RUNNING SHOES
Shoes that fit your foot type are important!! If you don’t take your foot type into consideration, it may cause pain and injury.

Running mechanics: Hit on outside, then pronate and roll off inside (toe).

Foot types:

Pronation – feet roll in.
    Need a stability shoe or if severe, an orthotic. (rarely need custom orthotics). Motion control shoes also for severe pronation. Stability shoes have a gray area in the arch.

Supination- feet roll out.
    More rare. Need a neutral shoe. No shoe corrects this to my knowledge.

Neutral –
    May use a cushion shoe or a lightweight shoe. Maybe even barefoot!

Standing posture may or may not reflect alignment of foot during running. Look at old shoes or have someone observe your heel during treadmill running.

Where to buy: I recommend browsing online at New Balance, Asics, Brooks to get in your mind the types of shoes that might be good for you. runnersworld.com is also a good resource. For your first pair of shoes, go to a store that specializes in fitting shoes. Fitness Sports West in WDM, Brown’s in Fort Dodge are both good at what they do.