



TOP 10 Reasons to use a Heart Rate Monitor

1. A Heart Rate Monitor is Objective.

- Working out without a heart rate monitor is like driving your car without a speedometer and without a fuel gauge. If you've ever driven a car with a broken speedometer, you have a reasonable estimation of how fast you're going, but you don't know exactly. A heart rate monitor tells you exactly how fast your body is going. The fuel gauge on your car tells you how much gas you have left in the tank and how many miles you have until you hit empty. By using a heart rate monitor and establishing proper training zones, you'll know how much longer you'll be able to continue exercising and when you'll need to refuel.

2. A Heart Rate Monitor is a way to Measure your Progress.

- When you first start exercising, the body changes from the inside out. Unfortunately, most of us want to see the visible changes (weight loss, increased tone) first and when these changes aren't seen, it is easy to become frustrated and demotivated. But by paying attention to heart rate (especially early on) and seeing that you're able to do more work with less effort, you'll be able to stay on course until the visible progress starts to come through.

3. A Heart Rate Monitor will make you more Efficient in your Exercise Program.

- Are you working out or are you training? People that work out have no specific purposes to the exercises they're doing and have no clearly defined objectives to get them to their long term goal. People that train have a method to their madness, a plan to reach their goals, and are extremely efficient with how they

use their time. A heart rate monitor makes sure you're maximizing your time and energy spent exercising.

4. A Heart Rate Monitor in an Individualized Tool.

- Just like every person on this planet is unique, so is your heart rate. And the only way to follow a truly individualized exercise program is by using a tool that can measure and quantify your unique physiology. A heart rate monitor will do this and it will help you follow the exercise at the correct intensity for *you*, not for someone else.

5. A Heart Rate Monitor is Motivational.

- A heart rate monitor will not only give you feedback from exercise to exercise and from week to week (depending on the model of heart rate monitor), but it will also motivate you during exercise. This can be especially important if you show up for an intense interval training session and you're not feeling particularly motivated. A heart rate monitor can give you that extra little "push" when you need it most!

6. A Heart Rate Monitor keeps you accountable—to yourself or to someone else.

- A heart rate monitor tells you what you've done...for better or for worse. Not only can it keep you accountable to someone else (if they are checking your daily or weekly workouts), but it can also keep you accountable to the heart rate monitor. It will give you proof of whether you performed the necessary exercise at the optimal intensity.

7. A Heart Rate Monitor can prevent Under and/or Overtraining.

- The easiest way to not see results is to undertrain. The easiest way to get burned out and injured is to overtrain, and thus you also won't see results. A heart rate monitor can give you the blend of low intensity, moderate intensity, and high intensity exercise that you need to progress in your training, and not do too much or too little.

8. A Heart Rate Monitor will measure Calories Burned—Accurately.

- Most peoples' goal is to lose weight and tone up (or something similar to this). To do this, you need to have a gauge of how many calories you're burning during exercise and you need this number to accurate. Otherwise, when you're trying to create the caloric deficit necessary to shape up, your numbers may be off and may slow your progress. Cardiovascular equipment does not have the

level of individualized detail as a heart rate monitor in terms of calories burned and thus, it is not as good a measure in terms of caloric burn.

9. A Heart Rate Monitor will keep you Sane.

- Ok, maybe a heart rate monitor won't literally keep you sane, but for those of you that subscribe to the definition of insanity as "doing the same thing over and over and over again, but expecting a different result," it will keep the necessary variety in your program to make sure you're not always doing the same thing. If you've followed an exercise program in the past and haven't seen results, it's absolutely necessary that you add a new or different ingredient to the mix. A heart rate monitor will help you do that.

10. A Heart Rate Monitor looks Cool.

- Actually, being FIT and feeling comfortable in your own skin looks cool, but a heart rate monitor is a nice complement!

Remember, successful people train hard and train smart. A Heart Rate Monitor is a step in the right direction in both areas.



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