

DECEMBER 2009

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## Z-Health 2009 – The Year In Review

*"A man who carries a cat by the tail learns something he can learn in no other way." - Mark Twain*

As many of you know by now, Mark Twain is one of my favorite authors and I regularly revisit his writing whenever I need a good laugh. Twain's high intelligence and barbed sarcasm rarely fail to make me smile. Of course, amidst the humor you can also find a great deal of wisdom...

In 2009, Z-Health took the proverbial cat by the tail, and in so doing learned things we could learn in no other way. As a company and system based on conditioning the brain and nervous system, this came as no surprise as every new challenge changes our brains. In this process, however, we learned some incredibly valuable lessons that I would like to share with you as parting thoughts for 2009. Before I do that though, here are some month-by-month "tail-grabbing" highlights:

- **January 2009** – We first tested and then ushered in our very first group of Z-Health Master Trainers. This highly diverse, and talented group, have continually grown over the course of the year and many of them will be presenting nationally in 2010.
- **February 2009** – Hosted our largest ever T-Phase (Level 4) Certification in Phoenix amidst three other courses.
- **March 2009** – Z-Health went international again with an R-Phase (Level 1) Certification in Edinburgh, Scotland. By the end of this second trip to Europe, we could almost understand everything that was said!
- **April 2009** – Presented at the Body Mind Spirit Expo to approximately 100 attendees on Pain and Mobility.
- **May 2009** – Flew across the pond yet again to teach our I-Phase (Level 2) Certification in Edinburgh.
- **June 2009** – Marked the final S-Phase (Level 3) Certification to be taught somewhere other than the new Z-Health Performance Center which opened in October.
- **July 2009** – Presented the first ever 9S Sustenance & Spirit Certification to 70 advanced Z-Health trainers. This was an amazing five day course that we finally captured on DVD. We also taught our General Public 3-day course for Dragon Door in Minneapolis which met with rave reviews.
- **August 2009** – Z-Health finally made the trip to my area of the country when we taught the first ever R-

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## EVENTS CALENDAR

Be sure to check [our website](#) regularly for updates.

### R-Phase

**San Diego, CA**  
January 15-17 & February 26-28

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**Atlanta, GA**  
February 5-7 & March 12-14

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**Denver, CO**  
March 19-21 & April 23-25

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### I-Phase

**Copenhagen, Denmark**  
January 28-31

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### S-Phase

**Phoenix, AZ**  
December 3-6

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### T-Phase

**Phoenix, AZ**  
April 28 - May 1

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### Master Trainer

**Phoenix, AZ**  
January 4-9

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### Essentials of Elite Performance

**London, UK**

- **September 2009** – This month proved remarkable on many fronts as we welcomed Shannon into our executive team and spent some very intense corporate meeting time revamping and improving our 2010-2015 business plan.
- **October-November 2009** – I decided to combine these months because we were so busy they passed in a blur. We taught our first ever R-Phase Certification in Copenhagen, Denmark, moved into the new 7,400 square foot Z-Health Performance Center, taught the first ever T-Phase (Level 4) Certification at the new facility, along with two more I-Phase Certifications.
- **December 2009** – And finally, we taught our first ever S-Phase (Level 3) Certification at our beautiful new place.

Phoenix, AZ  
February 19-21

Boston, MA  
March 5-7

With that very abbreviated highlight list in mind, let me share with you a few of the lessons that we learned that we could not have learned in any other way:

1. **All of us are smarter than one of us.** Get a coach. Better yet, get several. Then form a mastermind group. Surround yourself with others who are passionate about what you do and who you are becoming. It is amazing what great coaches can do in your life. It may be uncomfortable (i.e. fearful) to do the tasks they assign to help you be better, but it is worth it in ways that are almost impossible to imagine.
2. **Fear management is one of life's most vital skills.** As a combatives instructor, this point has been beaten into my mind over the years. However, our growth and challenges this year taught us much about how fears – both small and large – can paralyze your productivity and growth. What we learned about our fears was that we have to:
  - a. **Find them,**
  - b. **Face them, and**
  - c. **Repeat as needed.**
3. **Persistence is king.** While we have taught for years that talent is always secondary to persistence, this year hammered the point home for us in new and surprising ways. The simple truth is that little can stand in the way of reaching your goals if you just continue to put in the work.
4. **Passion is a part of persistence.** There were periods in 2009 when our spirits flagged. Being a very rapidly growing company presents enormous time management challenges, along with the many difficulties that inevitably arise. We found our passion for helping the best get better to be a vital part of our continued growth this year as it fuelled our persistence when most needed.

As 2009 draws to a close, we are incredibly eager to implement these lessons in 2010. We have huge things on the horizon for this year including a new executive manager, new master trainers, new certifications, further development of the Z-Health Performance Center, new DVD products, a new blog, and much more...

With all of that said, however, amidst all of the "newness" we will still continue our primary focus on our single overriding passion – helping you become the best you can be in 2010 and for the rest of your life.

Thank you for your continued support of Z-Health. We can never express the tremendous gratitude that we feel for all of you who have helped grow and shape the Z-Health system. We wish you the best and warmest of the holidays and look forward to sharing and working with you in 2010.

*Keep Moving,  
Dr. Cobb*

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## Avoid Becoming a Holiday Weight Gain Statistic

Since our Sustenance course, we've talked a lot about changing your eating behaviors, as healthy eating is a skill, just like everything else.

The holidays are a tough time of year for a lot of people for a lot of reasons, and the stress of it all often leads to weight gain. Interestingly, the average holiday weight gain is only a pound, but that pound tends to not come back off. More interestingly, already overweight individuals tend to put on 5-7 pounds.

### **So, how can you avoid falling in the holiday weight gain trap?**

Most columns similar to this take one of two stances: the first type says that you just need to count your calories, stay reasonable, and lower your expectations. The other column type will talk about how it is only one day, that it takes 3500 calories to gain a pound, and not to worry about it.

Since Z-Health is about lifelong changes, we have a slightly different approach that blends both of these theories, that you can use every day for the rest of your life, and more closely represents how our bodies process food and send hunger signals.

### **Forget about daily caloric totals.**

No, really. Note, however, we did not ask you to stop keeping track of what you eat!

Instead, keep track of your weekly and monthly caloric averages. The day, or 24 hours, is an arbitrary number from our body's standpoint. And, it's fairly meaningless in the great scheme of all things weight loss. It doesn't make sense for so many reasons:

- In a day you really can blow your caloric totals for the week. It doesn't take a lot of food to really derail a week: a couple pieces of pizza (1 slice ~300 cal), ice cream (a pint of Cherry Garcia = 520 cal), or a piece of pie after every meal (1 slice pumpkin pie = 230 cal). Taking an entire day off from counting is not a recipe for success.
- Activity levels impact how hungry we are. It makes sense that if you work really hard for a few days you are going to want more food, and vice versa.
- Hormones and other internal rhythms affect our hunger levels.
- Stress and emotion can cause us to overeat or undereat.

So, instead of worrying every single day at hitting your exactly caloric target, work to get your weekly and monthly averages at that number. That gives you the wiggle room you need to just live your life. If one day ends up a little low because you got busy and forgot to eat, don't worry about it. If another day ended up a couple hundred calories because you had a cookie, don't worry about it — just know that you need to make that up some time soon.

It's a marathon, not a sprint.

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## Announcing the Newest Z-Health Master Trainer

I wanted to take a quick moment to let you all know that Kent Johnson has just completed all of the tasks and testing required to remove his provisional standing, and be recognized as having full Z-Health Master Trainer status.

As a part of the Z-Health Master Trainer Program, anyone who received provisional status after the live training event in January was given a very demanding set of tasks, study and testing that would be required to attain full standing.

Kent worked diligently to complete his training: re-attending multiple certifications, additional certification material study, and intense rapid fire testing. I personally put Kent through over 4 hours of one-on-one rapid fire testing where his additional study and hard work were very evident.

Please join me in congratulating Kent on his well-earned full standing as a Z-Health Master Trainer!

*Keep Moving, Dr. Cobb*

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## NEW! Product Discounts & New Packages

Just in time for the holidays, we have bundled together our products together in to new packages so you can save even more! With discounts of 12-19%, buying a package deal is definitely the way to get the most of your dollar.

Level 1 Package (R-Phase & Neural Warm Up 1): \$140

Level 2 Package (I-Phase & Neural Warm Up 2): \$99

R-Phase/I-Phase Package: \$150

**NEW!** R-Phase/I-Phase/S-Phase: \$225

Level 1 & 2 Package (R-Phase, Neural Warm Up 1, I-Phase, Neural Warm Up 2): \$259

**NEW!** (Level 1, 2, 3 Package) R-Phase, Neural Warm Up 1, I-Phase, Neural Warm Up 2, S-Phase: \$349

**NEW!** Quick Start, R-Phase, Neural Warm Up 1, I-Phase, Neural Warm Up 2, S-Phase: \$369

We are also bringing back, one last time, our reduced prices on Neural Warm Up 1, I-Phase and Neural Warm Up 2. This is the last of our stock with our original logo – the content is exactly the same, only the packaging has changed. With discounts of up to 35%, you will never see Z-Health products reduced this much again.

Neural Warm Up 1: \$49

I-Phase: \$59

Neural Warm Up 2: \$49

P.S. Did we forget to mention **Free Shipping** on all product packages? (\$15 discount for international shipping addresses)

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## 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.

### **Are you receiving our Weekly Training Tips?**

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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## Become a Fan on Facebook

Z-Health is on Facebook, and right now it's the ONLY place where you can see photos of the Z-Health Performance Training Center and recent certifications.

If you are already on Facebook, [become a fan](#), write on our Wall, or ask a question on our Discussion board. We'd love to hear from you.

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