

I noted with a mixture of humor and disgust the proliferation of fraudulent fitness tools and fake methods being advertised on television. The craziness seemed to have no limit, no truthfulness or decency. Fitness tools and methods routinely make outrageous promises of amazing results with no sweat, no effort and no exertion.

“Obtain the body of your dreams with just two easy five-minute workouts per week. Build muscle and obtain the six-pack abs you have always wanted. And all in only fourteen days or triple your money back! But wait! Order now and receive absolutely free the Ab-Sizzler! Only three easy payments of \$19.99.” How does a legitimate tool and protocol compete for attention with outright lies?

I thought about who those mindless fitness ads were aimed at. These moronic tools with their impossible promises were aimed at the most unfit and uninformed portion of the population. Could I reach them? And, if they could, could these EZ fix types be coaxed into trying the Trojan Workout? Could the totally out-of-shape populace handle the Trojan Workout, in even its mildest form? If I could reach these people, could I offer them a tuned-down version of the Trojan Workout—yet still get outstanding results?

Now *that* seemed a worthy challenge.

I was more than a little hesitant to create some sort of ‘Trojan-lite’ for the pathetically unfit. Part of me thought, there should be a bare minimum, some entry level, below which you need not apply. That was a bit elitist, I decided.

What if I *could* create a version of the Trojan Workout, a version that could be used to help the most unfit? Rather than discard them, why not help them? Could I? I didn’t really know. I had never worked with this segment before. Before I could work with them (I had decided I would) I had to reach them. But how?

Social media was the answer. I employed some out-of-character ads to attract attention. I was surprised with the positive response. Soon I was interviewing candidates and fine-tuning my tuned-down approach. Once I decided to work with the unfit, it began to dawn on me that this could be an important project. If I could obtain results for this discarded and ignored fitness population, the Trojan Workout could potentially ‘break out’ and garner some deserved widespread popularity. The users would be the winners.

Major auto makers like Porsche and Mercedes use their racing programs to develop the cutting-edge technology that eventually finds its way into passenger cars, making them more powerful and efficient. I would do something similar and take the hardcore Trojan Workout and make it user friendly to normal (or sub-normal) people. I would adapt and adopt and modify elite methods for those most in need.