

HOW TO MAXIMIZE YOUR CARDIO CHALLENGE EXPERIENCE



FOX FITNESS
TRAINING

THE CARDIO CHALLENGE:

Log your cardio workouts online (www.thecardiochallenge.com), and have your progress across Canada tracked for you.

Race against others, and track your ranking in the leaderboard. Inspire competition in the Trash Talk Forum. An automatic e-mail notifies you when you have been passed by someone. Take advantage of your complimentary account now!

Here are the 12 ideas to make the most out of the Cardio Challenge Experience:



1. Make MONEY!

It's always nice to exercise and get paid for your efforts. I met one individual who makes money with online gambling while walking on the treadmill. Alternatively, you can bet other people that you will beat them to a specific location. Or, get a group of people to throw money into a pot. The first one to reach the goal location wins!

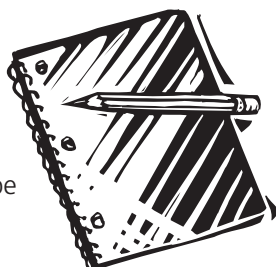
This is a great way to capitalize on all those people at the office that talk about exercising...but never actually do anything!

2. Enlist a "Cardio Coach"

Recruit a friend, family member, or co-worker to be your "cardio coach". Give them your Cardio Challenge password so that they can eavesdrop on your performance, and kick your butt if you start falling off track. A cardio coach is a great way to hold yourself accountable, so that you stay committed to your exercise.

3. Complete Work As You Go

Depending on the form of cardio you choose, you may be



able to complete your work tasks simultaneously. If you are going for a walk, or riding a stationary bike, you could also return phone calls at the same time, or answer e-mails on your blackberry. Instead of sitting down for a coffee, you could meet with a business partner while going for a stroll outside.

4. Get a Degree from Cardio University

Try reading books, or listening to audio books while exercising. This will exercise your body, and your mind. There's a topic for everyone, business, personal growth, spirituality, nutrition, science fiction, romance, etc. If you commit yourself, you can eventually become an expert on just about any topic you like.

Personally, I have a membership where I rent out audiobooks on a continuous basis. You can get a membership at a Talking Book World store, or visit websites such as www.audiotogo.com.



5. Pick a Charity to Support

Accept sponsorship pledges for your cardio efforts. You could accept pledges based on a set amount for every mile, every city, or for completing the entire race. Collect the money for a Charity of your choice.

One of our racers is currently taking pledges for a charity called Pathways to Education, whose mission is to ensure that youths from poor communities achieve their full potential by going to school, and graduating to post secondary programs (www.pathwaystoeducation.ca)

What charity are you motivated to support?

How can you recruit sponsors?

Who will be inspired by your actions?

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6. Inspire Others

Set an example for others. If people around you witness your success, do you think it might give them the courage to begin their own exercise program? Is it possible that your success could inspire others to be active, and thereby rescue them from developing debilitating health problems?

7. Bond with Groups

Mall walking groups, running groups, hockey teams, squash or tennis leagues all offer the opportunity to meet with others, socialize, and network. It sure beats a night of socializing at the Bingo Hall, and burns more calories too!

8. Stay Connected with Distant Friends and Family

Have distant friends and family join you in this adventurous race across Canada. The cardio challenge can be completed from anywhere in the world, as long as there is access to the internet. It also makes for some fun conversation (and light-hearted teasing) at the occasional get-together.



9. Borrow some Wisdom in the Forum

In the message board forum you can share ideas, solutions, and garner advice from a large pool of cardio enthusiasts.

10. Appoint a Rival

In the trash talk forum, you can select competitors, and challenge them to a race to a specific destination. I once challenged 3 people behind me to a

race to Cornwall. Because I was already ahead of them, it was a little unfair.



But that week in particular, I got burned with a busy work schedule, and wasn't able to exercise as much as intended. In the end, I lost the challenge, and soon heard an earful about it

in the forum. If you lose your challenge, revert to plan B: Say that you let others win as a friendly way to motivate them. In future, there will be more challenges to win. If you lose, revert back to Plan B.

11. Take Everything Personally

Retaliate when passed! When you receive an e-mail to inform you that you've been passed by someone, take the next available opportunity to pass them right back. Send them a retaliatory e-mail. I know someone who once stayed in on a Friday night, and went for a moonlit run just to "stick it" to the person that passed them. This person would normally never commit a Friday night to exercise – especially cardio – but as you'll soon find, nothing can be as motivating as REVENGE!

12. Sharpen Your Verbal Battle Skills

Use the trash talk forum as an opportunity to practice your verbal battle skills. Practice trash talking people like Matt Cauz, Ryan Shanahan, Estella Hom, Gerry Wood, Peter Elsenaar, or any of the other members of "Team Energy Flow". The

more we keep them typing, the more we keep them off their bikes, and prevent them from dominating the

Top 10. Besides trash talking these folks is easy, they deserve it, AND they are truly fun to harass (especially Matt Cauz). Give it a try, you'll see!

