



Class Types

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What Are Kettlebells?

Only the Ultimate all-in-one hand-held gym! Used by The US Secret Service, Firefighters, SWAT teams, Mixed Martial Arts champions and other hard guys and gals to develop strength, vaporize fat and create the body of their dreams! Chiropractors use them to build strength in their clients' backs and core muscles. Even Hollywood has caught on to this amazing tool that offers a blend of strength, cardio and flexibility. Why, because when they are getting ready for movies they are on a time limit and they need results fast! Kettlebells were used to develop the impressive bodies of the actors in the movie "300"! Don't let the chance to get the body of your dreams pass you by; TIVO it and watch it later! Experience the difference kettlebell training will make in your life. It will forever change your way of thinking about exercise! WARNING... Kettlebell training is addictive; once you start you won't want to stop! Consider yourself warned!

Our Philosophy

Dr. Eric Cobb, D.C. says that everyone is an athlete; their body just doesn't know it yet. At Brian Copeland's Core Fitness "We Train Like ATHLETES Not Hamsters!" What does that mean? Well it means that we believe everyone has the right to move freely without pain, to be strong, to be able to play with their grandchildren and the kids get tired first! Putting yourself on a bicycle or treadmill that doesn't move or using some expensive exercise machine is no more natural movement to the human body then sitting in front of a computer screen all day. We believe in a holistic approach that moves the body in natural, athletic ways. Does that mean you have to be an athlete to train with us? No, nor does it mean that the Denver Broncos will wait outside the studio for you and offer \$12 million contract. What it means is that you have the chance to live the way you were meant to, strong, fluid, confident, pain-free. And you can look good as a nice side effect! Pretty cool huh?

Kettlebell Fitness Classes



After only 3-4 weeks I saw incredible results, I lost inches off my whole body! I was extremely motivated at this point because I lost 2 inches from my "tummy pooch" (anyone who has had a baby knows what I'm talking about!). I was amazed that I saw results like that in less than a month! Suddenly I had more energy and a boost of self-confidence!

Description:

Learn the basic techniques of kettlebell training. ALL ages and fitness levels encouraged to attend. This class will teach you the fundamentals of kettlebell lifting but also it will instill proper movement habits for life outside of the gym. You will learn to move your body in strong and healthy ways for a strong and healthy back and joints. Enlist to become a better man or woman. Wear appropriate workout clothing, as you will sweat.

While this may be a group class don't confuse it with group fitness classes at your local gym. You will get personal 1-on-1 attention and you may not be doing the same exercise as the person next to you. I cater the class to your level of experience and ability.

Prerequisite:

No prior experience is necessary. Please contact Brian prior to training so you can discuss your injury history to determine if a group class or private setting is more appropriate for you. If you have some minor pains and aches then group class is normally fine, if you have bad pain and dysfunction in the body then a private session will be mandatory first.

A Typical Class:

- We perform what is called Dynamic Joint Mobility to warm up. Easy exercises that get the joints warmed up and ready for exercise. They also will help your body feel younger and stay that way as you age.
- If you are new, I will break you off from the rest of the group in order to teach you how to perform the basic exercises safely and with strength. Once you learn these principles they will help you in all areas of life and with future kettlebell classes. You might be a little sore the next day.
- After your initial session you will be introduced to the regular kettlebell training circuit. I'll constantly watch your technique and help you to continually learn to lift safer and with better technique. You will be sore the next day.
- You will work at your own pace even in the group, you choose the right weight and how many reps you can safely do.
- You may be paired up with a partner and encourage each other as you train or you may be on your own as the class works together. We are a small tight-knit group and help each other as we train. Fun, fitness and camaraderie, what more could you want?
- As you advance you will learn more techniques to make training more fun. You will be able to customize your training. Want strength? Choose a heavier kettlebell and do less reps. Want endurance, choose a lighter bell and work longer. Have special needs? While the group does one exercise you can do a modified version to suit your needs whether they are injury related or goal related. By this time you will be loving your progress and giving Brian high-fives!



Kettlebell Fitness "Train w Brian" Classes

Description:

This is the same as the normal Kettlebell Fitness classes except that Brian normally will train along side the class. So you get to train along with Brian and benefit from seeing a pro in action. If you are new then Brian may forgo his training in order to walk you through the basics.

Prerequisite:

Same as Kettlebell Fitness Classes.

A Typical Class:

- Same as Kettlebell Fitness Classes



Self-Defense / Martial Arts Classes

Description:

A no-nonsense approach to self-defense. This is the same system Martial Arts Legend Paul Vunak taught to the US Navy SEALs and countless other government agencies. This is a no-contact class; we do not put on gloves and hit each other like a sport Martial Arts class. The techniques we use do not favor the strong, athletic or gifted and can be used equally by both men and women.

The classes are part 1-part lecture, 2-parts training and all application. The lectures cover practical real-world scenarios that asocial violence happens and how to be prepared for them. Then we will enact the scenario and practice skills that will allow you to survive the situation.

Additionally we will also learn Bruce Lee's system of combat known as Jeet Kune Do. This adaptable system can be modified for each person's unique body type, age, gender, athleticism, etc.

Prerequisite:

No prior experience is necessary. Please contact Brian prior to attending training.

A Typical Class:

- We may begin with practice of prior learned skills
- Brief lecture on the topic we will cover
- Demonstration of the scenario
- Slow practice with a partner
- You will speed up the practice as you and your partner's skills progress.
- Safety is critical at all times; no one leaves with black eyes or bloodied noses!
- Practice of prior learned skills

Topics Covered:

- Defense against a sucker punch
- Defense against rape/assault
- Handgun disarms
- Defending against knife and club type attacks
- The single best technique for the ground
- Defending against multiple attackers
- Attack at an ATM
- Home Invasion defense
- Finding and using weapons of opportunity
- Real violence and how to be prepared
- Psychological response to violence and how to use it to your advantage
- More!



Tips for All Classes

- We train barefoot for the health of your feet, ankles and body. You may choose to wear socks or not. If you have special needs let me know.
- Bring a towel to dry your sweat and a water bottle, not mandatory just advised.
- We have restrooms but we do not have showers, bring a change of clothes and take a hobo shower if needed. We do have a limited number of lockers in the restrooms so bring a lock if desired; otherwise we have shelves in the main area of the studio for your belongings.

Questions and Answers

Q: What makes your training different from other methods?

A: Well the kettlebells to start. Guys and gals can appreciate the results of kettlebell training. There simply isn't a single other method of training that will simultaneously burn tons of calories, tone muscles, give you functional strength that you can use in the real world, improve your flexibility, provide a challenge AND be fun and unique. I could go on forever about the benefits of kettlebell training but there simply isn't enough space here. The fitness industry is full of people who will tell you what you *want* to hear to get your business. They offer ineffective methods that don't get people results; people pay money to use a machine that keeps them from sweating and working hard and expect to get results. I don't work that way, I'll tell you the truth and am honest with you; if you are willing to put forth the effort I'll take you as a client. Let's not kid ourselves, like anything in life, hard work = results. Does hard work mean boring, painful and tedious? Heck NO! My classes are a blast! Sitting on an exercise bike for an hour is boring, expressing your body the way it was meant move makes you feel like you did when you were a kid playing outside! Once you start kettlebell training you will be hooked for life, consider yourself warned!

Q: How hard are the classes, will I puke?

A: Heavens NO! You should not exercise that hard. We train scientifically to get better, that means wherever you start, you aim to get better. You do not have to go from couch potato to elite athlete overnight, in fact if I see you training recklessly hard I will make you hold back. You should feel like you had a good exercise session but not be totally drained at the end of a training session. There are many psychological and physiological reasons that I tell you not to train as hard as you can, you can either take my word for it or be prepared to be overwhelmed with scientific research, my favorite past-time.

Q: Are kettlebells for women?

A: Ladies don't be scared by all of this macho sounding military talk. Over half of my clients are women in their 40s and over and they LOVE the results they get from kettlebell training. There simply isn't anything out there that tones muscles, burns calories and improves flexibility as well as smart kettlebell training. If kettlebells are good enough for Penelope Cruz, Jennifer Lopez and many other Hollywood actresses then they are good enough for you too. If the whole iron ball with a handle thing gets in your way just realize that kettlebell training is like yoga with weights. Check out my friend and co-Kettlebell Instructor Andrea U-Shi Chang at her website <http://kettlebility.com/> She has made an incredible change in her body and is not butch or big.

Q: Are kettlebells just a fad?



A: Yes, just like yoga, which has been around for over a thousand years, kettlebells are a fad. However they are a fad used by the US Secret Service, elite military and law enforcement agencies, champion mixed martial artists, chiropractors, firefighters and other pragmatic people who won't waste their time on ineffective training. I expect them to be a fad for another thousand years!

Q: Kettlebells seem really hard-core, are they dangerous?

A: We put a huge emphasis on safety with kettlebells. You may be surprised to know that kettlebell lifting is an elite level sport in Russia and many eastern European nations. These elite level athletes have the lowest rate of injuries of any other athletic sport in the world, including tennis, running, biking, etc. I have never had a client get injured and I've never been injured from kettlebell training. Could it happen? More people get injured in commercial gyms using "safe" machines that are supposed to keep you from getting hurt. I emphasize in all classes that clients go at their own pace, choose a kettlebell size that fits them and not to overreach their abilities. Slow and steady, safe and strong! By the way, my clients have included people with pre-existing back injuries, prior heart attacks, etc. They love what kettlebells do for them!

Q: Is kettlebell training hard on the back?

A: Anyone can swing a kettlebell around in an incorrect fashion and hurt himself or herself; you are coming to get expert training instruction to learn to use them correctly. You may be surprised that the world's leading spine biomechanist, Prof. Stuart McGill's favorite back healthy exercise is the kettlebell swing; our core exercise. If it is good enough for the world's premier back expert it is good enough for us!

Q: Will I get big muscles from this?

A: Guys, training alone will not make you big unless you are a genetic mutant, there are other factors such as nutrition, sleep and stress levels to consider. I am not especially big and I train heavy and hard. If you want to be big I'll show you how to achieve that, if you don't want to get big I'll show you how to achieve that as well. **And no ladies**, you will not get big and bulky, you do not have enough testosterone in your bodies to build big muscles without steroids and NO, I won't help you with those! Do a Google search on kettlebells for women and look at their bodies; lean, toned, ideal. Better yet check out my friend and co-Kettlebell Instructor Andrea U-Shi Chang at her website <http://kettlebility.com/>. She has made an incredible change in her body and is not butch or big.

Q: I have several injuries, can I train with kettlebells?

A: Kettlebell training has proven for many with injuries to be one of the only methods of training that they can do without irritating the injury, this has proven true for me as well. Kettlebell training teaches the body to move naturally the way it was designed to move. My clients have included people with pre-existing back injuries, prior heart attacks, etc. Having said that, it would be best to talk to me prior to attending a group class, a group class setting may not be appropriate for your injury and if I don't have experience training clients with your injury I may refer you elsewhere. Your safety and health comes first! In addition to kettlebell training I also implement other methods to get your body functioning the way it should including dynamic joint mobility known as Z-Health. My clients swear by this!

Q: I am lazy and blame others for my problems in life, will you train me?

A: No go away! I have limited space in my classes and am very selective of the clients I allow to train with me. I only accept clients with positive attitudes who respect themselves and others and who want to make a change in their lives. I encourage my clients and help motivate them but you need to be intrinsically motivated or you will just quit after a few sessions.



Q: There is a guy at my gym that trains people with kettlebells, or I saw a book on kettlebells at the book store, are they just as good as your classes?

A: Always check credentials. I am a Certified Russian Kettlebell Instructor (RKC™) we are an exclusive group in high demand and there are not many of us around especially in Denver. We don't just use kettlebells but a specific approach to using kettlebells that is safe, strong and effective. I have seen some people out there that due to ignorance will end up giving the science of kettlebell lifting a bad name. Trust your gut, talk to me and see if I'm the real deal. Read my expert testimonials on my website at <http://www.bccorefitness.com/testimonials.html> and if it will make you feel better, watch a class before you begin.

Q: What does your typical kettlebell class consist of?

A: We start off with dynamic joint mobility exercises to both warm your body up and over time improve your range of motion for more pain free living. This is light and easy, no sweating kind of stuff like Tai Chi. Next we will spend time practicing the kettlebell exercises to perfect your form. I will introduce new elements to perfect your technique over time. Then comes the workout segment. You will develop strength, flexibility, cardio endurance, body control and burn calories like an oven! We will use kettlebells and your own bodyweight. If I don't have other clients immediately after the class I usually stick around for a few minutes to answer questions about nutrition and lifestyle or work with people on their kettlebell techniques. And yes, we fit all this into 55 – 60 minutes. How can you get such a good workout in that time? You will find out!

Q: I love it, this is just crazy enough to work, how can I find out more?

A: Email me at brian@bccorefitness.com and we can discuss in email or by phone if kettlebell training is right for you.

Q: Who is This Brian Dude Anyway?

Brian Copeland is a Russian Kettlebell Certified Instructor (RKC™) through internationally known strength coach Pavel Tsatsouline and a Progressive Fighting Systems Certified Instructor through Martial Arts legend Paul Vunak.

Brian continues his education by learning nutrition, spine biomechanics, applied kinesiology and more. By the time you read this Brian will likely be a Certified Functional Movement Screen Specialist and a Z-Health Certified Instructor.

Brian's history includes mixed martial arts where he trained with professional and amateur fighters, Law Enforcement, military and others. Brian suffered 2 severe herniated discs in his lower back and lived with daily back pain for 6-7 years. Desperate to avoid surgery and daily pain, Brian discovered kettlebells through top international strength and conditioning coach Pavel Tsatsouline, Master of Sports, a former Soviet Spetsnaz special forces trainer, kettlebell champion in his native Russia and currently trainer to many elite military and civilian agencies in the United States. Brian was able to completely eliminate the pain in his back with use of kettlebells and Z Health practice. Not the stuff you read in bodybuilding magazines and not the stuff they teach your average personal trainer! While doctors told Brian that he would never be able to lift anything heavy again Brian now lifts 106 lb kettlebells over his head, bends nails and bolts with his hands, tears decks of playing cards in half with his bare hands and is certified in the US Secret Service Snatch Test. Brian has helped many clients reach various goals from weight loss to healing back issues to helping professional boxers maximize power and conditioning prior to their fights.



In the past if you wanted to learn kettlebells from an RKC™ Certified Instructor you would pay \$350.00+ for a one-day workshop. But Brian has decided to take this tool mainstream within reach of everyday folks; but class sizes are limited so is Brian's time so contact him soon before classes are full.

Can Brian make you reach your fitness goals? No, only you can make you reach your goals. But Brian will show you the map and take you there if you are willing.

Brian Copeland, RKC, PFS

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Image courtesy of Dragon Door.