches talk with specificity about the rhyme and reason behind certain movements/skills and their inclusion in the cycle of programming?

### **19) Is there a focus on mobility and movement preparation?**



Do coaches lead movement preparation as part of class, or are athletes expected to foam roll/LAX ball/stretch/warm-up on their own?

**20) Are the trainer/staff members in shape themselves?**

This is an obvious question to ask. If the trainers aren't in shape themselves, then how can you expect them to get YOU in shape?

# The 15 LIES You MUST Stop Believing About Your Fitness

**1) Chicken, egg whites, rice, and broccoli ONLY if you want to get lean.**

PLEASE DO NOT do this! Your body needs micronutrients and vitamins. I know so many aspiring people who just want to





better their fitness and physique that hire people who tell them to follow this diet. FIRE THEM!

Always remember to eat a varied and balanced diet including a spectrum of fruits and vegetables to make sure your body gets the nutrients it needs to perform at its peak.

## **2) Eating fat makes you fat.**

Fat is an essential nutrient for countless essential body processes. In our diet plans, we include all good fats (trans fats excluded) in the correct ratio. Rotate your fat sources and watch your health levels skyrocket.

## **3) You've got to lift heavy to grow muscle.**

You've got to lift properly and maximize tension to grow!

Don't worry; it's easier than it sounds once you get it. In fact, lifting weights of any sort will build muscle and develop a lean and toned look.

## **4) A calorie is a calorie, and all calories are created equal.**

Sounds like methead math to me. The WORST thing you can do is eat

indiscriminately. This will set you up for insulin resistance and LESS muscle growth.

I can't believe all the kids brainwashed into thinking pop-tarts are okay!

### **5) I'm trying to work my "tie-ins."**

I still laugh when I read this. There is NO SUCH THING as a "tie in," people.

A muscle is a muscle, and it is what it is. Where two muscles tie together is simply where two muscles tie together. You CAN'T train that. You can certainly train a muscle's ENTIRE length, but not the space between two muscles.



### **6) I'm training to stretch my fascia.**

Your fascia does not stretch.



It is 100% proven fact that fascia has the tensile strength of steel. It may expand, much like muscle does when it gets warm, and become more pliable, but as soon as it cools down, it's right back to where it started.

Fascia grows in much the same way muscle does. You may break fascial adhesions, which gives the illusion of expansion or greater range (a great thing), but unfortunately it's not stretching to allow for muscle growth.

Volumize your muscle via training and your fascia will see a need to adapt and expand or grow.

### **7) I don't want to "overtrain."**

Listen: an hour or two of working out, five days a week, is not overtraining. Ever. Period.

(Unless you don't eat and don't sleep...in which case overtraining is the least of your worries.)

\*\*\*Note: If you have not attended one of our FREE Saturday 9am Community Classes, I strongly encourage you to come in and give it a shot. We host these free of charge every Saturday at 9am.\*\*\*



## **8) Low-intensity cardio is best for fat burning**

Hopefully, by now, most of you know that this is a big load of BS. It's true that low-intensity cardio does burn a higher percentage of overall fat while you're exercising, but (A) it burns less overall calories and (B) it does nothing for your BMR (your calorie burning for the rest of the day).



## **9) Fasted cardio burns more fat.**

Never been proven. Ever. In fact, it has been shown that cardio (or any exercise for that matter) done after consuming calories has a greater thermogenic effect (more calories burned).

## **10) When you stop working out, all that muscle turns to fat.**

All your muscle has to go somewhere...right?

Well, no. Fat and muscle are two completely different entities. It's like turning chicken breasts into donuts. Typically even after stopping CrossFit you will still keep your strength gains.

## 11) Saturated fat is bad.

Actually, saturated fat has **never** been shown to have any correlation with all the negative things the media might have you believe, like heart disease and stroke.

The only time fat is bad is when it's combined with sugars. On its own, saturated fat actually has many positive benefits in the body like encouraging hormone production.

## 12) Taking glutamine and whey protein together is bad.

Actually, combining whey protein with glutamine can help increase protein synthesis.

Glutamine also helps improve your immune function and immune function is an indicator of strength. Weak immune system = weak muscles.



### **13) I'm going to diet, lose body fat, and get in shape before I start exercising.**

I hear this all the time. Listen people: weight training is THE best way to lose body fat and change composition. Don't put it off any longer!

### **14) Squats are bad for your knees.**

I don't know when this myth will die, but the truth is: full squats are actually *good* for your knees.

Unfortunately, no matter how much writing and promoting coaches like me do, the general media—and far too many personal trainers—still spout off this nonsense as fact.

Squat deep on every repetition. By “deep” I mean the top of your thighs should be at least parallel with the ground—and preferably lower. Do this, stay on your heels as much as you can, and your knees will stay healthy long into old age.

### **15) Weight training will make women bulky.**

This is true...if the woman is on steroids. Female bodybuilders who abuse steroids, growth hormone, and other anabolic substances almost singlehandedly ruined the act of lifting heavy weights for most women in this country by providing a false example.

The average man produces ten times the amount of testosterone as the average woman. To be truly bulky and “manly” you *need* a lot of testosterone. Without it, you can't be bulky.

So, unless you plan to inject yourself with steroids, you have very little to worry about. Gaining muscle won't make your arms look too big—but fat will. See for yourself:



*Andrea...70 pounds...what more is there to say?*



# What Comes Next? The Best Way To Get Started

If you made it this far, you're probably interested in finding out what our classes are like. So what should you do next?

Stop on by! Visit us at <http://crossfitm2.com/> to learn more.

Or come take a look at our gym at 2017 Broad Ave in Findlay. We'll be glad to give you a tour and answer any questions—no hard sales pitches.

For a free taste of what our classes are like at CrossFit M2, stop by on Saturdays at 9am. Our Community Classes are free of charge and guaranteed to get your weekend off to an energizing start.

Questions? Call 419-318-XFIT or email [Team@CrossFitM2.com](mailto:Team@CrossFitM2.com).