



# ***TIMESAVER STRENGTH***

# 5

## Myths Keeping You From Exercising





INSPIRATION

**YOU WANT  
TO BE HEALTHY  
AND STRONG AS  
YOU AGE.**



# ARE YOUR IDEAS ABOUT EXERCISE HOLDING YOU BACK?

You want to be healthy and strong- you don't want to have to fear walking up stairs, losing your balance, or tell the grandkids that Grandma/Grandpa is too tired to play with them.

You know staying active is an important part of healthy aging. But it seems that no matter how active you are, the pounds keep sneaking up on you, and the aches and pains occur more often and remain longer.

The solution, everyone says, is exercise. But maybe you're already going to the gym. Maybe you spend lots of time walking, or working out in the garden. Maybe you even participate in an organized activity like pickleball. But it's clear that whatever it is you're doing, it isn't working.

There is a real problem here, and it stems from a misunderstanding of what true exercise is. But it's not your fault: the fitness industry thrives on people not knowing what actually works- that's what keeps customers in their facilities for hours every week. As a gym-owner friend of mine recently put it in a moment of honesty, "No one gets fit in gyms- our business model depends on it."

What I want to show you in this document is that many of the ideas we have about exercise are just plain wrong. And that's actually good news whether you're avoiding exercise altogether because you believe one of the myths below (in which case I can put you on the right path to renewed health), or you're an active person thinking you're doing everything you can to stay fit (in which case I can help you get more out of whatever activities you're doing).

So let's get started on turning your health around!

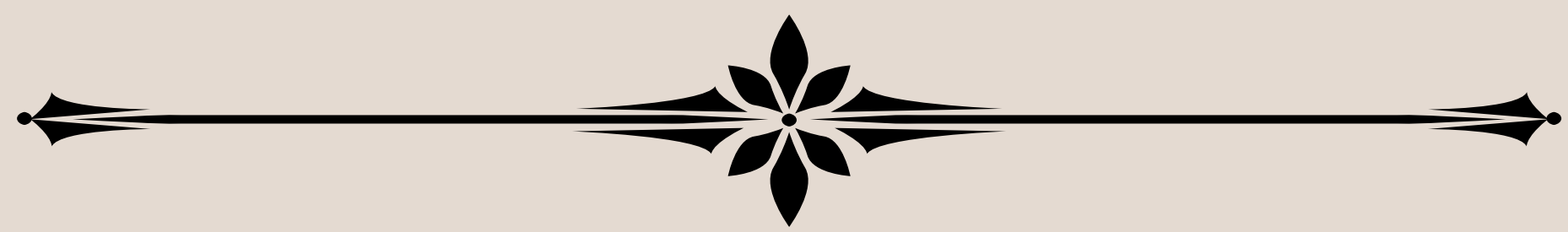
*Steve Berthiaume*



**Steve Berthiaume,  
Owner**







# THE 5 MYTHS KEEPING YOU FROM EXERCISING

01

## EXERCISE TAKES HOURS AND HOURS



People think they need to devote hours and hours every week to staying in shape because the fitness industry wants them to think that. After all, a 15- 20-min workout followed by several days of rest is not a good business model for a gym- they want you in there for hours on their treadmills, taking spin/pilates/yoga classes, buying their supplements and smoothies, etc.

But proper exercise (the working of the muscles in order to make them stronger) actually only takes a few minutes. Once your muscles have been fatigued to the appropriate level, it's time to rest and allow the body to grow stronger, which takes a few days. That's how the TimeSaver Strength program condenses a week's worth of gym workouts into one or two short sessions per week. And, you don't need extra cardio! Which brings us to Myth #2...



## YOU NEED CARDIO

The heart and lungs cannot be trained to become more efficient in the way that most of us imagine- they only work as hard as the muscles ask them to. So it makes sense that if you have more muscle- and that your muscle is working at peak efficiency- it'll demand less of the heart and lungs at any given level of effort.

And the best, quickest way to build strong, efficient muscle is through safe, evidence-based exercise as in the TimeSaver Strength program. In fact, most people are shocked by how much their stamina/endurance increases after just a few workouts! So leave the treadmills, etc. to those with time to waste on things that don't work.



*Before Steve, I avoided going to the gym at all cost. With him, I immediately felt like this was the fitness solution I was always looking for! I feel better than I have in years. This has changed my life in the most positive way with such a minimal time commitment.*

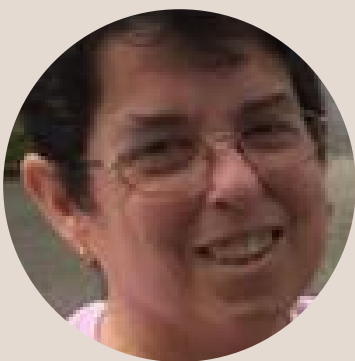
Cathy Parker  
Tyngsboro, MA



## "I'M TOO OUT-OF-SHAPE/ INJURED TO EXERCISE"

I often hear this when discussing the health of a friend's elderly parents, or even with younger people experiencing back or knee pain. While it seems common-sensical, it's actually the exercise that will get them in shape and relieve their pain- particularly in the case of lower back issues. Passively "waiting to be healthy enough to exercise-" or even waiting for a course of mostly useless Physical/Occupational Therapy to complete- does nothing to improve your health, and can even make things worse.

There is no need to fear proper strength-building exercise, as it can be done safely and without pain for most anyone, regardless of their current state of health. The TimeSaver Strength program scales to any level of fitness, skill, or ability- you can even do the entire workout seated at a table or desk! In fact, I like to say that if you can contract any of your muscles at all, you can build strength and improve your health.



*I am living proof that TimeSaver Strength's program works! I have lost more than 40 lbs and have regained strength and stamina! Before, I could barely walk through the supermarket to do my shopping. Now I can do my all my errands in one one outing and make dinner when I get home.*

Joan Levasseur  
Tyngsboro, MA



## YOU NEED HEAVY WEIGHTS FOR STRENGTH BUILDING

Your muscles don't know what type of exercising you're doing- they don't care whether you're using dumbbells, freeweights, Nautilus machines- or for that matter, swimming, running, or wrestling an alligator- all they know is work.



The TimeSaver Strength approach takes advantage of that fact by having clients begin at low, manageable level of resistance and move slowly to minimize momentum- this allows the safe, targeted and efficient fatiguing of the muscles without having to lift a single weight.



*Steve has taught me that increasing muscle mass as we get older is the key to staying fit and active. He's dedicated to de-bunking the myths that traditional gym workouts are the only way. TimeSaver Strength is great for me because I can fit in in every week over zoom. At first I was like, "what about the weights, what about the machines?" Nope- you don't need them! It's affordable and doable for me! I highly recommend TimeSaver Strength and Steve!*

*Aimee Siter  
Mountainside, NJ*



## "I ALREADY EXERCISE- I DO YOGA."

Include in this myth Pilates, aquabics, zumba, sports such as pickleball, and activities such as gardening- while these activities certainly can be beneficial to well-being (they're fun, provide social connection, stress relief, a challenge for personal growth and improvement), they do very little to build strength or improve metabolic health.



The intensity of all of these activities is just not high enough to signal the body to grow stronger. In fact, by doing only long sessions of lower-intensity activity instead of targeted, dedicated strength training, you're demonstrating to your body that you don't need your strongest muscle tissue, as you're never using it. And so your body will stop putting resources into maintaining that muscle to conserve energy, and it will waste away- leaving you vulnerable to injury. And then you won't be able to do your favorite activities.



*These exercises are no more than 20 minutes, but I feel as though I did an hour at the gym since the exercises target my whole body at a fraction of the time. My biggest win so far is that my endocrinologist recently told me that I have been her only patient to officially **reverse my diabetes** with diet and exercise alone! Thank you Steve for helping me reach this milestone!!!*

*Lily Serrano  
Lowell, MA*





# TAKE CHARGE OF YOUR HEALTH RIGHT NOW!

Failing to take action on your health and fitness as you age has serious consequences: you risk becoming increasingly sedentary, which will absolutely lead to a decline in your physical capabilities.

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## **MAINTAINING STRENGTH IS CRITICAL TO HEALTHY AGING!**

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You will find yourself unable to perform simple daily activities, let alone enjoy hobbies or play with your grandchildren. Additionally, neglecting proper strength training can result in more frequent and prolonged aches and pains, a higher likelihood of injuries, and a decrease in overall quality of life.

Without intervention, the pounds will keep adding up, further straining your joints and heart, leading to chronic conditions such as obesity, diabetes, and cardiovascular diseases. Taking the right steps now can prevent these outcomes and ensure a healthier, more active life, and keep you independent as long as possible.

If it's time for you to start turning your health around, then click the button below to book a free, no-obligation consultation with me. We'll talk about your goals and how I can help you get on the right track to renewed health, increased energy, and an enhanced quality of life as you age. I look forward to speaking with you!

**BOOK NOW**

