

SELLING HIMSELF

Gym Owner ADAM THEODOROU Inspires Clients With Perfect Form

When you're in the business of convincing people to spend hundreds of dollars to get in better shape, it helps to practice what you preach. Adam Theodorou is a perfect example. As owner and operator of T&A Personal Training & Wellness Centre, in Markham, Ontario, Canada, Theodorou looks forward to meeting and greeting prospective clients. He knows his sales points include his own perfect form as proof.

"I've been training since I was in the 9th grade, and have been in the fitness industry for 15 years," says the rock-hard Theodorou, 28, 5'-10" and 205 pounds. "Being in top shape really boosts your confidence, and when new people come in I can tell they're impressed with my physique. It takes discipline and great effort to sculpt your body into razor-sharp form, and I want them to know that not only can I help them get there, but that it's important to me to do it myself as well."

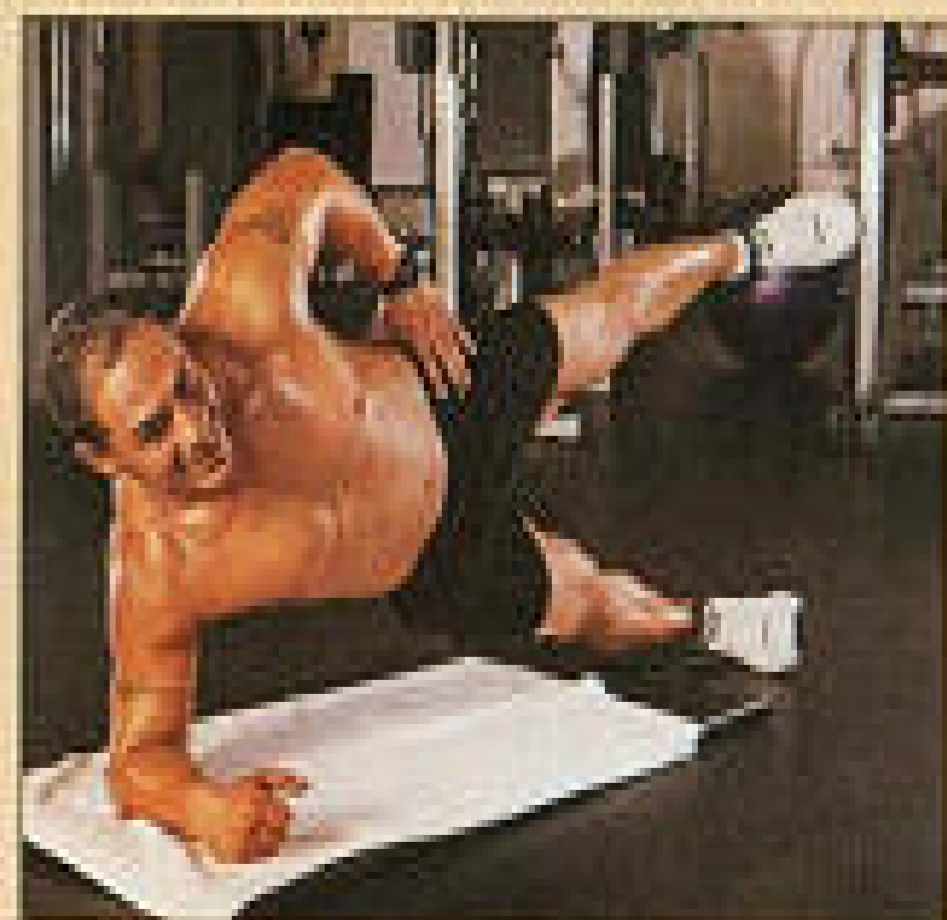
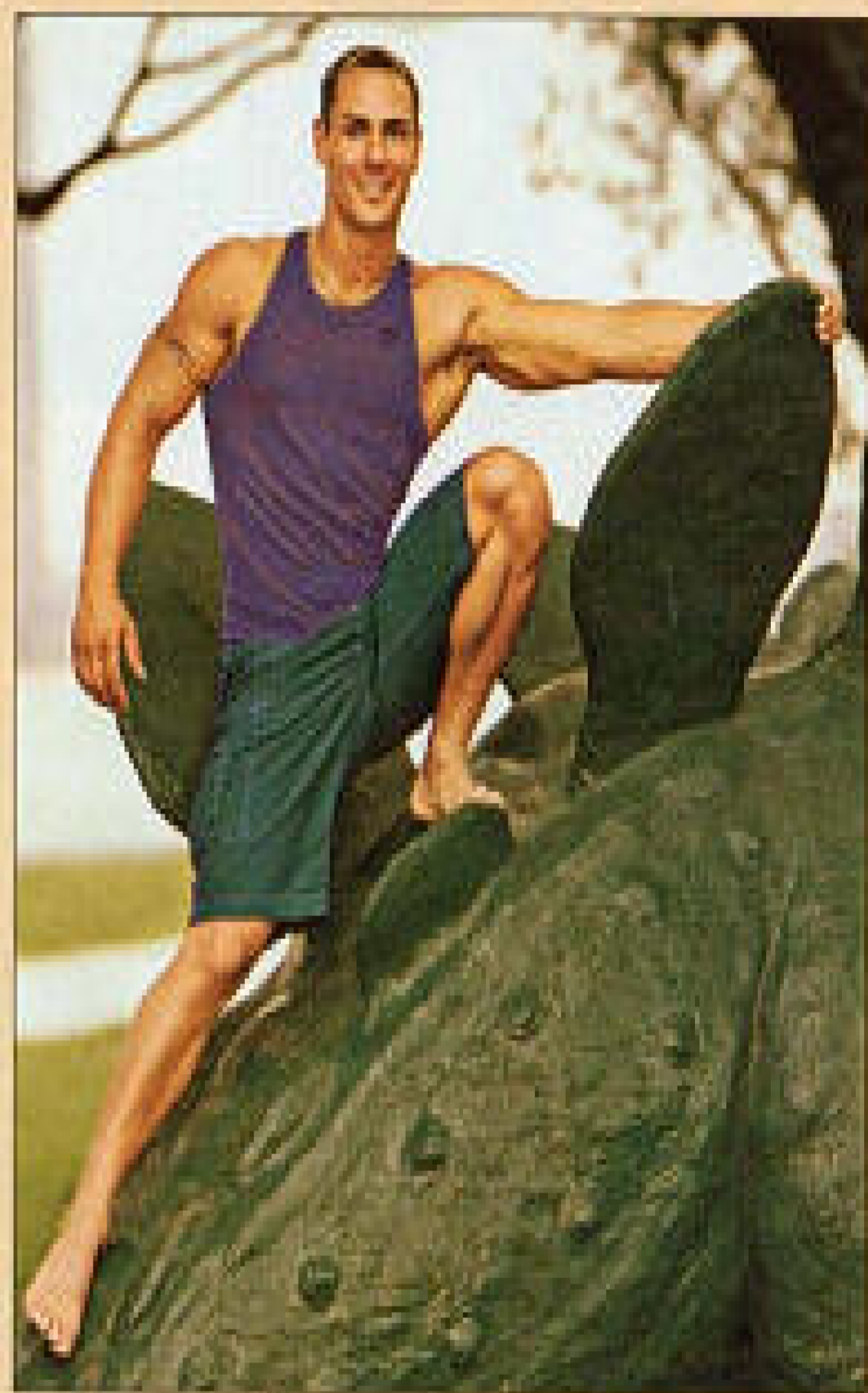
Growing up and still living in Toronto, Theodorou played hockey like every other Canadian kid, and also enjoyed baseball, soccer, football, golf and tennis. With such an active lifestyle, and being so comfortable in gym environs, it was a natural fit to make training his career. His state-of-the-art facility is staffed with fitness professionals and health experts who devise both short- and long-term

lifestyle programs. Most are based on Theodorou's basic beliefs.

"My philosophy is that consistency is the key," he explains. "Most people want a quick fix, but there is no quick fix. Generally the longer it takes to get there, the longer the results will stay. I stress to newbies that it takes hard work, dedication and multiple trips to the gym to achieve fitness goals."

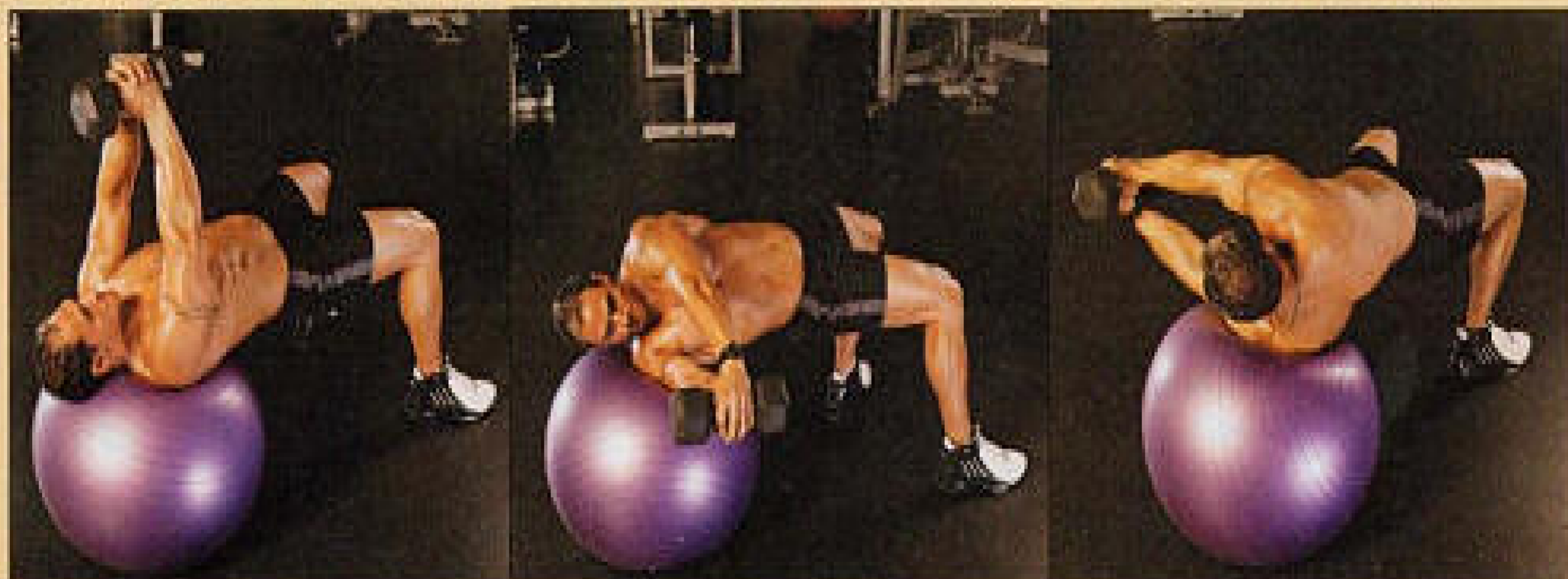
Theodorou's own regimen is accomplished six days a week. He hits shoulders and back on Mondays, the core workout he demonstrates here on Tuesdays, Thursdays and Saturdays, legs on Wednesdays, and chest and arms on Fridays. Cardio sessions are performed five times weekly. Such a schedule, along with his business obligations, doesn't leave much free time, but that's how Theodorou likes it. His future plans include opening new branches in Miami, New York, Los Angeles and Dallas.

He reminds himself of the same things he tell clients—keep training, it's the only way to get the results you want. Slow and steady wins the race. Balance out training, cardio and nutrition for your best body ever.



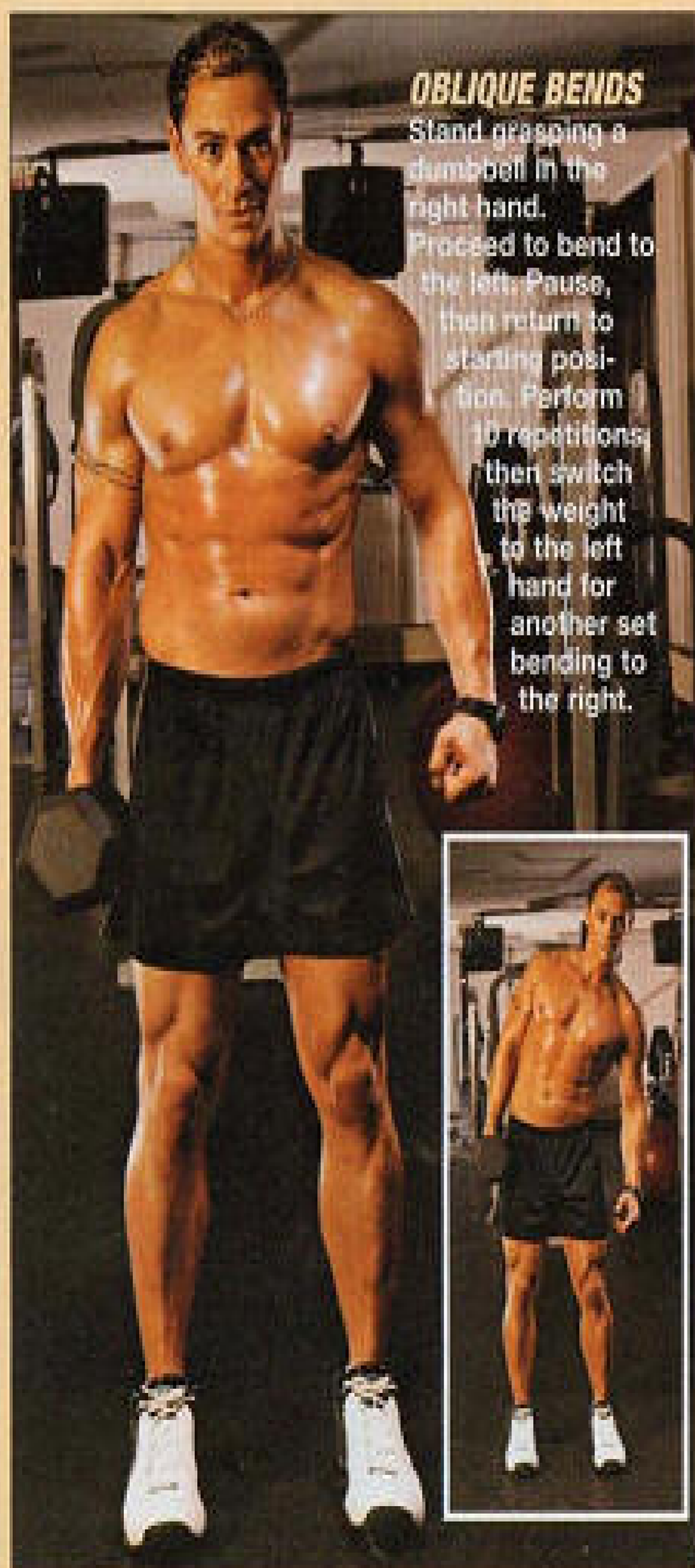
ADAM THEODOROU'S CORE WORKOUT

Fitness professional Adam Theodorou understands that he must walk the walk to talk the talk. As such, he keeps himself in excellent condition while operating his personal training and wellness center. Here he demonstrates his personal core workout, which utilizes a Swiss ball for many of the exercises that help keep his midsection muscles tight and toned. You can perform the routine as is or add a few exercises to your own stomach sessions.



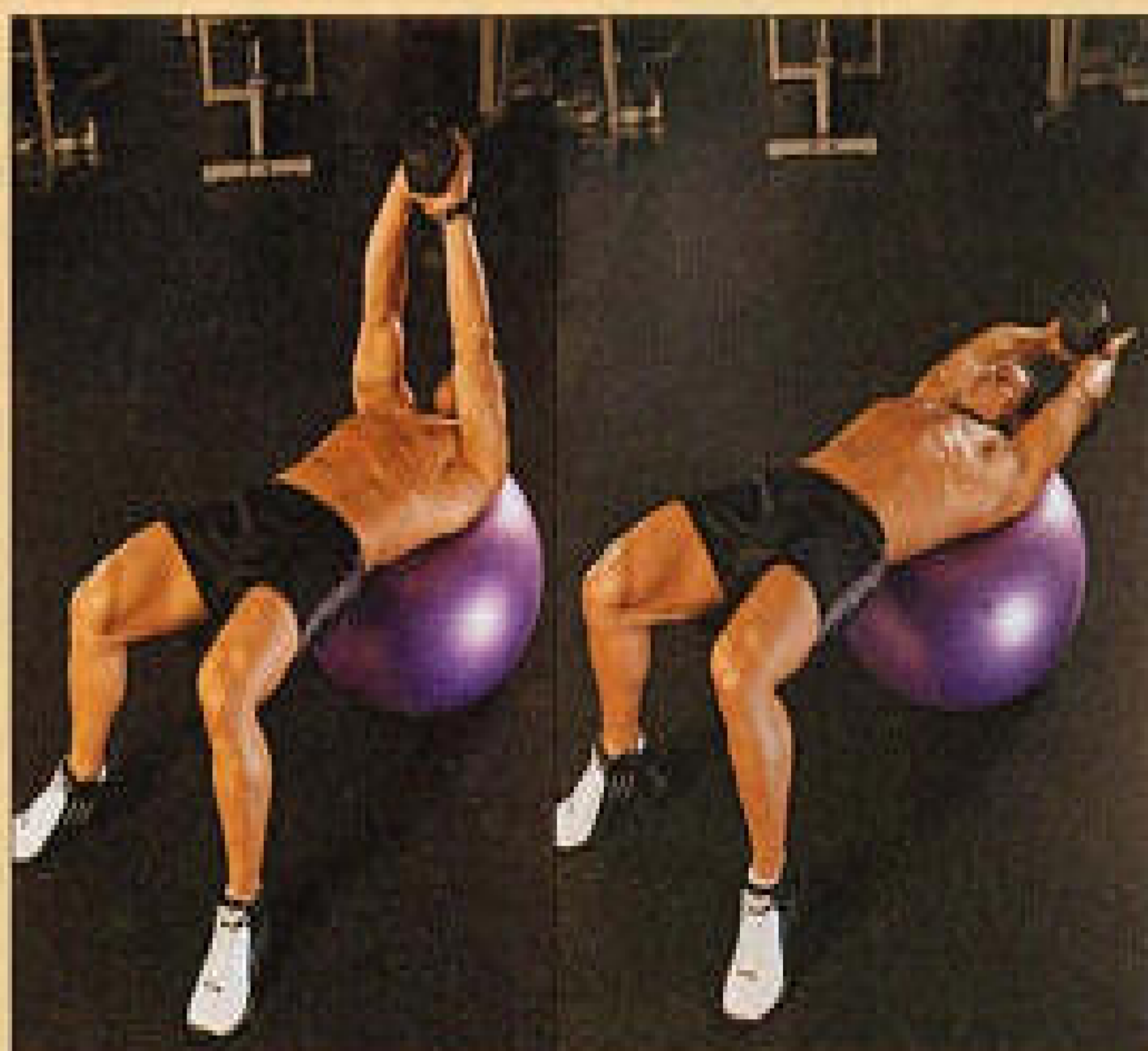
TORSO ROTATIONS

Lie on your back on a Swiss ball, grasping a dumbbell at arms' length over the chest with both hands. Proceed to lower the weight to the right, rotating the torso to that side. Pause, then return to starting position and next lower to the left. Perform 10 alternating repetitions to each side.



OBLIQUE BENDS

Stand grasping a dumbbell in the right hand. Proceed to bend to the left. Pause, then return to starting position. Perform 10 repetitions; then switch the weight to the left hand for another set bending to the right.



PULLOVERS

Lie on your back on a Swiss ball, grasping a dumbbell at arms' length over the chest. Proceed to lower the weight behind the head. Pause, then return to starting position. Perform 10 repetitions.



LIMB RAISES

Lie face down with your stomach on the ball. Proceed to raise the right arm and left leg. Pause, then lower and raise the left arm and right leg. Perform 10 alternating repetitions with each arm and leg.



SPINAL RETRACTIONS

Lie face down on the floor grasping dumbbells out to sides and with legs wide apart. Proceed to raise the arms and legs off the floor. Pause, then lower to starting position. Perform 10 repetitions.



WHEEL CRUNCHES

Kneel on the floor grasping an exercise wheel with both hands. Proceed to roll it forward. Pause, then return to starting position along the same path. Perform 10 repetitions.



MEDICINE BALL JACKKNIVES

Lie on your back grasping a small medicine ball behind the head. Proceed to raise the legs up together while simultaneously extending the ball toward the feet. Pause, then return to starting position. Perform 10 repetitions.



LEG LIFTS

Lie on your back grasping a small medicine ball behind the head. Proceed to lift the legs several inches and hold for several seconds. Then return to starting position. Perform 10 repetitions.



SIDE LEG RAISES

Lie on your right side, leg over leg, and extend up on the right forearm. Proceed to raise the left leg and hold for several seconds. Then return to starting position. Perform 10 repetitions, then turn on your left side for another set with the right leg rising. ■

