




FITNESS & NUTRITION EXPERT PROGRAM
FITNESS SESSION 10:
Components of personal training and program design



What we are going to cover



WHAT IS PERSONAL TRAINING?

- Review what makes you different as an FNE!

OVERVIEW OF BUILDING AWESOME PT PROGRAMS

- Review Laura's program and the rebuild in an at home version!


HOW TO GET YOUR CLIENTS TO BE COMPLIANT

- You NEED to understand this to get your clients results!

EQUIPMENT FOR AT HOME TRAINING AND HOW TO USE

- Stability balls, medicine balls, gliders and more

What we are going to cover

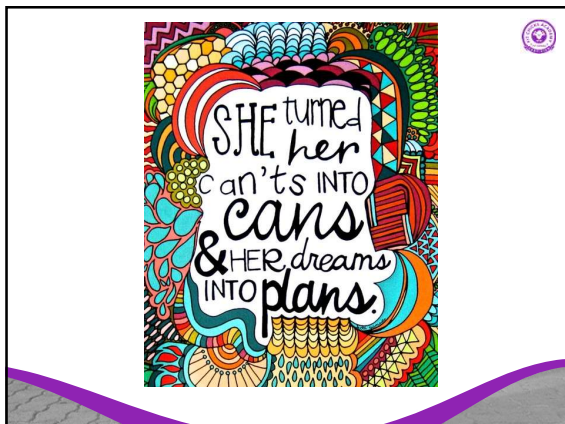


OTHER TYPES OF AT HOME PT PROGRAMS

- PT outside the box!


WHAT'S COMING UP IN THIS WEEK!

- Nutrition starts



What you need before we start


1. Water
2. Put your finger tips together
3. Take 3 deep breaths




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How are you going to be an amazing personal trainer and different from the rest?

1. **Be a heart centred fitness professional**
 - Always start with compassion to meet people where they are at!
2. **Be fully educated!**
 - You have to be constantly working on your craft.
3. **Build very CLEAR and structured programs!**
 - Including check ins, guidelines, the "why...your client should understand why they are doing this!"
 - The KISS principle! Keep it simple stupid...too complicated
4. **Be a cheerleading rockstar!**
 - You are going to be an awesome motivator , therapist, and understand what each clients needs
5. **Lead by example!**
 - Don't do something that is not authentic to you!




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Creating Amazing Personal Training Programs


Overview




Personal training programs

How to build awesome PT programs for your clients:

1. Identify your goals
2. Decide how many days / week to train
3. Choose your training days
4. Decide whether you want to train more than 1x per day
5. Choose your training time
6. Choose an Order in which to work the muscles in each session
7. Schedule your body regions for each workout
8. Determine How many exercises to do per body region
9. Choose number of sets per muscle group
10. Choose number of reps per set




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Personal training programs

How to build awesome PT programs for your clients:

11. Decide how long your workout should last
12. Learn the proper speed for each rep
13. Determine how long the rest between sets
14. Avoid rest time between 2 different exercises
15. Pick proper weight for each exercise
16. Know when to increase resistance
17. Choose exercises that suit your morphology
18. Recognize when it's time to change your program
19. Take a break
20. Maintain your gains



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LET'S LOOK AT LAURA'S PT PROGRAM AGAIN....BUT NOW MAKE IT FOR AT HOME!

1
2 Name: Laura Jackson
3 Start Date: 23-Mar-15
4 Weekly Check in day: Sat am
5 Check in format: Progress Pictures and chest, waist, hip, thigh measurements
6
7
8

Week 1 Training Schedule							
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
10							
11 Training	LEGS 1	BACK + HIT	ARMS & ABS + HIT	Off	LEGS 2	CHEST & ABS + HIT	30 MIN LISS
12							
Week 2 Training Schedule							
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
14							
15 Training	LEGS 1	BACK + HIT	ARMS & ABS + HIT	Off	LEGS 2	CHEST & ABS + HIT	30 MIN LISS
16							
Week 3 Training Schedule							
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
18							
19 Training	LEGS 1	BACK + HIT	ARMS & ABS + HIT	Off	LEGS 2	CHEST & ABS + HIT	30 MIN LISS
20							

Keys to remember when building your programs

1. ALWAYS warm up
2. Pick one exercise for each big muscle group - quads, butt and hamstrings, push, pull, and core.
3. Do 3-5 sets for each exercise.
4. Determine how many reps and how long you'll wait between sets for each exercise.
5. Mix it up! Vary your reps, sets, and exercises. Keep it interesting.
6. Increase your efficiency and work your heart by doing alternating sets or circuits.
7. Keep your workout under an hour.
8. Stretch AFTER your workout.
9. Write everything down.(you or your client!)



BALANCED WORKOUTS ARE IMPORTANT TO AVOID INJURY!

What does that mean?


For every **horizontal push**, you should have a **horizontal pull** (and vice-versa).
(Example: For every bench press, you should have a row.)

For every **vertical push**, you should have a **vertical pull** (and vice-versa).
(Example: For every shoulder press, you should have a pull-up or lat pull-down.)

It does not need to be in the same workout but when you look at the full week, make sure you have equal of each push & pull

Legs can be a little trickier but just think for every quad exercise, I need a hip / hamstring / glute exercise.


Great article! <http://www.aworkoutine.com/movement-patterns/>


CREATE YOUR OWN PRINTABLE WORKOUT LOGS

This is an AWESOME client workout tracking logs!

<https://www.vertex42.com/Files/download2/themed.php?file=workout-log.xlsx>


Free template


CREATE YOUR OWN WORKOUTS ONLINE

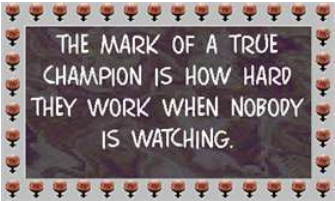
This is an AWESOME online program to create your workouts, provide video examples, share with clients, track progress, collect forms and more for only \$10 / month!

Sign up for free trial at
<https://www.mypthub.net/>

(Enter code LJACKSON30 when signing up to save)


ABOVE ALL PRINCIPLES, WHAT IS THE MOST IMPORTANT ELEMENTS WHEN PERSONAL TRAINING?

COMPLIANCE!



Goal Setting

Remember, when setting goals with your client you want them to be:

- SMART (specific, measurable, attainable, realistic, time sensitive)
- You don't just want aesthetic goals (ie weight loss!), you want performance based too
- Set up your check in dates against these goals (ie progress pics on Saturdays)
- You need to tweak the program against the goals if not progressing
- Set up a compliance plan and accountability



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How to get your clients to be compliant

1. Set up your measurable in advance such as
 1. Measurements
 2. Weight
 3. Progress Pics
 4. Evaluation of the week before & set up for the week ahead
2. Do them weekly and on the same day (ie send me progress pics on Friday by 2pm)
3. You contact them first with reminder or check in (via email or phone)
4. Take this time to connect!
 1. Name 1 successes this week, Name 1 challenges & Ask how you can support them
 2. What is the plan for next week
5. **Understand what motivates them:** Remember the 5 languages of love from week 1 😊



REMEMBER, your clients are HUMAN BEINGS!

Life happens so to coach effectively you need to be able to gauge their live (ie work schedule, kids, stressors, etc.) so you can build a plan that works with THEIR lives NOT what you want them to do!

Ask the questions like:

How many days a week can you work out?

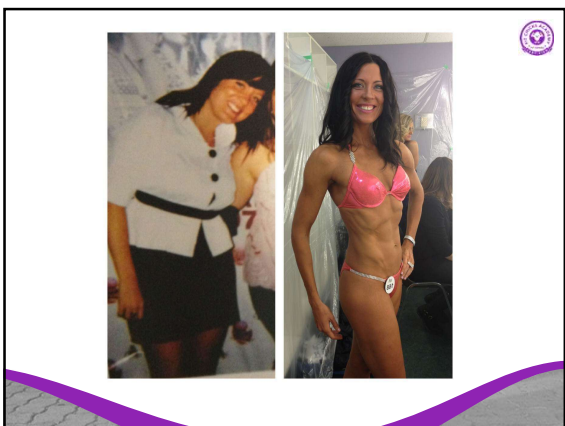
What time can you work out?

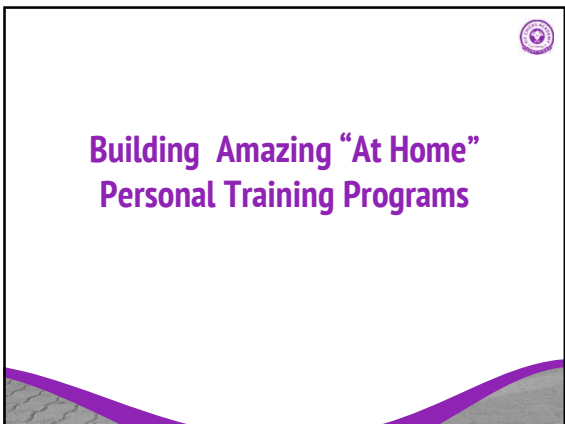
What could be standing in the way of you reaching your goals?

How can I best support you?









What you should know before building an outdoor or in home personal training?


- Determine the duration based on client commitment**
 - Ideally 8 to 12 weeks
 - Determine how often you will work out with them (where will that be?)
 - Get payment in advance!
- Determine the goals**
 - Make sure to properly screen your client to set you up to see areas to work
 - Lets check out what Strive Fitness offers!
- Write the first 4 weeks of the program.**
 - You will be periodizing after the first 4 weeks to make sure they progress. You can't plan the next section without knowing how they respond!

What you should know before building an outdoor or in home personal training?

- Decide what areas you are going to work on the days you are with them and build into program (ie chest + HIT)**
 - But don't just do a standard leg workout as in their program...get creative! Create obstacle courses but incorporate chest, circuits and partner drills with you)
 - This is when they are PAYING you to motivate, inspire and shake up their program
 - Remember word of mouth is what works!
 - My fave: take them outdoors to the parks and do a kick booty one on one drills and weights.
- Don't let them run the show!**
 - Personal training can lead to chit chat = less benefits
 - Have a plan going in, follow it and you set the tone
- Make each session completely different**
 - Keep them guessing with new areas, different equipment, etc

Creating your PT warm up

- Review what exercise are you going to perform (ie heavy lifting, plyometrics, free weights)
- Start with progressive aerobic activity that utilizes the muscles you will be using during your workout to get heart rate up and blood flowing (ie light jog for 15 - 0 min)
- Choose your dynamic stretches (see dynamic stretching in Fitness Lingo). Choosing which warm-up activity to use is as easy as slowing down what you will be doing during your workout or a warm up set.





RESISTANCE BANDS
What are resistance bands and how to use: <https://vimeo.com/126193672>

STABILITY BALLS
What are stability balls and how to use: <https://vimeo.com/126213025>

GLIDERS
What are gliders and how to use: <https://vimeo.com/125963634>

MEDICINE BALLS
What are medicine balls and how to use: <https://vimeo.com/126269588>

DUMBBELLS :
What are dumbbells and how to use: <https://greatist.com/fitness/30-dumbbell-exercises-missing-your-routine>

PROGRESSION IS NOT LINEAR!

For example, just because you are building muscle, doesn't mean you are losing weight

You could be doing everything right and you feel weaker...why?

- Stress
- Hormones
- Lack of sleep
- Menstrual Cycle

Your workouts will change day to day!

Walking programs

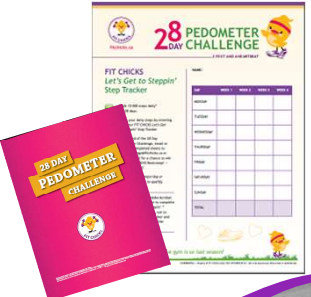
We LOVE pedometers!!

Awesome for people with injuries, elderly or kids

Gets your clients active on a daily basis in addition to program

It's a fun challenge or game

Research shows that when people have a goal (aka 10k steps) they are more likely to commit



Printable workout or DVD programs

Give them a workout map with printable workouts


Make it easy to follow

Weekly check ins (ie progress pics, email compliance)

Film your own Youtube video workouts!

Give prizes! Could even be a free session

Measure success



Family fitness programs

Healthy family all have healthy habits

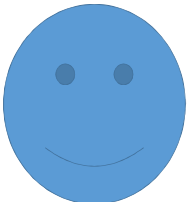
Get the whole family involved

Create an activity calendar for the family

- Give points for different activities
- Set them with plans for each week
- Walking, biking, swimming

Run family training sessions

- Set up obstacle courses
- Circuits rock in the back yard
- Take them on interval hikes or snowshoe bootcamps!



Personal training programs


1. Have a variety of options for personal training (generic & specific but a max of 3 offerings)
2. Be clear and specific on what you are offering (create a program package sheet)
3. Make your written programs are clear and understand
4. Provide resources for your clients to get extra info or examples of exercises (Pick 1 or 2 trusted sources you like!)
5. Have tiered offers (ie add ons)



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What's coming up for fitness?

- Assignment 1 & 2
- Practical Hours (co-op)
- Practical Exams
- Final Written Exam
- Nutrition Module starts next week!



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Recap

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HOW TO GET YOUR CLIENTS TO BE COMPLIANT

- You NEED to understand this to get your clients results!

EQUIPMENT FOR AT HOME TRAINING AND HOW TO USE

- Stability balls




Recap 

OTHER TYPES OF AT HOME PT PROGRAMS

- PT outside the box!

WHAT'S COMING UP IN NEXT WEEK!

- Practical Hours (Co-op), practical exams, assignments, etc



**Any questions or inquiries,
please email:**

fne@fitchicks.ca

