

MEGA TRENDS



Coach Shepard Dead Lifting 500 Plus Pounds in a NAUTILUS GYM!

It has been amazing to me to see the many gyms open up across the country. The 1980's has certainly seen a fitness boom in weight training. The purpose of this article is to take a look at the major trends happening in these gyms.

A Body-By-Nautilus Gym was opening in a location very near my home. I stopped in to hear their sales pitch. Joe Harwood, an enterprising 29 year old businessman told me how much Nautilus would help me. (One set of 8-12 reps: 2 seconds up 4 seconds down.) I said "Are you going to have a free weight area?" Joe responded by saying "Yes a small one but aren't you interested in our tanning booths, whirlpools, aerobics and health bar?" As it turned out, this was the beginning of a fine business relationship. Bigger Faster Stronger put in all their free weight equipment in three gyms and part of our compensation were memberships for all of our BFS families.

As a result; Rick, Bob and myself began working out in a Nautilus Gym supplied by our free weights. It was a half million dollar complex. Soon, most of the instructors were converted to BFS and they began using our Set-Rep Logs for their free weight workouts. In the winter, I began using the Life Cycle after my workouts. It has really helped my running this Spring. I also benefited from using the Nautilus Lower Back Machine and Abdominal Machines as auxiliary exercises. Joe began working on free weights. His bench went from 205 to 275 in about 3 months. During this time, the Nautilus machines had to be squeezed together and the free weight area doubled in size.

A major trend was happening! The average person was experiencing what colleges did 8-10 years ago — A shift from free weights to machines. I asked the owner Joe Harwood to give me his feelings from his viewpoint as a businessman.

"Well Greg, I've found people now want a more serious effect. You just have to use the free bar. It's very very difficult to get serious results with Nautilus for the average person." he stated. "I had only limited experience with free weights and I didn't want body building. I wanted total body conditioning. This is why I went to Nautilus for 3

years. But what happened; I changed and the general public is changing because they want better results. People also see free weight trainers who look good and they want to duplicate that look." Joe further stated "We've had to expand our free weight areas in all three of our gyms because of this trend." "I've also noticed a number of 'Nautilus Plus' gyms which do not have free weight areas are going bankrupt." he concluded.

Joe Harwood is now a fitness center consultant and a designer of fitness centers. He checks out locations and what will work and make money. Harwood stated "A lot of Nautilus advertising is misleading especially as far as strength training is concerned." Harwood continued "You are very limited with Nautilus on the way you can workout. With free weights I can gain a lot more strength, I like meeting the challenges and it keeps me more excited about training. I've also found myself wanting to work harder and spend more time."

Just for him, I thought I'd ask four men who were going through their Nautilus workout what they thought.

Man #1, age 23, ex high school athlete: "I like Nautilus better. Free weights are too hard. Free weights are for body builders. I'm just trying to get in shape."

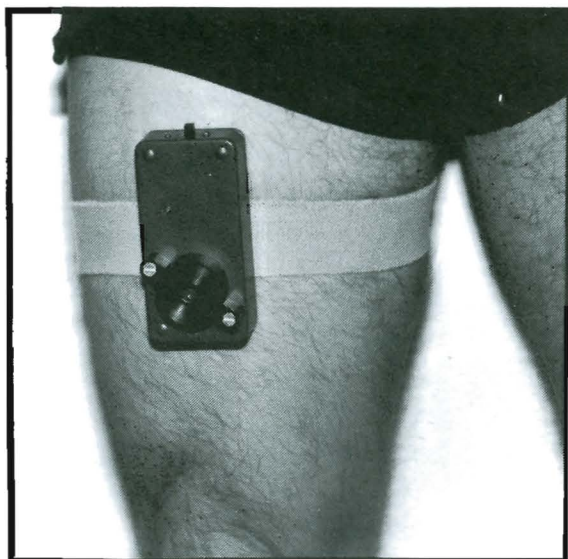
Man #2, age 27, non-athlete: "I just want to get into shape. I'm no body builder. I'm not in that league. Free weights are way beyond me."

Man #3, age 43, non-athlete: "I've been working on Nautilus 2 years. Those Tarzan's over there with free weights are kind of intimidating. I just want something to make me feel better. I'm past the age of trying to impress the women. I didn't do anything until I was 40. Say, can you teach me free weights?"

Man #4, age 46, ex-athlete: "I've been working on Nautilus for five years and now I'm getting a whole free weight system for my home. Nautilus just doesn't do it. I want more. This is probably the last time you'll see me on this."

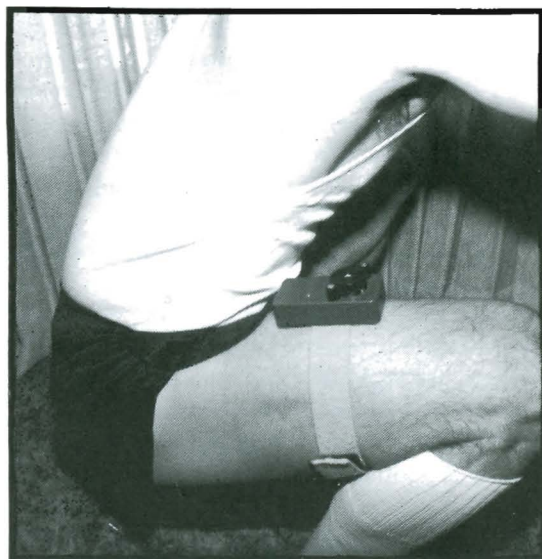
EDITOR'S NOTE: We welcome comments on this subject. Whether you agree or disagree let us know. Thanks!

THE SAFETY SQUAT



COST:
Only
\$45.00

Send
orders
to:
BFS
Box 20612
SLC, UT
84120
or
Call
Toll Free
1-800-
628-9737



The Safety Squat Device fits easily around the thigh. You should try at least one. Then you'll want to get one or two for each squat station!

When the thigh reaches parallel, the safety squat will BEEP! It eliminates all guess work in judging. Great motivational device and coaching aid! We highly recommend the Safety Squat!

MOTIVATION AND TECHNIQUE

BFS ABSTRACTS

COST: \$9.95

SOURCE: THE BFS JOURNAL

The Best Motivation And Technique-Instructional Articles Have Been Selected From All The Past Issues Of The BFS Journal. Contains All The Squat Correctly Articles, Many Features Of Special Athletes You Can Use To Motivate And Inspire Your Athletes And Much Much More! 125 Pages!