

Frugal Fitness

The Way of the Purposeful Primitive

Why being denied a personal trainer, a fancy facility and exotic nutritional supplements might be the best thing that ever happened to your body renovation efforts

In these times of economic uncertainty, people feel they have to abandon fitness completely because they cannot afford the fitness club dues, the \$100 per hour personal trainer, the expensive cardio and exercise machines, the exotic supplements, the prepackaged foods mailed to your house...I am here to tell you that none of this stuff is necessary and factually being rid of these expensive modes, methods, devices and superfluous nutritional products is a blessing in disguise.

Superior results can be obtained using primordial methods and rustic training tools and modes. Purposefully Primitive Fitness has been championing Old School modes and methods as being superior long before the economic tsunami swept away all the trappings of vanity fitness. I am here to tell you that superior results can be obtained on a shoestring budget. I am here to tell you that there is no need to abandon your fitness efforts because you can no longer afford the glitzy, expensive trappings and accoutrements associated with fitness. I am here to tell you that superior fitness results can be obtained using primitive modes and methods.

I am here to tell you that all the flash and confusion associated with fitness has been washed out to sea and this is the best thing that ever happened for those smart enough and clever enough to understand what has occurred. I am here to show you how to make lemonade out of fitness lemons. We are the masters of effective, result-producing no-frills fitness.

Shoestring Fitness for lean times: An economic Tsunami has hit fitness and we are just beginning to feel the repercussions. A seismic shift has occurred beneath our feet and will affect all things health and fitness related. When economic situations turn sour individuals look to trim back costs. One of the first cutbacks is invariably “vanity pursuits.” Are those monthly manicures really critical? Do we need to have the \$100 hair appointment every month? How about the \$400 per month normally spent on clothes and baubles? It cost \$100 + for a couple to eat at a decent restaurant assuming they have a few drinks. Is purchasing a new vehicle critical? How about the \$120 per month cable bill or the twice monthly massage?

During tight times people chop away the superfluous expenditures, the vanity-related outlays and the upgrades. Fitness is not exempt: one of the first cutbacks folks looking to reduce the monthly outlay will make is the expensive personal trainer. Those seriously strapped will jettison the health club. Nutritional supplements certainly fall into the superfluous category. Fitness products, services and accessories are not exempt from the impact of the current economic crisis: on the contrary fitness expenditures will likely be amongst the first industries to experience consumer frugality.

The Silver Lining in the Dark Fitness Cloud: Health and fitness-minded individuals forced to jettison the personal trainer, the health club or the gym can turn lemons into lemonade. Just because you can no longer afford a personal trainer doesn't mean you can't engage in effective, result producing resistance training; just because no longer have access to a \$15,000 aerobic treadmill with a built in TV doesn't mean you can't engage in result producing cardio exercise; just because you cannot afford exotic nutritional supplements doesn't mean that you cannot construct an effective dietary template.

To the contrary – a strong argument can be made that jettisoning these expensive tools, trainers and tactics is likely *the best thing that ever happened to your body renovation quest*. Effective fitness should have two irreducible goals: add muscle, strip away body fat. The best way to accomplish these twin titanic goals is to engage in Old School retro fitness – fitness that coincidentally requires *little if anything* in terms of tools, equipment or supplementation. Factually, incredible fitness results – superior results – will be obtained by using the most simplistic tools: the barbell, for resistance training, your feet for cardiovascular training, regular food obtained from the grocery store to construct a deadly effective nutritional template.

Doing fewer things better: Long before the current economic crisis forced fitness-minded individuals nationwide to reexamine and reduce the financial outlays associated with the pursuit of fitness, barebones fitness ultra-basics were prophetically championed by retro experts who insisted that modern fitness – i.e. the fancy health club, personal trainer, expensive exercise machines and exercise devices, elaborate supplements and miracle fat burners were bogus, false and not near as productive as Old School methods first used in the 1950s. This back to basics approach was a tough sell during the heady good times: nowadays people are taking a second look at what minimalistic methods have to offer.

- The most result producing method of progressive resistance training ever devised uses free-weight barbells and dumbbells in basic exercises. The goal of resistance training is to build and strengthen the 600-plus muscles on the human body. Compound multi-joint exercise using barbells and dumbbells cause groups of muscles to work together in a synchronized muscular relay that stimulates muscle fiber in a way unobtainable using resistance machines. Exercise machines that mimic free-weight movements are demonstrably inferior in that they eliminate the “third dimension of tension.” Free weight exercise requires muscle stabilizers to activate to control side-to-side movement. Ergo a free-weight exercise always results in more muscle fiber stimulation (the goal of resistance training) than resistance machines that mimic the identical free-weight exercise.
- Aerobic machines do not trump cardio exercise done without machines. There is zero evidence that aerobic activity such as running on a treadmill is superior to running done outside. Effective cardio can be done, depending on the degree of conditioning of the participant, by walking, power walking, trotting, jogging, running or sprinting – none of which requires a cardio machine. Swimming, implement-hoisting, prolonged free-hand exercise and intense games can and will

trump cardio done on machines. Old School cardio adds an athletic element missing in machine cardio. Additionally, repetitive motion injury and carpal tunnel syndrome, a serious danger for the avid machine user, are completely avoided with machine-free cardio exercise. Get outside when possible; fresh air inhaled mightily and for prolonged periods revitalizes and refreshes. Compare this to sucking in the stale carbon monoxide exhalations of the sickly or hung-over individual working two feet to your left in a germ-infested fitness club.

- Result-producing nutrition is *not* dependant on fad diets, nutritional supplements, miracle fat-burners, meal-replacement powders or prepackaged meals loaded with trans-fats mailed to your home. Result-producing nutrition is based upon the intelligent use of regular food, the kind purchased from the grocery store. By having a dietary template in place that expertly combines protein, fibrous carbohydrates and starchy carbs, by avoiding the more expensive (and unhealthy) refined and processed foods, the health minded individual can slash their food bill, eat better and obtain dramatic results using Old School bodybuilder nutritional tactics that rely exclusively on regular food available at any grocery store. Meal content and meal timing strategies have been obfuscated in modern times by nutritional hucksters intent on product sales: now all that is swept away. Result-producing nutrition is not dependant on pricey supplements or clever marketing: dramatic results are to be had for less!

Primitive Fitness for Frugal Times: When it comes to producing real results, tangible physical results, i.e. building more muscle, reducing body fat, Old School Retro methods, simplistic modes and methods using stone age tools and regular food, trump results obtained from machine training and supplement-biased eating every single time. You don't need machines to engage in kick-ass resistance training, you don't need machines to engage in lung-searing cardio, you don't need supplements, fad diets or prepackaged foods to lose body fat, you don't need an expensive personal trainer to tell you what to do, count reps or be your paid friend. You don't need to be a member at an expensive gym in order to have access to machines that are inferior, trainers you don't need, or superfluous cardio classes that don't deliver half the results you can obtain on your own.

Primitive all the way: What you do need to engage in fitness that trumps all of the above is \$50 in used equipment: a stone-age barbell and a few dumbbells for resistance training, a good pair of shoes or boots for outdoor cardio, a well-thought-out shopping list. Use ultra-basic modes and methods in a balanced, holistic fashion to elicit superior physical results. Our ways are the proven ways that have long been out-of-fashion due to their plainness and simplicity – now that the era of glitz and flash are dead it is time to resurrect these time-proven, battle-tested methods.

The Game Plan: You need a comprehensive game plan that melds, molds and balances the three elements: resistance training, cardio, nutrition – and you need guts, gumption, grit and perseverance. We'll provide you the balanced, battle-tested game plan that has been getting real results with next to no expense since the 1950s. You provide the tenacity and true grit needed and we *guarantee* greater results than you've ever

experienced. Being deprived of all the fitness related “toys” and trainers, being unable to purchase the latest miracle product will be a blessing in disguise. You will be shocked and amazed at what is possible and how quickly real results can be obtained with so little in the way of equipment and next to no cash outlay.

Time to Man Up!

Taken from Marty Gallagher’s forthcoming book...

Seasonal Fitness
Melding seasonally appropriate training with
Seasonally appropriate eating

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