

How 1 Small Change Can Rapidly Boost Your Basketball Best

Dear Basketball Fitness Believer,

Chester S. O'Neal here - Chief Executive Officer, *FitR Inc.*

I know you're already convinced that there are enormous health and fitness benefits derived from playing Basketball.

But did you know that by neatly slotting in one surprise, well-known ingredient – one small change - to your workout regime, you can boost your training effectiveness and basketball skills, without stretching out your training schedule, or facing a steep learning curve?

This new ingredient creates a unique blend of drills that will boost your best.

And it works for all you “Believers”

Suppose you're an active enthusiast, seemingly perfectly fit enough, doing all the classic basketball training, but frustrated because you're not actually playing any better. It's not showing up on the court. You've already practiced all the relevant moves, but don't really want to just add more and more of the same to your physical training – taking up more precious time you can't really afford, and increasing the likelihood of developing one of those strain-induced injuries, which will only make matters worse.

And now, you're starting to worry that you're letting the team down. Obviously the whole game is a team effort, but if you could start to shine on the court (not just **be** there), you could create better outcomes, encourage team improvement, and **be applauded for it**.

OUR UNIQUE BLEND OF DRILLS CAN GET YOU THERE

Perhaps you have already developed one or more of those typical, annoying basketball injuries, and you're wondering “Why me?”. Others on the team seem unaffected. And these injuries are dragging you down, preventing you from maximizing the benefits of your training sessions.

You'll never improve at this rate. You need to get relief from those debilitating constraints, quickly and effectively, and get back into the game - back into boosting your contribution to the team.

Just imagine yourself:

- moving freely;
- taking the stairs with ease;
- charging your body on court;

- no longer worried about running and jumping on the court;
- free from temporary remedies such as:
 - cold packs,
 - pain killers,
 - supportive shoe inserts,
 - specially-designed shoes,
 - using elastic wrap or compression stockings, and
 - physical therapy.

The list of what you DON'T have to deal with, just goes on and on. You'll be freed up in no time to concentrate on your game.

OUR UNIQUE BLEND OF DRILLS CAN GET YOU THERE.

Maybe you used to play basketball, and loved it, but had to stop for some reason (work pressures, family responsibilities, other unforeseen circumstances). Now these obstacles have gone, and you yearn to get back on the court, remembering the great camaraderie you had playing in your local team.

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Or is it that your basketball-loving mates have been shaming you about your couch potato lifestyle, and have finally convinced you to start getting fit through basketball training, of course? You certainly agree, but there's no way you're going to front up to a basketball court, undoubtedly heading for ridicule and embarrassment. Also, you certainly don't want to have to cope with any of those nasty injuries you know some of your mates are already suffering from.

If only you could ease into it, say in the comfort and privacy of your own home, without letting on what you're up to, and having confidence that whatever your doing will get you off the couch, and won't send you limping to a sports' doctor.

OUR UNIQUE BLEND OF DRILLS CAN GET YOU THERE.

So What Is This Unique Blend Of Drills?

Well it's NOT giving up on classic Basketball training techniques.

But it DOES involve introducing "essential companion techniques", targeting whole-of-body interactions, INTEGRATED with classic physical basketball dexterity.

It's NOT *more work* – it IS *more efficiently applied training* techniques, aimed at holistic improvements.

Essential Companion Techniques?

Here's what Kareem Abdul-Jabbar¹ has to say:

“I've been an enthusiastic practitioner of yoga since high school. Yoga is one of the reasons that I was able to play professional basketball as long as I did with as few injuries as I had. One of the first improvements I noticed was in my posture. Before yoga I'd been having lower back pains; after I started practicing the positions, my overall health improved significantly.”

That's right – we're talking about integrating yoga with your basketball drills.

And it's not just Kareem who thinks so. Joe Johnson is a seven-time NBA All-Star. “It's better than weight training or anything of that sort,” says Johnson. “It's therapy for my muscles, and my muscles need that more than anything.”.

There are many more (and not just basketball heroes). Here are 5 top athletes who swear by using yoga to enhance their performance:

1. **Shaquille O'Neal, NBA** - It's hard to imagine this big guy on a yoga mat. Actually, he had a special mat made for his practice. At over seven feet tall, he's surely the best tree poser around.
2. **LeBron James, NBA** - While we're on the topic of tall guys, let's discuss LeBron James, small forward for the Cleveland Cavaliers. James began practicing yoga in 2009 as a means to relieve some lower back issues he experienced. According to James, the yoga helped immensely with those problems. It also helped him improve his stamina, and up his game on the court.
3. **Ray Lewis, NFL** - Ray Lewis, Baltimore Ravens linebacker, knows his way around the field. But apparently, that's not good enough for him. An athletic adventurer, Lewis has tried many forms of exercise, including karate and boxing. Many things he did experimentally, although he's made a lifestyle of yoga, and has practiced it for years.
4. **Kevin Love, NBA** - Professional basketball star Kevin Love added yoga to his workout regime in 2011. His private instructor was Kent Katich, yoga guru to the NBA who's brought the practice to countless players and helped make it less taboo for tough guys in the sports industry. For Love, yoga has been a boon to his basketball training, and has given him more strength and stamina.
5. **Evan Longoria, MLB**- Evan was drawn to yoga's core-strengthening abilities. He stated that yoga helps him prepare for his baseball games. It calms him, loosens him, and gives him the power he needs in his body and onward.

Kent Katich, renowned yoga coach for athletes, cites 5 “bird's eye view” benefits of yoga training that filter down to improved basketball performance.

“5 Big Benefits of Yoga for Basketball Players”

¹ Professional basketball player who played 20 seasons in the National Basketball Association (NBA) for the Milwaukee Bucks and the Los Angeles Lakers.

1. *Play Better Defense* - When you're trying to stay in front of a shifty opponent who's looking to drive the lane, you need to be able to change direction in a fraction of a second. Yoga improves the mobility in your hips. Hip opening yoga moves loosen your outer and inner hip muscles. You'll feel a big difference when you pivot, jab step, or change direction.
2. *Be Lighter On Your Feet* - Plodding, with taped up ankles and heavy shoes, sends extra shock through your lower body and posterior chain (hips and spine). That's a recipe for injury. In yoga, you're barefoot. That strengthens your ankles, arches, metatarsals (the bones in your feet), and the proprioceptor muscles (small muscles that maintain balance) in your legs. When you improve your strength and mobility from the ground up, it changes your running form and makes you lighter on your feet. A lighter step on the court confers two invaluable benefits: you move and react more quickly, and you put less stress on your knees and other joints.
3. *Less Susceptible To Injury* - Yoga lengthens and strengthens your muscles. Long, supple, flexible tissues are less prone to tears and damage than tight, rigid ones. Kareem Abdul-Jabbar once said, "There is no way I could have played as long as I did without yoga. As preventive medicine, it's unequalled. Once I started practicing yoga, I had no muscle injuries during my career. Yoga can help any athlete with their hip joints, muscles, tendons, and knees."
4. *Control Your Emotions* - " Katich says. "A player doesn't get a call. He gets frustrated. The first thing that goes is his breath—he loses control of it. The next thing he does is foul somebody." A major element of yoga practice is learning to control—or at least be more aware of—your breathing. Focusing on your breath not only helps you hold a difficult pose, it also increases your awareness of the task at hand when you're doing non-yogic things, like playing hoops. When you take controlled, quality breaths, your day-to-day worries, the referee's call that went against you, your shot that clanged off the rim—you're better able to put them behind you and stay in the present moment.
5. *Yoga Can Make You Taller!* - Yoga is as much about lengthening the muscles as it is about strengthening them. Many yoga poses elongate the spine, creating space between the vertebrae, strengthening your core and improving your posture. The result: a taller you. And what baller wouldn't want an extra inch or two? "It's a little weird because it sounds magical, but it's true: I'm taller than I was," Katich asserts. "The very nature of yoga is to help you stretch and get longer. It's going to improve your posture, which will make you longer and taller."

The Super Professionals Are Convinced, And Are Backed Up By the Science.

Here's just a sample:

- **ResearchGate** – Article: *Improving athletic performance of basketball with yoga exercises* – “Found that the use of exercises yoga pose direct impact on the physical indicators of preparedness players. Found an increase in the level of indicators: vertical jump, speed endurance, speed, retention of equilibrium

(balance), free throw, with the movement, three-point shots, free throws, tactical execution.”

- **Hustle Training** – “To keep a basketball player from sitting on the bench due to an injury, yoga can be a huge asset. Yoga is good for stretching, strengthening and increased mobility of the muscles, but it's also great for breath control and spatial awareness; all traits that a basketball player needs.”
- **Ignited Minds** – Article: *Role of Yoga for Improving Muscles Strength in Basketball Players* – “The findings of this eight week research study suggest, amply, the effectiveness of yoga training in improving abdominal muscles strength, leg muscles strength, arm muscles strength of basketball players. In fact, all these types of muscles strength are required by the talented basketball players. The results indicate that improved strength of abdominal muscles is an essential factor for a basketball player while making the body arch prior to basket the ball. Moreover, abdominal strength is also vital for any movements while playing basketball.”

Sounds Like A Big Change To My Routine!

Well, you DON'T just take off to yoga classes! That's just extra work. More time out of your day. The yoga routines need to be specially designed to **integrate** with your basketball drills.

Well, here at *FitR Inc.*, we are acutely aware of this requirement, and have done the hard work for you. We have commissioned a team of design experts covering:

- Basketball training;
- Yoga/basketball companion poses;
- Quality training equipment – NBA-approved basketball – scientifically designed yoga mat;
- Quality training tools – Expertly produced workout DVDs, progressing from beginner to advanced; and
- Easy-to-follow guidelines covering healthy mind and body tips related to basketball drills and yoga,

to develop our all-in-one *Basketball Yoga Blast* **self-contained** training package.

Our design team enlisted the expertise of:

- *Chuck Barkley and Lauren Jackson* - basketball techniques – male and female;
- *Kent Katich* – expert yoga/basketball integration;
- *Spalding and Yoga Accessories* – quality training equipment; and
- *Blue House Productions* – Highly effective training videos,

to create the most:

- exclusive;

- up-to-date;
- comprehensive;
- complete;
- easy-to-use; and
- SELF-CONTAINED

integrated **basketball/yoga training package available today.**

There are no “add-ons”. This unique package is scientifically designed to cover all your basketball moves, without having to add on “special extras”.

Moreover, all of the training can be done in the privacy of your own home, in less than 30 minutes a session.

No need to explain anything to your teammates. They’ll just be awestruck by how well you’re playing, and by how much the team is moving ahead.

Remember, these are not just any old arbitrary yoga postures, or “Asanas”.

And they’re not just any old basketball drills either.

The whole package has been skilfully designed to deliver maximum, targeted, progressive benefits, giving you a GREAT workout in less than 30 minutes a day.

Although the emphasis is on improving your game (and your ego), plus health and fitness, as well as a great workout, special attention (in the workout design) is placed on **preventing** injuries, as well as accelerating the **healing** process for any existing ailments you may have.

All in the comfort and privacy of your own home.

And it’s FUN!

So what’s in the Package?

Your *Basketball Yoga Blast Package* includes:

- 6 professionally-produced DVDs (can be downloaded for instant access) with different workouts, from beginner to advanced;
- Easy-to-follow Instruction Guide on how to use each DVD/Video;
- Healthy mind and body tips specifically targeting the basketball drill/yoga combination;
- An NBA-quality basketball – used in some yoga poses, and the basketball drills of course;
- Specially-designed, high-quality yoga mat (see below); and
- Handy carrying case.

You'll love the mat:

- extra width and length to accommodate larger bodies;
- fluorescent line markers to enable body alignment;
- ecologically sound...natural rubber;
- mat is soft enough to cushion body parts, but firm enough for support;
- slip-proof, a great feature if you are perspiring; and
- Unique carry case reduces bulk, which is great for travel.

All in the comfort and privacy of your own home...

With this unique DVD/Video program, *Basketball Yoga Blast*:

- is easy to follow;
- you can do it at home;
- it gives you a GREAT workout in less than 30 minutes a day; and
- it's FUN!

Our Company – Conviction, Certainty, Confidence, Entrustment

Basketball Yoga Blast is proudly brought to you by *FitR Inc.*, renowned for its health benefit products. Complete company profile is available at www.FitRInc.com, or by calling (1 855) 765 4321 and requesting a free company brochure.

Briefly, *FitR Inc.* is:

- Co-owned by famous basketball stars (Chuck Barkley and Lauren Jackson);
- A new, vibrant growing company;
- Supported by an in-house yoga fitness expert;
- Endorsed by NBA coaches (e.g. Gregg Popovich, Rick Carlisle), doctors (e.g. James R. Andrews M.D.), sports medicine experts (e.g. Brian J. Cole, M.D., M.B.A.), chiropractors (e.g. Sports Chiropractic – Palmer College of Chiropractic) and fitness personalities (e.g. Coach Don Pasadena);
- Supported by Customer Service Staff available for orders and product information 9 AM to 6 PM EST, Monday through Friday (see Order Form); and
- Guaranteed for satisfaction (100% **Money Back Guarantee**) – see below.

Don't forget your money back guarantee...

We at *FitR Inc.* honestly believe you will benefit immeasurably from following the program presented in the *Basketball Yoga Blast Package*. In fact, we are so confident in your achieving fast, observable improvements, we are offering you a **30-day risk-free, money-back guarantee**.

That's right, if you are not experiencing any measurable improvements after 30 days of following the *Basketball Yoga Blast Package* program, just call our support line ((1 855)

765 4321), and we will refund your purchase price. All we ask is that you return all physically delivered items in good order. We use our own company-wide courier service, so there will be no additional cost to you.

The sooner you start the better you'll feel. So order today.

The full price for this astounding package is \$179, but if you order before December 31st, we are offering a 20% promotional discount, bringing it back to a \$143 super value. Just complete the order form below to get started on your pain-free life.

Yours sincerely,

Chester S. O'Neal

Chief Executive Officer
FitR Inc.

P.S. We've tried really hard to anticipate demand, and have pre-ordered a stock of the specially designed mats, so make sure you get in early to avoid delays in case of restocking.

Order Form – Basketball Yoga Blast Package

Order Today And Boost Your Basketball Best Sooner

---Yes, I can't wait to get started on my basketball-boosting journey, featuring:

- easy start – no unfamiliar techniques to slow me down;
- no hidden extras – covers all needed basketball moves;
- “quiet-achiever” improvements to baffle my teammates;
- workout at home for complete privacy;
- injury prevention;
- fast injury repair;
- NBA quality basketball, fit-for-purpose yoga mat, handy carrying case; and
- 30-day money-back guarantee.

Please rush me your amazing *Basketball Yoga Blast Package* so I can get started right away.

---Yes, I am ordering before December 31st and qualify for the generous promotional 20% discount.

Your 100% Satisfaction No-Risk Guarantee

---Don't forget your no-risk guarantee. If you are not experiencing any relief after 30 days of following the *Basketball Yoga Blast Package* program, just call our support line ((1 855) 765 4321), and we will refund your purchase price. All we ask is that you return all physically delivered items in good order. No extra charge. So you see, there's absolutely no risk to you.

---I understand the full purchase price is \$143 after applying the promotional discount.

Please provide the following details:

Name:

Postal Address:

Email Address (we might need to clarify your order or send download instructions):

Would you prefer to download the DVDs? Y/N

Payment Details:

Signed: _____

Send This Form To:

N.B. If you would prefer to order online, just visit

<https://www.FitRInc.com/BBYOrder>.

HAPPY BASKETBALL BOOSTING!

Lift Note

Kent Katich Yoga
10956 Weyburn Ave
Los Angeles, CA 90024

To:
Chester S. O'Neal,
CEO *FitR Inc.*
86 Main St
Denver CO 80202

Hey There Chester,

Congratulations on getting your flagship basketball/yoga hybrid training package – *Basketball Yoga Blast* – out there into the community.

As you know, I've been instrumental in the implementation of yoga training into athletic programs throughout the country for almost two decades now. My *Kent Katich Yoga* practice is brimming with athletes, including celebrity basketball players, who now insist that integrating yoga into their training, boosts their game in ways that classic drills don't reach.

Although a lot of my clients are celebrities in their own fields, I've always wanted to spread the yoga message across the skill range, even right down to the grassroots level.

That's hard to do across every discipline, and basketball is one area that lends itself to producing remarkable, speedy results, by applying the right techniques.

Your basketball-centric package is long overdue. Well done on getting it out there. I know it takes specialized effort and design to get this right.

Having been right through the entire *Basketball Yoga Blast Package*, I can confidently say it ticks all the boxes.

I wish you every success in getting the word out there, and improving the lives of a lot of people.

Yours sincerely,

Kent Katich
Kent Katich Yoga

P.S. Maybe we can get together to work on Baseball?