

**THE TRAINING**

The Latest for Fitness Professionals

# EDGE

SPRING  
2013

WEIGHT  
LOSS  
FOR AGES  
**40+**

## INSPIRING TRAINERS

**SHARE  
BEST IDEAS**

**OVERCOMING 6 COMMON  
CLIENT ROADBLOCKS**

**OBSTACLE  
COURSE  
TRAINING**

**PLUS:**

**CAREER ADVICE ♦ NEW TYPES  
OF TRAINING GROUPS**

152 POUNDS LATER,  
"BIGGEST LOSER"  
ANTOINE DOVE  
NOW MOTIVATES  
AS A TRAINER

**NASM**<sup>®</sup>  
National Academy of Sports Medicine

# WE'VE GOT YOUR BACK. GUARANTEED.

## GET A JOB.

Launch your new career without the risk. NASM is so confident of your success with our **Certified Personal Trainer (CPT) Platinum** package, we guarantee that you'll land a personal trainer job within 90 days of passing your exam—or your money back!\*



**\$200  
OFF**

**CPT PLATINUM**

PROMO CODE: **PLAT200**

Expires **4/30/13**

**ENROLL TODAY!**

**CPTPLATINUM.COM**

OR CALL **888-821-1256**



## PASS YOUR CPT EXAM.

**CPT Assist eTeach** is an exam prep program that takes you through the NASM personal trainer content to ensure you pass your Certified Personal Trainer exam, or your money back!\*

**\$50  
OFF**

**CPT ETEACH**

PROMO CODE: **50ETEACH**

Expires **4/30/13**

**ENROLL TODAY!**

**ETEACHEDGE.COM**

OR CALL **888-564-8408**

\*Terms and conditions apply—see site for details.

# On days that seem particularly challenging, remember that you're giving people a real opportunity to change their lives.



We'd love for you to share your success stories with us.

## YOUR STORIES NEVER CEASE TO AMAZE ME.

I know through my experience with the National Academy of Sports Medicine (NASM) that fitness changes lives. But it becomes more powerful when it's personal—when fitness professionals like you share just how your lives have been touched or how you've been able to make a difference on the gym floor. That's why we're excited to feature Antoine Dove on this issue's cover. He went from contestant on *The Biggest Loser* (losing 152 pounds) to NASM Certified Personal Trainer (NASM-CPT), and now he's showing others how to take charge of their health.

Antoine is just one of the people with a life-changing story in this issue. You'll also meet:

- ▶ Julie Kennington, who bounced back from a layoff in the pharmaceutical sales world to open her own fitness studio
- ▶ Joe Vennare, whose path to helping others has included being a teacher, coach, caregiver, and now online trainer
- ▶ Sandy Markopoulos, who found her passion in fitness, after seeing how exercise helped her father with Parkinson's disease
- ▶ Michael Jenkins, whose gym raised more than \$1,500 for breast cancer research

Inspiring, right? So on days that seem particularly challenging, remember that you're giving people a real opportunity to change their lives. In that spirit, we invite you to share your most inspiring client story from the past year—it can reignite your passion by recalling the experience, and it may also give a boost to other trainers and clients. Connect with us at [thetrainingedge@nasm.org](mailto:thetrainingedge@nasm.org).

**ANDREW WYANT**  
NASM PRESIDENT

## TAKE FIVE

Some of our favorite highlights from this issue:

1

The powerful resource to keep you up-to-date on the **latest exercise science** research (p. 7)

2

Help clients succeed with midlife **weight loss** (p. 9)

3

Take advantage of new **fitness trends** while staying true to the Optimum Performance Training™ (OPT™) model (p. 10)

4

A whole new approach to energizing **group training** (p. 22)

5

Connect better with your gym **community** (p. 33)



ENJOY A \$50 GIFT from *The Training Edge!* It's yours to use on anything in our e-store at [nasm.org/shop](http://nasm.org/shop)\*

To redeem, use promo code EDGE50 at checkout.  
\*Offer valid for purchases of \$100 or more.  
Expires 4/30/13.



**EXCLUSIVE OFFER!**

**\$100  
OFF**

PROMO CODE: **CES100**

Expires **4/30/13**

## IT'S LIKE GETTING **YOUR PhD** IN PERSONAL TRAINING.

Help your clients prevent injuries & maximize results.

Elevate your professional edge and bottom line with the

**NASM Corrective Exercise Specialization (CES)**. Learn the proven techniques to develop injury prevention programs.

With an NASM-CES, you'll have the competitive advantage!

**ces**

Corrective  
Exercise  
Specialist

**ENROLL TODAY!**  
VISIT **CESEEDGE.COM**  
OR CALL **888-552-4915**

# SPRING 2013



Julie Kennington, NASM-CPT, turned a severance check into an opportunity.

# 14

## CEUs for You

Once again, we are offering **CEUs just for enjoying *The Training Edge***. This issue's offer is **0.1 CEUs for \$15**.

**TO TAKE ADVANTAGE**  
Read this spring issue.

Log onto **thetrainingedgemagazine.com** to access the CEU exam.

Successfully pass with at least **70%** to earn your NASM CEUs.

### HURRY!

This **\$15 CEU offer** is only good until 4/30/13, when the price increases to \$19. Look for new NASM CEU opportunities in every issue.

## DEPARTMENTS

### 5 WARM-UPS

Outdoor training tips; exercise science made easy; a playlist for faster recovery; a look at kinesiology tape; midlife weight-loss success

### 30 TRAINER Q&A

When it's smart (or not) to pair up for fitness; handling challenging clients; how to respond to requests for free training

### 33 LEARNING & EARNING

Insider hints to launch a CPT career; the latest credential to give you an edge; a new way to look at continuing education

### 36 TREND LINE

Fitness stats and facts you'll want to know and share

## FEATURES

### 10 TRENDING FITNESS

What you should know about four hot fitness trends—for your clients *and* your business

### 14 "I NEVER DREAMED I'D BE HERE"

Trainers share their secrets and (surprising) paths to rewarding fitness careers

### 20 COMMITMENT ISSUES

How to navigate clients past the top six motivational roadblocks

### 22 NEW GOALS, NEW GROUPS

Create training groups for everything from mud runs to wedding weight-loss **PLUS: A full-blast workout** designed with obstacle-course racers in mind



## NASM LEADERSHIP

<b>PRESIDENT AND PUBLISHER</b>	Andrew Wyant
<b>FOUNDER</b>	Dr. Mike Clark
<b>VICE PRESIDENT OF BUSINESS DEVELOPMENT</b>	David Van Daff
<b>VICE PRESIDENT OF SALES</b>	Brad Tucker
<b>VICE PRESIDENT OF EDUCATION</b>	David Pettrone Swalve
<b>SENIOR MARKETING MANAGER</b>	Kelley Dilworth
<b>CONTENT STRATEGIST</b>	Stacey Penney



## EDITORIAL STAFF

<b>VICE PRESIDENT/EDITORIAL DIRECTOR</b>	Nelson Peña
<b>EDITOR IN CHIEF</b>	Jennifer Leight
<b>CREATIVE DIRECTOR</b>	Carol Pagliuco
<b>MANAGING EDITOR</b>	Lindsay Stehman
<b>ART DIRECTOR</b>	Amy Rosenfeld
<b>PRODUCTION EDITOR</b>	Amanda Bailey
<b>PHOTO EDITOR</b>	Sally Berman
<b>PHOTO RESEARCHER</b>	Dan Golden
<b>COPY EDITOR</b>	Rob Williams
<b>RESEARCH EDITOR</b>	Michael Matassa

## PUBLISHING STAFF

<b>VICE PRESIDENT/DIRECTOR OF PUBLISHING</b>	Duncan Milne
<b>ACCOUNT DIRECTOR</b>	Renee James
<b>PROJECT MANAGER</b>	Michelle Jones

This publication contains content for fitness professionals that is for informational purposes only. It is the responsibility of each fitness professional to evaluate the suitability, accuracy, and usefulness of such information, confirm all proper medical clearance of individual clients, and take the correct precautions or amend the programs as indicated for each individual client.

© 2013, Assessment Technologies Institute, LLC  
d/b/a National Academy of Sports Medicine

NASM | 1750 E. Northrop Blvd., Suite 200, Chandler, AZ 85286-1744  
Toll-free | 800.460.6276 International | 602.383.1200

**EDITORIAL INQUIRES:** [thetrainingedge@nasm.org](mailto:thetrainingedge@nasm.org)  
**ADVERTISING INQUIRES:** [advertising@nasm.org](mailto:advertising@nasm.org)  
800.460.6276

**ON THE COVER** Antoine Dove, NASM-CPT  
Photographer: Jason Gould  
Stylist: Morgan Gibbons; Groomer: Jennifer Brent



## YOUR PASSION. OUR PROGRAMS.

However you want to grow your career, NASM has the specialization for you. Elevate your career and allow yourself to focus on topics important to you and your clients. Maximize your knowledge, grow your client base, and become an elite trainer!

**fns** Fitness Nutrition Specialist

**MMA** Mixed Martial Arts Conditioning Specialist

**wfs** Women's Fitness Specialist

**sfs** Senior Fitness Specialist

**yes** Youth Exercise Specialist

**gfs** Golf Fitness Specialist

**ENROLL TODAY!**  
VISIT **NASMEDGE.COM**  
OR CALL **888-516-8321**

## “If I can help one person to inspire another, then I’m happy.”

**ANTOINE DOVE**

NASM-CPT, Guttenberg, N.J.  
*The Biggest Loser* contestant, Season 8

▶ **Becoming certified** After dropping 152 pounds on *The Biggest Loser (TBL)*, people started seeing me as a fitness expert. I decided to become a certified trainer so that I could give them credible information. NASM helped me look at the health of our nation as a whole.

▶ **The corporate world** I've been in my clients' 8-to-5 desk-job shoes and that helps me relate. I also work with businesses to help them create a work atmosphere that supports healthier choices.

▶ **Best gain from TBL** Meeting the love of my life, Alexandra White. We're like the yin and yang, helping each other stay on track. I tend to be a fitness nut, and she educates me on nutrition.

▶ **Virtual clients** I've Skyped with clients who don't need me in the gym. They need me as an accountability partner and coach. I help them figure out what else they need to do to succeed, like planning meals and sleeping well. I also have a blog where I post five-minute workouts.

▶ **Boredom buster** Show me a new exercise, and I'll try to find three variations on it. How do I make it challenge my core? My balance? I consider myself a mad scientist.

▶ **Paying it forward** A client asked me to join her in a Tunnel to Towers Run [honoring the 9/11 legacy of N.Y. firefighter Stephen Siller]. It was her first 5K. Now she's inspiring others to become fit. That's what this is all about. If I can help one person inspire another and that continues forward, then I'm happy.





Trainer  
Kim Lyons  
keeps  
competitions  
positive.

# Can Competition Really Work?

*The Biggest Loser (TBL)* is now in its 14<sup>th</sup> season—this time with teenage participants. Question is: Can competition work for *everyone*? We asked Kim Lyons, NASM-CPT, PES, CES, and former trainer on *TBL*.

“Yes, competition works!” says Lyons. “It surrounds people with others who have similar goals and inspires them to push harder.” The key, she adds, is keeping competition positive. “No one should ever be made to feel like a failure.”

One way to ensure that: Encourage people to compete against themselves. “You can’t run a relay between a 400-pound man and a 150-pound man,” explains Lyons. “What you

can do is let each man run and then judge who improves the most over a set period of time.” You can also create teams that have people of similar abilities competing against one another.

Ultimately, the goal of competition should be to help clients achieve their personal objectives. “If they can do that, they’ll have a sense of accomplishment—whether they win or not,” Lyons says.

## TRY A CHALLENGE

Lyons likes to create a “competition board” for her clients, changing up the challenges every few weeks. “I’ll list exercises such as push-ups, burpees, and tuck jumps,” she says. Behind each person’s name, she writes the number of repetitions that person can do. “Everyone can watch everyone else’s progress,” Lyons says. “When they see that another client did 50 burpees, they get excited about trying to reach that level.”



# Take It Outside

These simple steps help outdoor sessions go smoothly.

Temperatures and hours of daylight are on the rise, so it's the perfect time to take your clients outdoors. "Some people don't want to go outside because it's an uncontrolled environment," says Amy Bomar, owner and education director of FIT Launch, a fitness studio in Everett, Wash. "But others love it because it feels like playing, even when they're working hard." Plan ahead with these tips and make the transition easy on both you and your clients.

## ► Get the Right Permits

Many parks and beaches require them. Otherwise, you risk a penalty in fines.

## ► Do a Trial Run

Test out creative equipment—from benches to stumps—for safety.

## ► Check Your Insurance Policy

"It should cover you no matter where you train, but a city's parks department could demand a waiver of subrogation and ask for 'primary, noncontributory' wording," says James Decker, an assistant vice president at Philadelphia Insurance Companies. "That means if someone gets hurt on a park bench, your insurance has to pay, not the city's." Fees vary for these changes.

## ► Update Your Waiver

"The more specific it is to the activity, like outdoor workouts, the better the odds of it holding up in court," says Decker.

## ► Give Clients a Prep List

"I have them bring a water bottle, towel, sunblock, bug spray, a change of clothes, and sneakers they don't mind getting dirty," says Bomar. If training outdoors is new to your clients, you should also give them a sense of what to expect.

## ► Don't Forget to ...

Keep business cards or flyers handy to share with curious passersby. You never know where you might meet a potential new client.

# Don't Miss This Resource

Our partnership helps you design up-to-date, effective training plans.

Want to stay on top of the latest in exercise science? We have the resource you need.

Seven years ago, NASM joined with the University of North Carolina at Chapel Hill to create the NASM Research Institute at UNC (NASM-RI). Its mission: to help NASM develop safe, effective health-and-fitness education and solutions.

**The NASM-RI has two primary areas of focus:**

1. Performing evidence-based reviews of existing literature.
2. Conducting original research studies.

"We've been especially interested in research that validates the OPT™ (Optimum Performance Training™) model," says Darin Padua, PhD, ATC, professor in the department of exercise and sport science at UNC, and NASM-RI director.

**The benefit to you:**

Much of the NASM-RI findings feed into programs and materials for you to use as a fitness professional. Research is published in journals and presented at professional events and conferences. Updates are also available at [nasm.org/research](https://nasm.org/research).

**THE NASM-RI COVERS:**

**FITNESS:** Both for weight loss and general recreation.

**PERFORMANCE:** Focusing on athletic goals like speed, agility, and power.

**CORRECTIVE EXERCISE:** Injury prevention and recovery.

**SPECIAL POPULATIONS:** For example, pregnant women, people with diabetes, and seniors.

**NUTRITION:** Both for weight loss and sports performance.

**BEHAVIOR MODIFICATION:** Strategies to engage clients and keep them motivated.



Breathe fresh air into your clients' workouts.

# Secret to Faster Recovery

Researchers have a new beat on how tired muscles can benefit from music.

If you haven't given much thought to cooldown playlists in the past, it's time to reconsider.

Researchers asked fit young men who'd just completed a six-minute run to spend 15 minutes cooling down—some in silence, others while listening to music. The results:

Listening to music increased the number of cooldown steps they took from 413 to 499, lowered lactate levels further (by 28%, versus 22.8% for silent recovery), and reduced their rate of perceived exertion further as well.

The researchers say music with tempos of at least 140 beats



**140**  
Beats per minute  
that researchers  
found helps  
recovery

per minute (bpm) enhanced recovery by motivating the athletes to move more during their cooldown. Cooling down at 40% to 50% of your training heart rate range doesn't just help muscles feel better, it transitions your heart rate back to normal.

For recovery music:

- ▶ Check the bpm of songs at [songbpm.com](http://songbpm.com).
- ▶ Download the MixMeister BPM Analyzer from [cnet.com](http://cnet.com).
- ▶ Or find dance versions of mellow hits.

Researchers played "Time After Time" by Cyndi Lauper and "California Dreamin'" by The Mamas & the Papas, converted to dance style.

## Should You Try the Tape?

Kinesiology tape seems to be sticking as a trend—here's why.

The innovation began in Japan more than 30 years ago. But kinesiology tape really caught on after the 2008 Olympics.

Made of a cotton material with an acrylic adhesive, the tape has a one-directional stretch of 40% to 50% of its resting length. Once applied to the skin, it's meant to mimic the elasticity of human tissue. Here are the potential benefits:

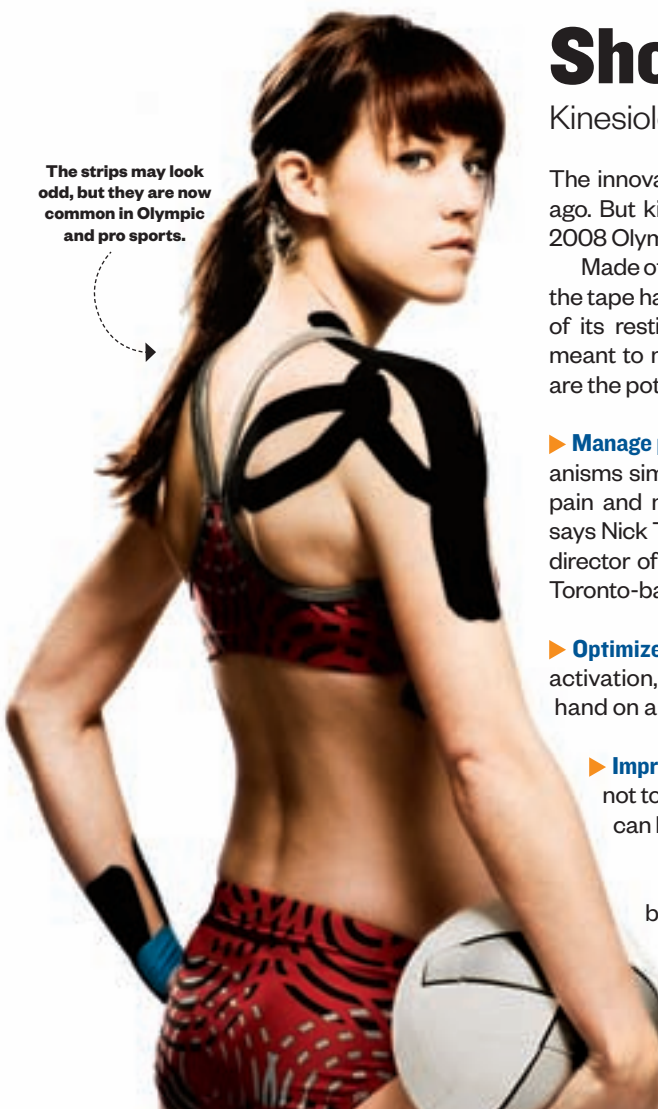
▶ **Manage pain.** "It acts through sensory gating mechanisms similar to rubbing the skin—helping manage pain and normalize muscle activation and control," says Nick Tsaggarelis, BKin, DC, DAc, MEd, COO, and director of professional education for Collaborans, a Toronto-based health-care education company.

▶ **Optimize performance.** "If someone has poor glute activation, you can incorporate tape to help—similar to how a trainer would put a hand on a client to help activate muscles," Tsaggarelis says.

▶ **Improve posture.** The tape can be placed on shoulder blades to remind clients not to slouch, for example. "The tape creates a stretching sensation, so people can be aware of bad positions," Tsaggarelis says.

A 2012 *Sports Medicine* review found the tape may have a small beneficial role in improving strength, range of motion in certain injured cohorts, and force sense error. More research is needed. However, the tape is noninvasive, relatively inexpensive, and might be worth a try.

The strips may look odd, but they are now common in Olympic and pro sports.



# Battling Midlife Weight Gain

The good news for your clients: Midlife weight gain isn't inevitable. The good news for you: You can boost your clients' weight-loss success with tailored approaches to motivation and training.

## CHALLENGES

## WORKOUTS

## RESOURCES

### MIDDLE-AGED MEN



**Physical:** Men may lose weight quickly but reach a plateau. Diet is crucial, but old habits make change difficult. Go slow—set small goals, such as cutting out soda for a week.

**Mental:** An external factor—a doctor or spouse—is likely the initial motivator. Help clients value intrinsic benefits by focusing on feel-good aspects. Encourage them to try events where they can feel good about accomplishing a goal.

Change workouts every few weeks. This will prevent boredom and keep the body from adapting, reducing the risk of a plateau. Remember to tie workouts back to their reasons for losing weight.

The NASM Fitness Nutrition Specialist credential will help you share real-life nutritional strategies with clients, to help them achieve their weight and health goals. Since you can't be with your clients 24/7, you also receive access to menu planners, online resources, and more, to help keep your clients on track. [nasm.org/fns](http://nasm.org/fns)

### PERIMENOPAUSAL WOMEN



**Physical:** There is a natural increase in body fat and decrease in bone density. Shifting hormones can disrupt sleep and energy levels.

**Mental:** Women may feel frustrated by physical changes, which affects their motivation. Some may be in denial. Emphasize how regular exercise can boost appearance and energy. Tracking body measurements and energy level ratings will help.

Incorporate load-bearing and strength training exercises to maintain bone density. Step up the intensity of workouts to help offset physical changes. Add some stretching with yoga or Pilates—hormone shifts can also affect flexibility.

For more information, check out the American Congress of Obstetricians and Gynecologists at [pause.acog.org](http://pause.acog.org) and the North American Menopause Society at [menopause.org](http://menopause.org). The NASM Women's Fitness Specialist credential will equip you to help women meet their health-and-fitness goals at any age. [nasm.org/wfs](http://nasm.org/wfs)

**EXPERTS CONSULTED:** Cheryl Hultquist, PhD, assistant professor in the department of exercise science and sport management at Kennesaw State University in Kennesaw, Ga., has a special interest in the physiological and psychological variables associated with exercise adherence.

Scott Pullen, MS, PES, CES, a SWAT team performance specialist at Core Performance in Phoenix, Ariz., began his career in clinical environments but decided he would rather work to keep people out of hospitals by helping them gain and maintain health through better day-to-day choices.

# Trending Fitness

Today's top workout and diet trends can benefit your business, *if* you know how to leverage their strengths and weaknesses. BY JANET LEE

CLIENTS ARE ALWAYS LOOKING FOR FRESH WAYS TO BEAT BOREDOM, which is why new trends are constantly coming and going. In recent years, four hot ones have taken hold—CrossFit, P90X, minimalist running shoes, and the Paleo Diet. Don't doubt it. Your clients hear about these approaches and wonder about them. So it's up to you, as an informed trainer, to give them your best wisdom on the topic. (Along the way, you also may discover how you can use these trends to benefit your business in other areas.) Here's a cheat sheet to help.



#### TRY THIS

### Stop Fads from Stealing Clients

One way to keep clients from straying is to include variety in their sessions as soon as they're ready for it, says NASM's Fabio Comana. Alter the tools, pace, length, environment, exercises, or all of the above. Ask them what they like about other programs—be it CrossFit, yoga, or Zumba—and try to integrate elements from them, if they're appropriate. Maybe incorporate some Olympic lifting exercises, or add a little rhythm to moves.

"This is also a good opportunity to educate clients about new trends," says Comana. "Let them know what the benefits are, any potential shortcomings or risks, and how the trends fit into their current progression within the science-based Optimum Performance Training™ (OPT™) model."

# CrossFit

This workout has exploded in popularity since the first “box” (CrossFit speak for a gym) opened in 1995. There are now more than 4,000 boxes around the world. CrossFit is a type of metabolic resistance training that involves high-intensity exercises using multiple joints and muscles, with little or no rest. “Compared to a traditional

weight workout of similar length with a minute’s rest between moves, you’re going to get a higher calorie burn with CrossFit and maybe even more excess post-exercise oxygen consumption, or EPOC,” says Fabio Comana, director of continuing education at NASM. “Since the moves usually involve integration, they have more of a functional

application in our daily lives too.”

Exercises include everything from sprints to flipping tractor tires to kettlebell swings. Sessions focus on 10 fitness elements: cardiovascular endurance, strength, power, flexibility, stamina, speed, coordination, balance, accuracy, and agility. Sound familiar? The OPT model has a similar focus.

“CrossFit focuses more on our latter stages (Power and, to a lesser degree, Strength), with almost no Stabilization,” says Comana. “It lacks the appropriate progression.”

And that’s where opportunities lie for NASM trainers. Clients may ask you to prepare them for CrossFit—or rehab them after a CrossFit-related injury. “You’ll need to do movement

assessments and look for compensations and weaknesses,” says Comana. “CrossFit also lags in its balance and core training, and there are a lot of overhead movements, so we’ve seen reports of shoulder injuries.” The OPT system provides a path to address some of these issues. Your clients might have to regress to progress, but with your help, they’ll end up stronger and fitter than ever.





# P90X

Another type of metabolic resistance training, P90X burst onto the fitness scene in the last decade and has remained popular ever since. The DVD-based program takes 90 days to complete and relies on “muscle confusion”—a day-to-day variation of strength, cardio, flexibility, yoga, and plyometric moves to keep muscles constantly adapting. “This is also an integrated approach,” says Comana. “But the original P90X was lacking when it came to teaching people how to do the exercises correctly and safely. The newly released P90X2 offers better movement coaching because the team worked with an NASM trainer to improve that part of the program.”

As with CrossFit, trainers need to be aware of the physical demands. “If you compare the two, P90X is not as intense in

terms of complexity or explosiveness, and it does allow for recovery days,” explains Comana. “But we still see lower back and shoulder injuries with P90X.” With the OPT method, trainers can focus on areas like stability, balance, core, strength, and flexibility, to safely build a client’s fitness level, preparing them for movement and shoring up weaknesses.

“NASM trainers have a thorough understanding of science and movement,” says Comana. “We’re encouraging P90X coaches to take advantage of our evidence-based program to learn how to prepare the body and teach good movement.”

If you want to offer your client something similar to CrossFit or P90X, consider taking a metabolic-resistance-training continuing education course. You can also watch for NASM events and workshops at [nasm.org/workshops](http://nasm.org/workshops).



**BOOST YOUR SKILLS**

## CES to the Rescue

Whether you’re working with desk jockeys, CrossFitters, or professional athletes, even simple movements carry with them the chance for something to go wrong, due to muscle imbalances, inactivity, or bad habits. The NASM Corrective Exercise Specialist (CES) credential teaches you how to identify your clients’ movement shortcomings, design a strategy to address them, and implement it. Your clients will feel and perform better, and your enhanced tool kit will make you more valuable. Learn more at [nasm.org/ces](http://nasm.org/ces) or call 888-595-7596.



## Minimalist Running Shoes

It started with the Vibram FiveFingers—those odd-looking shoes with individual toes—and now minimalist running shoes are the hottest athletic shoe market.

Fans believe we were made to run barefoot, to feel the terrain and make natural adjustments; with modern comforts, we've spoiled our feet, making them weaker. Detractors say some feet need spoiling and having no support can wreak havoc on the foot, as well as further up the chain.

"There's nothing wrong with wearing these *if* there's no underlying podiatric dysfunction," says William Sukala, PhD, a clinical exercise physiologist at Southern Cross University in Australia. "People who have foot issues like fallen arches

should consult with their doctor first."

From a functional perspective, opting for minimalist shoes—or going barefoot—can improve your balance, posture, and movement, says Comana. "Feedback from our feet gives us valuable information in terms of how we balance our skeleton," he explains. "Going barefoot helps to reawaken those sensors. But it still takes time to get used to less support and structure." Everyone agrees: Anyone who tries minimalist shoes—marathoners or newbies—should start out slowly.

Clients trying these shoes may need help developing balance, strengthening proprioception and the intrinsic muscles of the feet, and learning how to move in a different way. "They *will* need to

change their running technique to avoid injury," says Comana, who has developed his own program, derived from existing research and applications, to teach clients how to run in these shoes. Typically, runners need to learn to adjust their stride to strike the ground with their mid-foot rather than the heel. Also, the foot should be positioned further under their body instead of out in front, which might feel awkward at first.

Ask your clients how long they've been wearing minimalist running shoes, what kinds of activities they're doing in them, and why they decided to try them. Also ask if they've had any pain or soreness in their feet, ankles, legs, hips, or back. "It is within our scope to try to fix some foot problems, such as overpronation due to gravity, but not structural issues," says Comana.

## The Paleo Diet

"This diet trend is based on the way cavemen ate and was developed from science, some good and some flawed," says Dominique Adair, RD, in private practice in Los Angeles and New York. Its focus: whole, unprocessed animal and plant foods—grass-produced meats, fish, fruits, nuts, and vegetables. It excludes dairy and cereal grains.

Some say the diet is too low in calcium and vitamin D. Adair believes that for some people the restrictive nature does more harm than good. "Research shows that diet adherence is based mostly on preference. The best 'diet' for many people is making current choices healthier."

For evidence-based nutrition, consider the Fitness Nutrition Specialist credential. Get info at [nasm.org/fns](http://nasm.org/fns) or call 888-849-1057.

### MEET OUR EXPERTS



**FABIO COMANA, NASM-CPT, PES, CES.** Comana helped a good friend and CrossFitter regress his workouts to focus on stability-mobility exercises that he could later pair with CrossFit.



**WILLIAM SUKALA, PHD.** Sukala fits in fitness between his many professional responsibilities. In his spare time, you might find him surfing, rock climbing, or soft sand running...barefoot.



**DOMINIQUE ADAIR, MS, RD.** Adair provides counseling on how to achieve good health via the fusion of nutrition and fitness. She's an avid hiker, cyclist, and cook.

# “I Never Dreamed I’d Be Here”

THREE FITNESS PROS, IN THREE VERY DIFFERENT LINES OF WORK, TELL US HOW THEY’VE SUCCEEDED— AND HOW YOU CAN TOO. BY JOE KITA

## Sandy Markopoulos From Corporation to Inspiration

One of the reasons 41-year-old Sandy Markopoulos is such a good trainer is because she sees her former self in the majority of get-back-in-shapers. For most of her 20-year marketing career, she was an overweight desk jockey who smoked and could never prioritize exercise. Then a series of events changed her perspective and, ultimately, her life.

In 2004, she joined Bally Total Fitness in Chicago as its

media manager. That environment prompted her to stub out her last cigarette and step onto the treadmill. Being fit had always been her dream, and as 20 pounds melted away, she grew passionate about it, becoming a runner who would eventually clock a 3:42 marathon. But that isn’t why she decided to become NASM certified.

In 2005, her mother passed away, leaving Markopoulos as the primary caregiver

for her father with Parkinson’s disease. Part of her responsibility was helping him exercise. The satisfaction and knowledge she derived from that got her thinking about training others. “It was a very positive thing for my dad and I to do together,” she recalls, “and it definitely helped him. In fact, I guess you could say he was not only my inspiration but also my first client.” Markopoulos’s

dad died in October 2011 and, a few months later, Bally sold a majority of its clubs and she was laid off. With encouragement from friends, she got her NASM certification and began as a trainer for Charter Fitness. “I absolutely loved it,” she says. “My first client, Kristen, was 25, and, when we started, she couldn’t do one boy push-up. But by the end, she was doing them on a BOSU trainer and with one leg. To see progression

like that gave me an immediate sense of accomplishment.”

“Although I worked for companies that had tons of purpose, I was never really sure my role there was super-purposeful,” says Markopoulos, who is now pursuing a master’s degree in occupational therapy, while living in Westmont, Ill. “My dad’s passing made me realize I wanted to do something that was as inspirational with others as the time I spent with him.”

Sandy Markopoulos, NASM-CPT: “Although I worked for companies that had purpose, I was never sure my role was purposeful.”





## SANDY'S LESSONS YOU CAN USE

**On working with older clients:** “Just about everyone who’s 40-plus has an injury. Yet a lot of trainers either don’t pay attention to that or don’t even ask. You have to listen to clients, especially the older ones, and make sure you do no harm.”

**On using CPT skills as a springboard to other careers:** “As a fitness trainer, you need good knowledge of the human body, and the ability to motivate people. Those are valuable skills that go beyond fitness training. Physical therapy and occupational therapy are two examples. In fact, I even have a business called Run Doggy, for exercising dogs and pets here in the Chicago suburbs. I get my workout in, and make a little extra money too.”

## Julie Kennington From Benched to Drenched

In October 2009, after a dozen years as a pharmaceutical sales rep, Julie Kennington got laid off. She was pregnant with her second child, so she decided to consider it a blessing and take time off. After the baby arrived, she began looking for a gym where she could get back in shape. She already had a degree in exercise physiology, and she had worked briefly for a large retail fitness chain and trained for two-and-a-half years with Jillian Michaels of *The Biggest Loser* fame, so she knew

what she needed: a fun yet challenging, no-nonsense workout she could do between diaper changes. But she couldn't find the right gym.

"When I got my severance check, my husband [an entrepreneur] suggested opening a fitness studio," recalls Kennington, now 39. "The more we thought about it, the more we realized we had the combined knowledge to do it."

Being in gym-rich Los Angeles County, Kennington knew she needed to set her studio apart. So she

settled on classes that combined cardio and strength using the HIIT method. High-intensity interval training (HIIT) not only delivers a comprehensive workout, it also spikes metabolism, so you continue burning calories afterward. "The concept was to do a 60-minute class where you get everything in, and you're drenched, done, and on your way home," she explains.

And Drenched Fitness was born. It opened in Westlake Village in January 2011, and classes have

attracted nearly 300 members, including a number of celebrities. Kennington now employs six other trainers and gets inquiries about franchising.

"Whether I'll be able to make that happen, I don't know," she says, "but it's all been very rewarding. It's not only been my dream, but I think it's also the American dream. I got laid off from a Fortune 500 company, and I did something with it. I created something people love that's helping them realize their own potential."



BOOST YOUR SKILLS

### It All Starts with NASM-CPT

No matter where your fitness goals take you, start with the certification recognized throughout the fitness industry: NASM Certified Personal Trainer (NASM-CPT). According to SimplyHired.com, an NASM certification means greater starting salaries on average. And it's powered by NASM's proven Optimum Performance Training™ (OPT™) model that allows you to successfully train any client, anytime, anywhere. Learn more at [nasm.org/cpt](http://nasm.org/cpt) or by calling 888-446-7439.

### JULIE'S LESSONS YOU CAN USE

**On creating a brand:** "Define your brand and its core values as clearly as you can. For instance, Drenched is a group fitness studio that specializes in treadmill classes that incorporate strength training. And our core values are integrity, leadership, compassion, health-and-fitness, and community."

**On finding a mentor:** "Jillian Michaels got me in the best shape of my life. But now my business mentor is just as important

to me. I sit down with her twice a month. She helps me organize my thoughts, see things from a different perspective, and execute in terms of my core values."

**On creating a buzz:** "Take advantage of all the different outlets in social media. I hired somebody to do that for me. But even more important is creating an atmosphere in your studio where people are so happy they'll create that buzz themselves."



**Julie Kennington, NASM-CPT:**  
"I got laid off from a Fortune  
500 company, and I did  
something with it. I created  
something people love."



## Joe Vennare From Football Hero to Online Guru

Although he's only 26, Joe Vennare has already led six different lives:

- ▶ While attending high school and college in western Pennsylvania, he was a 230-pound defensive end.
- ▶ After graduation, he was a social studies teacher and football coach at a North Carolina high school.
- ▶ In 2008, after his father was diagnosed with brain cancer, he moved back home to Pittsburgh to become his primary caregiver.
- ▶ During that time, he started

accumulating certifications, taught fitness classes at the Y, and became a multisport athlete, eventually getting down to 165 pounds.

- ▶ After his dad died in 2009, he and his younger brother got into personal training, which led to them opening a 12,000-square-foot gym called the Hybrid Athlete that attracted about 400 members.
- ▶ Early in 2012, the brothers closed the gym in order to take their brand online and on the road. They now have nearly

5,000 customers in 17 countries.

"It all seems surreal even to me," admits Vennare. "When I got that teaching and coaching job in North Carolina, all the pieces seemed to be coming together. I would have been happy settling down and doing that for the rest of my life. But I've learned that things are never as good or as bad as they seem. The best you can do is try to stay balanced and press forward, because at the end of the day it's the progress you've

made that matters."

And Vennare has certainly made a lot of that. In addition to the Hybrid Athlete, which he defines as "someone trying to improve themselves for all types of recreation," he has created two successful sub-brands: Kettlebell Cardio (a kettlebell group fitness program and instructor training for the masses) and Race Day Domination (conditioning for obstacle courses and adventure racing). But what's most

intriguing is how the brothers have transitioned their traditional brick-and-mortar business into a futuristic virtual one at [TheHybridAthlete.com](http://TheHybridAthlete.com). Although they still conduct live training, 75% of their revenue comes from online.

Vennare's business motto is "Endure, Overcome, Dominate," which, after hearing his story, seems to apply personally as well. And whatever stage his life enters next, you get the sense he'll excel.



Joe Vennare, PES: “My glass is always half full, meaning I’m actively seeking people, experiences, and training styles to fill up the rest of it.”

## JOE’S LESSONS YOU CAN USE

### On branding yourself:

“Any trainer can print business cards and put up a website. But if you’re not offering something unique, you’re not going to have an audience. Identifying that point of difference is key.”

**On learning:** “My glass is always half full, meaning I’m actively seeking people, experiences, and training styles to fill up the rest of it. I look at every interaction as an opportunity to add value to myself and pass it along to other people.”

### On shifting from traditional to virtual training:

“It’s no longer about the row of machines you have. There’s a shift from the big health-club focus to online. For a while, my brother and I were trying to do both, until we realized we were doing both halfway. We were getting opportunities, but we couldn’t leave the gym. The brick-and-mortar approach became limiting, so we decided to go the other way. Since then, we’ve found what you can do online to be practically limitless.”

# COMMITMENT

# ISSUES

**You can navigate clients past common motivation blockers—here's how. BY ALYSSA SHAFFER**

IN COMES THE PHONE CALL, OR MAYBE A TEXT. YOUR CLIENT—the one who did so well in the beginning—is getting in touch to say she won't make her next session. Then it's the one after that. When she makes it back, she's down on herself for her lack of motivation.

**Step one:** Don't let your client beat herself up. A study in the *Journal of Sport & Exercise Psychology* found that even with the best of intentions, exercise motivation fluctuates. According to Penn State researchers, it's not necessarily that some people are motivated and others aren't. We need to recognize that motivation changes; it's not static. Some people have weeks when they're more motivated and other weeks when they're less motivated.

**Step two:** Be prepared with motivators you can call into play as needed. With any client, you need to help overcome perceived barriers, notes Darin Padua, PhD, ATC, a professor in the Department of Exercise and Sport Science and the director of the Sports Medicine Research Laboratory at the University of North Carolina at Chapel Hill. Here are research-backed and trainer-tested ways to get past some of the most common client roadblocks.

## **Roadblock: Not Enough Time** **Solution: Focus on HIIT**

Research continues to show that high-intensity interval training (HIIT) can yield many of the same health-and-fitness gains as longer, steady-state programming. One study from the University of Colorado and Colorado State University found that subjects who did two-and-a-half minutes of HIIT (five intense 30-second cycling bursts, followed by four minutes of recovery each time) burned an extra 200 calories on average that day. Other studies from McMaster University found that even less-extreme bursts can help improve fitness levels.

"Your clients don't have to devote a 45-minute block of time to walking on the treadmill on the days they're not with you," says Padua. "They can burn about the same amount of calories and receive the same fitness gains in half the time by doing seven or eight 30- to 60-second intervals, followed by about the same amount of recovery time."

## **Roadblock: Can't Get to the Gym** **Solution: Tap into Technology**

"E-coaching has been shown to be effective, as long as you continue interacting with your clients on a regular basis," says Padua. "You can't just email a

# 50%

of all adults joining an exercise program will drop out within three to six months.

plan and tell them to check in with you in six weeks.”

If your clients are local, establish weekly or biweekly face-to-face check-ins to complete assessments, ensure compliance, and answer any questions. If you can't meet, having regular (daily or weekly) contact electronically (email, text, phone) can help keep your clients motivated and on track for reaching goals. Some ideas:

- ▶ Use Twitter updates (or more customized emails or texts) to keep clients motivated.
- ▶ Ask clients to report back or to keep an online log tracking their weight, nutrition, and exercise habits.
- ▶ Set up a Facebook forum. “My clients support each other and speak about their experiences when they're not at the club,” says Ryan Ehler, director of training at Flex Fitness in Chandler, Ariz.

### Roadblock: Boredom

#### Solution: Think Differently

While it's important to hold true to your core training values, you can modify the type of training you do—including the exercises, equipment, and environment—to keep your clients' interest piqued. In fact, one study found that when people were offered a choice of 10 resistance-training tools, they had more fun and cranked out 40% more reps than on days when they were limited to two items.

### Roadblock: Stress

#### Solution: Address It Right Away

“Many of my weight-loss clients come to me already feeling pretty stressed out,” says Andrea Barkley, a personal trainer and private cook based in Phoenix. “I try to give them tools to relieve some of that stress, which will ultimately play an important role in helping them lose weight.” (Reducing stress hormones can improve sleep, reduce food cravings, and boost mental focus.) Barkley starts out with deep breathing exercises, which move clients away from “chest breathing” by focusing on moving air in

all the way from the diaphragm. “Proper breathing—where the stomach rises on inhalation—delivers oxygen to the entire body,” she notes.

### Roadblock: Low Energy

#### Solution: Get a Music Boost

We all know we can rev up our workout when a good tune comes on. And science supports this strategy: British researchers found that when cyclists listened to upbeat music while exercising, they increased both power output and speed. Other studies have found that music boosts exercisers' subjective feelings of motivation, so they can push themselves a little further. Offer to set up a motivational playlist for your clients, or share your own feel-good tunes through music sites like Spotify and Pandora. Aim to include music that hits at about 150 to 160 beats per minute for high-intensity activities like running, and slightly lower for a steadily paced walk or recovery. (Check out the research on recovery tunes on p. 8.)

### Roadblock: Hitting a Plateau

#### Solution: Rework the Program

If your clients have stopped seeing strength gains (or stopped taking pounds off), it may be time to shake up the routine. One simple way to do this is to begin following a daily undulating periodization resistance program. These workouts shift between different loads, reps, and sets, depending on which day you are working out. For example, you could go with three sets of 10 reps of moderate resistance on Mondays, two sets of 15 reps of light resistance on Wednesdays, and five sets of six reps of heavy resistance on Fridays. Research shows that these workouts offer significant strength improvements compared to linear periodization, where changes in loads, reps, and sets are made on a weekly or monthly basis. And the more progress your clients make, the more likely they are to keep coming back.

### MEET OUR EXPERTS



**RYAN EHLER, NASM-CPT, PES.** Ehler finds his motivation in new challenges and fitness industry mentors—including a 70-year-old who he says is in better shape than most twentysomethings.



**DARIN PADUA, PHD, ATC.** Padua's days get busy, but his fitness solution is flexibility—committing to getting regular exercise, no matter where and how. He also reminds himself of the mental benefits.



**ANDREA BARKLEY, NASM-CPT, PES, CES.** Barkley knows motivation isn't easy—in her 20s, she gained 20 pounds. But she got back in shape and pursued her passion for fitness full-time.

## ANYTIME MOTIVATORS

### 1

#### FRESH AIR

Studies have shown that exercising outdoors benefits both the mind and body. (For tips on outdoor sessions, turn to p. 7.)

### 2

#### A BALANCE OF GOALS

Especially when it comes to weight loss, clients should set both weekly goals and a long-term (three-month) goal, says Ehler.

### 3

#### EYES ON THE PRIZE

Offer rewards for reaching goals—anything from a T-shirt to a gift card for lunch at a health-conscious restaurant.

### 4

#### A SMOOTH FINISH

Don't let your clients treat cooldown time like an afterthought. How the workout ends can be powerful—researchers have found that exercisers who include a cooldown are more likely to stick to their next scheduled workout. The theory: The last thing they remember about their session is the easy, relaxing pace.



Taking advantage of emerging fitness interests—like mud runs—helps your groups evolve.

# NEW GOALS,

Your clients are pursuing all sorts of new challenges—from mud runs to wedding weight-loss. Here's how training groups you create can help them succeed. BY SELENE YEAGER





# NEW GROUPS

INNOVATION/DEMENTY/CORBIS

**GROUP FITNESS TRAINING HAS BEEN AROUND** almost as long as the push-up. But lately the concept has been energized by a whole new approach, one that savvy trainers are using to grow their businesses and help clients. It's no longer just about the traditional, broad groups, such as weight loss. Today's groups are more diverse and targeted—and limited only by your imagination.

"You can create groups of any like-minded individuals who have specific fitness goals, such as new moms getting back in shape, or tap into the crowd signing up for adventure races and triathlons," says Eric Beard, NASM's senior education specialist. Ski season coming? Create a group to get clients ready. Prom in two months? Advertise a prom group for teenagers.

Now is a great time to explore group training. "Done properly, it can be more financially rewarding than one-on-one training or larger classes," says Beard. But it's also more challenging. That's why it's key to know these strategies that can help make the group experience the best possible for you as a trainer *and* for your clients.

## Find a Target

Where you take your group is limited only by your training knowledge. Consider:

**The latest trends.** Obstacle events like the Ruckus, Spartan Race, and Tough Mudder are surging in popularity. Registration for these races often includes categories for both individuals and teams, so you may find some ready-made groups looking for training. (See "Blast Past Obstacles," p. 26.)

**Classic sports and activities.** Try organizing your groups around preparing clients for half-marathons, triathlons, or ski conditioning.

**New fitness equipment.** Kettlebells, suspension training devices, and sandbags work well for small groups.



**Though groups can be designed for everyone from new moms to hard-core athletes, the same foundational strategies will help them all succeed.**

**Defined demographics.** Identify specific groups with a common goal, such as toning for brides-to-be or an introduction to exercise for seniors.

No matter how you come up with your offering, consider a unified goal, says Beard. Groups also benefit from a specific time span, such as six to 12 weeks.

## Know Your Clients

The better you know each individual, the better you can serve your group, says Sherri McMillan, owner of Northwest Personal Training and Northwest Women's Fitness Club in Vancouver, Wash., and Portland, Ore. She recommends using a questionnaire that covers medical issues, goals, and workout history. "They'll appreciate that you want to know who they are and what they want, and will be more likely to want to return to your programs," she says.



## Map Your Plan

The biggest challenge in group training is the variety of fitness experience levels you'll find in any group, says McMillan. Her advice: Think through the logistics of the entire session from start to finish. Use a lesson plan to help you design your programs—including what you want to cover in your sessions and in what order. Create an outline for the entire duration as well as each individual session.

## Share Expectations

Once you have your plan, share it with

your group at the beginning of each session, so everyone knows what to expect and is ready to go, says McMillan. "Be specific, stating what you'll be doing, what they need, and the purpose of the workout. For example: 'Here's what you can expect this afternoon. You will need a step and a stability ball, which can be found at the right side of the room. We'll be starting off with a five-minute warm-up to get your heart pumping and blood flowing. Then we'll be performing a 45-minute muscle conditioning segment that will include exercises that condition your entire body simultaneously. This is a challenging workout and a very high calorie burner and will definitely tone your entire body. Then we'll finish with a stretch.'"



### TRY THIS Great Groups

The shape of groups is changing. Consider these popular and unique emerging groups to help you find the right fit for your client base.

#### HIIT TRAINING

High-intensity interval training continues to be hot—and it's more fun with others.

#### FUSION

This trend mixes training modalities like TRX suspension with Pilates to maximize interest and results.

#### BOOT CAMPS

These body-weight-exercise-based classes lend themselves to any group with any goal and require very little overhead.

#### BODYCOMBAT™

This mix of intricate martial arts-based self-defense moves works well in a small group.



#### WHAT THE SCIENCE SAYS

### Power in Numbers

An ever-growing body of research shows advantages for clients who exercise in groups. Here's a roundup you can share with your clients.

#### FEEL HAPPIER

Working out with others trips your opioidergic activity—helping you produce more feel-good endorphins for a rush of euphoria.

#### GO HARDER

All those feel-good hormones that surge during group exercise have the side benefit of helping you push harder with less discomfort.

#### STICK TO IT

People who get support from a few like-minded exercisers stick with their program better than those who participate in a class (where they can get overlooked) or at home (where there may be little or no support), per a meta-analysis in *Sport & Exercise Psychology Review*.

#### BOUNCE BACK

The camaraderie and stress relief of small-group sweat sessions can power your clients through the toughest of times. One example: People being treated for cancer report higher quality of life when they join an exercise group, according to research studies.



#### BOOST YOUR SKILLS

### Get Group-Confident

Increase your effectiveness with these credentials: NASM PES. The Performance Enhancement Specialist credential includes sports-specific conditioning, such as flexibility training; cardiorespiratory training; core training; balance training; plyometrics; speed, agility, and quickness; and integrated multiplanar resistance training—all useful for instructing today's groups. It also helps you work with teams, which requires a similar strategy to groups. Learn more at [nasm.org/pes](http://nasm.org/pes) or by calling 888-912-2598.

NASM MMACS. Even if you never prepare your clients for combat, you'll benefit from the Mixed Martial Arts Conditioning Specialist credential. Much of the course focuses on working with groups using different tools and spaces. Learn more at [nasm.org/mma](http://nasm.org/mma) or by calling 888-909-0647.

### Share Attention

According to McMillan, a major training pitfall is spending too much time with either those who are doing very well or those who are struggling, while those in the middle get lost. "Physically make eye contact and spot each person in your program at least once per session," she says.

"It can also be helpful to have more experienced clients mentor those who need more help," says Beard. That way everyone stays engaged and motivated.

### Keep It Fresh

Even if your group isn't focused on particular equipment, tools can keep it fun. Plus, clients are often open to new ideas in a group. Some tools that are great for clients in Phases 1 and 2 of the Optimum Performance Training™ (OPT™) model:

**TRX suspension trainers.** Hundreds of exercises build strength, flexibility, mobility, and balance.

**Disc pillows.** Inflated discs add a stability component to any exercise.

**Sand bags.** Try a unique, highly functional challenge with these weights.

**Medicine and stability balls.** These provide opportunities for interaction and variation in a group.

**Wobble boards.** Fun, challenging, and functional, wobble boards build balance, stability, and core strength.

**Steps.** These versatile platforms can serve as benches as well.

**BOSU trainers.** Use them for sport-specific conditioning like hopping and jumping, as well as general stability.

### What's the Takeaway?

Group members should emerge feeling like they've learned something they can carry with them for life. "Bring handouts to your sessions that highlight key points," says McMillan. They'll reaffirm what you're teaching and leave them with a sense of mastery when they're finished. Handouts are also easy to share with friends, who could be potential new members of your next training group.

#### MEET OUR EXPERTS



**ERIC BEARD, LMT, NASM-CPT, PES, CES.** Beard has been working with groups of young athletes for more than 10 years.



**SHERRI MCMILLAN, MS.** McMillan loves being part of groups—from running and hiking groups to ShockWave classes.

# BLAST PAST OBSTACLES

Training a bunch of mud runners  
or workout warriors?  
We've got a plan that works.

**TRADITIONAL GYM WORK WON'T FULLY** prepare your clients for the challenges of the hot new obstacle-course races. These events demand full-body fitness that is less about how much weight you can move and more about how you can move yourself—lessons that lend themselves perfectly to special group training.

## Defining the Goal

"These events are all about strength-to-weight ratio—how much power you can produce per pound of body weight so you can push and pull and maneuver yourself up and over the course. You need to train with full-body movements that have synergy between them," says NASM-PES trainer and adventure racer Joe Vennare, cofounder of Hybrid Athlete ([thehybridathlete.com](http://thehybridathlete.com)). This circuit is designed with that in mind.



### 1 Kettlebell Swing

#### HOW TO DO IT

**A** Hold a kettlebell with both hands. Keep arms straight and feet about 30 inches apart. Keeping back straight, squat, pressing hips way back, and swing kettlebell between legs and behind hips.

**B** Stand up by pressing hips forward, and swing the weight to chest height. Repeat.

### 2 Push-up

#### HOW TO DO IT

**A** Start on hands and toes, with legs extended so the body forms a straight line from head to feet. Hands should be in line with shoulders.

**B** Bend elbows and slowly lower torso toward the floor. Stop when shoulders are in line with elbows. Then push up. Repeat.

### 3 Step-up

#### HOW TO DO IT

**A** Stand facing a bench or high step (about 12 to 18 inches), with arms at sides.

**B** Step onto the bench with left leg and press into that leg, coming to a standing position on the step. Tap right foot on the step next to the left leg, then immediately step back down. Repeat, alternating sides.

## Getting Started

When preparing for an obstacle-course race, it is essential to establish a baseline of fitness before progressing to more specific goals. Training should begin by improving cardiovascular conditioning and total body strength before addressing skills specific to the race. The duration of each phase will vary depending on the needs of each individual. Additionally, the exercises as well as the sets, repetitions, and tempos can be modified to meet the needs of clients at any level of the OPT model.

## The Circuit Workout Plan

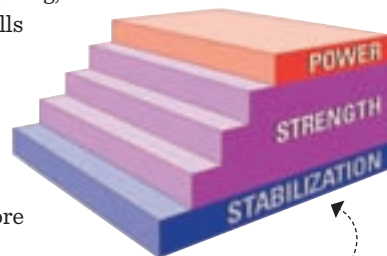
Completing the following circuit two or three times per week is a great starting point for total body conditioning. Complete 30 seconds of each exercise without rest. Rest one to two minutes at

the end of the circuit. Repeat three to five times based on fitness level.

Combining this workout with one or two days of cardiovascular-specific training—such as a sprint/speed workout and a steady-state run at a conversational pace—will help create the type of baseline fitness required.

## Taking It to the Next Level

After two to four weeks of circuit-based training, it may be time to focus on more specific skills required as part of an obstacle-course race. Grip strength, rope climbs, and hill sprints are advanced training methods that can be introduced into a training program for individuals who have displayed a physical ability that would allow them to take on more intense and challenging training sessions.



Build up baseline fitness through the OPT model before progressing to event-specific skills.



### 4 Alternating Lunge

#### HOW TO DO IT

**A** Stand with feet hip-width apart, holding weights at sides.  
**B** Take a giant step back with right leg, bending both legs until left thigh is parallel with the floor and right leg is extended with knee slightly bent and almost touching the floor. Keep the back straight and left knee behind the toes. Press back to start. Repeat with the opposite leg.

### 5 Dumbbell Thruster

#### HOW TO DO IT

**A** Stand with feet shoulder-width apart, holding a pair of dumbbells next to shoulders.  
**B** Squat, so thighs are parallel to the floor.  
**C** Return to standing, pressing the dumbbells overhead at the top of the move. Then lower them back to the shoulders. Repeat.

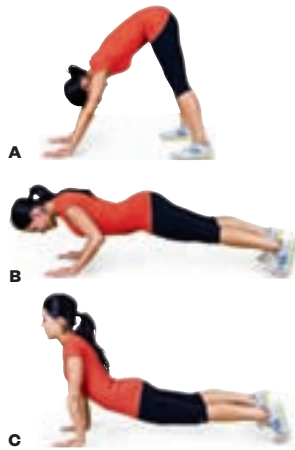
### 6 Box Jump

#### HOW TO DO IT

**A** Stand in front of a stable platform about 12 to 18 inches high. Squat down, swinging arms back.  
**B** In one explosive move, swing arms forward, spring up, and land on the box with soft knees. Stabilize and hop down. Repeat.

THE KEY TO THE BEST TRAINING FOR OBSTACLE RACES: FULL-BODY MOVEMENTS, LIKE THESE.

**GRIP STRENGTH, ROPE CLIMBS, AND HILL SPRINTS ARE ADVANCED TRAINING METHODS YOU CAN INTRODUCE.**



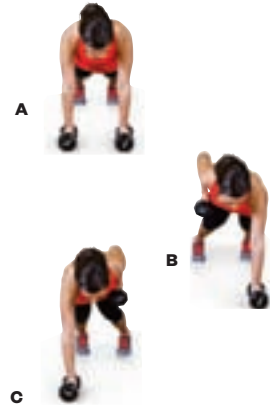
**7 Dive Bomber Push-up**

**HOW TO DO IT**  
**A** Begin with hands and feet on the floor and hips raised, so that the body forms an upside-down V.  
**B** Bend elbows and lower shoulders toward the floor.  
**C** Then glide chest forward, bringing it between the hands and up toward the ceiling. Reverse the move, bringing hips back toward the ceiling. Repeat.



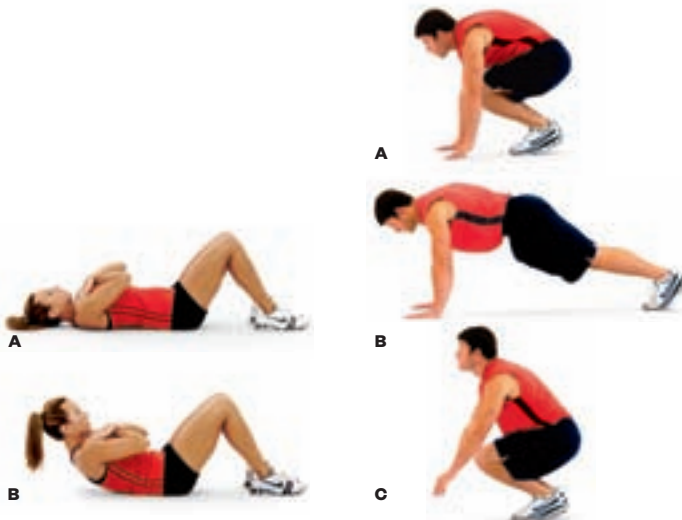
**8 Jump Squat**

**HOW TO DO IT**  
**A** Start with feet shoulder-width apart, arms at sides. Then sit back into a squat, lowering hips until thighs are parallel with the floor.  
**B** Jump up explosively while reaching for the ceiling. Land gently, hold, and immediately lower into another squat.



**9 Dumbbell 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 the rib cage, while maintaining a steady plank. Lower it back to the floor.  
**C** Repeat on the opposite side.



**10 Sit-up**

**HOW TO DO IT**  
**A** Lie on back with feet resting flat on the floor, knees bent at about 90 degrees, hands across chest.  
**B** Tuck chin toward chest, contract abdominals, and roll up, bringing chest toward knees until body is about 45 degrees from the floor.  
**C** Then roll back down. Repeat.

**11 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 the navel and squeeze the butt muscles.  
**C** Quickly pull knees to chest; stand up straight. Repeat.



**The Circuit**  
 Complete 30 seconds of each exercise. Rest one to two minutes. Repeat circuit three to five times based on fitness level.

**MEET OUR EXPERT**



**JOE VENNARE, PES.**

Vennare is the co-founder of Hybrid Athlete ([thehybridathlete.com](http://thehybridathlete.com)), a free online fitness resource. As co-creator of programs such as Kettlebell Cardio and Race Day Domination, he leads instructor training workshops for these nationally recognized fitness programs. Vennare is also a sponsored endurance athlete who competes in triathlons, ultra-marathons, and adventure racing.



**EXCLUSIVE OFFER!**

**\$100  
OFF**

PROMO CODE: **PES100**

Expires **4/30/13**

## **FASTER. STRONGER. BETTER.**

Whether working with competitive athletes or weekend warriors, the **NASM Performance Enhancement Specialization (PES)** gives you the expertise to improve their performance at any level, in any sport. Top teams in the NFL and NBA have now begun requiring the NASM-PES credential. Maximize your expertise and your income with the NASM-PES.

**pes** Performance  
Enhancement  
Specialist

**ENROLL TODAY!**  
VISIT **PESEGE.COM**  
OR CALL **888-860-9278**

# Q

## TEAMING UP

# Should couples work out together?

Know when to sync up and when to go solo.

**A** It's a definite "yes" when it comes to walking, hiking, bike riding, playing tennis, or any activity that both people can equally take part in and enjoy. These are great ways for couples to squeeze in exercise, support each other's health, and enjoy quality time together.

But there are more factors to consider when it comes to workouts with a specific goal in mind. While it may be convenient to have couples following the same training, ideally a client's exercise plan should be as individualized and specific to their needs as possible. Say you have a husband looking to build strength and power and a wife looking to tone up and improve posture. Putting them on the same exercise plan will likely fall short of producing the results they each want. Sometimes, however, couples training works just fine if you have a pair with similar goals—maybe to lose weight or improve their general fitness. In that situation, it is perfectly reasonable to put them on a similar program and adjust various components, such as intensity or volume, specific to their individual needs.



**EXPERT:** JEFF BOMBERGER, PES, CES, a personal trainer and sports performance coach in Santa Clarita, Calif., enjoys hiking, snowboarding, wakeboarding, and white-water river rafting.





## CLIENT CHALLENGES

### Q What's the best way to handle a client who seems to know it all?

**A** Usually, a client with that sort of attitude has been working with an unchanging set of moderate-intensity exercises with which he's comfortable. Try putting your client through a series of exercises just out of his comfort zone. What I like to do is simply take the client through four or five exercises with a 10- to 15-rep range. The first exercise might be something simple like a single-leg reach or step-up to press. With these, it's important to learn how to use the stabilizing muscles and activate specific muscle groups. Doing a couple of sets of an exercise with correct technique will make him sweat—and feel what he's been missing.

Ask questions like “How do you feel?” or “Do you need some water?” to get feedback on how intense you can get with the client. Many times, I have experienced clients who struggled with the basics of certain exercises and realized that they didn't know them after all. They come to understand (and appreciate!) your progressive approach that keeps their goals in mind better. The keys here: Be patient. Don't over-exhaust the client. And never say, “I told you so.”



**EXPERT:** NICK GOMBOLD, NASM-CPT, a trainer with TruSelf Training in San Diego, had his own aha moment when he was introduced to the foam roller to help correct muscle tightness.



Gently push your client out of her comfort zone.

## FIT FAVORS

### Q How can I handle family and friends seeking free training?

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

**A** Most of us agree that if we could train for free all day and still make a living, we would do it. Unfortunately, the world doesn't work that way. What we can focus on is how to turn favors into win-win situations for everyone. Here are three ways to do that:

- 1. Ask for a testimonial.** Agree that your relative or friend will provide a testimonial you can use in advertising. Ensure 100% commitment from her, set a specific goal and time for expected results, and track with measurements and photos.
- 2. Rev up referrals.** Ask the person to “work off” training fees by bringing in other relatives or friends as clients. He might aim to bring in two or

more potential clients per month, for example.

- 3. Include in small-group training.** Taking this approach gives your friend or family member a chance to train without costing you additional expense or time in your schedule. It will work best if your loved one has a good level of energy and enthusiasm to contribute to the group. Best-case scenario: Your loved one may even be able to help fill other paid spots in the group through word-of-mouth.



**EXPERT:** ANNIE MALAYTHONG, NASM-CPT, CES, PES, FNS, MMACS, owns the Atlanta-based Fitness Studio 108 and is a trainer for MTV's *I Used to Be Fat*. A knee injury at 16 inspired her to earn a BS in health and rehabilitation sciences.



# BRING KNOWLEDGE TO LIFE.

Get hands-on training and earn CEUs at an **NASM Live Workshop**. Learn new skills and meet other trainers in an interactive environment. NASM offers a variety of workshops across the country. Get in the action.

## AVAILABLE WORKSHOPS

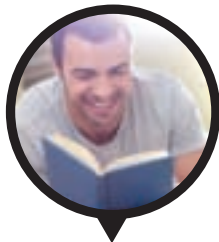
- ▶ Personal Fitness Training
- ▶ Corrective Exercise Training
- ▶ Sports Performance Training
- ▶ Mixed Martial Arts Conditioning
- ▶ **AND MORE**

**FIND ONE NEAR YOU!**  
VISIT **NASMWORKSHOPS.COM**  
OR CALL **888-542-3349**

# Skills Beyond the Gym

With continuing education, sometimes it pays to broaden your scope.

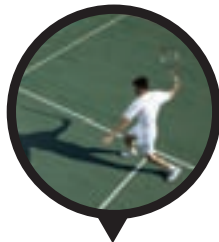
"Having additional skills helps you create value for clients," says Ryan Krane, NASM-CPT, PES, CES, Los Angeles-based fitness consultant. Here are four skills that can complement your in-gym expertise:



1

## LEARN A LANGUAGE

You may be able to reach new markets and strengthen relationships with clients who speak that language.



2

## PLAY A SPORT

Krane has been able to connect with potential clients on the links and tennis courts about sports-injury needs.



3

## TELL STORIES

Being a good storyteller means you can convey information and connect with an audience. Practice on friends and family. Or join a Toastmasters club.



4

## START A BLOG

Take a specific aspect of your life and start journaling about it online. Perhaps you enjoy yoga and can share your experiences and tips.

## Fit to Give Back

Supporting your local community is easier (and more beneficial) than you might think.

No gym is an island. Michael Jenkins, owner of Body Kinetics Health Club & Spa in Novato and Mill Valley, Calif., has found that being active in the community has many rewards.

"Your community supports you," Jenkins says. "Giving back goes hand in hand with running a business. When I support my community, I engage with clients and convey a better image for my business."

Jenkins has been involved in several charitable efforts in Marin County and shares his tips for giving back:

### CHOOSE WITH YOUR HEART.

"My mother died of breast cancer," Jenkins says. His gym conducted breast cancer fundraiser days, offering classes for donations, which raised more than \$1,500 for breast cancer research.

### JOIN CIVIC GROUPS.

By participating in a local chamber of commerce, Jenkins increases the visibility of his business. He has also been introduced to opportunities to support the community.

### FILL YOUTH NEEDS.

Trainers can volunteer to create exercise programs or offer to teach kids about exercise and well-being. Such programs expose kids—and their parents—to your gym.

### DONATE SERVICES.

"Every time I'm asked, I donate one- or three-month memberships to charity auctions," Jenkins says. "Lots of times, the winner will go on to pay for a membership."

### SET UP BOOTHS.

When the city recreation department has fitness days, Jenkins and his trainers host a booth. Easy giveaways he recommends: body fat analyses, club passes, T-shirts, and bags.

## Mix Gaming with Training

Mixed martial arts comes to TV screens, with help from NASM.



**"You can hit a speed bag and it responds."**

*UFC Personal Trainer: The Ultimate Fitness System* is a kick. And an uppercut. And a jab. And one intense set of mixed-martial-arts workouts.

NASM teamed up with the Ultimate Fighting Championship to create the tool, which uses interactive gaming systems (such as Xbox 360) to track players' physical movements. Scott Ramsdell, NASM-CPT, PES, CES, NASM's director of live events, helped design its 70-plus exercises and workout routines.

You can choose quick, random exercises for speed and agility, or follow a 30- or 60-day progressive plan with mixed-martial-arts moves. Either way, the system detects proper exercise positioning.

"Over several months, other NASM trainers and I were in front of motion-capture cameras going through the exercises," Ramsdell says. "There's some really cool technology—you can hit a speed bag and it responds. There are a lot of options, too." Preview it all at [ufcpersonaltrainer.com](http://ufcpersonaltrainer.com).



**EXCLUSIVE OFFER!**

ONLY ~~\$599~~  
**\$499**

PROMO CODE: **WLSEDGE**  
Expires **4/30/13**

## GROW YOUR BUSINESS BY **REDUCING WAISTLINES.**

The number one reason people seek out personal trainers is to lose weight. With the **NASM Weight Loss Specialization (WLS)**, you'll discover the secrets of weight loss, plus how to keep your clients inspired and on track for long-term success. You'll get everything you need with coaching, nutrition, and exercise programming.

**wls** Weight  
Loss  
Specialist

**ENROLL TODAY!**  
VISIT **WLSEDGE.COM**  
OR CALL **888-448-9430**

## NEW FROM NASM

### BECOME A WEIGHT LOSS SPECIALIST

It's no surprise that **weight loss is a motivating factor for people who are beginning an exercise program or joining a gym.** But what may be surprising is the scarcity of specific programs that teach trainers how to help clients successfully lose weight. Good news: This past November, NASM introduced the Weight Loss Specialist (WLS) credential.

"Because these clients have specific needs, we wanted to create an education course that addresses those needs and gives trainers all the possible tools to help clients lose weight," says Brian Sutton NASM-CPT, PES, CES, NASM's director of content development.

**The WLS credential covers nutrition, physical activity, and the psychology behind weight loss** in 12 modules. Each module contains an online chapter PDF, presentation, and quiz. **The program also offers a library of 200 exercise videos, a 50-page programming manual (including 25 workouts), and 19 bonus PDFs that make excellent client handouts.**

"The program comes with a detailed assessment process that shows trainers how to go beyond the scale and BMI, and to view the psychological perspectives of clients," Sutton says. "We also address how to communicate and make these clients feel welcome."

Learn more at [nasm.org/wls](http://nasm.org/wls) or by calling **888-596-8569**.



**Be ready: You never know which connections could lead to a job.**

# Launch Your Career

Just passed your NASM-CPT exam? Here's what to do next.

You're official now. After passing your NASM Certified Personal Trainer exam, you're ready for your career to take off. But what exactly should you do? We went to three successful NASM fitness pros for insider tips.

#### ▶ REVAMP YOUR RÉSUMÉ

Even if you're new to the fitness industry, highlight fitness-related experiences. Ever coach youth sports? Include that and other relevant experiences such as self-help seminars. "Your certification says you know the science behind what you've been doing," says Cody Lingelbach, NASM-CPT, PES, CES, FNS, NASM senior education advisor. "Employers are looking for outgoing people who can motivate others and have the ability and willingness to sell. Convey that on your résumé."

#### ▶ SEARCH SMART

Nathan Hyland, NASM-CPT, MMACS, education adviser for NASM, recommends searching for positions on SimplyHired.com,

which tends to have more fitness-related openings than other more general job sites.

#### ▶ GET CONNECTED

Use LinkedIn, Facebook, and other social media to connect to potential employers. Post at least a few times a week, and think of your postings as an advertisement and chance to promote your skills, Hyland says.

#### ▶ CIRCLE YOUR ZONE

Visit every health club within a 10- to 15-mile radius, recommends Lingelbach. Even if there are no job openings, these drop-in chats are a chance to network and make connections for the future.

#### ▶ THINK OUTSIDE THE GYM

Trainers are hired by a variety of

places, including chiropractic and physical therapy practices. Consider shadowing professionals in these fields, suggests Hyland.

#### ▶ PREP FOR INTERVIEWS

Dress in business casual attire or more formally for interviews. But keep some gym clothes in your car. "Show up as a professional," Lingelbach says, "but be prepared to do an assessment and workout program on the spot."

#### ▶ PERFECT YOUR PITCH

You never know who might lead you to your next job. "Have a 30-second speech ready that explains your experience," says Mike Fantigrassi, NASM-CPT, PES, CES, NASM student success manager. "And always have a business card handy."

# TREND LINE

52

The percentage of people who say it's easier to do their taxes than figure out how to eat healthfully. With the Fitness Nutrition Specialist credential, you can guide them to smart nutritional choices. Learn more at [nasm.org/fns](http://nasm.org/fns).

SOURCE: INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION

## What Hurts?

The most common musculoskeletal injuries in runners:

1.

**MEDIAL TIBIAL STRESS SYNDROME**

2.

**ACHILLES TENDINOPATHY**

3.

**PLANTAR FASCIITIS**

The NASM Corrective Exercise Specialist credential provides advanced injury prevention and recovery knowledge. Learn more at [nasm.org/ces](http://nasm.org/ces).



## Another Benefit of Water

Drink water with your meal and you may be more likely to pair it with veggies instead of fries, according to a two-part study. In one study, young adults liked the combination of soda and salty, calorie-dense foods more than soda and vegetables. In another study, preschoolers ate more raw vegetables, either carrots or red peppers, when they were served with water rather than a sweetened beverage. Go for water, and other good choices may follow.

SOURCE: APPETITE

80

The percentage of women who stuck to healthy goals for 10 days when they told themselves "I don't." Example: **"I don't skip exercise."**

SOURCE: JOURNAL OF CONSUMER RESEARCH



The percentage increase in men's explosive strength after they did kettlebell swing training for six weeks. If you haven't already, check out NASM's Intro to Kettlebell Training Workshop. Learn more at [nasm.org/workshops](http://nasm.org/workshops).

SOURCE: THE JOURNAL OF STRENGTH AND CONDITIONING RESEARCH

**EXERCISE PAYS**

Clients not sure about spending money on a trainer or gym? Share this stat: Regular exercisers earn 6% to 10% more than less active colleagues.

SOURCE: JOURNAL OF LABOR RESEARCH



# CONNECT WITH US.

## Love *The Training Edge* magazine?

Then get connected with NASM! Stay up-to-date with cutting-edge training techniques, new research, and exclusive offers you won't want to miss. Join our conversation!

[facebook.com/PERSONALTRAINERS](https://facebook.com/PERSONALTRAINERS)

[twitter.com/NASM](https://twitter.com/NASM)

[blog.nasm.org](http://blog.nasm.org)



## GET FIT. LOOK LEGIT.

Let people know you're an NASM Certified Personal Trainer with NASM apparel and accessories. Plus, through *The Training Edge* magazine, get 15% off your trainer gear order!

SUIT UP AT  
[NASMAPPAREL.COM](http://NASMAPPAREL.COM)

**15%  
OFF**

**APPAREL & GEAR**

PROMO CODE: **EDGE15**

Expires **4/30/13**



**EXCLUSIVE OFFER!**

**\$100 OFF**  
PROMO CODE: **CPT100**  
Expires **4/30/2013**

## GET THE JOB YOU LOVE.

Turn your passion into a rewarding and high-paying career. Become an **NASM Certified Personal Trainer (CPT)**, the industry's elite personal trainer certification. To help you get started, save \$100 on the NASM-CPT Pro or Premier package. Get the distinct advantage with NASM.

**cpt** Certified Personal Trainer

**ENROLL TODAY!**  
**CPTEDGE.COM 888-508-8394**