





**“COACHING IS ABOUT  
TEACHING THE RIGHT  
FUNDAMENTALS!”**

**Bill Parisi**  
**Founder - Parisi Speed School**



# Proven Success



Guided by Parisi's Proven Fundamentals



## Method vs. Madness

Parisi Method 4 is another evolutionary approach from Bill Parisi who launched his pioneering Parisi Speed School Training Method in 1992.

PM4 incorporates four fundamental and essential elements that have been proven to be game-changers for coaches who are serious about their athletes' training, reducing the chance of injury, reaching their physical potential, boosting confidence and bolstering team unity.

## PM4 Designed for Coaches

Whether you're coaching children under 10 or accomplished athletes, PM4 will get them where they need to be in terms of speed, power, strength and endurance.



Getting started is easy with a complimentary Team Training Clinic, the very first step in grooming your team to become faster, stronger, and build greater team unity and confidence. Call the location nearest you and experience the Parisi Speed School advantage for yourself!





# Team Training by Parisi

POWERED BY





**PARISI**<sup>™</sup>  
SPEED SCHOOL

**Start Strong. Finish Stronger.**

POWERED BY

**PARISI**<sup>®</sup>  
SPEED SCHOOL





# ACTIVE DYNAMIC WARM UP

Most athletes confuse slow, static stretching with a real warm-up routine, they are not the same, not even close! That's why we created our active dynamic warm-up to assist coaches and athletes to gain the knowledge they need to maximize performance. While this phase is the cornerstone of PM4, it can also serve as a complete stand-alone conditioning session as well as an assessment tool.

Our warm-up focuses on specific exercises using dynamic muscular movements to increase body core temperature and blood flow. When this 15- to 20-minute Parisi warm-up is used consistently throughout the year, your athletes will notice a significant increase in stability strength, flexibility, coordination, endurance and team unity.

All necessary skills needed when they're on the field. This four-part activity is critical because when properly accomplished it sets the stage for a more powerful and successful training program over time.







# Improving Speed Accelerates Performance

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# PARISI MOVEMENT SKILL METHODS

The Parisi Movement Skill Methods concentrate on four areas important to a strong and powerful foundation designed to serve your athletes in a variety of sports and physical activities for years to come. To ensure athletes get the most out of their workouts, we will teach them our methods of improving speed and the biomechanics behind them with high attention to detail.

1. **Deceleration** – The ability to decelerate properly is a learned skill and a must for injury prevention. Our methods place great emphasis on proper and efficient eccentric contractions that reduce the force and thus less strain on joints, tendons and ligaments.
2. **Acceleration** – Applying a fast, powerful force into the ground to overcome one's inertia and putting that force in the proper direction is key to maximizing acceleration.
3. **Change of Direction** – This is all about center-of-gravity management. Great athletes understand the relationship between their base of support and center of gravity.
4. **Maximum Speed** – Your athletes will increase their speed when they focus on increasing their stride length and frequency. They will learn how to have each foot come on and off the ground faster.







Think of it as “The Foundation”

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# STRENGTH & POWER DEVELOPMENT

This third part of PM4 is another four-step process that targets the muscular and nervous systems in order to create strength, power and joint stabilization throughout the body. Our methods will give your athletes the necessary skills to move their body weight most efficiently for improved performance.

**1. Lower Body:** We will utilize exercises that maximize strength of the lower body and lower core to build stabilization and endurance in the spine and hip musculature. A stable, or now known in the advanced Performance Coach community as “*stiff spine*,” helps generate greater power through the hips, by minimizing spinal energy leaks. The exercises prescribed will also promote unilateral strength and stability, as well as absolute bilateral strength.

**2. Upper Body:** We will direct exercises focused on unilateral and bilateral compound movements using dumbbell, barbell, kettlebell, medicine ball, sandbag and partner movements. These all build strength and muscular endurance in the upper body and upper core.

**3. Core Strength:** A strong stabilized core is critical to every movement your athletes make on the field. Core training is addressed in all four parts of this program with highly specialized exercises emphasized in this section.

**4. Power Development:** Repetitive training and learning how to apply force quickly through plyometric training means all the difference in creating explosive power.







**Endurance builds  
Self-Confidence.**

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**PARISI**<sup>®</sup>  
SPEED SCHOOL





# TOTAL CONDITIONING

This final phase of PM4 is for athletes who want to reach an athletic potential that they may not be aware exists within themselves. The Parisi Total Conditioning Method will show you how to get your athletes to exert a lot of power over extended periods of time. That's power endurance.

- How well can athletes maintain their full speed throughout competition?
- How long can they maximize their power output throughout their performance?

You'll discover how our heavy emphasis on building local muscular endurance through body weight training builds incredible toughness, while our conditioning techniques give them the stamina to outlast the competition. What's also nice about our Total Conditioning is, as a coach, you'll not only be helping them build muscular endurance and overall stamina, but also boosting their confidence and team unity by working out as a team throughout the year.







**Parisi Team Training =  
Bonding  
Unity  
Strength.**

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**PARISI**<sup>®</sup>  
SPEED SCHOOL





# BUILDING TEAM UNITY IN THE OFF-SEASON

There's no question that team unity is an extraordinary differentiator among winners in the sporting world. While creating this strong bond among players is not a Parisi methodology, we have found team unity to be a highly desired outcome of increased performance. But here's the catch: Many coaches overlook the off-season as a time to keep their teams together —connected physically and mentally.

Now that is possible with a professional Parisi Speed School coach who will bring the PM4 team training drills into your off-season, to either continue to build upon the solidarity and identity you have worked on so hard during the season, or establish a new direction for your program. We'll help further the development of your team's toughness and camaraderie while assisting players in developing their physical attributes through the off-season to get their minds and bodies in great shape.

This is also an excellent opportunity for you as a coach to gain some emotional freedom from the daily grind. We're confident you will appreciate having this down time to work on the many business issues and truly evaluate your individual players work ethic and other affairs that often are a challenge to accomplish during season.

Inspire them. Motivate them. Keep them connected. That's a powerful combination during the off-season, and just one more reason to have Parisi Speed School on your side.







RUN BETTER. SAP.

RUN BETTER. SAP.

RUN BETTER. SAP.

SPARTANS

60

SPARTANS

35

SPARTAN

3

SPARTANS

SPARTANS

SPARTANS

SPARTAN

SPA

SPARTANS

SPARTANS

4





## So What's Next?

**If you are looking for that special edge** – an explosive advantage that will get your team faster, stronger and more confident – give us a call to learn more. It's easy to find out how you can join the growing ranks of coaches and other fitness professionals who are taking advantage of our team training and conditioning methods that have become nationally recognized as the leader in performance enhancement training.

And be sure to ask for your complimentary Team Training Clinic!

888-GET-FAST  
4 3 8 - 3 2 7 8  
[www.parisischool.com](http://www.parisischool.com)



## SPRING 1992

Two years out of college Bill Parisi begins working out of a \$500 van, driving from school to school teaching speed training to athletes.



His first client, T.J. Fay, improves his speed in the 40-yard dash from 4.67 seconds to 4.45 seconds and the story is featured in the local paper.



## FALL 1993

Parisi opens his first facility in Wyckoff, New Jersey. It is a 3,000-square-foot personal training studio specializing in youth Sports Performance and Speed Development.

## WINTER 1993

Molly and Sally Harrington, soccer players at Mahwah High School in New Jersey, become the first female speed school clients at the Wyckoff Training Studio.

## SUMMER 1994

Chris Simms, an eighth grader, begins training with Parisi. As a quarterback for Ramapo High School in New Jersey, he becomes the highest profile high school athlete involved in the Parisi Speed School.



## WINTER 1994

Wayne Chrebet of Garfield, N.J., trains with Parisi before trying out for the NY Jets.

## SPRING 1997

Parisi starts working as a conditioning consultant with the NY Giants.



## SPRING 1998

The second facility, the Parisi Sports Club, opens its doors in Midland Park, N.J., with the Parisi Speed School occupying 2,500 square feet of the 16,000-square-foot full-service health club.

## JANUARY 2001



Bill Parisi opens his third company owned store in Fair Lawn, N.J., a full-service health club facility. It is in a 32,000-square-foot building. Half the space is dedicated to a Parisi Sports Club and the other half is a Parisi Speed School. This facility becomes the flagship of all Parisi Speed Schools.

## WINTER 2002

With Parisi's help Bryan Thomas, a sleeper in the 2002 NFL draft, decreases his NFL Combine 40-yard dash time from 4.65 to 4.42 seconds at 268 pounds and surprises scouts. He is drafted in the first round by the NY Jets and later signs a five-year contract worth over 9 million dollars with incentives.



## SUMMER 2002

Parisi Speed School roster climbs to 15,000 members. 90% of these clients are 8-18 years old.



## 2003

Parisi begins to build a national brand with the results from the NFL Combine and other world-class athletes. Production begins on the 10-part DVD series for improving game speed.



## 2004

The 4th company owned facility is opened in Morris Plains, N.J.; 20,000 square feet is the health club and 9,000 square feet is a Parisi Speed School.

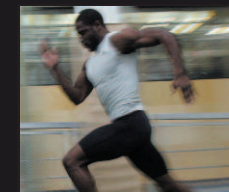


## 2005

Parisi begins franchising its business systems and training methods, and signs a partnership agreement with Freemotion Fitness; six units are sold in five states around the country in the second half of 2005.

Parisi trained Fabian Washington (**below left**) runs the fastest 40-yard dash at the 2005 NFL Combine at **4.25 seconds** and gets drafted in the first round by the Oakland Raiders.

Parisi trained Matt Jones (**below right**), a 6'6" 240-pound quarterback from the University of Arkansas, shocks the NFL by running an amazing 4.37 second 40-yard dash and is drafted in the 1st round by the Jacksonville Jaguars.





## 2006

Parisi-trained athletes Valerie Fleming and Shauna Rohbock win Olympic Silver Medals in the two-woman Bobsled event. Parisi produces three of the six fastest athletes at the 2006 NFL Combine, an unprecedented result compared to any other training facility in the country. Parisi's national brand expands having been featured in Sporting News and on the NFL Networks, as well as ESPN for NFL Combine training and Olympic Athlete results.



## 2007

Parisi Speed School franchise network grows from 16 to 31 locations. Parisi NFL Combine program produces 15 more draft picks to bring the all-time number of Parisi-trained athletes drafted to 103. Parisi is hired by Cincinnati Bengals and NY Jets for specialized training. Parisi is the official trainer for the 2007 IFL World Team Champions, the NY Pitbulls.

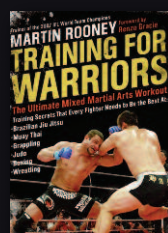


## 2008

Parisi franchise network grows to 40 locations across the U.S. The Parisi NFL Combine Program saw 14 of its athletes selected in 2008 bringing the program's all-time total to 117 draft



picks since 2001. The class included the #2 overall draft pick Chris Long, who was selected by the St. Louis Rams. Bill Parisi launches the NFL Youth Summit in Canton, Ohio. Parisi Partner & COO Martin Rooney publishes *Training For Warriors* through HarperCollins.



## 2009

# Men's Health

Parisi Franchise Network grows to over 50 locations in the United States. Parisi is named one of the Top 10 Gyms in the United States by Men's Health Magazine. The Parisi NFL Combine program produces 10 more draft picks to bring the all-time total of players drafted to the NFL to 127. Martin Rooney presents the Parisi Training System to the UKSCA in London, England, and the Finnish Coaches Association in Helsinki, Finland.

## 2010



Parisi, featured on Spike TV, expands to 61 franchises in 28 states. Martin Rooney releases his second performance training book with HarperCollins: *Ultimate Warrior Workouts*. Bill Parisi and Martin Rooney release *Success Patterns; The Bill Parisi Story*, about the Parisi Speed School origins and the transformation of training for athletes in the United States.

## 2011

Based on the success of his published books, Martin Rooney launches an adult training program, *Training for Warriors (TFW)*. Parisi opens its 75th franchise location.



## 2012

Parisi Speed School celebrates its 20-Year Anniversary. Martin Rooney releases his third book with HarperCollins, *Warrior Cardio*.

## Atlantic Sports Health

Parisi Speed School signs with Atlantic Health System to become part of the hospital's sports health program, which includes the NY Jets and NJ Devils, and operates inside the state-of-the-art Atlantic Sports Health Performance Testing & Training location in Morristown, N.J.



Official Sports Medicine Partner

## 2013

Parisi initiates the launch of a new non-profit NFL flag football league. The American Instructional Football League (AIFL) kicked off its pilot flag football season in North Jersey and was met with great success. AIFL/NFL Flag Football is now offered to all locations in the network to help engage more children and parents with Parisi-backed programs.



## AMERICAN INSTRUCTIONAL FOOTBALL LEAGUE

## 2014

- Parisi grows to over 85 locations in 31 states
- AIFL registers over 400 Flag Football participants in its first full year of operation proving to be a huge success
- PM4 is launched throughout the U.S., a systematic approach of the 4 Parisi Methods to training sports teams of all levels
- A strategic promotional program with Inner Amour and Vitamin Shoppe is launched throughout U.S.
- Parisi creates strategic alliance partnerships with Cybex and Woodway
- Parisi Franchise is named as one of the Top 500 and Personal Service Franchises by Entrepreneur Magazine





