

Special Health & Fitness Report From:

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5 Essential Tips for Eliminating Your Lower Back Pain Now



Fitness Results By Design, Not Coincidence

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“How To Finally Get Relief From Your Back Pain Without Drugs or Surgery”

5 Essential Tips for Eliminating Your Lower Back Pain Now

One of the Isle of Man’s Top Certified Fitness Expert Reveals the Essential Strategies for Greatly Reducing Your Low Back Pain

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Do you want to improve the quality of your life?

Do you want to be able to do your normal daily activities without the agony of back pain?

Do you want to protect yourself from disease and injury? And do you want to live a longer, more vital life?

I’m confident that you answered “YES!” to each of those questions, just as have the hundreds of individuals I’ve counseled, coached, and trained in my career as a Certified Personal Fitness Professional and Health Expert.

Right now I’m going to reveal to you the 5 essential strategies that have enabled my clients to achieve these important goals.

These simple strategies can be immediately implemented into your lifestyle without expensive prescription drugs, and without going under the knife for painful (and often ineffective) back surgery.

So let’s get right into it.

But why stop here? **Sign up for a FREE assessment** to find out how I can help you overcome back pain and enjoy life more.

Without further ado, turn the page to discover...

The Truth About Back Pain

It's estimated that anywhere from 60-85% or more of us in this country suffer from back pain at some time in their lives. Many live with chronic back pain several days per week.

You've no doubt experienced back pain yourself at one time or another or you wouldn't be reading this report right now.

It's a common belief that there's nothing you can do about it...it's just a part of life. Nothing could be farther from the truth. You can overcome back pain, or at the very least lessen it a great deal. But the biggest question is...
What can you do?...

The medical community usually prescribes some sort of pain medication such as:

- **Topical Preparations** such as creams and sprays. They are applied to the site of pain and work by stimulating the nerve endings into altered sensation and reduce inflammation and swelling.
- **Non-Steroidal Anti-Inflammatory Drugs (NSAIDS)**. Available without prescription, these drugs are effective in lower back pain and muscular strains/sprains. They work by interfering with the chemicals responsible for causing inflammation and swelling. They are inexpensive and typical NSAIDS include Ibuprofen, Aspirin and Diclofenac.
- **Paracetamol**. This drug is the most commonly used as it has the fewest side-effects, there is no chance of addiction or becoming tolerant, does not interfere with the gastro-intestinal tract and has the lowest allergic rate. It works by altering the person's pain receptors in the brain thereby altering pain perception and sensation. It is fairly inexpensive, and is effective in the treatment of both mild and moderate pain.

Unfortunately, besides the side effects and addictive potential of these medications, they don't fix the problem that's causing your back pain.

They merely mask the pain, allowing you to continue doing what you normally do. And that usually just adds to the problem that's causing your back pain to begin with because you feel less pain and continue to do all the things that further aggravate your injury/problem.

The other option many doctors will present to you is back surgery. Besides the risks, invasiveness, and pain associated with back surgery, many people are no better after the surgery than they were to begin with.

I'm not completely against back surgery. I just feel that it should be used as the absolute last resort. And besides, what's the point in going under the knife if you still suffer from the pain when it's all said and done?

If you (or someone you care about) suffer from back pain, this may be the most important report you'll ever read. I want you to know there **are** other options available to you to greatly reduce or even eliminate your back pain without numerous doctor visits, dangerous (and often addictive drugs), or scalpel wielding surgeons.

In this report you'll learn some of the major causes of back pain, and more importantly, what you can do about them.

Common Factors That Contribute to Back Pain:

1. Excess Weight and Body Fat

One of the main causes of back pain is simply being overweight. With our sedentary lifestyle and poor eating habits it's easy to add unwanted body fat, especially around your stomach.

The "pot belly" or "Beer Gut", as it's sometimes affectionately referred to, is the leading cause of low back pain.

For every pound of excess weight you carry in your stomach area you place an additional ten pounds of stress on your lower back. Now, ten pounds of pressure doesn't sound like all that much, does it?

But most people don't just carry an extra pound of fat in their stomach. If you're overweight, consider this and see if you don't change your mind...

Ten pounds of fat on your midsection will add a whopping 100 pounds of extra stress on your lower back! Imagine lugging around a 100-pound backpack around with you all day long. Not only would it get pretty tiring really fast, it's going to give you a nice sized backache.

If you suffer from lower back pain, the first and most important thing you can do to help alleviate your pain is to maintain a healthy weight.

2. Poor Posture

Another big cause of low back pain is the fact that almost everyone in our society has bad posture. We don't stand up straight. We walk with slouched shoulders and a rounded upper back. And when we sit, we round out our lower backs, placing even more unnecessary strain on the lower back and hip region.

And to make matters worse, we spend a vast majority of the day sitting. If you fail to maintain the natural curve of your lower spine, you're just adding to your problem.

Be honest, do you consciously keep the natural arch in your lower back while you're sitting at your desk at work? What about when your driving in your car? Or when you're at home watching TV?

Make a conscious effort to keep your chest up, shoulders back, and your lower back arched the way it's designed to be. This alone will do a lot for relieving your pain.

3. Stress

With our fast paced lifestyles, obnoxious bosses at work, bills piling up, kids that do anything and everything they can to push our buttons, and of course, that nagging spouse (just kidding) it's unavoidable that we'll get stressed out from time to time.

And when you get stressed out where do you feel it first? Usually the stress and tension starts in your shoulders and in your upper back muscles, right?

It just so happens that when these muscles become tense, the other muscles in your back start doing more than their fair share of work trying to compensate. This will eventually cause them to tighten up due to exhaustion. Once they get too tired, it progresses up your neck (which can often lead to headaches) and all the way down the sides of your spine and into your lower back.

If this happens too often, you will experience low back pain. Do anything you can to reduce your amount of stress (short of killing your boss, of course).

4. Your Mattress

We spend about 1/3 of our lives sleeping. It stands to reason that if your mattress is old or worn out, you're not going to get a good night's sleep.

And with all those metal springs poking you in all the wrong places, it can be hard to get comfortable. A worn mattress will cause you to toss and turn all night long and can even cause your spine to become improperly aligned while you should be catching up on your beauty sleep.

Be sure to rotate (and/or replace) your mattress as recommended by the manufacturer to avoid creating divots from your hips. These divots will cause your spine to curve into an unnatural position.

And when you lay like that all night long, you can expect one thing in the morning...
...an aching back!

5. Poor Physical Fitness

By far, the biggest cause of low back pain is not being in good physical shape. If your muscles aren't capable of supporting your body the way they're designed to, you will experience problems, with your back and almost everywhere else.

Here are some of the most common causes of low back pain associated with being out of shape...

- Weak abdominal muscles
- Weak spinal erectors
- Weak hip stabilizers
- Tight hamstrings
- Tight hip flexors

Since we spend most of our time sitting, the muscles in our hips and backs of our legs often become shortened. When these muscles shorten, they pull on your pelvis (hips) and cause an unnatural curve in the lower spine. This alone will lead to great amounts of stress placed on your lower back, leading to pain.

And if you don't engage in much physical activity, the muscles in your stomach and lower back will become weakened. These muscles are directly responsible for stabilizing your spine and holding it in the proper alignment. Without strong abdominal and lower back muscles, your vertebrae will easily become misaligned, again, leading to back pain.

All the above factors I've listed will contribute to your back pain. That's good information to have, but what do you do about it besides lose some of that extra weight and rotate your mattress? Glad you asked...

The 5 Most Important Things Your Can Do To Eliminate Your Lower Back Pain Now

1. Start a regular exercise program.

In the beginning, your fitness plan should not be overly aggressive. One of the biggest problems most people encounter when starting a fitness program is rapidly depleted motivation after only a few weeks due to an overly ambitious fitness plan.

Two days per week of 20-minute low-intensity cardiovascular exercise (walking, jogging, biking, swimming); and two days per week of 30-minute light resistance training (using weights or resistance machines) are adequate in the beginning.

As you become acclimated to the lifestyle "shift" you can add more days and get improved results. But beware: if you try to do too much too fast, you may end up quitting altogether.

If you've tried and failed doing it alone, then I suggest you get a training partner or personal trainer who will help you sustain your motivation.

2. Lose some of the excess weight around your midsection with low intensity cardiovascular exercise.

For the fastest fat-burning effect, your heart rate during cardio exercise should not exceed 50% to 70% of your maximum heart rate. The simple formula for calculating your 100% maximum heart rate is 220 minus your age. If the intensity of your exercise increases your heart rate beyond 70% (which can occur very easily if you are in poor shape), you start shifting from using body fat as your energy source to relying on glucose metabolism.

Your personal trainer can supply you with a simple heart rate monitor you can wear during exercise so you always stay in your peak fat-burning range.

3. Always, always, always stretch.

The muscles that are associated with your lower back and hips are most likely too tight. That will lead to back pain. Stretching improves flexibility, blood flow, muscle recovery, low back pain, and a host of other things. Additionally, stretching can prevent injury, make you sleep better, and improve your performance in daily activities.

Always stretch, but be certain not to stretch cold muscles. You should always warm up before stretching. However, it is very important that you know how to stretch. Never bounce!

Your personal trainer will show you the proper execution and timing of your stretches.

4. Exercise correctly.

So much time is wasted doing, at best, unproductive exercise or, at worst, dangerous exercise. Get educated on how to exercise correctly. And the absolute best way to do that is to hire a personal trainer to develop a program for you and then teach you what to do and how to do it right.

Personal training does not have to be an ongoing process. You can hire a personal trainer for whatever length of time you need to learn the ropes. It could be five sessions, or it could be fifteen sessions. It's completely up to you. But statistics prove that those who understand how to exercise correctly, get better, faster results.

And that's what you want, right? Results!

5. Never, ever do a traditional sit-up.

Unless you are a super athlete with an incredibly well developed midsection, sit-ups can lead to a further strained lower back and possibly lumbar injuries.

But it gets worse. Rather than hitting your abdominal muscles, sit-ups can shift exercise tension to your hip flexors – which not only defeats the purpose, but can also lead to even greater back pain.

There is so much misinformation about how to strengthen, tone, and firm the midsection, it's almost frightening. It is very difficult to learn proper abdominal exercise technique by reading about it or watching it demonstrated on a video. You need to do it with supervision and get feedback about your form from a knowledgeable source.

Keep in mind that you use your abdominal muscles in almost every single movement you make in your daily activities. Strengthening your abdominal region is the single most effective way to prevent, or recover from, low back pain.

There you have it. The 5 single most important things you can do to reduce or even completely eliminate your back pain.

I realize that starting (or re-starting) a productive and effective health and fitness program is not easy. **That's why I encourage you to get help.**

If your car breaks down you go to a mechanic. If you've got a tax problem, you see an accountant (or an attorney!). Have a toothache? You're off to the dentist. Leaky pipes result in a call to the plumber.

So why is it that so many people attempt to solve their own health and fitness problems without consulting an expert? I don't know exactly, but I encourage you to make the investment in

yourself – in your quality of life – by hiring a qualified professional to educate you and help you get started...

...because the **hardest** part is just getting started and sustaining your motivation until fitness becomes habitual. Once you develop the habit, which can take as little as thirty days, your back pain will lessen and your whole life will change for the better.

If I can be of any assistance to you in reducing your back pain without drugs or surgery, please don't hesitate to call me. I'm happy to speak with you and give you my recommendations without any sales pressure (I hate it when people try to "sell" me, so I wouldn't try that on you).

Please send me an e-mail or call my office to get your **free consultation**.

Thank you.

Wishing you good health,

Andrew Wallis
Certified Personal Trainer

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P.S. If you'd like to be free from pain and physical limitations, and finally get the body you've always wanted, **BOOK your FREE assessment**.

P.P.S. Bring a training buddy (spouse, friend or family member) and he or she can take advantage of the same special offer!!!

WorkOutSmarter Health and Fitness Gift Certificate

Free Postural and Movement Based Assessment

"Finally... A PROVEN & GUARANTEED Method for Losing The Back Pain

That Works EVERY TIME... Even If You've Failed In The Past!"

This Certificate entitles the bearer to:

- ✓ **A One-Hour FREE Health And Fitness Consultation.** Here's what will happen during your consultation: we'll explain, in detail, exactly what our Lose The Back Pain System involves and how it works. **We'll also give you a complete health and fitness analysis** and at a bare minimum, you will learn a great deal about how to better achieve your weight loss, health and fitness goals. We'll share with you our vast knowledge absolutely FREE. You will get all your questions answered fully and completely. (£25 Value)
- ✓ **A FREE subscription to my newsletter, ZEST For Life Newsletter.** This newsletter is packed full of techniques, tips, expert guidance and proven health tips and fitness strategies. It will keep you motivated and on track towards your goals. This is the best and most informative newsletter available. There's no worthless fad diets, no lies, no junk. Only hard-hitting content that will empower you. (£14 Value)
- ✓ **Two FREE Personal Training Sessions.** When you reply before the deadline date stamped in red by calling us at **491732**, I will gift you with two completely free personal training sessions so you can experience our services without cost or obligation. (£50 Value).

These special gifts are worth £89, and they are yours FREE for taking action today. Please don't delay. **Each day is precious.** Take action now. Take back control of your life. You are not alone anymore. We guarantee you will not fail! Give us the chance to prove to you how powerful our Lose The Back Pain System is.

To redeem this gift certificate simply call me on **491732**

We look forward to meeting you and helping you get the results you want and deserve!

This Gift Certificate Expires On: _____

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