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## How to Give Your Service "Legs"

By Kendall Summerhawk

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Giving your service 'legs' means you make it tangible. Giving your service legs means bridging the gap from fluffy language to something your choice client recognizes they need and will spend money on.

If you don't give it legs, the gap between what you say and what your choice client needs is too wide to bridge. It's nearly impossible for your choice client to make the leap and understand how you can help them.

Here is precisely how you do it:  
Give your service legs by ending everything you write with a result.  
Give your service legs by ending everything you say with a result.

Example – No Legs:  
"I am happy to give you a proposal."

Example – With Legs:  
"I am happy to propose two solutions, each will outline the specific results you can expect if we move forward with this project."

## How to Give Your Service "Legs"

Giving your service legs is not difficult. It just takes a little attention and a shift in how you think about your business...and your clients!

Now it's your turn!

### **Reasons Why Leg Training Should Not Be Ignored**

**By Ryan McKenzie**

As a modern weight lifter or body builder, I want you to picture something. Picture yourself as an extremely muscular person with very little body fat. Now picture yourself walking down the beach and everyone is staring at you. You think they are staring at your body because it looks like its etched in stone, but the real reason is your extreme lack of leg development, otherwise known as chicken legs.

I would estimate that close to 75% of trainers do not work their legs, greatly reducing their bodies potential to grow. Working your legs has many benefits. The first and most obvious, is that if you would like to have a well rounded physique, you obviously are going to want a symmetrical body, which can never exist without some mammoth tree trunks to support you. Another major benefit to working your legs is the extra growth hormone your body will produce. Why will your body produce more growth hormone? Because your legs consist of some of the biggest muscles in your body; your body will need to excrete more growth hormone in order to recover, helping other body parts grow as well. The third reason working your legs is very important, is for people who are looking to stay lean. Working your legs will use significantly more calories than other body parts due to there size and the time it takes to recover. Since your legs take longer to recover, your metabolism will be raised for a longer period of time. Finally, your body is a very intelligent machine, it does like to have imbalances. If you start to develop a lot of lean body mass on your upper body while your legs maintain the 12 year old girl look, your body is going to recognize this. To prevent your body from developing muscular imbalances your body can and will prevent you from retaining any more lean body mass until your imbalance has been corrected.

Hopefully after reading this article, you will be a little more driven to head to the dreaded leg room and get under that squat bar. Its for your own good!

Ryan Mckenzie

<http://www.amazing-weight-loss.com>

– Ryans Weight loss articles

Reasons Why Leg Training Should Not Be Ignored

Smooth Moves: Tips For A Great Shave

Finding The Right Charcoal Grill

Give a little love to your lower back –reverse back extensions

## How to Give Your Service "Legs"

Tighter Tummy and Thinner Thighs

Stretch Assistant Software

How To Improve Blood Circulation

101 Recipes For The Deep Fryer

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