

The master's plan



GLOBAL REEBOK MASTER TRAINER STEVE BARRETT WORKS WITH RUNNERS OF ALL LEVELS – FROM OLYMPIC ATHLETES TO MIDDLE-AGED MIDDLE MANAGERS. HERE HE EXPLAINS HOW TO MAKE THE MOST OF YOUR RUN

HE WEARS: T-SHIRT, SHORTS AND PREMIER ULTRA III TRAINERS, ALL REEBOK (0800 305050). SHE WEARS: T-SHIRT, SHORTS AND PREMIER TRINITY KFS TRAINERS, ALL REEBOK (0800 305050)



Tip: Set yourself a realistic target

Why: People get inspired by watching the London Marathon and say "I want to have a go at that". That's great, but going from nothing to 26.2 miles is a huge leap and it can therefore be a painful one. Much better to say, "I'm going to run 5k", achieve that goal, enjoy it and then move up to next target of 10k, and so on. You're much less likely to get a running injury if you build up slowly, and if you always meet your targets, running will always be a positive experience.

Tip: Learn how to run

Why: Don't start training with an experienced runner – they will have forgotten what it's like to be a beginner and you will feel the pressure to keep up. Just like golf or tennis, running is a skill that needs to be taught at first – just to get a few pointers so that you don't over-stride or develop an uneven gait (running style) that could lead to injury.

Tip: Overcome bad memories

Why: Many people associate running with those horrible cross-country runs in sodden rugby kit the PE teacher would make you do when the pitches were waterlogged. Try wearing the right breathable kit and running shoes on a beautiful day.

Tip: Go specialist

Why: Rather than buy any old trainers to go running, go to a specialist running shop and have your gait analysed by an expert who can recommend the best shoes for you. You'll save yourself discomfort, blisters and potential injury. For more guidance, look at the next page.

Tip: Compete with yourself

Why: Men are naturally competitive so use this to your advantage. Decide on your way home that you will give yourself three minutes to get changed and out of the house. Also, race that car to the next lamp post or get to the traffic lights before they go red. It just helps to push you that bit harder.

Tip: Stretch afterwards

Why: If you're hobbling around for two days after a long run because you didn't warm down properly, you're much less likely to develop a running habit. You really need to stretch out your quads, hip flexors, hamstrings and calf muscles as well as your IT band (which runs from your hip down the outside of your thighs into your knees).

Best in shoe

IF THEY DON'T FIT PERFECTLY, YOU'RE ASKING FOR INJURY – WHICH IS A VERY SILLY THING TO ASK FOR. HERE'S OUR GUIDE TO WHAT TO LOOK FOR



Stability

Most people's feet pronate as they run. It's nothing to worry about – it simply means that your foot rolls to absorb shock. If you do it too much though, you're overpronating so you need Stability shoes provide a combination of support and cushioning. There's enough forefoot and rear foot cushioning in them to suit midweight runners without adding any unnecessary weight to the shoe. They are best suited to runners with medium to low arches (ie slightly flatter-footed people).

PREMIER ROAD PLUS III (LEFT)
TRINITY KFS (RIGHT)



Lightweight

Even if you don't want to race, there's no denying the joy in that fleet-of-foot feeling that comes when you are running well. Lightweight trainers will enhance that floating sensation; by minimising cushioning they allow your feet to really feel the ground rushing by. Lightweight trainers suit neutral runners or mild pronators with medium or high arches.

PREMIER 3D LITE (LEFT);
PREMIER ROAD LITE III (RIGHT)



Motion Control

Some runners overpronate. And some really, really overpronate. If that's you, it's essential that you get the right shoes. Without them you're an injury waiting to happen. Motion control shoes will reduce the inward roll of your foot and ankle to keep you running with good form. If you want shoes that will last and keep your vulnerable joints safe, motion control shoes could be what you need. They are usually best suited to runners with low arches.

PREMIER CONTROL II



Cushioned

Comfort is all important in running shoes – the last thing you need when you're still 20 minutes from home is sore feet. Cushioned shoes are the plushiest sort you can buy, with padding in just the right places to stop you getting "hotspots" on your soles. Heavier runners who don't pronate are best suited to cushioned shoes – they'll take the edge off the hardest of pavements every time you run.

PREMIER CUSHION III (LEFT)
PREMIER ULTRA III (RIGHT)

Choosing the right running shoe will depend on a number of factors: your gait, the shape of your feet, how high your arches are, how much you run, what sort of surfaces you run on. And, of course, how cool you want to look. The right shoes will correct any minor biomechanical problems you have, protecting all your joints right up to your lower back – which means you can run on even the hardest surfaces pain-free. Reebok Premier's award-winning shoe is a good place to start. Once you know what kind of shoe you need – stability, motion control, lightweight or cushioning – you're good to go.