

STRONG & Sculpted

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HUMAN KINETICS

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Sculpting Your Ultimate Body

It started with a vision . . .

The year was 1998. At the time I was training a diverse array of women at my private fitness facility in Scarsdale, New York. My clients included several high-level physique athletes who competed in figure competitions. My sole focus was to get these women into peak condition; their competitive careers depended on it.

I approached the task like a rogue scientist: My training facility served as the research lab; my clients, the subjects. I experimented with a plethora of exercise routines; manipulated training variables in every way possible; found what worked, discarded what did not.

This trial-and-error process evolved into a system of training that proved highly successful, ultimately producing top-place finishes for many of my clients. Best of all, the system was designed as a template that could be customized to the needs and abilities of any woman interested in improving her physique—not just those with competitive aspirations.

Word about my training practices quickly got around. I developed a reputation as the go-to trainer for getting women of all shapes and sizes into their best possible condition. Magazines contacted me for quotes. I appeared as a regular guest on network TV shows. My waiting list for new clients soon exceeded six months.

Suddenly the vision came to me: My training system was ideally suited for a book. It was uncomplicated, easy to individualize, and applicable to the masses. Through the written word, I could show any woman willing to put in the effort how to look great without ever stepping foot in my fitness facility. In this way I could expand my reach across the country—across the world!

In November of 1999, the book, ultimately titled *Sculpting Her Body Perfect*, became a reality.

Almost immediately thereafter, it became a hit.

Magazines such as *Shape*, *Oxygen*, *Fitness*, and *Self* published excerpts and featured routines from the book in cover stories. I made appearances on numerous national U.S. television and radio programs. Book club rights were purchased; foreign rights were sold in multiple countries. A second edition of the book was published in 2002; a third edition followed in 2007. All told, combined domestic sales of all three editions well exceeded 100,000 copies, with thousands more sold internationally.

In the interim, I followed my passion to pursue higher education. I went on to earn a master's degree in kinesiology from the University of Texas and then a PhD with a focus on applied exercise science from Rocky Mountain University in