

# Workouts in the Internet age

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## Photos

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Julie Diver of Deerfield founded AM Fight Club, an online workout option, with her husband, Kim.

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DEERFIELD, Mich. —

What began as a Deerfield couple trying to fit exercise into a busy life has grown into an online workout option for others.

Julie Diver and her husband, Kim, were finding it more difficult to keep up with their martial arts training once their two boys got a little older and were involved in extracurricular activities. So they built a garage where they could exercise at 4:30 a.m., doing an hour of martial arts and then a cardio workout. Soon people were asking if they could join them.

“Well, it got so big, we had no more room in the garage,” Julie Diver says. “Someone asked if we had ever thought to put it online, and we said no because we’re computer illiterate.”

But they found a way to get past that, and in 2006 the online version of AM Fight Club was born.

“We decided to make it not just about combat fitness, but for anyone,” Diver says. Classes involving yoga, Pilates, core training, stability balls and free weights were incorporated into the mix. Both Divers have black belts, and Julie is certified in the areas she teaches.

It was perfect timing for Deanna Crots of Deerfield. She started joining the Divers for those early morning garage workouts in 2002, but giving birth to a second daughter in 2007 made it more difficult. She switched over to the online classes at [www.amfightclub.com](http://www.amfightclub.com).

“I worked out until the birth of my second daughter,” Crots says. “I’m currently expecting our third baby and have been

using the website and working out consistently throughout my pregnancy.”

She enjoys the flexibility of being able to log on whenever it's convenient for her schedule while still being available for her daughters.

“And I like the workouts themselves,” Crots says. “I find them to be challenging and empowering. And I don't get bored, which I typically do with other workouts.”

When she's not pregnant, she likes the more challenging workouts — the bootcamp and the kickboxing.

This range of exercise experiences was intentional, Diver says, and can even accommodate someone who only has 10 or 15 minutes. “A lot of the workouts they can do right at their desk,” she says.

“It's good for people who need a start and also for people who are in shape,” she says.

The cost is \$9.99 a month, and people can try it free for seven days. There are typically 18 different videos up, Diver says, and they are changed every two to three months. Those who have D&P cable have access to free classes three times a day, Diver says.

Diver also likes to motivate people through their Facebook page, F-Fit “Fight to Stay Fit.”

“The fight to me is not always about the physical but the mental,” she says. “Sometimes it's pushing yourself beyond something you didn't think you could do. Exercise is hard on people. If exercise was easy, everybody would be in shape.”

AM Fight Club helps people get past all the reasons they don't want to exercise, Diver says. They don't have to be at a gym at a certain time for a class. It doesn't matter what they're wearing. There's no waiting for machines or having to drive somewhere. And those who are self-conscious about their weight can exercise in the privacy of their homes.

“You get to make the rules,” Diver says.

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