



Getting in shape requires lifestyle change. Just like kicking a bad habit such as biting fingernails or smoking, getting in shape and maintaining a **Healthy** daily regime is something that requires more than a 30-60 day plan.

## **RIOT Will Help You Achieve Your Health, Fitness or Wellness Goals!**

### **Make an Appointment Today!**

RIOT's Personal Training Programs are designed to meet the needs of our community – but when it comes to achieving specific goals, nothing beats private coaching.

#### ***THE RIOT INTENTION***

We make a deep, positive and meaningful difference in the lives of every client by helping them develop an intelligent plan to achieve their ideal body and lifestyle. Clients will learn to listen their body, stand taller, and breathe deeper.

They will become inspired to develop a thirst for knowledge, discover new passions in life, or make more time for themselves. Some may improve while others will begin to take pride in their bodies. They will all learn to slow life down and laugh out loud daily while experiencing pain free living and enjoying food without fearing it. RIOT clients will own the life they want – one that is joyful, healthy and fit. They'll feel alive every day.

#### ***THE RIOT VISION***

##### **Education is Priority**

RIOT views the learning process as infinite. RIOT and its associates are leading educators, bringing inspiration and cutting edge knowledge to its trainers and clients. RIOT bridges the gap between the education level of a

physical therapist and that of a personal trainer – setting the bar for the industry’s standard of what to expect from training sessions.

### **Powerhouse of Professionals**

RIOT actively recruits the most results-driven health practitioners, wellness experts and martial arts experts in the industry to create a powerful knowledge sharing community and ‘dream team’ within its practice as well as to accelerate the success of its clients.

### **Intelligent Individualized Programs**

RIOT is a leader in performance training for generations of people from all walks of life. RIOT believes that every decision made throughout the day has a direct impact on an individual’s health, fitness, wellness and body. Therefore, its job is to precisely match each client to their ideal coach who will fully assess their body and lifestyle, then provide them with the proper tools for making the most informed and healthy decisions in their workouts as well as all areas of their lives.

### **An Industry Role Model**

RIOT strives to be exceptional in all business realms – inspiring advancement in the fitness and wellness industry, becoming a leader and developer of expert health practitioners, and providing memorable customer service to clients.

### **Inspiring Environment**

Whether you’re looking to lose weight, increase strength, improve technique, prepare for an event – or if you just prefer a more personal approach – our individually tailored programs will give you faster results. We’ll cover such things as:

- Introduction to Physical Fitness and Coronary Risk Factors
- Body Composition, Anatomy and Kinesiology
- Behavioral Change and Medical Screening for greater health
- Exercise Physiology, Fitness Assessment and Goal Setting
- Exercise & Safety
- Resistance Training & Prescription
- Cardiovascular Training & Prescription
- Flexibility Training & Prescription
- Nutrition strategies for your good health
- Introduction to Basic Taekwondo, and more

RIOT Personal Training is an amazingly effective and efficient way to achieve your individual health, fitness, wellness, and martial arts goals. During your personalized sessions, your coach will identify and clarify your goals, assess your movement and design a program targeted to improve your weaknesses and optimize your strengths.

**Your Personal Training program will include:**

- Mobility exercises to improve and restore a range of motion
- Skill-based warm-up to prepare for specific movement patterning
- Specifically designed strength and conditioning exercises
- Post-workout recover techniques
- Complete nutrition program & meal plan
- Health, wellness and lifestyle support

If you're looking to lose weight, improve your nutrition or adjust your daily goals, the RIOT Personal Training will create a plan and advise you in a way that is personal and effective. RIOT specialize in dynamic, innovative and interactive Personal Training that is exactly what you're looking for to take your fitness and nutrition goals to the next level and challenge yourself to be the best version of you possible.



**Michael Kissinger**  
**RIOT Personal Trainer**

It's hard to find good quality trainers. You look at them on paper, and they meet the qualifications, but those qualifications have to come to life. The practical application is the challenge. Some trainers don't look like a trainer...that's a bad sign from the start.

Whether you want to believe it or not there is a direct correlation between how a trainer looks versus the amount of passion he or she has in perfecting their craft. How could one understand abnormal movement or the energy demands of an exercise imposed on you if they are not experiencing it themselves to the same level of intensity asked of you?

I consider myself a Tae Kwon Do, Health, Wellness, Fitness and Self-Mastery Coach. I market myself as a Personal Trainer, Self-Mastery Coach and Tae Kwon Do Coach for search engine optimization reasons.

What's the difference?

- Personal training is a service to guide you through a workout often provided to you by a gym.
- Tae Kwon Do, Health, Wellness, Fitness and Self-Mastery coaching is the service of guiding you towards achieving a healthy and fit body (more than just a workout). Having a fitness coach with you every step of the way will help you instill dedication to a lifestyle that includes exercise discipline, personal

responsibility, and balanced nutrition resulting in overall well-being and an improved level of fitness and performance.

As a dedicated and motivated fitness coach I have dedicated health, fitness, wellness, and martial arts as my career not just a hobby or part-time job.

- I am a Kukkiwon Certified Black Belt, Fitness Competitor and Avid Athlete. I was trained by US Army Special Forces, University of San Francisco and San Francisco State University and certified by The Cooper Institute, American Red Cross in CPR/AED and the Kukkiwon-Korea.
- I participated in the Troops for Fitness Program sponsored by Coca Cola and One Vet-One Voice.
- I am my own personal advertisement. I have followed the science of exercise and have been training for over 50 years incorporating my vast knowledge of nutrition, exercise, and sports-specific training towards my own goals and achievements and those of my clients. I've made the mistakes so you don't have to. Through the process of trial and error over the years I have prevented people from losing motivation, and wasting time with exercises that don't work.

In addition to my years of practical training experience I presently hold multiple certifications and specializations. Each of the certification groups offer courses and testing in subjects including anatomy, exercise physiology, kinesiology, biomechanics, range of motion, structural integrity, fitness screening and testing, training principles and techniques, understanding equipment, sport nutrition, sports injury, sport psychology and motivation, safety and injury prevention. To be certified by these organizations requires rigorous study, participation in courses, hands-on training trials, and passing difficult examinations.

I realize that most people don't understand any of the different acronyms that most trainers set next to their name but I ensure you that the education behind the acronyms along with the experience I have attained over the years will elevate the effectiveness and safety of your workout.

### **When you're ready, we're here.**

Whether you're an early riser, prefer a midday workout, or the evening is when you hit your stride, you'll appreciate our convenient hours. And no matter when you're ready to exercise, you'll find multiple options from which to choose: classes exploring physical exercise, the mind-body connection, martial arts exercise, and services such as weight management and personal training.

It feels good to have a strong, flexible body that can do all the activities you enjoy - like running, jumping, and playing with your friends. It is also fun to be good at something, like scoring a basket, hitting a home run, or perfecting a dive. But you may not know that exercising can actually put you in a better mood.

When you exercise, your brain releases chemicals called endorphins, which is a natural way to make you feel happier. It is just another reason why exercise is a fun activity. For more information about this topic, please call **650-992-3939**