

Section 1: Professional Development and Responsibility

Chapter 1. The Modern State of Health and Fitness Summary

- The focus on scientific principles makes NASM's systems and methodologies safe and effective for any client working toward any fitness goal.
- NASM recommends that all fitness professionals maintain a focus on an evidence-based practice to attain the highest levels of success.
- Evidence-based practice is the conscientious use of current best evidence in making decisions about patient or client care.
- NASM's proprietary approach to exercise training, the OPT model, was developed with evidence-based practice as a core guiding philosophy.
- Acute disease is any suddenly occurring medical condition that can be treated and healed in a short period of time.
- A chronic disease is a medical condition that persists without quickly going away or being cured altogether.
- The terms *overweight* and *obesity* refer to a body weight that is greater than what is considered normal or healthy for a certain height, specifically due to excess body fat.
- Being overweight or obese greatly increase the chances of developing a chronic disease.
- *Cardiovascular disease* is a broad term describing numerous problems of the heart and blood vessels, including stroke, heart attacks, heart failure, heart valve problems, and arrhythmias.
- Hypertension is one of the primary risk factors for heart disease and stroke, which are the global leading causes of death.
- Cholesterol is a waxy substance found in the blood that is made up of a combination of protein and fatty acids.
- Diabetes is a disease in which blood glucose levels are too high. Glucose comes from the foods we eat.
- Insulin is a hormone produced by the pancreas that helps glucose get into cells to provide the energy for work.
- Cancer is an abnormal growth of cells that can result from a wide range of genetic and environmental factors.
- *COPD* is an umbrella term for lung diseases characterized by increased breathlessness, airflow limitation, and accelerated decline of lung function.

- Two of the most common issues at the foot and ankle are sprains and plantar fasciitis. An ankle sprain occurs when a person rolls, twists, or turns an ankle, which stretches or tears ligaments, whereas plantar fasciitis causes pain in the plantar fascia tissue located on the underside of the foot.
- The LPHC is made up of the lumbar spine (low-back area), pelvis, abdomen, and hip musculoskeletal structures; it is more commonly referred to as the “core.” The LPHC is an important anatomical structure because it connects the upper and lower halves of a person’s body.
- Shoulder dysfunction is very common in the greater population, especially in those who frequently lift objects overhead.
- Regular exercise and increased physical activity have been frequently shown by research to improve numerous types of musculoskeletal dysfunction and chronic disease.
- Understanding the scopes of practice for all adjacent allied health professionals, as well as all relevant local laws and regulations, will ensure CPTs are always working within their own scope of practice.
- Networking with other allied health professionals and certified fitness professionals can lead to great levels of success in the fitness industry.
- An NASM-CPT must always adhere to the NASM Code of Professional Conduct.

Important Concepts (not an exhaustive list)	
Body Mass Index** very important	<ul style="list-style-type: none"> • <18.5 = underweight • 18.5-24.9 = healthy weight • 25-29.9 = overweight • 30-34.9 = obese • 35-39.9 = obese II • ≥40 = obese III
Blood Pressure** very important	<ul style="list-style-type: none"> • Normal (healthy): Less than 120/80 mm Hg • Elevated: Systolic between 120 and 129 and diastolic less than 80 mm Hg • Stage 1 hypertension: Systolic between 130 and 139 or diastolic between 80 and 89 mm Hg • Stage 2 hypertension: Systolic 140 or higher or diastolic 90 mm Hg or higher • Hypertensive crisis: Systolic greater than 180 and/or diastolic greater than 120 mm Hg
LDL Cholesterol	<ul style="list-style-type: none"> • LDL cholesterol, sometimes referred to as “bad cholesterol,” tends to increase the risk of cardiovascular disease. LDLs, specifically, are the form of cholesterol that makes up the plaque that clogs arteries. Ideally, LDL levels should be less than 100 milligrams per deciliter (mg/dL).

HDL Cholesterol	<ul style="list-style-type: none">• Sometimes referred to as “good cholesterol.” It does not have the tendency to clog arteries like LDL cholesterol does and, in fact, actually helps remove some LDL cholesterol from the body. To help reduce the risk of heart disease, in conjunction with lowering LDL levels below 100 mg/dL, HDL levels should typically be kept around 60 mg/dL.
Type 1 Diabetes	<ul style="list-style-type: none">• With type 1 diabetes, the pancreas does not make enough insulin (or none at all), which is a hormone that helps transport glucose into cells to be used for energy. Without insulin, glucose in the blood (i.e., blood sugar) can rise to dangerous levels, causing numerous health complications. Type 1 diabetes is typically genetic and is not something a person can actively prevent. However, regular exercise can help people with type 1 diabetes considerably improve their blood glucose management and quality of life.
Type 2 Diabetes	<ul style="list-style-type: none">• With type 2 diabetes, the body still produces insulin; however, it is not used properly by the cells. When excess carbohydrates (specifically sugar) are chronically consumed in the diet, high levels of insulin need to be produced to help regulate blood sugar. When excess insulin continually tries to deliver glucose to cells when they already have more than they can use, cells stop responding to it. This state is called insulin resistance. Once cells have become insulin resistant, a person is said to have developed type 2 diabetes. Regulating blood sugar can become very difficult for these individuals, which may lead to uncontrolled blood sugar levels and a wide variety of health complications.

Chapter 2. The Personal Training Profession Summary

- From working in a large health club, to training clients in their own homes, fitness professionals have numerous options to establish a personal training practice with a consistent flow of clients.
- Another employment choice for fitness professionals is starting a fitness business, which could include working with clients in their homes, running outdoor group workout programs, or opening a studio.
- As technology is evolving, there are many options for offering training services online.
- Working as an independent contractor allows a fitness professional to establish his or her own pay rates and to earn the entire amount, but operational expenses, insurance costs, and taxes must also be accounted for.
- The first step in succeeding as a CPT is offering uncompromising customer service.

- Selling personal training services is about asking a client to make a commitment to an exercise program to improve his or her own health, wellness, and fitness, which makes selling an activity of uncovering client needs and presenting solutions to those problems.
- If rapport is properly built with a prospective client, sales will feel natural and automatic.
- Forecasting techniques should be used to predict how many clients will need to be serviced to support a desired annual financial goal.
- Marketing is the process of communicating how a specific product or service will meet the wants and needs of a potential client.
- The Four Ps of marketing include product, price, promotion, and place.
- Social media and other digital marketing campaigns are extremely important for growing a modern fitness business.
- Continuing education courses are not just necessary for recertification; they can teach fitness professionals how to work with niche populations and enable the expansion of a fitness business to new and exciting areas.
- The most popular methods of earning CEUs are attending workshops or conferences or completing online education programs. Additionally, CEUs can be earned by participating in livestream webinars, reading fitness articles and passing a quiz or test, or contributing to the industry by creating content for fitness education programs, speaking at conferences, and presenting webinars.

Important Concepts (not an exhaustive list)	
SWOT Analysis	<ul style="list-style-type: none">• Strengths: Identify the strengths and competitive advantages including education, skills, abilities, or work experience with a specific population. Examples of strengths might be education, certifications earned; the name or location of employer, which itself may have a strong brand identity; or experience working with a particular type of client. The strengths can ultimately help identify the professional traits to develop a brand identity.• Weaknesses: Identify any and all weaknesses; be honest and thorough, the more honestly a fitness professional can assess their weakness, the more opportunities for growth can be identified. Examples of weaknesses might be unfamiliarity with specific types of clients such as elite athletes, being uncomfortable with the sales process, or overall lack of fitness industry experience.• Opportunities: Identify the opportunities for developing new professional skills or expanding into new business opportunities, such as being able to coach group workout programs. Weaknesses can be turned into opportunities; for example, the lack of education in a specific area of exercise science is actually

	<p>an opportunity to take a continuing education workshop to gain the necessary knowledge to work with a specific type of client.</p> <ul style="list-style-type: none">• Threats: Identify all of the threats that might impact a fitness professional's business. Examples of threats are the general economic climate, the number of other fitness professionals working in a health club, or competitors who plan on growing or expanding into the marketplace. In some cases, threats are due to external forces that cannot be controlled (such as an economic recession), while in other cases they can be turned into opportunities for new business.
4 Ps of Marketing** very important	<ul style="list-style-type: none">• Communicating the benefits of using a product.• Identifying a competitive price of the service.• Determining how the service will be promoted.• Selecting the place or method of distribution.
Continuing Education** very important	<ul style="list-style-type: none">• A total of 2.0 CEUs is required to renew the NASM-CPT credential every 2 years: 1.9 CEUs from continuing education efforts and 0.1 CEU from renewing a CPR/AED certification.