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

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

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Read this spring issue. Log onto thetrainingedgemagazine.com to access the CEU exam. Successfully pass with at least 70% to earn your NASM CEUs.

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On the Cover
Antoine Dove, NASM-CPT
Photographer: Jason Gould
Stylist: Morgan Gibbons; Groomer: Jennifer Brent

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.

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“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.
“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.”

**Can Competition Really Work?**

The Biggest Loser (TBL) is now in its 14th 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.
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.

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 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.**
- **Download the MixMeister BPM Analyzer from 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

**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.

**Menstrual**: An external factor—a doctor or spouse—is likely the initial motivator. Help clients value intrinsic benefits by focusing on feel-good aspects.

**Mental**: Shifting hormones can disrupt sleep and energy levels.

### Workouts

**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.

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

For more information, check out the American Congress of Obstetricians and Gynecologists at pause.acog.org and the North American Menopause Society at menopause.org.

### Resources

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.

nasmo.org/fns

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**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.

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**To help women meet their health-and-fitness goals at any age.**

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**Perimenopausal Women**

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

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**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 and the North American Menopause Society at menopause.org.

**The NASM Women’s Fitness Specialist credential will equip you to help women meet their health-and-fitness goals at any age.**

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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.

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 or call 888-696-7596.
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 pediatric 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 running shoes—marathoners or newbies—should start out slowly.

“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 or call 888-849-1057.
“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 tons of purpose, I was never sure my role there was super-purposeful.”

Photograph by Callie Lipkin
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.”
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 or by calling 888-446-7439.

Boost Your Skills

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 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.”

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.”

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

► 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).

► Intriguing is how the brothers have transitioned their traditional brick-and-mortar business into a futuristic virtual one at 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 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.

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Photograph by Ross Mantle
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.”

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.”

Joe’s Lessons You Can Use

NASM.ORG
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.

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.

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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

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

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

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.

- HIT 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.
Increase

Get Group-Confident

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.
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). This circuit is designed with that in mind.

Blast past Obstacles

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.

The key to the best training for obstacle races: full-body movements, like these.

For the Optimum Performance Training™ (OPT™) program template and warm-up recommendations, go to thetrainingedgemagazine.com.
Grip strength, rope climbs, and hill sprints are advanced training methods you can introduce.

**Meet Our Expert**

**Joe Vennare, PES.**

Joe Vennare is the co-founder of Hybrid Athlete (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.

**The Circuit**

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

### 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. 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.
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.

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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

What’s the best way to handle a client who seems to know it all?

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.”

FIT FAVORS

How can I handle family and friends seeking free training?

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.
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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.

**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.
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.

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**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.

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

**Search Smart**


**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, NASM’s director of content development. “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 or by calling 888-596-8869.

**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.

**Prepare 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.”

**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.

**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.

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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

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.

SOURCE: INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION

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.

SOURCE: APPETITE

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: 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.

SOURCE: THE JOURNAL OF STRENGTH AND CONDITIONING RESEARCH

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
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