

**AMERICAN MUSCLE & FITNESS**

**MASTER**

**TRAINER CERTIFICATION PROGRAM**

**MASTER FITNESS TRAINER'S MANUAL**

By Gregory Ladd, President

1988 AAU MR. INTERNATIONAL 1987 AAU MR. NORTH AMERICA

Copyright © 2004-2008

# AMERICAN MUSCLE & FITNESS

## MASTER TRAINER CERTIFICATION PROGRAM

### MASTER TRAINER'S MANUAL

#### Legal Disclaimer

The Author accepts no liability for actions influenced or taken by anyone that reads this manual or receives a certificate of satisfactory completion of the *American Muscle & Fitness Master Trainer's Certification Program (AMFPT)*. This manual is meant to inform, entertain and educate the reader. The reader should independently verify any errors or omissions. The reader accepts sole liability and responsibility for any use or misuse of the information contained herein. By purchasing this course you agree to these terms. Information not to be used for diagnosing illnesses or injuries, prescribing medicine or medical treatment of any kind. **This text may not be reproduced except where noted within, or by written permission of the Author.**

## CONTENTS

Introduction	3
Client Needs	4
Client System Flow Sheet	5
Marketing	6
Pricing	6
Scheduling	8
Troubleshooting Problems	9
Advanced Training Principles	12
Home Training	13
Manual Resistance Training	14
Achieving Your Client's Goals	15
Training Severely Overweight Clients	16
Muscle Building	16
Sports Training	16
Warm-Ups, Plyometrics	18
Runners	19
Casual Trainers	20
Medical Problems (Bad Backs)	21
Shoulder Injuries	23
Knee Rehab	24
Elbow Problems/Osteoporosis	25
Diabetic Training	26
Training for Seniors Pregnancy, Youngsters	27
Diet Innovations	28
Contest Training	30
Posing	32
Opening A Training Salon	34
Business Ideas	38
Corporate Training	39
Summary	45
Exam	47

## INTRODUCTION

Welcome to the American Muscle and Fitness Master Trainer Certification Program. Master trainers make excellent money doing something they love every day. This course is designed to take your training expertise to the next level and give you ideas for expanding your services to clients. The material presented in this manual will be more technical than the PT manual because the advanced concepts will assist you in helping and retaining clients, and enhance your earning power. This manual includes topics that trainers often request advice about such as training diabetics or strengthening injured areas.

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 and well-known training, eating and supplementation principles. You may also be working with more advanced athletes that will require specialized training like Plyometrics for maximum sports excellence.

As a Master Trainer your customer's quality of care is of paramount importance. By now you should have enough experience to determine what works well for various types of clients you encounter. You have probably trained high schoolers, seniors, thirty-somethings, weight droppers, weight gainers, keep fitters, and athletes. That experience can translate into a higher income bracket for you. The pay scale for a Master Trainer is as much as \$1500 per hour (it's true -- if you can retain a celebrity client)! Many health clubs provide a higher wage for Master Trainers.

By this time chances are good that you can pull an exercise, diet or routine out of thin air on a moment's notice. Because of the rapport building and sales techniques you will learn, your client retention rate will improve. Various principles presented here will coach you on the right answers to apply to any training situation or individual. You need to understand the underlying feelings that motivate clients and how you can use them as leverage to help keep them motivated.

## **FILLING CLIENT NEEDS**

The reason that clients will hire a trainer is that they have a problem they believe you can solve for them. The average client may be generally dissatisfied with some aspect of their life - physical appearance, body weight, image, lack of energy or a combination of negative self-perceptions. You will be able to provide a solution to the physical problem and a healthy body may also help to eliminate underlying unhappiness. New clients are excited about developing a win-win relationship with a professional, outgoing and positive trainer. Filling client needs will be covered thoroughly in this manual.

A prospective 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 to the benefits that only you can provide. You must reinforce those benefits each time you meet so that they don't lose focus. Make training 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.

Below is a flowsheet tool to help determine exactly what your client's needs are so that you can dial in your client's 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 month have the client fill out the four-week follow up form in the PT Manual. By then you should have seen a great improvement in their weight and measurements. If progress has not been rapid check their dietary habits and recommend other options that will provide better results without being pushy. Your goal is to keep the as a long-term customer so do not scold them at the four-week assessment if the results are negative. Instead, point out the positive benefits of training yet to come. Presenting the benefits of training to clients will be discussed in a later chapter.

**CLIENT SYSTEM FLOW SHEET**

Client Name: \_\_\_\_\_ Date: \_\_\_\_\_ Trainer: \_\_\_\_\_

Start Weight \_\_\_\_\_ Fat Analysis \_\_\_\_\_

**Measurements:**

Arm \_\_\_\_\_ Waist \_\_\_\_\_ Chest \_\_\_\_\_ Hips \_\_\_\_\_ Thighs \_\_\_\_\_

Calves \_\_\_\_\_

Client's Stated Goals \_\_\_\_\_

**IF YOUR CLIENT'S GOALS ARE:**

**More Muscle use A, E, H, J**

**Toning use C, D, G, L**

**Sports (strength) use A, D, G, J or (endurance) use B, D, F, K**

**Weight Loss use B, D, F**

A= Explosive Training 5-10 reps

B= Rhythmic Training 20-100 reps

C= 12-20 Reps

D= 30-60 seconds rest between sets

E= 2-3 minutes rest between sets

F= 1 set per muscle group

G= 3 sets per muscle

H= 5 sets per muscle

I= 1-3 sets per muscle

J= Heavy Weights

K= Light Weights

L= Medium Weights

**Four Week Follow Up**

**Client Response to**

**Training:** \_\_\_\_\_

**Measurements:**

Weight \_\_\_\_\_ Fat Analysis \_\_\_\_\_

Arm \_\_\_\_\_ Waist \_\_\_\_\_ Chest \_\_\_\_\_ Hips \_\_\_\_\_

Thighs \_\_\_\_\_ Calves \_\_\_\_\_

## **MARKETING**

### **Selling Definite Benefits**

The benefits of hiring you as a trainer should be printed on your promotional material and business cards. Provide potential customers a reason to believe that you can and will help get them the results they want. The reason to believe is the proof that you present, i.e.: before and after pictures of your clients, testimonial and referral letters using full names and cities and any other articles or third party information you can furnish.

Here are some potential benefits you can promote to clients:

- Enhanced Appearance
- Improved Health
- Higher Self Image
- Good Self Esteem
- Added Strength
- More Sound Sleep
- Weight Loss
- Weight Gain
- Increased Vitality

Memorize this list and add your own ideas to it. Make sure to subtly remind the client of the reason they come to you by saying, “Are you ready to (build muscle/lose weight/tone up/whatever they told you they want) today?” as soon as you meet them for the workout. By doing that you will continually reinforce their reasons for training with you.

High client turnover can be reduced for personal trainers by using rapport building techniques. Listen to your client and act interested. Greet each one with a smile while calling them by name, a positive attitude and words of encouragement, and leave them with the same. Client longevity depends on the enthusiasm you can help them generate for training and your level of rapport. Many clients will stay with you for years mainly because they like you. Become their best friend!

## **Pricing and Negotiating Rates with Clubs**

One of the greatest concerns for fitness trainers is what to charge for your service. The simple answer is, “whatever the market will bear.” Never be afraid to ask for what you’re worth when negotiating prices with clients at the initial interview. Use the salesman’s principle of contrast by saying, “Brittany Spears is paying her personal trainer \$7500 a week!” Jokingly quote that statistic to your prospective client and assure them that they won’t be investing *that* much into themselves. Your hundred dollars per session will seem a bargain by comparison. The absolute minimum an experienced personal trainer should charge is \$25 per 30-minute session, with the rule of thumb being at least one dollar per minute.

There are several rate structures to consider when arranging training privileges as an independent trainer with a salon or health club. It is common for local health clubs to offer trainers lower rates for clients that they bring into the club. Clubs sometimes charge a flat rental fee to independent trainers of about \$200 monthly to allow them to train their clients in the facility. The manager may also allow you to bring clients in and charge you \$5-\$10 for each client session.

If you already have a good relationship with a gym, ask them if you can bring your clients in. They may not charge you anything and offer a discount on client memberships because you are bringing new customers in. Some clubs charge trainers 50% of their hourly fee, depending on the exclusivity of the salon. Clients can pay for a gym membership on top of training fees, or you can include the membership in your rate schedule. Everything is negotiable with gym owners. The bottom line is how much income you can generate for the club.

Rates that health clubs pay to trainers and employees are fairly consistent throughout the industry. If you are hiring trainers and paying them an hourly wage, the range is from \$8 to \$15 per hour (depending on how much you charge clients per session), with \$10 hourly about the industry average. You will probably attract only entry level trainers or younger instructors to work for the lower pay. The best trainers are going to be independent contract trainers like you, earning between \$50 and \$100 per session with a staff of one or more assistants, depending on location.

Some clubs do their own trainer staffing and may not allow outside trainers to work as contractors. There are enough gyms in your town that you don't need to bring clients to a particular location if you aren't allowed there. Clients will go wherever you are for a workout. You have to train clients in their own home so that your client base is diversified if a gym location closes - a common occurrence. Eventually, you may need to open a small training salon in a downtown office with good frontal window exposure to really tap into the under-served professional market in your city. The executive set can afford \$100 - \$200 for a fifteen-minute, no sweat workout in their suit and tie, three times a week. You can go to their office or have them come to your location during a break.

You must be able to process credit cards and charge quarterly installments of at least \$2500 per client. Ten clients at that rate add up to \$25,000 quarterly or \$100,000 annually! That equates to five training appointments each day six days a week.

### **Scheduling**

Scheduling client appointments is easy as long as you invest a few dollars in a day planner and bring it with you to each appointment. Nothing makes a trainer look unprofessional like being late or missing appointments, and there will always be another trainer ready to take that client and promise them better service, especially at a busy facility. You may want to have cards printed with appointment reminders on the back that you can fill out like the doctor's office does.

Require all your clients to commit to at least a three-day-per-week schedule. That system allows for training appointments six days weekly. If a client reduces the amount of sessions he or she schedules with you or tells you they wish to do more training on their own, it indicates that they are losing interest. They probably won't be seriously offended if you politely bump or drop them. Offer them an alternate, unused time slot if they wish to train less than your minimum three sessions weekly.

You must not hold open the busy time spots for clients that only want one or two weekly appointments. Point out that the 5am to 9 am and 5pm to 8pm prime times are reserved for clients who can commit to three sessions per week. Offer the time spot to them if they would like to pay in advance for all three sessions, but still only come to one. You need to get them to

understand in a nice, but firm way that personal training is your living and you have to offer those popular time slots to clients that want all three days. If you are not busy offer them the time slot of their choice with the caveat that you may need to rearrange their schedule if someone enrolls who needs to train at that time every day.

### **Late Clients or Missed Appointments**

Everyone is going to have to miss an appointment now and then because of illness or emergency, even you. If you have a client that is chronically late or misses training without notifying you, you have a bigger problem. You should start shopping for someone new to fill his or her time slot. This client is not committed to training and only mildly interested in any long-term results. Nothing you say or do will create a lasting training relationship with this client. In the short run you may be able to keep their prepayment if they stop showing up, but experience has proven to you by now that clients don't stick around with a pattern of frequent absences.

A high attrition rate among clients and gym members in general is a good reason to insist on advance, long term payment whenever possible, but don't limit yourself to only one payment option. You may have clients that can only pay weekly and you don't want to lose them. Require everyone to pre-pay for at least the upcoming week in advance.

### **TROUBLESHOOTING YOUR CLIENT'S PROBLEMS**

Clients come to you with all kinds of expectations and problems. It may be that they don't feel that the weight is coming off fast enough, or their biceps aren't growing as fast as they want. Don't lose confidence in your ability to help them achieve their goals. Clients will always improve over time, some more quickly than others will. Always align with them even though your natural reaction may be frustration. Try to understand their viewpoint. They are not questioning your ability; weight loss advertising for instant results has preprogrammed them. That can cause some frustration when a person is paying you good money and not noticing the five-pound per day weight losses they expected. Let the customer know that the realistic average weight loss rate is two or three pounds per week.

Here are some perplexing situations that may arise in your business and helpful options for dealing with them. Be confident and take control of the client's mood by using the following positive responses.

## **Handling Complaints**

One of the biggest client complaints you will hear is that a client is not losing weight as quickly as he or she would like to. There are several ways to handle this kind of complaint.

Change their focus. As soon as they mention it, quickly point out the positive effects of exercise and the progress that they *have* made. If you have done bodyfat testing and taken before and after photos, refer back to them.

Redirect the issue back to them by asking a question, "Not losing weight fast enough?" This will put the onus on them to explain their expectations to you so that you can clarify that weight loss may take time. Counsel them on taking a long-term approach to their goals. Ask the question, "How long did it take to put on the weight?" Then tell them that it will only take a fraction of the time to lose it, but it will still take additional time and effort. Break the problems down into a mathematical formula: If you lose 2 pounds per week, then it takes five weeks to lose ten pounds. Point out that they are also gaining lost muscle tissue, which comes back more quickly than the fat comes off. The muscle weight gain eventually plateaus and they will once again see the numbers on the scale drop.

Dismiss the problem by saying, "I understand your concern." "Don't worry, the weight will come off with consistent training." "Your continued dedication to dieting and training will be the greatest factors in your success." This helps to relax the client and focus them on achieving their ultimate goal.

Another potential problem is injury risk for a client (usually a young guy) who wants to lift too much weight in sloppy style. If you get a weight crazy trainee chances are good that he'll yank his way to a serious injury if you don't control him. You don't want to dampen his enthusiasm, because he

can become one of your most loyal clients when he makes the progress that he is capable of.

Cheating is permissible occasionally when training for muscle mass or sports. You will have to coax this individual into employing proper, strict form and technique on all but his heaviest final lifts. By giving this client slack on the final heavy set, he will understand the importance of correct form on the sets leading up to it, which will add muscle strength and mass without additional injury risk. Another alternative would be to allow a cheat style workout once in a while, applying perfect form the rest of the time.

### **Stubborn Clients**

If you get a client who's set in his or her ways, you will have your hands full. There are always clients who think they know everything already. You are the coach, and persuade them that your advice will allow them to make the improvements they hired you for in the first place. Always ask for referrals early in your training relationship because clients may drop out after the novelty of having a trainer wears off and the reality of expense, time and effort sets in.

A major concern is the lack of cooperation from certain clients regarding their eating practices. You may suggest some modifications that would make all the difference in their results, but they are unheeded. If a client won't change his or her diet by cutting out junk or by adding more protein let them know that the results won't be as rapid. They really don't need to add much more protein unless they wish to build muscle or are a bodybuilder, because most Americans eat enough anyway, but they may need to alter their diet dramatically if they need to lose thirty pounds. The hardest part about the training business is trying to convince clients that they must change their eating habits.

You always want to align with the customer and come up with options that they can live with. You are their best friend and have their interests at heart. If a client's goal is simply to lose weight and trim down, there are plenty of lower calorie foods available to suggest that he or she will enjoy. After going over diet options and foods with them and receiving a negative response, back off diet suggestions so that they don't create friction in your training relationship. Instead, try to step-up their cardio and training to help achieve weight loss goals. You will know that you did your job and advised

them about proper diet, but not to the point of alienating them. If they decide to dismiss your suggestions, they may not make the progress they could, but you can only change someone's behavior when they are with you. And the client will still lose weight, albeit at a slower pace.

## ADVANCED TRAINING PRINCIPLES

The exercises and execution have not changed much since Eugene Sandow was training in the early 1900's. Barbells and dumbbells are still used today with great effect. This is called "modeling behavior." It simply means that what has worked well for someone in the past can be applied to your clients now with similar results.

Exercise equipment has changed, though, and there is a greater understanding of the underlying physiological principles that cause muscles to adapt to exercise stress. The actual workout is the stimulus for physical improvement. You are trying to elicit a *stimulus response* to training in the client -- the response will be greater endurance, muscle mass, weight loss and increased strength. You create the environment for change by applying exercise and dietary alterations.

**The key formula to bear in mind for resistance training is: muscle tension (weight or flexion) multiplied by duration.** Range of motion, type of equipment and movements are all secondary considerations (except where an athlete is performing a lift for competition). Bearing this formula in mind, you can incorporate peak contraction, short range training, isometrics, plyometrics and slow negative training to achieve greater results in any client, and particularly in strength athletes like wrestlers and football players. Exercise equipment can be weights, machines, walls, hands, rubber bands, springs, hydraulic machines or any other mode of resistance.

Everyday examples of opposing training styles producing opposite effects are the physiques of sprinters and joggers. Sprinters practice brief, high intensity training and are very heavily muscled. Football players, wrestlers and weight lifters all train explosively and demonstrate the muscling effect of training with great resistance. Runners and marathoners are very lean

individuals and their workouts are low to medium intensity, but long duration.

Illustrations of *applied peak contraction* training building muscle mass are ballet dancers. They tend to sport massively muscular calf muscles on otherwise thin, lightly muscled physiques. They constantly perform peak contractions for calves. By modeling these dancers and applying peak contraction training to any other body part, great muscular gains can be achieved in anyone.

To apply this advanced method of training to your clients, first determine their overarching goals and write them down. Do their goals fit into category one, two, three or do they require a hybrid of these systems? You must keep a logbook to place their goals in a structured setting so that it becomes obvious that they are making progress.

## HOME TRAINING

Trainers can't overlook the importance of tapping into the "train at home" market. Affluent home clients look for a reliable, knowledgeable trainer who does not work them so hard that they can't move the next day. Cost is usually a secondary consideration. The best training system to use with at-home clients is a light, high rep volume routine of circuit calisthenics and *Manual Resistance Training* (see below). Your goal is to put your client's heart rate into the target-training zone, while simultaneously providing the weight loss or toning results they desire. By training at a "little or no rest between sets" pace, they will get cardiovascular; muscle building and fat loss benefits and you will be able to reduce the training session to thirty minutes or less. Clients don't necessarily want to train for a long time if they can get the same results from a shorter workout.

You won't need to bring any exercise equipment to private homes. Calisthenics are your best tool and you'll discover that almost everyone has a couple of hand held weights lying around the house. Rubber bands are a portable alternative to bulky weights and machines that you can keep in your car.

If they don't own weights but would like to develop a home gym, offer to pick a set up for them up for them. It will help develop rapport. The customer will pay for the weights, of course, and you can bill them for your

time if they would like you to run the errand. You may end up setting up an entire home gym for them. You will be able to get a percentage of the price from the equipment supplier and charge a fee for assembling the gym for you clients. Always ask the Equipment Company for referrals.

You may be hired as a consultant to set up a gym and accompany the client to the equipment store. The salesperson does the work and actual selling. You get paid your fee and all you did was bring buyer and seller together.

### **Manual Resistance Training**

A popular and effective system that you can add to your training arsenal is Manual Resistance Training. Manual Resistance Training is a calisthenics routine where a trainer pushes and pulls on the client's limbs by hand instead of using weights. The chance for injury is lower and clients with little or no exercise equipment get good results without the extra investment in weights and machines. Manual resistance training is great when you don't have access to a gym, but should be rotated with equipment if you do have access to weights for best results. The way to perform this technique is to use a light bar or broomstick and apply pressure with your hands, a broom or towel mimicking the action of bench presses, curls, shoulder presses, triceps pushdowns, rowing, leg extensions and leg curls. You can also use a towel and do pulls for the back, arms and shoulders.

### **REASONS TO EXERCISE**

Many clients will come to you for strictly cosmetic reasons and some will have medical problems like obesity or heart problems that can be ameliorated through regular exercise. They don't care about looks.

Here are the main categories and subdivisions that require diverse approaches to training. Each will be detailed in the following text.

#### 1. Cosmetic Changes

A. Weight Loss

B. Muscle Building

#### 2. Athletes

A. Bodybuilders

B. Runners

C. Sports

3. Casual Toning Clients

4. Medical and Health Problems

A. Seniors

B. Pregnancy

C. Youngsters

## **ACHIEVING YOUR CLIENT'S GOALS**

### **Weight Loss**

As you learned in the PT manual, keeping the client continuously exercising with lighter resistance and higher repetitions will increase the size and number of mitochondria in the muscles, heart and lung tissue. Muscle mass will not be greatly enhanced by this kind of effort because the slow twitch muscle tissue does not grow like fast twitch muscle cells do. Weights still work better than straight cardio because of the residual fat burning effect associated with resistance training that causes the body to burn calories at a higher rate for several hours after the workout.

By simply flexing or tensing a muscle for ten minutes daily, an individual can get the same or better weight loss results than with conventional exercise. The reason is that the time that the muscle is under tension will be greater than the total time it would be contracted by exercise. The degree of effort and duration (short, hard flexing = fast twitch, easier, longer flex = slow twitch) will determine the type of muscle fiber trained. The effect can be achieved with or without weights, but it will be easier to convince clients to use conventional equipment than to have them flex their muscles for 30 minutes (unless your client is a competitive bodybuilder getting ready for a show).

Studies have also shown that weight loss can be achieved by increasing non-exercise activity around the house. Cleaning, gardening, shopping or yard work can all be added to the client's activity "homework" to help them get the results they seek. An increase in normal movement of any kind will also increase calorie burning and help facilitate weight loss.

Advanced diet techniques: Remember the insulin engine has to be shut down for weight loss, which means no sugar consumption. An obese individual may also reduce weight by cutting out meat, fat or carbohydrates. Let them have leeway as to what they wish to cull from their menu. Sugar is great for bodybuilders to ingest *during* an intense training session because insulin is an anabolic hormone and blood flow is altered away from the organs and to the muscles during training.

### **Training Severely Overweight Clients**

The weight loss diet and exercise routine in the PT Manual is ideal for a severely overweight individual who cannot do cardio because of bad feet and ankles. If they work up to 100 reps per movement, starting with as few as five reps per exercise, they should see dramatic results. In one case study a female client trained with this method lost 80 pounds in six months! Her regimen was three to four days per week for 30 minutes, doing 100 reps per set on each of ten exercises. A really obese individual may lose 5-10 pounds weekly for the first several months on this routine.

### **Muscle Building**

Building muscle mass is popular for many reasons today. Your clients who want to body build will come from all backgrounds and age groups. Adding lean muscle is actually one of the easiest services that you can provide for your client, because it is well documented that muscles grow in response to progressive resistance training and increased protein intake.

One of the best marketing options for you to retain a client long term is to get them ready for a bodybuilding show or twelve-week body transformation challenge contest. In fact, you could actually sponsor a challenge at your salon or gym as a way to boost business! The mass training routine, diet and supplement outlines in the PT Manual are still the best methods for muscling up your clients quickly. Clients who commit to a contest deadline will usually be more aggressive and committed in their training schedule than casual toning customers will. Individuals who are trying to enhance their performance in another sport will also tend to be disciplined with their workout schedule. Many basic muscle building exercises can be applied to athletes' programs with great success. Exercises like the squat, bench press, rowing, shoulder press and curls will be staples in any one's exercise routine.

## **ATHLETES: SPORTS TRAINING**

The best training system for any competitive athlete is to choose exercise movements that are similar to the action of the sport or event. In volleyball, or basketball, for example, the movements are mostly explosive jumping, lunging, reaching, twisting and passing.

Weight exercises that mimic those movements are:

Squats, leg presses, lunges, calf raises, overhead presses, bench presses, twisting crunches and alternating knee ups.

Have your client use a medium weight for about 12 reps. The positive part of the exercise should be explosive but controlled, and the lowering of the weight should also be controlled.

A routine of three to five circuits, using the above exercise list and variations of them, will work well for your client's goals. Have the client train three days per week. This routine will build strength and endurance for any athlete-client.

Golf has been played for almost a century. You will encounter clients who wish to improve their game with weight training. To add strength and flexibility to their golf game, try this routine.

Have the client hold a dumbbell, not too heavy, and do a golf swing with the weight. 3 sets of 10-20 reps will add flexibility and power to their game. They should also do hyperextensions and a lot of low back stretching lying on the floor. All the twisting is hard on the spine and disks. Add in some ab training to give them more control as they pull the club across the body. Stiff arm pulldowns with a light weight for 10 reps while standing in front of a pulldown station will also help.

Golfers need good lower back strength and flexibility. A great exercise for the trunk and lower back is to have clients sit under the pulldown bar with a medium weight, and with arms straight overhead, grip so that the plates are not touching. Have them grasp the handles and twist the arms from side to side for three-sets of ten-reps per side. They can also lean back until the upper body is parallel to the floor for three sets of ten reps. This helps

strengthen and stretch the lower back. The beauty of this stretch is that the spine is in “traction” because the arms suspend all the weight of the upper body.

You can also add some conventional exercises like leg extensions, seated calf raises and side dumbbell raises, curls and triceps pushdowns. Abs can be done at the end of each routine. A strong mid-section is great for the lower back, and golf is notoriously hard on the discs. A full stretching routine will be essential because of all the twisting that golfers do. Stretching should be done after warming up.

### **Warming Up**

Warming up before an exercise session has been traditional for athletes, but new research indicates that exercisers who warm up have the same incidence of injury as those who do not warm up. Warming up is not simply a method of preventing injury, however. It has a more important function. By elevating the core temperature of the body athletic performance can be enhanced. Russian weightlifters use sleeping bags to heat themselves up before a lifting meet so that they don't expend energy by exercising. Many bodybuilders warm up on the lifecycle for 15 minutes prior to training to get ready. Professional football players sometimes warm up and stretch for two hours before a game.

Heavy trainers should still utilize two warm up sets for each new exercise. For your average clients, the first set of each exercise should be done using a relatively light weight for 10-15 reps as a warm up to help the client focus on the exercise. Clients doing very high reps of 100 per set will not need to warm up. Stretching should be done only after warming up at the end of a workout.

### **Plyometrics**

Plyometrics is a ballistic or free falling form of training that is used by football players and other agility athletes. Plyometrics movements are fast, explosive jumps or drops, which enhance the fast twitch muscle fiber's ability to accelerate. Examples of plyometrics training are jumping off a step and exploding up from the bottom of the movement, or pushing up explosively off the floor until the hands actually leave the surface (clapping

in between). Your high school and college athletes are the target group that can benefit from plyometrics training.

Some result producing basic plyometrics exercises are:

### **Hop**

With feet together have the client hop up and down using the calves. Emphasize getting as high as possible and exploding off the ground.

### **High Jumps**

Jumping up and exploding from the crouching position (never use a weight).

### **Squat Thrusts**

Remember these from gym class?

### **Sprinting**

Sprints are a great plyometric movement that increases linear speed. Clients can do these for higher reps (20-50) and do 3-5 sets of each movement.

Any barbell exercise can be done explosively with moderate weight as a plyometric movement.

**Clients with joint, back or knee problems should not do plyometrics or ballistic training.**

Some researchers have suggested that high intensity training, like plyometrics, may cause microscopic muscle tissue scarring that can inhibit muscle growth. There is no evidence of this seen in top professional bodybuilders, the majority of which have trained using HIT techniques at various times during their careers.

## **RUNNERS**

Runners and other endurance athletes can quickly increase endurance by specific training to increase the number and size of mitochondria in muscle tissue. The VO<sub>2</sub>max (maximum oxygen consumption) will also increase rapidly by adding aerobic circuit training, the stationary bike or running on the treadmill to your client's training. VO<sub>2</sub>max is measured using a

breathing mouthpiece in a clinical setting while walking on a treadmill. It measures cardiac output, or the amount of blood pumped by the heart per minute. The test also measures the oxygen carrying ability of blood by measuring the hemoglobin in red blood cells. Another report is the ability muscle to utilize oxygen. You will probably not have access to the equipment necessary to test client's VO<sub>2</sub>max, but there are formulas and tables available on the Internet that can give you a good estimate. Just do a search on VO<sub>2</sub>max.

### **Mitochondrial Targeting**

A high rep routine for one set per exercise system increases the size and number of mitochondria in the muscle cells and lungs. They increase in size at a much more rapid rate than the muscle cell itself, and mitochondria are the energy oxidizers in cells. When you have more or larger mitochondria, calories are burned at a greater rate while resting, which also helps weight loss. Increase in these cellular organs can be as much as thirty percent of a muscle cell's size, but female clients won't have to worry about their muscles getting too big. Slow twitch fibers are trained at about a 13-rep workload and higher. Mitochondria increase (and protector protein development in muscle cells, which happens after a few workouts, protecting the muscle from chemicals released by training and heat damage) is why an individual can increase their endurance by 100% or more in just a few days, while mass increases may take weeks or months to materialize.

### **CASUAL TRAINERS AND WHITE COLLAR CLIENTS**

A good routine for a fitness or white collar client who wants muscle tone and weight loss would be three sets of five basic compound exercises using a 20-12-5 rep scheme and pyramiding up in weight. That will help develop the mitochondria and fast twitch fibers in his muscles. For those interested in pure mass building, never do more than 12 reps because fast twitch muscle is only used at a 12 rep or lower work load. Fast twitch cells can convert to slow twitch, and slow twitch doesn't have the capacity for growth (hypertrophy) that fast twitch cells do.

**A solid thirty-minute routine for this person is:**

Leg Press 20-12-5

Toe Press 20-12-5

Bench Press 20-12-5  
Overhead Machine Press 20-12-5  
Reverse Grip Pulldowns 20-12-5  
Crunches or Ab Machine 100 reps

### **One Set Training**

Another option for fitness clients is the one set system. One set of 5-10 reps to failure on any equipment, performed at the rate of one set per minute (equaling a total of 30 sets per thirty minute training session) is an excellent muscle toning, strengthening and endurance routine for the white collar client. The cardiovascular, muscle building and fat burning effect is terrific with this type of circuit.

## MEDICAL AND HEALTH PROBLEMS

### Rehab Training

***For your own protection, rehabilitation training of an injured client should only be initiated with a doctor's written OK. You should never try to diagnose an injury, but recommend that the client seek medical attention.*** As a rule of thumb, if an injury does not heal within seven to ten days, then professional medical attention will be required.

Once you have the green light for exercise from the client's doctor in writing you can proceed with a light, testing workout session. A terrific system to apply to your rehab clients is low weight, high rep partials. The reps should be 20-30 at either the top, bottom end, or mid-point of the range of motion. Powerlifters incorporate partial one quarter (or less) movements into their strength building programs. Partials don't traumatize the injured area the way full reps do and are used by rehabilitation clinics. If range of motion is severely limited, try isometrics at the points in the range of motion that don't cause the client pain. Even just tensing the muscles will improve tone and help the rehabilitation process if all else fails. Do ten second contractions in the injured muscle at any point or angle that does not hurt the client.

### Clients with Bad Backs

Client longevity depends on keeping them free from injury by developing workouts that tax the muscular system, but don't cause injuries. If a pre-existing medical condition exists, make sure you get a doctor's OK and keep it in your *file before training them*. Some back conditions may be aggravated by exercise, so have any rehab clients sign off on the waiver form.

A client with back pain is limited in his or her capacity to exercise, so they will require an innovative approach to training. This individual may have limited range of motion on some exercise movements. **They should not do any exercise that causes low back pain.**

Some back conditions will get better by just strengthening the abdominal muscles that help support the lower back. Your best bet is to use a variety of techniques, including isometrics. Initially apply machine training to take pressure off the low back. Don't push the back too hard the first few sessions. Try to make the client feel comfortable with you and the

movements as you experiment with high reps, partial range training, and low reps, while keeping the weight light. Ten minutes, or so, should be enough.

Pulldowns with a light weight will help take pressure off of the spine. Abdominal crunches are excellent for stabilizing the trunk after a back injury. The client may be able to do easy stretching while lying on their back on the floor. Have them grasp their knees and draw them into the stomach area, but not to the point where they feel pain. Have them hold the stretch for several minutes. This is an instance where ***no pain =gain!***

### **For Clients with Back Pain Eliminate:**

Sit ups

Leg raises

Twists

Side Bends

Roman Chair Sit ups

Squats with weight (no weight - top end squats for high reps may be OK later on)

Deadlift or Low Back machine of any kind

Shoulder Press

Standing Curls of any kind

Rowing of any kind

### **Acceptable Replacements are:**

Stomach Crunches with Knees Bent

Machine Chest Press

Pulldowns

Pullbacks (leaning back with arms extended on the lat pulldown machine)

Curl Machine

Seated Calf Machine

Seated Leg Extension

Seated Leg Curl (very light)

Triceps Machine or Pushdowns standing

If any of these cause back pain, stop and move on to something else. Pay attention when the client tells you how an exercise feels.

Stretching and (gradually increasing) range of motion drills will bring about

dramatic increases in his/her ability to perform every day movements with relative ease.

If you have access to a pulldown machine, have the client sit under the pulldown bar with a medium weight, and with arms straight overhead, grip so that the plates on the weight stack are not touching. Have them grasp the bar and twist the arms from side to side for three-sets of ten-reps per side. They can also lean back until the upper body is parallel to the floor for three sets of ten reps. This helps strengthen and stretch the lower back. The beauty of this stretch is that the spine is in “traction” because the arms suspend all the weight of the upper body.

### **Shoulder Injuries**

Weight training sometimes causes shoulder injuries. Since the goal is to build muscle without traumatizing the joints, consider applying basic exercises that do not promote injury to your client’s routines. Although the risk of injury is greater on behind the neck exercises (they can wear away the shoulder joint over a long period of time), they can be incorporated into the schedule from time to time if there is a spotter and the form is monitored carefully. Many top bodybuilders and football players regularly perform behind the neck presses with 300+ pounds and never experience shoulder injuries or problems. Jerking the weight or craning the neck forward while pressing can result in injuries. Pullovers may also cause shoulder joint wearing eventually.

Front pulldowns with a reverse grip and shoulder presses are just as effective for circuit training and easier for average clients. If you are concerned with potential client injury, substitute those two front movements instead of behind the neck. Neither exercise presents neck craning problems.

To maintain muscle mass and strength you can apply isometrics and flexing techniques that stress muscle tissue but do not hurt joints. The action of an exercise under a heavy load throughout the range of motion is a major cause of injuries. Static resistance exercises are the best choice during the recovery period.

Find a point in the range of motion for each exercise that you wish to do that does not hurt the client and apply force at that point. Hold the weight for 10-30 seconds. Have the client perform the usual number of sets for that

exercise. You may be able to find several points in the range of motion that do not cause pain or harm. Add flexing the muscles for a few minutes after the isometrics. You may also be able to have the client do short partial range or top end reps for any exercises that cause pain, or where there is a limited range of motion, with a light weight.

If you can apply these techniques during the client's recovery phase, your client may be able to keep most of his or her muscularity and strength.

### **Knee Rehab**

Occasionally you may have a client with knee problems or a recent knee surgery who wants to strengthen it. The goals are generally to regain knee strength, usefulness and range of motion without pain. Not all exercises will apply client's condition. Follow their doctor's recommendations as to what activities or knee positions to avoid. Stop any exercise that causes pain during or after the exercise session. Alternate knee rehab sessions by training every other day. Apply one set of 6 to 12 repetitions for each exercise with a *light, easy weight*. As the client improves, increase to three sets of 6 to 12 repetitions with a minute of rest between sets.

Exercises:

Top End Leg Extension  
Top End Lunge  
Top End Squat  
Step Ups onto a Low Step

Use the least amount of weight that can be used for the prescribed reps without pain. Keep a chart of the exercise sessions to monitor progress.

### **Elbow Problems**

Chronic elbow pain can be experienced at any level from beginner to advanced clients. There are only a couple of lifts that will hurt elbows:

Overhead triceps extensions and lying triceps extensions (using either a bar or dumbbell).

Bodybuilders that make those two exercises their core triceps movements will inevitably experience elbow pain.

Your clients should do only:

Pushdowns

Dips

Close grip bench presses

Dumbbell Kickbacks

If they are experiencing pain they may have to adjust poundages downward temporarily on other pressing exercises (bench press, shoulder press) until the elbows heal, but they should heal completely by eliminating the extensions. They should also ice the elbows for 20 minutes after training. Your client's triceps pain should go away forever.

### **Osteoporosis and Weight Training**

Osteoporosis, a condition where calcium is lost from the bones, is a major concern for women advancing in age, but resistance exercise is the best remedy. Studies have shown that weight training can halt the progress of the disease. If your older female client is up to it, try some light circuit weight training with her to reverse the osteoporosis process.

Have her train the whole body each training session. Start out with one easy circuit of 6 exercises, doing 5-10 reps on each exercise. Have her work up to 20 reps. Three circuits is going to be plenty for her as she develops endurance and strength.

**The breathing rule of thumb is to exhale on the positive and inhale on the negative part of the exercise. Make sure that the client does not hold her breath when lifting. Try to keep breathing regular. If she is panting, the pace is too fast or the weight is too heavy, or both.**

### **Clients with Thyroid Disease**

Your clients may have a diagnosed thyroid problem. Generally, people who have reduced thyroid function are put on replacement thyroid hormones like Synthroid. If weight is a problem, they should see their doctor and have the thyroid dosage checked. If they are on the correct amount, they will respond normally to diet and exercise.

While it is illegal and unethical for you to recommend that your client increase his thyroid medicine dose, you can recommend that he consult his physician and tell him exactly what is happening to make sure the correct dose has been prescribed.

### **Diabetic Clients**

Clients with diabetes can train with you if they monitor their blood sugar levels. Exercise may help them to control their blood sugar levels. You must work closely with their doctors to determine the best approach to designing a routine, but a moderate resistance circuit or high rep weight loss system may be a good place to start. Initially the session should last only ten minutes so that you can determine their reaction to exercise. They may be able to gradually increase training time to thirty minutes.

**Diabetics are restricted to consuming no more than .2-.3 grams of protein per pound of bodyweight so that they do not trigger kidney failure, so never advise a diabetic to consume massive amounts of protein for building muscle.**

That said, exercise and weight loss might reduce or cure diabetes. I have seen it happen. George Farah, top IFBB pro bodybuilder and AMFPT Certified Trainer had a diabetic client, Ron, who lost a net of 100 pounds after gaining 20 pounds of muscle. The client is now off all insulin prescriptions and looks terrific! He uses a standard, high intensity weightlifting routine for one hour five days per week, and walks on the treadmill for an additional hour at Powerhouse Gym in Rochester, NY. I had never heard of a cure for the disease until talking personally to Ron. There's a story for the medical journals.

### **Senior Clients**

Seniors can exercise vigorously if they don't have any other health problems that prohibit exercise. Most seniors will need to start out low intensity with

light weights. Calisthenics at an easy pace and no weight are a good first choice. A general senior routine can be several circuits like this at an easy pace:

Side Raise 20 reps  
Wall Pushups 20 reps  
Top End Squats 20 reps  
Curls 20 reps  
Standing Calf Raise 20 reps  
Seated Knee Raise 20 reps  
Top End Deadlift (no weight) 20 reps  
Standing Leg Kickbacks 20 reps  
Standing Side Leg Raise 20 reps  
Rowing From a Doorknob 20 reps

### **Pregnant Clients**

A pregnant client can do all kinds of cardio and weight training except wide or deep squats or leg presses for obvious reasons. She should use lighter than normal weights at an easy, slow pace (more rest between sets), for 20 or more reps without training to failure. Twenty to thirty minutes per session should be the training duration because expectant mothers can overheat quickly without realizing it, which stresses the developing baby. As long as she doesn't overdo it, she should be able to maintain muscle strength and tone. The exercise will also help to keep excess weight gain from getting out of control. Keep her hydrated by encouraging her to drink plenty of water during the activity.

### **Fitness for Youngsters**

The age at which an average youngster (who may or may not be involved in other sports) can be exposed to light resistance weight training is 8-15 years old. The best results for weight trained youngsters will occur when they reach puberty, but short, light and infrequent weightlifting sessions can be done at earlier ages to improve strength and health.

Exercise can improve swimming speed, baseball hitting, Karate strength and football endurance. Any conventional exercise like a pushup, bench press or squat (with no weight) will enhance their athletic performance. The key for endurance and progress is still to add more protein and a multiple

vitamin/mineral supplement to the young exerciser's diets. A resistance band can be a useful tool to increase strength for the 8-15 year olds; especially when there is no equipment available. Sessions with bands should never be more than 20 minutes long three days per week. Free hand exercises can be done to add strength and endurance. The best choices are pushups, squats, chins and lunges. Apply three circuits of those exercises to each youth's training.

Now you should be prepared to train any client. The last chapters have provided most of common client training protocol that you will require as you advance in your career as a trainer.

## DIET INNOVATIONS

In addition to understanding advances in exercise technology, improvements in dietary practices like timing and supplementation have added to your arsenal of tools for helping your clients. The latest research shows that consuming a carb/protein meal one-hour before training will increase endurance in your clients and enhance their results. Protein drinks and supplements should be taken prior to exercising.

It is certainly possible to have that ripped & muscular look without the use of steroids, pro-hormones or any supplements at all. Just reduce clients' junk food and carbohydrate intake and increase protein levels to at least one gram per desired pound of body weight. Protein is still the most anabolic compound available.

An effective approach to weight loss is to fluctuate calories over a three-day cycle, sometimes called zigzag dieting. By staggering the calories like this: Day 1 - 2300 cal.; Day 2 - 2000 cal.; and Day 3 - 1800 calories, and then recycling the process again, weight loss becomes steady because the body will not adapt to the uniformly lower calorie intake seen in standard diets, by lowering metabolism. The upside is that your clients will not have to reduce food intake dramatically every day so chronic hunger is averted. They may still experience some hunger pangs on the lowest calorie day.

There may be a new technology to assist clients with weight loss. Flavor intensifiers (<http://www.smellandtaste.org/intensifiers.htm>) have been touted as a method for weight loss and a possible diet alternative. The theory is that by enhancing the flavor of food, the brain believes you've eaten more than you really did, making you feel full faster. This is similar to a study done ten years ago trying different smells for weight loss. Different flavor enhancers were tested during a six-month study. The tastes were cocoa, kiwi, almond, cheddar cheese, and pistachio. The average weight loss was thirty pounds in the test group, which is quite spectacular considering that no one intentionally reduced their calorie intake or changed their diet. Contact [smellandtaste.org](http://smellandtaste.org) to check product availability.

## Muscle Building Pill

Lately in the news, word has come out about a breakthrough in research on how muscle growth is triggered. This could lead to genetic manipulation and cause health clubs to become museums like the old torture chambers in the not to distant future! Mice have been injected with genes that make a protein called calmodulin-dependent protein kinase, or CaMK. When this protein is activated, it and another protein, calcineurin, trigger the physical changes that muscle cells undergo after intense exercise *without exercise!* This means is that by increasing the amino acid calcineurin in his or her diet, the average trainee may be able to increase muscular gains now, without the new pill.

The researchers found that mice with high levels of CaMK developed the same muscle as mice that exercised. Apparently mice with a high level of CaMK developed more mitochondria in muscle cells and saw an increase in slow and fast twitch muscle mass. The effect is similar to the response to weight training. A drug that would trigger the CaMK muscle-growth-signaling pathway has not been formulated yet but could be available in a few years. Let's hope it doesn't put trainers out of business.

## **CONTEST TRAINING**

Someone who wishes to compete in a local bodybuilding competition may hire you to help them get ready and stay motivated. The long-term commitment is job security for you and great advertising for your business if he or she does well. The approach to getting ready is outlined here.

There are many ways to get in shape and probably thousands of training systems. The mass routine in the PT manual is a great guideline and can be modified to give your bodybuilding clients the results that they're seeking. The main theme of the program is constant rotation of exercises, sets, reps and cadence of training for optimum results.

For someone getting ready for a contest, the overall training volume must start to gradually increase and training two or even three times daily is standard fare for amateur and professional bodybuilders as a show approaches. More sets and greater training frequency will help clients achieve that polished, defined look necessary for bodybuilding success.

To reduce body fat levels and muscle up, diet will become a key factor by the six-week point. Have your client start by eliminating anything in their diet that doesn't support their goal. As the show approaches, eliminate dairy products and wheat flour because they are high in estrogen like compounds and can make them smooth. Carbs should come from sweet potatoes, rice, fruits and vegetables. Monitor sodium intake, because water retention may blur definition. Protein should be consumed five or six times daily. Perform a body fat test every few days to make sure that their progress is steady.

### **Final Phase Contest Dieting**

To lose the final few pounds of body fat during the last six weeks before the event, bodybuilder clients should consume slightly more protein and eliminate bread, milk, cheese, ice cream and yogurt completely. Those products are high in estrogen, which adds smooth curves to the female physique, but ruins definition. Clients must fast after a certain time each night. Studies have proven that the time food is eaten effects fat loss. If your client stops eating food altogether at 6:00 PM, they will get the final few pounds off and develop a habit that will keep them lean in the future. They

won't lose muscle mass, contrary to popular belief, as long as they consume the full amount of calories and protein throughout the day.

Get your client to focus on potatoes, rice, fruit and vegetables for carbs. Remember to tell them to “eat for the activity.” If they are going to train, eat more. If they are going to take a nap, eat less.

Clients should get the results they want in about six weeks on this diet program, although overweight individuals will need as many as twenty weeks to prepare. The training pace must be stepped-up by minimizing rest periods between sets and exercises for greatest results. If they have peaked for the show too soon (reached their ideal contest weight), have them increase their calories by 10% for three days or until their weight stabilizes to help put the breaks on the weight loss that accompanies pre-contest preparation. They can then resume the weight loss diet while checking the scale several times daily to make sure they are not in a runaway weight loss mode.

If your client does an excessive amount of cardio (more than 45 minutes daily) while on a reduced calorie diet, they may cannibalize muscle. Let them know that if they do any cardio for weight loss the pace should be very slow so that they will not lose mass.

Large muscles burn more calories even while resting, so losing muscle can defeat the purpose even if only one pound of muscle is lost. Clients should train faster without sacrificing poundage. Have them finish each workout with five to eight sets of any kind of ab movement (except full sit ups, leg raises or Roman chair sit ups - ruinous to the lower back). Keep the reps on these movements in the 20-40 range. Cardio is over rated when it comes to fat reducing. Continuously monitor the diet to make sure the client cuts carbs. Your overall focus should be on adjusting carbohydrate intake, not calories.

The pre-contest success formula is proper amounts of protein (1 gram per pound of body weight) and elimination of junk, yogurt, dairy, cheese, pasta and bread. Those are calorie dense foods that are the standard fare in America. The pre-contest food list is steak, chicken, fish, fruit, vegetables, potatoes, rice, rice cakes, and yams.

Posing practice should be at least thirty minutes every day, with an hour session once per week with you, and should begin at least twelve weeks before the event. The client should only use the mirror half the time during practice. They have to learn how each pose feels without seeing it. This will build skill and endurance for the actual contest. You will need to develop a pump up routine that can be completed with no equipment so that the client will be able to pump up in a closet if necessary. Make a list of the items required for the day of the show; towels, oil, water, food, extra posing suit, music, membership card, money, supplements and anything used on the day of the show. Have the client load these into his or her bag the night before so they're ready to compete and not distracted the day of the show because they forgot something.

Select tanning products like pro-tan and a contest-specific posing oil, and test them at least a week prior to the contest. The oil should not cause the tan to smear, run or come off. Mineral based oils like baby oil will dissolve tanning products.

Sodium should be stopped two days before the show and fluid intake should be limited the day before a contest, because a normally hydrated body will lack the definition necessary to win contests. Avoid the use of diuretics because they tend to deflate the muscles and cause a stringy, flat look. Have the contestant snack on ice cubes the day before rather than gulp water. Contestants should also increase carbohydrate intake the one or two days before the show to help fill out the muscles. A dry run should be done the week before the real show to make sure that the dehydration and carb-ing up process doesn't blur definition. Your client may need more or less carb-up time to look their best. Find out before the contest rather than at the show. Foods like potatoes and bananas eaten every hour are excellent choices for replenishing glycogen. Candy and white sugar may cause a reaction and smooth the contestant over.

Have the client get to the auditorium early so that they have plenty of time to check in and relax. Allow about 45 minutes in the pump up room to prepare and pump up. Don't wear the client out pumping up, go slowly and pace them. Be aware of how much time they have until they line up to go onstage. Apply the oil and rub the excess off with your hand and then dry the hand with a towel rather than blotting off oil with the towel. Check the client's tan and try not to get tanning products or oil on their posing suit or the curtains

and floor backstage. Do not put oil on the obliques. Make sure the back of the triceps are oiled along with the lats under the arms.

## **Posing**

There are generally three posing rounds in competition, the relaxed, mandatory and posing routine rounds. Most bodybuilding federations apply a weight class system, but some may specify height categories for contestants. The National Physique Committee (or NPC) uses weight classes. Since I am an acting NPC District Judge, I will focus on posing rules. Here is a synopsis of the NPC posing rounds.

### **The NPC relaxed round poses are:**

Front

Left Side

Back

Right Side

### **The NPC mandatory poses are:**

Front Double Biceps

Front Lat Spread

Front Abdominal/Thigh

Side Chest

Side Triceps

Back Double Biceps

Back Lat Spread

Front Most Muscular

**The posing routine round is 60 seconds of unlimited freehand poses.**

Obtain a contest video and study it to learn exactly how each round and pose is performed. Since there are several bodybuilding federations, determine the specific requirements of the organization whose show you are preparing your client for. By mastering the mandatory poses first, your client will be able to execute the freehand routine more effectively. Novice contestants tend to string together a series of mandatory poses for their freestyle routine, which does not communicate thorough preparation to the judges and may negatively affect your client's score. Have your student practice posing for at least 30 minutes daily. Have them stop using a mirror for the second 15 minutes each session so they get used to the feel of the poses without actually seeing them.

Bodybuilding contests generally have a morning prejudging where contestants are actually placed in their weight or height divisions, and a night presentation where the overall winners are chosen. Your client should not go out and eat a pizza between the two events because he or she may be in the running for an overall trophy and must look their best for the evening posedown. Many contestants do go eat junk between shows and end up looking worse at night, ruining their chances for victory. Closely regulate what your client has to eat between shows. There is nothing more gratifying than seeing someone you trained take a victory in a contest because of the help you provided.

## OPENING A TRAINING SALON

**This information about opening a salon is not a substitute for legal advice.** Always OK your business plans with your attorney and accountant team.

Almost everyone who ever did a stomach crunch has a dream of opening his or her own training salon or gym. They can be incredibly lucrative if you can keep the initial investment and overhead to a minimum. That means you'll have to invest some sweat equity to fix it up and get it open. For those of you who are opening a small training salon in your city, here are a few ideas that might help.

If you can locate your salon in a downtown store front office or space in an office building in your city, you may attract the "keep fit" business crowd. Offer twenty-minute workout sessions to cater to that group. You can also sell five minute neck rubs for \$1-\$2 per minute to create even more traffic. Be creative.

A smaller salon won't require much equipment or space, but you will need commercial grade apparatus. The best way to scare up good used gym equipment is to call local gyms and ask them if they have any pieces they want to get rid of. They don't want to pay for storing extra gear and will give you a good price. If they don't have anything around, they will probably let you know who is liquidating used stuff. Health clubs constantly receive flyers about gym auctions or second hand weights for sale.

You can also do a web search under "used gym equipment," but most of the sources will probably be too far from your location to be of much use. The shipping expense would be as much as the equipment. If you're prepared to drive several hours with some buddies and a caravan of pickups, you might get lucky.

Hire a contract assistant right off the bat to service your clients. You will design the workouts for each client and your helper will coach them through it. Most gyms pay about \$8-\$10 an hour to trainers.

If you can get a yearly rate of \$3000 from each of the five clients to start, you'll have \$15000 right off the bat! \$5000 per customer would be even

better. If you can add 10 more clients throughout the year (mainly through word of mouth), you'll gross \$45,000 your first year. If your rent and expenses equal \$1500 per month, you'll net \$28,000 your first year! Not to bad, considering that your next year's business will probably double.

Have clients come in and warm up on some type of cardio equipment for 15 minutes and then actually train them for only 30 minutes. This way you can stagger them so that you train someone every half-hour and they are in the studio 15 minutes early waiting for you, instead of you waiting for them to arrive.

You could also use a model where you float around the club and they can come any time they please, if they understand that there may be several clients training all at once and they will all get spotted by you. This system works well when you get too many appointments to handle each day.

Generally you can use commercial carpeting on the floor of your club with rubber mats on free weight areas. Mirrors are usually a bargain, check the local papers for used plate glass mirrors for sale. The best way to buy equipment is second hand when you are starting out. You may be able to save thousands.

Similar equipment can be grouped together, ie:

Leg extension, leg press and squat rack together  
Arm equipment together  
Back equipment together  
Nautilus or Cybex circuit together  
Cardio grouped together

All your products (supplements, sportswear, etc.) should be placed at the front counter and near the entryway for highest exposure.

Free weight areas can be off the main area because new members may be intimidated by free weights. Showy equipment like Hammer Strength or Cybex should be near the front window in a high visibility area so that people can see them from outside. Make sure the club is bright and well lit.

## **Pitfalls of Ownership**

Trying to get a training salon or gym off the ground may be a long process of negotiation and rejection for some reason or another, usually price on the existing club or on the plaza space. The reality is that it takes a lot of time and effort to put together a successful salon or health club, and there may be a lot of lean months before you can turn a profit. Here are a few anecdotes to help offer a clearer picture:

You may be able to find a small club for \$5000 and made a go of it by painting, reupholstering and working long hours, but the rewards will be worth it.

An already successful personal trainer picked up a club for \$15,000 and valued the equipment at least twice that much. They immediately purchased about twelve used pieces, and gave the place a thorough cleaning and painting. The former owner had sold year memberships up until the day he closed, and now people wanted the new owners to honor them. The solution was to have them purchase a membership of equal length in the new club, and the time left on the old gym memberships was added onto the end. Many old members said OK to that arrangement, but many left. The club did remain in business for about five years, but never turned a profit (except for the personal training). Another individual bought a World Gym with a partner in Orlando and was out of business within six months. One successful Gold's gym owner related how he had to go months without a paycheck, and when he finally was able to take one; it was only \$35.

## **Partners**

Having a business partner relieves you of a lot of the burden of management, and the inevitable problem that pops up. Two heads are better than one. And four hands are better than two are. Having a partner just takes a great load off your shoulders. Choosing a partner is the part that you have to be careful about. Make sure that your choice will be as committed to the project as you, and that he or she will put as many hours in, with little or no pay, as necessary to get the pursuit off the ground and through its growing pains.

Plan on at least one major crisis per day and many operational disagreements with your partner as you start to learn the business during the first year.

## **Selling Your Gym**

If you own a training business, gym or training salon, you may want to sell it sooner or later. Always check with your attorney before signing anything, accepting a payment or selling your gym. Here are some common considerations when selling a business.

Most buyers will need you to finance part of the sale when selling your business. If don't want to help with you may have a longer wait for a buyer and get less money for the business. Most business owners offer short term financing when you sell your business (5-7 years). The loan is amortized over a much longer period, so at the end of the loan term there is still a large amount of principal remaining. But 5 years after selling your business, the new owner should be well established in his business and will be in a better position to obtain his own financing. The buyer can give you a balloon payment to pay off the loan.

You will be negotiating the down payment, length of the loan, and percentage rate with the buyer to close the deal. Each of these is important to you and the buyer. You may have to be flexible to close. Make sure that if the buyer defaults on the loan, you will be able to take back the business automatically in the sales contract.

Get a large down payment so the buyer has a serious stake in the business. The more money a buyer has invested in the business, the lower the chances of defaulting in the loan. Banks require 25-30% minimum down payment from a buyer to approve a loan. When you sell your business you should require at least 30% or more.

To protect yourself from potential problems, do a background check on the buyer before you sell your business. Obtain credit reports, a personal asset list, job history and personal references. Some sellers require the buyer to take out a life insurance policy with the seller listed as the beneficiary. You can also require extra collateral like a house, commercial real estate or other investments. Always ask for a Personal Guarantee; never have someone sign as a corporation or business. You must restrict the new owner's sale of the business assets in the sales contract until you are paid in full.

Additional expenses that you may incur after selling are sales tax, stock transfer tax, real estate stamp tax, and attorney and broker's fees due at the time of the transaction. You'll need enough after tax cash to payoff any business loans not assumed by your buyer.

The buyer may want you to stay on for a while, as he gets acquainted with his new business. You may need to include a brief training period as part of the sale. Decide before you close the deal how long you will stay on as consultant, if at all. It is in your best interest to help the buyer so that he doesn't default on the loan and force you to take back the business.

## **BUSINESS IDEAS**

By thinking and running your training business in a professional, business like manner, clients will be happy to refer you to their network of contacts, but you will have to ask for the referral. Continuously read books on marketing, gaining wealth and listen to tapes about making money to generate a few good ideas for building up your training enterprise. Ask other successful trainers for advice on what to do to help sell your service to clients. Your customers will probably be the who's-who list of VIPs in your town.

### **Corporate Training**

The best way to pitch your fitness services to a company is to contact the Human Resources director. Success depends on whether or not money is available in the budget for an employee fitness program and what facilities are available on site. Clearly outline in writing the benefits of such a program and spell out the logistics and service you will provide. Add specifics by providing a paper detailing the total annual pro-forma (straw man) cost breakdown. Have several professional looking folders printed to handout during your presentation to company decision-makers. Be confident when you speak to this group and use the phrase "the benefits to you are" as often as possible. Offer to acquire the gym equipment, if necessary, and to create a nice on-site training room. A company will usually budget several thousand dollars to build it and all you will ask a sales rep from a local exercise equipment store to provide the apparatus. You also may be able to collect a percentage for providing the store with new business.

## **Insurance**

Many trainers have contacted AMFPT inquiring about liability insurance, so here it is again. The cost is \$180-\$220 annually for a \$1,000,000 policy. You can contact the National Health Club Association at 1-800-765-6422 or <http://nhcainsurance.com> for more information and a policy. Let your insurance agent know that each customer fills out a waiver form. Read the waiver to each client and go over it with him, or it may not be considered valid in court if you ever have to go.

## **Nutritionist Insurance**

There are two underwriters that will cover your nutrition insurance needs, one with an online application; USATO (United States Athletic Trainers Organization). You can find USATO at [www.usatrainers.com](http://www.usatrainers.com). Click on the *Apply for Coverage* link.

An additional source for nutritionist insurance is AFPA (American Fitness Professionals & Associates) at [www.afpafitness.com](http://www.afpafitness.com). They provide a mail-in application and require a nationally recognized certification, which American Muscle & Fitness is. Have them contact American Muscle & Fitness if they have any questions. They also will want to know if AMFPT is a CEC (continuing earned credit-it is) provider before they will accept your application. Both are about the same price AFPA - \$211, USATO - \$245. The club you train in can be assigned as an additional insured party.

## **PROFIT FROM SUPPLEMENTS**

Supplements are absolutely required when in hard training. All of your clients should be taking a high potency vitamin/mineral supplement that you provide for them at a mark up. A one-a-day type is fine because clients will forget to take pills several times daily. Additionally, protein powder, creatine, androstenedione and desiccated liver are a must for muscle builders, Hydroxycut (ephedra free) for clients that want to lose weight, and GH stimulator spray for the middle age group. The profit on these supplements is 25-50%. By providing this additional service to your customers they will come to rely on you for their supplement needs and you will have another profit center for your business.

## SUMMARY

You now have additional tools for filling client needs. You realize that The reason that clients will hire a trainer is that they have a problem they believe you can solve for them. You are helping them overcome an area in their life that they are dissatisfied with - physical appearance, body weight, image, lack of energy or a combination of negative self-perceptions. You are aware that 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 clients' 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 the client's focus and reinforcing the positive benefits of training with you.

As you select a training routine for your clients keep the basic overarching formula for training in mind for resistance training: muscle tension (using weight or flexion) multiplied by duration. Light, long duration for weight loss and heavy, brief contractions for muscle building, will help determine what you will do with a particular client's training.

Use the additional business tools mentioned to bring your business to a whole new level. Add a shape up contest and a bodybuilding competition to your marketing tools and watch your business explode!

I wish you continued success with your continued training endeavors. Below is the AMFPT Master Trainer final exam. It showcases your track record meeting your client's goals and overcoming training problems.

God Bless.

Gregory Ladd, President  
American Muscle & Fitness

## AMFPT Master Trainer Final Exam

You can hand in your exam to the instructor or send it to AMFPT, 102 Benedict Road, Pittsford, NY 14534. The e-mail address for exams is amfpt@aol.com. Exams are generally corrected the same business day they arrive and you are notified with the score. **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.

**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. Please make reference to routines and diets that have been effective for your clients. **Each essay answer must be at 300 words or more in length.** An "A" or higher score will be noted on your letter of recommendation.

Good luck!

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

**1. A fitness trainer or technician:**

1. Prescribes medicine
2. Diagnoses illnesses
3. Treats diseases
4. Designs exercise routines

**2. Based on information in the client flowsheet, a client who wanted to lose weight would do letters:**

1. B,B,A
2. D,A,D
3. B,D,F
4. F,D,A

**3. Based on information in the client flowsheet, a client who wanted to build muscle would do letters:**

1. A,B,C,D
2. M,N,O,P
3. A,E,H,J
4. F,D,A,I

**4. Based on information in the client flowsheet, a client who wanted to tone up would do letters:**

1. A,E,H,J
2. F,D,A,I
3. A,B,C,D
4. C,D,G,L

**5. Clients tend to hire trainers who are:**

1. upbeat.
2. deadbeat.
3. smelly.
4. mean.

**6. Exercise causes muscle growth by eliciting a \_\_\_\_\_ in the body.**

1. Hercules response
2. emergency response
3. stimulus response

4. porous response

**7. Muscle builders use \_\_\_\_\_ weights for best results.**

1. light
2. heavy
3. round
4. square

**8. The VO<sub>2</sub>max test measures \_\_\_\_\_.**

1. cardiac output
2. muscle size
3. bone density
4. shape

**9. An effective way to strengthen recovering muscles are \_\_\_\_\_.**

1. deadlifts
2. sit-ups
3. partial reps
4. None of the above

**10. Some low back pain can be helped by strengthening the \_\_\_\_\_ muscles.**

1. biceps
2. abdominals
3. deltoids
4. gastrocnemius

**11. The best way to improve the condition *osteoporosis* is \_\_\_\_\_.**

1. sleeping
2. resistance training
3. resting
4. driving

**12. Diabetics should not eat more than \_\_\_\_\_ grams of protein per pound of bodyweight.**

1. 30
2. 3
3. .3
4. .03

**13. The latest research shows that consuming a \_\_\_\_\_ meal one-hour before training will increase endurance.**

1. carb/protein
2. protein
3. carb
4. fat

**14. Fluctuating calories over a several day period is known as \_\_\_\_\_ dieting.**

1. zigzag
2. ragtag
3. Both of the above
4. None of the above

**15. Training volume should \_\_\_\_\_ as a contest approaches.**

1. increase
2. decrease
3. stay the same

4. none of the above

**16. Bodybuilding contestants should \_\_\_\_\_ between the prejudging and night show.**

1. pig out
2. eat moderately
3. exercise
4. all of the above

**17. Short, light resistance training sessions for kids can start as young as \_\_\_\_\_.**

1. 2
2. 8
3. 4
4. 6

**18. The breathing rule of thumb is to \_\_\_\_\_ part of the exercise.**

1. inhale on the positive and exhale on the negative
2. exhale on the positive and inhale on the negative
3. hold your breath
4. none of the above

**19. The most efficient way to schedule clients is to train them for \_\_\_\_\_ minutes.**

1. 60
2. 90
3. 120
4. 30

**20. Bodybuilders carb up for contests by eating \_\_\_\_\_.**

1. carbohydrates
2. protein
3. fats
4. H2O

## ESSAY QUESTIONS

**For each question write at least a 300 word essay based on your actual experience**, outlining the routines, sets, exercises and schedule you used with the client. Check your grammar and spelling. E-mail your answers to [amfpt@aol.com](mailto:amfpt@aol.com) and [exams@amfpt.com](mailto:exams@amfpt.com). **Your essays must be in your own words based on your experience as a trainer. Please do not copy sections from the manual and submit them as your exam essay answers.**

1. Write a case study about an individual that you trained who wanted to lose 20 pounds. What sets, reps, days of training, routines, diet and supplements did you recommend and why? What results did the client experience?
  
2. Write a case study about an individual that you trained who wanted to gain muscle. What sets, reps, days of training, routines, diet and supplements did you recommend and why? What results did the client experience?
  
3. Write a case study about an individual that you trained who wanted to tone up. What sets, reps, days of training, routines, diet and supplements did you recommend and why? What results did the client experience?

If mailing your exam, send it to:

American Muscle & Fitness  
102 Benedict Road  
Pittsford, NY 14534