**Getting fit is cheaper than you think**

The health and fitness industry has done something so subtle that most don’t even know they did it. What the fitness industry has managed to convince people through their marketing that as long as you’re wearing the clothes and buying the equipment for the gym you are on the road to becoming healthier and fitter. Now this is clearly a lie that they are marketing to make a profit but ask yourself why have so many people fallen for it.

Well the answer for most is simple, it’s because a lot of people want to get into shape but they know it’s a long and difficult journey that will require sacrifices that they are not yet willing to make. So instead they’re looking for any shortcuts they can get their hands on regardless of how stupid it is. Because the truth that everyone knows is that there is no quick fix and the only way to get into good shape is by waking up every day and putting the work in consistently over a long period of time, now you don't have to be the next David Goggins but it wouldn't hurt. The fitness industry is using this painful truth to market people false hope.

For example, a lot of people want to build a muscular physic and you have no real understanding of what that looks like apart from watching YouTube videos of steroid injecting clowns, who are also known as influencers who don’t care for your general health as long as you click the link in the description or swipe up on their story. Because of that you are going to by the gym products that the influencer is sponsored by, then reality strikes because when the novelty of the new clothes/supplements wears off and they don’t see the fast improvements that were promised they just double down and keep giving their money to the fitness industry because there convinced there’s no other way. This is how most young people get into steroids because when you take all of the supplements under the sun and you don’t see the promised results it’s no surprise they go looking for something stronger.

But little did you know that your body might be better suited to loose/baggy gym gear made from different materials rather than the tight stuff that’s popular, or they might feel better with actual food instead of drinking a 100 protein shakes, and if you just did a little bit more research and gave it a go instead of forcing yourself to fit into the norm you would have been better off. But you didn’t and more to the point the fitness industry know most people won’t do this, so they’ll use affiliate marketing and spin whatever professional opinion there is on the topic to suit their narrative and ultimately warp your perception of what you “need” to be fit.

Well, that’s all done by marketing, you see it’s no coincidence that so many people think the same way when it comes to fitness. Think about it why does every conversation that’s fitness related now a days have something to do with the gym even though there’s thousands of ways to get fit. You see if everybody does the same thing there’s no need to worry about making different products that ultimately just costs more time and money. But if you can convince people that everyone’s fitness journey is the same there is only one thing to do and that’s laugh your way to the bank.

Now I can’t give the fitness industry all the credit, gym culture became popular because the people made it popular, all the fitness industry did was focus their marketing efforts on that popularity and made the gym products that made the consumer feel like there products are a necessity instead of what it really is, which is just a more expensive option.

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