

the definitive
guide
to selecting
the right
fitness
camp

“Absolutely Remarkable Results”

– *Supermodel Niki Taylor*

PFC
FITNESS
AT LA COSTA
RESORT AND SPA®

**RESERVE
YOUR SPOT
TODAY**
CALL 888.488.8936

TOP
10 QUESTIONS
Ten



10 QUESTIONS TO ASK WHEN CHOOSING A FITNESS CAMP

Attending a fitness camp will be one of the most impactful and beneficial decisions of your life. Your camp experience will be the catalyst to dramatic weight loss results that will leave you feeling healthier, stronger and happier than ever before!

However, not all fitness camps are created equal so it is important to choose wisely. Knowing what to look for and what to ask can be the difference between another failed experience and a successful life transformation.

Use this guide to your advantage to quickly identify the questions you should ask when choosing between fitness camps. Selecting the right fitness camp to attend is an important decision so let this resource be your guide.

Here's to a healthier, happier you!

2100 COSTA DEL MAR ROAD, CARLSBAD, CA 92009

T. 888.488.8936

One

HOW LONG HAVE YOU BEEN IN BUSINESS AND WHAT IS YOUR TRACK RECORD?

ANSWER:

WHAT TO LOOK FOR

Within just the last year alone, more than a dozen new fitness camps launched their programs, all of which boast aggressive yet unproven claims. Be cautious of bold promises from any camp with less than a year of operating performance.

The best camps will have numerous legitimate testimonials from prior guests to help validate their claims. Look through their before and after pictures and read the testimonials on their website to ensure ample client success stories. Further, be sure those stories are from actual guests and not simply stock photography found on the Internet. You may also want to request to speak with one or more of their prior guests to gain greater insight into their program.

Take an even closer look at a fitness camp by visiting their social media sites such as Facebook. Look for camps that are actively engaged with their prospective, current and past clients. This is a great resource when looking for unsolicited testimonials by the people who've actually experienced that particular camp.

THE PFC ADVANTAGE

Since launching in early 2010, PFC Fitness has helped literally hundreds of guests achieve truly remarkable results. Our proprietary program is clinically designed and proven to work for people of all body types, physical conditions and backgrounds. We showcase several before and after pictures on our website of actual guests with their permission. We also have an active Facebook page with several unsolicited testimonials and accolades from guests whose lives have changed as the result of their decision to attend PFC Fitness.

Two

WHERE WILL I BE WORKING OUT THE MAJORITY OF TIME DURING MY STAY?

ANSWER:

WHAT TO LOOK FOR

Most fitness camps simply use a hotel's cramped fitness center or a nearby public gym to facilitate their program. The fitness centers provided at even a 5-star hotel are often inadequate for the needs of a fitness camp and a local gym is typically loud and crowded. In either case, it will end up being a distraction to you that will negatively impact your experience at camp.

The best camps will have a dedicated workout facility for their guests with state-of-the-art equipment specific for the needs of their weight loss program. You will spend a lot of time working out so it is important to have access to a comfortable location that is free from unrelated distractions.

Look for pictures and detailed descriptions of the facilities that are offered to guests. When you're not working out in the designated fitness facility, ask where you'll be and what you'll be doing.

THE PFC ADVANTAGE

PFC Fitness is the only fitness camp located at a luxury resort and members-only country club that is dedicated to mind, body and sport. Not only do our guests enjoy the vast high-end fitness amenities of the fitness resort, PFC guests also enjoy a dedicated fitness facility that is equipped specifically for our clinically designed weight loss program. Our facilities at the La Costa Resort & Spa are first-class and are located in our own, private area at the resort. To keep our routines exciting and different, we offer many fun workouts in the resort's swimming pools, tennis courts, fitness studios, on one of many nearby beaches or along the ridgeline of the coastal hills. Regardless of your physical ability, we have a solution for you to ensure you have an enjoyable experience at camp.



WHAT IS THE QUALITY OF THE FOOD THAT I WILL BE EATING?

ANSWER:

WHAT TO LOOK FOR

To cut back on cost, many fitness camps provide meals in a cafeteria environment with pre-made foods. While you are at camp pushing your body and mind in an effort to experience change, it is critical that you get the best vitamins and nutrients possible from the meals you eat. Be sure to understand the type of food you'll be eating, how it is prepared and how it will be served.

The best fitness camps will offer only farm-fresh foods that are prepared using the healthiest natural ingredients. Each meal should be prepared fresh, portioned just right and served to you in a comfortable environment.

PFC ADVANTAGE

Our guests enjoy only the freshest ingredients, purchased directly from local farmer's markets or harvested on-site to ensure the absolute best food possible – your body deserves it! All of our meals are planned by our Nutrition Director and prepared and portioned with precision by culinary experts to ensure proper caloric intake for our guests. Best of all, your meals will be served to you by La Costa's renowned friendly staff. It's truly an experience like none other!

4

Four

WHAT WILL THE WEATHER BE LIKE DURING THE TIME I PLAN TO ATTEND YOUR CAMP?

ANSWER:

WHAT TO LOOK FOR

Be sure to pay attention to the weather conditions you will likely encounter during your stay at camp. Some fitness camps are located in mountain locations where it is extremely cold during the winter months or dry and hot during summer, which may impact your ability to get outside for enjoyable workouts. Others are located in very hot and humid locations, making it uncomfortable during the popular summer months.

The best fitness camps offer locations that boast comfortable weather patterns year round. This benefit will provide you with the opportunity to get outside and experience fun and unique activities to help mix things up during your time at camp.

PFC ADVANTAGE

It is often said that Southern California offers the best weather compared to any other destination in the United States. PFC Fitness is located in the beach community of Carlsbad, just minutes from the world-renowned Southern California coastline. Our guests enjoy truly year 'round weather that is warm, sunny and refreshing. On a daily basis our guests are able to experience an active outdoor lifestyle taking part in an aqua cardio session in one of La Costa's amazing resort swimming pools, a resistance band workout on the beach, an interval training session on lush green grass or an invigorating hike along one of the many costal mountain ranges. It's truly an experience unmatched by any other fitness camp in the world!

5

Five

WHAT TYPE OF ACCOMMODATIONS WILL I HAVE ACCESS TO?

ANSWER:

WHAT TO LOOK FOR

At the end of each day you will be tired and your body will crave some time to sit back and relax. Making sure your accommodations are comfortable and inviting is critical since this will be your home away from home during your stay at camp. Be sure your room is spacious and comfortable, offering plush linens, high-end technology and more. Ask about surrounding resort amenities and nearby attractions. You will have some down time when you can take advantage of a relaxing spa services, shopping or other fun activities. Make sure you have access to those opportunities to ensure you don't end up stuck in a room that isn't very comfortable and with nothing to do.

The best fitness camps will offer resort-style amenities at a discount for your benefit. You should also have access to a shuttle service to take you to local attractions and amenities such as the movie theater, shopping mall and other fun off-site activities.

PFC ADVANTAGE

Our guests have access to all of the amenities at the La Costa Resort & Spa. Included are discounted spa services at Spa Magazines #1 Spa in the Nation, access to the world-renowned Chopra Center and the ability to relax at La Costa's Infinity-edge swimming pool, just to name a few. Furthermore, La Costa is just minutes from the boardwalk that spans several miles along the San Diego coastline. You are near Sea World, Lego Land, the outlet malls and more. Simply put, when you choose PFC Fitness, the options for enjoyment are literally endless.

Six **6**

WHAT ARE YOUR TEAM'S CREDENTIALS FOR HELPING PEOPLE LIKE ME?

ANSWER:

WHAT TO LOOK FOR

Be sure to ask about the credentials of the fitness team you'll be working with. Are they properly accredited as certified personal trainers, nutritionists, and therapists? Are there team pictures online with personal bios to read through? Do they look and sound the part? You are putting your trust in this team so it is critical that you are comfortable with their ability to help you accomplish your goals. Look for articles they've written on the company's blog to get a sense for their personalities and knowledge. Make sure they are a good fit for your own personality and needs.

The best fitness camps will offer a full staff of certified personal trainers, nutritionists and behavioral change experts – not just one or two self described "gurus". First-class fitness camps will showcase their trainers on the company's blog and social media sites so you can get to know their credentials and personalities before coming to camp.

PFC ADVANTAGE

Our entire staff is properly accredited and boasts several years of experience helping literally hundreds if not thousands of people. Our trainers are fun, outgoing and caring. They actively post articles on our blog and frequently engage on our Facebook page. We are confident that when you come to PFC Fitness, you will forge a strong and lasting connection with our team – we're all family here!

Seven **7**

DO YOU OFFER AN AT-HOME PROGRAM? IF SO, WHAT DOES IT ENTAIL?

ANSWER:

WHAT TO LOOK FOR

Your time at fitness camp is just the beginning. Choosing the right camp will give you a jumpstart on your fitness goals, helping you lose a considerable amount of body fat and giving you a renewed sense of accomplishment and confidence. However, long-term success will take place when you get back home. Be sure the fitness camp you choose offers a comprehensive at-home coaching program to help you stay on track, keep you motivated and hold you accountable to your fitness goals. Furthermore, you want to make sure the meals you eat and all of the exercises you perform at camp are can easily replicated at home.

The best fitness camps include a 12-week program that offers a dedicated personal coach who you can contact by email or phone at anytime. The at-home program will be the difference between failure and success. Furthermore, you should learn how to make all of the meals you enjoyed at camp and perform the same exercises to ensure you return home armed and ready for continued success.

PFC ADVANTAGE

All of our guests receive a 12-week at-home coaching program complete with a workbook and personal coach. Many of our guests have gone on to lose 100 pounds or more of body fat as the result of our coaching program. By the time you return home, you will have all of the required tools to replicate your camp experience to ensure continued success.



WILL YOU PROVIDE ME WITH A COMPREHENSIVE BODY ASSESSMENT?

ANSWER:

WHAT TO LOOK FOR

As they say, “If you can’t measure it, you can’t manage it” and we couldn’t agree more. That’s why it is absolutely critical that the fitness camp you choose offers comprehensive health and fitness testing upon arrival and departure. By the time you leave camp your body should have changed both inside and out and your ability to track both is critical for long-term success.

The best fitness camps will offer comprehensive testing at the beginning and end of your camp experience. Tests will include your body weight, body fat percentage, full blood lipid profile, blood sugar levels, cholesterol and more.

PFC ADVANTAGE

PFC Fitness is an exclusive fitness partner of the University of California San Diego and their world-class medical facilities. All of our guests receive comprehensive testing before and after their camp experience to ensure progress is properly measured. Our guests also have the option to receive a DEXA scan using state-of-the-art equipment at the UCSD medical facility. As our partner, UCSD helps us track the progress of our guests and continually praise the long-term effectiveness of our fitness program for the amazing results we are consistently able to help our guests achieve. That’s a third-party testimonial worth its weight in gold!



IS YOUR CAMP DESIGNED FOR PEOPLE LIKE ME AND WILL I FIT IN?

ANSWER:

WHAT TO LOOK FOR

Make certain the fitness camp you attend is designed to meet your specific needs. Ask about the typical profile of their other guests to adequately determine if you will fit in? If you have certain physical limitations like a nagging injury, specific dietary needs or others, be sure the program will cater to those needs without making you feel left out or constantly lagging behind. Some camps are designed specifically for obese people while others offer high-impact, vigorous exercises for more fit and active people – be sure the program you choose will satisfy your personal needs.

The best fitness camps can successfully cater to a diversity of guests and will offer many variations to its program to ensure the best experience for each individual guest.

PFC ADVANTAGE

The weight loss program at PFC Fitness is clinically designed to meet the needs of people from varying backgrounds and physical capabilities. At any given time, we have people attending our camp from all walks of life. Whether you need to lose 50 or even 100 pounds or you just want to lose a few pounds while enjoying a fitness vacation, we have a solution that fits. What ever the case may be, our program is proven time and again to give people results while delivering an amazing experience. You simply have to see for yourself!



WHAT ARE YOUR TYPICAL GROUP SIZES AND TRAINER TO CLIENT RATIOS?

ANSWER:

WHAT TO LOOK FOR

One of the best things about going to a fitness camp is meeting a group of like-minded individuals with whom you will forge life-long relationships. To ensure this is the case, look for fitness camps that offer small group sizes with low trainer to guest ratios.

The best fitness camps will offer small group sizes with plenty of trainers to ensure proper attention for each guest. The right camp will be able to spend ample time with you making certain you are performing each exercise properly, that you continually feel motivated, appreciated and comfortable.

PFC ADVANTAGE

When you choose PFC Fitness, rest assured that you will receive a first-class experience. Our camp boasts small group sizes with a qualified team of certified personal trainers, nutritionists and behavioral therapists that are on-hand to ensure you have an amazing experience and achieve phenomenal results. The size of our staff allows each guest to experience personal, individualized training from not only one, but several expert trainers! As the result of our small group sizes and high degree of personal interaction, it is very common for our guests to leave having made new relationships that will go on to last a lifetime.

SUMMARY

Your journey towards a better mind, body and soul begins now. Choosing the right fitness camp will absolutely change your life and you deserve it! Whether your goal is to lose just a couple of pounds by taking a fitness vacation or experience a complete make-over that entails a weight loss goal of 100 pounds or more, you owe it to yourself to take action today. Reward yourself with the gift of good health and book a week or more at a first-class fitness camp – it will be one of the most impactful and beneficial decisions of your life!

PFC FITNESS STANDS READY TO HELP YOU NOW.

CALL US AT 888-488-8936 TO RESERVE YOUR LIFE-CHANGING EXPERIENCE TODAY!