



# IN THE ZONE

»»» FAST TRACK YOUR FITNESS WITH HEART RATE TRAINING «««

[WWW.BEYONDFITNESS.US](http://WWW.BEYONDFITNESS.US)



# »»» Welcome

## IT'S TIME TO SHOW YOUR HEART SOME LOVE... AND THE REST OF YOUR BODY, TOO!

Heart rate training is one of the most efficient ways to make sure you're in the "sweet spot" for getting the most out of your workouts – and this ebook will show you how to do it right!

And did you know that:

*Only about **one in five adults and teenagers** get the **minimum amount of exercise** to maintain good health. That number is way too low!*



***The good news is, getting at least 150 minutes of moderate cardio per week (30 minutes, 5 days a week) can help you feel better, think better, sleep better, and manage your weight. It can even give you even MORE energy to power through your daily activities!***

But what does hitting those numbers actually look like? How do you know if you're working hard enough – or too hard?

In this guide, you'll learn:

- ✔ *What heart rate training is*
- ✔ *Your personal heart rate training zones*
- ✔ *How to measure your heart rate*
- ✔ *How to make sure you're not working too hard or going too easy*

*Michele*

michele@beyondfitness.us



# »»» What is HEART RATE TRAINING?

When you exercise — especially workouts that use your big muscles in repetitive movements (jogging, biking, swimming, etc.) — your heart beats faster to make sure your muscles get the *fuel* they need.

This rise in your heart rate can have a big impact on

- *your fitness*
- *your health*
- *your mood*
- *your results*
- *how many (and what kind) of calories your body burns as fuel.<sup>1</sup>*





When you pay attention to your heart rate — and work to keep it within a specific range of beats per minute (a “training zone”) — you can make sure you’re working at the right pace for your needs on any given day.

Ready to get started? Great!



***(BTW, if you want more personalized guidance to help you lose weight and finally get in shape or build lean muscle, I can help you get there faster and with better results.***

***You can learn more by clicking on the link below!***

**Heck Yah!**



# What are the TARGET ZONES?

Your heart rate training zones are based on a percentage of your maximum heart rate.

We've taken care of all the math to help you calculate your personal heart rate training zone (more about that coming up!).

But before we dive into your numbers, here's a basic breakdown of 3 different heart zones you use during your workouts:

## **ZONE 1** *LIGHT INTENSITY = 50% TO 63% OF YOUR MAX HEART RATE*

- *Perfect for: warmups, cooldowns, active recovery days, when you're just starting out, or are coming back after some time off.*
- *At this intensity, you should be able to easily hold a conversation.*

## ♥ ZONE 2 **MODERATE INTENSITY = 64% TO 76% OF YOUR MAX HEART RATE**

- *This is where you will spend most of your workout time.*
- *Helps build endurance, stamina, cardio fitness, and boost your mood.*
- *At this level, your breathing will start to speed up but you're not out of breath – you should be able to talk but not sing.*
- *After about 10 minutes, you should start to sweat lightly.*



## ♥ ZONE 3 **VIGOROUS INTENSITY = 77% TO 93% OF YOUR MAX HEART RATE**

- *Once you've achieved a baseline fitness level, up to about 20% of your total training can take place in this zone.*
- *This zone pushes you out of your comfort zone so that you can increase your fitness and performance.*
- *This level of training requires plenty of post-workout recovery, which means you should avoid training in this zone on consecutive days.*
- *In this zone, your breathing will be deep and rapid, and you'll break a sweat after just a few minutes. You won't be able to say more than a few words without stopping to breathe. <sup>2</sup>*



# HEART RATE

*facts*



***Your maximum heart rate doesn't change as you become fitter.***

What DOES change as you become more fit is your resting heart rate, which is an important indicator of fitness.

You may notice your heart beats more slowly as you get into better shape.

That's because exercise strengthens your heart muscle, which means it can pump more blood with each heartbeat.

And that means *more* oxygen gets delivered to your muscles, so the heart needs to beat fewer times than it would for a less-fit person.

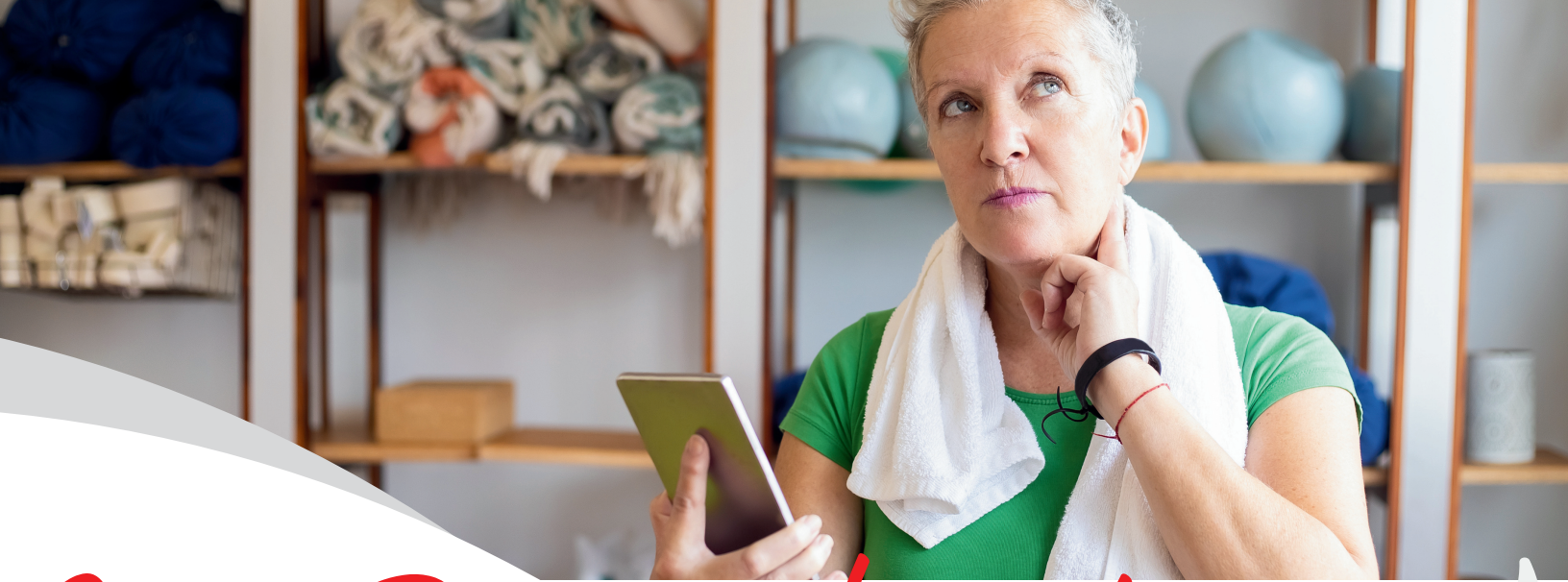
You may also notice that:

- ♥ *You can work out harder without your heart rate increasing as much, or feeling as breathless*
- ♥ *Your heart rate returns to normal more quickly after you stop working out – which is another important indicator of fitness*



***Some medications, such as beta blockers, can lower your heart rate, while others, like some cold medications and thyroid drugs, can make it increase. If you're taking a medication and are interested in heart rate training, be sure to talk to your doctor or pharmacist first.<sup>3,4</sup>***





# Your Personalized **TARGET ZONES**



[Click here for your \*\*Heart Rate Training Zone Calculator\*\*](#)<sup>5</sup>

It will help you immediately determine your heart rate ranges for each of the top training zones.

**If you prefer a DIY version, here is your formula:**

Subtract your age from 220 and multiply it by the percentage range for each training zone.

*220 - age = Maximum Heart Rate (MHR)*

Zone 1: Light Intensity = 0.5 x MHR to 0.63 x MHR

Zone 2: Moderate Intensity = 0.64 x MHR to 0.76 x MHR

Zone 3: Vigorous Intensity = 0.77 x MHR to 0.93 x MHR

# We Love Our Amazing CLIENTS!



*Tamara*



*Cina*



# HOW DO YOU *feel?*

Because most heart rate training formulas are based on your estimated maximum heart rate, your zones may vary slightly.

That's why you should always pay attention to your perceived exertion, which is how hard it *feels* like you're working.

Your perceived exertion can also change based on how much sleep you have been getting, whether you are fighting off an illness, how rested you are from previous workouts, and even your stress level.



## PERCEIVED EXERTION CHART

<b>10</b>	Maximum effort, highest possible
<b>8-9</b>	Very hard
<b>6-7</b>	High, vigorous
<b>4-5</b>	Moderate, somewhat hard
<b>2-3</b>	Light
<b>1</b>	Very light
<b>0</b>	No exertion, at rest

Source: National Academy of Sports Medicine<sup>6</sup>



Here are a couple of examples:

- *Perceived exertion of 0 = how you feel when sitting relaxed in a chair*
- *Perceived exertion of 10 = how you'd feel after an exercise stress test or other very challenging activity (like outrunning a cheetah!)*

For Moderate Cardio: aim for 3-4 on the scale of perceived exertion

For High-Intensity Cardio: aim for 5-7 on the exertion scale range





# How to Track YOUR HEART RATE

The easiest way to track your heart rate while you're working out is to use an activity tracker or smartwatch.

There are lots of great options on the market, available at almost every price point.

But if you prefer a do-it-yourself method, you can take your pulse.

## HOW TO TAKE YOUR PULSE



*Briefly stop exercising, and take your pulse at your wrist.*

*Place your index and middle fingers on your wrist, in line with your thumb. Avoid using your thumb to count your pulse as it can interfere with accuracy.*

*Starting with a count of "zero," count the heartbeats for 30 seconds and multiply by 2 to get your heart rate.<sup>5</sup>*

# Ready to take Your NEXT STEPS?

At YOUR BUSINESS NAME, our mission is to [STATE MISSION: i.e., "help our clients feel fit, healthy and strong in ways that work with their lifestyle"]

If you're a [niche market] looking for a better way to [XYZ] so you can [achieve the thing they want], we want to invite you to experience a [simpler/faster/easier] approach that's already gotten [X# PEOPLE] amazing results.

## WAYS TO WORK WITH ME:

Personal Training

[LEARN MORE HERE](#)

Health Coaching

[LEARN MORE HERE](#)

We'd love to be part of your  
fitness/wellness journey.



*Michele*

michele@beyoindfitness.us  
415-706-4871  
www.beyondfitness.us

### NAME

Results



*"Optional: you can add a client review here from your facebook page. Include a photo of them and/or a screenshot of the social media page."*





## REFERENCES

1. <https://my.clevelandclinic.org/health/treatments/22318-beta-blockers>
2. <https://www.mayoclinic.org/healthy-lifestyle/fitness/in-depth/exercise-intensity/art-20046887>
3. <https://www.singlecare.com/blog/drugs-that-increase-heart-rate/>
4. <https://my.clevelandclinic.org/health/treatments/22318-beta-blockers>
5. <https://www.cdc.gov/physicalactivity/basics/measuring/hearttrate.htm>
6. <https://blog.nasm.org/rate-of-perceived-exertion>