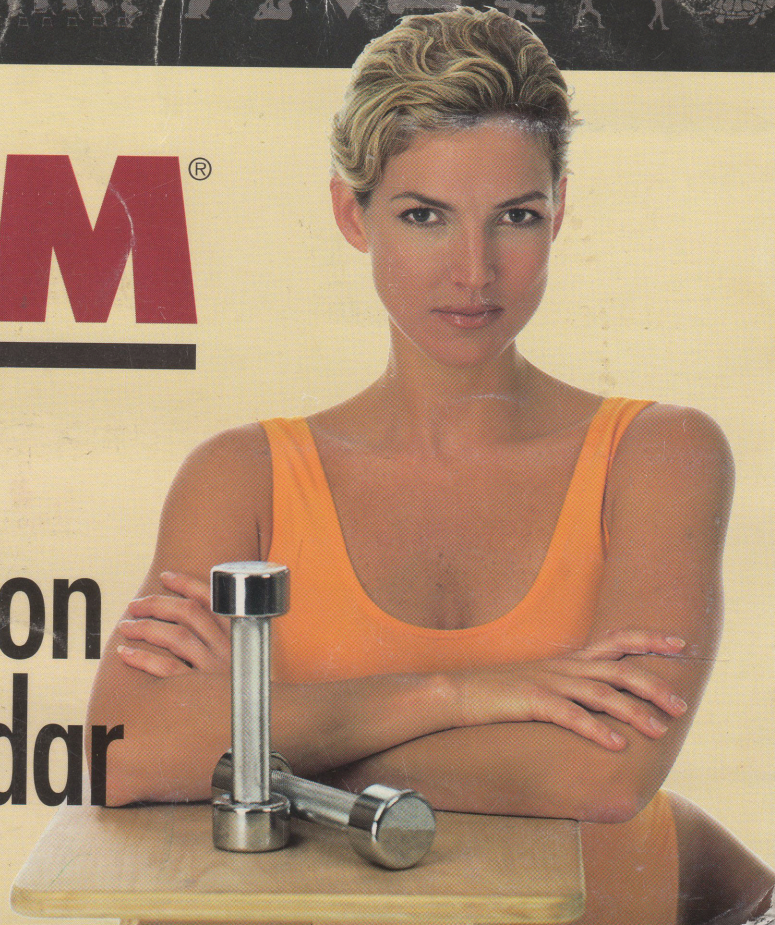


The **FIRM**®

90 Day
Rotation
Calendar



VIDEO ROTATION ICONS

AEROBIC WEIGHT TRAINING



Classic
50%Aerobic
50%Weight

Body Sculpting Basics	Susan Harris
Low Impact Aerobics	Janet Jones
Aerobic Interval Training	Sandahl Bergman
Time Crunch Workout	Susan Harris, Kai Soremekun
Abs, Hip and Thigh Workout	LaReine Chabut
Complete Aerobic Weight Training	Jayne Poteet

These workouts include aerobic intervals and weight training with primary emphasis on total-body muscle sculpting.



Slow & Heavy
75%Weight
25%Aerobic

The Tortoise	Tracie Long
FIRM Strength	Pam Cauthen
Better Body & Buns	Taber Bruner, Jen Carman, Jen Peluso
Maximum Body Sculpting	Tracie Long



Fast & Light
75%Aerobic
25%Weight

These workouts include aerobic intervals and weight training, with primary emphasis on aerobic intervals.

The Hare	Tracie Long
FIRM Cardio	Heidi Tanner
Fat Blaster	Lisa Kay, Allie Strickland, Nancy Tucker

WEIGHTS



Total Body

These workouts are designed for total muscle sculpting. For serious results, increase amount of weight as your form improves.



Split

Bust & Butt	Dale Brabham, Tamela Hastie, Carissa Foster
Tough Tape	Tracie Long
Tough Tape 2	Taber Bruner, Jen Carman, Pam Cauthen, Tracie Long, Jen Peluso, Heidi Tanner, Nancy Tucker
Upper Body	Sandahl Bergman, Susan Harris, Janet Jones, Jayne Poteet
Standing Legs	Sandahl Bergman, LaReine Chabut, Susan Harris, Janet Jones, Jayne Poteet



CARDIO

These cardio workouts are designed to build endurance and burn fat.

Core Cardio I	Dale Brabham, Carissa Foster, Tamela Hastie
Core Cardio II	Dale Brabham, Carissa Foster, Tamela Hastie
Tough Cardio Mix	Pam Cauthen, Lisa Kay, Allie Strickland, Heidi Tanner, Nancy Tucker
Tough Aerobic Mix	Sandahl Bergman, Susan Harris, Janet Jones, Jayne Poteet, Kai Soremekun
Not-So-Tough Aerobic Mix	Sandahl Bergman, LaReine Chabut, Susan Harris, Janet Jones, Jayne Poteet, Kai Soremekun



AB WORKOUT

Complete abdominal workouts for upper abs, lower abs, and obliques. These workouts include pelvic diaphragm contractions.

5-Day Abs	Sandahl Bergman, LaReine Chabut, Susan Harris, Janet Jones, Jayne Poteet
More 5-Day Abs	Pam Cauthen, Lisa Kay, Allie Strickland, Heidi Tanner, Nancy Tucker



STRETCH WORKOUT

Entire body, stress-reducing stretch routines lengthen muscles and increase flexibility. Stretching is the most neglected component of fitness.

5-Day Stretch	Sandahl Bergman, LaReine Chabut, Susan Harris, Janet Jones, Jayne Poteet
---------------	--



FLOOR HIP THIGH

Highly specific floor exercises which target inner thighs, outer thighs, hamstrings and glutes. They also include pelvic diaphragm contractions.

Lower Body Sculpting	Sandahl Bergman, LaReine Chabut, Susan Harris, Janet Jones, Jayne Poteet
Sculpted Buns, Hips and Thighs	Tracie Long



AUDIO WORKOUTS

These audio workouts are ideal for traveling or for workout variety. They provide a complete workout and can be used with or without weights.

FIRM Easy PowerWalk	Susan Harris
FIRM Hard PowerWalk	Susan Harris
FIRM Universal Cardio Trainer	Susan Harris



RECOMMENDATIONS for *The FIRM 90 Day Rotation*

- FIRM walking audio workouts can be substituted for any cardio workouts.
- Use light weights for each aerobic weight training/aerobic workout.
- Workout frequency is 6 days per week during *The FIRM 90 Day Rotation*. Rest one day per week with the exception of weeks three, seven and eleven, which have two rest days to prevent overtraining.

SLUGGISH METABOLISM?

The **ONLY** way to significantly boost your metabolism (and burn more calories 24 hours a day) is to replace the muscle tissue that aging takes away. Muscle is a dynamic tissue. Each pound of muscle consumes 35 calories a day – just to stay alive. By adding and maintaining just **three pounds of muscle**, your body burns as many extra calories as **running one mile a day!**

"My entire body has changed! My arms are shapely, no more hanging flab! I have ripped abs! My legs and calves are awesome and my buttocks are almost rock solid! My husband says he never dreamed I could look this way! We've been married 11 years. I have maintained this shape for 2 1/2 years, now. It seems as if we just got married again, because of our new bodies and attitudes."

–Sales Manager, Plymouth, PA, Age 28

"The use of weights combined with aerobics was really an innovation of the FIRM. Now, several years later, other videos are using this technique. None, however, with the quality and efficiency of the FIRM videos. FIRM videos are undoubtedly the best produced videos on the market. They maintain my enthusiasm and interest even after repeated uses. Not so for most other videos which pale in comparison to the FIRM. I'll remain a faithful FIRM believer."

–Naval Officer, Laurel, MD, Age 47

WEEKS 1-4

TRAINING LEVEL:

Intermediate

FITNESS GOALS:

Measure chest, waist, hips and thighs. Write down specific changes you want to see.

WEEKLY WORKOUT DURATION:

Approximately 5 hours per week.

WORKOUT PLAN FOR THE MONTH:

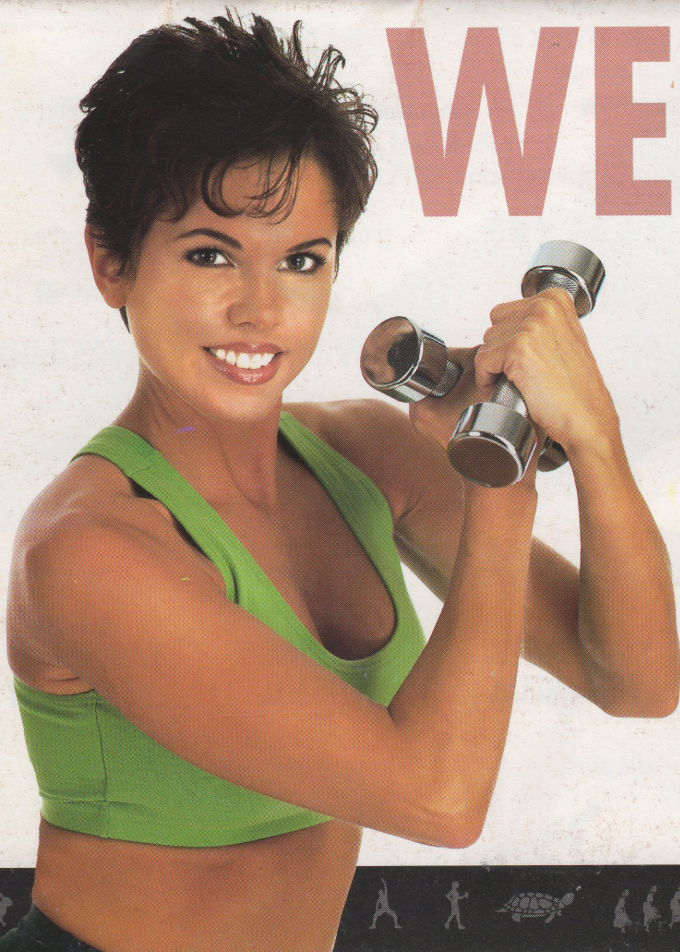
Build a foundation through Aerobic Weight Training. Introduce second short workout sessions for Abs. Begin segregated weight and cardio training. Introduce Floor Hip Thigh.

DAILY NUTRITIONAL GOALS:

Eliminate all refined, packaged sweets and desserts.
Add 1T freshly ground flaxseed
& at least one raw fruit or vegetable at each meal.

PROGRAM ANALYSIS:

3 Classic, 5 Slow & Heavy, 4 Fast & Light
4 Total-Body Weights
6 Cardio, 14 Ab Workouts



WEEK 1

MONDAY



Bust & Butt



5-Day Abs

TUESDAY



Core Cardio I



More 5-Day Abs

WEDNESDAY



Time Crunch
Workout

THURSDAY



Tough Tape



5-Day Abs

FRIDAY



Core Cardio II



More 5-Day Abs

SAT OR SUN



Low Impact Aerobics

-Marissa Boccone, Age 25
Administrative Assistant
1.5 years as a FIRM instructor

**"I can't be without my FIRM tapes!!
Let me put it this way: Last year my
house burned down. Besides the kids,
husband and five animals, I grabbed
all my FIRM tapes and boxes. They
made great end tables in the trailer!"**

**-Certified Personal Trainer
Dix Hills, NY, Age 32**

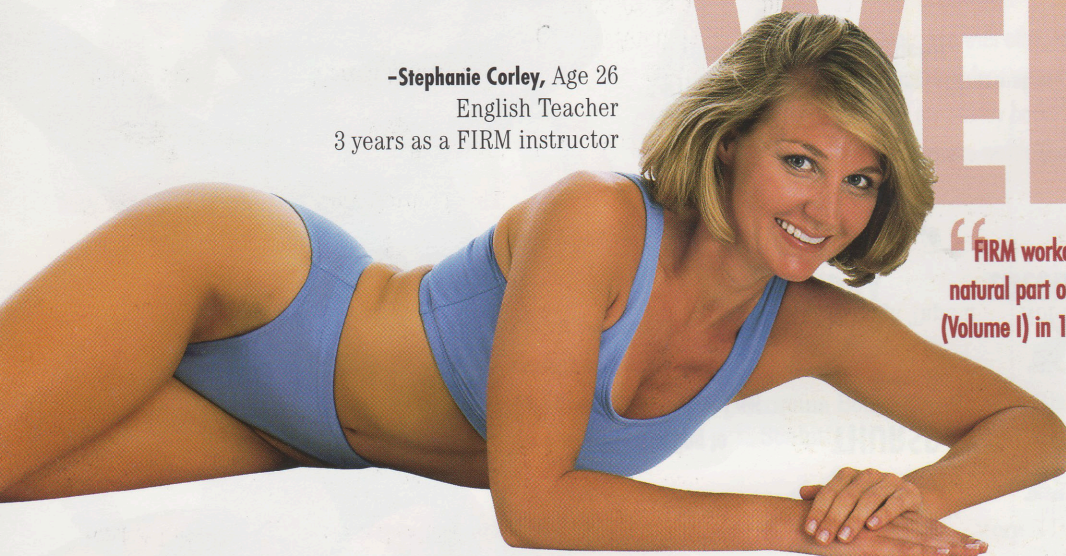


WEEK 2

-Stephanie Corley, Age 26
English Teacher
3 years as a FIRM instructor

**"FIRM workouts keep me motivated and are almost a
natural part of my life. I purchased my first FIRM video
(Volume I) in 1987, and have remained a FIRM Believer."**

**-Physician
San Antonio, TX**



MONDAY



Firm Strength

TUESDAY



Firm Cardio

WEDNESDAY



Tough Cardio Mix



More 5-Day Abs

THURSDAY



Lower Body Sculpting



5-Day Abs

FRIDAY

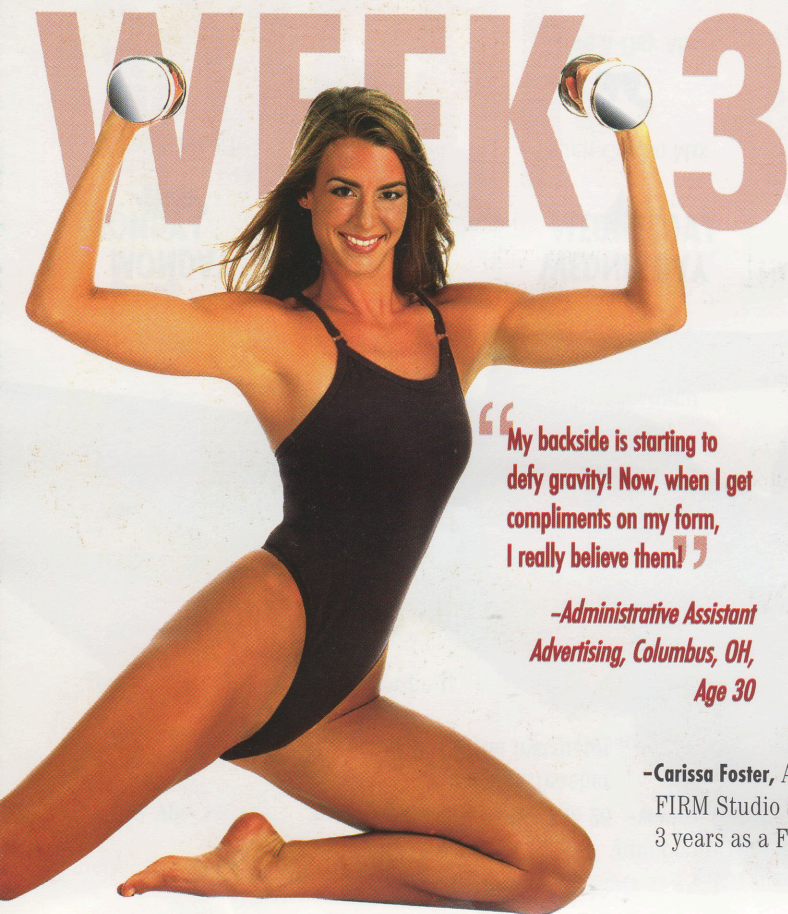


The Tortoise

SAT OR SUN



The Hare



“My backside is starting to defy gravity! Now, when I get compliments on my form, I really believe them!”

-Administrative Assistant
Advertising, Columbus, OH,
Age 30

-Carissa Foster, Age 22
FIRM Studio Staff Trainer - Charleston, SC
3 years as a FIRM instructor

MONDAY



Bust & Butt



5-Day Abs

TUESDAY



Tough Aerobic Mix



More 5-Day Abs

WEDNESDAY

REST

THURSDAY



Tough Tape 2



5-Day Abs

FRIDAY



Not-So-Tough Aero-
bic Mix

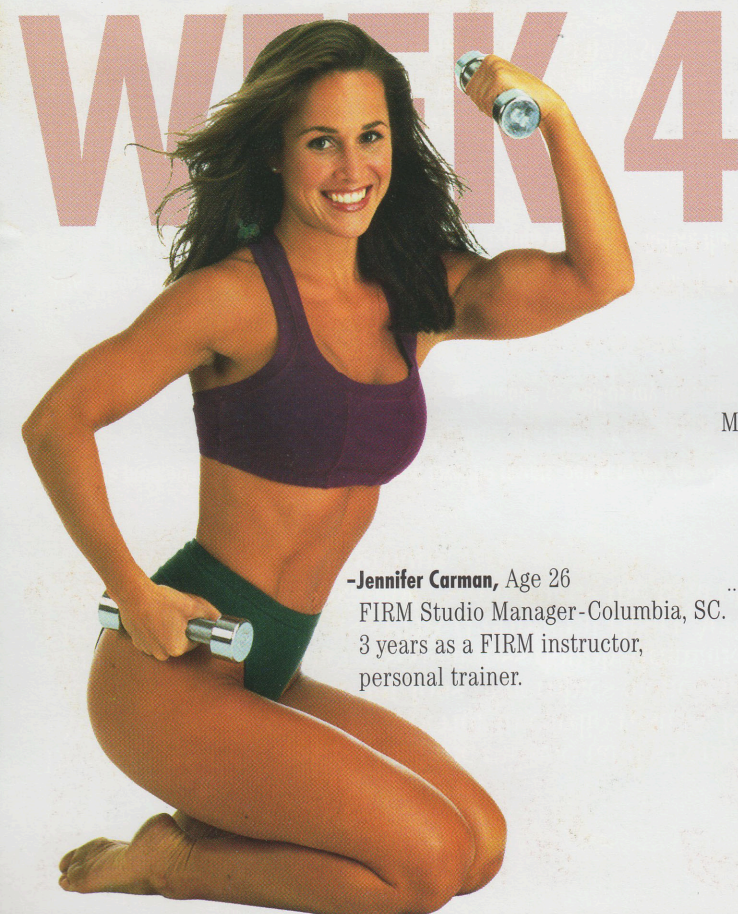


More 5-Day Abs

SAT OR SUN



Time Crunch
Workout



“I started 2 years ago with other tapes. Then I quit all those when I discovered the FIRM. The other videos were very, very boring; and the lack of results made me want my money back! I would pay a million dollars for my FIRM tapes because they are worth it!”

-Housewife, Age 37

-Jennifer Carman, Age 26
FIRM Studio Manager-Columbia, SC.
3 years as a FIRM instructor,
personal trainer.

MONDAY



Maximum Body
Sculpting



5-Day Abs

TUESDAY



Fat Blaster



More 5-Day Abs

WEDNESDAY



Firm Strength

THURSDAY



Firm Cardio

FRIDAY



Better Body & Buns



5-Day Abs

SAT OR SUN



Tough Cardio Mix



More 5-Day Abs

AEROBIC WEIGHT TRAINING

Because only weights rebuild the muscle (and strength) that aging takes away, Aerobic Weight Training (AWT) results are clearly superior to cardio results: Research shows that combining weights and aerobics causes **three times the fat loss** of aerobics alone! And the youthful "muscle definition" that *only weights can give* makes this increased fat loss doubly dramatic. To maximize the aerobic benefit of weight training, FIRM workouts often use PHA (Peripheral Heart Action) sequencing: Alternating upper- and lower-body weight exercises, for example, strengthens the heart by repeatedly making it pump blood back and forth between distant muscle groups.

"Because predominantly I do FIRM videos and love the results, doing purely aerobic tapes is not in my regular rotation schedule. However, on occasion, I'll throw in an advanced step tape for variety. EVERY time I've done other tapes, I've been very happily surprised that my endurance is better and my heart rate is lower. It's great to know that, for me, The FIRM is great for my cardio health as well as my muscular development!"

-Former Step Aerobics Instructor/Full Time Mom, Bellefontaine, OH, Age 40

"After three months of only FIRM videos, I tried all-step tapes for the first time. I made it all the way through (6" step mind you) without stopping. I weigh 219 pounds. The FIRM has definitely improved my cardiovascular endurance. Before the FIRM I couldn't make it through without stopping."

-UPS Delivery Person, Los Angeles, CA, Age 35

"I injured my cervical disc in Jan 89. After surgery in Oct 89, I was so weak, I had to rest while writing a check. I worked at an OB/GYN clinic and couldn't hold the newborn babies without fear of dropping them. When I began using FIRM videos, the warm-up was all I could do! Thanks to you, I was able to sustain a 3 minute continuous squat while waiting my turn to skydive from an airplane! THANKS!"

-Administrative Assistant, Cincinnati, OH, Age 34

TRAINING LEVEL:

Advanced/Intermediate

FITNESS GOALS:

Measure chest, waist, hips and thighs at the beginning of the month. Record changes and use improvements to increase motivation for the second month.

WEEKLY WORKOUT DURATION:

Approximately 6 hours per week.

WORKOUT PLAN FOR THE MONTH:

Maintain second short workout sessions for Abs. Maintain foundation of Aerobic Weight Training & Total-Body Weights. Increase Split Weights & Ab sessions. Add Floor Hip Thigh training. Continue to increase Cardio sessions.

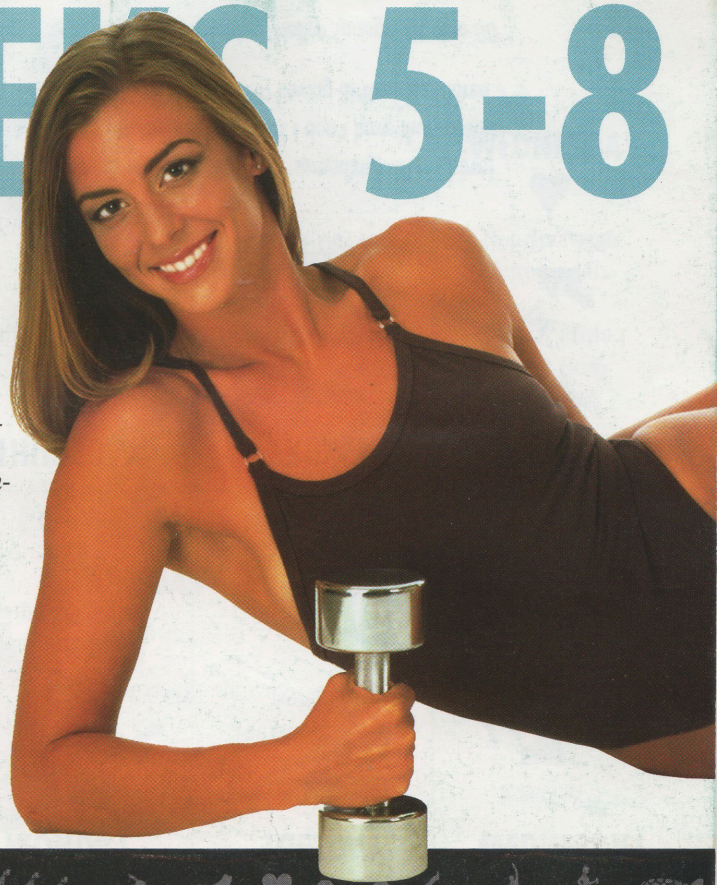
DAILY NUTRITIONAL GOALS:

Eliminate soft drinks, packaged juices & artificial sweeteners. Add two raw fruits or vegetables at each meal, & at least eight glasses of water each day.

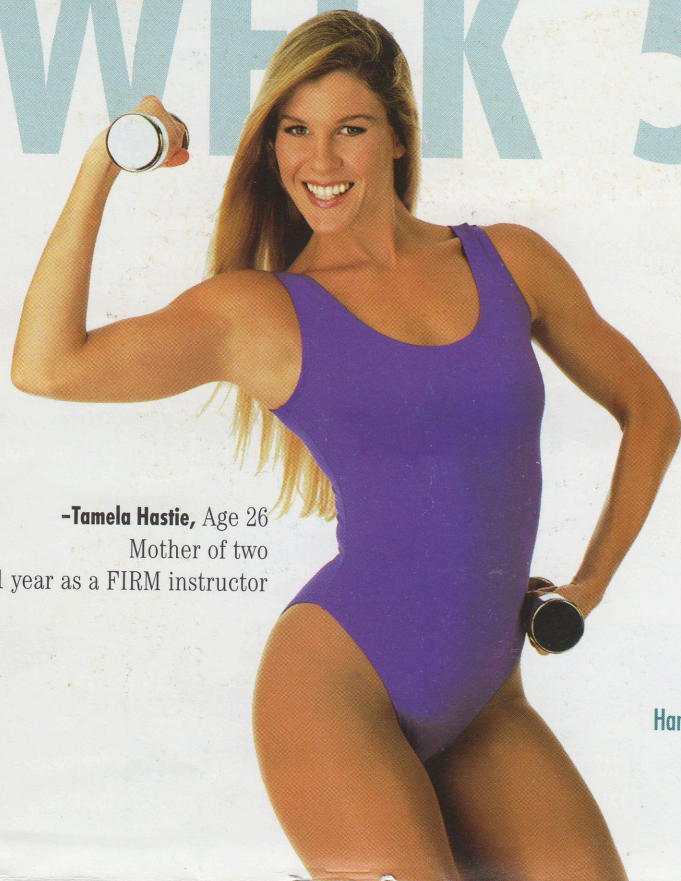
PROGRAM ANALYSIS:

*4 Classic, 3 Slow & Heavy, 3 Fast & Light
2 Total-Body Weights, 3 Split Weights
5 Floor Hip Thigh, 8 Cardio, 20 Ab Workouts*

WEEKS 5-8



WEEK 5



-Tamela Hastie, Age 26
Mother of two
1 year as a FIRM instructor

MONDAY



Upper Body



Sculpted Buns,
Hips & Thighs



5-Day Abs

TUESDAY



Tough Cardio Mix



More 5-Day Abs

WEDNESDAY



Body Sculpting
Basics

THURSDAY



Tough Aerobic Mix



5-Day Abs

FRIDAY



Better Body & Buns



More 5-Day Abs

SAT OR SUN



Core Cardio I



5-Day Abs

“My fanny does not keep sitting (or spreading) after I have!
Hams, quads, and glutes are definitely tighter! I don't have that spread
that goes with having birthed 2 children.”

-Homemaker, Valley Springs, CA, Age 30

WEEK 6



“When daily exercise became a habit,
I felt better. The FIRM not only strengthened
my muscles but also my mind, giving me
a kind of "superwoman" effect.
I feel I have more control over
my life and destiny.”

-Doctor of Medicine, Olathe, KS

-Libby Cowart, Age 37
Mother of three
5 years as a FIRM instructor

MONDAY



Bust & Butt



More 5-Day Abs

TUESDAY



Fat Blaster



5-Day Abs

WEDNESDAY



Not-So-Tough
Aerobic Mix



Lower Body
Sculpting



More 5-Day Abs

THURSDAY



Firm Cardio



5-Day Abs

FRIDAY



Tough Tape 2



More 5-Day Abs

SAT OR SUN



Core Cardio II

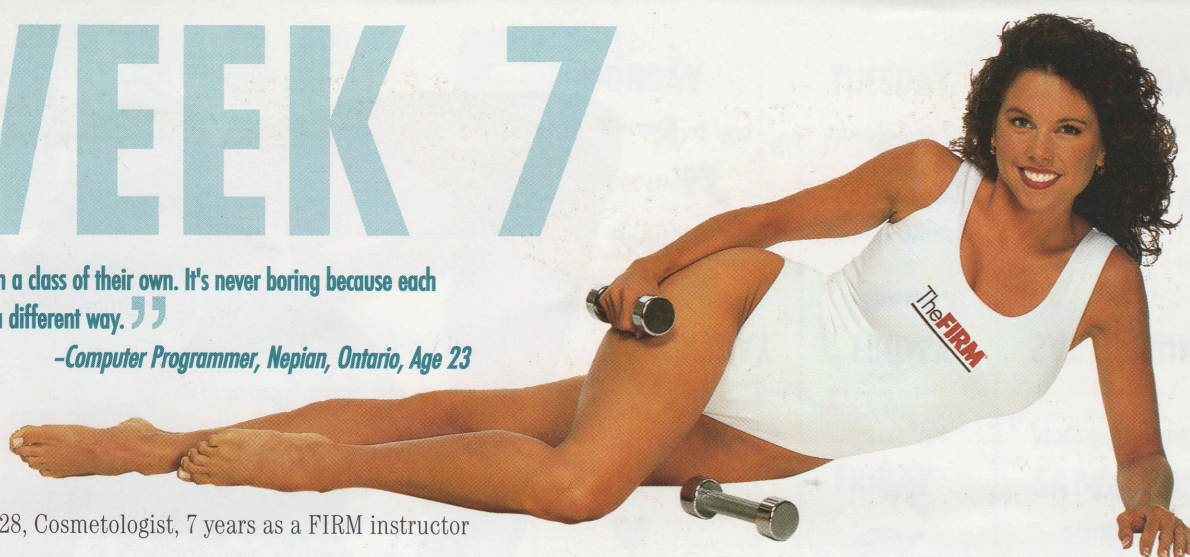


5-Day Abs

WEEK 7

“The FIRM videos are in a class of their own. It's never boring because each one challenges us in a different way.”

—Computer Programmer, Nepian, Ontario, Age 23



—Allie Strickland, Age 28, Cosmetologist, 7 years as a FIRM instructor

MONDAY



Upper Body



Sculpted Buns, Hips & Thighs



5-Day Abs

TUESDAY



Abs, Hip and Thigh Workout

WEDNESDAY

REST

THURSDAY



Low Impact Aerobics

FRIDAY



Standing Legs



More 5-Day Abs

SAT OR SUN



Not-So-Tough Aerobic Mix



Lower Body Sculpting



5-Day Abs

MONDAY



Better Body & Buns



More 5-Day Abs

TUESDAY



Time Crunch Workout



5-Day Abs

WEDNESDAY



Fat Blaster



More 5-Day Abs

WEEK 8

THURSDAY



Core Cardio I



Sculpted Buns, Hips & Thighs



5-Day Abs

FRIDAY



Maximum Body Sculpting



More 5-Day Abs

SAT OR SUN



Tough Aerobic Mix



5-Day Abs



—Paige Lane, Age 23
Real Estate
5 years as a
FIRM member

“The FIRM is definitely more effective than other methods. After one year of step-aerobics, my body fat percentage was 26%. After one year of The FIRM, 19%. Need I say more?”

—Network Administrator/CNE
N. White Plains, NY, Age 32

DIET

If diets worked, we wouldn't need so many of them. Rapid dieting backfires. Here's why: when you lose **ten pounds** through rapid dieting, up to 30% or **three of those lost pounds were muscle!** Your diet has aged your muscular system by six years! (After age 35, you lose muscle at the rate of 1/2 pound per year— unless you lift weights.) Two pounds per week is the maximum rate of safe, permanent weight loss.

"Because of the quick results, aerobic weight training is easy to get hooked on. I used to do aerobics without the weights and never got the results I wanted. Also, it takes less dieting to get these results, so it's healthier too."

—Homemaker, Ann Arbor, MI, Age 38

"You seem to have hit upon a routine that combines everything a person needs in one workout. It's amazing. Other methods seem to take months before results can be seen. Then, I'm ready to give up because it seems it's not working. The only effective workout is one that you will do and stick with. The FIRM has given me that."

—Contracts Specialist, Knox, TN, Age 29

POSTPONE AGING

Fitness makes you look and feel great at your current age, but new USDA research from Tufts University shows that fitness can postpone the disability of old age for **20 years** – adding two extra decades of productive independence to your life! You need three things: (1) good nutrition, (2) aerobic exercise, and (3) the most important— **weight training!** In a dramatic shift of emphasis, researchers discovered that while aerobic exercise is still important, **weight training** is the most important form of exercise **as we grow older!**

"I was not seeing results from aerobics and was getting really discouraged. I figured that I was going to be in "double digit" sizes from now on. When I started using the FIRM, I saw great results. Now, I'm back to a 6 or 8, and am convinced I look better at 30 than I did at 20! Thanks!"

—Advertising, Columbus, OH, Age 30

TRAINING LEVEL:

Advanced

FITNESS GOALS:

Measure chest, waist, hips and thighs at the beginning of the month. Record further changes. Use these improvements to increase motivation for the final month. Review your food diary, and don't cheat.

WEEKLY WORKOUT DURATION:

Approximately 7 hours per week.

WORKOUT PLAN FOR THE MONTH:

Maintain second short workout sessions. Maintain foundation of Aerobic Weight Training & Total-Body Weights. Increase Split Weights. Decrease Floor Hip Thigh & Ab workouts. Continue to increase Cardio sessions.

DAILY NUTRITIONAL GOALS:

Eliminate packaged and refined carbohydrates such as breads, muffins, etc. Add fresh carbohydrates in whole grain breads, rice or potatoes and a source of friendly bacteria for intestinal health (yogurt or buttermilk).

PROGRAM ANALYSIS:

*6 Classic, 3 Slow & Heavy, 2 Fast & Light
3 Total-Body Weights, 6 Split Weights
2 Floor Hip Thigh, 11 Cardio, 15 Ab Workouts*



WEEK 9

MONDAY



Abs, Hip and Thigh Workout



5-Day Abs

TUESDAY



Upper Body



Core Cardio I



More 5-Day Abs

WEDNESDAY



Aerobic Interval Training

THURSDAY



Standing Legs



Core Cardio II



5-Day Abs

FRIDAY



Upper Body



Tough Cardio Mix



More 5-Day Abs

SAT OR SUN



Complete Aerobic Weight Training



-Christa Suggs, Age 27, Public Health, 5 years as a FIRM instructor

"My thighs and buttocks are much more shapely and toned! I could kiss the person who thought up this workout!"

-Elementary Education, Parksley, VA, Age 32

WEEK 10

MONDAY



Tough Tape 2



More 5-Day Abs

TUESDAY



Tough Aerobic Mix



Lower Body Sculpting



5-Day Abs

WEDNESDAY



Tough Tape



Tough Cardio Mix



More 5-Day Abs

THURSDAY



Core Cardio I



Sculpted Buns, Hips & Thighs



5-Day Abs

FRIDAY



Bust & Butt



More 5-Day Abs

SAT OR SUN



Core Cardio II



5-Day Abs

-Susan Harris-Davis, Age 38

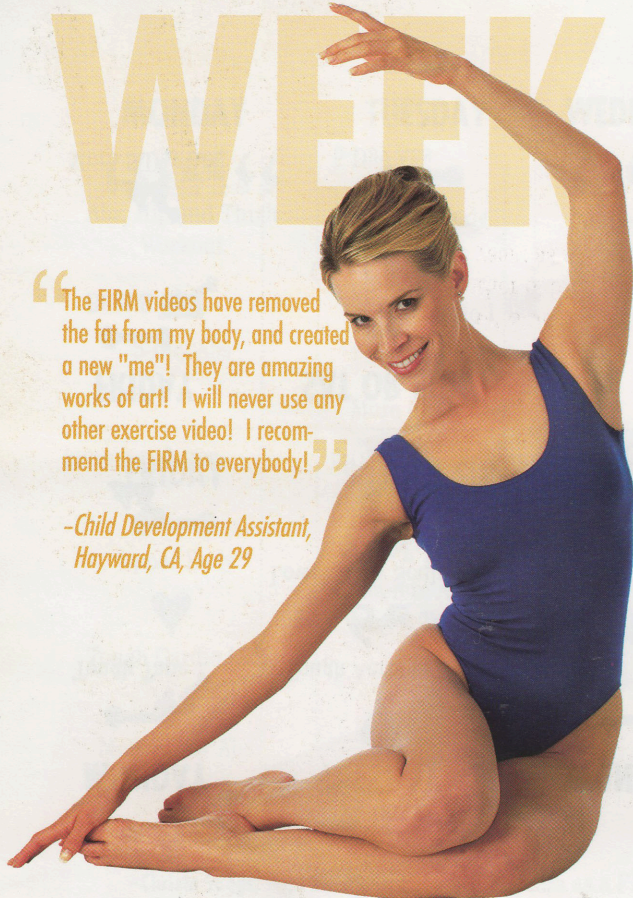
Mother of four
19 years as a FIRM instructor

"I didn't think squats and lunges could make such a difference. I was afraid of using weights before I saw Susan Harris and how great and "feminine" she looked and how strong she was."

-Nutritionalist, Glen Cove, NY, Age 27



WEEK 11



“The FIRM videos have removed the fat from my body, and created a new “me”! They are amazing works of art! I will never use any other exercise video! I recommend the FIRM to everybody!”

-Child Development Assistant,
Hayward, CA, Age 29

-Jen Peluso, Age 30
Pilates Trainer/Yoga Instructor
8 years as a FIRM instructor

MONDAY



Tough Aerobic Mix



Better Body & Buns



5-Day Abs

THURSDAY



Standing Legs

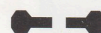


Core Cardio I



5-Day Abs

TUESDAY



Upper Body



Tough Cardio Mix



More 5-Day Abs

FRIDAY



Upper Body



Core Cardio II



More 5-Day Abs

WEDNESDAY

REST

SAT OR SUN



Complete Aerobic
Weight Training

WEEK 12



-Tracie Long, Age 31
FIRM Studio Manager - Charleston, SC
Mother of one
12 years as a FIRM instructor

“Let's put it this way, having used the tall box in previous FIRM workout videos, my butt was so tight you could bounce a quarter off it. Now, since using the Tortoise and Hare videos, my butt gives change! I just can't get over how I look!”

-Sales Manager, Plymouth, PA, Age 28

MONDAY



Firm Cardio

THURSDAY



The Tortoise

TUESDAY



Firm Strength

FRIDAY



The Hare

WEDNESDAY



Low Impact Aerobics

SAT OR SUN



Time Crunch Work-
out



5-Day Abs



“When I exercised to other videos, they fatigued me and nothing on my body changed. I got fed up one day, rented FIRM Volume III at Blockbuster, then called the 800 number and placed my order with you. Working out to the FIRM, I remain motivated and energetic. I have been chubby my entire life. But now, I am the shapliest I (or anyone else in my Italian family!) have ever been! You’re the greatest! I owe it all to the FIRM!”

–Child Development Assistant, Hayward, CA, Age 29

“I don’t do many sports, but I notice I have energy that other women my age don’t. People are always commenting on my youthfulness. The FIRM helps my stress level enormously.”

–Psychotherapist, Trulock, CA, Age 40

“Yes, the FIRM was the first place that I’d heard of aerobic weight training. While other institutions were still back in the stone ages doing just plain aerobics, I was finding out the added benefits of using weights, thanks to the FIRM. I’d never seen pelvic floor exercises anywhere else. The FIRM always seems to be at the cutting edge and always chooses methods that don’t die.”

–Technical Writer, East Meadow, NY, Age 24

“The FIRM is more effective than anything I’ve ever tried or seen. It seems ironic to me that only now, after the FIRM has been using weights for over 10 years of videos, that the big video stars are just starting to recommend them in their videos.”

–Retail Manager, Austin, TX, Age 29

“Your superior production including the music, lighting, set, instruction, instructors, enthusiasm, etc., convert exercise from torture to a near religious experience.”

–Attorney, Woodbridge, NJ

WEEKS 1-4

NOTES

WEEKS 5-8



WEEKS 9-12

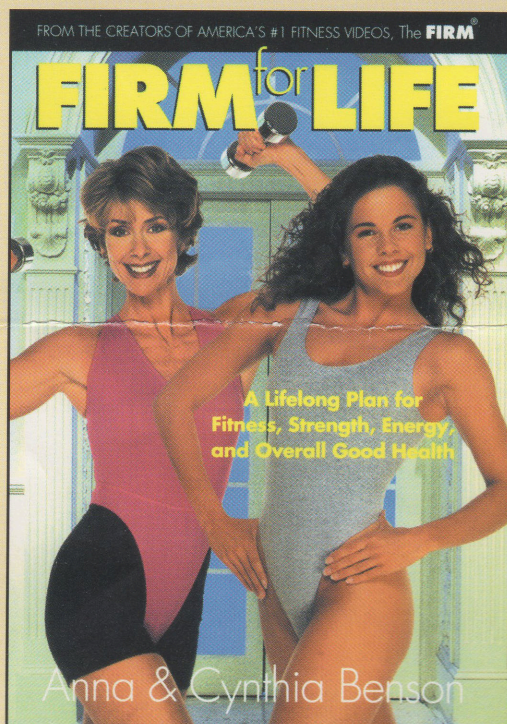
NOTES

MISC.

"Great...Inspiring...Remarkable!"

- FIT Magazine

**AT LAST!
THE FIRM
WRITES
THE BOOK
ON FITNESS.**



In this complete program, the creators of The FIRM® discuss overall lifestyle and fitness philosophy, revealing how to:

- Fuel your body for peak performance while still losing weight
- Slow down the aging process
- Reshape your body
- Strengthen your mind and spirit
- Stay motivated
- And learn the science behind The Firm

Taking you behind the scenes, *Firm for Life* is filled with:

- profiles of FIRM instructors
- personal fitness advice
- inspiring makeovers
- testimonials from FIRM Believers

The book you've been waiting for!

Hardcover \$23 (\$31.95 Canadian)

Paperback \$13 (\$20 Canadian)

Call 1-800-THE-FIRM®

The **FIRM**®

Visible ResultsSM in 10 Workouts

To order or receive a free
FIRM® catalogue, call

1-800-THE-FIRM®

Visit our website at:
www.firmbelievers.com



Talent for August '98 production of 8 new video titles for FIRM Believers:

Top Row: (L to R) Dale Brabham, Stephanie Corley, Mary Peck, Nancy Tucker

2nd Row: (L to R) Carissa Foster, Summer Sparkman, Janet Brooks, Sue Mi Powell

3rd Row: (L to R) Tamela Hastie, Jen Carman, Robyn Johnson, Allie Strickland

Front Row: (L to R) Jen Peluso, Libby Cowart, Bonnie Geer, Paige Lane

Cover: Bonnie Geer, Age 29, Sales, Mother of one, 2 years as a FIRM instructor

Workout Rotation Design: Anna L. Benson