



## Z-Health Newsletter - December 2008

Your monthly insight to Life in Motion

### In This Issue

1. [2008 The Year In Review – The Year of Misprints...](#)
2. [Holiday Product Sale!](#)
3. [Lock In Your Certification Pricing Today](#)
4. [Newsletter Archive](#)

### Calendar of Events

We have recently released the first part of our 2009 calendar. View it below and be sure to check our [website](#) regularly for updates.

### Conferences & Workshops

- Santa Clara, CA: Apr 15-19 - Body, Mind, Spirit Conference
- Minneapolis, MN: July 15-17 - Essential Secrets of Elite Performance (sponsored by DragonDoor Publications)

### R-Phase (Level 1)

- Phoenix, AZ: Jan 23-25 & Mar 6-8
- Durham, NC: Jan 30-Feb 1 & Mar 13-16
- Edinburgh, Scotland: Mar 30 - Apr 4
- Southern CA: Mar 20-22 & Apr 24-26
- Denver, CO: May 29-31 & July 24-26

### I-Phase (Level 2)

### 2008 The Year In Review – The Year of Misprints...

Happy Holidays!

Many of you probably don't know that I am a huge Mark Twain fan. I have always loved his satire, and he is the creator of some of the most eloquent one-liners in history. Here's one of my favorites by Twain as it typifies today's world:

***"Be careful about reading health books. You may die of a misprint."***

2008 has been a fascinating year for me as I have seen the explosion of health and fitness information increase at a staggering rate. A recent study indicates that more than 8 million Americans search for health related information EVERY DAY online. Subsequent to these findings, another study looked at typical search results for two common pharmaceuticals.

The findings were fascinating. 65% of the first 50 online search results for these drugs were advertisements by:

1. Attorneys searching for clients in malpractice claims regarding the drugs.
2. Alternative suppliers of nutritional or fitness products intended to accomplish the "same result" as the drug in question.
3. Sites run by those ideologically opposed to pharmaceuticals.

Guess how many of the search results were considered to be from unbiased, regulated sites? Exactly zero.

Now, my point here is certainly not that Z-Health is either pro or anti-drug. We are pro-athleticism, function, and life at its best. This requires more than a belief in only ONE way of doing things. It requires inquiring minds, relentless research and a commitment to growth and progress.

These are the founding principles of our company and as we grow into an ever-changing world, they are principles that we continue to uphold.

As athletes in today's world, it is no longer about the quantity of information that you can find, but the quality of information you can trust that matters. Twain, in his irreverent way, sums up the challenges facing all of us in this field – as both consumers and professionals.

With all of that said, let me share with you my hope. We have done our best in the preceding 5 years of business to earn your trust. Not in the short term, but in the long term. Our programs are ever-evolving as we learn more. It is my distinct hope in 2009 that Z-Health be a company that you can turn to for answers that you can trust – about your training, about your health, and about living your life at its best.

To that end, you can expect more great things from us in 2009. The Z-Health system continues to spread at a phenomenal rate which allows us to offer you incredibly unique opportunities and products in the coming year – ones that you can trust. It is going to be a year to remember!

Now, just to show you that I did not forget this was a year in review letter, here are a few simple highlights from 2008 for Z-Health. As you will see it's been a very, very busy and successful year:

- Boston, MA: Feb 26-Mar 1
- Phoenix, AZ: May 14-17
- Edinburgh, Scotland: May 21-24
- Durham, NC: June 4-7

#### S-Phase (Level 3)

- Phoenix, AZ: Dec 4-7

#### T-Phase (Level 4)

- Phoenix, AZ: Feb 11-14 \*NOTE: Wed-Sat

#### 9S: Sustenance

- Phoenix, AZ: July 8-12

#### Master Trainer Live Training

- San Diego, CA: Jan 5-10

1. After solidifying our first four levels of certification, we offered our first advanced certification course – Strength and Suppleness. In 2009, we will be presenting our first ever professional certification course on Sustenance – nutritional concepts for health, fitness, and performance.
2. Z-Health grew from a staff of 3 to a staff of 10 in 2008 to handle our many new programs and growing number of professional trainers.
3. Our company very much enjoyed holding our first joint workshop with Dragon Door. We had the chance to publicly present an introduction to the first three levels of Z-Health for the very first time. 85% of the attendees registered on the spot to attend certification courses in the coming year because they valued the information so much.
4. 2008 finally saw the production of our first S-Phase video series which will introduce everyone to the step-by-step processes that we use to turn average athletes into the elite.
5. Z-Health went international! We taught our first official international certification at the University of Edinburgh Center for Sports in Edinburgh, Scotland.
6. Z-Health was represented in the training programs of a number of athletes in Beijing, China at the Olympic Games.
7. Finally, after hundreds of hours of strategic development we hatched a full company makeover plan for 2009 with a new look, new products, new educational programs, and additional services to help you make 2009 your best year ever!

Each year that I have the opportunity to write this letter, I am thankful. Thankful for Z-Health as a training system, and the impact it is having on people around the world. Thankful for the amazing professional trainers who invest hundreds of hours, and thousands of dollars to improve themselves in every facet of their professional lives. Thankful for your interest, support and investment into Z Health Performance Solutions as it grows and evolves. And, finally, I am incredibly thankful to have the opportunity to share the work, research, and day-to-day business activities with the amazing people who make up the company.

Finally, let me issue my 2009 challenge. One of the things that we stress over and over again in our training programs is that EVERYONE needs a coach. In fact, I always like to say that the best way to insure mediocrity is to never get a coach! If you look at the best of the best in every field – they have coaches – people who mentor, guide and assist them day-by-day, month-by-month in reaching their goals.

In 2009, make it your goal to find a coach. Someone that you trust. Someone who understands where you are and where you want to go and that can help you develop a plan to get there. This is an astoundingly powerful process that will change your life. You simply need to take the first step.

*"I never cease to be amazed at the power of the coaching process to draw out the skills or talent that was previously hidden within an individual, and which invariably finds a way to solve a problem previously thought unsolvable."  
- John Russell*

Have a wonderful Christmas and a very happy New Year!

*Keep Moving,*

*Dr. Cobb*

### Holiday Product Sale!

#### Special #1 - Volume discount on Quick Start

If you are like most of our clients, you've already been telling others, including your friends and family, about the amazing results they can achieve by practicing Z-Health. If this is the case, then December is the time to let them feel the great results for themselves!

We're going to make it easy for you to share the gift of pain free movement this holiday season by offering a **full 40% discount on orders of 5 or more** copies of the Quick Start DVD.

[Order online](#) or call the office at 1.888.394.4198 to order. Be sure you reference promo code QS2008 to take advantage of this special holiday offer!

#### Special #2 - 10% off the Whole Enchilada

Special #1 is intended to share the gift of Z-Health with your friends and family. This special, however, is **JUST FOR YOU!** We only offer this special once a year so NOW is the time to buy!

This special set contains our 4 best-selling products: R-Phase, I-Phase, Neural Warm-Up 1, and Neural Warm-Up 2. And this year, not only are we making this box set offer available, but we are discounting it **AN ADDITIONAL 10%!!!** If you were to buy the 4 products alone, it would cost you \$320, but until **December 31st only** you can get all 4 products for \$234 - a 27% savings!

[Order online](#) or call the office at 1.888.394.4198 to order. Be sure you reference promo code ENCH2008 to take advantage of this special holiday offer!

\* Offers valid through December 31, 2008. Order online or call Z-Health at 1.888.394.4198 to take advantage of this incredible pricing.

### Lock in Your Certification Pricing Today

As we mentioned in September, all good things must come to an end, and that includes our current

certification pricing. Through December 31st, you can still lock in future training at this year's prices. Call the office at 888.394.4198 or email [info@zhealth.net](mailto:info@zhealth.net) to sign up or for more information.

Our calendar is up-to-date with our certifications for the first half of 2009, available in the sidebar or on our [website](#).

If you have been considering certification, but are wary in a questionable economic climate, you can [read here](#) about how certification can increase your business NOW.

### Newsletter Archive

**Did you miss an issue of the Monthly Newsletter?** Delivered on the 15th of every month, the newsletter is filled with interviews, articles, reviews, and all of the goodness that is Z-Health Performance Solutions.

**Did you forget to sign up for the Weekly Training Tips?** The Weekly Training Tips is a new series that started on June 22nd. Delivered to your inbox every Sunday, these brief training nuggets will be sure to enhance all of your activities.

Catch up on all of our [back issues](#) on the Z-Health web site or click on the "Manage your Subscription" link on the bottom of this email to ensure you are getting the latest news.

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<http://www.zhealth.net>

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