

Josh Anderson and Joan Pagano Interview

Let's get started with a little background, how did you get your start in the fitness industry? I was born with athletic talents and you could say that fitness is in my bones. From the minute I could walk, I'd always been an avid athlete; but after college, I moved to NYC and lost all interest in physical fitness. After a long hiatus I returned to exercise when a dear friend encouraged me to try her yoga class. It was the beginning of a path that quickly led to a career in personal training, first becoming certified by Marymount Manhattan College in NYC and then by ACSM as a Health & Fitness Specialist. To get as much hands-on practice as possible, I worked at a one-one-one training facility for a couple of years before starting my own business 23 years ago.

What does living the healthy mean to you and how do you incorporate strength training into your daily life? I love your phrase "Living the healthy!" To me it means a clean lifestyle: A well-balanced diet and daily physical activity combined with a constructive mental outlook. Strength training is part of my everyday routine. With a busy work schedule of training clients in their homes or private gyms, I enjoy working out in the comfort of my own home. I like the freedom of doing my exercise whenever time permits, and I prefer using minimal equipment to challenge my capabilities.

Why do many women feel like strength training will make them bulky? We need to update our thinking about strength training. My new book helps dispel this and other myths about it. The truth is that most women lack the necessary hormones to build muscle mass. There is a direct relationship between the male hormone testosterone and muscle growth: the more testosterone you secrete, the greater the tendency to build muscle mass. Women only produce about one-tenth the amount of testosterone than men, making it difficult to "bulk up." Female body builders are genetically predisposed to build big muscles; they also follow rigorous exercise and diet regimens to maximize their muscle size. The average woman who lifts weights actually shrinks in size by losing fat and firming the muscles.

Is it possible to change this mindset? Of course! Once women realize that they actually get tighter and more toned by lifting weights they'll get it. As the muscles respond, they create more definition, trimmer lines and shapelier contours. By increasing lean body mass strength training revs up the metabolism to burn more calories. And the benefits don't stop there. A well-designed exercise program that includes weight training will impact a woman's weight, health, fitness and well-being at every stage of her lifespan.

You have an exciting new book coming out December 23rd called *Strength Training Exercises for Women*, can tell us a little about it? This new book features the best exercises from three of my previous books – *Strength Training for Women*, *8 Weeks to a Younger Body* and *15-Minute Total Body Workout*. It combines beautiful step-by-step photos and expert advice to guide you through 200 strength and weight training exercises, ensuring positions and movements are accurate to achieve maximum fitness. You can target key areas, follow programs to build overall strength, or fit the exercises into your everyday life with 15-minute workouts.

Where did you draw your concepts from for the book? I hope to help all women understand how strength training can enhance their health and quality of life. Whether you're preparing for a special sporting event, trying to tone up after childbirth, or just want to improve your overall strength and fitness, increasing strength is integral to women of every age and physical ability. You are never too old, overweight or out of shape to exercise, and the earlier you begin the longer you benefit. Weight training can reduce your risk for developing a number of chronic diseases and help manage the side effects of heart disease, obesity, diabetes, arthritis and osteoporosis. Exercise for osteoporosis ("porous bones") is a field of interest for me because weight training has proven to be so effective at conserving bone mass at every decade of life.

Can you give us an example of some of the basic principles that are covered in the book?

The book takes the mystique and the mistake out of the proper way to lift weights. With its help you get all the tools you need to make strength training a manageable part of your lifestyle. The step-by-step exercises are coded Level 1-3 to give you the appropriate guidelines for your starting point and provide a progression of increasing overload. The book offers expert advice on the basic principles of training and different types of equipment, shows you how to test your fitness and determine your body composition, and features special sections on proper posture, alignment and core conditioning.

What is the biggest thing you want people to take away from the book? Being strong is empowering, to both body and mind. As your body gets stronger, you develop more confidence and self esteem. You can be more independent and self-reliant. When it comes to being physically active, weight training strengthens the muscles and joints so you can increase the intensity and duration of cardiovascular work, enhancing your aerobic workouts and sports activities. It makes you more resilient to injury and less likely to suffer poor posture and back pain. You stand taller and straighter.

What does the future hold for you? My work is cut out for me! Women everywhere are asking for more information about how strength training can help them. I plan to continue promoting the message of weight training for women's health and fitness through all avenues of my work: Personal coaching and consultation, books and articles, speaking engagements.

Where can people find you if they want to learn more about your book or Joan Pagano Fitness? My new website www.joanpaganofitness.com has loads of free information, articles, tips, videos and an e-book. You can see all about my books and services there.

- [Daily Video Tool Kit](#), featuring At-Home Exercises for Everyday Life
- ["4 for Life" Exercises](#)
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