

THE TRAINING

The Latest for Fitness Professionals

EDGE

JULY/AUGUST 2014

**BUILD YOUR
BOOT
CAMP**

HERE'S HOW

**FIXING
CLIENTS'
FORM**

**WORKOUTS
FOR CYCLISTS**

**PLUS: OUR
DRINK
GUIDE**

**SMOOTHIES,
COFFEE, AND MORE
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**The Power
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**TRAINER
AMY CLOVER,
NASM-CPT, CES,
ON HELPING
OTHERS
OVERCOME
DEPRESSION**

**BIG IDEAS!
BIG MONEY!**

**FITNESS
INVENTORS
SHARE BEST
SECRETS**

3 THINGS

YOU SHOULD KNOW BEFORE CHOOSING YOUR CPT. (PERSONAL TRAINER CERTIFICATION)

1 Not all personal training certifications are created equal.

There are many personal training certifications out there. The reputation of NASM is unparalleled. If you want the education and tools to be one of the best personal trainers you can be, we encourage everyone considering getting a CPT to do their research. Ask around and find out for yourself. The National Academy of Sports Medicine (NASM) has built its reputation as being one of the best in fitness education.

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At NASM, we understand challenges—and we know the satisfaction of helping others find success too.



Find satisfaction by embracing and overcoming a challenge.

WHAT KEEPS YOU MOTIVATED?

Most fitness professionals I know are driven to overcome challenges: the challenge of developing new programs for clients, the challenge of working toward long-term goals and finding new opportunities, and the challenge of rising above the chatter so your unique ideas and perspective can be heard.

At NASM, we understand those challenges—and we know the satisfaction of helping others find success too. It's why we're dedicated to constantly evaluating the latest research in exercise and nutrition, and why we develop and offer new specializations: We want you to be empowered to overcome challenges and succeed.

That brings me to one of my favorite stories in this issue. "The Next Fit Thing," on page 16, shares how five passionate and entrepreneurial fitness pros—including TRX's Randy Hetrick—brought their unique ideas for fitness products to the marketplace. Talk about overcoming a challenge! If you have a similar idea for a product, this can be your map to making it happen. But even if you don't, there's still great advice here to help you reach your goals and build your business—like partnering with people who complement your skills, asking for feedback and listening when you get it, and knowing your marketplace so you can fill a need.

What challenges are you currently facing? Let us know—and tell us what strategies you're using to meet those challenges—at thetrainingedge@nasm.org.

ANDREW WYANT
NASM PRESIDENT

URBANATHLON UPDATE

NASM is a proud sponsor of the Men's Health URBANATHLON series, challenging obstacle-course races held in Chicago, San Francisco, and New York City starting in October.

New this year: A 3- to 5-mile sprint distance to go with the classic 10- to 12-mile version, to offer options for competitors of all levels.

20% Discount: Good for all NASM trainers and clients! Just use the code TRAINER2014 when you register. Learn more about the events and find useful training resources at mhurb.com/trainer.

TAKE FIVE

Some of our favorite highlights from this issue:

1

How you can benefit from a **fitness vacation** (p. 8)

2

Fitness myths that could be holding your clients (or you) back (p. 8)

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How to create a **multi-week boot camp** to shake up your clients' routines (p. 10)

4

A full-body workout that will help clients **build strength for cycling** (p. 26)

5

Five tips to **help your résumé** rise to the top (p. 34)

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JULY/AUGUST 2014



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Randy Hetrick,
creator of TRX,
knows how to bring
an idea to market.

CEUs for You

You can earn **CEUs just for enjoying *The Training Edge***. With our July/August issue, you can earn **0.1 CEUs for \$15***

TO TAKE ADVANTAGE

- Read this issue.
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HURRY!

*This **\$15 offer** is only good until 7/31/2014, when the price increases to \$25. Don't forget to share the opportunity with friends!

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Got an idea for a new fitness tool? Five pros share what it takes to bring an idea to market

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LIVES Summer and cycling go hand in hand. Here's how to help your clients enjoy the ride **PLUS:** Nine **top strength exercises** for cyclists



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WARRIORS

AMY CLOVER

NASM-CPT, CES

San Diego, Calif.

Founder, Strong Inside Out
(stronginsideout.com)

► **Battling depression** Nine years ago, I thought about ending my life, but instead I focused on becoming stronger from the inside out. That process made me more committed as a trainer. It also has helped me have a lot of empathy for clients.

► **Mind-set reframing** A lot of people start training with a voice in their head telling them that change is impossible. The key is to replace those automatic negative thoughts (ANTs) with positive ones, like: *The work will do itself if I allow it to.*

► **Best motivator** When people tell me, "I want to lose weight," I keep asking "Why?" until I get to a deeper reason. Something like, "I want to set a good example for my children." Aesthetic goals are too empty to drive you for very long.

► **Favorite routine** I can't live without high-intensity interval training. It's such an effective workout in a short amount of time.

► **Giving back** Last year I raised more than \$18,000 to conduct boot camps in 30 cities in the U.S. and Canada, which helped raise awareness for the charity To Write Love On Her Arms (the name is a reference to self-injury and drug abuse). TWLOHA is a nonprofit providing help to those struggling with depression, substance abuse, and suicide. Right now I'm planning the 2014 Strong Inside Out Tour. The goal is to raise more awareness for the message of hope through movement, and for TWLOHA.

“Going through the process of releasing depression’s hold on me made me more committed as a trainer.”

ON OUR COVER





TRX straps are a great way to move your workouts outside.

Branch Out

Enjoy summer with these outdoor alternatives to indoor exercises.

Summer is a great time to think outside the box. Here, Nolan Hyland, NASM-CPT, FNS, MMACS, owner of Max Muscle Sports Nutrition in Tempe, Ariz., and MMA fighter who prefers to do all of his cardio work outdoors, offers his recommendations for taking workouts outside.

► **Instead of free weights, use ... BODY WEIGHT.** Some examples: Begin in a downward dog position (feet and hands flat on the ground, body forming a V with arms in line with the spine and the top of the head facing the ground), then walk your feet up a tree trunk to

perform some presses. Use a park bench for triceps dips. Connect your TRX to a tree for a workout anywhere.

► **Instead of shadow boxing, try ... BOB AND WEAVE.** Find a tall railing or bar. Step under it with the nearest foot while ducking

the head, keeping eyes straight ahead, then throw a punch with the opposite hand while standing up on the other side of the bar. Repeat, reversing the direction of the bob and weave.

► **Instead of a slide board, try ... PLAYGROUND MULCH.** A speed-skating move on this unstable surface can boost agility and core strength: Jump sideways to the right, throwing arms to the right so the left elbow nearly touches the right knee and the right arm extends behind the body. The left foot should almost trail (drag) the mulch, and the right foot should plant firmly. Reverse the move, jumping left. Repeat the sequence quickly.

► **Instead of stair climbing, try ... HILL SPRINTS.** Find a hill that's 20 meters high (about 25 normal paces). Sprint up and walk down for 10 sets. Do another 10 sets, going up the hill doing broad jumps (keeping feet together and jumping as far as possible) and walking back down.

The New Sun-Smart




You know to always wear sunscreen with an SPF of 30 or higher. Something you might not know: Certain medications, including over-the-counter pain relievers, can make skin more sun-sensitive. Other offenders: antibiotics, antidepressants, and acne creams. Encourage your clients to talk to their pharmacists to see if their meds might have this effect.

#WeightLoss...Maybe

The promise—and perils—of social media for weight-loss clients.

Social media is a mixed bag, especially when it comes to weight loss. For example: A University of South Carolina study of 96 overweight and obese people found that using Twitter for support and motivation led to better weight loss, with a 1% loss for every 20 tweets. But a new Florida State University study of 960 college women found that more time on Facebook was associated with higher levels of disordered eating.

The difference is in the intent of the message. “Social media can help you feel supported and motivated to stick with exercise and healthy eating,” says New Hampshire-based trainer Megan DuVarney, NASM-CPT, who runs the website CookiesNCrunches.com. “But focusing on photos of ultra-thin women is not healthy.” With that in mind, here’s a quick guide to the good and bad for weight loss in the social-media landscape.

SOCIAL-MEDIA ELEMENT	VERDICT	WHY
Blogs, micro-blogs, messages focusing on healthy accomplishments		Give and receive emotional support and motivation for staying on track with exercise and healthy eating. Encourages clients to focus on benefits such as strength, mood, energy, health.
Weight trackers on message boards		Can keep clients accountable, but won't factor in positive results beyond weight loss, like improved health, more energy, better mood.
“Thinspiration” photos on Facebook, Instagram, and others		Skewed perception of reality can hurt self-esteem; places focus on others versus personal goals.



Hit the Foam

Recent studies prove what NASM trainers have known for years: Foam rolling does great things. Take a look.

1 It cuts soreness. Researchers from Australia and Canada found that post-workout rolling reduces muscle soreness and improves range of motion. **Why it matters:** “If we can speed up recovery time, we can schedule more frequent training sessions,” says Kyle Stull, MS, LMT, NASM-CPT, senior master trainer at Trigger Point Performance Therapy and an NASM Master Instructor.

2 It reduces fatigue. A University of Rhode Island study found that those who foam-rolled prior to workouts reported less post-workout fatigue. **Why it matters:** “This could allow people to get more work done during each training session and possibly see results quicker,” says Stull.

3 It boosts static stretching. At least one study has found that a combination of foam rolling and static stretching can increase range of motion better than either technique alone. **Why it matters:** “This shows why the practice is part of NASM’s corrective flexibility protocol,” adds Stull.

4 It helps your arteries. Researchers in Japan found that just one session of foam rolling can decrease arterial stiffness. **Why it matters:** “This makes it easier for blood to be pumped through the body,” says Stull, “and the body more efficient at delivering nutrients and oxygen.”

ROLL RULE #1: DON'T TOUCH

Unless you're a licensed clinician, you should never roll out a client. “That’s a violation of the scope of practice for a CPT—even if your hands are touching only the roller itself,” says Stull.

5 Fitness Myths

Are your clients held back by their belief in fitness fictions? Here, Brent Brookbush, MS, NASM-CPT, CES, PES, NASM Master Instructor, and author of *Fitness or Fiction: The Truth About Diet and Exercise*, gets to the bottom of five common misconceptions.

1 YOU AREN'T LOSING WEIGHT BECAUSE YOU'RE PUTTING ON MUSCLE.

Truth: "If you've started strength training, you won't put on enough muscle mass to significantly offset weight loss," Brookbush says. One study found that those

who performed resistance-training three times a week for 16 weeks gained about two pounds of lean body mass, which won't offset the one to two pounds per week connected to healthy weight loss.

2 WOMEN WILL BULK UP IF THEY STRENGTH-TRAIN.

Truth: Women don't have the testosterone or growth hormone levels that men do, so bulking up is very difficult. Instead, they'll look more toned and be stronger.

3 YOU CAN "SPOT TONE."

Truth: Where the fat comes off first is genetically determined and happens everywhere—did you

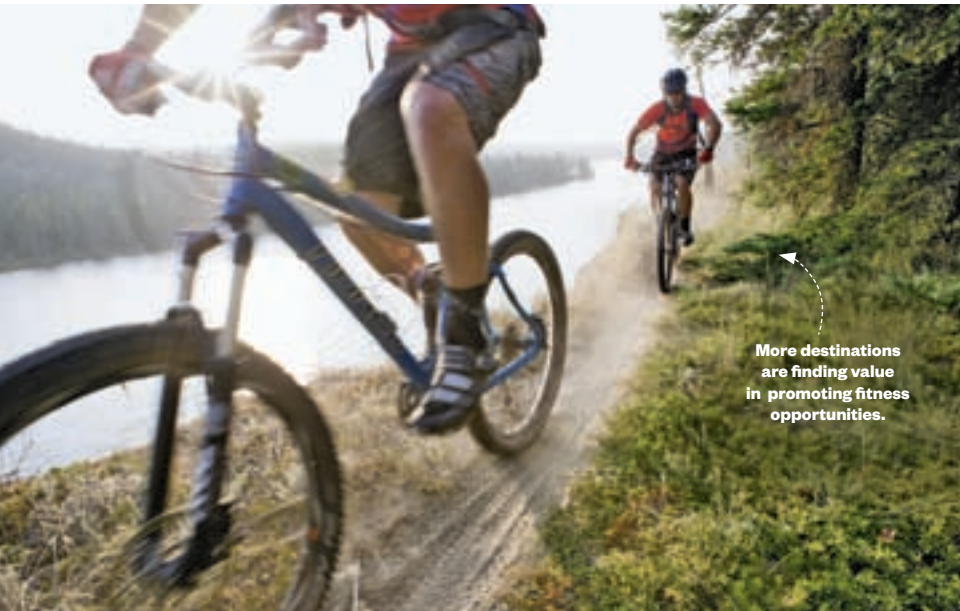
ever notice how even your fingers get thinner when you lose weight?

4 MACHINES ARE SAFER THAN FREE WEIGHTS.

Truth: Lifting free weights with proper form gives you better coordination and connects more to real-world activities.

5 NO NEXT-DAY MUSCLE PAIN, NO GAIN.

Truth: "If you're sore a lot, you may be overtraining and getting worse results," Brookbush says. One 2012 study found that overtraining can boost inflammation, interfering with muscle growth.



More destinations are finding value in promoting fitness opportunities.

TREND WATCH: Fitness Vacations

How you can make the most of the latest and healthiest trend in travel.

Today's travelers are more active than ever, say industry experts, trading in poolside loungers and sightseeing tours for pool workouts and sightseeing runs. These fitness vacationers embrace health and well-being and enjoy activities ranging from yoga retreats to surf safaris, cycling tours, and paddling trips.

It's good news for fitness professionals looking to expand their client base beyond the gym, but how do you take advantage of this trend? We asked two fitness pros—Mandy Woodhouse, NASM-CPT, a Utah-based trainer and wellness retreat director at Zion Ponderosa near Zion National Park,

and Arizona-based coach Dara Marks-Marino, NASM-CPT, of The Mindful Athlete in Flagstaff, Ariz.—about where trainers fit in and how to spot opportunities near you.

► **Build anticipation... and motivation.** Create specific regimens to help clients prepare for upcoming vacations, whether they're cycling or rock climbing. Harnessing their excitement for the trip will encourage them to train.

► **Make fitness an amenity.** Local high-end B&Bs, resorts, and boutique properties may be able to use your services as an amenity. Reach out and explain what you can offer. That's how Woodhouse got the gig at Zion Ponderosa: She approached the resort and offered to organize wellness retreats.

► **Try a fitness "staycation."** In the warmer months, offer your clients a one- or two-weeklong daily wellness retreat or boot camp in a local park or wilderness area. "People enjoy feeling that they're rebooting," says Woodhouse. "It re-energizes their enthusiasm for working out."

► **Take a working vacation.** Nearly every resort in every tropical vacation destination—Cancún, Punta Cana, St. Maarten—offer guest group exercise classes and personal training. Many use companies like Fit Bodies Inc. (fitbodiesinc.com) and NRG2GO (nrg2go.net) to find guest fitness instructors in exchange for drastically reduced room and board in paradise.

Serve Those Who Serve

How you can help military clients find success.

From boot camp to retirement, military personnel face unique physical and mental challenges. Here's expert insight from retired military members on adapting your training methods to help this group succeed.

Veterans and active military alike need specialized programs.

	CHALLENGES	WORKOUTS	RESOURCES
NEW RECRUITS	<p>► New recruits vary in fitness level, weight, and ability. They need to prepare for initial training, such as boot camp or basic training. Some branches also have weight and/or BMI requirements.</p>	<p>► NASM's OPT™ model, with its focus on stabilization, strength, and power, is comparable to new-recruit training. Military training also focuses on stressful and combative situations, so workouts might include distractions such as chaotic music, unstable terrain, or drill-sergeant-style motivation. Running (at least 2 miles), isometric exercises, and swimming might also apply.</p>	<p>► Specific requirements for initial fitness tests vary from one service branch to the next. The official websites of each branch (GoArmy.com, GoCoastguard.com, Navy.com, Airforce.com, and Marines.com) can help give insight into expectations and proper form for exercises such as sit-ups.</p>
ENLISTED/GENERAL/SPECIAL FORCES	<p>► Needs vary based upon the individual's branch, unit, job specialty, and career goals. If a client's military role is particularly demanding, he or she may be dealing with injury or imbalances. Keep in mind that fitness requirements decrease as age increases—and increase as combat duties increase.</p>	<p>► Remember, military personnel must pass a regular physical fitness test. Workouts should be tapered prior to these tests to improve performance. Also, think of special operations personnel as you would a professional athlete: They are held to a higher standard of fitness. To increase difficulty, have clients wear a weighted vest or carry weights to mimic the burden of combat gear.</p>	<p>► NASM's Performance Enhancement Specialist (PES) program is a benefit for this group. It will help you teach clients to operate in multiple planes of motion—a key skill for military members, particularly those who see combat. Another option: Corrective Exercise Specialist (CES) training, which can help you reduce clients' risk of injury, improve posture, and relieve pain.</p>
RETIRED MILITARY	<p>► Members of the military can retire as young as age 38, so this covers a wide age range. Also, those in this group may have sustained some type of injury. Even those with more sedentary careers may have limitations, such as lower-back pain.</p>	<p>► Carefully assess this population when creating a program. For clients who miss the challenges of combat, mixed martial arts (MMA) might be a good fit. Retirees may enjoy the camaraderie of forming a team and competing in an adventure race that includes running, obstacles, and other challenges.</p>	<p>► Various specializations might apply. Examples: Senior Fitness Specialist (SFS) training can help you create programs to maintain muscle mass while avoiding injury. Weight Loss Specialist (WLS) training can show you how to help the many retirees who gain weight after exiting the service.</p>

Information provided by **Greg Schneider**, MS, NASM-CPT, CES, MMACS, President of Battle Tested Solutions, LLC (battletestedfitness.com) and **Steven Lorick**, MBA, TPI-CGFI-GI3, NG360-GPS, an NASM-CPT with 10 NASM specializations, and a former member of The United States Presidential Escort.

Build Your Boot Camp

**HELP YOUR CLIENTS BUILD FITNESS FAST
BY CREATING A FUN BOOT-CAMP EXPERIENCE
THAT FITS YOUR PERSONALITY—AND THEIRS.**

BY MIKE WOELFLEIN



IN 2006, RON MERRYMAN, MS, NASM-CPT, CES, PES, WAS LEADING A weekly class with a group of semipro rugby players on a basketball court at his club. They used unusual tools—medicine balls, tubing, bands, parachutes—for a fun but intense workout. Then Merryman noticed people climbing into the bleachers to watch.

“The crowds told me we had something,” he says. “Within a year, we went from eight people to 500 members, with programs spread throughout the week.”

Merryman had tapped into the attraction of boot camps: performance-based group exercise sessions, usually scheduled over a period of four to 12 weeks, that tend to be intense and focus on a specific goal, from weight loss to improved performance in mixed martial arts. The number of clubs offering boot camp-style classes has more than doubled in the last decade, to nearly 70%, according to the annual IDEA Fitness Programs & Equipment survey. And that means new opportunities for you.

Boot-camp classes can be a highly motivating addition to the usual routine—for you and your clients.





Many boot-camp classes are difficult but fun—just be sure to tailor yours to your clients.

“The best camps combine things in unique ways,” Merryman advises. “I break them into 10- or 15-minute sections, and then I break those into stations: fast here, slow there, body weight here, kettlebells there. It can be TRX, indoor cycling or ropes, whatever your passion is.”

That’s the key: starting with your passion. Then follow this advice to help your camp thrive.

The Three C’s

“That first boot camp changed my life,” says Merryman, who earned a master’s degree in exercise science last December and is a member of the NASM Instructor Team. “You can entice people to do different things and move in different ways. You change the whole game.”

Merryman sums up his strategy for boot camp with three C’s.

■ **COMMUNICATION.** Communicate before, during, and after each session, so people know what to expect. Build an email list to stay in touch with clients and help motivate them. Also, ask them what *they* want out of class: “There are 168 hours

in a week, and you may see them for only a few. So reach out.”

■ **CAMARADERIE.** Encourage clients to work together in class by assigning teams or creating challenges that require teamwork. Before long, clients will work out together on off days, building anticipation for future classes.

■ **COMMUNITY.** Communicating with your boot-camp clients as they work together outside of class will help create a community, or communities. “Then, you can develop more classes toward specialized interests, so everybody has fun—including you,” Merryman says. “Plus, it helps with marketing and retention. And it will help build more business.”

The Feedback Loop

Sam Owens, MS, AFAA-CPT, NASM-CPT, PES, doesn’t call his gym’s classes boot camps, but he loves group fitness programs with a beginning and end date, stated goals, and a wide variety of modalities and levels that keep things interesting for all participants.

In fact, as fitness director of Midtown Athletic Club in Rochester, N.Y., Owens is rolling out a number of five- or 10-week sessions this summer, around performance training, wellness programs, and mind-body classes.

MEET OUR EXPERTS



RON MERRYMAN, MS, NASM-CPT, CES, PES, Instructor Team, earned a master’s degree last December and plans to pursue a doctorate in education starting next year.



SAM OWENS, MS, AFAA-CPT, NASM-CPT, PES, has two preschool boys just 21 months apart, which means a lot of game time in the backyard.



RENEE CHATHAM, NASM-CPT, SFS, WFS, WLS, hopes to spend some non-boot-camp time with her family and two dogs in the mountains near her new home.

The biggest challenge with group performance training, Owens says, is making it inclusive. Though everyone in a class may have the same goals, each person is in a different place physically and will progress differently. Before every class, Owens and his team work to make clients comfortable. They'll talk with members, addressing needs and challenges. And, by closely watching clients during the first five to 15 minutes of movement prep, they can identify those who might be less advanced. They can also spot limitations and issues and work to make adjustments.

It's all part of a feedback loop that drives the success of these programs—constantly gathering information that can shape the class going forward. Here's how to build that loop.

■ **READ BODY LANGUAGE.** Owens and his team gather information constantly, in person and through surveys. But most of the feedback comes during class. "We look at their faces and expressions," Owens says. "You can tell whether they are enjoying a modality, or if it feels like a task. And you can adjust."

■ **OFFER WAYS TO SUCCEED.** "Clients want to know they're improving," Owens says. Each program he oversees has a purpose, whether it's a weight or body-fat goal, or, by use of a heart monitor, gauging improvement in caloric burn. The purpose is always trackable—and periodic check-ins let clients celebrate success.

■ **KEEP TRAINERS (AND CLASSES) FRESH.** Workshops, seminars, and "tag-team" prospecting, where two trainers hit the floor for a workout and share their ideas, can bring fresh activities to your boot-camp courses. "Plus," Owens adds, "members will come over wondering what's going on, so you'll pull in clients too."

■ **KNOW YOUR TIME LINE.** Owens' team uses social media and email blasts, and they're constantly developing groups within groups to target the right audience for each program: edgier materials for performance groups, softer for mind-body. Digital campaigns typically start six weeks out; at four and two weeks out, trainers host info tables to talk with potential clients. And, of course, there's always word of mouth, as satisfied customers tell their friends—and bring them to the next class.

Personality Time

This summer, Renee Chatham, NASM-CPT, SFS, WFS, WLS, plans to leave her job as a dental assistant and launch OPTFITNESS1,

“YOU CAN ENTICE PEOPLE TO DO DIFFERENT THINGS AND MOVE IN DIFFERENT WAYS. YOU CHANGE THE WHOLE GAME.”

her personal training business. Her first big push: outdoor boot camps at schools and parks around Aurora, Colo., starting in June.

"Boot camps fit my personality," Chatham says. "One-on-one clients have told me I'm like a drill sergeant. I love to be the person to motivate you, push you a little bit to reach your goals."

Chatham didn't launch her boot camp on a whim. Here are the key lessons she learned that could help you too.

■ **DO YOUR HOMEWORK.** Chatham spent months doing research to identify her clientele (her neighborhood's loaded with stay-at-home moms and a fit population), build a program, gain additional qualifications, and put her own stamp on it.

■ **DEVELOP YOUR PLAN.** "Not everybody wants to exercise or finds pleasure in it," Chatham says. "We're going to make it fun, with a lot of variety in every workout." To do that, she incorporates games into the exercises. The classes have a military feel, complete with a cadence run full of motivational tips and sayings.

■ **SPREAD THE WORD.** Chatham launched a website (the name, OPTFITNESS1, is a nod to NASM's Optimum Performance Training™ model, which she loves), put signage on her car, printed flyers for the neighborhood, and launched a social-media campaign focusing especially on Twitter. She uses hashtags for words and phrases such as "boot camp," "Colorado," "Aurora," and "NASM," so that if someone's looking online for a trainer, they'll find her.

Chatham says the preparations are paying off as excitement builds for her first camps. "It's an exciting time," she says. "It's a dream come true."

BOOST YOUR SKILLS

Help for Your Camps

Sam Owens says NASM's Performance Enhancement Specialist (PES) training provides him a structure that's especially useful with small groups like the Urbanathlon team he both works and races with. "You can adapt it for any client," he says. "It gives you so many variables and options for progression/regression, so you can target everyone's needs and goals."

For Ron Merryman, the Corrective Exercise Specialist (CES) training helps make classes right for everyone in the group, regardless of their level. "It allows you to have a quicker eye," he says. "You see someone struggling, and you can give them the tools they need to work on something, improve their performance, or stay injury-free." Learn more about both options at nasm.org/get-credentialed or call 877-585-1739.

WHAT ARE YOU DRINKING?



WATER

- ▶ **THE GOOD** Water has no calories and is easily absorbed for basic hydration needs. It's the ideal fluid for exercise lasting less than an hour.
- ▶ **THE BAD** For endurance exercise and intense activity lasting longer than an hour, plain water doesn't provide an energy source to help maintain blood sugar levels. It also lacks electrolytes, which help with muscle function.
- ▶ **AFFECT ON PERFORMANCE** For clients looking to lose weight, water should be the hydration method of choice. During workouts, set a timer for clients to drink 6 to 12 ounces of water every 15 to 20 minutes.
- ▶ **BOTTOM LINE** Drink up.



SMOOTHIES

- ▶ **THE GOOD** It's a convenient (and tasty) way to consume fruits and vegetables (and the associated nutrients) that might not be part of a client's regular diet.
- ▶ **THE BAD** Some smoothies contain lots of sugar and calories. For example, a medium smoothie from a popular smoothie chain contains 400 calories—and 82 grams of sugar. To avoid surprises, check the nutrition label before purchasing or make your own at home so that you control the ingredients.
- ▶ **AFFECT ON PERFORMANCE** The excessive calories in some smoothies may contribute to unwanted weight gain. To cut sugars, choose vegetable-based smoothies while on the go. If making your own, always measure the ingredients and keep things simple. For example: a cup of frozen pineapple blended with a half-cup each of Greek yogurt, milk, and OJ.
- ▶ **BOTTOM LINE** An occasional treat? You bet.

THE GOOD AND THE BAD ON EVERYDAY BEVERAGES—AND WHAT THEY MEAN FOR YOUR CLIENTS' PERFORMANCE. BY DOUG DONALDSON

WE'VE ALL HEARD THAT IT'S IMPORTANT TO DRINK AT LEAST EIGHT 8-OUNCE glasses of water a day. But who drinks just water? Your clients are sipping lots of other liquids—including coffee, juice, smoothies, and even diet soda. But do they count as hydration? And what impacts do they have on fitness goals and performance?

“The important question to ask is: What else do they bring?” says Dominique Adair, MS, RD, a nutrition and fitness advisor who consults in New York and Los Angeles. “For starters, juice has carbohydrates, coffee has caffeine, and diet drinks have artificial sweeteners. The consumer needs to know what they're really getting.”

Here, Adair and Kat Barefield, RDN, NASM-CPT, CES, PES, ACSM-HFS, a corporate registered dietitian nutritionist at dotFIT, share the reality of six common drinks.



PROTEIN DRINKS

▶ **THE GOOD** These beverages can enhance recovery and muscle protein synthesis after exercise, says Barefield. A study at Baylor University in Waco, Texas, found that 20 grams of protein (a combination of whey, casein, and amino acids) taken within one hour of exercise gave participants greater strength and fat-free mass gains over a 10-week period than those who took a placebo.

▶ **THE BAD** Some protein drinks lack carbohydrates for glycogen replenishment, so they might not be optimal for recovery. Some, however, swing the other way: One brand contains 44 grams of sugar per serving.

▶ **AFFECT ON PERFORMANCE** Research continues to show that recovery drinks with a combination of protein and carbs are effective at helping athletes recover and perform better, especially compared with carbohydrate-only recovery drinks.

▶ **BOTTOM LINE** Great after hard workouts, but watch the calories.



JUICE DRINKS

▶ **THE GOOD** Juice drinks can provide energy and nutrients, including vitamin C, folate, and even small amounts of fiber.

▶ **THE BAD** Most juices are high in calories. Your breakfast orange juice, even without added sugar, has 117 calories in a single cup. Also, the naturally occurring acids in some juice drinks can act as a dental corrosive.

▶ **AFFECT ON PERFORMANCE** Minimal. Like many drinks, if consumed too close to physical activity, juices can cause stomach upset.

▶ **BOTTOM LINE** Moderation matters—try diluting juice drinks with water.



DIET SODA

▶ **THE GOOD** Most diet sodas contain no calories, which can save more than 225 per medium drink.

▶ **THE BAD** Drinking sweet beverages—even zero-calorie soda—may confuse the body's ability to manage calories based on taste. Research shows that daily consumption of diet soda may be linked to metabolic syndrome, a combination of ailments including high blood pressure and abdominal obesity.

▶ **AFFECT ON PERFORMANCE** There are no known performance benefits (unless the drink has at least 200 mg of caffeine). The research is mixed regarding its effect on satiety and weight control.

▶ **BOTTOM LINE** Proceed with caution.



COFFEE

▶ **THE GOOD** Recent studies show that moderate intake isn't dehydrating; caffeine can boost performance.

▶ **THE BAD** Coffee can cause gastrointestinal distress in some people.

▶ **AFFECT ON PERFORMANCE** Studies show that a moderate amount of caffeine—equivalent to about 12 ounces of coffee—an hour before exercising can improve performance in endurance athletes. It may also reduce the perceived effort of exercise.

▶ **BOTTOM LINE** Good for a quick boost.



BOOST YOUR SKILLS

Hydration to Nutrition

As an NASM Fitness Nutrition Specialist (FNS), you can provide helpful advice to clients about hydration and nutrition. The course teaches trainers to explain how to balance caloric needs, activity, metabolism, and food choices. Trainers who take the course receive materials to pass along to clients, along with product discounts, menu planners, and online resources. For more information, visit nasm.org/fns or call 877-585-6875.

THE NEXT

FIT

**EVER HAD AN IDEA FOR
A FITNESS TOOL? HERE'S
WHAT HAPPENS BEHIND
THE SCENES TO BRING
NEW IDEAS TO MARKET.**

BY PETER KOCH

**PHOTOGRAPHY BY
MICHAEL LEWIS**

THING

SEVENTEEN YEARS AGO, WHILE DEPLOYED

on a counter-piracy mission in Southeast Asia, Navy SEAL Randy Hetrick stumbled upon his big fitness idea. Looking for a way to keep his squadron fit in a featureless warehouse, he sewed a jujitsu belt to parachute webbing, threw the straps over a door, and used it to perform rows, pull-ups, and other exercises using his body weight. When he left the SEALs four years later, Hetrick put himself through Stanford business school, earning an MBA. He continued refining his device and founded a company. It's now a decade later and his company, TRX Training, has grown into a \$50 million per year global business.

Of course, it wasn't easy growing TRX, and Hetrick's story is anything but ordinary. Far more common are the fitness products that flop, flame out, or—even worse—fail to launch in the first place. That's because it's hard to turn a good idea into a concrete product, and bringing it to market is even harder still. To help you wrap your head around it, we talked to five fitness professionals who've traveled that rocky territory already. Then we put together this quick-and-dirty step-by-step plan to bring your idea to market. Follow it, and work harder than you've ever worked before, and maybe you'll succeed and share *your* story with us someday.





It took seven years for Hetrick to bring his TRX straps to market. Today, it's a \$50 million a year business.



Carey found just the right partner to help make his Core-Tex idea real.



● STEP 1 HAVE A GOOD IDEA

It all starts with an idea that fills a need. For Indianapolis-based physical therapist Bryce Taylor, the idea was to give the classic stability ball added variability for use in core strength training. “I felt that a stability ball offers too much instability to progress loads and movements,” he says. His solution was the Halo Trainer, a metal apparatus that fits over a stability ball and serves as handles or a stand to better control the ball, opening the door to hundreds of new and modified exercises. Today, he’s licensed the Halo Trainer to Merrithew Health & Fitness, the company behind Stott Pilates, Zen-ga, and Total Barre.

● STEP 2 PROTOTYPE

Now it’s time to turn your fitness-tool idea into reality. This is the mad-scientist stage, where it helps to be handy with tools (or know someone who is) and have a mechanical mind. For Marc Lebert, the inventor of the Lebert Equalizer, what started as tinkering with scrap steel and a welder over a case of beer turned into eight months of prototyping. “We wanted to get the design right—



THE BOOTSTRAPPER

WHO *RANDY HETRICK*

PRODUCT *TRX SUSPENSION TRAINER*

Highly portable suspension straps that leverage gravity and your body weight for hundreds of exercises. trxtraining.com

INITIAL IDEA *1997*

BROUGHT TO MARKET *AUGUST 2004*

ADVICE **Keep your expenses low.** It’s always best to start conservatively, keep your costs down, and generate some concrete results. Meeting tangible milestones demonstrates success to potential investors.

Don’t hire people who are just like you. Build a team of complements, not redundancies. Have a trusted third party help you with the interviews.



THE REACTIVE-IST

WHO *ANTHONY CAREY*

PRODUCT *CORE-TEX*

A reactive trainer whose unstable deck floats on ball transfers, allowing the platform unrestricted tri-planar movement and translation. coretexpfitness.com

INITIAL IDEA *1997*

BROUGHT TO MARKET *2008*

ADVICE **Protect your idea.**

Even before you file for a patent, it’s good practice to have people sign nondisclosure agreements before you show it around too much.



one height that kind of fits all—and make sure we had a product that would stand up to abuse,” he says. From the first rusty unibody hunk of steel, they eventually developed the more versatile design of separate bars whose width could be adjusted for dips, pull-ups, and push-ups.

● STEP 3* MARKET-TEST YOUR PRODUCT

There are a number of ways to test your concept, but the most important thing is that you do it. Get it into the hands of unbiased third parties, people who you think may constitute your likely audience. That’s what personal trainer Derek Mikulski, the inventor of the ActivMotion Bar, learned early on. After making roughly 100 prototypes of his product—an unstable, weighted bar that’s similar to a PVC slosh pipe but with smoother instability caused by steel balls rolling back and forth inside—he brought them into the Life Time Fitness where he was working in Troy, Mich. “I put them in the hands of other trainers and their clients,” Mikulski says, “to get unbiased feedback.” The positive reactions of colleagues and clients are what pushed him to keep pressing forward.

*Steps 3, 4, and 5 are interchangeable, depending on how you develop your business.



THE BAR-RAISER

WHO DEREK MIKULSKI

PRODUCT *ACTIVMOTION BAR*

An unstable, weighted bar similar to a PVC slosh pipe but with smoother instability. activmotionbar.com

INITIAL IDEA *EARLY 2011*

BROUGHT TO MARKET *2012*

ADVICE Pay attention to any and all feedback.

By putting the ActivMotion Bar in other people's hands and using focus groups, we learned that it's an excellent golf-fitness training tool, a use we hadn't thought of. We've had just as much success selling and marketing our products to amateur and professional athletes in sports that rely heavily on trunk rotation—golf, tennis, and baseball—as we have to those in general fitness.



Another place to vet your idea—only after you've applied for a patent (see Step 5)—is a trade show. Each of the five inventors we spoke with tested the waters at one or more major fitness trade show, in particular at IDEA World and IHRSA (International Health, Racquet & Sportsclub Association). "It was great validation," Mikulski says of IHRSA, "and we linked up with some buyers and customers who we're still doing business with today."

● **STEP 4**
SEEK PARTNERS AND/OR FUNDING

Launching a product is a huge time investment requiring full personal commitment. "You need to do demos and go to trade shows," Lebert says, which can lead to few days off and lots of time away from your family. And, of course, there's the money. "You're going to need solid financing, six figures minimum," says Lebert.

This is why you need to find a partner or investors. There's no right or wrong way to fund a product, but perhaps the best way to do it is to get your product in the hands of your professional network, including clients and other trainers.

"Potential investors really need to understand and believe in your product," Taylor says. His initial funding came from two patients who'd worked with his Halo Trainer prototype during physical therapy. They experienced how well the product worked and had confidence in Taylor's vision. (Mikulski was funded by clients too.)

Another important consideration is finding someone who has product experience and is business-savvy. When personal trainer and fitness-studio owner Anthony Carey wanted to build the Core-Tex—a versatile reactive training platform—he partnered with Olden Carr, a mechanical engineer with extensive experience in product design as well as the nuts-and-bolts work of sourcing and working with manufacturers. "It would've been a tremendously challenging learning curve had one of us not already had that experience," Carey says.

● **STEP 5**
PROTECT YOUR IDEA

Your invention could become the next TRX, but you need to establish it as your own to see any of the financial rewards, or an existing company could take it and bring it to market first. Talk to



THE STABILIZER

WHO BRYCE TAYLOR

PRODUCT *HALO TRAINER*

A metal apparatus that fits over a stability ball to serve as handles or a stand, allowing for better control over the ball while creating hundreds of new and modified exercises. halotrainer.com

INITIAL IDEA *2009*

BROUGHT TO MARKET *2011*

ADVICE Product or brand? Decide early.

A product is easy to market—people use the equipment for a purpose—but there's not as much scalability. A brand requires far more consumer education, but you can grow it by adding complementary equipment.



(and hire, if necessary) an intellectual property lawyer to see if a patent is needed, and to discuss next steps. Those steps might involve applying for a relatively inexpensive provisional patent to give you time to complete the complicated (and costly, when you add lawyer fees) utility patent application. Depending on the level of market testing you settle on and where you look for investors, you may want to apply for a patent earlier in the process (Step 3, for example).

Taylor suggests applying for a design patent as well, to protect your invention during the two to five years it takes to issue a utility patent. “If you waited for the utility patent,” Taylor says, “you couldn’t take any action if someone was to infringe upon your invention.”

● **STEP 6** **MANUFACTURE IT**

This isn’t as simple as it sounds. Taylor took his Halo Trainer prototype—a sand-filled soldered copper tubing bent around a basketball hoop and wrapped in foam and tape—to a stability ball manufacturer in Colorado, where it quickly deformed. “They said, ‘Come back when you have a better prototype,’” he says, laughing. Mikulski hired a consultant with expertise in assessing factory operations to shop around for a qualified manufacturer for the ActivMotion Bar, and found success in a local, Michigan-based factory. “The manufacturing and fulfillment happens right outside of Detroit,” he says. “To stay efficient, we keep all production and shipping under one roof, right in our own backyard.” As for Lebert, he started with a Canadian factory, then switched to an Asian one. Wherever you go, be sure to provide a meticulous accounting of your invention’s size, shape, weight, color, and any other qualities the factory needs to know in order to manufacture it exactly as you intend.

● **STEP 7** **SELL, SELL, SELL!**

Congratulations, you’ve got a viable fitness product. Now the sales work begins. “Getting the product to market is the first step,” says Carey. “If you’re not marketing and doing sales, then you’ve got a garage or warehouse full of product that nobody knows about, no matter how good it is.” Go to trade shows and connect with trainers, gyms, and other fitness professionals. If you can win them over to your invention, they’ll become your best ambassadors.



THE EQUALIZER

WHO *MARC LEBERT*

PRODUCT *LEBERT EQUALIZER*


A pair of portable, rugged bars that can be used solo or in tandem to perform more than 75 exercises using your body weight for resistance. lebertfitness.com

INITIAL IDEA *2005*

BROUGHT TO MARKET *2007*

ADVICE **Partner with someone who knows business.** You can be a great entrepreneur, a great fitness mind, and you might even have the best product in the world, but if you don’t have somebody who knows business, you’re dead in the water.





THE RIDE OF THEIR LIVES

**SUMMER AND CYCLING GO HAND IN HAND. HERE'S HOW
TO HELP YOUR CLIENTS ENJOY EVERY PEDAL STROKE.**

BY SELENE YEAGER

STEVEN CAPRAIO, NASM-CPT, SFS, NEVER ACTUALLY THOUGHT

much about riding a bicycle—literally or figuratively. “I played baseball and softball and trained with weights,” he says. “I had heard about the Tour de France, but I thought it was just a bunch of guys riding around the countryside, so I never gave it much thought.” Then one day he walked into his neighborhood bike shop. “They had the Tour on the TV and I saw they had these amazing bikes and were racing across this incredible terrain. I looked around the shop and saw all these shoes and clothes and equipment, and I decided to find out what cycling was all about.”

That day Capraio discovered what more than 39 million people in the United States already know: Cycling is an excellent form of exercise that's also a whole lot of fun. “You can do it in a group or you can do it on your own. Anybody can ride, no matter their age,” says Capraio. That may be why market-research studies consistently list cycling as one of the top 10 outdoor

The blur of road bikes are a sure sign of summer—and your clients might want to try one.



recreational activities in the U.S. “I bought my first bike that day and I’ve been hooked ever since. The more you put into it, the more you improve. I’ve encouraged a lot of men and women at the gym to get into the sport.”

Do you have clients who have a new interest in cycling (on its own or as part of a triathlon) or who are looking to take their cycling to the next level? Here’s what you need to know to improve their form, boost their performance, and meet their fitness goals.

Benefits of the Bike

There’s a reason the stationary bike is one of the most commonly used tools in rehab: Even if walking is difficult, you can usually still pedal. For that reason, cycling can be a great addition to nearly any client’s exercise routine, regardless of his or her fitness level, says Jim Cooper, NASM-CPT, PES, of Signature Cycles in New York City. “Cycling is a low-impact aerobic exercise, so it can strengthen your cardiovascular system and improve your metabolic rate in a way that’s easier on the body than other aerobic activities, like running. I personally like that you can cover a lot of miles and see different things.”

Dara Marks-Marino, a NASM-CPT, a USA Cycling-certified cycling and triathlon coach in Flagstaff, Ariz., echoes those sentiments. “Cycling offers lots

of unique benefits—fresh air and sunshine, shared time with friends, and, of course, extraordinarily strong and sexy legs,” she says. And Elizabeth Seifert, a Web designer and IT specialist in Woodstock, Ga., mentions yet another benefit: feeling like a kid again.

“I started riding just before my 42nd birthday,” Elizabeth says. “I got a cheap hybrid bike and started riding on the road. I was hooked! I was just so happy to be outside, making new friends and enjoying the scenery. It never felt like exercise. It doesn’t matter who you are—I’ve met and ridden with folks in their 60s and 70s and know of folks in their 80s who still ride—you can find enjoyment on two wheels.”

Your Best Cycling Partner

If a client shows interest in cycling, your first step is to get them the help they need for the best possible experience. Unless you’re well versed in cycling, that means connecting with a well-respected local bike shop.

A basic bike check at the shop usually means an inspection of the tires and brakes and the working condition of the bike, says Capraio. If they’re in the market for a new bike, the shop will help them find the right bike for how (racing or for fitness) and where they want to ride (roads, trails, or both).

“Most people will be shocked by how

TRY THIS

A cycling camp can take a client’s riding to the next level. Here are some of the top mountain-biking destinations offering fully supported rides and instruction.

WHISTLER, BRITISH COLUMBIA. A hotbed of mountain biking and home of the Trek Dirt Series, one of the world’s premier skills camps (dirtseries.com).

VERMONT. Grab a few friends and set up a tour through Vermont Adventure Tours (vermontadventuretours.com).

UTAH. Mountain bike vacation outfitter Western Spirit Cycling offers beginner-friendly trips through the jaw-dropping red rock terrain of Canyonlands National Park (westernspirit.com).

many different types of bikes there are and how radically different they ride,” says Capraio. “You might be tempted by a superlight racing bike but not realize that they are so light and twitchy they can actually be harder to ride than something a little heavier, which is more stable,” he explains.

The most important cycling-related purchase your client can make, after a helmet (see box at left)? A professional bike fitting (which you can learn about at the local shop)—because a bike that doesn’t fit is uncomfortable and inefficient. “Improper fit can create overuse issues and muscular imbalances,” says Cooper. “Most new riders leave cycling because of pain from a poorly fitted bike.”

Finally, there’s the saddle (or bike seat). Your glutes might feel tender on the first few rides, but long-term soreness is the sign of a bad match. The bike shop can help with options there, too.

Time to Ride!

Most trainers won’t be out on the road or trail for one-on-one sessions, but there are many ways you can tailor a client’s training to benefit their time on the bike.

INTEGRATE CYCLING INTO YOUR PLANS. “Cycling makes your body strong, but you also need to make your body strong for cycling,” says Marks-Marino. “Clients should still be doing strength training.” NASM’s Optimum Performance

GEAR UP

The right equipment and accessories can make every ride a joy ride. Here are three essentials (and one extra) to help your clients go the extra mile.

- **Helmet** A must-have. It should fit snug, with the front edge sitting just above the eyebrows. Straps should be tight enough that a finger can slide between chin and strap, but not more.
- **Bike shorts** Built-in padding cushions tender tissues. Surprise note: They aren’t meant to be worn with underwear.
- **Clipless pedals and shoes** Experienced riders use pedals that attach to cleats on the bottom of special stiff-soled cycling shoes, so

they can generate more power. Clipping in and out smoothly takes practice, though.

- **Computers and GPS** Many modern bike computers incorporate GPS to tell you how far and fast you’ve gone, highlight your route and elevation gained, and monitor a host of other information, including heart rate (if you have a heart-rate-monitor chest strap). You can download the data into various computer programs to track your progress and set goals.

You don't get to enjoy scenes like this without training. Your clients could use your help.



Training™ (OPT™) model is a great fit, as it can build full-body balance while boosting strength for cycling. (See page 26 for a cycling-specific workout.)

■ **ENCOURAGE PROGRESS.** How often and how long your clients ride depends on their experience and goals. Encourage new riders to aim for 60 to 90 minutes (about 15 to 25 miles, depending on their speed and the terrain) about three times a week. Experienced riders should increase their total volume of riding by about 10% each week, until they reach their goal distance or the volume they'd like to ride.

■ **HELP THEM GET FASTER.** Structured intervals can boost fitness gains and overall speed, says Cooper. "Like all training, cycling improvement is based on the body adapting to overload," he says. "For cyclists, that means the lactate threshold interval work needs to be hard enough to lead to adaptation."

Cooper recommends basic intervals a couple of times a week. "I start with five minutes on and five minutes recovery, repeated three times. Then you can progress or regress depending on what the rider needs." You can also vary the resistance, effort, and cadence, notes Cooper. For instance, you can have a rider do one minute of fast pedaling at a designated effort level; then have them shift into a harder gear and do one minute of slower pedaling at the same level of effort. "I recommend using a heart-rate monitor [see "Gear Up," opposite]," Cooper says, "to really focus on training."

■ **KEEP IT FUN—AND SOCIAL.** The local bike shop that's your partner for bike checks and fitting likely offers group rides that make cycling a social experience. At the very least, the shop can offer suggestions on routes to vary mileage, intensity, and scenery.

MEET OUR EXPERTS



DARA MARKS-MARINO, NASM-CPT, runs mountain bike clinics through her company, The Mindful Athlete (themindfulathlete.net).



STEVEN CAPRAIO, NASM-CPT, SFS, picked up cycling after decades of playing stick and ball sports, and he hasn't looked back.



JIM COOPER, NASM-CPT, PES, works with clients through Signature Cycles (signaturecycles.com), a custom bike studio in New York City that's focused on fitting.

BOOST YOUR SKILLS

Good Form for Better Rides

Cyclists enjoy a challenge, whether they're road riders, mountain bikers, or triathletes. But long hours of training can lead to imbalances and overuse injuries. NASM's Corrective Exercise Specialist (CES) and Performance Enhancement Specialist (PES) programs can help with both. With these skills, you'll be able to help the cyclists you work with improve performance, overcome injuries, and avoid injuries in the future. To learn more, go to nasm.org/get-credentialed or call 877-587-6533.

"I tell people they can even make a game out of it," says Capraio. "I live on a golf course, so I take advantage of the off times to ride the cart path, which is eight miles long, when the golfers aren't out there. I started racing myself, trying to improve my time on that loop. I feel like a stock car racer. It's awesome."

GET STRONG FOR CYCLING

HELP CLIENTS BUILD FULL-BODY BALANCE AND LOWER-BODY STRENGTH TO IMPROVE PEDALING POWER.

The sport of cycling can be as challenging as the rider wants it to be. Meeting that challenge means developing power in the prime lower-body movers, particularly the quads and glutes, while creating balanced strength in the supporting muscles. It demands rock-solid core muscles for your legs to push against, which will also help transfer power from your arms as you pull the handlebar.

Dara Marks-Marino, NASM-CPT, a USA Cycling–certified Level 3 coach, USA Triathlon–certified Level 1 coach, and owner of The Mindful Athlete in Flagstaff, Ariz., created this routine to address those needs. This is an Optimum Performance Training™ (OPT™) mixed-phase program that alternates upper- and lower-body exercises. Modify each exercise to your client's needs and abilities. (For example, for clients in OPT Phase One, stabilize and hold the landing of the lunge jumps for three to five seconds and reduce repetitions.) Complete the circuit two or three times, with minimal rest between exercises. Include a warm-up and cool-down to address problem areas such as the hip flexors, hamstrings, IT bands, and chest.

“Clients can incorporate these exercises into their regular routine as they see fit,” says Marks-Marino. Active triathletes, for example, might perform the moves once a week; others might perform the moves two or three times a week, with a day or two for recovery between workouts.



1 Quadruped Knee Circles

HOW TO DO IT

A Start in a quadrupedal position, hands directly beneath shoulders, knees beneath hips.

B Engage your core, lift left knee off the floor, and make large circles with your left knee, keeping back and hips level.

Do 15 reps, then change directions; repeat with other leg.



3 Step-Ups with Leg Extension

HOW TO DO IT

A Use a 12- to 14-inch step (similar to the distance from one pedal to the other). Hold dumbbells in each hand and place right foot on the step.

B Press into right foot and extend right leg, stepping up while extending left leg to the rear and engaging the glutes. Return to starting position.

Do 15 reps with each leg.



2 BOSU Plank with Knee In

HOW TO DO IT

A Place BOSU flat-side down. Put both hands on dome, shoulder-width apart. Extend body into plank position.

B Engage core and bring right knee forward to right elbow. **Repeat 5 times.**

C Bring right knee forward and across body, to left elbow.

Repeat 5 times.

D Bring right knee forward and to the outside of right elbow.

Repeat 5 times.

Repeat the set with left leg.

THE SPORT OF CYCLING, THOUGH LOW-IMPACT,
CAN BE AS CHALLENGING AS THE RIDER WANTS IT TO BE.



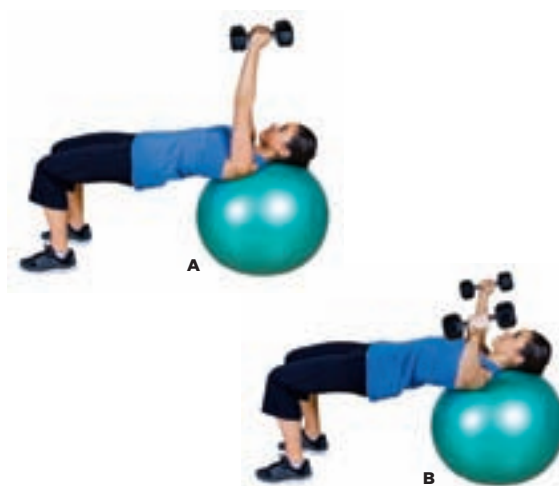
4 Lunge Jumps

HOW TO DO IT

A Start in a stationary lunge position with right leg in front.

B After lowering to the bottom of the lunge, explosively jump up, switching the lead leg in midair. Land and immediately repeat. One rep is completed after right leg is again the lead leg.

Do 10 reps.



5 Flies on Ball

HOW TO DO IT

A Begin in supine position, with stability ball under upper back. Rest head gently back, and engage glutes; come to a tabletop position. Holding medium-weight dumbbells, extend your arms directly above your chest.

B Open arms out to sides, then return to start position, maintaining slight bend at elbows.

Do 15 reps.



6 Romanian Deadlift

HOW TO DO IT

A Stand with feet hip-width apart. Hold dumbbells or a barbell, arms extended.

B Hinge forward at the hips, keeping back perfectly flat, and lower weight toward floor. Engage glutes and return to standing position.

Do 15 reps.



7 Alternating Triceps Extension with Single-Leg Balance

HOW TO DO IT

A Hold the double-handle attachments on a cable set to waist-high position; balance on one foot. Keep elbows close to sides, with a 90-degree bend at the elbow.

B Straighten one arm. While returning that arm to a 90-degree bend, straighten the other arm.

Do 10 reps; switch balance leg halfway through.

FOR MORE WORKOUT RESOURCES THAT FOLLOW THE OPT™ MODEL, GO TO THETRAININGEDGEMAGAZINE.COM.



8 Curtsy Lunges

HOW TO DO IT

A Hold a dumbbell in each hand. Balance on left foot.

B Bend left leg until thigh is parallel to the floor; reach right foot behind and across body as though doing a deep curtsy. Return to "A" position.

Do 15 reps with each leg.



9 Lawn Mowers

HOW TO DO IT

A Set a cable pulley to the lowest height setting. Stand with left leg forward, right leg behind, both knees slightly bent and hips facing the pulley. Hold the pulley handle in right hand, arm extended toward pulley.

B Engage core and pull back and up, finishing the movement with elbow high and to the back, hand near right shoulder. While pulling, pivot on back (right) foot.

Do 15 reps on each side.

NASM's OPT™ model can help cyclists build balanced full-body strength.





HOW DIFFERENT ARE THEIR TRAINING NEEDS?

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The right music can make tough workouts more enjoyable.



Q

MUSIC LICENSING

Do I need to be worried about music copyrights in my training sessions?

A You don't need to worry, but you may need a license: It's required any time popular music is played publicly (beyond family-and-friends situations), regardless of whether it's music you've purchased or music broadcast over the radio. There are some exemptions, but most don't apply to the typical fitness center setting.

Whoever owns the business is responsible for licensing, so if you're employed by a gym or are an independent contractor at one, it's the gym's responsibility to acquire licenses from performing rights organizations—ASCAP, BMI, or SESAC. The gym's fitness manager may want to check your playlist to be sure the gym has proper licenses.

If you own or rent your workout space, you must obtain the licenses. Each rights organization uses different criteria to set fees, from the number of students to how the music is used (instructional enhancement versus background), but they're usually low. Licenses can't be transferred—if you own a facility and also work in other gyms, those facilities need licenses too. For more information, visit the websites of the performing rights organizations: bmi.com, ascap.com, and sesac.com.



EXPERT: CLAUDIA FRIEDLANDER, DMUS, NASM-CPT, (claudiafriedlander.com) is a New York City voice teacher who emphasizes fitness to help students sing everything from opera to death metal.

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

Q **JOB SEARCH** If I can't land a job right away, does volunteering make sense?

A Don't give away your services for free too soon. Keep applying at gyms. If you come up short, head to a well-run health club and offer to shadow an experienced trainer and volunteer to help with clients, without pay, to show your value and skills. Take liability insurance into consideration when volunteering as a trainer in any setting; some gym policies may cover you, others may not.

Another option: NASM's Associate Personal Trainer Experience (APTE). The APTE is great for new trainers who want to gain confidence, career changers who are juggling another job, or

relocators who lack contacts in a new area. The 8-week program connects you with a fitness facility for 10 hours of work per week, and provides online access to an NASM Master Instructor for feedback and advice. Hours are flexible, and the program has an outstanding track record. Visit nasm.org/personal-trainer to learn more, or call 800-460-6276 to talk with an Educational Advisor.



EXPERT: NATHAN HYLAND, MBA, NASM-CPT, PES, FNS, MMACS, is manager of NASM's Associate Personal Trainer Experience program. His identical twin brother, Nolan, NASM-CPT, FNS, MMACS, focuses on general and sports-specific training.

Q **CORRECT CORRECTIONS** Some of my clients need a lot of help on their form. How much should I correct at once?

A Knowing your clients' personalities will determine how you approach more extensive form corrections so that they stay motivated and don't feel criticized. Some clients just want to know what's wrong and how to fix it. Others are sensitive.

When one sensitive client of mine struggles with moves, I'll ask, "How does this exercise feel?" She'll tell me if something seems off, like if a weight is too heavy. I use that opportunity to open a dialogue—praising her for doing an excellent job recognizing her form, then talking about the importance of proper form (for avoiding injury and getting the most out of an exercise).

I then regress her exercise to something I feel she can do properly, or focus on the under- or overactive muscles causing the poor form. I always explain how the changes help correct the problem—and how it can help with activities outside the gym too. This approach works, and it helps clients feel empowered by their new knowledge.



EXPERT: TARA FINCH, NASM-CPT, owner of Fitness to a T in Hawthorne, N.J., left the corporate world to pursue fitness training four years ago.





Face-to-face contact creates strong relationships.

Make Time to Sit Together

Build stronger relationships with the power of face time.

Patients have an improved perception of a doctor who sits and talks to them, according to a 2011 study by University of Kansas Hospital researchers. Trainers can build relationships with clients by using these techniques and others, says Heather Doane, MEd, NASM-CPT, commercial fitness consultant for Advanced Exercise Equipment and a fitness instructor at David Barton Gym in Las Vegas. Along with sitting and making eye contact, Doane recommends the following (with new and long-term clients alike).

- ▶ **Mirror Posture** Matching your clients' demeanor and posture makes them feel more comfortable.
- ▶ **Be Open** If your arms are crossed or there's a desk between you and your client, it gives an impression of being closed off. When meeting with a client, have open space with no barriers between you.
- ▶ **Speak Slowly** Trainers who are excited to share information may speak quickly and potentially overwhelm a new client. Be aware of how fast you're talking.

- ▶ **Get (a Little) Personal** To establish a connection, learn about the client's work, family, and background. Take it at the client's pace, though. Don't get too personal too soon.
- ▶ **Don't Talk About Yourself** If you do, you take away from the client and miss an opportunity to hear ways to help.
- ▶ **Dress Professionally** Don't be in a tank top, just coming from exercising. That can be intimidating and may potentially prevent a connection.

5 Résumé Boosters

A résumé is a professional first impression, so make it count. Here, Sarah Gahagen, a national recruiter for Life Time Fitness, which employs about 2,700 trainers nationwide, shares what she teaches gym managers to look for.

1 HIGHLIGHTED CERTIFICATIONS

Immediately after your contact information, list your certifications and education. (Life Time Fitness gym managers scan certifications first.)

2 CHRONOLOGICAL WORK HISTORY

Put your most current education and positions highest, then list the rest. Your résumé should read like a time line, with clear dates. Keep it to one page.

3 CLIENT NUMBERS

Under each position, add bullet points such as average monthly sales and how many clients you typically serve in a week.

4 SPECIAL TRAINING

Include additional specializations or conference trainings in a section at the bottom.

5 NO PHOTOS

Managers can't make hiring decisions based on appearance. Save the selfies for Facebook.

Increase Your Odds

■ When you submit your résumé online, you might be sending it into an electronic haystack. (Life Time Fitness reviewed more than 10,000 résumés in 2013, for example.) If you can, drop off your résumé in person rather than just submitting it online.

Men's Health **URBANATHLON**



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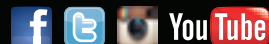
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Military Connections

An NASM partnership is bringing new opportunities to military members.



Your friends in the military could transition to a career in personal training.

▶ If you have a friend in the military, he or she could take a course to help them earn their NASM-CPT. This is thanks to a partnership launched last year between the American Public University System and its two schools, American Public University and American Military University, to help students—including military members—

prepare for careers in the health and fitness industry. The course is designed by APUS faculty who are NASM-CPTs, and it utilizes NASM textbooks and interactive course materials.

“Sports and health science is one of our most popular programs,” says Jay Richardson, senior manager of corporate and strategic partnerships with the American Public University System. “A lot of our students are looking forward to careers in the health and fitness industry.”

During the eight-week core exercise course, students can earn three hours of undergraduate college credit and prepare to take the NASM-CPT exam.

“Students can go out and get their NASM-CPT certification after they complete the class,” explains Brian

Oddi, PhD, NASM-CPT, PES, NASE-CSS, an associate professor with the university who teaches the exercise course.

Don't forget: NASM offers active and retired military members—and their families—20% off the CPT, CES, and PES courses. (To redeem the offer, call an Educational Advisor at **800-460-6276**.) Learn more at apus.edu.

Step Up Your *Thank-Yous*

A handwritten note is a powerful thing—and it can help with retention.

“People do business with those they know, like, and trust,” says Rasul Davis, NASM-CPT, a Santa Monica, Calif.-based trainer and manager of SendOutCards.com, an online greeting card and gift company. “By sending clients thank-you notes, you're giving them what they want: the knowledge that you care.”

Davis believes a better trainer-client connection reduces attrition

and promotes referrals. Here, he shares the anatomy of a successful thank-you note.

- ▶ **TIMELINESS** When a client reaches a training or fitness milestone, send a note that day thanking them for involving you.
- ▶ **HEARTFELT MESSAGE** Take a few moments to gather your thoughts. Then, in three or four sentences, explain what you're thankful for. Keep it short.

- ▶ **PHOTO** Drop in a photo of you and your client working together. “People throw away cards, but they don't throw away people,” Davis says. “That note will be special to them because they're in it.”
- ▶ **SIGNATURE** Just your first name, no title.
- ▶ **WHAT NOT TO INCLUDE** Avoid including any advertising or any other sort of marketing. Keep it personal.



Do You Need a Psychology Partner?

Boost your business with a partner who helps your clients in new ways.

With some clients, reaching a goal requires more than physical work. And flipping that mental switch, when it finally happens, can be a real confidence booster. You can help clients get there faster—and possibly expand your client base—by partnering with a local psychologist.

“A trainer partnering with a psychologist could help a range of clients, from elite athletes to those simply seeking to lose weight,” says Richard Greaud, NASM-CPT, CES, WLS, MS in sport and exercise psychology, based in Houston. “It also gives a trainer more credibility.”

To find a partner, Greaud suggests following the tips below. Then, set up a face-to-face meeting to discuss how you might help clients together.

- Look through LinkedIn to find psychologists in your area.
- Visit apa.org, the website of the American Psychological Association, which offers a locator service.
- Narrow your search by looking for psychologists such as weight loss or sports psychology. You can also find a certified professional consultant on the Association for Applied Sport Psychology website: appliedsportpsych.org.

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9/20	Houston, TX	Personal Fitness
9/20	Chicago, IL	Sports Performance



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TREND LINE



3

Number of high-intensity interval training (HIIT) sessions per week that may be ideal for clients. Studies also recommend sessions with 10 minutes of intense exercise over 30 minutes.

SOURCE: EXPERIMENTAL PHYSIOLOGY

3.4

Years of life added for folks who get the federally recommended minimum of 150 minutes per week of moderate-intensity exercise, compared with those who don't exercise.

SOURCE: PLOS MEDICINE (NOVEMBER 2012)

PASS THE FLOOR TEST

Researchers have found that getting down to and up from the floor with a minimum amount of help (not using knees, hands, etc.) is a good indicator of overall mobility in older patients. Even more surprising, those who used the most help (both knees, both hands) were five to six times more likely to die during the course of the study than those who used the least help. Bottom line? Strength and flexibility are important for seniors' well-being!

SOURCE: EUROPEAN JOURNAL OF PREVENTIVE CARDIOLOGY



30

Percentage of U.S. fire departments using fitness and wellness programs for firefighters. Sudden cardiac arrest is the leading cause of firefighter deaths each year, so your local fire department might need your help!

SOURCE: THE JOURNAL OF STRENGTH & CONDITIONING RESEARCH

>15

Hours per day the typical American sleeps and sits, combined, according to a recent study.

SOURCE: MAYO CLINIC PROCEEDINGS

Set Your Seat

Are your clients trying a triathlon (or maybe just long bike rides) this summer?

Emphasize the importance of seat height. Researchers have found that setting a saddle just 2% too high can decrease efficiency and increase oxygen consumption. Work smarter, not harder—visit a local bike shop for a fit session.

SOURCE: THE JOURNAL OF STRENGTH & CONDITIONING RESEARCH



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