



At Elite Fitness Solutions we pride ourselves on being the local experts in designing fat loss and fitness programs with your busy lifestyle in mind. We know that you don't have hours to spend at the gym or on a treadmill and so we design our cutting edge programs to deliver maximum results in minimal time.

Two to four hours a week is all it takes to start seeing results. In fact, if you follow the fat loss program we design for you, you will lose at least one clothing size in the first four weeks. We back that promise up with a 100% money back guarantee, meaning that you have nothing to lose but some unwanted pounds.

We provide a variety of options to fit almost any need. If you are looking for something beyond the normal gym experience we have our own training facility where you can come in and get the best hands on fitness coaching in the area. Our unique and dynamic programs make working out fun while delivering results unmatched on the Western Slope.

We also offer program design for those of you that already have a gym you enjoy going to but would like more direction with your workouts. There is nothing more frustrating than going to the gym and not being sure what you need to be doing in order to achieve your goals. With us on your side you'll never have to guess at what you should do again.

We have provided you with some basic information about us and our programs for your convenience. If you have questions about anything or would like to contact us for more information please give us a call at 970-589-6418 or at [info@gjfatloss.com](mailto:info@gjfatloss.com).

Thanks again for your interest in us and our uniquely effective fat loss programs; we look forward to helping you surpass all of your fitness goals...

Yours in Health,

James and Kiele Wilson  
Elite Training Solutions  
[www.GJFatLoss.com](http://www.GJFatLoss.com)

**Would you like to try our facility  
with no risk and no obligation  
for a full 30 days for only \$89?**

**If you are interested in joining our facility,  
we'd like you to come be our guest and try  
our club, meet our members and meet our  
staff.**

**At the end of the 30 days, if we haven't  
earned your business then we didn't  
deserve to have you as a member.**

**As a trial member you will be treated as a regular  
member. You will meet with one of our fitness coaches  
who will take you through our extensive evaluation, a  
program will be designed specifically for you and your  
needs; you will get 8 semi-private coaching sessions as  
well as unlimited access to our Metabolic Acceleration  
Classes and the gym during open hours for 30 days.**

**By the end of the 30 days you won't want to leave. We  
believe that after experiencing our facility, you'll never  
want to go back a regular gym again.**

**Call Today to make your first appointment-  
970-589-6418**

**Trial Member Requirements: Must be 18 years of age, hold a valid drivers  
license with an address within a 20 mile radius and possess a valid credit  
card.**

## Frequently Asked Questions

**Q: What makes Elite Fitness Solutions different than anything else available to busy men and women looking to lose fat and/ or get into shape?**

A: We are the only facility in town to guarantee your results in a fun and supportive atmosphere. We do this by designing a program for you and your unique goals and needs. This takes the risk out of it since if we do not deliver results then you don't pay. Add in the fun and engaging workout programs that only require 2-3 hours a week to see significant results and you have a training facility that is completely different than anything else in the Grand Junction area.

**Q: Why would I be interested in kettle bell training?**

A: Kettle bell training targets the glutes, thighs and core. In our experience these are the areas most people want to slim down and tone up. These are also the areas that you want to strengthen to increase performance in sport and in everyday life. In addition, kettle bell training burns a lot of calories and helps to increase your metabolism. They are also fun and are nothing like the boring "3 sets of 10 reps on the machines" routine that most people use and quickly tire of.



**Q: Can Elite Fitness Solutions work around injuries?**

A: We have doctors, physical therapists and chiropractors that refer to us for the specific reason that we understand better than anyone else how to manage an injury while still seeing good results. In fact, the movement based approach that is emphasized in our training programs will often help break the bad habits that are causing the pain in the first place. We have a stellar reputation for not hurting our clients. Getting you fitter is great but reducing your pain is a top priority with our training programs.

**Q: How can 2-3 hours of exercise per week produce better results than the 5-6 hours I've spent in the gym before?**

A: Advancements in exercise science have given us a much better understanding of how to maximize your metabolism 24 hours a day, 7 days a week. Traditional training programs worry about how many calories you burn during a specific workout which is why they need you to exercise 4-6 days per week for an hour or more at time.

By creating workouts that not only burn calories themselves but also increase your metabolism for 24-36 hours afterwards, we set you up to burn more overall calories in the long run than the traditional methods. This is the secret to our training programs - maximized metabolism equals maximized fat loss.

## Client Testimonials

“I had been working with a trainer at a local club for 4 or 5 months and was not seeing any noticeable results. I was meeting with the trainer twice a week and doing cardio 3 times a week – I was so frustrated and tired of the gym. A friend recommended Elite Fitness Solutions and told me I would love it.

After just 4 weeks my clothes were looser and people began to comment that I was looking slimmer and asked what I was doing. I went shopping and was surprised that I could buy a size smaller pant. After 8 weeks I have send a significant increase in my strength and I feel great!

I love working with Kiele at Elite Fitness Solutions. I actually look forward to going to work out and I know that I am progressing with each workout. No treadmills, no stair-steppers, no long boring cardio sessions – how great is that?”

Angel Spencer  
Grand Junction, CO

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“I was tired of trying to get fit on my own and not seeing results. I had two friends who recommended Elite Fitness Solutions as a way to get the results I was looking for. Wanting to try something different I signed up for their 12 week program.

Since I started training with Elite Fitness Solutions I am able to do things I never thought possible. I can now do push ups and chin ups, something I have never been able to do. I have lost inches, gained muscle tone and had people comment on my new physique. I’m also much fitter - I was amazed at my endurance levels on a mountain bike ride in Vail when I had not been on a mountain bike all summer.

The best part is the guaranteed results. They know their stuff and will get you on the program that will help you reach your goals. They are also a great value. You get top quality training at a bargain price. They are the best training facility in Grand Junction.”

Alicia DeSario

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“I began training with Elite Fitness Solutions in June of 2009. In the first month of my training I lost about 10 inches off my waist, arm and thighs. The best result after the loss of inches is the muscle tone and strength I have gained. I feel so much better with my overall outlook on life. My energy level is higher, and I just feel better.

The trainers are great and extremely knowledgeable on what exactly is going to work for fat loss, conditioning and strength. Everyone will benefit with the trainers of Elite Fitness Solutions!”

Timi Meyer

“I started training with Elite Fitness Solutions because I was suffering from neck and back pain and knew that I was overweight and feeling flabby. As a CPA I spend a lot of time hunched over a desk and this posture was causing a lot of the problems and I knew that I needed to do something about it as it was starting to affect my golf game.

In my time training with Elite Fitness Solutions I have eliminated virtually all of my neck and shoulder pain and significantly reduced my back pain. I have increased my strength and flexibility and been able to strengthen my knees which have always been a weak point for me. My golf game has improved and I have trimmed up and gotten much better muscle tone. My wife likes the way I am looking now and I feel good about knowing that she appreciates my new look as well.

Elite Fitness Solutions provides me with a great place to go work out where I get excellent instruction and a fun program. It is a great workout every time and I always leave feeling great. If you need to get yourself into shape Elite Fitness Solutions can get you there while helping you improve your sport performance as well. I highly recommend that you take advantage of this unique training facility”

Bill Fitch

Fitch and Associates CPA Firm

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“I was frustrated with working out on my own and wanted to try something different. I thought I would give Elite Fitness Solutions a try and now I’m hooked!

I have lost around 7 inches and a clothing size! What’s more, I have lots more energy and my stress level is down. Not to mention due to better endurance, my ski season was the best I’ve had in many years.

Elite Fitness Solutions is not like anything I have experienced. You get personal attention and James is always looking out for your safety so you don’t get hurt. They guarantee results, so what do you have to lose?”

Catharine Mudd

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"I started to work with Elite Fitness Solutions in order to get stronger and more agile for tennis. I had tried working out at a regular gym before and never felt that it helped improve my game.

Since working with them I have not only improved my endurance, power and agility I have added some much needed muscle in the process. The workouts are fun yet challenging and I never know what they’ll have in store for me next. I would highly recommend Elite Training Solutions to any high school athlete looking to take their game to the next level."

Ben Scissors

Varsity Tennis Player, Grand Junction High

## **Company History**

Elite Fitness Solutions is the most unique and effective training facility in Grand Junction. Opened in April of 2007, owners James and Kiele Wilson have provided many local residents with unique training programs that quickly provide outstanding results. The blend of strength, mobility and cardio training provides a unique way to train that is unlike anything else in the area.

“Elite Fitness Solutions represents a change in the typical mindset that many health clubs employ. As a long time fitness professional with considerable experience in the industry I became frustrated at the “membership numbers” mantra. I wanted to create a place that puts member results above membership numbers,” comments James.

Originally opened as an athletic training facility, James and Kiele found that a lot of the moms bringing their kids in for training were also interested in the fun and innovative programs they saw. As some of these women started to see great results word spread and more women came looking for the fun work outs that produced such great results.

In September of 2008 the demand for their fat loss services grew to the point that they officially expanded their focus from athletes to also providing the best fat loss training experience in the area. By featuring unique training tools such as Kettle Bells and The Jungle Gym, they provide local women a fun way to lose fat and gain strength while decreasing pain and injuries.

They have been featured several times in the local media, including The Daily Sentinel, The Free Press and Channel 11 News. James is also known around the world for his online company MTB Strength Training System, the worlds only dedicated source of strength and conditioning programs for mountain biking. He is the strength coach for the top American downhill racer in the world, current National Champion Aaron Gwin.

# SERVICES

## **Our Training System**

The Elite Fitness Solutions system makes us completely different from any other club you may have visited. We have developed the components that take the guesswork and trial-and-error out of reaching your goals and puts the science back in. We provide a complete training system and a highly qualified trainer who will personally walk you through every step of the way on the path toward achieving your personal goals. One size does not fit all! Just as we all require a specific shoe size; we all require a specific program. Everyone has specific goals and a specific body. For customized results you need a customized program.

Elite Fitness Solutions Training offers a scientific alternative. *We get faster results. We get better results.* Using the application of science we develop a customized approach to fitness, health, physique enhancement and well being.

## **Our Nutrition Program**

For those who wish to fine-tune their physique and absolutely maximize their results we offer the Precision Nutrition program. Elite Fitness Solutions is proud to be associated with one of the most successful nutrition programs in the world. Designed by renowned nutrition expert John Berardi, Ph. D. this program will help you learn how to make good food choices without feeling limited or deprived. In fact most of our clients end up eating more while losing pounds of fat using this program.

## **Fitness Coaching Sessions**

Elite Fitness Solutions offers fitness coaching in semi-private sessions. This gives our members all the benefits of one-on-one training and supervision, but in a fun group setting with up to four like-minded people. It's a great way to meet people and a fantastic way to get in shape. You will receive an individualized program every 4 weeks. We believe that personal training is more than just adjusting seats and counting repetitions. Our belief is that the public should not only be motivated and assisted with exercise, but should be educated on proper technique that compliments the body's natural motion rather than "gym science."

## **Nutritional Supplements**

We carry a full line of nutrition supplements to complement your workout, maximize your results and make up for any possible dietary deficiencies. Our knowledgeable and certified staff will answer any questions you have on proper food supplementation.

# **Fitness Facts**

## **Strength Training**

Strength (also known as resistance or weight) training helps you get stronger, increases your metabolic function and reduces your risk of injury. Strength training increases muscle tissue and gives shape and structure to your muscles. Because fat is burned in muscle tissue, the more muscle you have, the greater your fat-burning potential. Weight training burns 4-10 calories per minute, depending on your size and fitness level.

You are likely to experience the positive effects of resistance training very quickly. Research shows that muscle performance increases by 45-65 percent after two months of strength training. Resistance training should be performed 2-3 times per week, or as recommended by your trainer.

## **Cardiovascular Exercise**

Cardio training increases your cardiovascular fitness, circulation, endurance, burns calories and body fat, reduces stress and improves overall health and well-being. Cardiovascular exercise utilizes body fat and carbohydrates for energy, allowing the body to deliver a significant amount of energy for long periods of time. The body burns fat most efficiently if the muscles work gradually until they reach a steady state of aerobic energy expenditure.

Cardiovascular activity achieved and sustained at higher percentages (75-85 of maximum heart rate) will burn more calories from fat. A well-conditioned heart, like any muscle, is stronger and more efficient than average. By exercising within your target heart range, you can condition your heart and enjoy the benefits of a more fit and healthier lifestyle. Your fitness professional will calculate your target heart range.

## **Body Composition**

One pound of fat burns approximately eight calories daily and stores 3,500 calories of energy. The two keys to changing body composition are performing activities that cause your body to use its stored fat and strengthening muscles to become better fat burners. This can be accomplished through a healthy diet, resistance training and cardiovascular workouts. One pound of muscle tissue burns approximately 35-75 calories daily and stores 450 calories of energy.

While rapid weight loss may be temporarily satisfying, your percentage of body fat may not decrease significantly. By fueling your body with proper nutrients, your body will transport fat into the muscle to be metabolized and result in a decrease of fat tissue.

## **Fat Loss vs. Weight Loss**

It is important that altered body composition and fitness goals are attained through fat loss and lean muscle tissue gain, not weight loss. Calories are burned in muscle tissue. One pound of muscle burns approximately 35-75 calories daily and stores 450 calories of energy. Conversely, body fat is a storehouse for calories. One pound of fat burns approximately 8 calories daily and stores 3500 calories of energy.

A minimum of 25% of weight lost quickly (more than 2.5 pounds per week average) will be lost from lean muscle tissue. If 25% or more of the weight you lose is from lean muscle tissue, you will easily regain the lost weight, and will likely gain additional weight.

Rapid weight loss and under-eating cause muscle tissue to be used for energy, which decreases metabolism. Providing your body with the food and nutrients it needs, will sufficiently fuel working muscles, initiate fat loss and develop a healthier metabolism.

## **Supplementation and your fitness goals**

When attempting to lose fat while gaining muscle tissue it becomes virtually impossible to receive the necessary nutrients from food alone.

The formula for losing fat, while increasing lean muscle tissue, is a combination of a nutritionally dense caloric intake and proper exercise prescription. In order to continue building muscle, it is necessary that your diet includes a specific amount of nutrient-dense calories, which must continually increase as your lean muscle grows.

The three primary purposes of supplementation are to provide nutritional insurance for optimal health, to provide nutrients without the addition of calories and to provide readily available nutrients at the proper times and in the proper quantities, in response to exercise.

The key to achieving your ultimate body is to direct the body to use its stored fat to supply the extra calories needed to build or sustain muscle, therefore, simultaneously reducing your fat stores. This is building and sustaining muscle at the expense of your body fat. This can be accomplished through proper food intake, resistance training and cardiovascular workouts.

A staff member can give you more information on the benefits of supplementation and recommend supplements that may help you reach your fitness goals.

# Annual Membership Options

## - Group Coaching Gold Membership ~\$99 x 12 months

- Unlimited access to our high energy Metabolic Acceleration classes (max of 10 per group)
- A scientifically designed group fitness program (changes once a month) designed to boost your metabolism, decrease injuries, increase your strength and function better in your daily activities.
- This membership is recommended if you do not have any special circumstances such as injuries or limitations which require you have a specific program designed for you.

## - All Access ~ \$189 x 12 months

Includes all of the benefits of our Group Coaching Gold Membership PLUS:

- One fitness coaching session a week (4/month) working on your specific needs and goals in a semi-private session
- Individualized program design written specifically for you (changed every 4-6 weeks)
- Use of the gym during open hours along with a copy of your individualized program

## - All Access Elite ~ \$329 x 12 months

Includes all of the benefits of our Group Coaching Gold Membership PLUS:

- Two fitness coaching session a week (8/month) working on your specific needs and goals in a semi-private session
- Individualized program design written specifically for you (changed every 4-6 weeks)
- Use of the gym during open hours along with a copy of your individualized program

# Short-Term Membership Options

## - 3 Month Group Coaching Membership ~ \$149 x 3 months

All of the benefits of our Group Coaching Gold Membership with only a 3-month commitment.

## - 3 Months All Access Membership ~ \$239 x 3 months

All of the benefits of our All Access Membership with only a 3-month commitment.

## - 3 Months All Access Elite Membership ~ \$239 x 3 months

All of the benefits of our All Access Elite Membership with only a 3-month commitment.

## **- Need more sessions?**

Add more sessions on any of the above memberships. You can purchase additional fitness coaching sessions

-4 sessions for \$139.

*One time membership fee of \$49 applies on all memberships*



### Current Schedule\*

\*Actual schedule times may vary and should be verified online or with a coach.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
-----	Semi Private Training 5:30 am	-----	Semi Private Training 5:30 am	-----	-----
6:00 am Metabolic Acceleration Class	-----	6:00 am Metabolic Acceleration Class	-----	6:00 am Metabolic Acceleration Class	Semi Private Training 6:45 am
Semi Private Training 7:00 am	Semi Private Training 7:30 am	Semi Private Training 7:00 am	Semi Private Training 7:15 am	Semi Private Training 7:00 am	-----
-----	Semi Private Training 8:30 am	8 am – 9 am Open Gym	Semi Private Training 8:30 am	8 am – 9 am Open Gym	Semi Private Training 8:00 am
-----	Semi Private Training 9:30 am	9:15 am Metabolic Acceleration Class	Semi Private Training 9:30 am	9:15 am Metabolic Acceleration Class	9:15 am Metabolic Acceleration Class
-----	-----	-----	10:30 am – 11:30 am Open Gym	-----	10 am – Noon Open Gym
-----	12:15 pm Metabolic Acceleration Class	-----	Semi Private Training 12:15 pm	-----	-----
Semi Private Training 4:00 pm	Semi Private Training 4:00 pm	Semi Private Training 4:00 pm	Semi Private Training 4:00 pm	Semi Private Training 4:00 pm	-----
Semi Private Training 5:15 pm	Semi Private Training 5:15 pm	Semi Private Training 5:15 pm	Semi Private Training 5:15 pm	Semi Private Training 5:15 pm	-----
6:30 pm Metabolic Acceleration Class	6:30 pm Metabolic Acceleration Class	6:30 pm Metabolic Acceleration Class	6:30 pm Metabolic Acceleration Class	-----	-----

\*\*Note: 30 day trial membership includes 2 Semi – Private Training sessions and Unlimited Metabolic Acceleration Classes *per week*.