

Top Ten Reasons to Use BFS

Why BFS is the leader in the field of athletic fitness

Information overload is an expression that describes how having too much information makes it difficult to make decisions. Information overload can certainly apply to high school and middle school coaches who are trying to decide on the best type of workout program for their athletes.

Although the strength and conditioning profession is relatively new, there are hundreds of programs for coaches to choose from to train their athletes. Some are powerlifting-based

and focus on getting athletes as strong as possible, some are Olympic-lifting based and focus on power, and others focus on speed and quickness with complex agility drills. The list goes on. And to add to the confusion, many of these programs are endorsed by college strength coaches and professional athletes.

To help coaches make the smartest choice, we present our “Top 10 Reasons to Use BFS” for your consideration.

Reason #1: Unification

Unification is the concept that all high school and middle school athletes will adhere to the same basic training philosophy. This means that all athletes, from football players to basketball players to swimmers, perform the same core weight training exercises, the same speed and agility exercises, and the same flexibility and plyometric exercises. Such organization improves athletic performance and reduces teaching time, as well as preventing many administrative hassles and personality conflicts.

Reason #2: BFS Total Program

Strength is an important quality for athletic success, but for young athletes to achieve the highest levels of performance they need a program that is well balanced. Yes, the BFS program focuses on getting athletes stronger, but we also work on specific methods to improve running speed, jumping ability, flexibility, agility and endurance. A BFS athlete has no weak links.

Jeff Scurran is a veteran BFS clinician, shown here at the 2009 Global Bowl, where he was a coach.



Reason #3: Rotational Set-Rep System

Many workout programs fail because their exercise prescriptions are so monotonous that the body adapts to them and is therefore no longer stimulated to make progress. This is not the case with the BFS rotational set-rep system, a proven training program that rotates the weekly set-rep prescriptions so athletes can break personal records on a daily basis.

Reason #4: Six Absolutes

BFS has developed six training principles, or absolutes, that are amazingly effective in teaching perfect technique not only in the weightroom but also in any sport. One reason the BFS Six Absolutes are so effective is that they encourage all coaches to use the same terminology when teaching weight training and sport skills.

Reason #5: Readiness Program

The BFS Readiness program was designed for those who are not yet ready to engage in weight training programs performed by more physically mature athletes. The focus is on developing perfect technique in all the basic components of athletic fitness, giving these athletes a head start when they graduate to the BFS rotational set-rep system.

Reason #6: Be an 11

To help young people fulfill their potential, BFS has developed a character education program called Be an 11. This program is designed to inspire student-athletes to set worthy goals, both athletic and personal, and then help them develop action plans to achieve those goals. Along the way, they learn about the importance of making positive choices, maintaining their self-respect, and being team players and role models for others.



BFS clinics and certifications have set the standard for teaching safe and effective strength and conditioning programs for young athletes.

Reason #7: Clinics and Certification

Schools that have had BFS clinics improve their performance by an average of two more football wins, three more basketball wins, three more baseball wins and 20 percent more overall victories, and generally reduce injuries by half – and all this is typical in the year following the clinic. BFS also offers regional and on-site certification clinics, along with a complete line of multimedia educational materials, to teach coaches and athletes how to exercise for maximum performance with minimal risk of injury. Ninety-five percent of our BFS clinicians are certified teachers who are currently employed in high schools, and 20 hold master's degrees.

Reason #8: BFS Magazine and Website

Since 1980 *Bigger Faster Stronger* has been the official magazine of BFS. A bimonthly, full-color print publication, *BFS* is full of inspirational success



The BFS Readiness program gives young athletes a head start in developing high levels of athletic fitness.

stories, advice from top coaches and sport scientists, and the latest information on liability and safety. BFS also has an outstanding website that answers all your questions about our programs and athletic training equipment, and also provides a link to the BFS Online Learning Center for the latest in multimedia education for strength and athletic fitness training.

Reason #9: Reputation

BFS was founded in 1976 and has become a leader in helping coaches and young athletes succeed. The popularity of the BFS program has reached such

a level that in one independent survey through the University of Minnesota, 40 percent of the high school football coaches polled said they use BFS as their primary source of strength and conditioning information.

Reason #10: Success

BFS is a popular and effective training method with a 34-year history of success. It's here to stay, unlike other workouts that have failed to stand the test of time. The BFS program has proven it's the perfect program for any high school athlete, male or female, and it's ideal for coaches who deal with large numbers of athletes.

There's a huge number of strength and conditioning programs available currently, and coaches no doubt will be exposed to many more programs during their careers. But BFS tops them all. With its proven track record of success, we are confident that BFS offers the best program for you and your athletes. BFS



BFS magazine and the BFS Online Learning Center are among the many types of educational resources available to coaches.

"Be An 11 has
changed my life!
I WILL
BE AN 11!"
- Katie Heinlen

11 BE·AN Seminars

"The most inspiring night of my life!"

~Kyle Meyers, Rutherford B. Hayes High, OH

"Reaffirmed the reason I
entered coaching
25 years ago."

- Coach Al McFarland

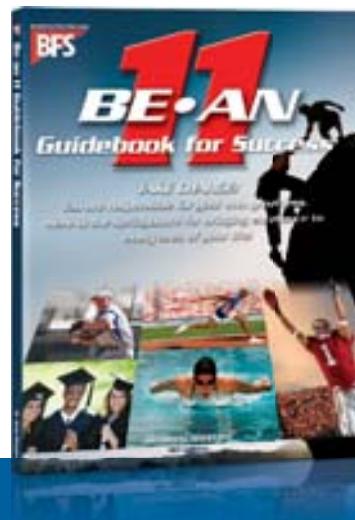


*"Every school in the nation should schedule a
Be An 11 Seminar today!
It is without a doubt the best thing that has
happened to our school."*

- Coach T. Cox



"This is exactly what our school
- and community - needed." - Coach Fox



HERE'S HOW IT WORKS

- ▶ A BFS Presenter will come to your school and will spend up to three hours inspiring, motivating and educating your athletes how to become true elevens!
- ▶ The cost is only \$1,700 up to 50 athletes. Add'l athletes only \$20 each. Includes the Be an 11 Guidebook!
- ▶ Christian B11 Seminar is also available
CALL FOR DETAILS

INTERESTED SCHOOLS CAN REQUEST A FREE BE AN 11 BOOK & SEMINAR LITERATURE

BIGGER FASTER STRONGER

BFS

- ▶ OTHER CLINIC OPTIONS: 2 Day & Be an 11 Seminar / 2 Day Clinic / 1 Day & Be an 11 Seminar / 1 Day Clinic / Certification Clinic

DEDICATED TO HELPING ATHLETES SUCCEED SINCE 1976

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