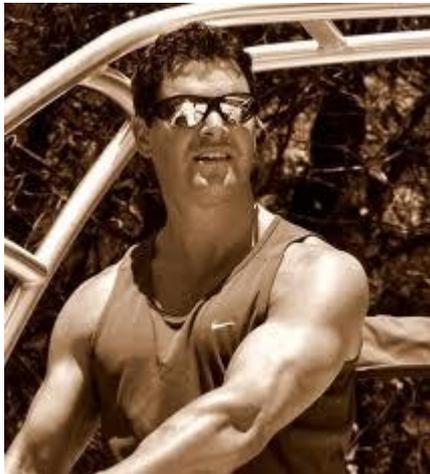




Chris Reid - 7 Minute Workout



JEAN: Jean here from jeanshawinterviews.com and today I have the pleasure of chatting with Chris Reid who is the president and co-founder of the 7 Minute Workout.

I've never met this gentleman in person, but I've watched him demonstrate various muscle building and strengthening exercises, as well as listen to his live and recorded webinars so I do feel as though I know him quite well.

That's important because the 7 Minute Workout is a health and fitness lifestyle program, which has the potential to change people's lives in more ways than one so it's vital you can trust the people who run it.

The other co-founder is Joel Therien who I've interviewed on two previous occasions. I have to admit had I not personally met him I may never have been inspired to check out the 7 Minute Workout, and that's because it makes an incredibly bold statement, which is you can get into the best shape in your life just exercising seven minutes a day, three times a week.

Now I don't know about know about you, but that sounds too good to be true so today I'm hoping Chris will be able to explain why it's not just wishful thinking, but is in fact backed by scientific evidence. So Chris are you there?

CHRIS: Yes I am, thanks for having me Jean.

JEAN: Oh it's a real pleasure. So I have basically covered what the 7 Minute Workout is, which is a health and fitness exercise program where you can get into the best shape of your life just exercising seven minutes a day, three times a week, and that is a really really bold statement. How did you and Joel come up with it?

I mean it's obviously not a new idea is it? Is it something you've been formulating for years? Because you've been friends since you were children haven't you?

CHRIS: Yeah we've been friends since we were five years old; we were literally in the same kindergarten class at five years old. We always liked

exercise, but the thing is that we did a lot of different competitive sports as we got older, but once we hit adolescence at 12, 13, 14, Joel really started focusing on body building as a sport.

That was a unique shift in terms of we were starting to use weight training and resistance training and different methods like that even at the age of 11 and 12 to try to get better at different sports that we were doing.

But when his sports suddenly became the creation and maintenance of high quality muscle and healthy muscle, he really really got down into the nitty gritty of what makes people grow. What it turned out was is that really it's recovery that makes people grow and it's like having an operation – I mean was it the operation that was the key?

I mean certainly it was the stimulus, but in terms of the entire procedure from start of the operation to fully recovered. In most cases the operation's a few hours, whereas recovery's several months.

We have to realize our bodies can quickly be broken down through exercise and once that breakdown is achieved, the key component is allowing the body to recover and not make it over-train.

A lot of times you look at different sports and you look at the build and the physiques on the higher endurance athletes and it seems like the more endurance required, which means the more endurance training is required, the skinnier most of the athletes become.

You think of a running back in American football for example, where they're doing these incredibly powerful bursts of energy and it's only for a few seconds, and then you look at the physiques on these people.

I mean they're not immobile, they are absolutely mobile, but these are unbelievably well built, muscular, powerful people and very , very, lean body mass.

We started to realize that there was a direct correlation as well between the amount of muscle mass you have and the amount of body fat you have.

I mean I'm kind of rambling on with the one starting question, but really the stimulus became what gives you the best return or muscle growth and why is it so important to have muscle? Those questions are basically what form the foundation of our program.

JEAN: So did Joel share this knowledge with you when you were at college together, because you shared a dorm or something didn't you?

CHRIS: Oh yeah.

JEAN: And so you took on that information when you left college because you went to do Taekwondo didn't you?

CHRIS: Well we've both been doing Taekwondo. we both started at 11 years old and we'd both already started doing exercises and weight training and things like that. Right around the age where he started the bodybuilding and about 12 or 13 years old I started really as young as that, competing nationally in Taekwondo – our regional teams, our provincial teams, our national championships. I was doing all that sort of thing.

What eventually happened is that I was trying to get to the weight room and I was aware of what Joel was doing, and how he was saying look we're only going to do this amount of workout, but there was at the time sometimes that I couldn't get to some of our weight training routines.

It was just that let's say I did a seven minute workout on my chest and triceps, so I did that routine and then I went to Taekwondo class and I was in a class when it was the old school training where my instructor would say, No you have to do a hundred push ups now, and then in another five minutes we're going to do another fifty, and in half an hour we're going to do another hundred.

The less you can do the more you had to do and then you get kicked and punched around a little bit if you didn't do enough. I mean it was that type of mentality back then in martial arts, at least where I was training. I found myself saying , No, I can't do my weight training exercises because I've got to go and perform a Taekwondo class.

I kind of steered away from it for a while in our teens and then as I left university I got serious about my competing and more in charge of what I was doing.

That's when I got back with Joel and he'd had it down to an absolute science by that time, and he had been having just phenomenal results as a bodybuilder.

He was achieving the sorts of results that people were seeing in professional competitions where he was a natural test in competitions.

He was just that sort of muscularity and I jumped straight back into the workouts, but even still, my muscular gains were always stopped by or undermined by my then going to the Taekwondo school and training for hours of kicking because I had to do so many repetitive kicks to learn the movement that I wasn't allowing myself that part of recovery.

You could just see it in our physiques, and even now Joel maintains much more muscle mass than I do, but I'm going to try and catch up and I'm getting there.

JEAN: But you actually became a world champion yourself, didn't you in Taekwondo?

CHRIS: Yeah.

JEAN: So at that point were you not just following Joel's exercise routine or by then had you told your instructors that, '*I know what I'm doing*'.

CHRIS: Well by then I was training myself and I was really in charge of my own training. I was really an anomaly and I definitely trained with senior masters from a martial arts context, but when it came to sport that was not something the traditional martial arts were into.

I was a sport athlete and I trained at my own pace and really what happened then is, and this is what people have to understand, there are a lot of workout programs that basically replicate what we do for sport.

I didn't do a thousand kicks a night because I needed to do that many kicks to make my muscles strong enough to perform it. I had to do that many kicks because of the very unnatural movement and you have to get to the point where every single nerve in your body knows exactly what to tell its own little muscle group what to do and exactly when to do it.

That's just through again, repetitive training to train those nerve connections and that's what some people say oh because I had to do so much about a thousand kicks, boy oh boy, I'm going to be out of breath so I've got to maintain some sort of artificial high level of cardiovascular capability.

I'm going to suddenly do all this extra running so I could maintain enough breath so I could do a thousand kicks in a night.

The only reason I'm doing that is so I can again, under high, high strain, heavy, heavy, stress, my body just reacts in exactly the correct way with lightning precision and speed, and that's what takes all of the extra training.

When people tell me, Oh, do you practice running, do you run half marathons, and my first question is always, "why"?

As an athlete doing that sort of training back then, it was always a battle against how many I could do before my body literally fell apart, and that's what happened.

People would drop off of the training and you'd hear this guy's not in competition, he got injured or this person now that they're back they had to go through an injury and we all went in through injury. We were all supposedly the lead athletes in our twenties training like crazy.

The only thing is we're lead athletes, but we're always injured, we're more injured than forty year old couch potatoes – torn muscles, broken ligaments, broken bones, bad backs.

I mean there's so much chronic illness that was exactly due to overtraining, whereas what I did is I did all that, but I was able to keep my body together and from ripping itself apart because my core health program was the 7 Minute Workout.

By that stage I would skip my night training with all the kicks in favor of my 7 Minute Workout because now I knew that I might as well not even bother and going and trying all that extra stuff if my core body was not properly maintained.

Now that I don't compete anymore, I only do the 7 Minute Workout – Only!

My body's healthier, I'm stronger, I maintain more muscle mass, and less body fat than when I was an active competitor. I mean my wife, she'll be the one that'll testify to that because it's true. She was just saying the other day, 'At 40 years old, you are better built and more lean than when you were when you were 32 and won the world championship in Taekwondo.'

JEAN: Really?

CHRIS: Yep.

JEAN: So did you find that you couldn't actually commit to the 7 Minute program as being a co-founder with it until you'd actually wound up your Taekwondo school? Because you used to teach didn't you and I'm just thinking that whilst you've got to teach the core body skills with the 7 Minute Workout program, if you've got to do all the kicks it's kind of counterproductive?

CHRIS: Well I mean it's kind of like a conflict of interest or something like that because it's two different programs.

The thing is Taekwondo is a totally different thing, and most sports are totally different things. It's a learned skill and you have to do repetitious exercises or repetitious movements to learn the skill.

The thing is I wouldn't advise any adult to start off a program like Taekwondo or volleyball or any sort of activity without first starting the 7 Minute Workout type program to condition the body. Because for me I can walk into any program right now, and I'm in shape now and this where I make the differentiation. I say a martial arts program is a lifestyle like bike racing, it's a lifestyle. If you suddenly want to become a triathlete, that's a lifestyle, whereas your core health and your core basis of living should be the 7 Minute Workout.

I would tell people with 7 Minute Workout as your core way of living that now if you want to go out as part of your lifestyle or something to do like take up a martial art program, go ahead if it was in my school sure.

I couldn't do it anymore because of the time requirement.

I mean I'm all in as an instructor and if you need to talk to me about a technique, no problem. If you need to talk to me about your divorce, no problem. I'm there for you. I was there for all my students and then trying to do the same sort of thing for the 7 Minute Workout community would have been impossible.

I had to step out for that reason, but in terms of the program themselves, I would say that once you've got your body healthy, once all your muscles are healthy and everything's balanced and there's no muscle imbalance or certain overdevelopment and underdevelopment and that's going to be a result of you following a total body strengthening program like 7 Minute Workout for a few months, then yeah you can go and try out Taekwondo and say 'Yeah I can go through the program' and I'm not going to have to go through the program going 'Geez am I going to kill myself doing this?'

It'll be more like 'Do I enjoy this as part of my recreation time?'

In terms of a health program and I told our members even back then - we had guys that were overweight from the day they joined, and ten years later they were overweight. They never lost a pound. They sweat like maniacs every time they came to training, but they never lost a pound because it wasn't a weight loss exercise. It was just totally different.

JEAN: Now it's really interesting that you're talking about healthy, because in fact the 7 Minute Workout is a healthy lifestyle program, and because of that it's suitable for anybody and everybody isn't it?

CHRIS: I try to tell people we have hygiene habits that we just do. I mean do we enjoy brushing our teeth every day or do we just do it because it doesn't take long enough for us to sort of dislike it? It's just something that we all have factored into our daily schedule to maintain ourselves, and that's what 7 Minute Workout is.

People are negligent towards themselves and towards their whole body, like all their muscles, all of their skeleton, and they look at it and go, 'Yeah that means you're talking about exercise. I know I have to - I bought a treadmill and I'll get back on it.'

That's like, 'No don't get on the treadmill. Lean against the wall at an angle, put your hands in a nice position and then you face towards the wall and slowly push away. You feel that in the back of your arms?'

That's a tricep muscle that's now suddenly demanding resources and suddenly forcing your circulation and suddenly going to consume calories and suddenly going to get healthy' and that's what I say.

In such a short amount of time, once you've implemented it in your schedule just like you do with showering and brushing your teeth and everything else, your health will so dramatically improve.

I don't want you to beta test it, but I would imagine if you skipped brushing your teeth and started the 7 Minute Workout, you'd still probably further ahead. You'd have health problems because you don't brush your teeth anymore, but you'd probably be in better condition because at least the rest of your body would be stronger and you'd have less aches and pains. But don't test that theory.

JEAN: Interestingly though, although it isn't a weight loss program, many people who have been on the 7 Minute Workout do actually lose weight don't they because they feel better about themselves, they're more toned and have better posture and things, so they do tend to take a bit more of a healthy attitude towards what they put in their bodies foodwise.

CHRIS: Absolutely, it's like having a new car. There's that period of time where there's no eating allowed in the car and as things deteriorate and go downhill, you don't bother getting it washed anymore.

The thing is if you're sitting there and the person's standing there going, 'Look I know I'm in terrible health, I'm out of shape, everything's going bad, and everything's grim, the only thing I enjoy is food and that's what's getting me further in'.

The key underlying point the brain realizes is don't forget the only thing you enjoy is food so let's not start with taking that away too.

How are we going to rebuild from that starting point?

We pointed out on another call the other night and some members were kind of caught off guard by it but the reality is you can use a reduction in food as a reward.

You start working out and you start coming and doing the 7 Minute Workout. You start doing your seven minutes and then take a day off, and seven and take a day off, and you get half way through your second week and you go, 'Wait a minute, I'm following an exercise program like I never did this before and now I am'.

That's a high, that's an emotional high. It's a mental high and if you capture that moment in your mind it'll probably literally make you smile. At that point when you're walking towards the kitchen it's a lot easier to take, maybe not nothing, but it's a lot easier to take a little less of what you're going to take.

Maybe that whole tub of ice cream might be just a bowl of ice cream. You do it as a reward for yourself and you say 'You know what? I'm just going to take a little bit this time instead of tons. I'm just going to leave some back in the fridge and leave some there and take some, and I'm still going to have my snack, but it's going to be less because I deserve it and I'm doing something good for myself and I want to keep doing something good for myself'.

That's what starts the reduction and the change in diet and it happens naturally. People start volunteering it before we start forcing it on people.

JEAN: That's the kind of information that will register with a lot of people and a lot of the things that you say on your webinars, you've got a lot of empathy. Is that because when you had your own Taekwondo school, as you say you were there for everybody so you were like the agony uncle I suppose? Does that help?

CHRIS: Yeah. I mean the thing is, it's eye-opening. You kind of think, okay well, yeah you hear enough sob stories to start feeling sorry for people. It's so sad and you start to realize and go, oh man there's so much more to people's issues and what causes them.

I can't remember the condition, but there was a girl I used to know and I remember her from my whole life, and then I met a lady at my Taekwondo school who came up to me and explained what her condition was and it was the same condition. But it causes in women, obesity and facial hair growth. I mean it's a double-whammy and you think here's a poor lady who's sitting there and she's crying to me in her office about the way people treat her and snigger about her.

You think 'Oh man you're just a person like me. I'd hate that.' I mean I'd absolutely hate that and why does this person deserve that? Why do they deserve to feel that way? I mean they don't and you go through an experience like that and you realize you can connect on that.

You haven't been through it and you realize people are living some of your biggest fears, being laughed at and ridiculed and things that even confident people can carry around the back of their mind -insecurities or fears that people are living with this every day.

You realize what sort of diamond you have in front of you because then you think you have a perspective that I can never ever ever have. If you can get through this in your mind and either do something, or I assist you to find ways of coping and feeling good and getting back on your feet and saying, you know what, I feel better about myself, and if I can at least figure out some way that at least points you in that direction and you can get there, look at how many people that person can help – far more than I ever could.

I'm not going to say to you 'Hey man I've been there'. I could say 'Hey I don't understand, but I know somebody who's been there and I know they'll talk to you if you want me to put you in contact with them'.

That's something that if you can do it for somebody you've got to do it. Like I say, I kind of rambled on there too, but it is something that when people start to share their feelings with you and share their experiences with you, it changes you and educates you.

JEAN: Obesity and being overweight is a very emotional subject and it's also a very touchy subject, especially if it involves people who are family members or friends, because you really don't know how to approach it do you? Did you find that within your family because your brother was at one stage considerably overweight. Did you find it difficult to talk to him or was it something where you just didn't go there?

CHRIS: It was almost impossible not to go there and I would never say anything. I guess that's the correct answer. Yes, it was very difficult to bring up and I was never able to bring it up. Sometimes you have to consider the situation and think it's not a big deal that they haven't noticed. You're not just

going to just draw attention and go, 'By the way did you notice I'm not standing much further from you than I used to because you have a stomach sticking out in front?'

You're not going to surprise them or inform them.

My view always in those situations, what I did was sit back and let it be known that this was going on and I had this knowledge, and that I worked with people. We had some family functions that I was telling people about 7 Minute Workout and how it was a great program and it's doing things for people and I left it at that.

Then out of the blue a few weeks later I got an email from my sister-in-law saying 'We've been following your exercise program but we cut it off at seven minutes like you said to and we're not sure if we're doing this right'.

I was like 'Wait a minute. Are you watching a 45 minute exercise tape and then just starting for seven minutes and stopping it because that's not it.'

That's what he was starting with and I thought okay hey they've kind of come to me and they're open to the idea. So then it went 'Well, good news. We're testing things out and can you try this? Here's a program'.

I think I was starting to send them DVDs and exercises and videos of myself before we even had them uploaded and let them start trying and it was that sort of way that was brought in.

It's just letting people know that you're involved with this and you have some knowledge, and then when they're expecting a turnaround and go 'Hey you should really use this'. You just don't do it and they know that and they already heard so you don't need to say it so I just left it, and that time it came around and worked well for me.

JEAN: He's done fantastically well hasn't he and you must be very proud. He should be very proud as well, it's very good.

CHRIS: Oh yeah. I mean it's tremendous and a big source of pride. It's incredibly difficult to do and once he started the process he never looked back. At the end of the day it takes a person to do it; it just takes a person to do it and he did it. I think sometimes it takes something that's fair for people too though.

You present them with something that's like, hey this is going to take commitment, but let me be fair to you; it's not going to take a life flipped upside down commitment. This is going to be a small change, but it's going to be a change that's going to have to remain.

Once you can get your mind around that and implement it, which they did very early on, hey it works, and it still works, and that's what we try to get into people's minds.

It's not nothing, but it's not huge. It's something, but you can do it, and we'll help you if you're stuck, and the community will help you too.

JEAN: The important thing is you have to do it for yourself. It's like anything, there's always a tipping point isn't there and you have to reach the point where something's got to change, but you need to do it for yourself and not just because everybody else is. When you said "they", is that because Mike's wife or partner or something, she supported him presumably and was his buddy. Is that what you're saying?

CHRIS: Well yes, she followed the program with him and she did incredibly well herself and she lost over 80lbs. She's very, very shy and very humble and doesn't want to draw a lot of attention to herself and has asked us not to use her – she's like I want to have it to herself.

JEAN: That is the good thing about the 7 Minute program isn't it, because even if you come in just as a normal member, you can have a buddy/partner can't you? Because it's an online global thing it doesn't even have to be somebody under the same roof. You could have somebody half way across the world actually and still be your buddy.

CHRIS: It was a member suggestion actually from back when we first invited in our maverick beta testers and somebody said, 'You guys talk about how valuable it is to partner up and meet people in the community and have buddies to support each other. Why not allow us to have an offline buddy and somebody we know?'

It was like, 'You know what, can we do that?' We had a quick meeting and were like 'We can do that, let's do it', and we put it in there. It's very valuable because the primary account holder, every single person gets a buddy account, everybody gets one and we don't have the option for one because you start with one.

It's up to you how to use it so you can transfer it, you can give it to different people who need it or whatever. It's up to your discretion on who gets it and how they use it. If you're going to go in there maybe that's how you can bridge it to a family member who you know that's maybe you're not the only one in the house that needs the exercise.

You can go, 'Hey actually I just joined this exercise program that's supposed to get you into shape in seven minutes, three times a week and it comes with a free account. I can give it to you and you don't have to do it with me; you can do it on your own and set it up'.

It's something more like, 'Honey I spent money, but part of it's for you.' That's a different way of bringing up weight loss and there are a lot of people who use it for lots of different ways and it's been very effective.

JEAN: It's all a different way of looking at things isn't it and it's certainly something you don't get in a normal every day physical gym where you pay a fortune for gym membership that you never use.

CHRIS: No I mean it's a tough business. The gym business is a tough business and I talked to a guy who owned a gym and he said he runs a three month special for a thousand people to register. He makes a big chunk of money upfront from the three month membership, and at the end of those three months only about 10% register for a year, which means from a thousand he's down to a hundred.

Of those hundred only about thirty register a year later. From a thousand who walked through the door, they're expecting to have about 3%, so about thirty left on the second renewal. They need to capture money from people right away and to do a 2 for 1 – it would maybe be a 2 for 1 for a day and then join and pay sort of thing.

It's just the way they have to do their business. I mean there's a value for them and we have programs that send people to gyms, but in terms of how they operate as a business, they have to factor in a huge amount of attrition because people quit. They have to always have somebody new coming in.

JEAN: And that's another thing that gyms don't have, which the 7 Minute Workout has, is a business opportunity isn't it? For those people who take advantage of the business opportunity, there's more likelihood that people will stay so you'll have that retention rate as opposed to attrition.

CHRIS: Absolutely. I mean the thing is that we've seen it. There are people who will suddenly go for three months and they haven't done any workouts for three months, but they're doing it as a business. They have an organization that they're working with so obviously they haven't quit because they're receiving some income, but three months later they're kind of like, 'I really should focus on becoming a product of this product.'

It goes back to another thing that people have always accused me of when they say 'Of course you're in shape and of course you don't have these problems, it's your business. Your business is fitness, whether it was martial arts or now 7 Minute Workout.'

They've always been right to a point and I want to stay in shape for my own health too, but it's always been a business, whereas now people can go, 'Hey this is a business for you too.' The better you do in terms of the program and the better your results, the easier it is to promote this as a business if you can prove it works.

I think that's been a huge huge portion of what gets people involved in the program. You don't have that extra sort of example leadership role when you walk into your local gym. Not that you have to be a big star in 7 Minute Workout, but you don't have that leadership role when you walk into a gym, whereas the 7 Minute Workout organization you're working with people you've brought in and you want to say to people, 'Look I follow the program too. I haven't been the best at it and I took a couple of weeks off, but now I'm back at it and it's going great and I'm back into it'.

It's just providing people the opportunity to do it because you'll look at it in two different ways now, the business and it's a lifestyle.

JEAN: As a business it's a very affordable business opportunity isn't it?

CHRIS: Oh yeah that was one of things that people were saying. Should we have a big buy in upfront or things like that? It's like well you know there's this huge untapped potential and all these growing economies that still they don't have as much money available as we have, but they are working and they are starting to have some money available and they're ambitious.

The thing is that if you can present something in those economies to those people and say, 'Look, you said you needed a business opportunity, here's one for ten bucks' and it's opens a lot more doors.

It's not just overseas, it's locally too. There are people who suddenly went from being pretty comfortable to having very very little money available and having to rebuild themselves financially.

Starting a business is a good option for people because you try it the other way and maybe it didn't work, let's try it when you're in control and where you prospects are more global and you're not tied to the local economy as much. You don't have a job at the factory that can close at any moment and you have an organization that has members worldwide in many different economies.

The price is low enough that economic factors won't hit it as hard. What we're trying to do is more like the mutual fund approach of MLM and have a little bit invested all over the place so if there's a sudden problem in the economy in Japan it doesn't ruin your whole business because you're not 100% invested in Japan. You're invested worldwide, which is another massive benefit of doing business online.

JEAN: Well this is it, but also worldwide you've got a target audience because everybody wants to be healthy and needs to be healthy, and everybody wants to be financially secure, especially in this age of recession, and particularly with the baby boomer people who've perhaps been retired earlier than they had anticipated, and are a bit worried about how they're going to fare in the future with their incomes. The 7 Minute Workout is a very affordable and attractive proposition.

CHRIS: Well exactly because the thing is you're not talking about laying thousands of dollars. You can go in very very cautiously and when you look at how we let people in it's a sign of the economic times, but it's also a sign of our confidence in our product.

We let people try it for \$1 for ten days, for \$1. Then it's \$9.97 and on the \$9.97 we still give a 30 day money back guarantee so you could be in this thing for 40 days and then say no I'm out. You can really start off gently, start off slowly, and start off securely.

Even the \$10 is secured because you have this 30 days grace period to go in and really try to cut your teeth and see what's going to be involved with this business. What most people realize is this is not promoting something outside of my comfort zone; this is promoting something inside my comfort zone.

In the past there have been very successful people in home based business that let's say it'll be a former football player but he's selling cosmetics and he's done well, but he's outside that comfort zone. It was a hard sell to convince that former football player to jump in and do this, whereas everybody feels confident selling fitness and health.

This is selling a lifestyle, this is selling improvement, this is selling something that where people have been turned away from fitness, which is true and a lot of people feel bad at least that fitness is forbidding from a lot of people that is something for everybody. It's something that people can be proud of as well so there's a lot of those typical objections that are associated with promoting a product that are removed here because it's truly a product that when you ask yourself, 'Do I believe in this?'

Not just do I believe in the effectiveness, not just do I believe in the results, do I believe in as a concept, do I believe in this as when people put their money into it because I told them to, that they're going to get value. Overwhelmingly, the answer when people question themselves is yes because it is yes to all those questions. It's a fairly easy sell for people once they have a look.

JEAN: So you've had a lot of marketing experience over the years, what have you been involved with prior to this?

CHRIS: In terms of marketing opportunities?

JEAN: : Yes.

CHRIS: When I young I did Nu Skin, when I was in my teens I went over and started doing IDN, which I think was a Nu Skin spin-off nutrition brand. I did – I don't even remember the name of the company, but there was like ripples pantyhose. It was that and there were one or two others I think, but I sat down and worked at it as a business.

I was doing well, but in those days we were offline. I was young and didn't have a car so I was bussing to meetings, we didn't have cell phones so I was rushing to payphones, and I was skirting in between classes and between training and things like that. I think it was Creations, which was motivational tapes and things like that.

I made a business and got some checks, but at one point I started to prioritize where my time was going to go and I said I've got to focus number one on these goals, finish my education, establish myself as a Taekwondo competitor so my martial arts business was going to be credible when I opened it, and I never lost my passion for MLM because I knew I would be back to it and as a model it makes so much sense. I did some of the traditional things at that stage for a while, but when I had a chance I came right back to it.

JEAN: Well obviously you picked up some of the things along the way because certainly from the motivational one anyway because you're very motivating when it comes to listening to your webinars. I'm sure a lot of the members really appreciate them very much.

CHRIS: I enjoy doing them a lot. The MLM that was motivational tapes, there were about eight different tapes and what happened with them is we stopped sending tapes, and that was probably my most formal training from a true motivating speaker.

I've never really done any of Anthony Robin's courses; I've never done any of those courses and never read any of their books. I've been exposed to bits and clips here and there, but my father is a true motivator and he is a student of all of those people.

It was sort of the way that we were and the way that we thought in our house a lot of the times about things. It was kind of in my environment and around me. I'll talk to people now and they'll tap me on the shoulder and go 'oh you must be a student of so and so' or 'you must have read someone's book', and I'm like 'I don't think so'.

I never contradict anybody because I guess somebody's said it before and I'm going to say 'no no that was mine', whereas in my thought it was mine, but I probably absorbed the information from someone at some point, but really aside from my father a lot of the motivation and a lot of the education I have is from tradition martial art masters.

These are guys that will go and meditate for a week and they're very very traditional masters and you get to a certain stage where you've proven yourself in certain ways and they'll actually sit and just spend hours talking to you. It's kind of out of the blue and they'll suddenly say, 'oh, come here'. You sit down and you realize eight hours have passed and now you're free to go and you just get so much knowledge and so much experience and so much wisdom from those sorts of encounters.

That I would say probably have been a lot of the most enriching relationships in my life, and now being able to work with people and feed off of people and just be motivated by their enjoyment of some of the goals that I've been able to pick up and that I can share now.

I mean it's great because people always send their thoughts back and if my teaching score of one to ten is a one, I walked out of that encounter with a five on terms of what I get back because I get feedback, which just educates me far more than I ever could have educated any one person in that room. It's great and I love it.

JEAN: So which hat do you prefer to wear the most in the 7 Minute Workout then, because you have been doing the Marketing 101 and you've been doing the motivational teaching and then you do the exercises. So which do you prefer?

CHRIS: I like the motivation and the exercises the most, and that's my real passion. Helping people with business to me is a huge part, but what I genuinely feel is that there are better people that I can find to put with our members to work on marketing, and that's what we've done.

I'm not just being sincere, on the other side though, I really feel like I have some advantages coming to help people out in terms of the way I see a lot of fitness trainers, and they're kind of detached and they don't come from the same background I do. If you came from fitness as your sport, you're dealing with a lot of fitness people.

We have very very different people walk into martial arts schools. I don't know how many people walk into the gym down the street that have been recommended to us from a women's shelter.

We have a lot of those clients and we have doctors sending kids with ADHD to us. We have parents coming to me saying, 'Look you've been working with kids with ADHD for 15 years and now that means you've known parents for 15 years with kids with ADHD. Can you talk to me and give me some of their experiences?' Just the cross-referencing of the different situations you can come into with that amount of time in martial arts, and again having an open door policy not just an open door, but to encourage people who need the program more than just as a sport and more than just winning trophies and medals.

I got more out of working with the kid that nobody else wanted to. I had a kid that was with me for seven years that I had to sit right beside every single day in my afterschool program because he'd jump and attack the other kids. It was just a reflex and he didn't know quite his boundaries in terms of physical contact at that stage of his life.

He got it later on and the kid's in his twenties now and he's an adult, but he had some significant disabilities and nobody else would take him. I was like I can actually physically stop him if the mother says it's okay. I say as long as you're good with me grabbing him by whatever I can grab him by, and she goes '100%'. I took that kid for years and the other parents were good with it because they trusted me and were like 'Yeah we think you'll stop him'. He would try every single day to jump and grab you by the back.

The pride I get from that and dealing with that for eight years, the pride I get from that is way more pride. I think karma in the good book at the end of this world when we all check out, I think I'll get more points for doing that than I will ever for training two world champions. I think I got more out of that relationship than I ever got from any competitor no matter how successful they were.

JEAN: It must have been very hard for you to give that up then?

CHRIS: Yes and no. The thing is my role had changed and I had been forced to start to cut back now. Some of those cases where I was working with kids

that people weren't willing to work with, and those kids had grown up and started to move on. We were at a situation where those classes – I wouldn't even teach those classes with those guys, the new versions of that would have come into, so the program was becoming less attractive to those types of people.

I realized this is going to very quickly turn into a business of my own, but I'm just going to own, never show up to, but use it as a revenue stream like all good business people would. I never looked at my own martial arts school that way and I never wanted to. That's when I made the decision that I'm going to keep doing what I'm going to do, and I'm going to keep working with people – because it's never the same people you work with no matter what venue it is whether it's martial arts or through 7 Minute Workout.

I'm going to keep working with people and I'm going to keep trying to do what I can for them and trying to learn what I can from them. I can do that just in a different venue now with 7 Minute Workout. So the martial arts school I said to be true to what I wanted I had to sell it and let that go. That stage of my life is in the past, but the skills and the things I loved most about it are still things I can do and practice and use every single day. I don't miss it as much some may think I should.

JEAN: Well that's fantastic, but I'm sure you're getting a lot of pleasure from the stories you read in the member's area?

CHRIS: Oh yeah. The thing is it's humbling and you realize it's not one person. We present the program and we create the platform and somebody else bought them in. Somebody in that program, people who are members who read that post, comment and make the person feel good and then there's positive karma going around that I don't feel the need to always jump in there and go, 'okay have my approval too' like suddenly it legitimizes that.

It's not needed and when you kind of say 'look at this', there's something that's so good going on and just to be associated with that and work close to that, you can't help but love what you do. You just can't help it and that way when you do get a chance to directly interact with members you go in charged up and really trying to do your best. A lot of times unfortunately I do those calls and it's right off the cuff because there's a lot going on that we still do in terms of running the company, but I think sometimes that's when it comes up the most genuine anyway.

JEAN: I don't think people mind when it's off the cuff. I think it's when it's rehearsed and people don't like that. You just keep it real.

CHRIS: That's good. With feedback sometimes I wonder if I'm stumbling with my words or get lost or go off on tangents that people think you could have prepared for a few minutes. Obviously I prepare for a few minutes no matter what, but I mean sometimes I feel like people think that I should maybe instead of spending 45 minutes of going with it, maybe spend four hours preparing better. I like that feedback and I kind of got that sense myself, but that's good feedback so I appreciate that.

JEAN: I think people like it to be real and not too –

CHRIS: Well that's good and I kind of hope that and felt that, but to hear that from you it's very reassuring.

JEAN: What is really nice about the 7 Minute Workout is that all the members are very positive aren't they and because they come from such a variety of different places and backgrounds, they always got something different that they can offer the other members, and their source of knowledge is invaluable really.

CHRIS: It's absolutely invaluable and that's why I'm saying that I see those good stories and it's humbling in that you don't take all the credit because you realize there's so many things at play. So many good people that are putting good vibes out there and good comments and positive attitudes into this community. It just spills and it's a beautiful example of that thought or school of thinking that if you just – everybody tries to be nice and we don't have to put that as a rule, but just kind of say everybody tries and you don't have to tell people.

People just try to be nice and they think and realize here's somebody who's putting something out there and they're a little down on themselves and people are going to say 'Here's a chance for me to feel good because we feel good and we help people and we get a huge joy from that so everybody's suddenly in a position where there are opportunities for that just by being in the community.

More often though you'll see people who are sharing something great that's happened, and you see somebody who's feeling so proud of themselves and because you can directly relate because you're familiar with the program or what they've just achieved.

You can say – instead of 'show off' or 'bragger' or whatever, again it comes back as very ,very positive. It's really reassuring to see how people interact not just from how people treat other, but it's reassuring to know there's a lot of doom and gloom for human nature to tell us what people think or how we are supposed to interact and we supposedly do interact.

We have one example where a lot of people treat each other with respect, people treat each other with respect and it's great.

JEAN: Yeah you're absolutely right. Am I right in thinking that you're actually creating a DVD, a physical DVD, with the exercises on so that people don't actually have to log in to the site to see what they're supposed to do?

CHRIS: That's correct. I've always felt that the best tool will be the online site because of the support of the members and that's the biggest thing, and of course the ability to update and change things and progress things. However, there are a lot of people who haven't used the program because they're still

afraid of buying anything online and spending money on a subscription online.

They don't feel they can follow a workout program on the internet or they don't have speed connections or hardware needed to pull it off. There's been some expression that there are people who are missing out on the program who could benefit from it. We got the time and the videos now, we know what people are doing and we know what works.

Since we have them and have staff it's not a huge stretch to assemble and repackage them and put them onto the DVD. There are some gaps and some extra footage that's going to be needed to be filmed, but we're in the process and I'm actually going down to Texas at the beginning of next week to do exactly that. We will be having a hard DVD product as well.

JEAN: That's good because I must admit I don't like actually logging on to the computer to watch the exercises so I've printed them out, sort of written them out, so I know what I'm supposed to do, but obviously without watching you I perhaps don't get the form correct so I'm really glad you're doing that.

CHRIS: I hear that people did eventually learn how to do the exercises in front of TVs when that format came out, the workout video came out. People are getting there with computers, but yeah you're right there are people who don't like to log in, but there are people who have their whole computer set up to their TV and they just press a couple of buttons and boom they're doing their workouts.

I think again we have to say people know how to do the video routine and they're comfortable with doing that, and although we have converted some, we don't need to force – we're not trying to prove a point in business by forcing everything, no 'our way is better. I don't care what you like or what you think you say. You're the consumer and you're wrong!' That's not our approach and we have to be realistic with what we're hearing from people and there are demands for DVD for exactly some of the reasons you've stated.

JEAN: So I'm guessing because of your background you weren't at all embarrassed about being filmed? It came naturally I'm guessing?

CHRIS: Yeah I guess so. I don't like listening to myself, and I listen to very very few of my recorded calls or I watch my exercise videos because I have to, but I don't like it. I'm not uncomfortable doing it, but I am uncomfortable watching it after so I asked somebody else if it's okay and then it's good. I don't need final approval.

As long as there's an independent viewer who goes 'yeah it's fine' then I'm good with that because I'll end up reshooting a whole scene because I'll go 'Geez look at the way my shirt matches those pants, that's terrible.' In the program there's a grey outfit that I'm wearing; I think I have grey pants and a grey shirt, and I can't even stomach those videos so I don't watch them. They get the point of the exercise and I don't need to be so vain so I left it.

JEAN: You can't be any less vain than Joel with the hole under the arms of his t-shirt.

CHRIS: I mean that's what I thought. Somebody should have taken a look at us you know, but anyway we didn't want to make it like about us like, 'here's a video for you to sit back and watch a couple of guys exercising', it's just information. The hole in the shirt and some of my outfits left a little to be desired.

JEAN: So I should imagine your children are very proud of you are they?

CHRIS: I think so, I mean they seem to be. They're quite young, my daughter's five and my son's four, and they get an idea of what I'm doing and they like that. It's hard for them to put it all together, and when I say, I can't talk to you right now, and I'm closing my door because I'm talking to people on the computer to a hundred people, two hundred people, or three hundred people, whatever it is. They look at me like 'alright' and off they go.

I just hope to influence them well and instead of going wow dad's somebody to be proud of, it's more like let them see that I'm enjoying what I'm doing, that people appreciate the efforts I make, and that if they enjoy what they're doing and make some effort towards whatever it is then they're going to get some enjoyment out of it too.

That's really what I hope to do more to impress them because then you can kind of say – I don't want to ever put pressure on them or make them feel that they have to be something that they're not. I'm not much of an introvert, but if either of them happens to be, fine do something different.

You don't have to be jumping in front of people and talking for hours and hours, you can just be yourself and whatever you do and as long as it's something you enjoy doing. If you feel good about doing it and it's helpful for society at large then that's great.

JEAN: That's another side of the leaders of the 7 Minute Workout is that you're all family orientated and that's really important because the whole basis of the 7 Minute Workout is for health. It's not just health for you, but it's for your family because you don't want your children to be looking after their ill parents or have them die early because they're not looking after themselves. So the whole message you're creating in one big package I think is really admirable.

CHRIS: Thank you. I mean it's a tough spot to be in and be able to maintain moral high ground on the important things in life. If you have to sit there and go, 'Look you're not having that sweet after dinner. We're not having that' and they say, 'Okay' or they'll cry and fuss and kick and yell, but they turn around and they see me with maybe not the same sweet, but my version of it, which happens to be a six pack and popcorn and something like that.

It loses that bit of moral high ground because you kind of say 'Look you're not doing that, you're doing your thing and you're preaching it on us and you're

only saying I wish somebody had told me the same thing.' I'm telling you, but it just doesn't have that same effect.

If you can say, 'Look, we're having a treat today and we're going to have some ice cream, but look, it's a treat.' Okay good and that's what that type of food is and it's a very occasional treat.

In terms of whether they're absorbing what's going on around you, they're going to see exercise and when you mention you can try to take care of yourself and respect your body, that's a big message. I used to tell my kids when I used to teach classes, to respect your body, so respect your body with what you do to it, what you put into it, and where you go with it.

It's a lot easier to say that if you're showing at least you're trying to do the same thing yourself. I think that's a big part and like I said it's very difficult to hold moral high ground, but on things important like health, it's a far far, far more valuable tool for your kids to watch you and notice you even if you're panting and look silly in a funny outfit doing exercises than it is to sit on your chair and tell your kids to go out and play and burn off some steam and they need to see you doing it.

JEAN: Well I don't think you look funny doing your exercises in funny outfits, but I've been watching you a long time so I know what to expect. But anybody else who doesn't know about the 7 Minute Workout and wants to find out more about Chris and the health and fitness program with the potential to change lives in more way than one, I highly recommend your check out the 7 Minute Workout. What do you say Chris, yes?

CHRIS: Absolutely. Thanks for saying that Jean, and I welcome everybody who does.

JEAN: Okay, I'll say goodbye and thank you very much.

CHRIS: Alright Jean, thank you very much as well. Bye.

JEAN: Bye.

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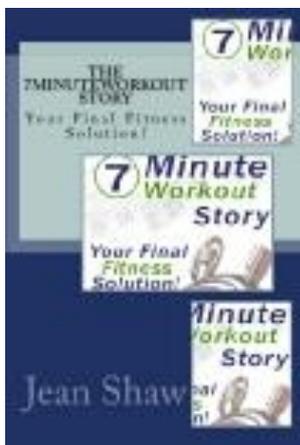


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