Fit Photage

AMP'D

Building your
ATHLETIC MUSCLE PERFORMANCE
by incorporating strategies within the sport of weightlifting coupled with athletic, functional training methods that will challenge your muscle endurance, increase your proprioception and provide a well rounded cross-training environment for any sport or athletic activity.

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What does it mean?

- **Weightlifting is a Sport?**
- **Functional Training Methods?**
- **Muscle Endurance?**
- **Proprioception?**
- **Cross Training?**

First, let's establish a few things. I know that not everyone considers themselves an athlete. So why would they want to train the way an athlete trains? Let me say that you are probably more of an athlete than you think. Or rather – you more than likely move in ways like an athlete more than you realize.

Webster's definition of "athlete" is this: a person who is trained or skilled in exercises, sports or games requiring physical strength, agility or stamina. Those are the 3 requirements – having physical strength, agility and stamina (endurance). If you ski, snowboard, ride a bike, play basketball with your kids, run, swim, go to the gym and take classes, lift weights, hike, waterski – all of these things that are your interests require athleticism.

Did you know that simply practicing those sports or activities - over and over and over again - will not necessarily make you better at those activities and could very well set you up for injuries, overtraining, and weaknesses in many other aspects of your athletic world?

The AMP'D program, like the other Fit Photage programs, remains focused on strength training but also expands that physical strength to include not only weight training strength but also functional training strength. AMP'D also provides opportunities for cardiovascular conditioning and improvement of overall agility and stamina by implementing fun, athletic skill sets and drills to challenge your body's fluidity of movement and cardiovascular capability.

You may be wondering how the various aspects of the AMP'D program

You may be wondering how the various aspects of the AMP'D program differ from the other Fit Photage programs.

AMP'D introduces you to the **Sport of Weightlifting** and some of the techniques used by bodybuilders that help them move beyond plateaus, increase their lean mass and reduce body fat.

But the AMP'D program doesn't stop there. It also includes **Functional Training Methods** so that you may apply your weightlifting strength to other sports and athletic activities that require a different kind of strength - a holistic strength that transfers to more powerful, more functional, whole-body movement.

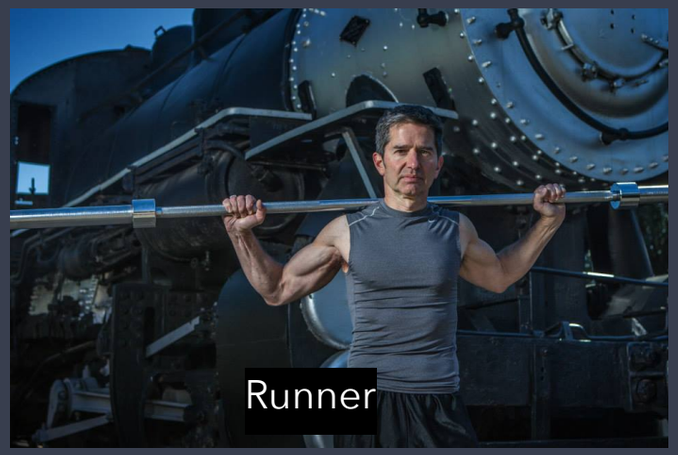
The Functional Training component of AMP'D provides an opportunity for **Proprioception** which is the brain/body connection. Proprioception is vital for any sport or athletic skill set and as we age, we tend to slowly lose our proprioceptive connection. Proprioception relies on the CNS (Central Nervous System) and is vital for actions such as balance control, fluidity of movement through various planes of motion, the partnership between muscles, sensory nerves and connective tissues to perform and the brain to body signals that create fluid, controlled action.

Proprioception can be impaired from injuries, age, arthritis, menopause and andropause, lack of sleep and other variables. The functional training aspect of AMP'D helps to improve and maintain proprioception all the while increasing overall strength muscularly and cardiovascularly to enable you to KEEP DOING THE THINGS YOU LOVE!

AMP'D is also a great **Cross-Training Program** for any athlete or sport enthusiast. All the elements of the AMP'D program can transfer into a stronger more powerful application of your sport or athletic activity. All sports require a cross-training aspect rather than running the risk of overtraining and injury by simply practicing just that sport, day in and day out. Great swimmers understand the need for land training; cyclists realize they need to get off the bike and work specifically on leg and core strength; runners need other ways to break through cardiovascular plateaus than simply putting in more miles skiers need to get off the mountain and work against gravity rather than always practicing with gravity. Cross-training for many amateur athletes is an afterthought (usually after an overuse injury). AMP'D hopes to show you all the other fun ways to train for and improve your sport capability without specifically practicing the elements of that sport over and over again.

ALL TYPES OF PEOPLE

ALL TYPES OF BACKGROUNDS


Runner

Mom, Cross Country Skier

Mountain Biker, Skier, Hiker, Nurse

Soccer Player & Coach

Flight Medic,
Exercise enthusiast

Firefighter, Road Biker

Runner, Hiker, Horseback Rider

Accountant, Dirt Biker

ATF agent, High Altitude Hiker,
Biker, Sports Enthusiast

Tennis Player, Skier, Exercise
enthusiast

Mountain & Road Biker

Group Ex Instructor,
Sports Enthusiast