



Tony Books Avilez
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Tony Books Avilez, CSCS has distinguished himself as a top notch fitness advisor and lifestyle coach. He has been recognized as one of the best in his field.

Tony has certifications from American Council on Exercise as a personal trainer as well as a lifestyle and weight management consultant. He is certified as a nutritional consultant by American fitness professionals & Associates. He also possesses the prestigious Certified Strength and Conditioning Specialist from the National Strength and Conditioning Association.

Most importantly, Tony (or Books as he is often called) has used his special gift as a communicator to motivate and inspire his personal clients and seminar audiences to implement exercise, nutrition and lifestyle management as a means to effect change in their lives for the better. In his effort to develop an easy to follow lifestyle format for his clients, Books developed The D.E.C.K.S. Method. The D.E.C.K.S. Method is basically a formula for developing 'The Ultimate Physical You' by using what Tony calls, 'The Seven DECKS of health and Fitness.'

He is the author of 5 books on health and fitness and has appeared in national periodicals such as Flex magazine, Black Enterprises as well numerous local and regional publications.

He has recently been acknowledged as one of the top 100 fitness professionals in the country and will be appearing in the book 'The Power of Champions'.

Tony is a very gifted and entertaining speaker. He frequently appears as a presenter at various public and private functions to share his unique philosophies on the importance of health, fitness as well as conditioning yourself for success. He frequently conducts a workshop entitled *How to lose 20 pounds in 14 Days* at The Learning Annex in New York City.

For immediate release

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The shocking truth about the 7 proven secrets

Less than 30% of the population actually follow through on their New Years resolutions. Losing weight and getting in shape is the number one resolution made by Americans each and every year. It is also the one that fails most miserably.

If you are struggling with finding ways to look and feel better you are not alone. You are one among the millions who are confused and frustrated regarding what diets to use and what exercises to try.

A nationally recognized fitness expert says that he has the secret and is anxious to share it with as many people as possible. His name is Tony Books Avilez.

He claims that thousands of people are using these proven concepts to gain the level of health, fitness and youthfulness they thought they could never have. He states, "the \$60 billion dollar diet and weight loss industry has a 95% failure rate and they don't want these secrets to reach the general public."

Tony reveals that there are 7 secrets to gaining to taking control of your lifestyle, health fitness and wellness. These secrets concern taking control of your

1. Mindset
2. Food Consumption
3. Water Consumption
4. Resistance Exercise
5. Cardio Exercise
6. Flexibility
7. Rest and Recovery

Tony Books Avilez will be conducting a free seminar detailing his foolproof strategies and insider secrets to guarantee you lose the weight you want this year.

Fitness expert Tony Books Avilez will be conducting a free seminar detailing his foolproof strategies and insider secrets to guarantee anyone can lose the weight they want this year.

The program will be held on Tuesday February 8th at 7:30 and NorthEast Fitness 200 Taylor St. at the corner of Castleton Avenue on Staten Island, New York.

Are you losing faith or losing fat?

January is here, but on it's way out. So many people have flocked to the gym to start on there new goals saying, "I'm really gonna do it this year" The challenge is that motivation only lasts but so long before it says so long. Most people live a life of false starts. They start eating like crazy from October 31st (Halloween) and it lasts until New Years Eve. On New Year's Day they want to jump into the latest diet plan being sponsored by the recent celebrity who supposedly lost weight using some new or recycled "miracle product".

This motivation usually lasts until Valentine's Day. What happens to most is that they lose a couple of pounds and then realize this "diet and exercise thing" is too much work. They return back to their old habit and wait for October to show up again and repeat the same cycle.

Have you ever stopped to think about what this may be doing to the mind. With so many stutter steps and false starts without any long lasting significant results the mind is being programmed into a state of doubt. This is why I ask the question, "Are you losing Fat or are you losing Faith?"

I am not a big reality TV person. However, I was able to catch a glimpse of the show, "The Biggest Loser". Even though I wouldn't call it a great show I have to give it accolades. This is one of the rare occurrences on television where the process of weight loss has been presented most like it actually occurs. These people worked. They had to overcome temptation and the pull to not fall back into bad habits. It was obvious that those who showed the most commitment benefited the most.

One of the covert themes of the show is to convince you that if these people can do it so can you. I agree with that. However, remember these folks had the advantage of being in a controlled environment and the added incentive of being on television with the chance to win hundreds of thousands of dollars. More than likely you are not going to have the benefit of these things. You are going to have to create your own environment. The challenge is that your environment is going to be laced with life distractions, social temptations and people who are not going to 100% supportive. See "reality T.V." is not all that real.

What is real for you is that you will have to either seek out or create a technology and a strategy of your own. You will also have to align this with a powerful goal leveraged with some strong reasons why you have to achieve this goal. Without these things in place I can almost guarantee that this October you will be starting over again.

The challenge with starting over again is very often you end up starting in a worse position than before. Usually repeat dieter start out having to lose more weight than when they were on the previous diet. I admire people who choose to give their goals another chance. However, the more chances you give the bigger the hole you have to climb out of. Each time the process gets harder and harder.

I am not trying to be a doomsayer. I am simply telling you the truth because I want you to be successful. I want you to break the chain. I want you to see that there is a process, a technology, a system to taking control of your well-being. When you discover this you will find that taking control is a very doable process. You will feel that there is little you cannot accomplish. You will be able to truly catch a glimpse of who you can be when you choose to do so.

I have experienced this as well as assisted clients to come to this realization. I can attest to the feeling that there is nothing else like it. Imagine loving what you see when you look in the mirror. Imagine all the compliments you would get. Imagine the positive energy you would emanate. Imagine how you would inspire others. The possibilities for all these things lie within you right now.

All you have to do is either seek out or create a technology and a strategy of your own. You will also have to align this with a powerful goal leveraged with some strong reasons why you have to achieve this goal. Once you do this you have to give yourself time. Be patient. You may have learned about The 14 Day Miracle Transformation Program I created. Well yes you can make big changes in 14 days. However, changes for a life take just that, a lifetime. The 14 Day Miracle Transformation Program is a great place to start, but if you want to make big changes I recommend you preview some of my other programs.

Tony Books Avilez is a certified Personal Trainer, Nutrition Consultant, Lifestyle and weight management consultant as well as a certified strength and conditioning specialist. For more information about Tony and his programs please visit TheBodyHouse.com.

HEALTH & FITNESS

Islander designs fitness plan

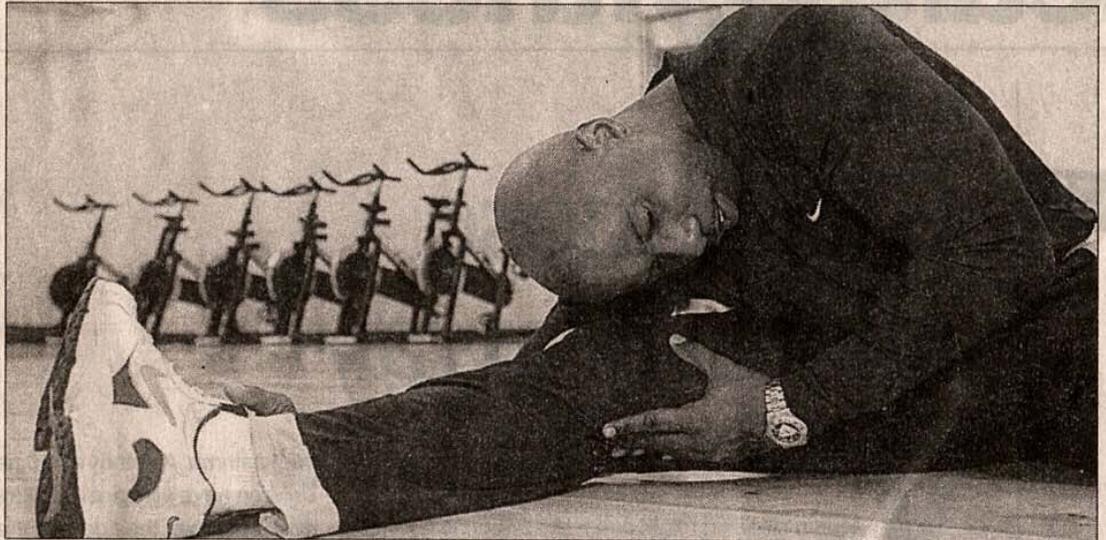
By PAUL NOIA
ADVANCE STAFF WRITER

Staying in shape isn't always about what you eat or how much you exercise. According to a Staten Island trainer who has developed his own fitness method, it's a mind philosophy.

"The most important way to stay fit is to have the right mind set, starting there you can easily get to where you want to be," said Tony "Books" Avilez, 33, of St. George, who wrote his own fitness manual, "Lose the Weight, Gain Your Life ... The D.E.C.K.S. Method to the Ultimate Physical You."

A fitness trainer at NorthShore Fitness, New Brighton, Avilez decided to write his own program on personal fitness because he wanted to give clients something tangible to work with.

His self-created fitness philosophy, called the D.E.C.K.S. Method, consists of seven areas: Mindset, food consumption, water consumption, resistance exercise, cardio exercise, flexibility and rest/recovery. D.E.C.K.S., which stands for discipline, effort, com-



ADVANCE PHOTO ■ HILTON FLORES

Trainer Tony "Books" Avilez stretches before working out at NorthShore Fitness, New Brighton.

mitment, knowledge and simplify, refers to the qualities needed to succeed in each of the seven areas.

"The steps are really a fitness philosophy, I don't like to call it a diet, because it is more complex than that," said Avilez, who has many personal fitness certifications, including two from the American Council on Exercise.

Mercedes Delzie of West Brighton said that the D.E.C.K.S. Method helped her lose 12 pounds. "I really shaped up from the method, I tightened up my arms and I have more energy. I'm less sluggish," said Ms. Delzie.

She lost most of her weight by eating smaller portions and cutting back on junk food. "The less you eat, the less you crave. It's not about restriction, I can eat a lot throughout the day, now I just eat the right things," she said.

In addition to writing a manual, Avilez recorded an audio cassette and a video and put together a 12-week journal that focuses on what people should and shouldn't be eating.

Gloria Brown of New Brighton admitted that with her busy schedule it's hard to maintain a

proper eating and exercise plan, but she said the journal helps her to stay on track and keep her motivated.

After losing 30 pounds, she said she feels that Avilez's diet is more personal than other plans.

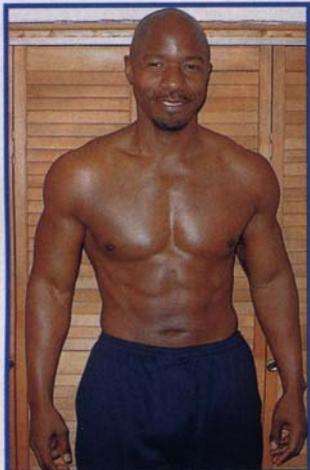
"I am a workaholic, so I don't have much time to follow a complex diet. Tony is great ... he gets you believing in yourself," she said.

Avilez is scheduled to give a free seminar about his fitness philosophy at NorthShore Fitness April 4 at 6:30 p.m.

For more information on the manual, journal, audio cassette and video, visit Avilez's website at www.lose-the-weight.com.

STREET SCENE

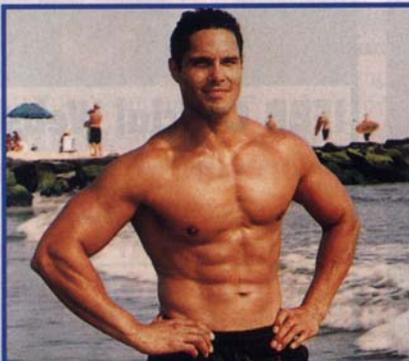
BY DEAN BRIERLY



Tony Avilez, from Staten Island, New York, began weight training after watching a bodybuilding program on ESPN. The former banker is now a personal trainer, author, motivational speaker and cable-TV host. Standing 5'10" and weighing 185 pounds, the 35-year-old's training philosophy is to lift heavy without sacrificing form. Avilez is currently studying for a master's degree in human nutrition, as well as producing health-and-fitness-related books and videos.

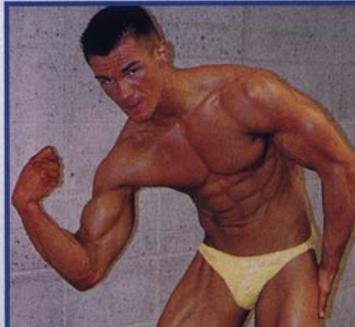


Daniel Kelsey is currently serving in the U.S. Air Force, but he doesn't let his duties deter him from striving to reach his potential as a competitive bodybuilder. The 26-year-old communications specialist began lifting iron in 1994, and he entered his first contest in Alaska three years later. The six-footer weighs 240 offseason and competes at 210. The discipline necessary to succeed in the Air Force also fuels his approach to training.



Talk about comebacks. **Santos Andujar** of Vineland, New Jersey, not only suffered a spinal fracture and was told he might never walk again, but also had to deal with the emotional devastation of losing his wife to cancer. In both instances, weight training was the foundation of his recovery. Now 44, the sales manager of a health-and-nutrition store keeps his 6' 200-pound physique in great shape with four-days-on, two-days-off workouts that target all his bodyparts, especially his back. Andujar, who recently won a fitness competition and tied for first in a bodybuilding contest, uses his experiences to inspire others to stay strong and focused on success.

Roy Brewer is a 35-year-old personal trainer and nurse's aide who began fooling around with weights at age 12 and became serious in his late teens. Originally from Detroit, he now resides in Tampa, Florida. At 5'11" and 190 pounds, Brewer credits weight training with helping him recover from lower-back surgery. His favorite aspect of bodybuilding is going one-on-one with the weights. His favorite part of being a PT is helping others find the key to healthier living through exercise.



Exemplifying the lean-muscle look is 22-year-old **Tony Karsen** of Allendale, Michigan. The Grand Valley State University student began bodybuilding four years ago to gain strength for football, but he became hooked on the musclehead lifestyle. The 6'2" 205-pounder trains four days a week, concentrating on powerlifting movements such as squats, bench presses and deadlifts. Karsen recently received his first taste of competition and took third in a novice middleweight class. He's looking to compete again after he puts on a bit more mass. **F**



Note to readers: Although you may have a physique worthy of Street Scene, we cannot publish your photograph without all of the following information: age, height, weight, brief bodybuilding history and occupation. Include detailed information about your physique and bodybuilding progress. To be considered for Street Scene, send a clear, well-focused photograph to FLEX, Street Scene, 21100 Erwin St., Woodland Hills CA 91367.

Tony is the Author of 5 Fitness Books as well as other body transformation programs.

