



GET STRONGER LIVE BETTER

in 20 Minutes Twice a Week

Build Strength | Boost Energy | Live Healthier

AUTHORED BY ED COLLINS AND KATHRYN COLLINS



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Published in partnership with the Functional Aging Institute

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Published by Niche Pressworks
Indianapolis, IN
Nichepressworks.com

Printed in the United States of America

Table of Contents

Foreword	vii
Preface	xi
What Do YOU Want?.....	1
Taking Care of You	3
Fitness Starts in Your Mind and Your Dreams.....	7
Functional Fitness is a Gift to You and Your Family	9
Ready to Handle Life.....	14
Strength and Functional Fitness for Mature Adults	19
Designed to Get Results You Want and Need.....	20
Discovering a New Kind of Fitness	25
Working With Us, You'll Discover That We Value:	25
Our Key Foundations	26
Strength and Functional Fitness Equipment	37
What to Expect in Your Training Sessions.....	41

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Preparing	51
What to Wear	51
Safety.....	52
Energy and Well-Being	52
Getting Started	53
Customized Workouts	54
Testimonials	55
Can You Imagine It?	63
Get Ready for Your Best Years Yet	65
About the Authors	69
Special Offer	72
Contact Us	73

Welcome

Preface

I was born in 1950, which makes me a baby boomer. I was raised watching Howdy Doody and the Mickey Mouse Club on a black and white television. I loved watching Jack LaLanne with my mom and following his exercise routines. I admired his good looks and his amazing physique. I wanted to be like him when I grew up.

Today, I qualify for Medicare, Social Security and all sorts of senior discounts, from haircuts to coffee at McDonald's.

I know what it's like to be young and strong with tons of energy—feeling and thinking like I could live forever. I now also know that life is precious, and tomorrow could be my last. This was brought into sharp focus as I was diagnosed with (and continue to undergo treatment for) Stage 4 metastatic prostate cancer.

SIMPLY STRONG

I've been married twice—the second time for over thirty-one years—and I'm more in love now than the day we were married.

I am the father of ten kids and grandfather to eight (so far). I know about raising kids, and the sense of pride and love a parent feels as they grow and find their way through life.

I really became interested in health and fitness when my Dad, at the age of 59, suffered a paralyzing stroke. This changed his life forever and had a profound effect on me and our family. His words of advice to me were simple and direct, “don't let this happen to you.”

I knew then that I would do everything possible to not let this happen to me but also not let this happen to others as well.

I started my career in the health and fitness industry in 1975 when I graduated from UC Santa Barbara (UCSB) with a degree in physical education. After graduation, I was asked and accepted a position as the Freshman Crew Coach at UCSB. From that experience, I found that I loved coaching and teaching people how to work toward a goal and excel.

Over the next forty-plus years, I have literally coached and trained tens of thousands of people to excel—to be better than they thought they could be. It is very rewarding, and I never get tired of it.

I have seen many different “exercise” programs come and go—from Jazzercise, ThighMaster and Tae Bo to kickboxing, yoga and CrossFit. I have always stayed true to what really works well—strength training.

I have learned from many great people, but the one who influenced and taught me the most was Arthur Jones, the

inventor of Nautilus and MedX exercise equipment. He taught me that the most valuable exercise for the human body is brief, intense and done once or twice a week. It may not be fun, entertaining or a social event, but it is the best way to stimulate the body to change in a positive, healthy way. Scientific studies are now confirming that this is true—especially as we grow older.

SIMPLY STRONG PERSONAL TRAINING STUDIO is the culmination of all my life and fitness experience over the years, combined with the most recent scientific research. I truly believe that our program is the safest, most effective and most time efficient means to improve health, fitness and the quality of life for anyone who is willing to work hard and put forth the effort necessary.

As an extra bonus, I get to work with three of my children: Kathryn, Lauren, and Stephen. Kathryn is the Chief Operations Officer of SIMPLY STRONG, who shares my love for coaching and strength training. She is a graduate of the exercise science program from Northwest Christian University in Eugene, Oregon, and she is extremely passionate about her job at SIMPLY STRONG. She loves helping mature adults discover all the health and fitness advantages associated with staying strong.

My son Stephen is a personal trainer at SIMPLY STRONG who is a graduate of and certified by the High Intensity Training University program. He is professional, knowledgeable, personable, and loves working with both men and women to help them reach their health and fitness goals. He is a tremendous asset to our business.

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My daughter Lauren is out-going, warm, caring, and just fun to talk with and be around. She runs our front office, and her personality makes people feel at ease and welcomed. She handles scheduling and all aspects of our clients' interaction with SIMPLY STRONG. She simply makes us better.

Our mission is to strengthen people's lives — one training session at a time.

Stay strong, stay healthy forever and maintain the quality of your life at SIMPLY STRONG!

**Keep reading... and contact us
for a copy of the complete
book.**

Special Offer



FREE

A FREE TRIAL SESSION!

We'll Learn About Your Goals and Aspirations

We'll Discuss Your Health History

You'll Experience the 20-Minute Workout

If this book has inspired you, we would love to meet with you in person. We invite you to join us at **SIMPLY STRONG** to get the accountability and support you need to achieve your health goals and aspirations.

Your **FREE** introduction to our program begins with an interview. We'll discuss your health goals and review your health history. We'll have you sample the 20-Minute Workout so you can discover the "feel" of slow-motion strength training.

By this time next month, you could be stronger and feeling better, moving better, looking better, and starting to see how transforming SIMPLY STRONG can be for your future.

Call today and ask for your FREE Trial Session

(541) 844-1608



SimplyStrong.us

2840 Crescent Avenue, #100

Eugene, OR 97408

541-844-1608

Facebook.com/SimplyStrongOregon

“Simply amazing... this program enables people to build and maintain muscle with a minuscule time commitment. I highly recommend it for all ages and abilities.”

- Heather L. York, MD.

“Younger, stronger and healthier in 20 minutes a week? I thought no way, but 5 years ago I tried it and boy was I wrong. I recommend the SIMPLY STRONG program to my patients and everyone who wants a great quality of life as they age.”

- Bob Carlock, DC.

Exercise should support the things you are really passionate about doing...for the rest of your life. In **SIMPLY STRONG**, you'll discover the unique methodology of slow-motion strength training and how we, as certified Functional Aging Specialists, can equip you to live life at full strength.

At **SIMPLY STRONG** everything we do is designed to help you do the things you need to do, the activities you enjoy doing, and the adventures you hope to do with greater ease, enjoyment, and less pain. Our strength-based functional fitness program is safe, simple and only requires 20 minutes of your time. Join us for a **FREE TRIAL SESSION** and see for yourself.

SIMPLY STRONG contains proven techniques to decrease pain, increase your strength, fight chronic disease, and improve your energy and balance at any age or functional ability.

We hope you enjoy this book and share it with others. Feel free to stop in anytime and see us at **SIMPLY STRONG** in Eugene, OR.



Ed Collins and his daughter Kathryn share a passion for health and fitness.

They both are college graduates in Physical Education and Exercise Science. In 2013, they founded a unique training facility called SIMPLY STRONG that helps mature adults live younger, stronger, and healthier from just one or two, 20 minute training sessions a week.

www.simplystrong.us
(541) 844-1608

2840 Crescent Ave STE 100
Eugene, Oregon 97408