

CROSSFIT EDWARDSVILLE

The Top 3 SURPRISING FACTS and MYTHS about CrossFit!

SURPRISING FACT #1: THE AVERAGE CROSSFITTER IS A WORKING PROFESSIONAL MAN OR WOMAN, MARRIED, WITH KIDS.

If you work a professional job, are married, and have kids, you'll be pleased to know that the average CrossFitter is JUST LIKE YOU: busting tail to BALANCE work, family, hobby, and health.

Our CrossFitters LOVE CrossFit because it A) gives a more time-efficient solution for being in REALLY good shape, B) provides a much more exciting experience than the average globo-gym, and C) allows them to get a great workout DONE... so they can get back to being a happier, high-level professional, parent and spouse!

SURPRISING FACT #2: EVERY SECOND OF THE CROSSFIT EXPERIENCE IS GUIDED BY A COACH.

If you were ever on an athletic team in high school or college, and you did team practices together in preparation for your team games or matches... CrossFit is kinda like that.

EXCEPT that your high school or college coach probably NEVER gave YOU time, attention, and guidance like THIS. Our coaches lead your warmup, stretching, strength, conditioning, and postworkout activities. They also "campfire" with you to get to know you better as a person and unique individual.

At CrossFit Edwardsville, you'll have a professional FITNESS coach that leads you and prepares you to LOOK, FEEL and PERFORM at your highest level in life. Same with our professional NUTRITION coaches.

And you'll be surrounded with highly driven, like-minded, motivated, fun people.

What could be more awesome than that? 😊

ST. LOUIS POST-DISPATCH

Awarded #1 Best Gym

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SURPRISING FACT #3: EVERY CROSSFIT GYM IS UNIQUE & DIFFERENT.

CrossFit gyms are unique, personality-driven places, and it's important that you find a CrossFit gym with both of the following....

1) Coaches who connect with your personal style, make you comfortable, make you laugh and smile- WHILE having the SKILL it takes to INSPIRE you down the path of CHANGE in how you LOOK, FEEL, and PERFORM.

2) Clients who connect with you and inspire you to be a BETTER version of yourself.

At CrossFit Edwardsville, we strive to create a completely uplifting experience, with a fun, positive, friendly, motivated, inspiring people who know you by name and who will smile and laugh and banter with you as you conquer challenging workouts.

COMMON MYTH #1: CROSSFIT IS DANGEROUS.

Actually, when you look at real data, CrossFit is SAFER (with a measurably LOWER injury rate per 1000 hours of activity) than EVERY SINGLE ONE of the most popular national sports.

To put that more into context, *CrossFit is measurably and demonstrably safer activity than ALL of the following:* basketball, baseball, soccer, tennis, football, wrestling, cheerleading, and softball. Fewer injuries means you can participate at a higher level, for longer.

Additionally, the CrossFit Edwardsville coaches lead technique review and practice EVERY CLASS, to ensure that everyone's using proper form and technique.

And... The top causes of death and hospitalizations in America- cancer, heart disease, preventable illness- could all be avoided with steady "diet" of exercise and clean eating (both of which we provide here).

In other words, doing CrossFit is actually SAFER than NOT doing CrossFit!

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COMMON MYTH #2: YOU NEED TO BE IN SHAPE BEFORE YOU BEGIN.

Literally every single person who does CrossFit will tell you this is a myth.

It's true that CrossFit's focus on 10 Domains of Fitness will accentuate your strengths and mitigate your weaknesses, no matter what they are. Even the fittest person will be humbled by the challenge of the workouts, while the least-fit will be challenged at a level specifically appropriate to them.

But here's the best thing. CrossFit is a universally adaptable activity, which can be easily modified to accommodate ANY level of fitness/skill. There is NO prerequisite amount of fitness to participate and benefit.

You can think of it this way: in every session, the coaches will adjust your program so that YOU have a WINNABLE BATTLE and achieve a sense of personal accomplishment and victory.

COMMON MYTH #3: LESS EXPENSIVE IS BETTER.

If you want a super-cheap, bargain-basement, \$10/month fitness experience, there are TONS of gyms around that will grant you access.

Those same gyms literally **DEPEND** on you to sign up and **NEVER** show up, because their business model requires them to sell THOUSANDS of memberships.... And then pray that you don't show up to the gym, because thousands of people can't FIT into their building.

By contrast, a top-tier, professional CrossFit gym will assess your needs, design a path that respects your priorities, charge a PROFESSIONAL rate for PROFESSIONAL coaching, and NURTURE you through the process one step at a time.

Professional coaching with professional pricing doesn't JUST ensure a better experience.... It also commits you to action. When you've invested your hard-earned cash into your health and fitness, you're GUARANTEED to do MORE and take MASSIVE ACTION that leads to mind-blowing progress.

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READY TO TAKE YOUR FIRST STEP?

Learn more, schedule a no-sweat initial conversation, or RSVP for a free (newbie-friendly) trial class:

www.CrossFitEdwardsville.com

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