



Z-Health Newsletter - December 2007

Your monthly insight to Life in Motion

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Calendar of Events

During 2007, we added S & T-Phase certifications (Levels 3 & 4). For 2008, we are teaching in many more U.S. locations and are for the first time doing an overseas certification!

Our current schedule is below. Check our [website](#) for updates.

Conferences & Workshops

- Santa Clara, CA: Apr 23-27 - Body, Mind, Spirit Conference

R-Phase

- Durham, NC: Feb 1-3 & Apr 11-13
- Chicago, IL: Feb 8-10 & Apr 4-6
- San Diego, CA: Feb 18-23
- Denver, CO: Feb 29-Mar 2 & Apr 4-6
- Minneapolis, MN: Mar 28-30 & May 30-Jun 1
- Edinburgh, Scotland: Sept 1-6

I-Phase

- Fremont, CA: Jan 24-27
- San Diego, CA: Jun 5-8

Dr. Cobb's 2007 Year In Review

One of my favorite quotes when it comes to writing is by author, Elmore Leonard. He states,

"I try to leave out the parts that people skip."

That is phenomenal advice that I will do my best to follow during this high-speed review of 2007. With that being said, however, I do need to make one thing clear...

Whenever you have the opportunity to write a "year in review," the temptation is always to provide a Dragnet-like "just the facts, ma'am" summary. However, if you are like me, a Christmas letter that simply says, "Here's what we did this year", leaves me feeling just the slightest bit cheated.

I generally care more about the letter writer's **response to what happened** than the events themselves. So, as I revisit key moments of 2007, allow me to share a few thoughts about **why** these events were important, both personally and professionally...

2007 marked Z-Health's fourth year of training and teaching professionals worldwide, and it proved to be an incredibly powerful and satisfying year. Growth and development happened on an **exponential scale**, both in the "business" end of the company as well as the "system" side. While examples abound, here are just a few critical highlights:

In April, Z-Health presented at the huge Body-Mind-Spirit Conference in Santa Clara, CA. While the system has been attracting lots of attention around the globe from highly progressive professionals, the BMS Conference was the first large organization to take an interest. The two courses we presented were very well attended, the comments and critiques were all exceptional, and as a result, we were invited back in 2008 for two prime speaking slots.

From a company perspective this was a **giant growth opportunity**. It challenged our marketing and sales team to further define the Z-Health "brand" and exposed us to thousands of professionals over the course of the conference. Most importantly, while we didn't know it at the time, the BMS conference represented the **first milestone** in a year of transitions from a relatively unknown training system and company, to a **growing national presence**.

The next major event of the year followed quickly on the heels of BMS as thirty I-Phase (Level 2) Z-Health trainers braved the July heat to join us for the **first S-Phase** (Level 3) Certification in Phoenix. This fantastic course allowed us to introduce, for the very first time ever, the **complete, detailed governing philosophy of Z-Health and the system's athletic development process**.

This course was probably the **most exciting course** I have yet had the opportunity to teach. The foundations of Z-Health are **ALL** found in the systematic approach to creating superior athletes, and teaching S-Phase offered me the opportunity to share this information with our advanced trainers. It was a course filled with movement and fun, and most importantly, set the stage for Z-Health's long-awaited entrance into elite level athletic training on a **national level**.

In November, we set another milestone when thirty more advanced trainers joined us for the **first ever T-Phase** (Level 4) Certification. This course, which offers an incredibly in-depth approach to exercise and movement rehabilitation was exceptional. Most importantly, the quality, skill and intelligence of the trainers who attended this course proved to be exceptional and **cemented for me just how far we've come as a company and training system**.

- Durham, NC: Jun 12-15

S-Phase

- Phoenix, AZ: Mar 6-9

T-Phase

- Phoenix, AZ: May 15-18

All of these "major" events were interspersed with the opportunities to work day-in and day-out with the extraordinary Z-Health staff, train our outstanding new R and I-Phase professionals, and work with the hundreds of fantastic individual athletes I was honored to meet this year.

Thank you, one and all, for the opportunity to do what I love. 2007 has been amazing and 2008 looks even better by leaps and bounds. We look forward to sharing the journey with you.

Keep Moving,

Dr. Eric Cobb

The Gift that Keeps on Giving

* Offers valid through December 31, 2007. Call Z-Health at 1-888-394-4198 to take advantage of this incredible pricing.

Special #1 - Quick Start Trainer's Discount!



This is the **PERFECT** introduction to Z-Health! The Quick Start program gives you **JUST** the high-payoff drills you need to reset your body. **AND**, we are offering it to you at the **SAME PRICE** we offer our trainers. **Order today and pay JUST \$25!** Call 1-888-394-4198 to order today!

Special #2 - The Whole Enchilada!

This box set offers you everything currently available from Z-Health at our **best price!** In fact, this is such a good offer that we are only going to make it available for a limited time. Purchased individually these products would normally sell for \$320 plus shipping. **Order them today and pay ONLY \$260 plus shipping.** You will never see a better offer from us than this so call 1-888-394-4198 to order now!



Special #3 - 10% Discount on ANY Certification!



Are you ready for training that will change your life forever? Are you ready to take your Z training to the next level? Then it's time to get to a Z-Health live training event! To help make it happen, we have a special offer for you. If you make a minimum deposit before December 31, 2007, you can save **AN ADDITIONAL 10% ON ANY CERTIFICATION!** That's savings of **\$220 for R-Phase, \$160 for I-Phase, and \$180 for S & T Phases.** Remember that the offer is good **ONLY** until December 31st, so check out our [2008 calendar here](#) and then call 1-888-394-4198 to sign up!

(P.S. Don't forget that if you register and pay in **FULL** before the training begins for our R-Phase (Level 1) Certification, you get an **ADDITIONAL \$200 off ON TOP OF THIS DISCOUNT.** If you plan to attend R-Phase in **2008**, make sure to call and register **TODAY (2007)** to maximize your savings!)

New! Affiliate Program

We have recently launched one of the most generous affiliate programs in the health and fitness industry. With the quality of our products, and the powerful results you and your clients can achieve using them, we are certain that you will enjoy partnering with us!

Earning money as an affiliate with Z-Health is a simple, three-step process:

1. Sign up
2. Place banners on your web site
3. Sit back and let us do the work

All sales are processed through Z-Health.

Earn 25% on every product sale. [Sign up today!](#)

What Our Trainers are Reading

Our trainers continually strive to achieve the best possible results for their clients. Here are some recent additions to their bookshelves...

Why Zebra's Don't Get Ulcers

Renowned primatologist and Stanford Professor Robert Sapolsky states that when we worry or experience stress, our body turns on the same physiological responses that an animal's does, but we do not resolve conflict in the

same way-through fighting or fleeing. *Why Zebras Don't Get Ulcers* explains how prolonged stress causes or intensifies a range of physical and mental afflictions, including depression, ulcers, colitis, heart disease, and more. It also provides essential guidance to controlling our stress responses.

The Body Has a Mind of Its Own: How Body Maps in Your Brain Help You Do (Almost) Everything Better

Just as road maps represent interconnections across the landscape, your many body maps represent all aspects of your bodily self, inside and out. Your self doesn't begin and end with your physical body but extends into the space around you. This space morphs every time you put on or take off clothes, ride a bike, or wield a tool. When you drive a car, your personal body space grows to envelop it. When you play a video game, your body maps automatically track and emulate the actions of your character onscreen. *The Body Has a Mind of Its Own* explains how you can tap into the power of body maps to do almost anything better - whether it is playing tennis, strumming a guitar, riding a horse, dancing a waltz, empathizing with a friend, raising children, or coping with stress.