

Evidence-Based Solutions for Health and Fitness Professionals

Excellence. Innovation. Results.



EDUCATION CATALOG

- Personal Training Certification
- Advanced Specializations
- Continuing Education
- Higher Education

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Seven Reasons to Become a Certified Personal Trainer



Why should you become a certified personal trainer? Below are seven smart reasons to explore this exciting and rewarding industry:

- 1. Send your career in any direction you choose**
From the gym to professional sports teams to running your own fitness business, a personal training certification opens the door to a variety of career opportunities!
- 2. Take your income potential to the next level**
Whether your goal is to become a personal trainer, manage a gym, work with pro athletes, or open your own personal training business, you can build a successful, high-paying career in the fitness industry with the proper certification!
- 3. Flexibility**
Certified Personal Trainers have the flexibility to choose full-time or part-time work. Certified Trainers can also choose to work for a gym or create their own business!
- 4. Build better, safer programs**
Certified Personal Trainers have the tools needed to create customized training programs that get results, without compromising your clients' health or safety!
- 5. Stay Fit**
Obtaining a certification as a personal trainer will arm you with the knowledge needed to help keep your own body in peak physical condition as well!
- 6. Job Security**
The ever-growing demand for health care in today's society has prompted an increased interest in overall physical fitness. Not only are individuals realizing the health benefits of remaining active and engaging in regular exercise, but many employers and health care companies help cover the costs of gym memberships and personal training fees!
- 7. Gain trust with clients and get referrals**
When your clients know you're certified, they'll feel confident in your abilities and value the advice and training programs you recommend. This will make it easier for you to gain their trust – and also make it more likely that they'll come to you on a regular basis and refer you to their friends and family!

As the fitness industry's leading education authority, the National Academy of Sports Medicine has helped thousands of fitness professionals across the globe kick-start their careers with the gold standard in Personal Training Certification.



Introduction to Personal Fitness Training

With the Introduction to Personal Fitness Training course, you will:

- Take the first steps towards a fulfilling career
- Learn the fundamentals of program design
- Be able to confidently utilize training tools

Whether you are new to the fitness industry or looking to update your knowledge and skills, this course delivers comprehensive, leading-edge information in an easy-to-follow, easy-to-use format.

The **Introduction to Personal Fitness Training** course delivers everything you need to begin safely and effectively working with today's health club member while you jumpstart your journey toward becoming a Certified Personal Trainer (NASM-CPT).

It is recommended that this course be completed prior to the (NASM-CPT) for those just beginning their career as a Health and Fitness Professional.



"I had been a trainer and in the business for approximately 13 years and carried three other certifications ... They were helpful, but I knew I needed something to augment and enhance my knowledge ... NASM provided this."

Dan Cordell
NASM CPT, PES, CES, Georgia



The NASM-CPT certification is proudly accredited by the NCCA.

To learn more about this exciting and growing career path and what it takes to become a successful Certified Personal Trainer, call **800.460.6276** or visit **www.nasm.org**.

Certified Personal Trainer (CPT)



Professionals with the third edition of the NCCA accredited NASM Certified Personal Trainer (CPT) Certification learn how to master:

- **Goal-specific program** design for optimal results
- **Accurate assessment** — from first-time health club members to high-performance athletes
- **Developing and modifying exercises** in a safe and effective manner that is adaptable to any client

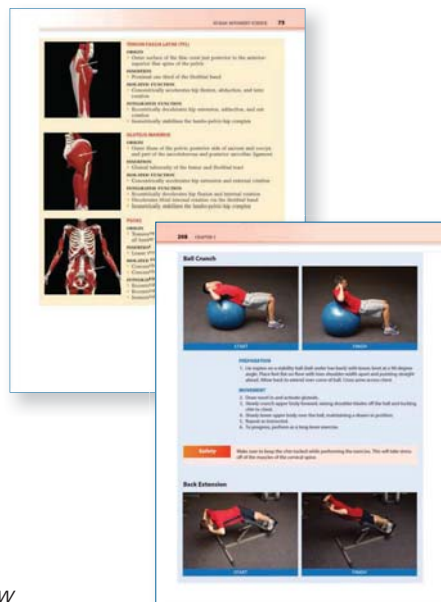
Our CPT preparation course is designed for entry-level to seasoned fitness professionals looking to advance their careers and discover the power behind Optimum Performance Training™ (OPT™).

You will learn the scientific rationale, teaching tools and the practical experience necessary to perform assessments, create individualized programs, and progress your clients to their goals.

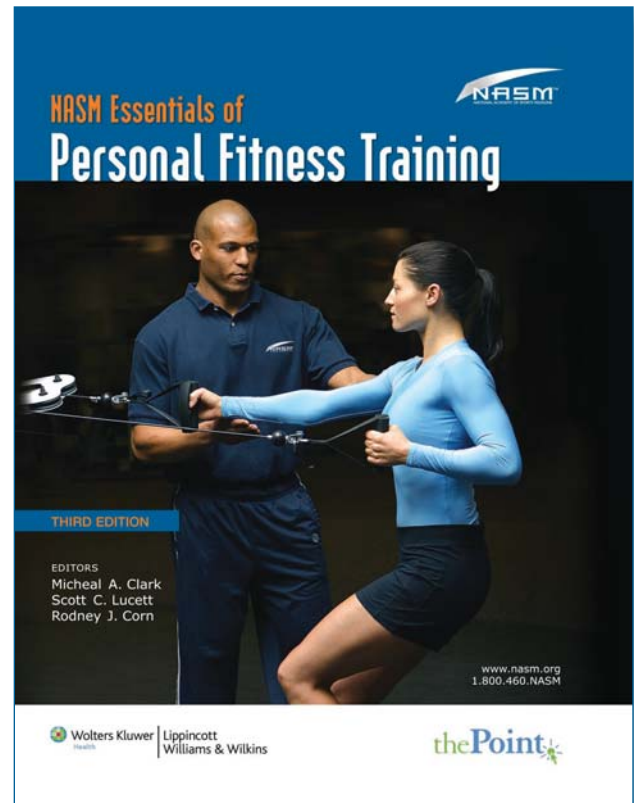
You will also learn human movement, exercise science, nutrition, and behavior modification as well as how to build clientele and increase revenue.

What's included:

- Textbook
- Study Guide
- DVD
- Online Learning
- iPod Video Download
- 3 Audio Download
- Online Practice Exam
- NASM CPT Certification Exam
- Live Workshops (Optional, see page 5)



Learn about the new CPT Exam Prep course, see page 5.



"As an exercise physiologist and trainer, I have always placed a strong emphasis on the 'science' of exercise. The National Academy of Sports Medicine's OPT system has cutting edge training protocols that are backed by sound science and research! That has made all the difference! Go for gold, get NASM certified!"

Roger J. Yasin

NASM PES, CES

The 100 Best Personal Trainers in America,
Top Personal Trainers in Washington, DC



The NASM-CPT certification is proudly accredited by the NCCA.

www.nasm.org

To purchase, call 800.460.6276, Option 1.
For Corporate Accounts, Option 2.

Performance Enhancement Specialization (PES)



Train Like the Pros with the NASM PES

Earn the Performance Enhancement Specialist (PES) credential with the advanced NASM Essentials of Sports Performance Training

- **Grow your bottom line** through new service offerings, increased trainer retention & client satisfaction
- **The Performance Enhancement Specialist (PES)** is the preferred sports performance training credential of professional athletes and teams
- **Learn** progressive, integrated training techniques and programs to keep athletes performing at the highest level
- **Enhanced course now includes** textbook, study guide, DVD, Exercise video library, interactive Flash presentations, practice quizzes, iPod download, exam and more

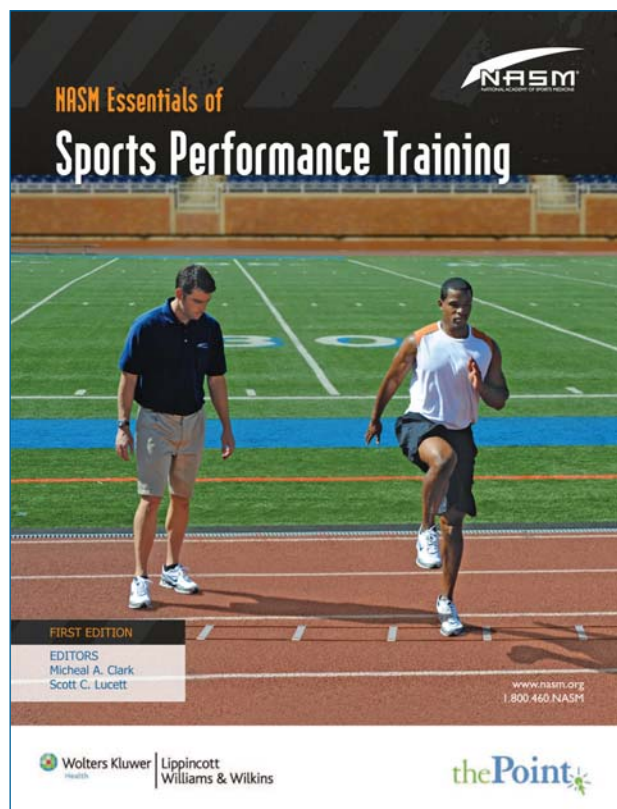
Based on the OPT™ methodology and backed by scientific studies at the NASM Research Institute at UNC Chapel Hill, the PES credential is ideal for:

- Athletic trainers
- Chiropractors
- Coaches
- Physical therapists
- Personal fitness trainers
- Strength and Conditioning coaches

Enroll today and advance your knowledge, your athletes and your career as an NASM PES.

CEU Approved: NASM 1.9, ACE 2.0, NSCA 2.0

CEU Approval Pending: BOC



PES enrollees must have the NASM-CPT and/or a bachelor's degree in a health and fitness related field.



"I follow the NASM OPT model guidelines: stabilization, strength and power. Any other order is counterproductive. You have to build the pyramid before you can get to the top!"

Erik Phillips

Senior VP, SportXcel
Strength & Conditioning Coach, Athletic Trainer
Formerly with the Phoenix Suns, Denver Nuggets
and Colorado Avalanche

To purchase, call 800.460.6276, Option 1.
For Corporate Accounts, Option 2.

Corrective Exercise Specialist (CES)



Professionals with the NASM Corrective Exercise Specialist (CES) Advanced Specialization:

- **Deliver consistent results** in post-rehabilitation and reconditioning of clients with musculoskeletal disorders.
- **Individualize integrated training programs** to keep clients healthy and safe.
- **Utilize the Optimum Performance Training™ (OPT™)** method, a systematic evidence-based training system that guarantees measurable results.

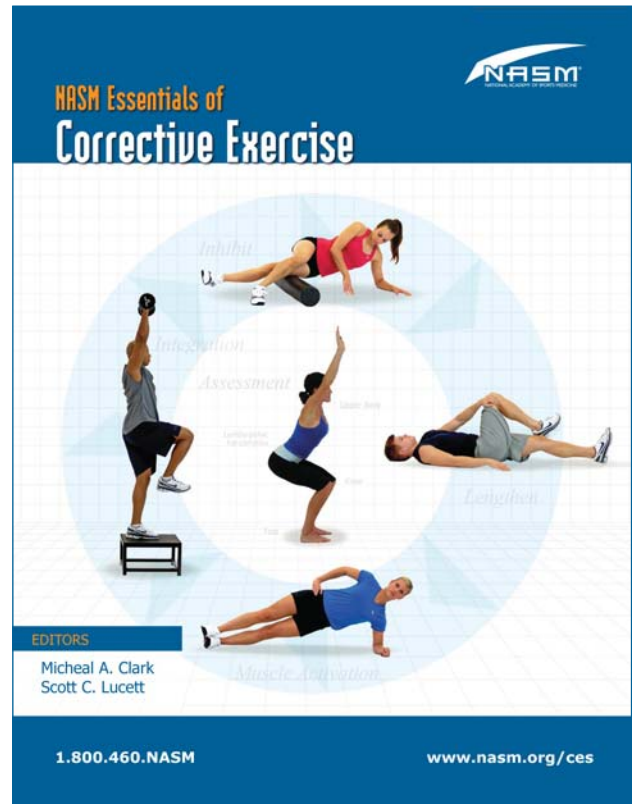
The NASM CES is designed for Health and Fitness Professionals who work with individuals experiencing pain and injury resulting from musculoskeletal imbalances. The CES credential is ideal for:

- Athletic trainers
- Chiropractors
- Licensed massage therapists
- Physical therapists
- Personal fitness trainers

Delivered online, the NASM CES course is designed to empower professionals with the advanced knowledge, skills, and abilities required to safely and effectively work with clients of all levels, ages, and needs. The CES includes the following eleven (11) modules:

- Human Movement Science
- Human Movement Impairments
- Movement Assessments
- Inhibitory Techniques
- Lengthening Techniques
- Activation Techniques
- Integration Techniques
- Foot & Ankle Impairments
- Knee Impairments
- LPHC Impairments
- Shoulder Impairments

CEUs/CECs: NASM 1.9, NSCA 1.6, ACE 1.5, BOC 37



CES enrollees must have the NASM-CPT and/or a bachelor's degree in a health and fitness related field.



"NASM has been an unparalleled education provider to myself and my staff. Corrective exercise has helped us provide our athletes with the best possible training and corrective strategies to keep them on the court."

Aaron Nelson, Head Athletic Trainer, Phoenix Suns

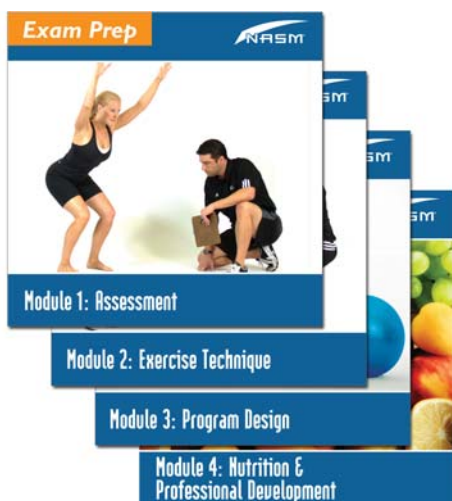
To purchase, call 800.460.6276, Option 1.
For Corporate Accounts, Option 2.

CPT Exam Preparation



CPT Exam Prep Course Bundle & Practice Exam*

NEW!



The CPT Exam Prep Course Bundle & Practice Exam is designed to provide **additional study support** in the areas of:

- Assessment
- Exercise Technique
- Program Design
- Nutrition & Professional Development

Each course contains:

- Introduction video
- 100 electronic, animated flashcards
- A narrated, quiz walk through demonstrating proper answer selection for specific questions
- A 25-question quiz
- Access to practice exam and more

*Purchase as a bundle or individually

Live Workshop



Essentials of Personal Fitness Training Live Workshop

Learn By Doing

- Two-days of assessment, exercise technique, and program design
- Great hands-on experience for new and veteran trainers

CEUs/CECs: NASM 1.6, ACE 1.6, AFAA 10, BOC 16, NSCA 1.7



OPT™ for Corrective Exercise Live Workshop*

Learn from the best

- Two-days of hands-on movement assessments and exercise strategies
- Practice inhibitory, lengthening, activation, and integration techniques, and design corrective exercise programs

CEUs/CECs: NASM 1.6, ACE 1.4, AFAA 9.5, BOC 16, NSCA 1.3



OPT™ for Sports Performance Live Workshop*

Get Ahead of the Game

The goal of the Performance Enhancement Specialist (PES) two day workshop is to allow an entry-level personal trainer, seasoned athletic trainer, chiropractor, physical therapist, strength and conditioning coach, team coach, or any other sport & fitness professional the opportunity to advance their career and discover the power behind Optimum Performance Training™ (OPT™).

- Two-days of hands-on performance assessments and exercise technique
- Practice speed, agility and quickness, and design sport-specific programs

CEUs/CECs: NASM 1.6, ACE 1.4, AFAA 9.0, BOC 16, NSCA 1.5

The purpose of a workshop is to provide participants with a live, practical application of the subject matter.

Participation in a workshop does not guarantee improved performance on the exam.

NEW! Once purchased you can now schedule and reschedule your workshops online!

Scheduling your workshop: You have the ability to schedule into the workshop of your choice in the NASM eLearning Center. This new feature also allows you to switch out of a workshop and into another if you cannot attend!

*NOTE: If you are currently enrolled into the NASM Certified Personal Training Course, please call a Sales Associate at 800.460.6276, Option 1 to upgrade into the workshop.

If you are a corporate account, please contact our Corporate Sales team at 800.460.6276, Option 2 for preferred pricing.

View Workshop Dates and Locations • www.nasm.org/workshops

Continuing Education



NASM certification requires recertification and the completion of 2.0 NASM-approved continuing education units (CEUs) within a two-year period. NASM offers more than 15 courses from which to choose:

NEW!



Weight Management

• The NASM Solution to Weight Management

The NASM Solution to Weight Management is delivered in **11 modules of updated** scientific and in-depth research which provide Health and Fitness Professionals with advanced knowledge, skills, and abilities to successfully work with individuals to **lose, maintain, or gain weight**. Course Details:

- 264 page downloadable manual
- 11 Narrated Flash Presentations
- Additional Resources: Weight Loss Programs, Weight Gain Program, Cardio Programs, Client Handouts, Recipe Slideshows, and more.

This course also includes information and tips on how to market your services as a specialist in Weight Management.

CEUs: NASM 1.6, ACE 1.6, NSCA 1.5



Mastering Exercise Technique Series

• Neuromuscular Stretching

This course provides fitness professionals with the scientific principles behind neuromuscular stretching as well as hands-on techniques on how to apply neuromuscular stretching that will help you put science into practice. CEUs: NASM 0.4, NSCA 0.3, ACE 0.2, BOC 3.0

• Flexibility Training

Flexibility is one of the most overlooked components in today's fitness programs, but can make or break even the most carefully designed training program. CEUs: NASM 0.3, NSCA 0.3, ACE 0.3

• Core Training

Discover how to design and implement hundreds of core-stabilization exercises for improved health and performance including progressions using stability balls, tubing, cables, foam rolls, medicine balls, and more! CEUs: NASM 0.3, NSCA 0.3, ACE 0.3

• Balance Training

Explore and master more than hundreds of exercises for optimizing balance and stability of the kinetic chain! CEUs: NASM 0.3, NSCA 0.3, ACE 0.3

• Reactive Training

This comprehensive course provides students with an understanding of the physiological principles and real-life applications of power training, helping them to properly assess clients, and design progressive, integrated power training programs for a variety of goals. CEUs: NASM 0.3, NSCA 0.3, ACE 0.3

• Resistance Training

This course draws upon NASM's exclusive Optimum Performance Training™ (OPT™) model to uncover the secrets of designing safe and effective resistance training programs. CEUs: NASM 0.3, NSCA 0.3, ACE 0.3

• Speed, Agility & Quickness Training

The ability to change speed and direction of movement and appropriately react to all given stimuli is often the difference between injury and safety or success. CEUs: NASM 0.2, ACE 0.2, NSCA 0.3

• Integrated Training Series Package

A well-designed integrated training program produces optimum levels of: Strength, Power, Reflexes, Flexibility, Endurance, and Body Composition. Learn how to achieve these optimal results for your clients with the NEW NASM Integrated Training Series. CEUs: NASM 1.7 (all 6 courses)

Choose over 300 courses worldwide.

To learn more, go to www.nasm.org/ConEd and click on the [Locate an Approved Continuing Education Provider link](#).



Special Populations Series

• OPT™ for the Youth Client

This course will show you how to design safe, effective, and fun training programs for the youth client. CEUs/CECs: NASM 0.3, NSCA 0.3, ACE 0.3, BOC 3.5

• OPT™ for the Senior Client

This course will show you how to design safe and effective training programs for the senior client. CEUs: NASM 0.3, NSCA 0.3, ACE 0.3

• OPT™ for the Prenatal Client

This will show you how to design safe and effective training programs for the prenatal client. CEUs: NASM 0.3, NSCA 0.3, ACE 0.4

• The Special Populations Series

Save over \$28 when you purchase the Special Population Series. CEUs: NASM 0.9, NSCA 0.9, ACE 1.0



Cardio Training Series

• Cardiorespiratory Training for Fitness

This course will show you how to perform basic cardiorespiratory assessments and design unique cardiorespiratory training programs through the use of stage training. CEUs/CECs: NASM 0.3, NSCA 0.3, ACE 0.3

• Cardiorespiratory Training for Sports Performance

This course will show you how to perform basic cardiorespiratory assessments and design unique performance enhancement cardiorespiratory training programs through the use of stage training. CEUs: NASM 0.3, NSCA 0.3, ACE 0.3, BOC 5.0

To enroll in these courses, or for more information, log on to www.nasm.org/ConEd or call 800.460.6276, Option 1.

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Trainer Gear



Visit www.nasm.org/shop for all of your training supplies, clothes and gear.

Nike Dri Fit Polo
(Available in black or blue)



American Apparel T-Shirt
(Available in black or red)



Unisex Pullover Hoodie
(Available in light grey)



New Era Structured
Adjustable Cap
(Available in black or Khaki)



Workout Towel



Stealth Stainless
Steel Mug



H2Go Balance
Water Bottle



Zippered Portfolio Organizer

