

FITNEWS

Fitness Media Services • 696 White Plains Rd., Scarsdale, NY 10583

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MIND IN MUSCLE

Scarsdale, NY - Does the mind play a role in developing your muscles? "You bet," proclaims fitness guru Brad Schoenfeld. In the current issue of *Oxygen Magazine*, Schoenfeld reveals that employing a 'mind-to-muscle connection' can significantly improve the quality of your workouts. "Strength training is not simply the act of lifting a weight from Point A to Point B. If you want to optimize results, it's essential harness the power of your mind during training."

According to Schoenfeld, a strong mind-to-muscle connection facilitates the ability to target your muscles. "By visualizing the muscle you're training, you force that muscle to perform the majority of the work. Otherwise, ancillary muscles tend to take over in the performance of the lift."

Schoenfeld claims that the technique also helps to ensure proper form. "The key is to understand which muscles you are targeting. You don't have to be an anatomist, but you do have to know the muscles of your body."

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ABOUT BRAD SCHOENFELD: Brad Schoenfeld, CSCS, is the fitness trainer to bet your shape on. Widely regarded as one of America's leading fitness professionals, his focus is to help women achieve their full fitness potential by skipping the gimmicks and sticking to the well-documented science of exercise and nutrition. Awarded the distinction of master trainer by the International Association of Fitness Professions, he is also a certified strength and conditioning specialist by the National Strength and Conditioning Association.

He is the author of six fitness books, including *Sculpting Her Body Perfect* and the bestseller, *Look Great Naked*. He is a columnist for *Fitness RX for Women* magazine and has been published or featured in every major magazine including *Cosmopolitan*, *Self*, *Marie Claire*, *Fitness and Shape*. He has been a guest on many national television and radio shows. His Personal Training Center for Women is located in Scarsdale, New York. Brad lives in Croton-on-Hudson, New York.