

A Picture is Worth a Thousand Words

4/30/09

A few days ago I had a prospective client stop in the Thousand Oaks studio to discuss their fitness goals and how MPT could help them get in shape.

As they came in, one of my long time clients was leaving. I introduced them and then the prospective client and I walked around the studio as I showed them around.

When we arrived at the back of the studio, I pointed out a picture on the wall to the prospective client and I asked her if she recognized anyone. She looked at the picture for a minute and said, no, I don't think I do.

I then pointed out the girl in the picture, whom she had just met minutes ago in the studio. She looked at me and said, "You're lying, that's not her." After another second or two of looking at the picture, she finally came to the realization that it really was her!

She then took out her checkbook and she is now a client here at MPT.

I am not writing this to brag to you about the success we have had here at MPT. What I want you to realize is the importance of taking a picture every few weeks as you go through your fitness program.

A picture at the beginning of your workout program and a picture 6-8 weeks down the road will show a big difference. Even if the scale is only down 5 or 6lbs, you will see massive changes in the picture.

If you rely on the mirror, you are setting yourself up for disappointment, because you won't see the dramatic changes you have made as these changes will be gradual and won't show up in the mirror.

So, if you are trying to motivate yourself, then go take a picture. Every few weeks, take a new one and see what kind of progress you are making! You will be happy you did.

Nicholas Wood

n_wood@sampt.com

(210)415-5934

www.sampt.com