

AMERICAN MUSCLE & FITNESS

SENIOR FITNESS SPECIALIST'S CERTIFICATION PROGRAM

BY

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SENIOR FITNESS SPECIALIST'S MANUAL

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INTRODUCTION

Welcome to the American Muscle and Fitness Senior Fitness Specialist Certification Program. Senior citizens are generally defined as the segment of the population 65 years old or older who are retired. Teaching you how to achieve your senior clients' physical fitness goals safely is the primary purpose of this training manual. **The primary difference between seniors and the rest of the training population is that seniors require an easier training approach.**

Senior Fitness Specialists make excellent money doing something they love every day. This course is designed to take your training expertise to an under served segment of the fitness population and give you ideas for expanding your services as a trainer to include them. The material presented in this manual will introduce strategies for acquiring, helping and retaining senior clients. It will also equip you with senior training skills. Additional topics are: training elderly clients with preexisting medical conditions, strengthening injured body parts and rebuilding atrophied muscles.

Although you are a fitness technician and will not be diagnosing injuries or illnesses, prescribing medicines, testing blood pressure or prescribing diets, you will be providing competent advice and safe instruction about standard tried and true training principles. You may also be working with individuals that will require specialized training like partial reps or isometrics because of the limitations they have.

As a Senior Fitness Specialist your customer's quality of care is of paramount importance. The main difference between training seniors and other groups is the initial fragility, frailty or health problems that you may encounter. You may have professional training experience with high schoolers, seniors, thirty-somethings, weight droppers, weight gainers, keep fitters, and athletes. Those individuals usually respond well to strenuous exercise. Seniors will only be able to tolerate vigorous exercise after a prolonged break in period, and some of your senior clients may never do much more than walk for several minutes on a treadmill as they converse with you. Your patience and perseverance with the senior training segment can translate into higher income for you. The pay scale for a Senior Fitness Specialist is as much as \$100 per hour. Some health clubs provide a higher wage for Senior Fitness Specialists.

After studying this manual you should be able to develop an exercise routine as soon as you meet the senior client. Because of the rapport building and sales techniques you will learn, your client retention rate should also be higher than average. Various principles presented here will coach you on the correct techniques to apply to any senior's training regardless of age or condition. You will learn to understand the underlying feelings that motivate senior clients and how you can use those feelings as leverage to help keep them motivated.

A professional senior fitness trainer wears many hats. Always a coach first, older clients come to rely on him or her as a friend, confidant, psychologist, technician, problem solver, time manager, and businessperson. You are in business to make money and once you get started your current customers must become a constant source of referrals for new business. Your professionalism and your clients' excellent results will speak volumes about your expertise. When their friends start to notice the client's improvements, naturally your senior customer will talk about the great trainer they have found and the wonderful job that you have been doing for them. Your business will grow quickly. Senior clients tend to be more particular, but also more loyal than mainstream clients are. They will also report any negative experiences or practices. Your business can go down the drain in a hurry if word gets out that you're negative, overbearing or miss appointments, especially if you are training a group of people in the same gym. Always do the right thing, and be especially aware of your language and actions. ***Never swear, curse or make statements that can be perceived as sexual harassment,*** especially in today's litigious world. Senior clients who come to you may be very sensitive emotionally, especially about a medical condition, weight problem or other physical insecurity. Put new clients at ease and never talk down to, or belittle anyone you train.

In order to determine a senior client's readiness for physical exercise, it is especially important that they fill out a health questionnaire and waiver before you train them (see following page). You can make copies of the one below and have your clients fill it out. Just add their name and your name. The completed form should be kept in your files. Always protect yourself from any potential legal suit by purchasing a good insurance policy in case something does go wrong. The cost is \$100 annually for a \$1,000,000 policy. You can contact Sports Insurance Solutions at <https://securepersonaltrainerinsurance.com/SIS> or 1-949-715-3558 for more information and a policy. Let your insurance agent know that each customer fills out a waiver form and health questionnaire. Read the waiver to each client and go over it with him or her or it may not be considered valid in court if you ever have to go. Use common sense in every situation and if you think someone is going to cause a problem in the long run decline to take that person as a customer. There are plenty of seniors who will want to be trained by you and you won't have to explain to a potential new client about a negative rumor they heard. That would start your relationship off on the wrong foot. Remember that your customers will quickly become lifelong friends.

Another aspect of a Senior Fitness Specialist's responsibility is to take a CPR course and know basic first aid. If someone does have a cardiovascular accident, you may be able to help him. **Always call 911 in case of a medical emergency.** It is recommend that you take a CPR class for your senior client's benefit. You'll probably never have to use it. If a client develops a minor muscle strain or excessive soreness the recovery formula is RICE -- rest, ice, elevation and compression for the sore area. After completing this

certification course, you will be able to train any senior with confidence and in safety.

WHAT SENIORS LOOK FOR IN A TRAINER

The International Council on Active Aging (ICAA) recommends that seniors ask the following list of questions when interviewing trainers. Make sure that you have your answers ready when you go to the initial interview.

Does the trainer have at least two years of experience as a trainer?

Does that include experience training clients my age?

Will the exercise program be based on an individual assessment of my goals, abilities and health status?

Has the trainer worked with people with my medical conditions (e.g., arthritis, diabetes or back pain)?

Has the trainer worked before with a physical therapist or a physician?

Does the trainer know about exercise limitation for the medicines I take?

Does the trainer have education in exercise sciences and program design?

Is there specific education in gerontology or the changes that occur as people age?

Does the trainer have a personal training certification?

Is there a resource (advisory board, professor and colleagues) the trainer uses to answer questions and generate ideas (you do have AMFPT advisers at your disposal)?

Does the trainer feel that you should "work through" pain during exercise? (The answer should be "no.")

Does the trainer recommend a diet or supplement? (Since seniors often are already on prescribed diets, medications and vitamins, it is better to avoid making suggestions in this area.)

The trainer has told me what to expect from the sessions.

My time commitment, including days exercising on my own, is clear.

The trainer seems to have a sense of humor and personality that I like.

The trainer listened carefully to my questions and answered them.

The trainer's clothes, posture and verbal skills are a good match for me.

I think I can spend several hours a week with this trainer.

The trainer can work in my home (if applicable).

I will receive written invoices and records of my sessions for my family and insurance company.

The trainer offers other services I'm interested in, e.g., referral to a dietician or massage therapist.

The costs of the sessions are clearly stated.

There is a cancellation policy I understand.

The trainer will give me references to past clients.

If coming to the house, the trainer is insured or bonded.

You must reassure the client when you sign them up that the exercise sessions are for them and you will do your best to make sure that they are comfortable with everything you do together.

Each client must fill out the form below as you read it out loud to them. You keep this form.

PHYSICAL ACTIVITY QUESTIONNAIRE FOR: _____

READ CAREFULLY AND CIRCLE YES OR NO IF IT APPLIES TO YOU.

YES NO 1. HAS YOUR DOCTOR EVER TOLD YOU HAVE HEART TROUBLE?

YES NO 2. DO YOU FREQUENTLY HAVE PAINS IN YOUR HEART OR CHEST?

YES NO 3. DO YOU OFTEN FEEL FAINT OR HAVE SPELLS OF DIZZINESS?

YES NO 4. HAS A DR. EVER SAID YOUR BLOOD PRESSURE WAS TOO HIGH?

YES NO 5. HAS YOUR DR. EVER TOLD YOU THAT YOU HAVE A JOINT OR BONE PROBLEM, LIKE ARTHRITIS, THAT CAN BE AGGRAVATED BY EXERCISE?

YES NO 6. DO YOU HAVE BACK OR NECK PROBLEMS?

YES NO 7. IS THERE A GOOD PHYSICAL OR PSYCHOLOGICAL REASON NOT MENTIONED HERE WHY YOU SHOULD NOT FOLLOW AN ACTIVITY PROGRAM IF YOU WANTED TO?

YES NO 8. ARE YOU OVER AGE 65 AND NOT ACCUSTOMED TO PHYSICAL EXERCISE?

IF YOU ANSWERED :

YES TO ONE OR MORE QUESTIONS: IF YOU HAVEN'T RECENTLY DONE SO, CONSULT WITH YOUR DR. BY PHONE OR IN PERSON, BEFORE INCREASING YOUR ACTIVITY LEVEL! TELL HIM WHAT QUESTIONS YOU ANSWERED YES TO ON SURVEY. AFTER MEDICAL EVALUATION, SEEK ADVICE FROM YOUR DR. AS TO YOUR SUITABILITY FOR: UNRESTRICTED PHYSICAL ACTIVITY, PROBABLY ON A GRADUALLY INCREASING BASIS; RESTRICTED OR SUPERVISED ACTIVITY TO SUIT YOUR NEEDS, AT LEAST INITIALLY. IF YOUR DOCTOR IS AWARE OF THE PROBLEM, PUT YOUR INITIALS AND A NOTE NEXT TO THE QUESTION(S) YOU ANSWERED "YES" TO, EXPLAINING WHY IT IS O.K. TO PROCEED WITH CAUTION.

NO TO ALL QUESTIONS: IF YOU ANSWERED ACCURATELY, YOU HAVE REASONABLE ASSURANCE OF YOUR PRESENT SUITABILITY FOR: A GRADUATED EXERCISE PROGRAM. IF YOU HAVE A TEMPORARY MINOR ILLNESS, LIKE A COLD, POSTPONE INCREASED ACTIVITY.

WAIVER/RELEASE FORM

YOU AGREE TO THE TERMS OF THIS RELEASE FORM. TRAINING AND EXERCISE IS A STRENUOUS ACTIVITY. YOU, THE GUEST/CLIENT/MEMBER, ARE AWARE THAT YOU ARE ENGAGING IN PHYSICAL EXERCISE AND THAT THE USE OF EQUIPMENT, TRAINING AND INSTRUCTION, COULD CAUSE INJURY TO YOU. YOU ARE VOLUNTARILY PARTICIPATING IN THESE ACTIVITIES AND ASSUME ALL RISKS OF INJURY THAT MIGHT RESULT. YOU AGREE TO WAIVE ANY CLAIMS OR RIGHTS YOU MIGHT OTHERWISE HAVE TO SUE _____, OR ANY AGENT, EMPLOYEES OR INSTRUCTORS, OR _____, FOR INJURY TO YOU AS A RESULT OF THESE ACTIVITIES. IT IS ALWAYS ADVISABLE AND RECOMMENDED TO CONSULT YOUR PHYSICIAN BEFORE UNDERTAKING THIS OR ANY EXERCISE PROGRAM.

SIGNED (PARTICIPANT): _____ DATE: _____

ADMINISTERED BY:

PERSONAL TRAINING AGREEMENT

THIS AGREEMENT is made and entered into this day of ,20__ by and between _____ and _____.

(Client's name and address) (Trainer's name and address)

WHEREAS _____ and _____ wish to enter into this agreement in order to define their respective rights, duties and obligations.

NOW THEREFORE in consideration of the terms, covenants, conditions and mutual promises contained herein, and other good and valuable consideration, it is hereby stipulated and agreed as follows:

1. _____ will provide personal training to _____.
2. For this service rendered by _____, _____ will pay \$ _____, or \$ _____ for each of ___ training sessions at the rate of ___ training sessions per week.
3. The training period will begin on / /20__ and end on / /20__.
4. _____ provides _____ with a 24 hours notice of cancellation

or will pay for the training session in full.

5. Sessions may be rescheduled with 24 or more hours notice.

By signing below, the undersigned stipulate and agree that they have completely read this agreement, that the terms are fully understood and voluntarily accepted by both parties and that this agreement is not signed under duress.

\$ _____ is payment amount received by _____ from _____.

Payment represents full / partial payment with payment schedule as follows: \$ _____ due on / /20__ and balance, \$ _____ due on / /20__.

By signing below, the parties hereto have executed this agreement as of the day and year first written above.

_____ X _____

(Client's name) (Client's signature)

_____ X _____

(Trainer's name) (Trainer's signature)

SETTING UP YOUR BUSINESS

If you decide to go into business for yourself, you will need to go to the County Clerk's office and file a "Doing Business As" certificate, or D.B.A. You will be asked to select a name for your business. Try choosing a name that describes your business, like, "Barb's Senior Fitness Training," or, "Ed's Home Senior Training," so that when people read your business card they know exactly what you do.

You will be assigned a tax identification number, which is usually your social security number and you can write off your business expenses against your income at tax time. You may be required to file quarterly tax statements if you are making a lot of money because the government doesn't allow you to keep their money longer than you are entitled to. Start keeping track of your expenses and keep all of your receipts. Keep a record of all of all training fees received and if you know any accountants, talk to one about setting up your business. Perfect record keeping is good business.

As soon as you get certified have some business cards made with your phone number and drop them off everywhere you go. Pass them out to all your friends and family, stick them on bulletin boards and make sure to tell everyone you meet about your new business. Ask your contacts if they know anyone who might be interested in having a Senior Fitness Specialist. That's probably how you'll find your first customer!

Basic Rate

Set your rates up as a *per session* fee, for example: \$25 per one half-hour session. The rule of thumb for training fees is \$1 per minute, so a thirty-minute session would be \$30. Make up some flyers to give to potential clients. Try to be as consistent as possible with rates so that each client pays the same amount or you may end up in trouble when you invite them all to a party and they start talking. Don't be afraid to raise your rates as you get busier. You are running a business and are entitled to make a profit from your efforts even though you may have developed friendships with your trainees.

MARKETING YOUR BUSINESS

Getting your services to potential customers requires a marketing strategy. Start out advertising in local penny savers, newspapers, the Internet, and fitness magazines to develop a client base of seniors. They are inexpensive ways to get customers. Retirement communities in your area may also have newsletters that they will allow you to advertise in. When you finally secure your first senior customer ask for referrals and get a testimonial letter you can add to your brochure. Hairdressers, hospital workers or restaurant employees always come into contact with a lot of chatty elderly people who

like to gossip. They will be your best references. If you can start with an older client who works in any of those fields, your business will really take off!

Your best income and long term financial security will come from having each senior client sign and pay for a long term training contract. Have them pay all the fees up front and let them know that your cancellation policy is at least twelve hours notice or you will have to bill them for any scheduled work out they miss. If they miss and you haven't been paid yet for that session, chances are you won't be. If you have already received the money for the missed session, you simply deduct the session as if the individual had trained. A prepaid package will be more economical for the customer than a daily rate. If you charge \$25 per 30-minute session, a good package would be \$2500 for 110 training sessions. That's only ten months of training at the rate of three appointments per week. Most clients will peter out before they ever use all that training up, and you will still retain their payment, in case they resume working out. Decide how to handle refunds and let customers know about your policy when the sign up.

It is in your best interest to give clients a written copy of all your rules so you both know what your obligations are at the initial consultation. Have them sign it and keep a copy on hand. This will prevent misunderstandings and hard feelings in the future. Take a look at the fun "Senior Fitness Specialist's Ten Commandments." You can use this sheet and print copies to hand out to clients to review. Both of you will be referring back to it from time to time. *Always let the customer know the rules up front.*

You must strive to make it to all your scheduled appointments on time. Most trainers, unless they work at a particular health club, will spend the bulk of their time driving to and from appointments. Invest in a day planner and a cellular phone so that you can double check with clients to make sure they remember their appointment. There will always be cancellations. Expect at least one cancellation per workday. Cancellations are okay if you are being paid for them anyway. You can take a coffee break or workout yourself.

It is important to charge for each month in advance so that you can plan your daily appointments. Many senior clients are used to paying health club fees one month in advance. The ability to process credit cards will greatly enhance your income. Ask your bank about getting a credit card machine when you open your business account, especially if you own a gym or open a training salon. If you don't have a location all you'll need is a *virtual terminal* to handle charge card orders. That is an online banking system that allows you to process credit cards. You'll want to get a business web site, too. You can post tips for your clients on the site and add interesting information about client successes. Testimonials can also be displayed there.

To get a free web site and set up a virtual terminal just do a web search on *free virtual*.

You can also add PayPal to your site for accepting client payments. You'll be able to have clients log on to your web page and pay by credit card or check over the Internet. The cost is minimal per transaction. You can write their card information on a form and enter it yourself, too. The money will automatically be deposited into your business bank account.

Here's a technique for you to get more business than you can handle. Go to **Anywho.com** and do a search based on the most exclusive and prosperous streets in your city. Put ** in the Anywho last name box to get all the names on each street. Drive around to find the ritzy neighborhoods in town or go to the library and look up the average income of each street in the *Haynes Directory*. This directory will give you the names and numbers of everyone who lives there. Mail them a flyer about your business and follow up using a phone call (see the script at the bottom of the manual). Call and announce that you're following up on a Senior Fitness Specialist mailer that you sent and you have some openings available. Ask for a no cost, no obligation appointment where you can sell them the benefits of having a Senior Fitness Specialist come to their house to train them. You're likely to pick up several interviews with this system. **Bring your questionnaires, contracts, waivers and Ten Commandments of personal training for them to sign when you close them as new clients.**

Once you start training someone in a particular neighborhood, ask if you can use him or her as a referral. Call all their neighbors and let them know that you train their neighbor (use their name) down the street. It will provide proof that you can do what you say you'll do for them.

When you get too busy you may decide to develop an assistant to pick up the slack and pick up your overload. Find a fit young guy or gal and introduce them to your current clients as your new assistant by saying, "They'll be training you and I'll be designing the programs." Pay your new helper half the regular fee you charge. This way, you can leverage your time and make money even while you're at another appointment. Eventually you should groom two or three helpers so you don't have to train anyone yourself and give yourself a promotion to management! Try to sell your services to a local health club at that point, especially to a new club opening up. They may welcome your help with their staffing problems. These ideas may provide you a new way to look at your business potential.

FILLING SENIOR CLIENT NEEDS

After age 20, the average person loses about a half-pound of muscle a year. By the time they reach 65, seniors may have lost as much as twenty-five percent of their strength. Only about eleven percent of adults age 65 and older strength train two or more days a week, the amount experts recommend, according to a January 2004 Center for Disease Control study. Senior clients can start building and regaining strength regardless of age. After a few months of progressive resistance training, many seniors can expect strength and endurance increases of one hundred percent or more above their initial strength levels! This phenomenal improvement can be attributed to the fact that they are regaining some lost muscle tissue.

You'll find that a big reason that seniors will hire trainers is that they have a condition or health problem like high blood pressure or high cholesterol, so their doctor has recommended exercise. A heart attack or bypass surgery patient is required to commit to an exercise regimen following recovery. Some otherwise healthy senior clients may be generally dissatisfied with their physical appearance, body weight, lack of energy or a combination of these negative self-perceptions. You will be able to provide a solution to their physical problems and a positive by-product of exercise for better looks is a healthier body. New clients are generally excited about developing a win-win relationship with a professional, outgoing and positive trainer.

A prospective senior client must perceive value in the service that you are offering. They may already have some vague idea of what trainers do, but your job is to educate them about the benefits that you can provide. You must reinforce those benefits each time you meet so that they don't lose their focus. Make exercise fun and become their best friend when you first meet with them, and continue after they sign on by providing expert service, light conversation and a positive attitude.

Benefits of Exercise to Seniors

When you are presenting your service to prospective clients, you must make sure to show them the benefits of training. Keep a list benefits handy to leave with prospects. Memorize it so that you can use it in your sales presentation. Here are several benefits you can offer.

1. Exercise has been shown to improve all kinds of health problems (while you should never tout exercise as a cure for disease, you can cite information about the positive benefits of fitness to your senior clients).
2. Improvements in conditions such as brittle bones, high blood pressure & cholesterol, heart disease and diabetes have been noted in seniors who begin a regular exercise program.

3. Middle-aged people can reduce their risk of developing dementia and Alzheimer's disease later in life by exercising, according to scientific studies.

4. Many physical problems stem from a lack of exercise such as bone density loss. Weightlifting has been proven to slow or halt osteoporosis in seniors.

5. In one famous medical investigation, the Framingham Heart Study, which followed the lifestyles of 5000 participants and their offspring from 1948 on, it was discovered that individuals who exercised regularly actually added an average of two years to their life expectancy! That may be an interesting benefit to your senior customers. Potential clients can look up the research online.

6. Movement causes lymph fluids to circulate. Lymph fluids are responsible for keeping infections at bay in the body. Any kind of exercise that a senior does will initiate the pump for lymph fluid circulation and increase its infection fighting ability.

QUESTIONNAIRES

Below are questionnaires to help determine exactly what your senior client's needs are so that you can dial in their training at the initial consultation. Some trainers also offer a fat test and health screening questionnaire at the first session and charge \$60 for the complete check up. You may wish to include a similar service. After the first few weeks have the client fill out the follow up questionnaire. By then you should have seen a great improvement in their endurance and strength. If progress has not been rapid, suggest that the client increase their amount of weekly training sessions with you. Your goal is to keep them as a long-term customer, so do not scold them at the four-week assessment if the results are less than overwhelming. Instead, point out the positive benefits of training yet to come.

Here are the questionnaires that your senior clients should fill out and sign. The first one should be filled out during your initial conversations with the customer. Read each question to the client and make sure they understand it. Have them tell you the answer verbally, then let them check the appropriate box.

The second assessment form should be used as a measuring stick after several weeks of training to determine whether or not you are meeting the client's expectations. Sometimes seniors may not feel comfortable telling you that they don't like some aspect of their training because they like you, but you may lose them if the issues are not addressed. And you will be unaware there is a problem until they suddenly stop showing up for training with you. That's the hard way to find out they are not happy, so use these assessment sheets and administer them frequently.

The feedback from questionnaires can help guide the direction of your business. When you get a glowing response, always ask the client for a referral. Tell them there is always room for one of their friends in your schedule. If someone is not satisfied with his or her training, be flexible and let him or her know that the workout is for him or her, so you can make any changes they want. Never be dogmatic or pig headed. What do you care if they like leg presses more than squats? Just give them what they want. Training is customer service, and keeping your customers happy is your number one priority. Your livelihood depends on it.

THE TEN COMMANDMENTS OF PERSONAL TRAINING

- 1.Thou shalt always be ready to train at thy appointed time.
- 2.Thou shalt call at least twelve hours ahead to cancel or pay full price for thy missed session.
- 3.Thou shalt do all that the trainer tells thou with no murmuring.
- 4.Thou shalt eat the way thou are commanded to by thy trainer.
- 5.Thou shalt not bounce any checks lest thou pay a \$25 fee for it.
- 6.Thou shalt tell all of thy friends about the wonderful things thy trainer has done for thou.
- 7.Thou shalt not use foul language or take the name of God in vain.
- 8.Thou shalt cheerfully and joyfully attend thy training sessions, and reflect lovingly upon them.
- 9.Thou shalt get good results and blessings if thou doest all thy trainer commands thee.
- 10.Thou shalt have curses (fat and weak) if thou failest to follow any of thy trainer's commands.

Thy mark _____ This day _____

TRAINING ASSESSMENT FORM

WEIGHT: DESIRED WEIGHT: BY (DATE):

WOULD YOU DESCRIBE YOURSELF AS (CIRCLE ONE): ACTIVE OR SEDENTARY?

HAVE YOU BEEN ABLE TO ACHIEVE GOOD RESULTS WITH TRAINING AND DIET IN THE PAST? (CIRCLE ONE)

YES NO NEVER TRAINED

IS YOUR DAY PHYSICALLY ACTIVE OR DO YOU SPEND A LOT OF TIME SITTING? (CIRCLE ONE) ACTIVE SITTING

WHERE ARE YOU ON THIS SCALE?

LEAN 1 2 3 4 5 6 7 8 9 10 FAT

WHAT DO YOU WANT FROM A FITNESS PROGRAM? (LOSE WEIGHT, TONE UP, MORE ENERGY, ETC.)

HOW MUCH TIME CAN YOU DEVOTE TO TRAINING EACH WEEK (HEALTH EXPERTS RECOMMEND 3-5 HOURS OF EXERCISE PER WEEK FOR OPTIMUM RESULTS)? 1 2 3 4 5 HOURS

ARE YOU WILLING TO FOLLOW ALL INSTRUCTIONS TO THE LETTER FOR 8-12 WEEKS IN ORDER TO ACHIEVE YOUR GOALS?

DID YOU KNOW THAT NUTRITION CAN BE 80% RESPONSIBLE FOR WEIGHT GAIN OR LOSS, EVEN WHEN EXERCISING (BED RIDDEN OPTIFAST PATIENTS ROUTINELY LOSE 100 POUNDS WITHOUT EXERCISING)? YES NO

WHAT SERVICE DO YOU EXPECT FROM A SENIOR FITNESS SPECIALIST?

TRAINING REVIEW SHEET

DO YOU FEEL LIKE YOU'RE GETTING THE RESULTS YOU WANT FROM YOUR TRAINING (ALTHOUGH, THEY'RE NEVER FAST ENOUGH)? YES NO

IF NOT, WHAT DIRECTION DO YOU FEEL WE SHOULD MOVE IN? (EXAMPLE: MORE MOTIVATIONAL TALKS, NEW EXERCISES, ETC.)

WHAT DO YOU LIKE ABOUT YOUR TRAINING PROGRAM (EXAMPLE: PACE, EXERCISES ETC.)?

WHAT DO YOU DISLIKE ABOUT YOUR TRAINING?

WHAT WOULD YOU LIKE TO CHANGE IN YOUR WORKOUT?

WHAT DO YOU WISH TO KEEP THE SAME?

WHAT AREAS DO YOU FEEL YOU WOULD LIKE TO FOCUS ON?

DO YOU PREFER SPONTANEITY OR A ROUTINE THAT YOU CAN SETTLE INTO?

LIST ANY "MUST" OR "MUST NOT" DO'S:

WHAT OTHER SERVICE WOULD YOU LIKE FROM YOUR SENIOR FITNESS SPECIALIST?

SUGGESTIONS:

TECHNICAL FITNESS CONCEPTS

Here are definitions that summarize the science aspect of fitness. Fitness, as defined by the lay person, is a combination of aerobic, strength, flexibility, and cardio-vascular endurance that allows one to perform physical activity free from injury, well above sedentary levels. Fitness should also include excellent health, but does not, necessarily.

The general components of fitness are: 1.) Agility; 2.) Cardio vascular / cardio respiratory endurance; 3.) Dynamic balance; 4.) Explosive strength; 5.) Flexibility; 6.) Freedom from disease; 7.) Freedom from injury and stress; 8.) Limit strength; 9.) Local muscular endurance; 10.) Percent body fat; 11.) Preventative past lifestyle; 12.) Speed endurance; 13.) Starting strength; 14.) Static balance; 15.) Strength endurance; 16.) The mirror and before & after photos (most important for clients).

Strength is defined as one's capacity to apply maximum muscular force within structural, anatomical, physiological, biochemical, psychoneural, psychosocial, and environmental constraints.

Limit strength is the muscular force that an individual can apply to an object eccentrically, statically, or concentrically, over a given unit of time, or for a number of repetitions, usually one. An example is a one-rep maximum on the bench press.

Starting strength is one's capacity to enervate a muscle's cells all at once, immediately, such as in throwing.

The **six components of strength** that can be augmented through weight training are: 1.) Eccentric or deceleration strength; 2.) Transition or static strength; 3.) Pushing off or concentric strength; 4.) Speed strength; 5.) Limit or absolute strength; 6.) Maximum force applied to the object.

Agility is the ability to change physical direction of the body in a short period of time using explosive strength, dynamic balance, limit strength, and starting strength, like when a football player executes a play.

Flexibility is not as important as strength in a stretched position. Flexibility in athletics is more important than in every day situations.

Proprioceptive neuromuscular facilitation (PNF) is a form of resistance training that builds strength in a stretched position.

There are four technologies of fitness equipment: 1.) Constant resistance devices that keep the resistance on a muscle uniform throughout the range of motion (like a bench press machine); 2.) Variable resistance devices (like Nautilus machines) which vary the resistance through the range of motion; 3.) Accommodating resistance devices (like Hydra Fitness and Life Fitness) that control the speed of contraction; 4.) Static

resistance, or isometric, which contract the muscles without movement.

There are eight *fitness technologies*: 1.) Heavy weight resistance training; 2.) Light resistance machines like exercise bikes, rowers, and stair climbers; 3.) Psychological techniques like hypnosis or mental imagery; 4.) Therapeutic techniques like ice, heat, massage, ultra sound, and whirl pools; 5.) Medical support such as Chiropractors, drugs, and medical monitoring; 6.) Bio-mechanics or skill training; 7.) Diet; 8.) Supplements.

The causes of over training or over use syndrome is either too great a frequency, or too great an intensity or duration of exercise over a given period of time, to allow for systemic and/or localized recovery.

A pump in a muscle as experienced when blood is shunted away from the spleen and organs and toward working muscles during exercise, thus providing oxygen and nutrients, and removing waste products and carbon dioxide.

Lactic acid build up and connective tissue trauma cause post exercise muscle soreness. *Hydroxyproline* is an enzyme released from connective tissue that causes delayed onset muscle soreness (DOMS) from about 24 to 48 hours. It can be reduced by using a whirlpool or warm bath immediately after training, or through massage, or by over the counter anti-inflammatory agents. Easing into an exercise routine as a precaution reduces or eliminates delayed onset muscle soreness.

THE AEROBIC vs. ANAEROBIC TRAINING EFFECT

Systole and Diastole are the upper and lower values on a blood pressure test, with normal values ranging from 60 to 80 Diastole to 90-139 Systole. It is a measure of the

efficiency of the heart and circulatory system. The five components of cardiovascular endurance are: 1.) Heart rate; 2.) Stroke volume; 3.) Ejection fraction of the left ventricle; 4.) Maximum oxygen uptake; 5.) Gas exchange efficiency of the lungs. An ideal resting blood pressure reading is 125/70. Blood pressure rises during exertion and drops while resting.

There are two basic types of energy systems utilized by the body, Aerobic and Anaerobic. Each energy system produces Adenosine Triphosphate (ATP) which is used by the muscles to contract.

The Aerobic System can utilize carbohydrates, proteins or fat to supply an unlimited amount of ATP as long as oxygen is present. The Aerobic system provides medium to very long duration energy production with low to moderate power (less than 85% of maximum output). The by-product of this system is heat, water and carbon dioxide.

The Anaerobic System can only utilize carbohydrates for ATP production. This system does not use oxygen in the metabolization of its fuel source. The Anaerobic System provides short duration (45 - 70 seconds) and high power. The by-product of the metabolization of glucose (glycolysis) in this system is heat and lactic acid, the cause of muscle soreness immediately after exercise. Muscle soreness 24 to 48 hours after exercise is due to torn muscle fibers and connective tissue. Adequate warm-up and cool-down stretching exercises can reduce this type of soreness.

Aerobic capacity is the ability of the body to collect and transfer oxygen from the air through the lungs and blood to the working muscles. This is related to cardio-respiratory endurance and is referred to as Maximal Oxygen Consumption or VO₂ max. Aerobic Capacity reduces at about 10% per decade after 30 years of age.

The Anaerobic Threshold is defined as that point where the body can no longer meet the oxygen demand and it's anaerobic metabolism is accelerated. This point varies on an individual basis and is dependent on fitness level. For healthy individuals, this occurs between 50% and 66% of their maximal working capacity. For seniors the threshold level may be lower. This would be equivalent to running faster at about half speed.

The lungs are where oxygen and carbon dioxide are exchanged. In the blood stream, oxygen is traded for carbon dioxide. Aerobic activity enhances heart strength. The result is a greater volume of blood per stroke. This is referred to as Stroke Volume or the amount of blood ejected from each ventricle of the heart during one stroke. Cardiac Output is a measure of the amount of blood pumped through each ventricle in one minute. Vital Capacity is the volume of air that can forcibly ejected from the lungs in a single expiration. Aerobic activity has a positive effect on vital capacity, stroke volume and heart output. Note: arteries carry oxygen rich blood away from the heart and veins

carry blood and carbon dioxide toward the heart.

ADAPTATION TO STRESS

There is a way to coax your clients into peak condition that is based on scientific research. You are going to apply endocrinologist *Hans Selye's* **General Adaptation Syndrome (GAS)** system to your clients' training programs. Doing so will produce better results for them than conventional cookie-cutter training methods can. Selye's theory established how the body passes through three universal stages during the physiological and psychological stress of exercise:

1. **Alarm Reaction** - the body prepares itself for fight or flight by secreting adrenal hormones and dilating blood vessels. Muscle soreness, sunburn and blisters are alarm reactions.
2. **Adaptation Stage** - the body adapts to the stress by growing stronger. Suntan, calluses, added muscle size, endurance and strength are adaptation reactions.
3. **Exhaustion Stage** - the individual becomes mentally and physically exhausted (over trained) and must rest before resuming the cycle all over again. Planned rest periods are generally unnecessary because clients will miss scheduled training sessions for many reasons, which builds automatic rest days into the system.

A random training system based on Selye's adaptation principle will apply unique demands on the muscular and nervous system. It will engender an adaptive stimulus response, or improvement in strength and stamina. By varying the training sequence, exercises, style, volume, intensity, sets and repetitions, while lifting regularly and continuously, breakthroughs and improvements can become regular occurrences for your clients.

THE MUSCULAR SYSTEM

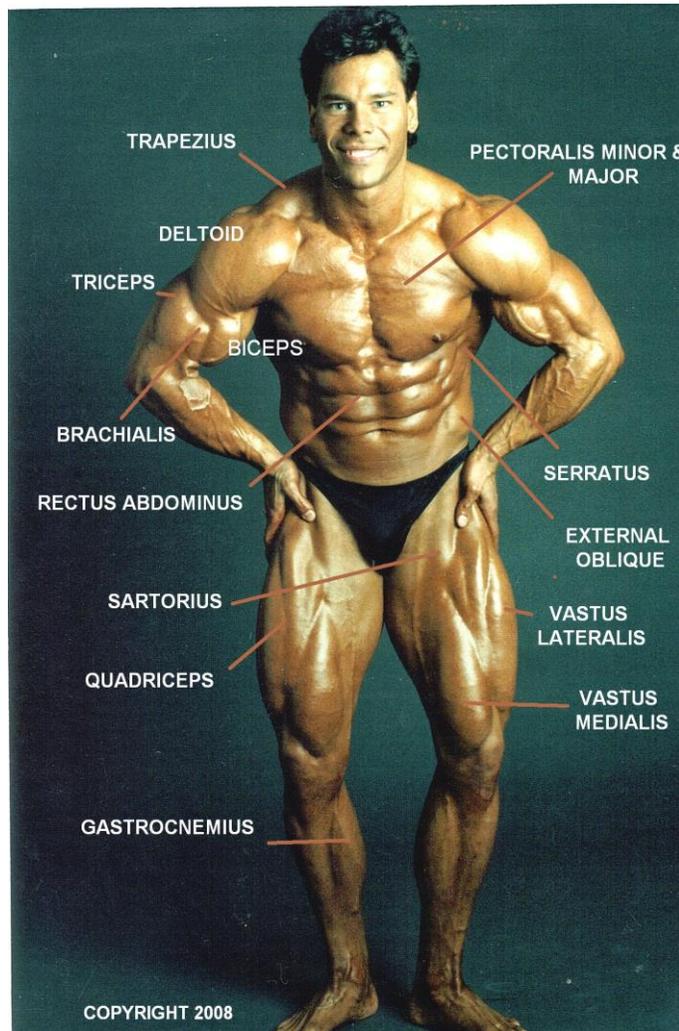
As a trainer, you must know the basic muscle groups of the body. You may not be able to see much muscle on beginning senior clients, but it's there all the same. Here is a synopsis of the major muscle groups and how they work. Let's start at the top and work our way down.

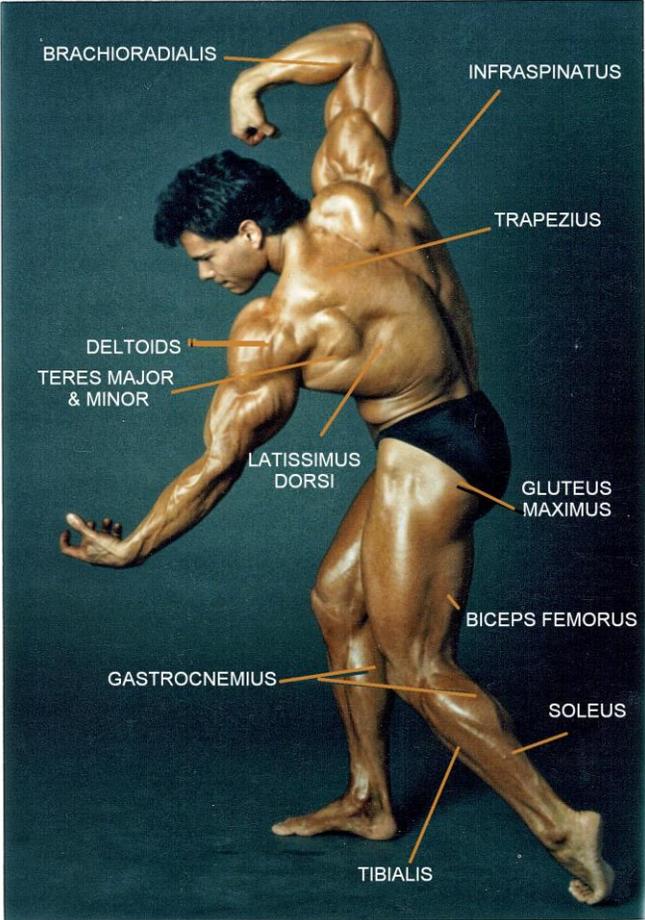
The muscles in the sides of the neck are called the sterno mastoids, which hold the head up and rotate it. In the front of the body, beneath the neck, there are the pectoralis major and minor commonly called pecs or chest. Their job is to push objects away from the body. The deltoids, which cap each arm and attach it to the shoulder joint, are a three-headed muscle with the anterior, lateral and posterior heads. The deltoids raise each arm to the side and overhead. Beneath that, on the front of the arm are the biceps (curl the arm) and on the back of the arm are the triceps (straighten the arm). The forearm is made up of the brachialis on the top and the extensor carpi on the bottom of the forearm that curls the hand up and down.

Below and behind the neck are the trapezius muscles or "traps." These are responsible for the shrug motion. Down the back below the traps, there is the Latisimus Dorsi that gives the back its V-shape. Other muscles included in the upper back are the rhomboids, Teres major and minor, sub-scapularis, super-spranatis and infra-spranatis that hold the arm and shoulder joint together and are involved in pulling things towards you from the front. They are generically referred to as the *rotator cuff*. Beneath those muscles are the spinal erectors or lumbar, located in the lower back. They keep us upright or bring one to the standing position after bending over. The gluteus maximus is the buttocks, used in extending our legs and standing straight. The biceps femorus are located under the glutes, commonly called hamstrings, which kick the heel up towards the buttocks. The gastrocnemeus and the soleus make up the calf muscles and allow us to stand on tiptoe and jump.

This short lesson should be enough to help you answer questions about what a particular exercise or muscle group does. Here is a rule to help you determine what muscles a machine or exercise works even if you have never used or seen the machine or exercise. Note that muscle fibers twitch, or shorten. This is called a *concentric contraction*, which causes pushing or pulling. *Static contractions* are isometrics, where a muscle or group of muscles pushes against an immovable force. The third type of contraction is *eccentric, or negatives*, a controlled lowering of a weight. ***Remember the rule, muscles always pull on levers (bones) by shortening to cause movement, even when the exercise requires pushing a weight.***

Please study the following diagrams and memorize the major muscle groups mentioned above.





TRAINING SYSTEMS

The senior customers that come to you will want a specific result - generally weight loss, muscle toning, or cardiovascular fitness (and additional factors such as more energy or better sleep). Some will want a combination of all three. Each type of training involves different techniques, exercises and often, pieces of equipment. Each system is outlined here.

To better understand training systems, your senior clients will require an explanation of the most basic gym language and definitions. Define sets and reps to them as follows: A **rep** or **repetition** is an exercise movement performed by lifting a weight from the start, or bottom of a movement, to the top, and back down again; A **set** is series of single repetitions done in succession and then terminated; Exercise routines are traditionally comprised of combinations of sets and reps. Other variations of sets and reps include partial range reps, isometric (no movement) reps, and peak contraction (squeezing a muscle at the top) reps. Many of these elements can have a place in a well rounded senior training regimen.

Sets can become more elaborate, also. A super set is when a trainee performs two sets for the same, or different muscles, without resting in between them. Tri-sets are three sets performed in a row with no rest. Circuit training is one **giant set** performed with no rest at all until the prescribed number of sets is complete. Most seniors will not require such extreme methods of training as tri-sets or giant sets.

It is a good idea to briefly explain sets and reps to your senior customers because they may not be familiar with the concept, especially if they have never been in a weight room before. You are probably intimately familiar with the basics of exercise because you have been working out for a number of months or years. The senior fitness trainer should be an inspiration and an example to clients. It is hard, although not impossible, to acquire training clients if you are not in good shape yourself. Being out of shape doesn't help sell your services or showcase your abilities, although there are a few excellent trainers who looked as though they have never set foot in a gym.

INTENSITY & VOLUME

Volume is the amount of work performed per unit of time. A long distance runner performs a high *volume* of work over a period of several hours. *Intensity* is when the amount of weight lifted, or work performed per unit of time increases. **A sprinter does a tremendous amount of work in a brief period of time, which is the definition of intensity.** A variety of medium and low intensity regimens will be applied to senior clients with different goals. *High intensity, sprinting type training routines are not an option for seniors.*

Thirty minutes of moderate exercise with a trainer is about the right amount of exercise time for seniors. Cardiologists now believe that it is the amount of *calories* expended during activity that determines the effectiveness of training on heart soundness more than any other factor. Approximately five hundred calories burned from exercise daily is the optimum target for heart health and thirty minutes of quick weight training can reach that level nicely. Clients can be encouraged to perform additional stationary bike or treadmill work before or after your training session by themselves for additional weight loss or cardiovascular benefits.

You can schedule twice as many appointments following the thirty-minute guideline than traditional hour-long training sessions. More than thirty minutes will probably mean that the client is talking instead of training. You will have to manage each client and move him or her as quickly as possible, motivating them through the workout (without letting them feel rushed) feeling well trained and happy, if you want to be successful. Remind them of their next appointment with a smile as they go. End every session on a positive note by telling them how well they did. Recap their workout and emphasize the high points or any breakthrough they had.

If a senior client desires to add more muscle, train them with progressively heavier weights over a long period of months after breaking them in for at least two weeks. There is a class of proteins that protect muscle cells from the by-products of exertion, heat damage, formaldehyde, alcohol, and lactic acid. These are called, not surprisingly, *protector proteins*. They require about two weeks to fully develop in a senior. During the break in period, the size and number of muscle, heart, and lung cell mitochondria are also increasing. That is why stamina and endurance increases rapidly after commencing training. It is also why muscular adults are leaner than those with little muscle tone are. Mitochondria convert chemical energy into muscular movement. There is a slight amount of muscular tension at all times in the muscles to maintain the body's 98-degree

temperature.

MUSCLE FIBER TYPES

There are three major muscle fiber types. Fast twitch fibers provide explosive strength and have the greatest capacity for hypertrophy (i.e.: muscle growth). Intermediate twitch fibers allow medium speed contractions, usually in the twelve to twenty repetition ranges with a medium weight. Slow twitch, or endurance fibers, provide contractions during twenty-five rep plus exercises performed in slow, continuous fashion while weight lifting. Slow twitch fibers make long term endurance and aerobic sessions possible. The slow and intermediate muscle cells have less capacity for growth than fast twitch. Each type is laced throughout the muscle, and research has shown the ability of one type to transform into another type because of specific training.

It is necessary to understand muscle fiber types in order to develop a routine for each individual's goals. The three basic muscle fiber types are called *fast* (pennate), *medium* (bi-pennate) *and slow twitch fibers* (fusiform).

Fast twitch fibers are responsible for explosive movements such as sprinting, moving heavy weight, boxing, football etc. They will grow, or *hypertrophy*, to a much higher degree than medium or slow twitch muscle fiber and will respond best to 70% of one rep maximum weight or above. Muscle cells can also split or divide, but they mainly enlarge. Usually heavy, explosive sets in the 1 - 12 repetition range builds mass.

Medium and slow twitch muscle fibers don't have the capacity for great size increases that fast twitch muscle fibers do. Examples of athletes with a lot of slow twitch fibers are marathon runners, tri-athletes or endurance competitors like Tour De France cyclists. They are lean and defined, but not heavily muscled. Women do not usually wish to develop a lot of muscle mass, so it is best to avoid training fast twitch muscle fibers by employing light weights and long duration training. This knowledge provides us with a profile on how to train for different goals.

Physical trainers generally refer to only fast and slow twitch muscle fibers. Muscle fibers can actually change from fast to slow twitch and back again, depending on training modality. That is an important point if you are training a strength or endurance athlete for a specific goal. A football player should always train explosively for short duration. A marathon runner should only train slowly for long periods. A bodybuilder would lift heavy weights for explosive, medium interval training. A fat reducing routine for someone who doesn't want added muscle mass requires extremely light, high repetition, long duration training. **Senior training is most effective using light weight and reps in the 10-50 range. You will never have a senior client train to positive**

failure (until they cannot perform another rep).

WEIGHT LOSS

Weight loss is often a primary goal of senior clients. You can do more for your business by helping one obese senior trim down quickly than almost anything else. People notice dramatic improvements and it's a great conversation starter, which means more referral customers for you. *Exercise will initiate weight loss even without any dietary changes in most seniors.*

SPOT REDUCING

For years scientists and exercise physiologists said that there was no such thing as spot reducing. Arnold Schwarzenegger, in his book, "Encyclopedia of Modern Bodybuilding," said, "Scientists tell us there is no such thing as spot reducing. But there is something that LOOKS like spot reducing". He then went on to detail how it works in real life. Training an area like the abdominals made them more defined. He was right.

It turns out that when you increase blood flow to a muscle group during exercise, the high level of adrenal hormones in the blood stream act forcefully on the fat tissue surrounding the working muscle. This increase allows the proximity fat deposits to be broken down quickly and used as an energy source by the working muscle.

An effective way to take advantage of this information is to train the area or muscle group several times a day for five to ten minutes with a moderate resistance, pumping routine. This will work particularly well for the thighs, hips, and abdominals. A good way to get quick results for clients is start them off by training the body part they wish to reduce, and finish the workout with it, too.

AB TRAINING MYTH

Many infomercials for stomach training equipment talk about training the upper and lower abs. Always remember this: ***ANY SIT UP, CRUNCH, OR LEG RAISE WORKS THE ABDOMINAL MUSCLES FROM TOP TO BOTTOM!*** To prove this, do a little experiment. The next time you do any ab exercise, reach down and touch the stomach muscles to see where they tense up. You may be surprised to find that they are hard as a rock from top to bottom, no matter what exercise you do (that is, if you have any ab muscles).

The only part of the midsection that you can isolate beside the abs is the obliques, or love handles on the sides. Lying side leg raises, side crunches and standing side leg

raises for 3-5 sets of 20 to 40 reps are the best remedy for them.

WEIGHT LOSS TRAINING

The body fat percent considered good for men is 8-12 %, while 12 to 16% is considered good for women. *Clinically* obese values for men are 30% and for women are 35%. *Chronically* obese numbers for men is 25% and for a woman is 30%. Many seniors in the US are chronically obese. ***Diet is more effective when combined with exercise for fat loss.***

Senior weight loss training involves high volume, high repetition or duration exercises, sometimes incorporating as many as 50 repetitions per set with a very light weight or no weight at all. Circuit training with a moderate resistance also works well for some individuals when weight loss is the goal. The primary focus for weight loss should always be diet, although exercise and diet go hand in hand whatever the goal may be. Most seniors in the over weight category will need to start with an ultra light, short, low intensity work load in order to fully gauge their degree of cardiovascular fitness (or lack of it). The first session's duration should be no more than ten minutes of actual exercise.

Overweight seniors may have undiagnosed health problems such as heart disease or other unknown conditions that may be exacerbated by exercise. Always have them sign off on the health questionnaire and waiver form and explain to them that you are going to start off very easy and gradually increase the training volume over the first few weeks. ***Seniors should consult with their doctor before starting any exercise program.***

The following is group of exercise routines designed to meet any senior's needs. A sample high volume exercise program for a woman whose exercise goal is to lose fat from on her lower body is outlined below. It is a high repetition system designed to develop definition by training primarily slow twitch muscle fibers, which have little capacity for growth or hypertrophy, so that your female clients don't have to worry about gaining too much muscle bulk. This training will also increase the number and size of mitochondria in the muscle cells, which are responsible for burning fat and transforming it into energy. You can educate your clients about the role of increased mitochondria in weight loss. High rep exercise should be combined with endurance training on cardiovascular equipment such as the stationary bicycle or treadmill. ***Avoid the Stairmaster and elliptical machines because their intensity level is too high for seniors.***

Thirty minutes to one hour each day will produce great weight loss results and excellent cardiovascular fitness for anyone. Senior clients who wish to lose fat can work up to 50 reps at a comfortable cadence. Start them out at 5-10 reps the first day, then 10-20 the

next and gradually increase until you get in the range of 50 reps with *extremely* light weights (don't fret if they never reach the 50 rep goal - work within their limits). Try having them lift the weights with a one count up and a one count down rhythm, if possible, for optimum weight loss results. They may need to stop and rest for several seconds during the set, which is perfectly acceptable, but try to keep breaks brief - only the time necessary for them to continue on and complete the rep goal.

Emphasize lower body training for women and upper body for men. An upper body weightlifting regimen for women should be one set of a compound bench press movement; a pulldown or row movement; any kind of shoulder exercise with light weight and ultra high reps for the upper body. A large amount of upper body exercises is not recommended for women because upper body muscles are smaller than lower body muscles and will not burn as many calories.

Exercises like standing leg kickbacks, standing side leg raise, top end squats and top end lunges, all with no weight, are particularly effective for seniors. Continually mix up the exercises to alleviate boredom, unless the client would rather do the same workout each time they come in. Have weight loss clients work abs at the beginning and the end of the workout. Only perform one set of each exercise, because after 50 reps, they'll be ready to move on to something else. The entire routine should take no more than thirty minutes.

For those senior clients attempting to add muscle mass, make the weight slightly heavier and reduce the repetitions to twelve per set. ***Weight loss routines are high volume, light weight and low intensity, while muscle building routines are heavier weight, low to medium volume systems that employ a progressively heavier training load.*** Here are some tried and proven routines to meet any needs that your senior trainees may have. You may make copies and hand them out to your senior clients.

SENIOR WEIGHT LOSS/FITNESS ROUTINE

WORK UP TO ONE SET OF 50 REPS ON EACH EXERCISE IF POSSIBLE, AND THEN INCREASE THE WEIGHT. MAKE AN EFFORT TO WORK BACK UP TO 50 REPS AGAIN.

WARM UP ON BIKE OR TREADMILL - 5 MINUTES -LOW BACK STRETCH



1. CRUNCHES
2. REVERSE CRUNCHES
3. SIDE LEG RAISE
4. LOW BACK STRETCHING
5. SQUATS
6. LUNGES
7. LEG KICKBACKS
8. STANDING CALF RAISES
9. ROWING
- 10.DUMBBELL PRESS
- 11.DUMBBELL CURL & PRESS

TRY TO MOVE AS QUICKLY AS COMFORTABLE FROM ONE EXERCISE TO THE NEXT WITH AS LITTLE REST AS NECESSARY. KEEP A CONVERSATIONAL PACE. YOU CAN USE THIS ROUTINE SEVEN DAYS PER WEEK.

SENIOR TONING TRAINING ROUTINE

Here is a routine for a senior man or woman who wants to trim down and focus on the upper body and abdominals. Train on a three-day a week schedule training as a circuit with little rest between exercises as the individual can do it. Select one exercise per muscle group from the following list for each training day. Rotate them from session to session. That keeps the routine exciting, while each exercise builds strength for the next session's exercise.

LOW BACK STRETCH - 2 MINUTES

ABDOMINALS: Crunches or reverse crunches. Do 1 set of 10-20.

QUADS: Leg extension, squats, leg press, hack squats. Choose one and do one easy set of set of 10-12 reps.

HAMSTRINGS: Any kind of leg curl. Do one easy set of set of 10-12 reps.

CALF: Toe press, seated calf raise, standing calf raise, donkey calf raise. Choose one and do one easy set of set of 10-12 reps.

BACK: Pull downs, bar row, cable row, dumbbell row, chin-ups. Again, choose one and do one easy set of set of 10-12 reps.

CHEST: Bench press, incline press, flies, pec dec, machine press. Choose 1 and do one easy set of set of 10-12 reps.

SHOULDERS: Over head press, side dumbbell raise, upright row, shrugs. Choose one and do one easy set of set of 10-12 reps.

TRICEPS: Close grip bench press, dips, pushdowns, triceps press, and dumbbell kickbacks. Choose one and do one easy set of set of 10-12 reps.

BICEPS: Bar curls, dumbbell curls, preacher curls, or machine curls. Choose one and do one easy set of set of 10-12 reps.

MILD HOME EXERCISE ROUTINE FOR SENIORS

All these exercises can be performed with no weight at the client's home. The pace should be easy and as the senior gains strength the reps can be increased to a maximum of 50. Do the first four exercises while sitting in a sturdy chair. **Seniors in wheelchairs can also use this system minus the standing exercises.**

LOW BACK STRETCH - 2 MINUTES

KNEE UPS (one leg at a time) - one set of 10 reps

SHOULDER SHRUGS - one set of 10 reps

LEG EXTENSIONS - (one or two legs at a time) one set of 10 reps

OVERHEAD PRESSES (no weight) - one set of 10 reps

CURLS WITH SOUP CANS - one set of 10 reps

WALL PUSHUPS - one set of 10 reps

STANDING CALF RAISE - one set of 10 reps

STANDING LEG KICKBACKS - one set of 10 reps

ONE ARM ROW WITH SOUP CANS - one set of 10 reps

ONE ARM KICKBACK WITH SOUP CANS - one set of 10 reps

GO FOR A SHORT WALK OR WALK IN PLACE (if possible) for 5-10 minutes

SPECIAL TRAINING PROBLEMS

Occasionally you will have seniors that don't seem to be responding well to the training protocol previously described for achieving their goals. You may have tried everything. A senior may have started on a medication that causes weight gain or water retention. If that is the case try stepping up the cadence of the reps or use a slow continuous tension system. This alteration may be enough to shock the body into responding again. Add a little more cardio to the routine as well. If the client has been using the bike, put him or her on the treadmill and vice-versa. Move the routine around and try everything until you get results. That's why you were hired in the first place. Flexibility is the key to being successful with tough problems.

If a senior wants to add muscle tone, but is not making progress, check protein levels. The lack of results when training seniors is almost always related to diet or medicine rather than training whenever they fail to respond to what you are doing in the gym. Stress how important diet is to each client and make sure they follow through every day with sensible eating when you are not around to monitor them.

ADDITIONAL CHALLENGES

If a senior is confined to a wheelchair or is otherwise limited in his or her capacity to exercise, you will have a special challenge requiring an innovative approach to his or her training. The individual may not be able to grasp a bar or have access to equipment. They usually have limited range of motion on exercise movements.

The best method is to use your hands as resistance on your client's limbs by employing a variety of techniques, including isometrics. Get their permission first before you start pushing and pulling on them. Don't work them too hard the first few sessions. Try to make them the client comfortable with you and the movements. Experiment with high reps, partial range training, low reps, and apply resistance anywhere you can. Mimic nautilus machine pullovers, curls, side dumbbell raises, rowing, bench presses, shoulder presses, hammer curls, flyes, and shoulder shrugs, as if you were the machine. You both may be surprised at how much you can do together.

There is a line of motorized exercise equipment that moves the arms and legs through different exercises automatically. Individuals who use this equipment actually lose weight *although they are not exerting any force.*

This tells us that a non-responsive muscle will improve in muscle tone if it is pumped rhythmically by an outside force. You can move a person's legs manually to mimic leg extensions or leg presses. This low level of stimulation will actually build muscle tone

even though there may be no feeling in the legs.

Manipulation training works especially well if a short range of motion limits a limb. Stretching and gradually increasing range of motion drills will bring about dramatic increases in the client's ability to perform every day movements with relative ease. Six months of strength training can cause strength to triple and movement to skyrocket. Increased muscle mass, fat loss in overweight seniors and weight gain in thin seniors will be the result.

AEROBIC COMPONENT

A steady state aerobic component of training can be accomplished by stepping up the pace at which one-weight trains. Studies have shown that fat burning is increased for up to eight hours after high resistance training with weights. There is no residual fat loss effect with low intensity aerobics, employing a piece of cardio equipment like a treadmill. Calories burned during the activity will still enhance weight loss in the long run.

The goal for senior heart fitness is to keep the heart rate at about 60% of their maximum heart rate for 20 minutes 3 times a week. The formula for figuring out maximum heart rate is 220 minus age. If a client is 50 years old, the maximum heart rate is 170 beats per minute. 60% of 200 is 102, so 102 beats per minute is the proper average training zone.

Seniors should try get a total of thirty minutes or more of additional physical activity every day like gardening or housework. For fitness benefits, adults can do twenty to sixty minutes of continuous aerobic activity three to five days a week at sixty percent maximum heart rate using the major muscle groups.

To determine if the client is in the zone:

Have them do the exercise routine or cardio machine for five minutes.

Stop and take the pulse in the wrist. ***Never use the neck, a piece of fat may become loose and cause a stroke or the client may pass out.***

Count the beats for 10 seconds and multiply the number by 6.

Target heart rate chart:

20 years: 100-150 beats per minute

25 years: 98-146 beats per minute

30 years: 95-142 beats per minute

35 years: 93-138 beats per minute
40 years: 90-135 beats per minute
45 years: 88-131 beats per minute
50 years: 85-127 beats per minute
55 years: 83-123 beats per minute
60 years: 80-120 beats per minute
65 years: 78-116 beats per minute
70 years: 75-113 beats per minute

Never take the pulse by pressing on the neck-always use the wrist. You may dislodge a piece of fat and cause a stroke when using the neck as a pulse point or the client may pass out.

Some senior trainees may not be able to do much more than walk for a few minutes on the treadmill. In that case, just stand next to them and provide some lighthearted chat. You will keep them entertained and provide the best pace for cardiovascular fitness and weight loss. If they can hold a conversation without becoming breathless, then they are training at the right pace.

The elliptical machines and Stairmasters are not recommended for seniors. Elliptical machines have may cause hip joint damage and stair climbers can be hard on the back and knees of this group. ***Recumbent bikes and treadmills at an easy pace are the best tools in your arsenal of senior training techniques.*** If you have access to those, incorporate them into your client's training. The best way to keep clients excited about training is to rotate the treadmill and stationary bike, when available. Many seniors will only be able to use one or the other, or perhaps neither. In that case the weights or a slow walk will have to provide a satisfactory cardiovascular workout.

Running or jogging is anaerobic and hard on the joints and lower back, especially for seniors. Walking at a good pace is much more effective when the goals are weight loss and training longevity for your senior clients.

FIRST DAY TRAINING SENIOR CLIENTS

Once you have had the client fill out the health questionnaire, waiver, personal training assessment form and Ten Commandments of Personal Training handout, it's time to train them. Where do you begin? Some trainer certification programs advocate fitness tests, but the physical activity questionnaire negates the need for a standardized fitness test, if answered honestly. The senior client's fitness test should be his or her actual first low intensity workout as your client. You'll know exactly where you need to go with that individual's training and how much activity they can tolerate if you just pay close attention to their response to the initial training session. Start out with one set of each exercise with an extremely light weight. This initial session should last no more than ten minutes. If the client has been training regularly, then you may continue by asking them to show you what they usually do. Develop your training protocol based on their abilities and preferences.

Initially each senior client should perform only five reps per set of each exercise with an empty bar even if they can do more, unless they are already in good shape. They have the rest of their lives to lift a thousand pounds if they wish to, but let them know that you both need to know their training level today so that you can establish a proper training program for them. If they have already been training regularly, jump right in at their level. They will have to tell you what they are used to and you can keep them motivated while making suggestions.

Observe your client's physiology during the initial session and continually ask for their feedback about how they feel. Ask if they are dizzy, short of breath, etc., especially if they are overweight. You don't want someone to turn pasty, gray or to pass out, which can easily happen to an unconditioned senior. Better to err on the side of caution.

SPOTTING

It is important to be concerned with correctly spotting clients. A ruling in a court case from the Superior Court of New Jersey mandated that spotters are liable for injuries sustained to weightlifters, even if the injury occurs because of equipment lying around on the floor. In this case, a spotter was sued for negligence after a person was injured by a weight *lying next to the bench*.

The defendant (spotter) volunteered to spot the plaintiff during weight training. When the plaintiff (weightlifter) put his dumbbells on the floor, his left index finger was smashed when the weight in his left hand came into contact with a weight on the floor. The plaintiff provided expert testimony to the court citing various standards of care, including those from the National Strength and Conditioning Association, that says: ***It is a spotter's obligation to examine the area around the weightlifter to ensure other objects, including other free weights, are not within the area of activity.***

The defendant filed a motion for a summary judgment saying that he should not be held liable to the injured lifter. The motion was denied. The court ruled in favor of the plaintiff and decided that, "a reasonable jury could conclude, "The defendant voluntarily assumed a duty by 'spotting' for the plaintiff. Incorporated in that duty of care is the obligation to ensure the area around the weight bench was clear of any hazards."

By ruling this way, the court mandated that spotters have an obligation to inspect around the area where weight-training activities occur to determine if there are weights or objects in the area that could cause injury. Even volunteer spotters may have liability under certain circumstances and that a person who assumes a duty to another needs to ensure that duty will be adequately performed. Those who provide spotting activities even as volunteers should become familiar with the obligations imposed upon spotters by written standards of care and guidelines pertaining to the activities. The best way to see how to spot correctly is to observe others training in the gym and to look at exercise photos in books and magazines. Exercise videos are also a good source of spotting pointers.

Usually an experienced client will tell you how they want you to spot them. Your job is to keep senior clients from getting injured by the weight. The general rule for spotting on a specific exercise is that you provide just enough lift to keep the weight moving -- don't let it stall. If it gets stuck keep it going up smoothly. When spotting someone doing squats, you may have to put your arms under their arms and around the front to lightly stabilize them and help lift if they stall. **Never spot squatters from the hips or waist or they may bend at the waist and fall forward with the weight bar rolling dangerously over their neck and head. Seniors will almost never squat with a bar.**

TECHNIQUE and FORM

Exercise technique is as varied as individuals. You have an obligation to teach clients correct exercise form that will not cause injury. Throwing weights around in a sloppy manner will not *build* much muscle, but may *tear* a muscle. The key to progress is to vary the lifting count. A very slow count of up to four seconds up and four seconds down with a medium weight for about ten reps is excellent for gaining muscle tone.

A variety of training speeds will produce better results than the same lifting speed employed all the time, but seniors tend to settle in to a routine and may want to do one system. In that case, simply align with their preferences while letting them know that other systems are available, too. If a weight is obviously too heavy, lighten it. Sometimes clients will try to lift more than they are capable of for their ego's sake. You must advise them that proper form with a lighter weight will yield greater benefits.

Certain exercises may cause injuries and damage to joints over a prolonged period of months and years. Particularly traumatic exercises are upright rows, behind the neck presses and pull downs, full range pullovers, full sit ups, Roman chair sit ups or leg raises, deadlifts and full range stiff legged deadlifts. Avoid these exercises for the sake of senior client longevity. Hyperextensions where the body is extended up past parallel to the floor are also injurious and should never be performed past parallel. Dumbbell flies with excessive weight may wrench the client's arms down too quickly and dislocate the shoulder or tear a muscle. **Always spot clients from their wrists when they do flies, not the elbow.**

PROPER TRAINING INTENSITY - TRAINERS BEWARE

Trainer beware - training your clients is customer service. You have a solemn duty to provide a minimum quality of care for them, which means you must not hurt them with improper training methods. It demonstrates incompetence at best and criminal malfeasance if taken to the extreme illustrated below. There is an exact system for training any senior client who comes to you and very seldom does it involve HIT training.

You have probably seen supposedly certified trainers pushing overweight, elderly clients through a torturous, high intensity (HIT) workout that would cause a well trained NFL linebacker to vomit.

The absurdity and inappropriateness of this kind of training system (for anyone except military boot camp inductees or pro football players) is obvious to everyone in the room except the trainer. Although the client may voice misgivings about the intensity level, they fall on deaf ears. It is the trainer's way or the highway. An illustration of this scenario might play out like this:

A fifty year old woman, who is forty pounds overweight is placed under a squat bar, crouched beneath a too-heavy weight (which is a pure mass building movement that provides no value as a weight loss aid, whatsoever). The trainer may then proceed to the flat bench and force the senior to awkwardly step up onto it while holding a twenty five pound plate in each hand. At this point her face will look like a thermometer ready to pop. You may seriously wonder if you will be called to testify in court after her cardiovascular accident. If she survives the session she will never return to the gym again, if such methods are required for her to reach her weight loss goals. They are not, by the way, as you have learned.

You may be surprised that a club, which may be part of a well known chain, would allow its staff to injure their customers in such a way. That trainer could be charged with battery, and rightly so, because a certain level of care must be met when training clients. The trainer and club would be held civilly and criminally liable if the client were injured by the negligent trainer.

HIT is only for extreme athletes and bodybuilders, not seniors or the weight loss crowd. Weight droppers require light weights and longer duration sets - a high volume, low intensity system, which provides excellent results and injury prevention. When training your senior clients, do not think that working them like they are contestants on "The Biggest Loser" is correct just because it's on TV. That's all for show. **The real life training environment must be carefully controlled by you, the trainer, and exercise**

must be precisely applied to achieve the fitness goals of your clients both safely and effectively.

You could utilize role models as a guide to correct training system selection even if you had not already learned correct training techniques from this certification course. By modeling lean athletes and their methods we can determine that high volume, long duration competitors like marathon runners are lean and not bulky. Extrapolating that idea into a workable regimen to help your clients lose weight, you would therefore have them perform long, light sets of very high repetitions, mimicking those distance runners.

Wrestlers and NFL players are massive and train explosively, choosing heavy weights as tools of choice, similar to the woman mentioned above. Therefore we can determine that heavy weights and brief, high intensity training sessions are the rule for building muscle mass, not weight loss.

This is not the only instance of wrong methods exhibited by trainers that you may have noticed. Take note of another example. A so-called trainer is urging an elderly client to jump with a weight on his shoulders, twist awkwardly with heavy weights held at arms length, heave a too-ponderous weighted ball and jump sideways over benches, in a routine that can only be described as confusing.

This fitness technician is surrounded by millions of dollars worth of state of the art exercise equipment, but has determined that a senior who wants to shape up will receive much greater benefit from his peculiar system, rather than that all of that gleaming, state of the art machinery lying around.

When you have the pleasure of bringing a senior client into the midst of a wonderfully equipped club and then neglect to utilize any of the technology around you, you have done a disservice to that client. When you have decided to train your senior clients as if they were athletes, you have not provided the quality of care level required, either.

One day a client at one of these clubs is going to drop dead from heart failure because an uneducated trainer pushed him or her too hard. **Don't be that trainer!**

GET YOUR FIRST CLIENTS TODAY!

By taking action and writing down the names and numbers of twenty people you know you could have your first clients signed up today. The key is to call each person on your list and inform them that you are a certified Senior Fitness Specialist now and that you are accepting new clients. Ask if they know anyone who might be interested in your service. Some of these people may have even been seeking a trainer, but didn't know how to find one.

CONTACT LIST

1. NAME _____ PHONE _____

2. NAME _____ PHONE _____

3. NAME _____ PHONE _____

4. NAME _____ PHONE _____

5. NAME _____ PHONE _____

6. NAME _____ PHONE _____

7. NAME _____ PHONE _____

8. NAME _____ PHONE _____

9. NAME _____ PHONE _____

10. NAME _____ PHONE _____

11. NAME _____ PHONE _____

12. NAME _____ PHONE _____

13. NAME _____ PHONE _____

14. NAME _____ PHONE _____

15. NAME _____ PHONE _____

16. NAME _____ PHONE _____

17. NAME _____ PHONE _____

18. NAME _____ PHONE _____

19. NAME _____ PHONE _____

20. NAME _____ PHONE _____

CLIENT ENROLLMENT FORM

Your Company Name

Your Company Street

Town, State and Zip

Your Phone Number

Your e-mail address

Personal Training Enrollment Form

Today's Date: ____/____/____ Start Date: ____/____/____ Time _____

Class Location _____

Amount \$ USD Payment Method: Check____ Money Order____ Credit Card____

Credit Card Information (if Payment Method is Credit Card)

Accepted Cards: Visa Mastercard Amex Discover

Number _____ Exp. Date _____

Customer Billing Information (as it appears on credit card)

First Name _____

Last Name _____

City _____

State/Province _____

Zip Code _____

Country _____

Phone _____

E-Mail _____

Student name and full mailing address (if different)

First Name _____

Last Name _____

Address _____

Note: There is a 24 hour cancellation policy. If student cancels 24 hour or more before the class date, the student will not be billed for the missed session. If client cancels less than 24 hours before the class date, the full fee will be charged.

ENROLLED CLIENT CONTACT LIST

CLIENT NAME PAYMENT AMOUNT & DATE ADDRESS, PHONE, E-MAIL

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____
21. _____
22. _____
23. _____
24. _____

Telemarketing Script

After the second or third training session with a new client (while they're still enthused about training), ask if you can use them as a referral. Call all their neighbors and let them know that you train their neighbor down the street (let the prospects know your client's name and house number). All you're trying to do over the phone is get a face to face appointment so that you can close them. Don't try to close them over the phone. See the phone telemarketing script below. This system is a powerful business generator when implemented as written.

This telemarketing phone script for works well when used as a tool for generating face to face appointments. It's also great for informing old clients about your new specials. Keep in mind that a phone call is always an interruption. Smile while you talk, it comes across on the phone. Keep the conversation short and to the point.

Salesperson: "Hi, is Joe there?"

Customer: "This is Joe."

Salesperson: "Joe Shmoe?" You've now used their name twice - people's names are important to them.

Customer: "Yes"

Salesperson: "How are you today?" (Gives you an idea of their availability.)

You: "This is (Name) from (company or business name). "Have you heard of us?"

Customer: "Yes, " or "No."

Make a big, exciting positive statement about your company or special no matter what their answer.

You: "Who we are is (company or Senior Fitness Specialist) and what we do is (positive statement), and what that means to you is (you'll save money - get great results - lose weight for vacation - say anything that motivates them to invite you over)."

Ask permission to ask them a question:

You: Can I ask you a question? They will always say "Yes."

Is (saving money - getting in shape - losing weight) something that would be important to you? They will tell you if it is important or not. If none of your pitches is important to

them ask them, "What is most important to you in a Senior Fitness Specialist or fitness routine?"

They will tell you.

If they say, "convenience," reinforce how convenient your scheduling system is. If they say, "flexibility," key in on how you can accommodate any schedule. If they say "privacy," tell them how private your facility is.

Once they have told you what is most important to them let them know that their choice is a major benefit of your service.

Give them appointment options by saying, "Is Wednesday at three or Saturday at noon better for me to stop by? Then listen for their response. They will give you an alternate time or hang up. If you can get them to commit to an appointment, you have won the battle. The hardest part of getting clients is having them actually meet you.

The action you are trying to get the person to take is to set up an appointment to hear you outline all the benefits of your service. You must then employ the sales techniques below to close the client.

Sales Script

You must constantly *test close* during your meeting with a client. A test close is an opinion-asking question that provides options like, "In your opinion, would a three month or yearly training membership work better for you if you were going to join today?" A *closing* question is a decision making question like, "Are you joining for six or twelve months?" Or, "Are you paying by credit card or cash?" They may be ready to sign up. Sign them up and work out the details later.

You must frequently use the key words "**or**" or "**because**," because those words induce a sales mentality in the customer. Studies have shown that these words can induce a low-level trance in the American consumer, making him or her more receptive to your sales presentation.

A sales person needs to develop a pattern of answers that almost force the individual into purchasing a membership. Getting the customer to commit to a series of minor actions will make them feel compelled to sign up at the end. Avoid yes or no closing questions.

When you meet the potential client say hello in a friendly voice and use a test closing question: "Hi, I'm (name), thanks for inviting me over." "Are you ready to enroll in our three-month or yearly training package special today?"

If the customer says yes, have them fill out the paper work and decide on the type of training plan. Set the schedule after they sign up. Many are ready to join without any sales pitch.

If the customer says, "I just want some information." Start your sales script. Always use the *exact* script language.

Get them talking by asking, "How did you hear about our salon (unless they were a prospect you telemarketed)?"

Ask them the question: What's most important to you in a personal training salon? Listen for their response.

If they say, "convenience," reinforce how convenient your scheduling system is. If they say, flexibility," key in on how you can accommodate any schedule. If they say "privacy," tell them how private your facility is.

You answer: Then you've come to the right place. The benefits to you are (always be selling the great benefits, never logical reasons for training) that we have the (most private – most convenient – most flexible scheduling – whatever they say, state it back to them as a positive benefit).

If they have come to your salon, show them around and have them actually try each piece of equipment. Hand them a bottle of water as you start the tour. It will induce the reciprocation process. Since you have given them something of value, they will feel compelled to reciprocate by purchasing a personal training package. Walk them to the showcase equipment while pointing out the benefits of your service over other available options.

Escort them to a quiet area or office dedicated to closing sales. All paperwork should be on a clipboard ready for signing.

The salon floor should be uncluttered, bright and exciting with popular, not annoying or blaring music.

Overcoming Objections

There are many methods for overcoming objections. Use the following list in this order until all their objections are overcome.

The first method is to ignore the objection. If they say "That price is too high", ignore it and continue the presentation.

You can dismiss it quickly by saying, "Why don't we go over your special discount in a minute."

You can also reflect their objection back to them by restating their objection as a question, "Too high?" That will prompt them to give you more information about their objection. Finish by asking, "Is there any other reason not mentioned here why you wouldn't get started today?" When they tell you their objection, use the system for overcoming objections in this order for each of the new objections. If the client says, "Well, I'll have to check with my wife/husband," ask them, "What would they say if they were here now?" Then get on with the paperwork.

The third option is to overcome the objection by saying something like, "The price is 25% or more less than average training rates in this city."

A final resort if you are losing the sale (which only works if you have developed good rapport) is to say, "I'll have to check the health questionnaire and see you can qualify." It puts them on the defensive and makes them let you know that they are qualified.

When filling out the paperwork and contracts, always ask the questions and fill in the answers yourself. When it comes time to sign contracts, never use the word "sign," instruct new clients to "just write your name by the X's."

When everything is completed, congratulate them for making a wise choice and talk about how they have taken the first step toward meeting their future fitness goals. Projecting the enjoyment they will get from having a Senior Fitness Specialist into the future will help overcome any buyer's remorse.

SUMMARY

A rule to remember as you establish yourself and build a steady client base is *always put the welfare and feelings of the senior customer ahead of your feeling that clients need to train hard during their workout so you don't injure them*. **Senior routines are light weight, low volume, low intensity, and toning routines are low volume with light weights.** You now have routines for senior clients that will produce results for them, and they are flexible enough to meet special needs that seniors may have.

You are going to be able to make positive, life changing improvements in your senior clients' lives. There is nothing so rewarding as seeing someone lose eighty pounds or regain their mobility because of the help you have provided. Just use common sense. Don't put yourself into a compromising situation by promising more than you can deliver. Make the client realize that he or she is the person responsible for the results, and you are only there to coach and help them. If you work together as a team, the benefits of training will accrue.

You now have tools you need for filling senior client needs. You are helping clients overcome an area in their life that they are dissatisfied with - physical appearance, body weight, lack of energy or a negative health condition. As a Senior Fitness Specialist you are selling the benefits of hiring you as a trainer. By giving potential customers a reason to believe that you can and will help get them the results they want they will hire you. The reason to believe is the proof that you present, i.e.: before and after pictures of your success stories. You have an outline for pricing and negotiating rates with clubs and know what to charge for your service. You know what to do about scheduling and missed appointments. You will be able to troubleshoot your client's problems by aligning with them even though your natural reaction may be frustration. Try to understand their viewpoint. Handling complaints effectively requires making best friends with your client. Other techniques presented are changing client's focus and reinforcing the positive benefits of training with you.

I can't wait to hear from you about how your new business is doing!

God bless.

Gregory Ladd, President

American Muscle & Fitness

AMFPT FINAL EXAM

You can mail your answers, name and mailing address to American Muscle & Fitness, 1436 State Road, Webster, NY 14580 when you finish the exam and it will be corrected quickly. You'll be notified by email how you did. **Please do not copy sections from the manual and submit them as your exam essay answers** because it is automatic failure. In addition to having thorough and correct length essay answers, you must get all multiple choice answers correct to receive an "A." Each wrong multiple choice answer drops your score one full letter grade. Four answers wrong equals automatic failure. The essay answers are there to provide you with three practical scripts that can help you in your training business. They are not tricky or created with the goal of failing anyone.

Your essays must be in your own words. Short quotes are usually used only to back up statements or conclusions that you make in your essay. You may quote from *any* source as long as you use footnotes, or clearly cite the source, and as long as your essays are not made up entirely of quotes, graphs and routines taken from other sources. You can make reference to the different handouts that your clients would receive from the manuals by name. **Each essay answer must be at least 300 words** in length. An "A" or higher score will be noted on your letter of recommendation.

Good luck!

Gregory Ladd, President

NAME:

ADDRESS:

CITY:

STATE:

ZIP:

Place an "x" next to the correct multiple choice answer.

1. What must seniors sign before starting training?

1. Fill out a health questionnaire and waiver
2. Fill out a personal training questionnaire
3. Sign the Ten Commandments of Personal Training
4. All of the above

2. Seniors should consult with their _____ before starting any exercise program.

1. spouse
2. children
3. doctor
4. lawyer

3. The V-shaped muscles of the back are:

1. Pectorals major and minor
2. Quadriceps
3. Latissimus Dorsi
4. Biceps

4. The chest muscles are the:

1. Triceps
2. Teres major and minor
3. Rhomboids
4. Pectorals major and minor

5. The biceps:

1. Curl the forearm up
2. Pull the arm down to the side
3. Raise the arm
4. Draw the rib cage to the hips

6. To stand on tiptoe the muscles used are the _____.

1. quadriceps
2. hamstring
3. gastrocnemius
4. glutes

7. Muscles always _____ to cause motion.

1. Push on levers
2. Pull on levers
3. Bend
4. Straighten

8. What are the three basic muscle fiber types?

1. Fast, medium, slow
2. Super, supercilious, noncilious

3. Cornea, patella fumorate

4. Sharp, medium, dull

9. A senior exercise routine should be _____.

1. high intensity/high volume

2. high volume/long endurance

3. low volume/ low intensity

4. None of the above

10. If a weight your client is using is obviously too heavy, _____.

1. quit the workout

2. lighten it

3. increase it

4. cheat

11. The stationary bike and treadmill are better choices than the stair climber and elliptical trainer are because they are _____.

1. High intensity

2. Low intensity

3. Automatic

4. Manual

12. Seniors want to be _____ during a training session.

1. abused

2. badmouthed

3. listened to

4. cursed at

13. A trainer should find out the senior's _____ history before training him or her.

1. health

2. driving

3. address

4. work

14. Slow twitch muscles are trained with _____ weight.

1. light

2. heavy

3. Both of the above

4. None of the above

15. Volume, when applied to training, means_____.

1. amount

2. size

3. sound

4. loudness

16. For losing fat which is the best method?

1. Diet

2. Diet and exercise

3. Exercise

4. Cardio

17. The best response to training comes from_____.

1. Using the same exercises all the time

2. Using different exercises every workout

3. Using only machines

4. Using only free weights

18. When taking someone's pulse you should never use the_____.

1. wrist

2. neck

3. chest

4. stethoscope

19. A _____ is an exercise movement where you lift a weight from the start, or bottom of a movement, to the top, and back down again.

1. set

2. super set

3. circuit

4. repetition

20. As a Senior Fitness Specialist, your customer's quality of _____ is of paramount importance.

1. care

2. outfit

3. gym

4. home

ESSAY QUESTIONS

For each question write at least a 300 word essay based on the manual reading material outlining the routines, sets, exercises and schedule you would recommend for the client. Assume each client is in good health. Check your grammar and spelling. Exam answers may be e-mailed to exams@amfpt.com. **Your essays must be in your own words. Please do not copy sections from the manual and submit them as your exam essay answers.**

1. What is the process that you would follow when enrolling a senior as a client? Include any marketing, prospecting or advertising that you would use to find the client. Describe what you would say when you met them initially and what forms (if any) that you would have them fill out and why.

2. What is the best way to train a senior initially? Outline how would you train an average senior client over a period of six months. Assume that the client had no experience with structured exercise and was slightly overweight, but healthy and wanted to gain endurance, strength & muscle tone. Be sure to include exercises, equipment (if any), routines, sets, reps, days per week and rest periods.

3. If a senior is confined to a wheelchair and has limited range of motion, what would be the best way to train? Describe a routine that you would implement. Be sure to include exercises, equipment (if any) sets, reps, days per week and rest periods.

E-mail your exam to amfpt@aol.com. You can also mail your exam to:

American Muscle & Fitness

1436 State Road

Webster, NY 14580