

My point of Contact is Shara Gilbert. She works for Dynamic Fitness Solutions, a lifestyle fitness and healthy living brand based out of Long Beach, California. Dynamic Fitness Solutions has several locations across the United States.

Shara Gilbert is a 35-year-old resident of Dallas, Texas. She is unmarried with no children. She is the Head Personal Trainer for the Dynamic Fitness Solutions location in Fort Worth, Texas. Shara has been the Head Personal Trainer for 3 years.

Shara wants to create a new program for her clients that will allow them to develop healthy fitness and lifestyle habits. To accomplish this, she wants to create a workout plan that is easy to follow while also being rigorous enough to burn calories and build muscle mass. Shara wants to create a handout that will be both easy to understand and short enough to fit on both sides of an 8.5 by 11-inch piece of paper. Shara does not have the time to invest in creating a document that accomplishes these tasks well; Shara needs the help of a Technical Communicator.

One of the employees who works under Sarah Gilbert is Clint. Clint is one of the Personal Trainers at Dynamic Fitness Solutions. Clint lives in Dallas, Texas. He is 29 years old and is unmarried with no children. Clint has been a licensed Personal Trainer for 9 years and is very experienced in implementing new exercise routines for his clients.

The average client for the program Shara is developing is an adult between the ages of 35 and 65. The clients are new to regular exercise regimens. The clients want a plan that is flexible, easy to follow, and gives them the fit and healthy lifestyle they want. The clients need to be given good reasons to follow all instructions given to them because they live in a culture that has a low compliance rate. The users will receive this content as a handout printed on a double-sided 8.5 by 11-inch paper. The clients will use the handout to evaluate whether they are performing their routine correctly.

Exercise Routine that Promotes Health and Fitness

Caution: If you have never exercised regularly, or if you are or have ever suffered from any debilitating illnesses, you must get your doctor's approval before starting this program. You should also consult your doctor if you have any other health-related concerns.

Health and fitness are distinct. Health refers to how well the body functions, whereas fitness refers to the body's ability to perform tasks requiring stamina, coordination, and strength. This should get you started on the road towards better fitness [Head Personal Trainer/Personal Trainer: What should get the client started on their road towards better fitness? Is it their understanding that there is a difference between fitness and health? Are you referring to something else?].

On the first week of this program, you will walk three kilometers at a normal pace three times a week, with other exercises used before and after the walk plus on the rest days in between [Head Personal Trainer: What is the definition of a normal pace? Why must the clients only walk three kilometers three times per week? What happens if they walk for more or less than the recommended number of times per week? What are the "other exercises" that the clients must perform; which ones are to be performed before the walk and which ones after?].

The program runs for 16 weeks, but you can continue beyond that as needed [Head Personal Trainer: What happens if the clients do not complete the program for the full 16 weeks? What are the benefits if they continue to abide by the program guidelines for longer than 16 weeks?].

Day 1

- Step 1: Perform the loosening warm-up gently for five minutes [Head Personal Trainer/Personal Trainer: What is the "loosening warm up"? How would the clients perform this exercise gently? How would you tell your clients what this means in a simple sentence?].

- Step 2: When you start walking, use a medium stride, making contact first with the heel of your foot, then rolling forward and pushing off with your toes.
- Step 3: When you finish your walk, use the cool-down exercise [Head Personal Trainer: What is the cool down exercise?]. If you walk for 20 minutes or less, then you need approximately 5 minutes of cool-down time. If you walk for more than an hour, then you should cool down for 15 minutes [Head Personal Trainer: Why do they need to cool down? What could happen to the clients if they do not cool down?].
- Step 4: Drink a large glass of cool (not cold!) water after your walk [Head Personal Trainer: Why should the clients stay hydrated after they walk? What happens if they drink cold or hot water?].

Day 2

- Start with the loosening warm-up [Head Personal Trainer: What is the loosening warm up? Is this the same warm up that was done on day one?], then do 5 sets of squats using the blue hand weights [Head Personal Trainer: Why must the clients use the blue hand weights?].
- Day 3: Repeat as in day 1, walking for the same amount of time. However, try using a slightly longer stride [Head Personal Trainer/Personal Trainer: What would a slightly longer stride look like? Could you explain it in a simple sentence?].