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**WHAT
HEALTH-CARE
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FITNESS PROS**
P. 6

**NEW
WORKOUTS
INSIDE**

**THE POWER
OF PLAY**
ADD MORE FUN!

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**BEST
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the physical benefits of exercise *a lot*. And it's no wonder—it's powerful to see blood pressure numbers dropping, blood sugar levels coming under control, weight decreasing, and muscle increasing. But just as powerful are the smiles that appear on clients' faces when they walk into the gym. Many even talk about how working out has become a favorite part of their day.

The fact that exercise can bring such joy makes sense when you consider the following:

- ▶ An estimated 86% of full-time American workers sit all day on the job (p. 6).
- ▶ Most of our lives leave little time for the adult version of recess—time to just play and enjoy the moment (p. 22).

You have the power to help reframe what it means to work out—to bring more fun and freedom to fitness. It's an important way to benefit your clients and also your business. Think about it: When clients are happy, they stick with fitness for the long haul—which can translate to retention and referrals for you, not to mention great client-trainer relationships and more satisfying workdays.

Throughout this issue, you'll find inspiration to help you inject more play into workouts (pp. 22, 26, 35). We'd love to hear how your clients are having more fun with their fitness—email us your ideas and success stories anytime at thetrainingedge@nasm.org.

ANDREW WYANT
NASM PRESIDENT

TAKE FIVE

Some of our favorite highlights from this issue:

1

Super juices that rival commercial sports drinks for performance and recovery (p. 7)

2

Three ways to use rewards to **boost client motivation** (p. 9)

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Tips from successful trainers on how to **make specializations work for you** (p. 10)

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Insider advice from an NASM trainer/MBA on budgeting costs to **open your own gym** (p. 30)

5

A **smart partnership** that helps you add income, reach new clients, and check out new products (p. 33)



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Marcey Rader, NASM-CPT, shares the benefits of specialization.

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How to bring more fun into training—to benefit you *and* your clients

PLUS: These **game-based workouts** will keep your clients motivated and excited



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NASM | 1750 E. Northrop Blvd., Suite 200, Chandler, AZ 85286-1744
Toll-free | 800.460.6276 International | 602.393.1200

EDITORIAL INQUIRES: thetrainingedge@nasm.org **ADVERTISING INQUIRES:** advertising@nasm.org

800.460.6276

ON THE COVER Anthony Carter, NASM-CPT, CES, PES
Photographer: Matt Hawthorne; Wardrobe Stylist: Lara Amis
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WARRIORS

ANTHONY CARTER
NASM-CPT, CES, PES
Studio Manager and Lead
Personal Trainer at NexGen
Fitness, Frisco, Texas

► **Stronger workouts** Many clients have a muscular imbalance, a knee or shoulder issue, or a past surgery. Being a Corrective Exercise Specialist (CES) helps me customize workouts to strengthen target areas and prevent further injuries.

► **The personal touch** I want clients to feel that I really know them—that they're not just coming in and out the door. I want to know their spouse's name, what sports their kids play.

► **Conversation starter** I was a wide receiver in college. Sometimes a quiet client who's read my profile on

our website will bring it up, and suddenly they're chatty.

► **The cheesecake theory** Clients should get into a good routine before they decide to have a cheat meal. But it's difficult to sustain a strict diet, so I believe in 90% clean eating and 10% indulgence. If you have a slice of cheesecake once in a while, that's not too bad.

► **Favorite moves** I like to lift heavy, so I enjoy bench presses and squats. As far as clients go, my big thing is single-arm burpees—that's with no push-up (unless they're really advanced). I like them to bring their knees up really high on the jump!

► **Greatest pride** Being the father of two little boys, ages 2 and 4. I'm already teaching my older son handstands and body-weight squats.

► **Biggest inspiration** My grandmother would help anyone and everyone. I'm all about the success of my clients, and I got that mind-set from my Granny.

“I don't want clients to feel like they're just coming in and out the door.”





Are you ready for
a new wave of
clients driven by
health-care changes?

The Affordable Care Act and You

Certifications and specializations are now more important than ever.

The sweeping health insurance changes now in effect could have a real impact at the gym. Are you ready? One Affordable Care Act (ACA) provision lets employers offer workers big financial incentives—up to 30% of their share of insurance premiums—to work out or participate in wellness programs to control weight and improve health. Employers can charge penalties if workers don't hit reasonable wellness goals too. As a result, fitness professionals can expect an influx of new clients eager to shed pounds, get fit, and boost their health.

But the ACA is not the only force fueling this wave. The American Heart Association recently urged doctors to encourage patients to become more active. "Greater focus on corporate wellness has also led to more previously sedentary people joining health clubs and hiring personal trainers, even before the

ACA took effect," says David Van Daff, NASM-CPT, PES, WLS, NASM's vice president of business development and public affairs. "With the ACA, we expect a greater number of people to have the financial flexibility to work with a personal trainer."

Eighty-six percent of full-time American workers sit all day, which can lead to weight gain, muscle imbalances, and a higher risk of health problems like diabetes and heart disease. "It's a great opportunity to utilize NASM's Optimum Performance Training™ (OPT™) model, which begins with a thorough assessment and results in a personalized program of stability, strength, and power, without a high risk of injury," Van Daff notes.

"Brush up on your NASM education and consider new specializations. There's going to be a greater focus on working with well-qualified Certified Personal Trainers."

The New Super Juices

Can you pour more power into your fitness and recovery?

Recent science suggests a cool glass of juice might top commercial sports drinks and high-tech recovery beverages for sports performance and recovery after a workout. But are these natural alternatives really the “super elixirs” and “miracle drinks” the media says they are? Here’s the latest on four juices you and your clients may be wondering about.

► Beet

Endurance athletes are turning to beet juice to boost stamina. Research says they could be onto something. Beet juice is rich in nitrates, which may improve blood flow—increasing the oxygen supply to muscles. The juice helped the muscles of runners and walkers use oxygen more efficiently in a study from the UK’s University of Exeter. Runners lasted 15% longer before reaching exhaustion. In another study by the same researchers, cyclists who drank beet juice got a 3% performance boost. Study volunteers drank about 17 ounces of the juice.

► Tart Cherry

Runners who sipped this tangy drink twice daily for a week reported two thirds less muscle pain after 26 kilometers than those who got a placebo drink, in a study from the Oregon Health & Science University. The high concentrations of cell-protecting antioxidants and anti-inflammatory agents in tart cherries may explain another research finding: 4% strength loss versus 22% strength loss with a placebo after an elbow-flexion exercise, in a University of Vermont study. Volunteers downed 24 ounces of cherry juice per day.

► Tomato

When athletes sipped either tomato juice or an energy drink during and after workouts for two months, juice won in this Greek study. In juice drinkers, levels of creatine phosphokinase and lactate dehydrogenase—two markers of exercise-induced muscle damage—were significantly reduced, almost returning to normal levels.

► Orange

OJ reduced post-exercise muscle fatigue in a Brazilian study of overweight women. Half drank about 17 ounces of OJ each day; half didn’t. After three months of one-hour workouts three times a week, blood lactate levels (a marker of muscle fatigue) fell 27% in the OJ group but just 17% in the others. The findings suggest that this citrus juice improved muscle response to training.

The Rest of the Juice Story

Juices can be high in calories per cup:

Beet juice: **100**

OJ: **112**

Tart cherry juice: **90**

Tomato juice: **41**

Water may be all that’s needed if your client isn’t an endurance athlete who trains or competes for 60 to 90 minutes or more at a stretch.



Safer Pain Relief

Weigh the OTC risks versus benefits.

It’s not unusual for endurance athletes to pop nonsteroidal anti-inflammatory drugs (NSAIDs) such as ibuprofen to reduce or prevent aches. But studies suggest that regular use and high doses may have downsides.

LESS MUSCLE GAINS.

A report from the City University of New York warns that taking NSAIDs may inhibit the work of satellite cells that are key to the growth of new muscle after exercise.

RISK FOR “LEAKY GUT.”

Dutch researchers found that combining ibuprofen with a tough workout boosted levels of a certain protein in the bloodstream of athletes—suggesting damage to the lining of the small intestine.

RISK OF A HEART ATTACK.

High doses of ibuprofen (2,400 milligrams a day) doubled the risk of major coronary events, in a University of Oxford analysis of research.

Using ibuprofen occasionally in smart doses doesn’t appear to carry cardio or digestive risks. But you can also:

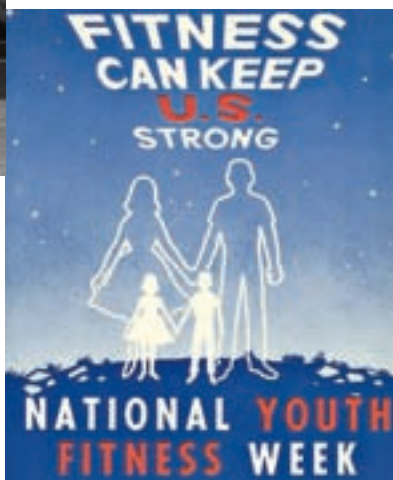
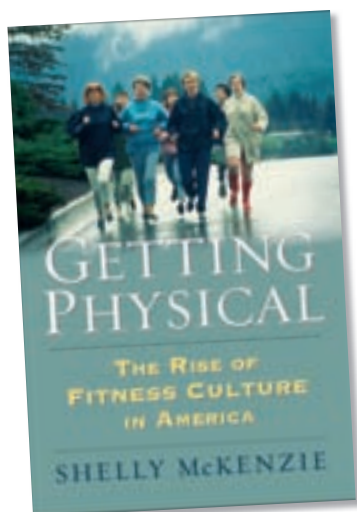
CHILL BEFORE IT ACHES.

Ice muscles for 10 to 15 minutes at a time before delayed-onset muscle soreness sets in (usually 12 to 24 hours after exercise).

TRY ARNICA GEL.

An arnica remedy reduced muscle soreness in a Norwegian study of marathon runners. Thymol derivatives in arnica’s roots may be the source of its anti-inflammatory effects.





In the 1960s, fitness popularity grew. By the 1980s, it was linked to public image—as shown by former president Ronald Reagan.

Fitness Past and Future

Interest in fitness is not new, but our cultural views have definitely evolved.

In her book, *Getting Physical: The Rise of Fitness Culture in America*, Shelly McKenzie, PhD, explores how fitness has become a vitally important part of the American culture and identity—from President Eisenhower’s Council on Youth Fitness to the jogging craze in the 1970s to the shared health-club experience of the 1980s. We asked McKenzie to share her findings from America’s fitness past and her predictions for the country’s fitness future.

Q: When did the U.S. fitness fixation begin?

A: Americans have been interested in recreation and sports activities for leisure and health since colonial times. What’s different now is the emphasis on scientific research that underpins modern exercise and the meaning with which exercisers imbue it.

Q: What drove new meaning in fitness?

A: In the 1960s, we had John F. Kennedy, who was continuing the Eisenhower administration’s fitness crusade that was a result of fears that the military was too weak to fight the Cold War. In women’s fashion, thinness was becoming more desirable both in clothing and as a body type. And in science, new research was just beginning to link diet, physical activity, and health. Merchandising of fitness apparel and gear helped this trend continue in the 1970s.

Q: How has our view of exercise evolved?

A: Beginning in the 1970s, some people reasoned that if some exercise was good, more was better. This transformation was particularly clear in the jogging movement. When jogging first became popular it was considered quite a feat to complete a 5K or 10K. Now, you need to finish a marathon for bragging rights. As dedication to exercise routines became more intense, we began to view exercisers as more virtuous than non-exercisers. Ideas about self-discipline and determination are great for providing oneself with motivation to work out, but they can also be harmful, by dividing people into “fit” and “unfit” when the goal should really be finding strategies to get the population at large moving.

Q: If fitness is so important in our culture, why are so many people still not exercising?

A: I think the biggest reason is lack of time. The fastest growing segment of exercisers is retirees, because they have the time.

Q: Corporations have played a big role in fitness. What role will they play in the future?

A: In the 1950s and 1960s when heart attacks began to spike and the role of exercise in health was discovered, companies began to implement workplace fitness programs. At mid-century, the body became a problem as work became increasingly sedentary. In the information age, this problem has intensified—sitting at a computer all day is harmful to the body. If employers want to maintain a healthy workforce, they will have to find ways to create it. I predict that at some point companies will grant time off during the workday for employees to devote to exercise.

Can You Buy Motivation?

For clients who are struggling to find the desire to hit the gym, consider retail rewards.

“The right gear can push you through a motivational slump and help you get back into your groove,” says Jennifer Scudiero, NASM-CPT, PES, USATF Level 1 Coach, of Eagan, Minn. “When people lose motivation, they just need something that helps them get out the door to work out.” To take advantage, consider these three tips from Scudiero:



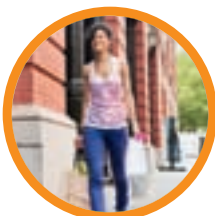
NEW TUNES

“A new song can get me out the door just to listen to it,” Scudiero says. “I have music on my workout playlist that I don’t have anywhere else, so I have to work out to hear it.” Use iTunes gift cards as client incentives and help clients create workout playlists.



GREAT GEAR

New workout clothing can also provide inspiration. Encourage clients to find items they feel good in, that show off what they love about their body—whether that’s abs or shoulders. Bonus: Wearing clothing designed for workouts (rather than just an old T-shirt) can help people identify themselves as exercisers.



REWARD BOARDS

Rather than always buying on the spot, Scudiero finds inspiration (and manages spending) by purchasing after she meets a fitness goal. Have clients set up a Pinterest board or scrapbook page with a wish list of rewards.



Taking It to the Extreme

As extreme athletes find new ways to push the boundaries of the human body, trainers strive to keep pace. To help you address the needs of this special population, Kevin Lowrey, NASM-CPT, CES, a Chicago-based trainer, shares his insights from 10 years immersed in Krav Maga, the form of hand-to-hand combat used by the Israel Defense Forces.

	PREPPING FOR INTENSITY	MOTIVATION	AVOIDING INJURY
CHALLENGES	Training for extreme sports can rev the heart rate as high as the competitions. Before such workouts, the athletes’ bodies need to be ready for exercise at their aerobic threshold for a sustained amount of time.	Most people haven’t regularly pushed their bodies to their anaerobic threshold and beyond. And for sports such as martial arts, clients need to be able to perform under intimidating circumstances. Lowrey believes in training these clients’ minds as well as their bodies.	At this higher, more intense level of training (which for Krav Maga includes sparring) there’s always an injury risk. But Lowrey says overuse injuries are more common than those from sparring. The most frequent injuries: pulled hamstrings and sprained wrists.
SOLUTIONS	An extended warm-up of 10 to 15 minutes followed by five minutes of stretching readies the muscles for intense workouts. Lowrey’s extended warm-up includes light jogging, heel-butt kicks, high-knee jogging, arm circles, push-ups, bear crawls, sprawls, and sprints.	Trainers of extreme athletes need to provide a high level of verbal encouragement. These clients value a trainer who can act as an example and has participated in the extreme sport too. Lowrey also recommends workouts to fast-paced music—120 to 140 beats per minute.	Encourage hydration during class. And emphasize good technique, especially near the end of training sessions, when clients may get tired and sloppy. Lowrey also recommends teaching clients how to properly wrap wrists. After class, recommend icing sore joints and ingesting a mix of protein and carbs.



WHAT'S YOUR NICHE

More and more fitness professionals are targeting specific demographic groups. Does it work? Trainers reveal the rewards—and the challenges. BY MICHAEL WOELFLEIN

ON-THE-GO GOALS


Last summer, after 10 years as a corporate road warrior, Marcey Rader, NASM-CPT, quit her job to become a full-time health/lifestyle coach for mobile professionals, both locally and online. Though she's based in Raleigh, N.C., her current client base extends into Canada.

"It's going really well, better than I imagined," says Rader, who is also a Certified Productive Environment Specialist with a bachelor's degree in exercise science and wellness and a master's in health promotion and health and exercise management.

"The more I researched starting a business, the more I realized that I had to specialize," she says. "And since I've lived this challenge and know a lot of people who do it every day, it was natural." Traveling for work is a lifestyle, she says, and it can be difficult to exercise and stay healthy, both on the road and at home.

Rader makes it easy for clients. She provides a range of face-to-face and virtual services, from





Marcey Rader,
NASM-CPT, knows
what works for
frequent travelers.



Rachel Cantore,
NASM-CPT, helps
people pair workouts
with pet time.

coaching and exercise sessions to systems that cover nutrition, exercise, and productivity for travelers. As part of her deluxe, one-on-one plan, she studies a client's connecting airports, hotels, and calendar to find healthy options for meals. She tailors workouts to the traveler's schedule and the available equipment. And she's always accessible, often via Skype sessions, providing productivity tips for home and the road.

The toughest part of starting up has been finding good marketing partners. "The first company I hired didn't understand what I was trying to do," Rader says. "But if something isn't going right, you can't blame your partners, you have to make the decision yourself. If you stay too long when something isn't working, it's your responsibility."

Rader hired a new firm, and she loves her new site, marceyrader.com. She's forged several partnerships, including one with Lift, a to-do-list app, where she challenges users to exercise for 25 minutes a day for 25 days. The goal is to reach as many people as possible, all around the world.

But the clients she works with every day give her the most fulfillment. "There are nights when I can't sleep because I'm so excited about the difference I'm making in these people's lives," Rader says. "A little note from a busy client about how I made their day better can really lift me up."

DOUBLE THE BENEFITS

Rachel Cantore, NASM-CPT, CES, PES, FNS, has always thought of herself as a niche provider, combining personal training with life, nutrition, and gymnastics coaching. Now, she's found a new specialty. Cantore is launching a K9 Fit Club near her home in Laguna Niguel, Calif. It's part of a Chicago-based franchise that offers people/pet workouts and hopes to eventually go nationwide (k9fitclub.com).

"It's an amazing business niche," Cantore says. "It's unique. People want it. It's a really good idea, and we're right at the beginning of it."

K9 Fit Club features classes, such as Bow-Wow Bootcamp, in which people and dogs work out together, lead by a Certified Personal Trainer and supervised by a dog "wrangler." (Both pros also have K9 Fit Club certification.)

For Cantore, who grew up with, lives with, and loves dogs, it's a path to greater fulfillment. She sees more and more obese dogs out there, often with overweight people in tow. On top of that, holding outdoor classes for people and pets has

helped her gain clients, she says. The niche makes it easy to recruit people, whether by attending events such as Yappy Hour at a local hotel or by striking up conversations in parks or on the street.

"Anytime I see someone with a dog, I have an opening," she says. "I greet the dog and owner, then introduce myself and what I have to offer."

The challenge is getting them to understand exactly what that is, and that working out with a dog is fun, safe, and effective. "I find myself saying, 'It's a real thing,' a lot," Cantore says. Once she gets to that point, people perk up with questions and are often interested in trying it out.

The clientele is full of folks who wouldn't normally use a personal trainer, according to K9 Fit Club founder and president Tricia Montgomery, who was inspired to beat her obesity when a vet told her that she and her dog were overweight.



TRY THIS

Find Your Niche

Trying to figure out which specialty offerings will work for you, in your location? Here's some advice from our experts:

STUDY CENSUS

DATA. You can see demographic trends like average age and socioeconomic, says Cody Lingelbach, NASM-CPT, CES, PES, GPTS, FNS, SFS, a senior education advisor with NASM. Then you can tailor your offerings (and your rates) to meet those trends. "Figure out where you want to be—whether it's a 55-plus community, your city's cancer facility, or the grade school nearby—and then do what it takes to get there," Lingelbach says.

LOOK INSIDE. "Find a market that you're truly passionate

about," says Andrea Leonard, an NASM CEU provider who trains fitness professionals to become Cancer Exercise Specialists. "You need to love what you're doing or people will see right through you."

ASK POTENTIAL CLIENTS. Through a seminar or focus-group session, you can pick the brains of members at your facility to see what they're looking for. "Sometimes, a talk like that can help clients see what they need and realize that they need help," Lingelbach says.

BE UNIQUE. "Don't do what everybody else is doing," says Leonard. "It's a little harder at the start, but it will pay off."

PARTNER UP.

"Don't be afraid to reach out to people or companies that are bigger than you," says Marcey Rader, NASM-CPT, a nutrition, fitness, and productivity expert for mobile professionals. She's partnered with equipment companies and even an app developer. (Her advice also works for medical facilities and other places where your niche population gathers.)



BOOST YOUR SKILLS

Specializations Help

Learning how to train special populations can set you up to focus on market niches. Consider specializations like the Senior Fitness Specialist or Weight Loss Specialist from NASM, or continuing-education programs like those from the Cancer Exercise Training Institute. “It’s a way to separate yourself, to let people in those populations understand that you know what you’re doing,” says Cody Lingelbach, NASM-CPT, CES, PES, GPTS, FNS, SFS, a senior education advisor with NASM. “I talk to a lot of people, and specializing works.” Check out all of the NASM specializations at nasm.org or call 855-375-4395 to consult with an educational advisor.

“There are a lot of people who would never come to a gym without a dog,” says Montgomery, a certified trainer. “It’s a huge market, and it’s underserved. People are busy, and they may have to choose between walking the dog and working out. This lets them have it all.”

When Montgomery opened the first K9 Fit Club in August 2012, a half hour before the first class, 23 people were waiting outside. Cantore has had a similar reception for her outdoor classes, which she hopes to grow into a facility.

“I watched Tricia teach at the opening, and I was hooked,” Cantore says. “And now, the people I’m teaching are getting hooked just as fast.”

TAKING CONTROL OF CANCER

Working with cancer patients and survivors to rehabilitate, get fit, and take their lives back is natural for Andrea Leonard. After surgery for thyroid cancer as a teenager, she struggled with weight and a sluggish metabolism, which eventually led her to a career as a personal trainer.

Today, Leonard is president of the Portland, Ore.-based Cancer Exercise Training Institute (CETI), an NASM-approved continuing education provider. CETI offers the Cancer Exercise Specialist Advanced Qualification, which certifies fitness and medical professionals to work safely and confidently with cancer patients and survivors. The program can qualify practitioners to work with medical providers, many of whom bill patients and then pay trainers or therapists. CETI also has a new Breast Cancer Recovery BOSU Specialist certification.

“At CETI, we are training and credentialing

nurses; physical and occupational therapists; personal trainers; and yoga, Pilates, and group exercise instructors,” Leonard says.

The niche is huge yet underserved. “We had 25 trainers at a recent workshop in New York City, but there are nearly one million cancer survivors in the state of New York,” says Leonard. “Everyone’s been touched by cancer in one way or another. It’s an untapped market.”

In fact, the National Cancer Institute estimates that approximately 13.7 million Americans were living with a history of cancer in 2012, and it’s expected that more than 1.6 million were diagnosed in 2013.

Leonard started working with cancer patients in 1996, then set out, with the help of a medical advisory panel from Washington, D.C.’s leading hospitals, to co-author *Essential Exercises for Breast Cancer Survivors*, first published in 2000. She has since penned nine editions of the *Cancer Exercise Specialist Handbook* and started the nonprofit Breast Cancer Survivor’s Foundation, which transitioned into CETI in 2004.

“It’s my personal evolution,” Leonard says. “I’ve gone from serving a limited number of individuals as a personal trainer to educating other fitness professionals to become Cancer Exercise Specialists. This has given me a much broader reach, indirectly allowing me to make a difference in so many people’s lives.” That, she says, is the beauty of focusing on the cancer population. Many clients are beaten down, their lives stripped away. And they have very specific needs, based on the disease and treatment they’ve received.


“You get the opportunity to give them their life back,” Leonard says. “It’s powerful, it’s rewarding, it’s wonderful. Even if you lose someone to the disease, you know you helped make their life better in the short term.”

When Leonard started out, she “had a lot of doors slammed” in her face, because cancer rehabilitation was such a new concept. She’s had larger organizations try to steal her ideas and methods. And it’s been a ton of work, especially keeping up with the surgeries, protocols, and exercise regimens for the many forms of the disease.

“But if you persevere and truly believe in what you’re doing, you will be successful,” Leonard says.

Andrea Leonard
is a cancer survivor
who now helps other
survivors and patients.





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and clients a boost
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Best **OF** Both

You don't have to choose between group and personal training.

Here's how trainers are walking both paths to boost reach, revenue, and job satisfaction. BY RYAN HALVORSON



BOOST YOUR SKILLS

Specialize in GPT

Earning a NASM Group Personal Training Specialization (GPTS) is one of the best decisions she has made, says Brady. “It has allowed me to offer more fitness solutions to a broader audience, helping hundreds reach their goals.” Ready to add GPT to your services? NASM’s GPTS will help you:

- Learn how to coach effectively in a group setting.
- Create a business plan for optimal financial success.
- Add GPT to your current fitness business.

Learn more at nasm.org/gpt or by calling 855-375-4398.

the personal training industry. And respondents to a 2013 survey of NASM Certified Personal Trainers gave GPT the broadest support of all of the new specializations. Consider these benefits:

VARIETY AND EFFICIENCY Myrna Brady, NASM-CPT, CES, PES, FNS, YES, SFS, CEO of Qameliyan Fitness & LifeStyle Consulting, LLC, in Westchester County, N.Y., started her GPT program due to the demands of pregnancy. “During my first trimester I was very tired, and this was an easy way to keep and train all of my clients,” she says. “I quickly realized that I truly enjoyed the change—and the challenge of training several people at a time.”

GREATER INCOME “The one-on-one model as a stand-alone presented challenges for our business growth,” says Joe Carson, NASM-CPT, FNS, owner and master trainer at Success Fitness X-Press LLC, in Tulsa, Okla. “Adding GPT offered a lower-cost entry point for the clientele yet generated a higher dollar per hour for the facility.”

GPT fills the gaps between private sessions, leading to greater productiv-

ity and increased daily revenue, agrees Ashley Matejka, NASM-CPT, owner of Rock N Body Wellness in Miami Beach, Fla., who began offering GPT in 2010.

GPT also offers an opportunity to up-sell services. A one-on-one client might be interested in adding group sessions to her weekly routine.

CLIENT MOTIVATION Brady insists that her GPT clients stick with her programs largely due to the community vibe.

Matejka agrees: “The camaraderie is extremely motivating. My GPT clients work hard because they don’t want to disappoint their ‘teammates.’”

COST APPEAL Clients can experience sticker shock when personal training fees are presented. GPT has the power to calm financial concerns. “It offers a more affordable option,” Carson says.

Once your new client is loving your training, you can always suggest adding some one-on-one sessions.

BUSINESS STABILITY AND FLEXIBILITY In a GPT scenario, a lost client or missed session is less of an issue, says Matejka.

If a client misses a private session, you can offer the option of participating in a group workout. And, in some cases, private training sessions can grow stale. Instead of losing the client completely, transition her to a group. You’ll prevent a financial loss and breathe new life into your client’s training program.

MEET OUR EXPERTS



MYRNA BRADY, NASM-CPT, CES, PES, FNS, YES, SFS, has more than 18 years of marketing and fitness experience. Her firm helps fitness pros with marketing strategies.



JOE CARSON, NASM-CPT, FNS, is his own fitness success story. He lost 180 pounds and has kept the weight off for over a decade while putting on 30 pounds of muscle.



ASHLEY MATEJKA, NASM-CPT, left a career in marketing and advertising to follow her passion for fitness and fulfill the need for wellness-based personal training.

ONE-ON-ONE PERSONAL TRAINING IS A fitness industry staple. But it has limitations: high price for clients, revenue ceilings, and stale schedules. Forward-thinking trainers have found a solution in group personal training (GPT)—a program in which two to 10 people share the cost of a personal trainer. NASM’s GPT specialization is a path into this area.

The International Health, Racquet & Sportsclub Association cites GPT as a main driver of continued growth in

That's the Whey



Not all protein powders are created equal.
Get the latest scoop to share with your clients.

BY JOE KITA

PROTEIN POWDERS COME WITH LOTS OF BIG questions: What's the best kind—and brand? When's the right time to use them? Are they safe? In fact, protein supplementation might be one of the most complicated and controversial areas trainers and other health-and-fitness professionals are asked for advice on. That's why Fabio Comana, MA, MS, NASM-CPT, CES, PES, helped develop this protein powder primer. Based on the latest research and NASM guidelines, it'll help you accurately and authoritatively answer any questions that come your way, well, whey.

Where does this stuff come from?

Let's use whey protein powder as an example, since it's the most popular. To make it, the first step is to take milk and separate the curd from

the whey. The curd is usually sent off to make cheese, while the whey—a murky-looking liquid—undergoes further processing. Some fat, sugar, and minerals are removed until a whey *concentrate* remains. Additional refinement yields an even purer whey *isolate* with a protein content of 90% to 94%. Beyond that is whey *hydrolysate*; its protein has actually been partially predigested for better absorption. The farther along this scale you go, the pricier the powder gets.

Who really needs extra protein?

The recommended daily allowance (RDA) of protein is 0.36 grams per pound of body weight, or 54 grams per day for a 150-pound adult. However, Comana points out that the average American male consumes about 40% more protein than



**Pump up your
protein knowledge
to give you and your
clients an edge.**



the RDA, and his female counterpart consumes nearly 20% more. So clients who are simply trying to improve their general health and fitness probably don't need extra protein. But athletes do. Based on protein supplementation research, the Academy of Nutrition and Dietetics Association recommends these guidelines:

■ Endurance athletes training 10 or more hours per week need 0.55 to 0.8 grams per pound of body weight per day for light to moderate training and 0.7 to 0.9 grams per pound of body weight per day for heavy training and high intensity.

■ Strength/power athletes training to build muscle mass need 0.68 to 0.91 grams per pound of body weight per day.

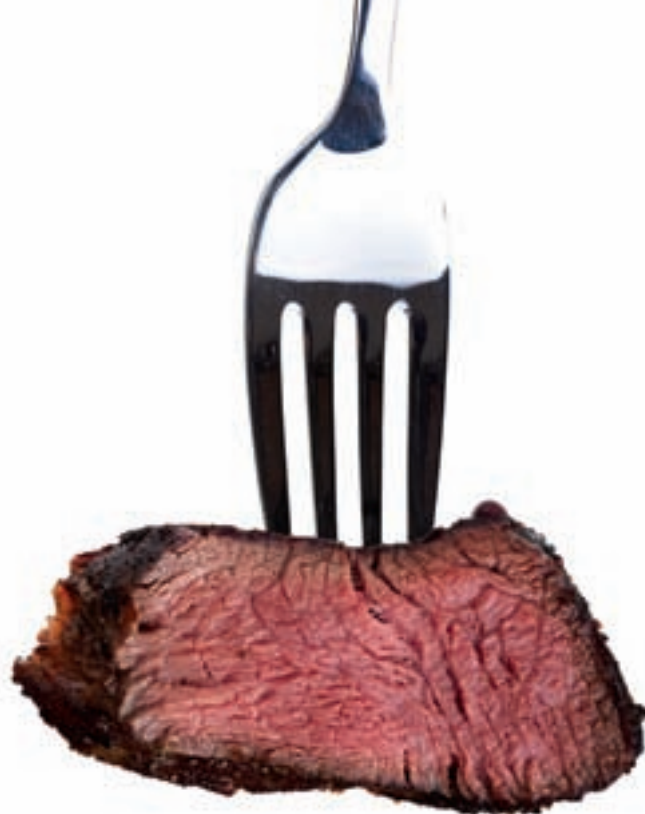
What type of protein is best?

Animal-based proteins (meat, fish, dairy) are “complete,” meaning they provide all of the essential amino acids necessary for muscle maintenance and growth, plus they are generally absorbed efficiently by the body. Plant-based proteins (vegetables, grains, nuts) are “incomplete,” meaning they are low in one or more of the essential amino acids and are typically not utilized by the body as well. Soy is an exception. Its amino-acid profile compares favorably with animal-based proteins, and it's full of isoflavones while being low in saturated fat. It's the best choice for vegans and those with other dietary restrictions. However, there are some health and performance concerns with soy (discussed later).

When should protein be ingested?

Beyond their source, proteins are further subdivided into fast- and slow-acting types. A fast protein is water-soluble, meaning it passes through the stomach and into the bloodstream within 45 to 60 minutes. By comparison, a slow protein can stay in the belly for four to eight hours. “Whey, and especially whey isolate or hydrolysate, is one of the best fast proteins,” says Comana. “Albumin, an egg-based protein, is also great. Casein, a by-product of the curds in milk, is a slow protein.”

Because synthesis rates differ so much, timing is crucial for athletes. Researchers have determined it's best to ingest 15 to 18 grams of whey isolate 45 to 60 minutes before a workout or training session and another 20 grams of fast protein within 30 minutes of finishing. Bracketing this way is the smartest strategy. “We



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can never eliminate muscle breakdown during exercise, but pre-exercise protein can assist and improve the post-exercise adaptive response,” says Comana.

It used to be general practice to only ingest protein after a workout. “But ingesting some beforehand insures that the cortisol [a stress hormone] produced during intense or stressful exercise, which usually attacks amino acids in muscle tissue, derives more amino acids from the blood than the living tissue,” says Comana. “So after exercise you don't need to rebuild as much and can make greater gains.”

When are slow proteins best? At any other time, says Comana, but especially a few hours after an intense workout and then again before bed. There's no one-size-fits-all dose, but 7 to 14 grams before sleep can help preserve muscle tissue (cortisol levels also creep up through the night), and it's a small enough amount that it won't raise your body temperature, which can interrupt sleep. “A powder with caseinate listed as the first ingredient will work, but my favorite is a quarter to a half cup of nonfat cottage cheese with a little honey,” he says. “That's a great natural source of casein. Yogurt is a good choice too.”

Which brands are best?

Here's where the controversy begins. Because protein powders are sold as supplements rather than as food, they do not go through an FDA-approval process, which means manufacturer

claims may not be true and some products could contain harmful or banned ingredients such as steroids. Fortunately, there are independent organizations policing products. One is the U.S. Pharmacopeial Convention (usp.org), which verifies product ingredients, purity, and good manufacturing processes. Another is NSF International (nsf.org), which makes sure products comply with pertinent safety standards and are labeled accurately. Not all brands undergo this scrutiny, though, so Comana recommends looking for the USP or NSF insignias on product labels. There are also subscription-based organizations such as ConsumerLab.com that conduct independent tests and make results available to members.

“But trainers should avoid making specific brand recommendations to clients,” advises Comana. “Our scope of practice is educating clients generally so they can make their own choices based on economics, convenience, and personal preference.”

So what’s the deal with soy?

Some studies suggest that soy may negatively impact fertility in women and cause gynecomastia (enlarged breasts) in men. But as of yet there are no definitive conclusions. One area of note, however, is a recent University of Connecticut study that found that men who were doing resistance training and taking 20 grams of soy protein isolate beforehand produced less testosterone than those using the same amount of whey isolate. Less testosterone in the blood after a workout means less opportunity for muscle growth.

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grams of protein per pound of body weight per day.



ISTOCK (MEAT); VEER (SOY BEANS)



BOOST YOUR SKILLS

Cover Special Nutrition Needs

NASM’s Fitness Nutrition Specialist program will help you become an expert on diet and nutrition—including energy balance, caloric needs, and metabolism. It will help you share with clients how food choices impact fitness goals. For details or to register, visit nasm.org/fns or call 855-375-4407.

What’s the most persistent misconception about protein powder among trainers?

Many people assume that if a little protein is good then more must be better. “But your body can only assimilate so much,” explains Comana, “and for the general population that threshold is 0.91 grams per pound of body weight per day. Anything more than that is just a waste of money and calories, plus it can stress the kidneys and liver, pull calcium from the bones in some people, and lead to dehydration. I’ve personally met athletes who were in the 1.6-grams-per-pound-per-day range, and some supplement manufacturers recommend 50 to 60 grams after a workout. All that is unnecessary.”

Are there any creative ways to use powders beyond chugging?

Before and after exercise you don’t want to get too fancy. Mixing a powder with water delivers what muscles need when they need it. If it contains extra fat, fiber, or carbs, it may interfere with absorption and may upset your stomach. But at other times, experiment with using powder in homemade bread, cookies, and pancakes. Or sprinkle it on oatmeal, Greek yogurt, or even ice cream. “You’re only limited by your imagination,” says Comana.

MEET OUR EXPERT



FABIO COMANA, MA, MS, NASM-CPT, CES, PES, strives for 125 grams of protein per day based on his 185-pound weight. He uses NSF-approved powders (whey isolates before and after workouts) to complement his intake from foods.

THE POWER OF PLAY

Researchers say that play can boost creativity, happiness, and problem-solving abilities. And you can be a gateway to play for your clients. BY BRIAN FISKE

IT TOOK A KNEE INJURY FOR TIM HAFT TO REALIZE THAT HE wanted to play. Ten years ago, Haft, a personal trainer in New York City who had developed a love of running, decided to gauge his injury recovery by trying a class at a gym, which he hadn't done in a while. Along with testing his knee, he figured the experience would let him see what he thought of current class offerings. To say he didn't like it is an understatement.

"I didn't like the music, the moves were all very prescribed and clinical, and there was no community or socializing," Haft says.

His solution: Haft started jumping rope, something he picked up as a teenager, and began tinkering with a different kind of fitness class—one built around childhood games and focused on fun. The result: Punk Rope, a jump-rope-based fitness class that features partner drills, theme nights, games, and more, all in an effort to maximize the potential for fun and play. And it's catching on: What started in 2004 as a single class at NYU has grown into a program that's now in more than 10 states, with





Many of the top trends
in fitness events
and programs are
powered by play.



international instructors currently getting certified too. “A lot of my students say, ‘I feel like I’m 5 again—in a good way,’” Haft says. “This is the type of recess we dream of: It’s lots of fun, you can’t be picked last, it’s not competitive, everybody works hard, and everybody wins.”

WHY PLAY MATTERS

Haft isn’t alone in his thinking. The concept of play—and the idea that as adults we don’t get enough of it—is behind the boom in trends like Zumba and obstacle-course events. Think people aren’t looking for fitness based on play? More than a million people have competed in a Tough Mudder event since it launched in 2010.

Researchers like Stuart Brown, MD, author of *Play*, feel that humans are hard-wired to play, but that our society shuts down the idea of it when we reach adulthood. So we crave play but feel we aren’t allowed to—and because of that, new, socially acceptable ways for adults to play tend to be very popular. As a trainer, you can provide clients with a custom-fit outlet for play.

MIXING BUSINESS AND PLAY

Even if you never mention the word “play” to your clients, it’s still a concept that you should keep in mind. There are big benefits—for clients and for you.

“There are psychological factors involved,” says Ron Merryman, NASM-CPT, CES, PES, NASM Instructor team member and fitness manager at Sports Club/LA in Chestnut Hill, Mass. “We tend to call it ‘working out,’ so people are already thinking about work. If you can introduce the idea of play, they’re going to approach it differently—and maybe with a better attitude.” Three other key reasons to make play an everyday part of your offering:

- **Retention** “Your services have to be engaging—look good, feel good, and make your clients smile,” Merryman says. If your clients are having fun, they’re more likely to come back.

- **Attraction** “Probably the most important way to market your services is to be out on the floor performing them,” says Merryman. “If people are watching you have a ball with your clients, they’re going to want to be a part of that.”

- **Revitalization** “If you’re tied to traditional programming and aren’t coming up with creative and fun ideas for clients, you’re going to burn out,” Merryman explains. “If you’re just following



a script, you aren’t going to stay up-to-date on trends and techniques either. Remember, play keeps you youthful—and that will keep you motivated and inspired for the next client too.”

FINDING YOUR APPROACH

Incorporating a sense of play into your work can be a challenge, but it’s not impossible.

“I always smile and keep a playful tone, and I mix games into my workouts,” says Billy “Biv” Davis, NASM-CPT, CEO of Biv Bodies, LLC, based in New York City. (For two examples of Davis’s games, turn to page 26.) “If your client is smiling and breathing hard at the same time, I think you’re in the right space.”

Need help making play work? “Attend the Idea World Fitness Convention, ECA World Fitness, or any big fitness conference,” says Merryman. “You’ll come away with good ideas.”

Also, visit other facilities. See how they’re set up, or how they’ve gotten creative with what they offer. Maybe you’ll think of ways to build on their ideas—or maybe, like Haft, it will motivate you to come up with an all-new, better way to play.

“At the end of the day, it’s about sustainability,” Haft says. “You want your clients to enjoy exercise so much that they continue as long as possible, whether you’re in the picture or not. Any tool you can use to further that goal is worth considering.”

PLAYFUL TRENDS

Looking for more inspiration? Consider these ways fitness and play are crossing paths.

- **Punk Rope** (punkrope.com) It combines rope-



Pumping up the play factor keeps you and your clients fresh and motivated.



WHAT THE SCIENCE SAYS

The Benefits of Play

In his book *Play*, Stuart Brown, MD, outlines a number of ways that play simply makes life better. Some highlights:

BRAIN BOOST Play stimulates nerve growth in the portions of the brain that process emotions and executive function.

GOOD FRIENDS Play makes you more open to input from others, which helps build stronger friendships.

PROBLEMS SOLVED Play can create new neural networks, and those networks can help your unconscious mind solve problems, even while you're playing. Ever come up with a solution to a problem while working out? That's why.

jumping with solo, partner, and group activities and games adapted from childhood (along with great music, theme nights, and more) for a playful experience.

■ **Obstacle-Course Racing** Although they're often geared toward runners, these events all add unusual elements like wall scrambles and jumping over fire. Options include Tough Mudder (toughmudder.com), *Men's Health* URBANATHLON (mhurb.com), Spartan Race (spartanrace.com), and Warrior Dash (warriordash.com).

■ **Mixed Martial Arts** Not everyone will want to step into the ring and fight an opponent, but MMA's popularity as a training tool is skyrocketing.

MEET OUR EXPERTS



TIM HAFT, ACE-CPT, USATF LEVEL I COACH, owner and president of Punk Rope, has also developed a high-intensity interval training class called Beastanetics. "It thrives on challenges and camaraderie but also has playful moments."



RON MERRYMAN, NASM-CPT, CES, PES, NASM Instructor team member, once owned a nearly 10,000-square-foot, three-floor exercise studio—and one floor was almost entirely open so workstations could be set up on the fly.



BILLY "BIV" DAVIS, NASM-CPT, CEO of Biv Bodies, LLC, got his nickname in high school and adopted it as a fun name for his company. One of his favorite sayings: "You always win the game you're playing."



NASM offers an MMA Conditioning Specialist credential—check it out at nasm.org/mma.

■ **TRX Suspension Training** (trxtraining.com) is a fun—and different—way for clients to work out on their own or in a group. Plus, simple positioning changes mean the difficulty level is easily customized, without needing lots of equipment.

But perhaps one of the best options is not a specific program. It's a mind-set: Think like a kid. Davis might lead an in-gym triathlon using a rowing machine, treadmill, and spin bike or encourage clients to play hide-and-seek or tag in the park. "Think, 'How can I get back to my inner child?'" he says.

ANYTHING BUT ROUTINE

Boost your clients' workout and fitness motivation with smart play.

Playful exercise can be something as simple as a game of tag.

While that's fun, it probably won't target all of the areas a client needs to work on. To do that, you'll need to find ways to combine playfulness with exercises that will help your client reach his or her goal.

Tim Haft, founder of Punk Rope, has two rules that apply when you're developing playful routines:

1. They need to be easy to understand—if you can't explain it in 30 seconds or less, it's too complicated.
2. Each exercise should only last 90 seconds to two minutes. Keep the intensity high but the duration short to fight boredom.

Those rules—and the goal of targeting various muscle groups—come together perfectly in the two workout games here. Billy Davis, NASM-CPT, CEO of Biv Bodies, LLC, in New York City, uses them to mix things up with clients. “When they see me break out the dice or a deck of cards, they're like, ‘Oh no,’” Davis says. “But at the same time, they're smiling because they're excited.” Give these workouts a try, and you'll see why.

Note: The games/exercises here assume that your client has warmed up and is ready for an intense workout.

Roll the Dice

The game: You'll need two dice. Each number on the die represents one of the six exercises to the right (or choose your own). Roll one die at a time; the first is to determine the move to do. The second die indicates the number of reps. Let the game continue for as much time as your client needs.

The exercises: Davis built this option using kettlebells—a fun twist on traditional weights. Try to keep the amount of weight in the range of 75% to 80% of the client's one-rep maximum for each exercise.



1 Single Arm Squat and Press

HOW TO DO IT

A Stand with a kettlebell in right hand, resting against shoulder.

B Squat so thighs are parallel to the floor.

C Stand back up, and extend right arm to press the kettlebell overhead. Lower the kettlebell to shoulder. Switch arms and repeat.



4 Turkish Get-Up

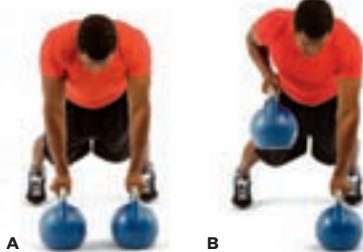
HOW TO DO IT

A Lie on back with a kettlebell in right hand, with right arm extended above and right knee bent so foot is flat on the floor. Extend left arm out to the side, palm down on the floor.

B Push right arm up, keeping straight and coming up onto left elbow. Extend left arm, getting almost into a sitting position.

C Push down into left arm and right foot while bringing hips off the floor, with left leg extended in front.

D Thread left foot under body and place left knee on the ground. Push up from left arm and corkscrew body around to come to a kneeling position on left knee and right foot, facing forward, with the kettlebell still raised overhead. Finally, press off right foot to come to a standing position. Reverse the steps back to the starting position. That's one rep. Switch sides by reversing arm and leg movements.



2 Push-Up with Plank Row

HOW TO DO IT

A Get in a plank position—arms extended, body in a straight line from head to heels—with a kettlebell in each hand. Keeping body straight, slowly bend arms (keeping elbows close to body) until chest is nearly level with wrists.

B Push back up; when arms are fully extended, lift the right kettlebell until right elbow passes torso. Lower. Repeat, then lift the left kettlebell.

Note: For less advanced clients, keep the kettlebell weight low or skip the push-up and do plank row only.



5 V Twist

HOW TO DO IT

A Sit on the floor with back straight, legs out in front, knees bent, and feet on the floor. Hold a kettlebell with both hands.

B Turn torso to rotate the kettlebell from side to side, touching the floor on each side. Each left-right combo is one rep.



3 Bent Over Reverse Fly

HOW TO DO IT

A Stand with a kettlebell in each hand. Bend forward at the waist until torso is almost parallel to the floor, arms beneath shoulders.

B Pull shoulder blades back, then raise arms out to sides until they're parallel to the floor. Lower and repeat.



6 Reverse Lunge

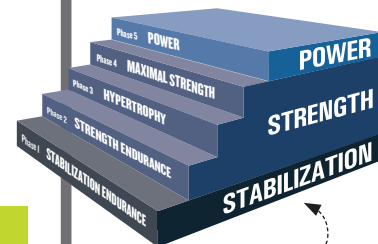
HOW TO DO IT

A Stand straight with feet shoulder-width apart and a kettlebell in right hand, raised to shoulder level.

B Step way back with right foot, dropping right knee to the floor, bending right leg so thigh is parallel to the floor. Keep chest up and eyes facing straight ahead. Press back up to standing position using left leg. Switch arms. Repeat, stepping back with left foot.

FUN IN ANY PHASE

Both games can be adapted for different OPT™ phases—particularly Phases 1 through 3. (That's where Davis focuses the games with his clients.) The workouts here, focused on weights that are 75% to 80% of a client's one-rep max, are targeted at Phase 2; Phase 3 would require slightly more weight and fewer reps. That said, some creative thinking can make the idea work with other phases too: "If you turned the entire game into plyo exercises, you could make it a Phase 5 workout," Davis says. Bootcamp, anyone?



No matter what OPT phase your client is in, don't forget to factor in some play.

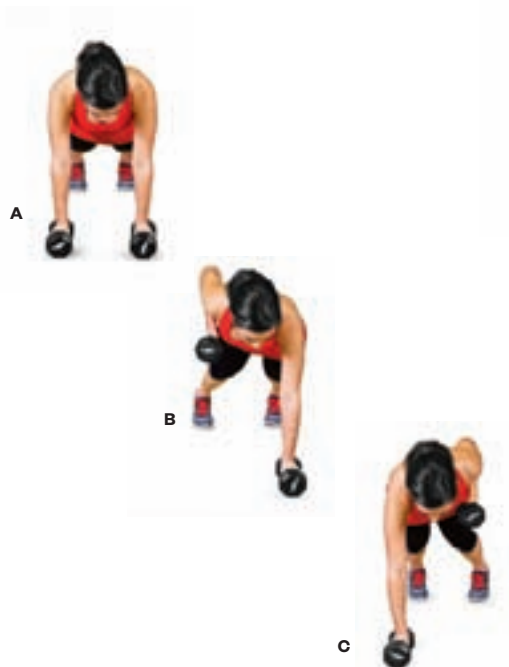
Pick a Card

The game: Assign each suit an exercise (diamond is burpee, for example), then have your client draw a card. The number equals the reps of the exercise assigned to that suit. Each ace equals a minute of jumping rope. A queen is a repeat of the previous card. A jack doubles the next card. A king is a one-minute break. And a joker is a “skip” that can be used at any time. Once the reps are done, pick another card. “Your client might not get through the deck the first time,” Davis says, “but eventually they’ll be able to do it in 45 to 50 minutes.”

The exercises:

Davis chose the four exercises here because they hit most of the major muscle groups; the game can be adapted to target specific groups (four chest or leg exercises, for example).

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1 Plank Row

HOW TO DO IT

- A** Assume a plank position with hands holding the handles of two dumbbells.
- B** Row the right dumbbell to rib cage, while maintaining a steady plank. Lower it back to the floor.
- C** Repeat on the opposite side.



3 Squat Press

HOW TO DO IT

- A** Hold a dumbbell in each hand at shoulder height with elbows bent and feet hip-width apart.
- B** Keeping chest upright, bend knees and lower until thighs are at least parallel with the floor.
- C** Push through heels to stand, and press the weights overhead until arms are straight. Return to start.



2 Burpee

HOW TO DO IT

- A** Bend knees and place hands on the floor, slightly wider than shoulder-width apart.
- B** Extend legs backward until hips and knees are in line. Draw in navel and squeeze glute muscles.
- C** Quickly pull knees to chest; stand up straight.



4 Lunge and Curl

HOW TO DO IT

- A** Stand holding a pair of dumbbells at sides, palms facing in.
- B** Step forward with left foot until right knee is just off the floor, with left thigh parallel to the ground. Curl the dumbbells to shoulders, then lower. Push back up to the starting position and repeat with right foot.



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SMART LAUNCH

How can I budget costs for opening a gym?

?

Have a question you'd like us to cover? Send it to us at thetrainingedge@nasm.org.

A Start with the fundamentals—fixed costs like monthly rent for your space, utilities, and monthly payments for equipment you've purchased. Also factor in three expenses that many trainers overlook at first: insurance, the cost of payment-processing equipment and software, as well as a salary or hourly pay for someone who will answer the phone and greet clients at the door. We often think we can handle the front end ourselves, but if you're teaching or training, you don't want to lose potential clients who call or walk in. You'll likely also have monthly fees for a payroll system to pay trainers and other staff. And don't neglect marketing:

Dollars spent here can define your brand and grow your business.

It's also important to have money in reserve, since you may not make a profit the first year. In fact, it could take three to five years to really mature your business. Consider personal savings, personal or commercial loans, a second job, or a fund you build by holding special events that give clients the opportunity to help you succeed.

Remember to also budget the time you need.



EXPERT: RON MERRYMAN, NASM-CPT, CES, PES, MBA, MS, is an NASM instructor with a business background who has overseen the opening of three gyms. He is currently working on a fourth.

Q **DIET INSIGHT** Who really needs to eat gluten-free?

A Besides people diagnosed with celiac disease or a confirmed gluten sensitivity, I recommend a gluten-free diet for those with conditions such as irritable bowel syndrome, Crohn's disease, ulcerative colitis, fibromyalgia, or rheumatoid arthritis. (If you have gastrointestinal symptoms, see a gastroenterologist first to pinpoint the cause.) If you don't have any of these conditions, gluten-free eating isn't necessary.

Many people try this diet as a way to lose weight, but gluten-free foods can still be high in calories, total carbohydrates, and sodium. Regular gym-goers and athletes (especially endurance athletes like runners, swimmers, triathletes, and cyclists) should be aware that

many gluten-free products contain inadequate amounts of key nutrients—including fiber, calcium, iron, folate, niacin, thiamine, vitamin B12, riboflavin, phosphorus, and zinc.

If you do go gluten-free, steer clear of highly processed gluten-free foods that lack quality vitamins and minerals. Make sure to eat a wide variety of grains, including gluten-free options like amaranth and brown rice. And aim for balance with lean proteins and fresh fruits and vegetables.



EXPERT: COURTNEY SULLIVAN, RD, NASM-CPT, founder of Nutrition for Body and Mind in Beverly Hills, Calif., loves grains—especially steel-cut oats and Ezekiel 4:9 bread.

Q **YOUR ADVANTAGE** How do I explain my credentials to clients—and stress their importance?

A Clients may not know all of the different certifications, so it's smart to take a few minutes to share the value of working with an NASM Certified Personal Trainer. Earning an NASM-CPT means you've learned how to design a safe and effective program specific to the client's needs, with a rigorous and proctored exam that has proven your abilities. You've committed to maintaining your certification with continuing education and specializations to enhance your professional growth and skills. These additional specializations provide protocols for training specific populations—such as older adults, kids, women, and elite athletes.

Earning an NASM Master Trainer title further demonstrates to clients that you're among the most qualified fitness professionals in the industry. NASM Master Trainers are evaluated by their peers and top NASM instructors on their hands-on training skills and their ability to develop programs and assess clients. You can learn more at nasmmastertrainer.com.



EXPERT: MIKE FANTIGRASSI, MS, NASM-CPT, CES, PES, is a 19-year veteran of the fitness industry. He is NASM's director of professional services and an NASM instructor.



Tough testing and continuing education power NASM's certification.



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Discover new and unique challenges to offer your clients while earning continuing education units. With each session, you'll receive hands-on experience through the expertise of our Master Instructors— some of the most elite trainers in the industry. **Are you ready to challenge and be challenged?**

UPCOMING WORKSHOPS

3/1	Atlanta, GA	Personal Fitness
3/1	San Mateo, CA	Corrective Exercise
3/1	Irving, TX	CPT Exam Preparation
3/2	Denver, CO	Personal Fitness
3/2	New York, NY	Personal Fitness
3/15	Seattle, WA	Personal Fitness
3/15	Chicago, IL	Personal Fitness
3/15	Atlanta, GA	CPT Exam Preparation
3/15	Houston, TX	Corrective Exercise
3/16	Manassas, VA	Personal Fitness
3/16	Los Angeles, CA	Personal Fitness

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Become a Brand Ambassador

Lots of companies are seeking knowledgeable, media-friendly spokespeople. For trainers, that can mean added income, another way to reach clients, and exposure to new products from brands you believe in, says Melissa Kirkham, a San Diego-based ambassador for brands including FitFluential, Nuun, and SunRype. Her tips:

► START A RELATIONSHIP

Share what you like about products and how they help you train clients on the company's social-media sites.

► SEND A MEDIA KIT

Using social media or a company directory, reach out to whomever manages the spokesperson program. Include your background, client reach, and number of followers on social media.

► KNOW YOUR WORTH

"If you don't feel nervous about what you're asking for, you're probably undervaluing yourself," Kirkham says. "Worst case, they say no and you move on." As a starting point, consider what you'd charge a typical client for the time. "If it's a company that I am passionate about and want a long-term partnership with, I may charge less, then later determine how to increase it."

► **ADD VALUE** "When talking with a brand, don't just repeat their About Us page," Kirkham says. "They are hiring you because you have influence with the audience they want to reach. They may give you talking points to include, but be authentic; otherwise, your followers will see right through you." Once contracted, don't stop at the minimum deliverables. For example, if you commit to post three photos of the brand's product, post at least that many.



CES + Chiro = Results

Discover five ways corrective exercise boosts chiropractic business.

"Corrective exercise has definitely helped my practice grow," says Geoff Lecovin, NASM-CPT, CES, PES, WLS, FNS, a Bellevue, Wash.-based chiropractor, naturopathic physician, acupuncturist, and NASM instructor. "Clients know that I'm providing evidence-based treatment, and they see the results. Plus, including corrective exercise allows for a more integrative and holistic approach."

Lecovin believes that examining a client through the lens of corrective exercise helps a chiropractor do a better job of determining imbalances or impairments and designing a treatment plan. Daily self-myofascial release, stretching, and activation and integration techniques/exercises three to five times a

week enable the body to learn new patterns of appropriate motor behavior.

Incorporating corrective exercise into Lecovin's practice has:

1. Created more of a one-stop shop.
2. Assisted in identifying root causes of problems, so he can find solutions rather than just treating symptoms.
3. Increased referrals.
4. Enabled him to guide clients on performing exercises at home to reinforce in-office treatments.
5. Helped him resolve acute issues faster and ease pain from chronic problems more effectively.

Learn more about CES at nasm.org/ces.

ENTER TODAY

Men'sHealth THE NEXT TOP TRAINER

IF YOU'RE ONE OF THE TOP TRAINERS in the fitness industry—but have yet to be discovered!—get ready: This spring, *Men's Health* is conducting a nationwide search for The Next Top Trainer. We're looking for the most skilled, most motivational and most talented fitness expert in the country to represent the *Men's Health* brand—both in the pages of our magazine and in your very own *Men's Health* fitness DVD. The competition will be tough: You'll go head-to-head in challenges with the best fitness pros in the business—all to prove why you deserve the title of *Men's Health's* Next Top Trainer. Do you have what it takes to win?

THE NEXT TOP TRAINER WILL:

- Design and lead a custom *Men's Health*-branded workout DVD
- Become a *Men's Health* expert contributor for a year
- Be the next authority and face of the fitness world

From March 3rd to April 3rd, log on to **MensHealth.com/TopTrainer** and follow the instructions to submit your video of why you are qualified to be a contender in this prestigious competition and show us your personal best.

GOOD LUCK AND KEEP TRAINING HARD!

NO PURCHASE NECESSARY TO ENTER OR WIN. Void where prohibited. Contest begins 3/3/14 and ends 4/3/14. Must be 18 or older and a legal resident of 49 US or DC (excluding Arizona, Guam, and Puerto Rico). For the Official Rules, go to www.menshealth.com/toptrainer. Sponsor: Rodale Inc., 400 S. 10th Street, Emmaus, PA 18098-0099.

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Humor benefits
your clients' bodies
and minds.

A Place for Humor

Build client rapport and diffuse stress from intense workouts.

"A little humor can help clients soar through workouts with more youthful energy," says Billy Davis, NASM-CPT, who trains clients at Complete Body in New York City and entertains audiences as part of the comedy duo Black & White Cookies. His advice for using humor while training:

1. Check the focus.

Never make fun of clients. But at the same time, remember not to take yourself too seriously, Davis says.

2. Set a reasonable goal.

Try to make even your most serious clients crack a laugh (or at least a wide smile) once a session. The benefit: When clients smile,

it means they're loose, not clenching. But keep it natural—skip the memorized one-liners.

3. Motivate with humorous social media.

Davis once tweeted a picture of a guy asleep on the train with the caption: "Don't be this guy. Have enough energy to finish the night strong!"

Fitness Blogs Worth Your Time

Sometimes you need more than Google to find a good blog. We asked Lou Schuler, a veteran fitness writer, where he finds the latest.

► **ROBERTSONTRAININGSYSTEMS.COM** In a recent post, Robertson wrote more than 9,000 words on one exercise, the front squat. "This is a guy who takes every nuance of technique seriously," Schuler says.

► **NICKTUMMINELLO.COM** Tumminello is among Schuler's favorite trainers for creative exercise variations and fat-loss workouts.

► **BRENTBROOKBUSH.COM** Along with offering a large library of exercise-related articles, Brookbush links to his YouTube channel, with more than 150 videos.

► **MOHRRESULTS.COM** Chris and Kara Mohr are a dual-PhD household. As nutrition experts, Schuler says, they share information that's always solid and useful, but not always obvious.



Surprising Clients: Singers

Jump on the trend and discover the benefits you can bring to this group.

Singers are a virtually untapped client base, according to Claudia Friedlander, DMus, NASM-CPT, a New York City-based singing instructor who has added physical training to her repertoire. "Fitness is essential for good alignment and stamina, but most conservatories don't provide fitness resources. I got tired of telling students to stand up straight without having the tools to actually help them do it. So I became a CPT."

Why singers may fit into your client mix:

Right Timing

Opera companies have started to expect singers to look more like the characters they are playing, which may mean having a more fit physique.

Easy Connections

Music communities that may welcome trainer services are easy to identify. They include universities, conservatories, and opera company resident-artist programs.

Client Gains

- VO2 assessments can help singers determine how to improve their ability to sustain long phrases.
- Good alignment and kinesthetic awareness are key to the strong vocal technique needed for large opera houses.
- Improved cardiovascular fitness leads to an increased ability to use oxygen.
- Singers may increase their range on both the higher and lower ends through alignment-correcting exercises.

TREND LINE

30

Percentage increase in metabolism brought on by drinking 16.9 oz of water in the morning (the effect lasts more than an hour).

Learn about metabolism as a fitness nutrition specialist (nasm.org/fns).

SOURCE: THE JOURNAL OF CLINICAL ENDOCRINOLOGY & METABOLISM

24

Average percentage by which four weeks of battling-rope training boosted push-up performance in a recent study.

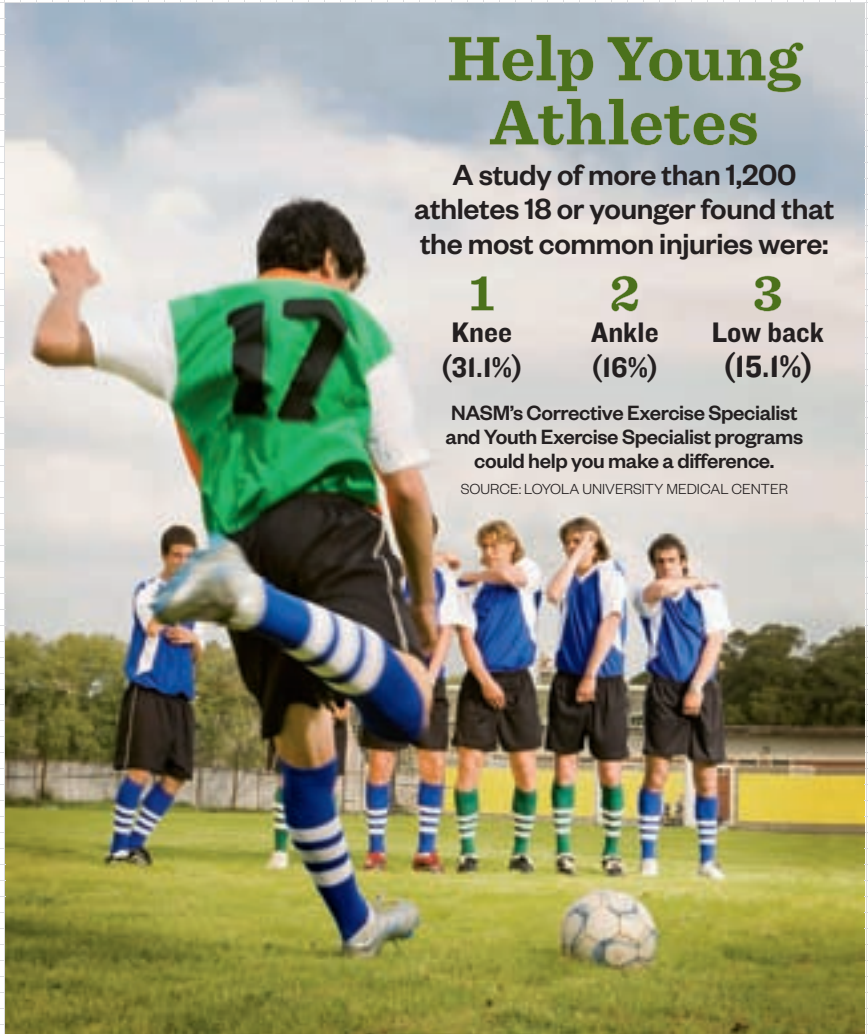
SOURCE: UNIVERSITY OF WINDSOR



Rest Breaks That Strengthen

Between sets, encourage clients to imagine themselves doing more reps of whatever exercise they've just completed. People who did this were able to lift more weight and perform more reps than those who didn't use imagery.

SOURCE: THE JOURNAL OF STRENGTH AND CONDITIONING RESEARCH



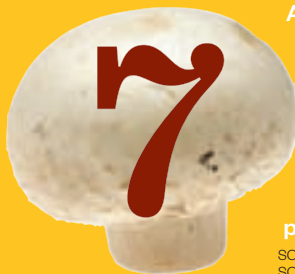
Help Young Athletes

A study of more than 1,200 athletes 18 or younger found that the most common injuries were:

- | | | |
|----------|----------|----------|
| 1 | 2 | 3 |
| Knee | Ankle | Low back |
| (31.1%) | (16%) | (15.1%) |

NASM's Corrective Exercise Specialist and Youth Exercise Specialist programs could help you make a difference.

SOURCE: LOYOLA UNIVERSITY MEDICAL CENTER



Average pounds lost in a year when study participants ate 1 cup of white button mushrooms in place of a serving of red meat every day. Mushrooms have just 44 calories in each cup, but previous research has shown that they are just as satiating as meat. In most recipes, you can swap in 1½ pounds of chopped, sautéed mushrooms for every pound of ground beef.

SOURCE: WEIGHT MANAGEMENT CENTER AT JOHNS HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH

SHOE

The best place to wear an activity tracker for accurate data.

SOURCE: MEDICINE & SCIENCE IN SPORTS & EXERCISE





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