

**THE TRAINING**

**The Latest for Fitness Professionals**

# EDGE

SEPTEMBER/OCTOBER 2014

## FAST FITNESS

**SECRETS  
OF SPEED  
& AGILITY  
TRAINING**

FROM TRAINING  
CLIENTS IN  
HIS GARAGE TO  
BIG SUCCESS NOW  
**SCOTT KEPPEL**  
NASM-CPT

## DIET TRENDS

**WHAT WORKS,  
WHAT DOESN'T**



**BE A  
MASTER  
TRAINER**  
P. 36

**HIGH-  
INTENSITY  
INTERVAL  
TRAINING**  
**WORTH THE  
HYPE?**

**BEEN  
THERE,  
LEARNED  
THIS**  
**BEST LESSONS  
FROM TRAINERS  
WITH LASTING  
CAREERS**

**Inside a  
Smart  
Trainer's  
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## If a workout or overall fitness plan isn't helping a client feel better and be happier, what's the motivation for sticking with it?



**An important rule of thumb for all of us: Fitness should be fun.**

### AS FITNESS PROFESSIONALS, WE'RE DEDICATED

to helping clients live healthier lives. But there's a secret to success that can be too easily overlooked: Fitness should be fun. If a workout or overall fitness plan isn't helping a client feel better and be happier, what's the motivation for sticking with it?

The good news is that there are countless ways to make training and healthy living fun—and we strive to talk about them in each issue of *The Training Edge*. Here are a few that are worth calling out this month:

► **The Men's Health Urbanathlon series.** The three-city obstacle-course race series kicks off next month, and on page 8, an NASM trainer and past participant shares some firsthand training advice. Don't forget, NASM trainers and clients get a 20% discount on registration. Visit [mhurb.com/trainer](http://mhurb.com/trainer) to learn more.

► **Speed and agility.** Trainers who mix in this type of training say it gives clients a mental boost that leaves them feeling good, even after a hard workout. Learn more (and find a workout built around speed and agility) on page 24.

► **A fulfilling career.** It's what everyone hopes for. This month we talk to three trainers with nearly 60 years of combined experience to hear how they've made it happen. One of the best pieces of advice in the story that starts on page 16: Celebrate every day.

What are you doing to make fitness fun, and how are you celebrating every day? We would love to hear your story at [thetrainingedge@nasm.org](mailto:thetrainingedge@nasm.org).

**ANDREW WYANT**  
NASM PRESIDENT

### TAKE FIVE

Some of our favorite highlights from this issue:

**1**

A former NFL player turned NASM trainer **shares his advice** (p. 5)

**2**

What to know about **high-intensity interval training** to make sure your clients benefit (p. 6)

**3**

A collection of recipes—provided by an NASM trainer who's also a personal chef—so you can **save time and eat better** throughout the week (p. 12)

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Approach **client testimonials** the right way and bring in more business (p. 34)

**5**

Take your training to the next level with **NASM's Master Trainer** program (p. 36)

### WHERE CREDIT'S DUE

Our thanks go out to **Steven Lorick**, MBA, TPI-CGFI-GI3, NG360-GPS, NASM-CPT with 10 NASM specializations, and **Greg Schneider**, MS, NASM-CPT, CES, MMAACS, president of Battle Tested Solutions, LLC, who provided the insights in "Serve Those Who Serve," a story about working with military members in our July/Aug. issue. We inadvertently left their names off the story, but we appreciate the expertise they shared.





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**Scott Keppel, NASM-CPT, shares the secrets to a long-lasting career.**



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## CEUs for You

Ready for another great **CEU offer just for enjoying *The Training Edge***? This Sept./Oct. issue: **0.1 CEUs for \$15.\***

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\*This **\$15 offer** is only good until 9/30/2014, when the price increases to \$25. Don't forget to share the opportunity with friends!

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**PLUS:** Speed, agility, and quickness drills to try with your clients



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# WARM-UPS

## ABDUL-KARIM AL-JABBAR

NASM-CPT,  
Head Trainer, Sports Club/LA,  
Washington, D.C.  
1997 NFL Leader in Touchdowns  
(karimfitness.com)

TRAINER  
SPOTLIGHT

► **A life of fitness** At age 10, I dislocated my hip and had inadequate rehabilitation, and in high school, doctors tried to stop my football career. I refused and set out to learn everything I could—not just to continue playing, but to be the best. The desire to share what I learned led me to a career in health and fitness.


► **Fear factor** What looks like a muscle imbalance or movement disorder may be fear of losing the grip on a kettlebell or “looking funny” in front of others. I try to empathize with clients and allay their fears.

► **Affecting the future** When working with kids, we focus on traits that will help them succeed in life. The acronym I use is APEEESE: Attendance, Punctuality, Enthusiasm, Effort, Engagement, Sleep right, and Eat right. Youth sports focus too much on winning, but character building is the most effective way to win.

► **Instant slimming secret** If clients stand up properly, they see an immediate aesthetic benefit. Sometimes I use a mirror, video, or photo to increase awareness.

“You are a beautiful  
masterpiece. Love yourself.  
Be patient and consistent  
and success will follow.”





High-intensity interval training is very effective—but not for all areas of performance.

## HIIT or Miss?

The good—and not-so-good—news about high-intensity interval training.

You're no doubt familiar with high-intensity interval training (HIIT)—quick, intense bursts of exercise interspersed with short active-recovery periods—and its promise of amazing fitness benefits in a small amount of time. But how buzz-worthy is it? Here, Charlie Hoolihan, NASM-CES, PES, shares the good, the not so good, and some tips to help it work for clients at every level.

► **The positives.** “HIIT gets good results over a short period of time,” Hoolihan says. There's also evidence that it can improve cardiovascular fitness as well as—if not better than—traditional steady-state endurance training.

► **The HIIT downsides.** Complex weight-lifting movements at maximum effort and in quick succession increase

injury risk, Hoolihan says. Also, HIIT is often so intense that overtraining is an easy mistake. Evidence also suggests it's an ineffective hypertrophy builder for those looking to maximize muscle size, and it has limited impact on explosive power. And finally, while it's a great endurance training tool, long-distance athletes still have to put in longer efforts at least once every two weeks.

How can you make sure your clients are getting the best HIIT benefits? Here are Hoolihan's tips.

► **Plan for periodization.** Hoolihan says this is the same as with any good program: consider the goal (weight loss, performance, or both) and make long-term plans that include periods of progressive overload, recovery, and maintenance plateaus. If weights and

cardio are part of the program, use one to support the other, depending on goals.





► **Tailor to individual ability.** In the event that your client isn't up to one of the exercises, be ready with some similar but easier moves. Also, give your clients permission to rest during the workout.

► **Stress rest.** Even HIIT requires a long-term approach to training that includes ample rest and recovery.

► **Get a programming edge.** HIIT's intensity increases your clients' injury risk. Trainers, especially those with CES or PES, have the advantage of knowing how to safely progress clients into complex exercises, and (with CES) they can scale exercises to account for clients' muscle imbalances and misalignments.

# TREND WATCH: Your Diet

Last year, Americans bought more than \$10 billion worth of gluten-free products. Are your clients among those jumping on this trend for weight loss? If so, what does that mean for them? This chart explores this and three other trends, so you can see how they impact active adults. *Note: A registered dietitian (RD) can help guide choices for those considering a new way of eating.*

The Diet	The Basics	The Science	What You Need to Know
<b>Clean Eating</b> 	<p>► Followers eat more natural, whole, or raw foods, and avoid refined or processed foods. (They may also favor organic, non-GMO, and sustainably produced foods.) They avoid additives, preservatives, and high-fructose corn syrup.</p>	<p>► Generally speaking, replacing processed foods with fresh, natural foods can be healthful. However, experts are reluctant to label foods containing preservatives as “unhealthy” and foods without them as “good for you.”</p>	<p>► Can be difficult to sustain and expensive to follow. However, if done properly, it can improve a client’s nutrition intake, since processed foods often are less nutrient-dense than whole foods.</p>
<b>Gluten-Free</b> 	<p>► Followers eliminate foods containing wheat, barley, rye, or triticale (and potentially oats, due to cross-contamination).</p>	<p>► Those with celiac disease or other gluten issues may notice reduced gastro-related discomfort and bloating, headaches, and fatigue. Those without gluten issues report weight loss and increased energy, but experts say it may be due to overall healthier eating.</p>	<p>► A gluten-free diet can aid in weight loss, but followers need to be careful: Some gluten-free processed foods have more calories than the original version (for example, breads). Some athletes report an increase in energy, while others feel fatigued due to low carb intake.</p>
<b>Low-Carb Low-Sugar</b> 	<p>► Followers avoid foods high in simple (or total) carbohydrates, including white flour, refined sugar, starchy vegetables (such as corn and peas), and some fruits and juices.</p>	<p>► A low-carb diet may aid in weight loss, especially around the waistline, and lower the risk of cardiovascular disease.</p>	<p>► A diet that’s too low in carbs can result in low energy, loss of lean body mass, poor performance, and poor recovery, particularly for elite athletes.</p>
<b>The Paleo Diet</b> 	<p>► Followers eat fresh fruits and vegetables, wild-caught game and fish, and free-range farm products. They avoid flour, refined sugar, salt, processed foods, legumes, beans, and dairy foods.</p>	<p>► Small, short-term studies found that the diet resulted in weight loss (5 pounds in three weeks), lowered blood pressure and cholesterol, and improved insulin sensitivity.</p>	<p>► Going Paleo can help people reduce their intake of sodium, saturated fat, and refined sugars—all good things. On the downside, the diet’s low-carb profile can lead to reduced exercise performance. (Note: There’s a Paleo-for-sports diet that includes more carbs.)</p>

## TALKING NUTRITION WITH FNS

When Karl Sterling, NASM-CPT, CES, PES, FNS, GFS, a trainer at Syracuse University, wanted to talk nutrition with his clients, he enrolled in NASM’s Fitness Nutrition Specialist (FNS) program. He learned what’s OK to teach clients, where to draw the line,

and how to identify who might benefit from working with a registered dietitian. “Now I know the scope of what I can discuss with clients,” he says, “I learned how to share food information in a way that is helpful and ethical.” Learn more at [nasm.org/fns](http://nasm.org/fns).



## Shake-Free Protein

Real-food options for when you need a protein-shake break.

Looking for an alternative to vanilla, chocolate, and fruit-flavored protein drinks? Here, registered dietitian Courtney M. Sullivan, RD, NASM-CPT, GPTS, owner of Nutrition for Body and Mind in Beverly Hills, Calif., shares five real-food options that deliver protein for muscle repair, and taste great too.

### ► THE YOGURT BREAK

Plain, nonfat Greek yogurt (6 ounces) topped with raspberries and 2 tablespoons of hemp seeds  
Grams of protein: 24

### ► CHEESE AND CRACKERS

2 ounces light cheddar cheese (50% less fat) with whole-grain crackers  
Grams of protein: 20

### ► BEANS AND QUINOA

1 cup kidney beans tossed with ½ cup quinoa and ½ tablespoon olive oil/ balsamic vinegar dressing  
Grams of protein: 19

### ► EGG AND APPLE COMBO

2 hard-boiled eggs and a large apple  
Grams of protein: 13

### ► ALMOND BUTTER/ CELERY COMBO

1 cup low-fat chocolate milk plus celery dipped in 2 tablespoons almond butter  
Grams of protein: 12



# Fun Is No Obstacle

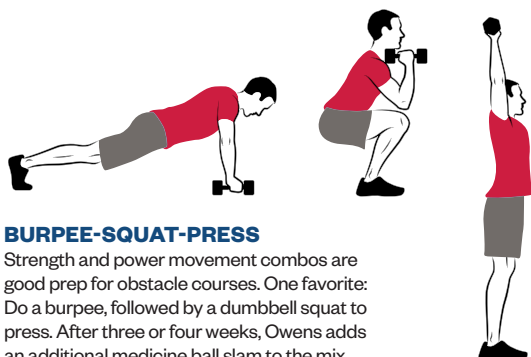
The Men's Health Urbanathlon obstacle-course race series will put your clients—and your training—to the test in a cool new way.

A competitive run on an urban obstacle course—that's the Men's Health Urbanathlon. But it's more than that: Courses vary from 3 to 5 miles with seven obstacles for participants to jump, scoot, or climb over (for the sprint distance) to 10 to 12 miles and 14 obstacles (in the classic distance). The three-city race series hits Chicago, New York, and San Francisco this fall.

"I like the training process and challenge of these events," says Sam Owens, MS, NASM-CPT, PES, fitness director at Midtown Athletic Club in Rochester,

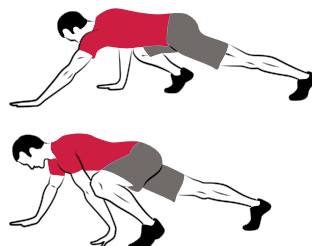
N.Y., an Urbanathlon competitor who has helped half a dozen clients train for the events. If you or your clients want to race, visit [mhurb.com/trainer](http://mhurb.com/trainer) to register—then check out Owens' training recommendations here.

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## BURPEE-SQUAT-PRESS

Strength and power movement combos are good prep for obstacle courses. One favorite: Do a burpee, followed by a dumbbell squat to press. After three or four weeks, Owens adds an additional medicine ball slam to the mix.



## BEAR CRAWLS

Get on all fours, knees bent at 90 degrees, but only hands and feet touching the floor. Move forward for 30 feet, turn around, repeat; aim for 30 to 45 seconds per lap. One tip: Keep your rear as low as possible.



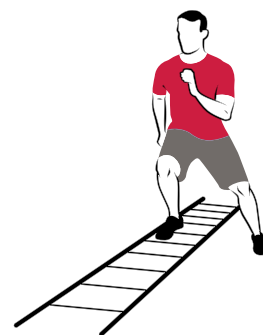
## YOGA

Owens recommends yoga or Pilates for flexibility and to help recovery. Yoga or a similar stretching routine balances the running and strength training in most workouts.



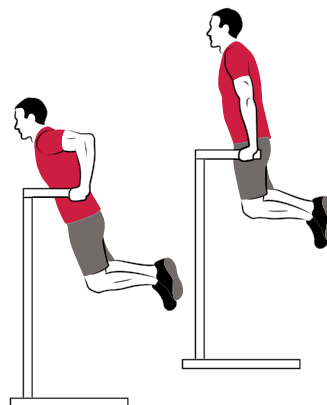
## MONKEY BARS

Head to the playground. In addition to practicing crossing the monkey bars, Owens adds some upper-body movements, such as pull-ups.



## LADDER DRILLS

These can simulate tire obstacles and boost flexibility and leg strength. For sample exercises, turn to page 27.



## DIPS ON PARALLEL BARS

This boosts shoulder and triceps strength. In addition, it gives clients practice at lifting their own body weight, which is required on many of the Urbanathlon obstacles.



## CONCUSSIONS:

## What You Should Know

Four things all trainers should know about clients and brain trauma.

Football players aren't the only ones at risk for concussions. Your active-sports-oriented clients are too—and the injury could have serious consequences if not properly treated. Here, Dr. Theresa Miyashita, PhD, ATC, NASM-CES, PES, program director for athletic training at Sacred Heart University, shares how to recognize symptoms and talk to clients if you suspect something's up.

### 1 Know It When You See It

Of the more than 30 symptoms, the most common are headache and dizziness, followed by nausea, ringing in the ears, sensitivity to light, difficulty concentrating, and irritability. If a client is experiencing any of these, ask if he's hit his head or suffered whiplash recently. "If the answer is yes," says Dr. Miyashita, "it's a concussion until proven otherwise."

### 2 Stop Training Immediately

You should avoid stimulating neurons during the healing process. At Sacred

Heart, concussed students are pulled from class and asked to refrain from using computers and smartphones until symptoms have passed.

**3 Be Firm** All that rest—and lost training—can be a drag for an athlete. But don't give in. If they're pushing you to train, say, "I can't train you without clearance from your physician." It sounds harsh, but you could be in legal hot water if you knowingly train a concussed client.

### 4 Start Back Slowly

Once the client is cleared, Dr. Miyashita recommends the National Athletic Trainers' Association's five-step Return to Play progression, where each step—light exercise, sport-specific activities without contact, noncontact and resistance training, unrestricted training, and return to play—takes 24 hours.

Concussions are traumatic brain injuries. Know how to handle them.



## The Kids Aren't All Right

Childhood obesity may be at the root of more problems than you think.



We all know about the long-term risks of childhood obesity, including heart disease, type 2 diabetes, and arthritis. But a recent study by UCLA's Center for Healthier Children, Families & Communities points to obesity as the root of some surprising problems.

► **THE OUTCOMES** Compared to non-overweight kids, obese children ages 10 to 17 have a higher risk of physical ailments (bone, joint, and muscle problems; and asthma, allergies, and ear infections) and developmental delays, behavioral problems, grade repetition, depression, and ADHD.

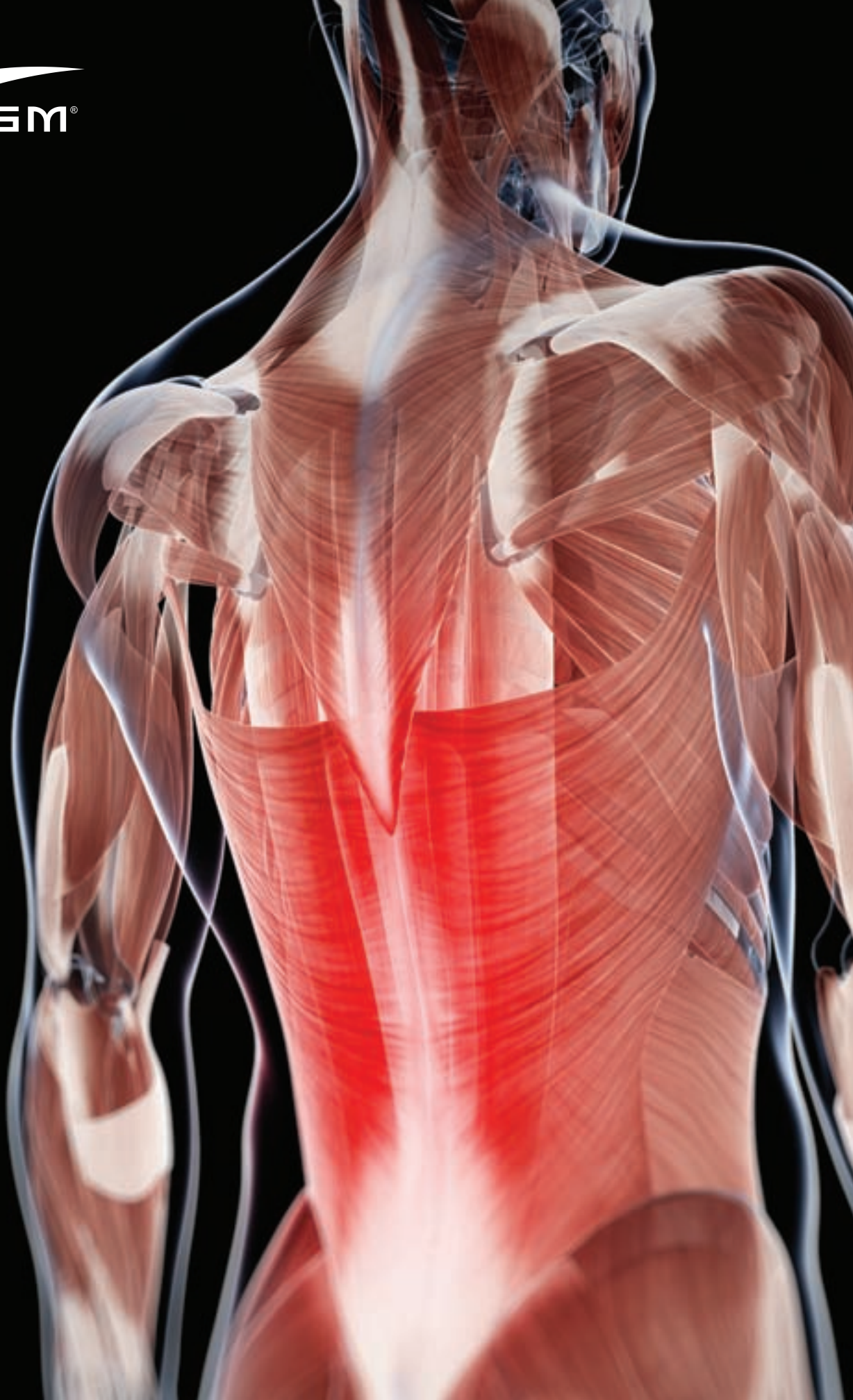
► **THE TRIGGERS** The study, published by the Academic Pediatric Association (APA) in 2013, pointed to stress as a potential key connection between weight and health issues. It's a chicken-or-egg scenario, the APA says, because stress may contribute to the risk of obesity and

related issues, while obesity and health issues may contribute to stress.

► **THE SOLUTION** The study is a wake-up call to doctors, parents, teachers, and policy makers that childhood obesity needs to be addressed in a much more aggressive way. And that brings it back to something we all know: Exercise relieves stress and is good for the body and mind.

"We, as fitness professionals, can be leaders in turning this around," says Latreal Mitchell, NASM-CPT, CES, YES, founder of the nonprofit Fitness Bunch Foundation ([fitnessbunch.org](http://fitnessbunch.org)) and a long-time childhood obesity activist. Mitchell says NASM's Youth Exercise Specialist (YES) program can give trainers the tools they need to keep kids engaged. (Learn more at [nasm.org/yes](http://nasm.org/yes).)

"We have to help these kids—and their parents—get smarter about nutrition and exercise," Mitchell says. "If we do that, we can make a huge difference."





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# THE SMART TRAINER'S KITCHEN

Don't let your clients indulge in excuses about why they can't eat right. It's simple. Suggest healthy recipes that can be made once a week—like the three shown here. Then eat all week with diverse, tasty meals based on the three foundation recipes. Turn the page for eight delicious meals for every situation.

PHOTOGRAPHY BY MITCH MANDEL

1

## GOOD FOR RECOVERY

### FOUNDATION RECIPE

#### Slow-Cooker Pulled Pork

Makes about 17 servings (3 ounces each)

Trim most of the visible fat off a 4-pound pork shoulder or butt, sprinkle with 1 tablespoon salt and 1 tablespoon ground black pepper, then place pork in a slow cooker. Cook on high for 1 hour, then reduce to low and cook up to 8 hours or until the meat can be easily shredded with a fork.

Move the pork to a platter for shredding, and pour drippings into a separate container to cool.

Once cool, place in the refrigerator for several hours until fat separates. Remove the fat, and save the drippings for adding to pork later. Refrigerate or freeze shredded pork.

#### PER 3-OUNCE SERVING:

135 cal, 18 g pro, 0 g carb, 0 g fiber, 6 g fat, 2 g sat fat, 418 mg sodium





2

## GOOD FOR BONES

### FOUNDATION RECIPE

#### Steam-Fried Caramelized Onions

Makes 10 (½ cup) servings

Peel and julienne 5 medium onions, and place them in a large sauté pan or pot with ½ cup of stock, wine, or beer. Cook, covered, over medium-high heat for 10 minutes or until onions are soft and easy to move in the pan; remove the lid and reduce heat to low or medium-low. Stir occasionally; cook for 45 minutes to 1 hour. Allow the pan to almost run dry, then

add more liquid a splash at a time, scraping up the brown bits from the bottom of the pot. (This allows for caramelization.) When done, onions will be very soft and range from golden brown to nearly black.

#### PER ½-CUP SERVING:

23 cal, 1 g pro, 5 g carb, 1 g fiber, 0 g fat, 0 g sat fat, 25 mg sodium



3

## GOOD FOR MUSCLE REPAIR

### FOUNDATION RECIPE

#### Raw Kale Rainbow Salad with Lemon-Herb Dressing

Makes 5 servings (2 cups each)

Toss 6 cups (about 1 pound) of thinly sliced, rinsed (and stems removed) kale with 3 tablespoons of herbs (such as parsley, sage, rosemary, and thyme), 2 medium shredded carrots, 1 roasted red bell pepper, peeled, seeded, and sliced, 2 peeled and segmented clementine oranges, and 1 pound of shelled edamame. To make dressing, whisk together the juice and zest of 1 lemon, 2 tablespoons of honey or agave, 1 tablespoon of Dijon mustard, and salt and pepper to taste. Add 2 tablespoons of olive oil while whisking to emulsify.

#### PER 2-CUP SERVING

#### WITH 2 TBSP DRESSING:

320 cal, 14 g pro, 34 g carb, 8 g fiber, 16 g fat, 1.5 g sat fat, 216 mg sodium



Over time, the acidity in the lemon juice breaks the kale down and makes it tender and mellow.



# HERE'S THE PAYOFF

The recipes here use the building blocks from the previous page as central ingredients, which means most are ready in a matter of minutes. Try them, and share the message with your clients: Planning ahead has its rewards.

1

## FOR AFTER A TOUGH WORKOUT

### Pulled-Pork Wrap

Serves 1

Microwave 3 ounces

**Slow-Cooker Pulled Pork**

until warm. Place in the center of an 8-inch whole wheat tortilla, drizzle with 2 tablespoons low-sodium barbecue sauce, and top with ½ cup **Raw Kale**

**Rainbow Salad** (without dressing). Roll up and serve.

**PER SERVING:**

372 cal, 26 g pro, 42 g carb, 5 g fiber, 11 g fat, 3 g sat fat, 804 mg sodium

1

## FAMILY FRIENDLY

### Pulled-Pork Soft Tacos with Cilantro-Lime Yogurt

Serves 1

For Cilantro-Lime Yogurt, combine 1 cup plain nonfat Greek yogurt, 1 tablespoon finely chopped fresh cilantro, and zest and juice from 1 small lime. For tacos, lay two (6-inch) yellow corn tortillas on a work surface. Among them, evenly divide 6 ounces **Slow-Cooker Pulled Pork**, ¼ cup salsa, and ½ avocado (thinly sliced). Top with 1 tablespoon Cilantro-Lime Yogurt.

**PER SERVING (3 TACOS):**

398 cal, 27 g pro, 34 g carb, 9 g fiber, 19 g fat, 4 g sat fat, 912 mg sodium

2

## FOR RECOVERY DAY

### Ham and Greens with Caramelized Apples and Onions

Serves 5

In a large sauté pan over high heat, combine 1 cup **Steam-Fried Caramelized Onions**, 1 baking apple (cored and sliced thin), 1 cup lean ham (diced), salt and pepper (to taste), and hot sauce or liquid smoke, if desired. Cook for 10 minutes, turning or stirring to avoid burning. Add up to ½ cup stock as needed to prevent sticking. Once edges of apples and ham have browned, add 1 bunch (about ¾ pound) spinach and stir 2 minutes or until greens wilt and turn bright green.

**PER SERVING:**

91 cal, 10 g pro, 10 g carb, 3 g fiber, 2 g fat, 0.5 g sat fat, 234 mg sodium

2

## HARDY VEGAN FOOD

### Easy Vegan Personal Pizza

Serves 1

Preheat a pizza stone to 450 degrees. Spread ¼ cup vegan pesto sauce on a 10-inch whole wheat tortilla. Evenly distribute ½ cup **Steam-Fried Caramelized Onions** over the pesto. Do the same with 1 tablespoon pine nuts and 2 tablespoons chopped sun-dried tomatoes. Transfer pizza to pizza stone and bake for 10 to 15 minutes or until tortilla is brown and crisp. Sprinkle with 2 tablespoons fresh snipped basil before serving.

**PER SERVING:**

654 cal, 15 g pro, 57 g carb, 12 g fiber, 46 g fat, 5 g sat fat, 765 mg sodium

## Keep It Interesting

"We tend to gravitate towards certain foods consistently," says Fabio Comana, MA, MS, NASM-CPT, CES, PES, a faculty member in exercise science and nutrition at San Diego State University and UC San Diego. In fact, Comana says that 70% to 75% of what we eat is made up of about 100 foods. If what you typically eat each week is feeling boring, write a list of your favorite foods and plan a week of new options using them as building blocks. Stumped? Comana suggests consulting a registered dietitian, who can help build a creative and nutritious menu.

Fresh herbs pack more flavor than dried ones.



On the Aggregate Nutrient Density Index (ANDI) scale, kale has a perfect score of 1,000 points, making it one of the most nutrient-dense foods on the planet.

2

## SAVORY POST-WORKOUT SUPPER

### French Onion Soup

Serves 4

In a saucepan over medium-high heat, simmer 2 cups **Steam-Fried Caramelized Onions**, 2 tablespoons of fresh-snipped herbs (such as rosemary, sage, thyme, marjoram, and oregano), and salt and pepper (to taste) with enough no-salt-added beef, chicken, or vegetable stock to moisten the ingredients (about 1 cup). Simmer 10 minutes or until herbs wilt and become aromatic. Add 5 cups stock and bring to a boil. Reduce heat to low and simmer, stirring occasionally, for about 15 minutes. Set oven to highest broiler setting. Evenly divide soup into 4 to 6 oven-safe serving bowls. Top each with a stale baguette slice and a slice of mozzarella or Muenster cheese. Place bowls on a baking sheet, and place under the broiler for about 3 minutes or until cheese is golden brown.

**PER SERVING:** 329 cal, 23 g pro, 47 g carb, 3 g fiber, 6 g fat, 4 g sat fat, 973 mg sodium

2

## PRE-WORKOUT MEAL OR SNACK

### Vegan Quesadillas

Serves 1

Coat panini press or sauté pan with nonstick cooking spray and heat to medium-high. Combine  $\frac{1}{4}$  cup each of **Steam-Fried Caramelized Onions**, cooked black beans, corn kernels, and diced red bell pepper. Stir in 1 pinch each of toasted cumin and toasted coriander. Evenly spread vegetables on half of 10-inch white-flour tortilla. Fold the other half over; cook for about 4 minutes per side.

**PER SERVING:** 341 cal, 12 g pro, 61 g carb, 8 g fiber, 7 g fat, 2 g sat fat, 651 mg sodium

Remember, sea salt has as much sodium as table salt.



3

## GOOD FOR AN AFTER-GYM DATE

### Raw Kale Carpaccio Salad

Serves 4

Season a 1-pound flat-iron steak with 2 tablespoons less-sodium soy sauce and 2 tablespoons cracked pepper. Over the highest heat on the grill, sear steak 4 minutes per side. Remove steak from grill and let rest for 5 minutes. Slice as thin as possible, against the grain.

Top 6 cups of **Raw Kale Rainbow Salad** with sliced steak,  $\frac{1}{4}$  cup sliced sun-dried tomatoes, and 2 tablespoons grated Parmesan cheese.

**PER SERVING:** 309 cal, 29 g pro, 27 g carb, 8 g fiber, 11 g fat, 3 g sat fat, 460 mg sodium

3

## HANDHELD FRESH MEAL

### Raw Kale Carpaccio Wrap

Serves 1

In a 10-inch whole wheat tortilla, place 2 cups

**Raw Kale Carpaccio Salad**. Roll up and serve. **PER SERVING:** 481 cal, 36 g pro, 62 g carb, 14 g fiber, 14 g fat, 3 g sat fat, 1,004 mg sodium

Remove the stems to make a perfect salad base.



### BOOST YOUR SKILLS

## Boost Your Nutrition Knowledge

Interested in how nutrition impacts performance and how a change in diet could benefit your clients? NASM's Fitness Nutrition Specialist (FNS) program can give you the tools you need to teach clients about eating right, including how food choices impact metabolism. It even provides planners for smart food choices. Learn more at [nasm.org/fns](https://nasm.org/fns), or call 877-202-4058; get \$50 off by mentioning promo code FNS50.

### MEET THE EXPERT



**BEN PULVER, NASM-CPT**, is a personal chef and trainer in the Metro Detroit area who cooks for professional athletes and busy clients who are looking to eat healthier. He provided each of the recipes here, which are among his favorites.

# I KNEW THEN...

**THREE TRAINERS WITH NEARLY 60 COMBINED YEARS OF EXPERIENCE SHARE THEIR ADVICE FOR CREATING A LONG—AND FULFILLING—CAREER.**

**BY MIKE WOELFLEIN PHOTOGRAPHY BY ERIC CASSEE**

PERSONAL TRAINING IS A GROWING field—and the growth shows no sign of slowing. In fact, the Bureau of Labor Statistics forecasts 13% growth through 2022. That's a lot of new trainers entering the workforce, all wondering one thing: How do you build a long-lasting career in the field?

We took that question to the three trainers featured here—trainers who have built enviable long-term careers. They told us about the lessons they've learned, and the ones they wish they'd learned sooner. The goal? To help you build the career of your dreams.

The first tip: Diversify. If you offer more services, add skills, and satisfy more clients, you'll grow—as a trainer, and as a business owner. For more advice, read on.

## ► **Gotta Have Faith** **SCOTT KEPPEL, NASM-CPT,** **personal trainer since 1999**

In 2004, after working at a national fitness chain for five years, Keppel launched Scott's Training Systems in Chandler, Ariz. It was a leap of faith—he started the business in his garage two weeks after his wife gave birth to their first child. Nineteen clients came with him.

Within six months, limited space was forcing him to turn away clients, so he moved to an 800-square-foot space. He'd also been turning away trainers, so he started building a team to meet the needs of a variety of clients.

Today, he owns a 4,100-square-foot gym, with 10 trainers plus a number of yoga instructors, all independent







Scott Keppel,  
NASM-CPT, at work  
in his gym in  
Chandler, Ariz.



**“IF YOU  
AREN'T LEADING,  
EVENTUALLY  
YOUR CLIENTS  
AND YOUR TEAM  
WILL STOP  
FOLLOWING.”**

Passion and focus  
drive Keppel's  
success.

contractors. The team offers specialty work ranging from pageant prep (including two Miss Arizona USA clients and dozens of others) to bodybuilding-, golf-, and yoga-based fitness. They also serve special populations with pre- and post-natal fitness, breast cancer recovery, and youth fitness—and Keppel makes sure that his trainers are as passionate about those areas as he is.

“I’ve seen trainers take on programs that they can’t be the best at,” Keppel says. “We don’t do that. We have someone who specializes in almost everything, and we focus on what we do best.”

That mix of diversification and focus on what you can do best are the keys to growth, Keppel says, even through lean times.

During the recession, Keppel visited a great pizzeria that hadn’t lost business, and he had a

realization: “People don’t stop spending,” he says. “They’re just smarter with their money. They want the best. And that’s what we give them.”

### Three more tips from Keppel:

**1 KEEP LEARNING, ALWAYS.** “If you aren’t leading, eventually your clients and team will stop following,” Keppel says. “Keep taking classes and workshops.”

**2 IT’S MORE THAN TRAINING. IT’S SERVICE.** “Bring your best, be on time—that means early—dress professionally, and be well groomed,” Keppel says. “It’s simple, but I’ve seen people forget.”

**3 GIVE TO YOUR COMMUNITY.** Keppel started a 5K adventure run to raise money for breast cancer research, quadrupling the field in three years. It’s one of many charitable events he volunteers for. “It lets people know there’s more to you than fitness and nutrition,” he says.

### ▶ From Arnold to Everyone

**KELLIE ROMAN, NASM-CPT, CES, PES, personal trainer since 1987**

Roman was working as a New York City fashion merchandiser and took a high-impact aerobics class at one of Jack LaLanne’s clubs. One day,

NASM’s OPT™  
model gives you the  
tools to tailor training  
to specific groups  
and individuals.



the instructor had an emergency and asked her to substitute at the last moment.

"I was nervous, but it was fun," she says now. Roman soon became a personal trainer, and she continued as a trainer and group fitness instructor in New York for 20-plus years, including a stint at the famous Vertical Club where Arnold Schwarzenegger and Brooke Shields once worked out. Early on, she earned a master's in exercise physiology from Columbia University. In 2009, she moved to Arizona, and now she balances her personal training business with group sessions at The-PITT, a local performance-training center.

Today, Roman says trainers still make the same big mistake she first noticed during her Vertical Club days: providing cookie-cutter workouts. "It was, 'Arnold's doing chest today, so it must be chest day,'" she laughs. "It took a while to learn that every client is different."

Her core philosophy: "Form before anything," she says. "It applies to every client." NASM was the perfect match, as form is the foundation of the Optimum Performance Training™ (OPT™) model, which helps her customize workouts.

"It works with the idea that everyone is different," Roman says. "They all might want to lose 20 pounds, but one is a 25-year-old athlete and another is 60, with back pain and diabetes."

Corrective exercise has also been an "eye opener," Roman says. She's seen trainers ask clients to do things they shouldn't, because of issues that should be corrected first. One example: having people do jump squats when their knees internally rotate. "But with the right tools—like the OPT model and CES—and the right mind-set, you can help anyone," Roman says. "When you make a difference in someone's life, it's amazing."

## BOOST YOUR SKILLS

### Corrective Exercise Specialist

Kellie Roman, NASM-CPT, CES, PES, wishes she got her CES long before she did, two years ago. The specialization sets her apart, adds to her income (she charges more for a CES session), and helps her lock in new clients who realize that they need her help. Getting it even earlier "would have made a huge difference, for myself—knee injuries I could've avoided—and my clients," Roman says. Learn more at [nasm.org/ces](http://nasm.org/ces), or call 877-203-1148; get \$100 off by mentioning promo code CES100.

### Three more tips from Roman:

**1 DON'T SPREAD YOURSELF TOO THIN.** Early in her career, Roman often worked seven 12- to 16-hour days a week. "I didn't have the confidence

**“FORM BEFORE ANYTHING. IT APPLIES TO EVERY CLIENT.”**

A long career in fitness has made Kellie Roman, NASM-CPT, CES, PES, a believer in the OPT model.





to say no," she says. "You have to if you're going to do this for a long time." Managing your schedule, she says, lets you stay fit, pursue educational opportunities, and stay fresh.

**2 CELEBRATE EVERY DAY.** To keep yourself and your clients engaged, find something to smile about every day. "I pay attention to the little victories people have," Roman says. "Whatever level they are at, you'll see that spark of joy in their eyes. I love that."

**3 PUSH THE RIGHT BUTTONS WITH GROUPS.** Customizing workouts for groups is different than for solo clients, Roman says, and it's hugely important to take care of the group's issues before progressing them: "You might see 10 different compensations," she says. "Look for the three that are most prevalent, and then say, 'We're going to address these muscle imbalances that I've noticed so we can start moving to where we want to be.'"

### ► Develop Your System

**MAURICE WILLIAMS, MS, NASM-CPT, CES, PES, SFS, WLS, NSCA-CSCS, personal trainer since 2000**

In 10th grade, Williams knew he wanted to work in fitness. In 1996, as a college sophomore, he started helping fellow students get fit at

his school's campus rec center. He earned a CPT certification in 1998, added a master's in exercise science in 2000, and started working at gyms and accepting clients.

From 2004 to 2008, Williams worked as a real estate agent part-time while he was also working as a fitness director, a move that he says limited what he could accomplish with his training business. Even after he launched Move Well Fitness, his training business based in Bethesda, Md., in 2009, he still worked full-time at another club—and did so until 2013.

"I wore too many hats," he admits now. "It showed in building a consistent clientele, and in my income. I needed to commit."

Williams decided in 2012 that he wanted to go full-time with Move Well Fitness, but he wasn't sure how to take the next step. He researched marketing systems and found Net Profit Explosion, a fitness business system that's helped him

with everything from pricing his services to marketing through incentives and strategic alliances.

"It's one of the best decisions I ever made," he says. "I'm running my business the way I should. I know my numbers. I know how to network. I know how to market. And I know how to grow. You need to know all of those things if you want to succeed, and I didn't."

Another lesson (and something that Keppel and Roman also agree with): Marketing is important, but so are referrals and word of mouth. Williams says that means taking care of clients, so they'll take care of him. He rewards clients with referral incentives, and he does the same with a network of area businesses, from doctor's offices to hair salons.

"Ninety percent of my marketing is to my clients and those partners," he says. "It's crucial to continue to cultivate the relationships you already have. Send them a word of appreciation or congratulations. Do right by them, and it will come back to you much more often than if you're trying to reach out to strangers."

### Three more tips from Williams:

**1 ADMIT YOUR MISTAKES.** Williams liked his old website, but it didn't perform. This year, needing more search engine optimization, or SEO, so searchers would see him at the top of their results, he built a new site. "Sometimes, you learn the hard way," he says. "You end up circling around and spending again."


**2 KNOW YOUR MARKET.** Williams' northwestern D.C. suburban market is one of the wealthiest areas in the U.S., which has led to him holding sessions in people's homes (they like it better and tend to have equipment) and building partnerships with high-end local businesses. "Think about your ideal client," he says. "Are they male or female? How old are they? Where do they live? Where do they spend money regularly? That'll tell you what partners you need."

**3 AND ONE LAST TIME: DIVERSIFY.** Williams offers a long list of services, from one-on-one training (including nutrition counseling) to continuing education for other trainers. This year, he started teaching an online CPT course for NASM. "You've got to have multiple streams of income," he says. "There's no such thing as security, so build a portfolio of things you can do—just make sure you're passionate about all of them."

### WHY OPT AND CPT MATTER


All three trainers here point to the scientific nature of the OPT model and the strength of the NASM-CPT program as the keys to their success. "I have a scientific background, and I like to know why things work," Roman says. "All of NASM's programs give me that." These trainers also appreciate that OPT can be adapted to specific client needs. "My training lets me show clients where they are and where I'm going to take them," Keppel says. Learn more at [nasm.org](http://nasm.org), or call 877-204-1499; get \$100 off the CPT program by mentioning promo code CPT100.



A full-page photograph of Maurice Williams, a Black man with a shaved head, smiling at the camera. He is wearing a black short-sleeved polo shirt with the NASM logo on the left chest and grey athletic pants. He is holding a thick, light-colored rope with both hands. He has a silver watch on his left wrist and a black and green wristband on his right wrist. The background shows a gym setting with a large window looking out onto green trees, and red exercise balls on a shelf to the right.

**“ I KNOW  
MY NUMBERS.  
I KNOW HOW  
TO NETWORK.  
I KNOW HOW  
TO MARKET.  
AND I KNOW  
HOW TO GROW.”**

Maurice  
Williams, NASM-  
CPT, has learned  
the importance  
of commitment.



**A TRAINER'S  
GUIDE TO PAIN:  
RICE IS OUT.  
MEAT IS  
GAINING  
GROUND. AND  
OTHER THINGS  
YOU SHOULD  
KNOW.**

**BY PETER KOCH**

**HEY,  
THAT  
HURTS!**



## PAIN SEEMS SIMPLE: SUSTAIN AN INJURY—LIKE

an ankle sprain—and signals are sent to the brain, which processes them and sends commands to avoid the source of pain (taking weight off the affected ankle, for instance). But there's more to it than that. After all, pain can be sharp or dull, short-term or chronic, even “good” or “bad.” And almost all of it can get between your clients and their fitness goals.

Here, Dr. Geoff Lecovin, MS, ND, LAc, NASM-CPT, CES, PES, FNS, WLS, a chiropractor, naturopathic physician, acupuncturist, and NASM Master Instructor based in Bellevue, Wash., gives the inside scoop on pain, how to avoid it, and what your role is in helping clients work through it.

## WHAT IS PAIN?

Trainers need to know about three specific types of pain, which Lecovin says have different causes.

■ **TYPE 1: IMMEDIATE.** Occurs when pain fibers in the skin called nociceptors sense irritation—a burn, prick, or cut, for example. Those fibers send messages to the brain; the pain is resolved when you remove the offending agent.

■ **TYPE 2: ACUTE.** Occurs when tissue is damaged or inflamed. Symptoms include redness, swelling, heat, tenderness, and altered function. Traditionally, it's treated with the RICE (Rest, Ice, Compression, Elevation) method and anti-inflammatories, but Lecovin suggests going a different route (see “The Surprise with RICE”).

■ **TYPE 3: CHRONIC.** Most commonly caused by muscle, joint, and nervous system imbalances, but it can also be due to autoimmune or psychological issues. Trainers can help their clients correct imbalances, helping some types of chronic pain and improving performance (see “A Fix for Chronic Pain”).

## THE SURPRISE WITH RICE

Lecovin thinks RICE is counterproductive, and he's not the only medical professional who thinks so. A number of studies show that prolonged rest and icing can delay recovery, increase fatigue, and even cause muscle damage. That's why some professionals prefer what's known as the MEAT method: Movement, Exercise, Analgesics, Treatment. This method gets blood moving through the injured tissue to deliver nutrition, while using acetaminophen or topical analgesics like Biofreeze to block pain signals. (Anyone dealing with an injury should see a medical professional to discuss the treatment that's right for them.)

## A FIX FOR CHRONIC PAIN

Chronic pain can be hard to pin down. Lecovin recommends examining the body as an interconnected whole, looking for movement impairments that could impact other body parts.

One of the best ways to identify those impair-

ments—and the foundation of NASM's CES assessment (see “Help with Pain”)—is the overhead squat assessment. With it, trainers can spot deviations from ideal movement caused by underactive and overactive muscles, abnormal force-couple relationships, and dysfunctional joint mechanics. What you see during the assessment can help you design a corrective process that involves inhibiting overactive muscles and lengthening underactive muscles, activating underactive muscles through intramuscular isolation exercises and retraining proper movement through full-body dynamic intermuscular exercises.

“Individuals and athletes can be safely progressed from the corrective phase into the Optimum Performance Training™ (OPT™) model,” Lecovin says. “This process—movement assessment, corrective exercise, OPT—is great because it will help someone who has pain even if you're not trying specifically to address it. And for those who want better performance, it's a no-brainer.”

## GOOD VS. BAD PAIN—AND WHERE TRAINERS FIT IN

Most people, particularly habitual exercisers, can tell if there's something going on beyond normal muscle soreness or pain. That's why Lecovin recommends talking with clients about how they're feeling so you can gauge how to structure the workout. This includes asking if they have any pain or new injuries. If the answer is yes, Lecovin says, try to get to the source—any medical conditions or a recent trauma—of the pain. And here's the big note: Lecovin stresses that diagnosing and addressing pain is beyond a trainer's scope of practice, but he says it's a trainer's responsibility to learn a client's history and recommend she either see a health-care provider, take the day off, or simply tone down the workout (gentle cardio, for example).

## Help with Pain: NASM's Corrective Exercise Specialist (CES)

“With chronic pain, there is a cumulative pain cycle,” says Dr. Geoff Lecovin, NASM-CPT, CES, PES, FNS, WLS. It's a hard cycle for clients to break on their own, but NASM's Corrective Exercise Specialist (CES) program gives you the tools to help. CES helps you identify the problem through an integrative assessment—the overhead squat—so that you can provide solutions with corrective strategies. “It's an effective way to put the body into balance and eliminate pain related to musculoskeletal dysfunction,” says Lecovin. Learn more at [nasm.org/ces](https://nasm.org/ces), or call 877-204-8577; get \$100 off by mentioning promo code CES100.



### MEET THE EXPERT

DR. GEOFF LECOVIN, MS, DC, ND, LAc, CSCS, CISSN, NASM-CPT, CES, PES, FNS, WLS, is a multisport athlete who “eats clean and trains mean” to keep himself sharp for downhill skiing, tennis, hiking, and (his true passion) waterskiing.



# ***BREAK THE***



Many teams rely on speed and agility training—and it can work for your clients too.



# ***SPEED*** *LIMIT*

**SPEED AND AGILITY TRAINING LETS YOU OFFER  
SOMETHING UNUSUAL—AND AMAZINGLY USEFUL.**

BY SELENE YEAGER PHOTOGRAPHY BY JOHN LOOMIS

## **WHAT IF YOU COULD OFFER A TYPE OF TRAINING**

that's beneficial to clients young and old, newcomers and experienced athletes alike? That's the magic of speed and agility training. Beyond being fun, it can help older clients avoid falls, boost confidence in school-age kids, and help all of your clients lose weight, enhance coordination, and reduce injury risk.

"Speed means getting from point A to point B quickly; agility is the ability to change your direction of movement efficiently while maintaining your balance, posture, and center of gravity," explains Ian Montel, MS, NASM-CPT, CES, PES, content development coordinator for NASM. "That's something everyone needs regardless of age, ability, or even disability."

Here's what you need to know to build a successful speed and agility program—including how to introduce clients to it and tools to help you integrate it into what you offer.



Ladder drills like this can help build explosive power and speed.



## MEET THE EXPERTS



**IAN MONTEL, MS, NASM-CPT, CES, PES**, enjoys helping people improve movement mechanics for better function and less risk of injury.



**DIANE VIVES, MS, NASM-PES, CSCS\*D, NSCA-CPT, FMS**, owns Fit4Austin/Vives Training Systems in Austin, Texas, and is the co-author of two speed and agility books.



**ANTHONY INCOLLINGO, MS, NASM-PES**, is the owner of Speed Pursuit in Tullytown, Pa. His passion is empowering kids to reach their fullest potential.

## BEYOND STICK AND BALL

Speed and agility training tends to conjure images of sports with frequent, abrupt direction changes (like tennis and soccer). But it's beneficial for groups beyond that too. For example:

■ **RUNNERS AND CYCLISTS.** In these groups (and others that primarily focus on forward motion), it can train under-used lateral stability muscles, says Diane Vives, MS, NASM-PES, owner, Fit4Austin/Vives Training Systems in Austin, Texas. "It's huge for overall balance, stability, performance gains, and avoiding injury," she says, "because all

your muscles are active and ready for whatever you're going to throw at them."

■ **UNCONDITIONED CLIENTS.** It can get new clients up to speed (pun intended) more quickly, says Vives. "Agility builds the movement spectrum. As you improve support and balance and rotational stability and progress from linear to lateral agility, your clients can do more in less time and recover more quickly, which leads to better fitness, performance, injury prevention, and weight loss." This group can also include seniors, explains Montel. "My grandmother doesn't need to sprint, but she

needs a bit of agility to perform basic movements like stepping over the dog in her kitchen.”

■ **KIDS.** With the increasing popularity of youth sports at every age, the demise of regular physical education, and the rise of childhood obesity, youths are an underserved market for this training, says Anthony Incollingo, MS, NASM-PES, owner of Speed Pursuit in Tullytown, Pa. “We run a program for middle school athletic development that tailors speed and agility to kids who are interested in being on a sports team, as well as a Kidfit program that tailors to kids who are not athletes at all.”

Incollingo says that, on the field, these kids are faster to the ball or the puck and are far less injury-prone. Off the field, they’re happier and more confident. “Physically and socially, it’s all very positive,” he says.

## INTRODUCE IT RIGHT

Rule number one when offering speed and agility training: Don’t assume too much. “You need to start with the basics for everyone,” says Vives. “Don’t worry about getting too creative or sexy.” Vives knows from experience: She once interned with a trainer who worked with many pro athletes, and she and the other trainers started at too high a level

## Speed Gear: Tools and Toys

Classic speed and agility training means using tires and cones and everyday items like balls, boxes, and bands to create performance-enhancing activities. But for ladders and hurdles, having a few well-made, safe, and sturdy training tools is the way to go. Consider adding these to your training kit.

▶ **BC AGILITY LADDER:** 10 yards long, 16 inches wide, and made from sturdy flat plastic rungs that form 19 squares. \$80, [performbetter.com](http://performbetter.com)

▶ **QUICK CONE HURDLE SET** (12 cones, adjustable 3 to 7 inches/ 6 crossbars): Made from soft plastic

that collapses if you step on it. Quickly turns into hurdles for high step drills. \$80, [performbetter.com](http://performbetter.com)

▶ **AGILITY DOTS (12 dots):** Nonslip PVC dots are excellent targets for training sport-specific movements and technical footwork patterns. \$40, [power-systems.com](http://power-systems.com)

because they assumed the pro athletes were more advanced than they actually were. The lesson: “Always start with fundamentals like skipping, shuffling, and ladder drills,” Vives says. You can make two progression jumps in one session if need be.

The good news for NASM trainers, Montel says, is that speed and agility fits with every phase of the Optimum Performance Training™ (OPT™) model. “It begins with technique, which is related to stabilization. If you don’t have the correct lean or you aren’t getting your heel all the way up or aren’t performing the correct pull-through with your legs, you’re not going to increase your speed,” he says. “It’s also related to power. The more force you put into the ground, the further you can propel yourself forward.”

Where you put the speed and agility training in each session depends on where you are in the periodization of the program, says Vives. “But I put it in every session. I can start with it to see—safely—where their limits are, or we can close with it. Because even if they’re fatigued (and we’ll adjust based on that fatigue level), agility training heightens the central nervous system and leaves you feeling good.”

## NO LIMITS

Once you start working on speed and agility, your imagination is the only limit to what you can do with it. “We work on arm movement, deceleration, and rotation in all the planes,” says Vives, who also sharpens her clients’ quickness with auditory and visual cues. “We’ll go through ladder and cone drills and I’ll call out a color or raise an arm and they have to cut to that cone.”

There are even fun drills you can use for recovery days to spice up the session, she says. “I like to do ball drops, where I drop one of those crazy balls and they have to try to catch it on the first bounce. It works hand quickness and reflexes, but it’s more mentally fatiguing than physically fatiguing.”

As you gain experience, you can match the drills to the special populations you work with. And Vives, who co-authored the books *Training for Speed, Agility, and Quickness* and *Developing Speed*, says specializations like PES are great ways to get that experience. They can open doors and help you reach new heights—and speeds.



### TRY THIS

## Ladder Drills

Ladder drills improve performance and control of the lower body. “Get your client to look up—not at their feet—while going through the drills,” advises Montel. Good posture and body control are key; steps should be quick, light, and bouncy. Correct foot placement is the first goal. Once this happens, increase speed. Here, a selection of drills worth trying.

- **1 IN:** One foot landing in each square, fast
- **2 IN:** Two feet landing in each square, fast
- **2 IN 2 OUT:** Standing sideways to the ladder, move laterally, taking two steps in each square and two out (backwards) as you move down the ladder.

- **LATERAL SHUFFLE:** Standing sideways to the ladder, shuffle step laterally; each foot hits each square once.
- **ICKY SHUFFLE:** Start with two feet in the first square. Then step right foot out, slightly forward. Move left foot into the second square,

followed by right. Then left foot out, slightly forward, up the ladder.

- **ALI SHUFFLE:** Stand sideways to the ladder, with left foot in the first square. Skip laterally down the ladder, switching feet in and out to the back as you go so both feet hit each hole.



# GET FAST

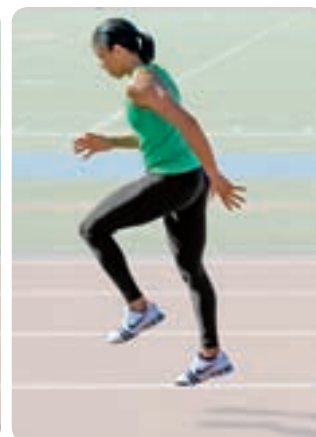
**THIS SAQ (SPEED, AGILITY, QUICKNESS) WORKOUT WILL HELP CLIENTS FAST-FORWARD TO THE NEXT LEVEL.**

## **EVERY CLIENT CAN BENEFIT FROM IMPROVED AGILITY**

and quickness, whether they are a grandmother chasing after her young grandchildren, an obstacle-course enthusiast, or an aspiring triathlete.

“SAQ develops necessary adaptations for everyone,” says Ian Montel, MS, NASM-CPT, CES, PES, who crafted the following workout. “As with all training, however, you should do a thorough assessment of your clients and modify the exercises to match their training level and needs.”

Keep in mind that proper technique is vital for improving efficiency and increasing speed. “While getting technique down can be tedious work, the drills can easily be implemented into a dynamic warm-up sequence that will achieve two goals at once,” says Montel. Here’s what he recommends.



### **▶ A SKIPS**

Skip with high knees. As the leg is brought down, finish with a slight pawing motion with the ball of the foot as it strikes the ground and starts to pull backward. Initiate the pull from the glutes and fully engage the hamstrings in the motion.

## **THE WARM-UP**

**Start with self-myofascial release (foam rolling) to loosen up any tight muscles. Then warm up with movements like the ones the client will be doing during the workout. For the warm-up drills here, and during all the movements in this workout, emphasize form in the upper and lower body. Have the ankles in dorsiflexion, especially with the lead leg. The body should have a slight forward lean as though the client is “falling” forward. The elbows should have a close to 90-degree bend throughout the entire range of motion (except for Side Skips).**



### **▶ B SKIPS**

These are like the A Skips, but when the knee is at its highest point, extend it so the leg is pointing almost straight forward to stretch the hamstring. Then pull the leg down toward the ground to exaggerate the pawing motion.



### **▶ SIDE SKIPS**

Skip side to side, bringing feet together and then shoulder-width apart during the movement. Swing arms out and in, crossing them in front of the body while skipping.



## ► BOUNDING

From a jog, bound as high as possible using a running form with a high-knee lift.



## ► BUTT KICKS

Run forward with short strides, pulling heels up directly beneath legs, trying to kick the buttocks with each stride.



## ► HIGH KNEES

Drive leg into the ground and then let it spring up to waist height.

# AGILITY DRILLS

Quick feet and maintaining balance is what agility is about. These drills can drive it home.



## ► CARIOCA

Keep shoulders facing forward. Push off with the left foot, and cross it behind the right. Bring the right foot over in front of the left. Then push off again with the left foot, crossing it in front of the right. Bring right foot out, behind left. Repeat. **Ladder option:** Try the carioca as a ladder drill, with a foot stepping into each square throughout the movement. For more on basic ladder drills, see "Try This: Ladder Drills" on page 27.

## ► PRO AGILITY

**Setup:** Set three cones about 10 yards apart from first to last. Start at the middle cone, with cone 2 to the left and cone 3 to the right.

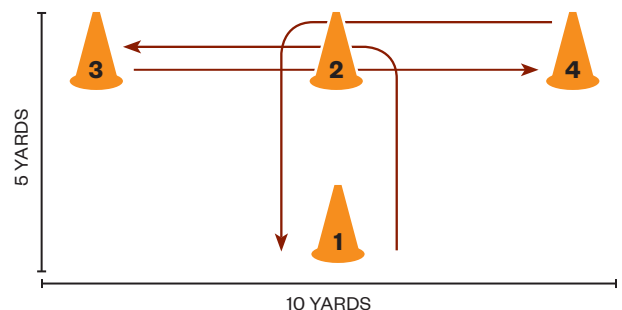
**Drill:** Sprint from the middle to the end of cone 2. Touch the ground, then sprint to cone 3 and touch the ground, then sprint to finish at cone 1. Repeat 5 to 6 times with 45 to 60 seconds rest.



## ► T DRILL

**Setup:** Place four cones in a T formation, with cone 1 at the base, cone 2 five yards away at the top of the T, and cones 3 and 4 spaced 5 yards away on both sides of cone 2.

**Drill:** Sprint from cone 1 around the right of cone 2 to cone 3. Continue around cone 3, past cone 2 to cone 4. Loop around cone 4, around the other side of cone 2, and back to start. Repeat 5 to 6 times with 45 to 60 seconds rest.





FOR MORE WORKOUTS THAT FOLLOW THE OPTIMUM PERFORMANCE TRAINING™ (OPT™) MODEL, GO TO [THETRAININGEDGEMAGAZINE.COM](http://thetrainingedgemagazine.com).

## QUICKNESS DRILLS

Sharp reflexes improve speed in everything from returning serves to sidestepping unexpected obstacles on a run.



### ► BALL REACTION

**Setup:** Have your client stand about 5 yards away, facing you. Mark the spot with a cone if one is available.

**Drill:** Toss the ball on the ground or in the air to

your client. Their job is to catch it and get it back to you as quickly as possible. Throw the ball in all different directions (and never in the same spot) for 30 seconds.



### ► MIRRORING

**Setup:** Place four cones about 5 yards apart in a square. Have your client stand between two of them while you stand between the cones directly opposite him/her.

**Drill:** Assume an athletic stance and shuffle in different directions between the cones while he/she mirrors your movements for 30 to 60 seconds.

## SPEED DRILLS

These drills develop the neuromuscular connections that increase efficiency and speed.

### ► FALLING STARTS

Lean forward until the center of gravity is lost. Then sprint at full speed for 10 to 20 yards, maintaining the forward lean.



### MEET THE EXPERT



**IAN MONTEL, MS, NASM-CPT, CES, PES,** started his career in human performance six years ago and enjoys working with the general population as well as high-level athletes. He's currently the content development coordinator for NASM and lives in Gilbert, Ariz.

### ► ACCELERATORS

**Setup:** Set four cones in a straight line, about 10 yards apart.

**Drill:** Run at 50% speed between the first two cones. At the second cone, increase to 75% speed. At the third cone, hit 100% speed. Run at full speed through the final cone. Practice progressive

acceleration, so that you gradually increase speed across those 10 yards.

**Advanced version:** Set first two cones 5 yards apart, second and third cones 10 yards apart, and the last two cones 15 yards apart. Follow the same acceleration instructions.



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*"Knowing that I now have the recognition in the industry as a NASM Certified Master Trainer means that I have reached a great point in my career."*

**-Bill Ross**

*"As an NASM master trainer, I know I have the skills and advanced specializations to continue delivering results to my clients."*

**-Crystal Reeves**





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## Q TESTIMONIAL KNOW-HOW

# What do I need to consider before I use client testimonials and photos on my website?

**A** Testimonials are a great way to build your business. There are three essentials: getting written permission, helping clients write their story, and showing before-and-after photos.

I make sure I have my clients' written consent to use their stories and photos. They sign a form when we begin working together (though teens must have a parent sign). When a client has great results, I'll ask again, and if they agree, I give them a questionnaire to help them with what to write. I want to know why they chose me and how I helped them lose weight,

tone up, or break through a plateau. We take an "after" picture, and I'll ask for a "before" picture to post with it. I always have clients review and approve the final version. It's smart to post new testimonials every six months to keep your website current and dynamic. Trainers can download a sample consent form at [nasm.org/trainer-resources/downloads](https://nasm.org/trainer-resources/downloads).



**EXPERT: JULIE PAGE, NASM-CPT, CES, PES,** owner of Total Wellness Coaching in Cambridge, Minn., fell in love with fitness while exercising to aerobics TV shows in the 1980s.



Have a question you'd like us to cover? Send it to us at [thetrainingedge@nasm.org](mailto:thetrainingedge@nasm.org).

## Q **FORMER CLIENTS** How much should I pursue a client who has fallen away?

**A** I wait a few weeks and then check in with clients who've stopped training with me, but I never pressure them to return. I want them to know that I care about them and about their health. I tell them they can call me, even if I'm not training them, to ask questions. If someone doesn't return calls or answer emails, I respect their privacy and stop.

If a client wants to keep training but is having financial difficulties, I might drop my price a little and offer a smaller package. Instead of paying for, say, 10 sessions up front, they might pay for two at a time. It's good to have a

client pay for at least one upcoming session, so they keep coming back.

Another way I stay in touch is with birthday and anniversary cards—for wedding anniversaries or to mark the date they hit a big fitness or weight-loss goal. Remembering someone with a handwritten note is becoming a lost art—one that really touches people's hearts.



**EXPERT: ROBBIN LORENZ, NASM-CPT**, is a St. Petersburg, Fla.-based personal trainer and runner. He's a former ultra-marathon cyclist, a father of four, and he has three grandsons.

## Q **KID CARE** A parent hired me to work with her child on training and nutrition, but the child doesn't seem interested. What's my next step?

**A** Work on building trust. Overweight kids and teens don't always feel good about themselves and may see you as another adult telling them what to do. They may feel pressured or judged. If a child doesn't want to participate, go for a walk and talk about something they like, such as a favorite artist, TV show, school activity, or dance move. Use any clue to start a conversation: compliment a hairdo, ask about the picture on their T-shirt. I usually keep our conversations just between us.

The next step is making exercise feel like play. Can they run faster than you across the gym? Do more squats? Introduce modalities by talking about yourself. "Oh, you know what I do so I don't get really sore? I foam-roll first. Want to try it? Let's play around and see how it feels." It may take a few weeks to build up to the workout you had planned, but it's worth the time. I also explain my approach to parents so they understand why I'm not pushing their child into an intense routine right away.



**EXPERT: LATREAL MITCHELL, NASM-CPT, CES**, YES, started the nonprofit Fitness Bunch Foundation that runs summer fitness camps for kids. Her hip-hop kids' workout video, Get Fit, has generated more than 26,000 YouTube hits.





## Master Trainer

Take your education to the next level.

Learning is a progression—and your next step could be to become a Master Trainer.

“From a business standpoint, being a Master Trainer gives you an advantage when attracting clients,” says Russell Wynter, NASM-CPT, PES, FNS, GFS, GPTS, an NASM Master Trainer based in Scottsdale, Ariz.

Wynter is one of the first to participate in the new Master Trainer program. To take part, current NASM-CPTs need a minimum of three NASM specializations. Within the program, trainers choose an area of focus: fitness, sports performance, or special populations.

■ **How it works.** Online assignments and testing are first; trainers review NASM principles and conduct an assessment. Trainers interact with peers online and receive feedback from instructors. Then, the trainer is invited to

an NASM Master Trainer Summit where he or she takes live assessment tests and creates training plans. Instructors and trainers also participate in roundtable discussions to share ideas.

■ **The reward.** “When my clients heard about me becoming a Master Trainer, it validated their choice,” Wynter says. “It’s a big jump in how you’re seen in the industry.”

Master Trainers receive other benefits too, like inclusion on the NASM website’s Master Trainer page, exclusive online content and aids, the ability to participate in NASM pilot projects, and Master Trainer apparel. Wynter has even received more media exposure as a result. “I’ve gotten requests to contribute to magazine articles,” he says.

For more information about becoming a Master Trainer, visit [nasm.org/master-trainer](http://nasm.org/master-trainer).

Any trainer can benefit from being a Master Trainer.

## DOS AND DON'TS OF SPECIAL PROMOTIONS

Special promotions are a powerful tool to bring in new clients. However, they can come with pitfalls, says Gabe Goldman, NASM-CPT, a Chicago-based trainer who has successfully used promotions to expand his client base. Here, he shares his dos and don'ts for tapping into the power of promotions.

### DO

► **Time offers with the weather.** In Chicago, between March and early May is when people look to get in shape.

► **Request feedback.** Consider offering discounts for reviews or Facebook posts.

► **Track results.** Either through coupons or online feedback, follow which promos work best.

### DON'T

► **Give freebies.** Think discounts, not free sessions; when you give services away, it devalues their worth.

► **Think one size fits all.** Goldman found that Groupon ads were more suited to classes than one-on-one training.

► **Short yourself.** Calculate how much promos affect your bottom line; discontinue ineffective ones.

## What to Share

Five things clients really want to know about you.

When prospective clients visit your gym, some may come with a long list of questions. But more often, clients may not know the right questions or be too shy to ask, according to Las Vegas-based trainer Chris Shimana, NASM-CPT, CES, PES, FNS, GPTS. Here are five questions Shimana believes prospective clients really want to know about you and your abilities.

### 1 WHY ARE YOU A TRAINER?

Prospective clients want a sense of how much you're devoted to training others as opposed to training yourself.

### 2 WILL YOU KEEP ME FROM GETTING INJURED?

They may not ask about certifications and specializations, but working that info into a conversation—as well as information on NASM's Optimum Performance Training™ (OPT™) model—will help ease injury fears.

### 3 CAN I TRUST YOU?

Talking about weight and performance is very personal. Clients want to feel comfortable.

### 4 WILL YOU PUSH ME JUST HARD ENOUGH?

Share your motivation techniques early in the conversation.

### 5 CAN YOU HELP ME REACH MY GOAL?

Whether it's weight loss, performance, or rehabilitation, talk about how you've helped other clients reach similar goals.

A man with dark hair, wearing a red t-shirt, is in a starting position for a sprint, leaning forward with his hands on the ground and his feet in his shoes. He is looking directly at the camera with a focused expression. The background is a blurred outdoor setting, possibly a track or field.

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## Meet the Coach

What wellness coaching is—and what it means for you.

Wellness coaching has made a number of “health trends” lists in recent years, as people and organizations recognize that overall wellness can improve happiness, productivity, and health.

“A wellness coach helps clients reach broader goals—around fitness, healthy eating, weight loss, stress management, and sleep, for example—to develop an overall healthy approach to life,” explains Erin McGill, MA, NASM-CPT, CES, PES, FNS, senior director of product development for NASM. “It’s about helping clients identify obstacles and use

their strengths to overcome those obstacles.”

That broad approach is one of the key differences between wellness coaching and personal training (which focuses on fitness, of course). To help fitness professionals broaden their reach into the trending market of wellness, NASM is currently developing a new course that will combine behavioral changes, coaching strategies, and related nutrition and fitness information.

If you’re interested in learning more about the upcoming course, visit [nasm.org/wellness](http://nasm.org/wellness) or call **855-213-9404**.

## Employee or Contractor?

Weigh your options with these pros and cons.

Are you better off being an independent contractor or an employee? Do you know the difference?

“Sometimes trainers aren’t aware of what their employment status should be,” says George Vallas, an attorney at the New York City-based Ottinger Firm, which specializes in employment law. “Employers might call you exempt, but the classification is based on your responsibilities and how you’re paid.”



For example, employees receive a W-2 form detailing wages and tax information; independent contractors receive a 1099 form and have no taxes withheld. Which status is right for you? The charts here could help you decide.

### EMPLOYEE

#### PROS

- Protected by federal and state labor laws
- Can receive overtime
- Covered by employer’s liability insurance

#### CONS

- Lack of independence
- Employer may make greater demands on time
- Restricted ability to work for others

### INDEPENDENT CONTRACTOR

#### PROS

- Set own hours
- Determine own workspace
- Not tied to a single employer
- Hourly rates tend to be higher

#### CONS

- No overtime
- Pay own quarterly taxes
- Fewer legal protections
- No company insurance
- Taxes likely to be higher
- May need own liability insurance



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10/26	Denver, CO	Personal Fitness

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## A More Agile Brain

Studies show that agility training can do more than boost your fitness. A recent study conducted by the Air Force Research Laboratory adds evidence to the list.

The study compared the results of six weeks of traditional military physical training to six weeks of agility training. The findings: Agility training looks to be as or more effective than traditional military physical training at enhancing physical fitness, and it is **potentially more effective at improving memory and visual vigilance** (a measure of attentiveness). Learn more about speed and agility training on page 24.

SOURCE: THE JOURNAL OF STRENGTH AND CONDITIONING RESEARCH (DEC. 2013)



# 6.7

Percentage of performance improvement in athletes who used ice slurries, ice baths, or ice vests before and during a hot-weather workout.

SOURCE: RADBOUD UNIVERSITY MEDICAL CENTER (NIJMEGEN, THE NETHERLANDS)/BRITISH JOURNAL OF SPORTS MEDICINE (JULY 2013)

# \$1.50

Additional daily cost, per person, to eat the healthiest diet (rich in fruits, vegetables, fish, and nuts) versus the least nutritious (featuring processed foods, meats, and refined grains).

SOURCE: HARVARD SCHOOL OF PUBLIC HEALTH/ BRITISH MEDICAL JOURNAL (DEC. 2013)



# 83.6

Percent of patients who return to sports participation after ACL reconstruction surgery, according to a review of studies. More than half (50.7%) of patients returned to pre-injury activity levels.

SOURCE: WASHINGTON UNIVERSITY SCHOOL OF MEDICINE/ BRITISH JOURNAL OF SPORTS MEDICINE (OCT. 2013)

# 76.1

Percentage increase in salad eaten by 6- to 10-year-old kids who helped prepare a meal, versus those who ate one cooked only by the parents.

SOURCE: APPETITE (AUG. 1, 2014)



# WHY CHOOSE THE NASM CERTIFIED PERSONAL TRAINER CERTIFICATION?

There are many reasons to become an NASM Certified Personal Trainer (NASM-CPT). The NASM-CPT is one of the most highly recognized and accepted personal trainer certifications throughout the health and fitness industry. It's based on the Optimum Performance Training™ (OPT™) model—the industry's first program founded on scientific, evidence based research. NASM offers best-in-class educational materials and learning opportunities to support your personal training career.

But sometimes it helps to hear why others have chosen the NASM-CPT. Russell Wynter, an NASM-CPT from Scottsdale, Ariz., shares some of his reasons.

"I know it sounds cliché but I was always athletic and I became a trainer because I like helping people. Being an NASM-CPT has made all this possible."

A former track athlete, Russell was on a path to a law enforcement career. He trained six days a week to get ready for the academy, and others noticed his fitness results and sought out his guidance. At that point, all he could really provide was what he did. As his career choice shifted to one of fitness, he realized that training is more than taking people through your own workout and modifying the weights based on their strength. With the knowledge he gained while preparing for the NASM-CPT certification exam, he

learned how to get people to their personal fitness goals with the OPT™ model.

"Helping people attain their fitness goals makes you feel you are truly making a positive difference. Without the knowledge that I've been able to gain from the NASM certification courses I don't think I would have been able to impact the number of lives in the way that I have."

Russell makes a difference in many clients' lives. A couple of his inspiring client stories include a shy, overweight client in her 30s that was too afraid to venture from her car

to the gym doors (three different times), who has now lost over 138 pounds and is outgoing, confident and extremely motivated. There's also another client in his 40s that had received some discouraging results after his annual physical. He is now well within normal ranges and even competing in mountain bike races.

"Now I get to put the two things I love together: physical activity and helping others to reach their goals. I feel lucky to be a part of a great community of trainers and instructors like NASM."



**Russell Wynter**, NASM-CPT, PES, FNS,  
NASM Master Trainer, co-owner of MadSweat

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