



5 Questions to Ask Before Hiring a Personal Trainer

(And why the answers could change how
you think about exercise forever)

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Discover a science-backed method and 30 years of proven results

A middle-aged man with grey hair, Adam Zickerman, is smiling and looking towards the camera. He is wearing a light-colored polo shirt. In the background, a resistance band is visible, held by his hand.

There is a better way **and it starts by doing less...**

Hi, I'm Adam Zickerman — founder of Inform Fitness and New York Times Best Selling Author on highly efficiency weight training.

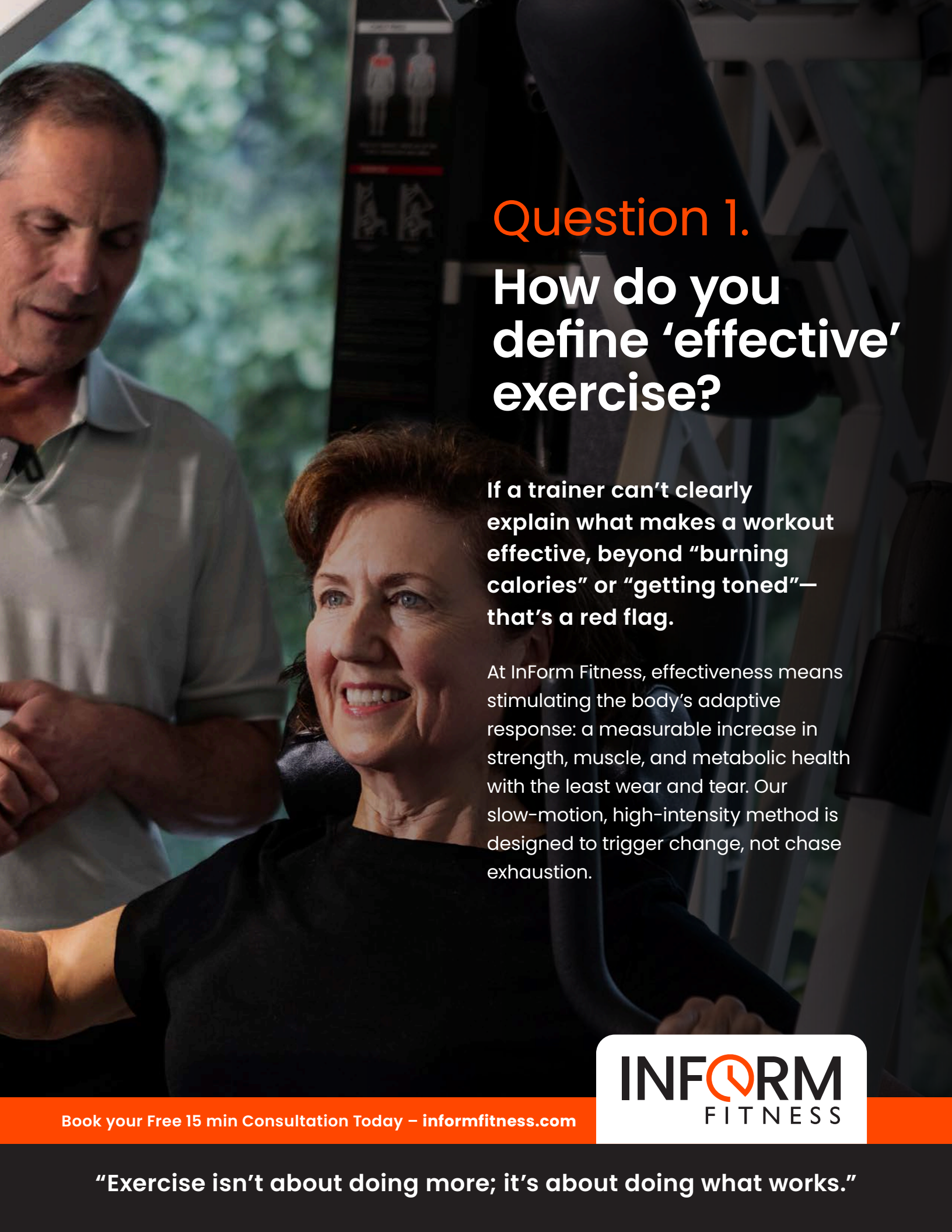
Over the past 30 years, I've seen just how confusing, exhausting and frustrating the fitness industry can be. That's why I built a different path, grounded in science, not slogans. At Inform Fitness, we skip the trends and focus on what works: slow, high-intensity strength training that delivers real results in just 20 minutes a week.

If you're tired of burning out or starting over, I'd love to show you a better way.

Adam Zickerman

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Question 1.

How do you define 'effective' exercise?

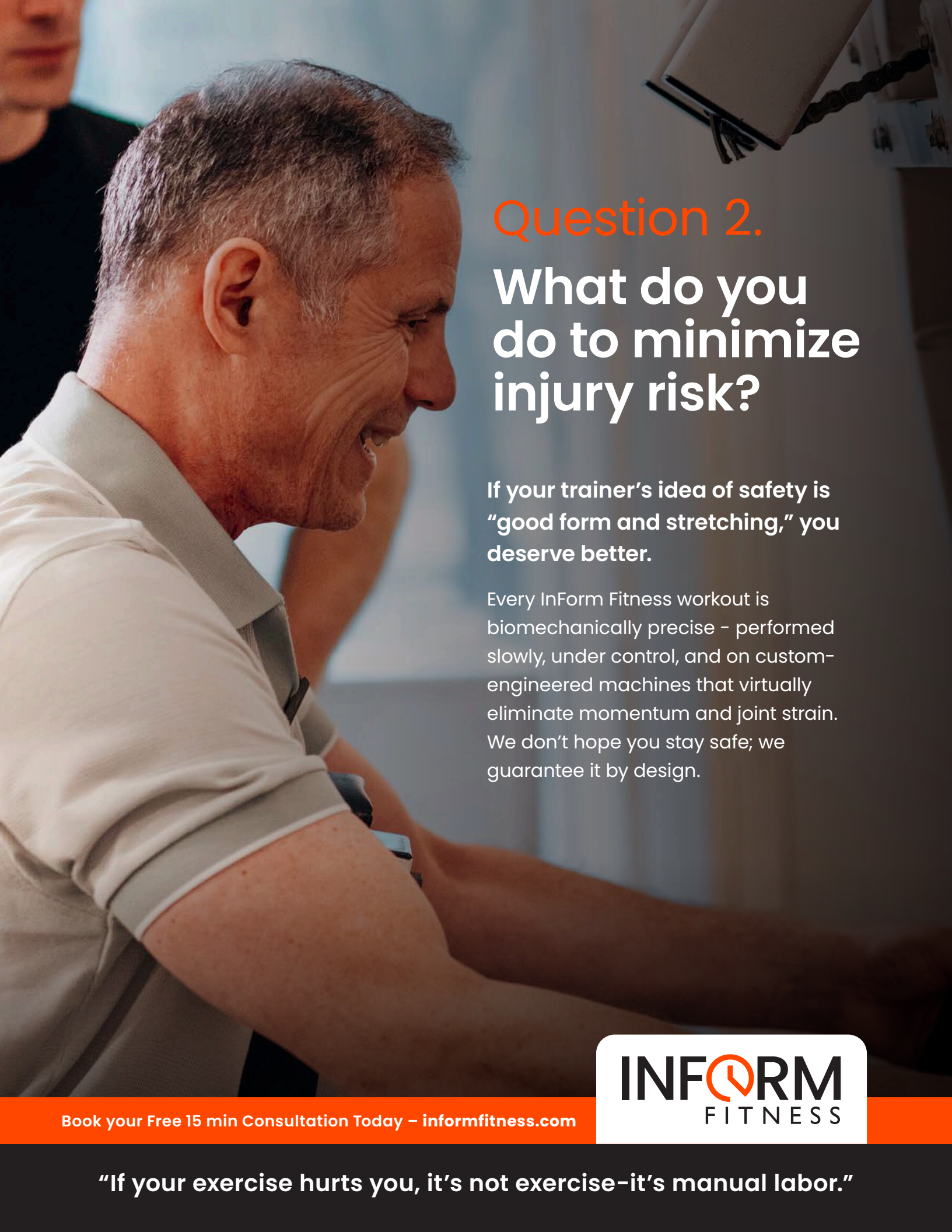
If a trainer can't clearly explain what makes a workout effective, beyond "burning calories" or "getting toned"—that's a red flag.

At InForm Fitness, effectiveness means stimulating the body's adaptive response: a measurable increase in strength, muscle, and metabolic health with the least wear and tear. Our slow-motion, high-intensity method is designed to trigger change, not chase exhaustion.

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"Exercise isn't about doing more; it's about doing what works."



Question 2.

What do you do to minimize injury risk?

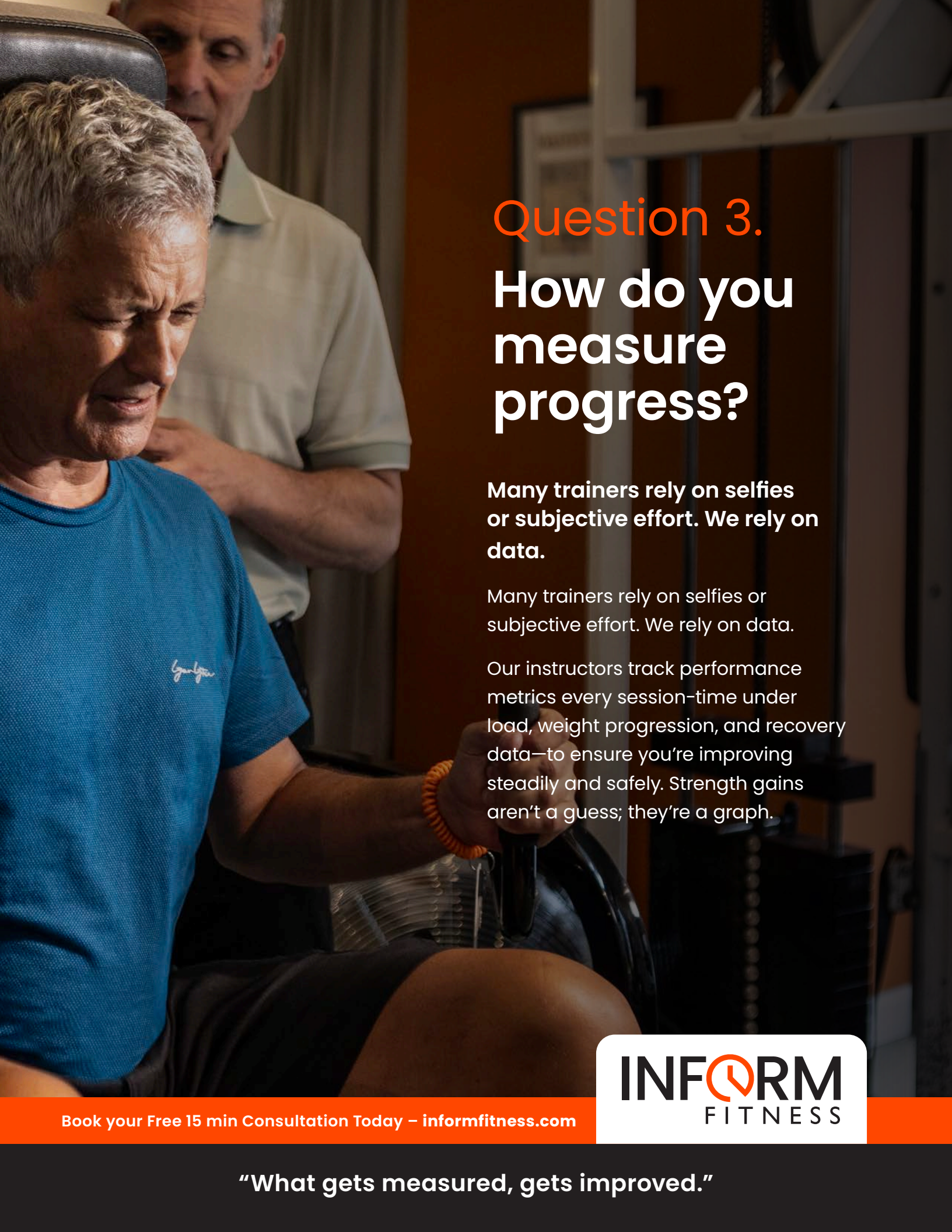
If your trainer's idea of safety is "good form and stretching," you deserve better.

Every InForm Fitness workout is biomechanically precise – performed slowly, under control, and on custom-engineered machines that virtually eliminate momentum and joint strain. We don't hope you stay safe; we guarantee it by design.

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"If your exercise hurts you, it's not exercise—it's manual labor."



Question 3.

How do you measure progress?

Many trainers rely on selfies or subjective effort. We rely on data.

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Our instructors track performance metrics every session—time under load, weight progression, and recovery data—to ensure you're improving steadily and safely. Strength gains aren't a guess; they're a graph.

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"What gets measured, gets improved."



Question 4.

How much exercise do I really need?

If the answer sounds like “as much as possible,” run.

The truth: your body needs just enough stimulus to adapt-then rest to rebuild. At InForm Fitness, one or two 20-minute sessions a week is all it takes. More is not better; better is better. Recovery isn't laziness, it's where the magic happens.

That's not to say you shouldn't stay active—are all wonderful ways to move your body and enhance well-being. But when it comes to high-intensity strength training, that brief weekly dose is all the Exercise your muscles, bones, and metabolism truly need.

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“Move often, but Exercise precisely.”



Question 5.

What's your long-term plan for me?

A good trainer gives you a workout; a great trainer gives you a lifestyle framework.

Our Power-of-10 approach integrates strength, recovery, nutrition, sleep, and stress management into a sustainable system. We're not selling workouts—we're teaching a philosophy of strength that supports every other part of your life.

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"Exercise is the foundation. Everything else builds on top of it."

Bonus Section.

3 Insights from 25+ Years of Strength Training

(The principles that separate effective training from wasted effort.)

1. Muscle Failure Isn't Failure — It's the Goal.

Most people think “muscle failure” sounds bad — like you did something wrong. In truth, it's the moment everything goes right.

When a muscle can no longer produce enough force to continue moving the weight — despite your absolute best effort — you've reached the point where the body is stimulated to adapt. This is the biological signal your body needs to get stronger, denser, and more metabolically efficient.

Unfortunately, most exercise routines never get you there. Fast movements, poor supervision, and fatigue-based programs rely on volume, not precision. You might sweat, pant, and burn calories — but you won't necessarily stimulate growth.

At InForm Fitness, we teach clients how to embrace muscle failure safely — using slow-motion repetition, continuous tension, and proper breathing — so every rep counts. What most people mistake for the end of the workout is actually the beginning of real progress.

“Muscle failure isn't a breakdown—it's a breakthrough.”

2. Recovery: The Hidden Half of Fitness.

Strength isn't built in the gym; it's built between workouts. The purpose of training is to deliver a stimulus — but your strength gains occur during recovery.

That's why our program emphasizes rest. Once you've trained to true muscular fatigue, the body enters a cascade of repair mechanisms: protein synthesis, glycogen replenishment, connective tissue healing, and nervous system recalibration. Interrupt that process too soon, and you've wasted your effort.

In a world that glorifies “no days off,” this concept feels counterintuitive. But just as you wouldn't constantly peel away a healing scab, you shouldn't constantly stress your muscles before they've adapted.

We see recovery not as the absence of effort, but as an essential part of the effort itself. It's where the transformation happens — and where long-term results are won.

“Train hard. Rest smart. Repeat.”

3. Slow Means Safe — and Safety Is the Ultimate Performance Enhancer.

Force equals mass times acceleration — it's basic physics, and it's the reason most injuries occur during fast, jerky movements. Traditional training encourages speed and momentum, which increases force on joints and connective tissue while decreasing muscular tension — the opposite of what we want.

By moving slowly and deliberately, you reduce force while increasing muscular load — producing deeper fatigue safely. Every second under tension matters, and every bit of control ensures your body, not gravity, is doing the work.

That's why our clients range from elite athletes to people in their 70s and 80s — and all can train safely and effectively, with minimal orthopedic risk.

Slow isn't “easy.” It's focused. It's intelligent. And it's the key to exercising for a lifetime, not just a season.

“Momentum is the enemy of muscle.”

Takeaway: These three principles—true muscle fatigue, intelligent recovery and slow-motion precision—form the backbone of the Power-of-10 philosophy. They're simple, countercultural, and incredibly effective. When you combine them with consistency, rest, and smart nutrition, you don't just get stronger — you reshape your metabolism, posture, confidence, and longevity.



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