



## **World Exercise Systems**

### **Athletic Training**

There are some similarities between training athletes and training the general public. However, there are also some vast differences. It does not matter how in shape a client is, whether they are a current athlete, former athlete, or have never been an athlete our World Exercise System's motto applies to everyone. "Each work-out gets you ready for your next work-out." If an athlete has not been working out and their sport starts in two weeks then killing them in the gym would be the worst thing that could happen. Their coach is going to train them so hard that they will not be able to move the next day. This is the worst thing that coaches do but they have done it for years no matter the sport. If your client is going to be so sore after their sport starts back then there is no reason you should make them sore during the two weeks they are with you. It is also important to inform athletes that they should condition properly before they start practice back. In two weeks, an athlete can get in 6-8 conditioning work-outs with a trainer. Remind the athletes that you train to not take off of training while their sport is not in season. It is important for athletes to keep their body conditioned continuously. When an athlete is 3 to 4 months away from training with their team, they should start training on their own or with a certified personal trainer. This means that an athlete never has any time off. When the season is over each athlete, depending on how tired or hurt they are, should take a week or two off from training. Once they do start back, they should go light and easy for the next 4 weeks. This gives them a 6 week span for their body to get back to normal, so they can train hard. Training hard every time you work-out is not the answer. Being sore is a gauge that you over-trained not that you got in a good work-out. You do not have to get sore in the beginning to ensure that you do not get sore later. Every client should love to be able to train hard, not get sore, and be so ready to work-out again that they cannot stand it. If you train with the World Exercise System's motto in mind and do the design stretches throughout the work-out then your clients should always be ready for their next work-out.

It is important to know that there is sport specific training and there is a difference in training for different positions in that same sport. Every athlete wants to be bigger, stronger, and faster and there is different training for all that. You can use some of the same equipment to train for specific training, the difference being changing the weight, the number of reps and the amount of rest between sets. An example of this would be an offensive lineman and a volleyball player doing bench press. The offensive lineman needs strength for a quick, powerful explosion to guard another person whereas the volleyball players needs quick explosion for accuracy and timing of hitting the ball.

### **Client list**

It is very important to start growing your clientele by making at least a 25 person list. This list should include family members, friends, business acquaintances, and any others who you have a relationship with. You are always selling your business. Personal training is one of the few businesses that everyone loves to talk about. Everyone can benefit from having a trainer. However, that does not mean everybody wants one or can afford one. This is the main reason why you cannot take time off from your own personal work-outs. Your fitness level is what gets people talking to you in the first place. The conversation should start by people saying how good you look and how you are in great shape. Now, the tough part comes when you have to take a casual conversation and turn it into an appointment. It is ok

if you are aggressive as long as they know how passionate you are about fitness. Make sure to always carry business cards with you. In this day and age, it is very easy to get someone's cell number but a business card adds to your professionalism. Also, be aware of the demographics in your area. It is very easy to google the demographics around the gym you are working at or your own studio to ensure that you are recruiting in the right spot. You can expect seven people to be very interested and get two people started on your program from your client list. When you are dealing with numbers, it is all about percentages. If you turn that 25 person list into a 50 person list then you will have more people interested and more people starting your program.

You will get clients from the grocery store, the mall, or wherever you run into people you know. They will ask what you are doing for work these days and that gives you the perfect opportunity to tell them and get them in for a work-out. People will always give you an opportunity to recruit them. You just have to pay attention throughout the conversation for when it is time to invite them for a free work-out then you do it with passion and excitement. People will never say that you are pushy if your passion comes through like it should.

### **Exercise Programs**

When designing a brand new exercise program, there are several factors involved:

1. How long will you be training this client? Unfortunately, we have to speed up a work-out conditioning program if we don't have the client for very long. The client is the boss but you're the teacher. You have to do everything in your power to teach them that speeding up the conditioning process is a bad idea. The saying 'it is, what it is' applies to this situation. For example, if a 55 year old client, who hasn't worked out in 15 years wants to lose 30 pounds in 6 weeks, you need to teach them that their goal is too fast. Losing 30 pounds can be done but it shouldn't be done. Someone who wants to lose 30 pounds and is 60 pounds overweight should do it in 3 to 3½ months. They won't lose muscle mass as long as they're lifting weights.
2. What kind of shape are they in? This can be tricky because most people will exaggerate the shape they're in. Also, you can't go by what they say they did on their last work-out even if it was recently. You can't tell them these things you just have to keep them in mind when you're designing their program.
3. What is their fitness background? You need to dig deeper into what they say they did on their last work-out. You will have some people tell the truth and say they're out of shape, which will be 98% of your new clients.
4. When was their last workout?
5. Have they ever had a trainer? You have to find out all the information you can about their old trainer and why they ended up quitting. Did other circumstances get in the way like moving or did they just quit. Don't push them into talking about their old trainer if they don't want to.
  - a. What did they like?
  - b. What did they dislike?
6. What did they excel in? This is good to know for several reasons because if they excelled in something then you're going to want to get them doing that particular exercise to build their confidence and get them enjoying the work-out.
7. What type of personality do they have? Most people who can afford a trainer are type A and are aggressive and usually pretty smart. You have to use the education you've received to get them listening to you.

8. What are their short-term goals? This information is good to know when you're signing them up and this is also good to know when your client needs motivation.
9. What are their long-term goals? Knowing their long term goals can help you sign them for a longer time. Don't be afraid to remind them from time to time about their goals. The longer you sign them for or the bigger the package, the better shape you can get them in.
10. Do they understand W.E.S. principle that "each work-out gets you ready for one thing, which is your next work-out?" If everyone who ever started a new routine would use this principle then the number of people who started and stopped would be reduced drastically. You, as a trainer, have to make this motto your own. It will change your business if you're already a trainer and it will set you apart if you're just getting started. You have to understand the way the human body works. It can do a lot more than it should. You have to have a plan when you're starting with new clients. It doesn't matter how strong your client is or what their measurements are when their current condition assessment is completed. You have to be concerned with designing a work-out plan that doesn't make them sore.

Group training when clients are at different levels:

1. Keep it flowing
2. You have to learn to memorize each client's weights for each exercise and get them to help chart.
3. Teach perfect form the first few work-outs
4. Be a cheerleader
5. Make sure that the in-shape people don't influence the out-of-shape people to overdo it.
6. Make sure you give equal focus and attention to everyone
7. If some are slower than others or need more rest, then let them go at their own pace.
8. Does your spouse support your idea of getting in shape?
9. Do you need their ok to write a check today?

### **Health Club Personal Training:**

In a health club setting you already have a built-in market. Free workouts are the only way to get them as your client. You must ask the right questions and give them an intense workout that they can handle.

1. Are you ready to get started?
2. When was the last time you were in shape?
3. How did it feel?
4. What do you like/dislike?
5. Do you have a budget in mind?
6. What is your short-term goal?
7. What is your long-term goal?

Client 1: "I like the workout but I don't have the money until my next paycheck."

Trainer: "Let's start today and you can pay me then." Be honest with them. "We don't normally do this but you're ready to start, so let's not waste another minute."

The best way to get a job in a health club is through excitement, having a great personality, and being in shape. People in health clubs are always drawn to the people who are in great shape and are easy to be around. How you motivate people is the key to your success. There are several things to remember when you are around potential clients; never wear headphones or beats when you work-out. This tells people that you do not want to be bothered, that your workout is more important than theirs and that you do not like the music at the health club where you earn your living. Always be persistent if you want to work at a certain health club. Join the club, so you can hang out there and get to know the people in that particular facility. If you are a bodybuilder, you will have to learn to humble yourself. People will want to be like you, so help them. Always remember where you started. When you are in the service industry, like personal training, it is not about you anymore. We compare it, in a sense, like having a child. After you have a child, it is always about your child, forever. When you are servicing clients, it is always about your clients, forever. Your job is to do whatever you have to do to accommodate the client. Sometimes they will ask you to feed their dog or mow their yard after they become comfortable with you. Do not be surprised by this. If they ask you to do it, then they trust you so it is in your best interest and your business's interest to do it for them. This is what the service industry is about. It is very rewarding but you have to always keep yourself humble.

When designing a new routine, one of the main factors is the shape of your clients. The first thing you need to do is educate your clients on why their program will be easy in the beginning. Each work-out gets your clients ready for their next work-out. Explain to your clients that if they are sore after their first work-out then you, as the trainer, have over-trained them. This is a very common but very bad mistake that trainers make. It is never ok to make your clients sore. It does not take much effort on the trainer's part to make a client sore; making them do more than they should do is the problem. If this is done then you are teaching your new client that pain has to be involved in getting into shape. Remember, no pain no gain is incorrect. If they leave sore then their next work-out cannot be done properly and they have to do way less than their first work-out. This mistake causes new clients to move backwards rather than forwards with their program. When you are dealing with the human body and you are designing your client's first work-out you have to remember that everyone can do more than they should. This is why when people are working themselves out they always do too much because their plan is incorrect. The reason their plan is incorrect is due to the fact that they do not have one. They go into the gym or get their work-out video out and they start and go until they cannot move. They say they have done enough for the day no matter how short or long their work-out was. When their body becomes sore the next day and only gets worse each day, then they end up quitting. We, as trainers, have not helped the situation because we do the same thing to our new clients. This is why you have to have a plan together for the first 15 to 20 work-outs for the client. This allows the client to see how a plan works and for you to explain to them the proper conditioning protocol for getting them in shape. Each and every client across the world thinks 'more is better.' If they would use common sense they would realize they have been doing nothing for years, so why not start off slow and go from there. This is where the professional trainer comes in. You have to think differently than your client. They want to get in shape in one work-out or one week or one month when what they should be doing is building a fitness foundation over several months. You absolutely cannot rush a fitness foundation. It is not built in one work-out. The average person should take six months to condition for their fitness foundation. The

definition of a fitness foundation is a client or a person being able to do the prescribed amount of exercise for that day and not have a threat of becoming sore or peaking too early.

Peaking too early in your fitness program usually results in people quitting. People train too hard, too fast, too early, and they peak on everything they do in the gym. For example, an average female client, who wants to lose twenty pounds and tone up, over-trains on a regular basis and after a few weeks on a work-out program she ends up being weaker. Because of this, she has no energy and does not want to be in the gym. What happens next will affect your business greatly. She will quit working out, quit paying, and will quit bringing new clients in for you. This point proves that there is more to over-training than just being sore. Step one, get the plan together, step two, get them started slowly, and step three, constantly remind them about the proper conditioning protocol. The conditioning protocol is that each work-out gets you ready for your next work-out. As you are training new clients, they will tell you that they have a wedding to go to in six weeks (or some other function) but they are really out of shape then you have two different ways to handle it. First, you have to let them know that they can be in better shape for the wedding but you have to remember not to make them sore. If they are really overweight, they can safely lose 2 ½ pounds per week which ends up being 15 pounds in the six week period. However, they have to do everything right; work-out, cardio, and diet. You can never risk their fitness future by over-training them. It is safe for someone who is really overweight to lose 2 ½ pounds per week but if they lose more than that in a week then they are also losing muscle mass. If they are not eating enough calories, their metabolism can slow down to match their caloric intake which will stop their progress making them lose motivation. If you have a client who needs to lose 40 pounds, then do not be alarmed if they lose 5 pounds in the first week. It happens frequently when a client is overweight but the key is to average 2 ½ pounds afterwards.

### **Group training**

Group training is the best way to maximize profits. By doing this, you are adding clients without adding time to your day. Depending on the gym you are in, you do not even have to have the clients on the same work-out. However, you have to be on your toes to make sure everyone is getting a good work-out. The size of the gym affects the type of work-out everyone is doing. One way to get group training started is by always introducing your clients to each other, so it becomes natural when they end up training together. You do not have to start and finish them at the same time as long as you are going to be training multiple clients for a few hours. It all comes down to how you handle yourself and giving everyone equal attention. Of course, if a client has a friend join them then it is only natural for them to train together. Depending on if they are male or female; you have to make sure it does not become a competition unless it is healthy. They do not have to always work-out with each other but again it is a great way to maximize profits.

### **No pain, no gain**

To introduce you to World Exercise System would be like going to a sporting event with 10,000 people and introducing you to everyone there. There is a lot to it but yet it is not complicated. People tend to complicate fitness, but it is usually from concepts they have heard that are wrong. For example, one of the biggest fallacies about fitness comes from the saying “No Pain, No Gain.” This single statement has ruined more exercise programs than you can imagine. It is your job, as a certified personal trainer, to educate your clients on why this is an incorrect way of thinking about a work-out. We are going to dissect why this statement can ruin your business, your client’s exercise program, and their outlook on fitness altogether. World Exercise System’s motto is “each work-out gets you ready for your next work-out.” If you adopt this motto, then you will never use the term “no pain, no gain.” You will also fully understand why this statement can cause many issues with an exercise program that you create for a client. You are building a mental foundation with your client’s along with a physical fitness foundation. If you do not teach your client how the “no pain, no gain” statement is wrong then you are setting them up for failure. You need to verbally state that this saying is incorrect. However, you also have to physically remind them that the “no pain, no gain” saying is wrong. You accomplish this by not making them sore on their first work-out or after any work-out for that matter. Fitness is not just a physical business. You have to understand the psychological aspect of training someone and how that affects the way they look at working out. Your clients will expect to be sore. They expect to be sore because they believe that in order to get in shape you have to always be sore. Clients equate soreness to getting in shape and to having a good work-out. If you do not teach your clients differently then they will think that they are going to be successful. However, the opposite will occur. Eventually, their body will wear down and they will not like feeling pain every time they move a part of their body. These two fallacies (programmed ways of thinking) combined will destroy fitness programs not enhance them. As a certified personal trainer, you are not only a trainer but you are a teacher as well. You have to believe what you are teaching your clients. If not, your clients will not believe in you or what you are trying to teach them. In the beginning, your client’s beliefs can overtake the mental and physical foundation you are trying to create. You change the way your client thinks about fitness by being assertive yet passionate about what you believe. You cannot half-heartedly believe that “each work-out gets you ready for your next work-out” and that no client should ever be sore. Your clients will know what you fully believe and in return trust your expertise. Everyone wants to get in shape as fast as they can. This is why people believe in “no pain, no gain” and that being sore means they are getting the best possibly work-out. However, this is why people are on a roller-coaster of weight loss. Athletes are the only exception to these fallacies. The “everyday” client has to believe in and follow the World Exercise System motto and beliefs. As their trainer, you are there to set them up for success by immediately creating their fitness foundation. A client will never succeed unless they forget what they have heard over and over again and accept these new beliefs as their own. According to World Exercise System, a fitness foundation is a developed and integrated program that has been done in the past to enhance recovery for future work-outs. In other words, a fitness foundation is taking the World Exercise System and building upon that during every work-out. “no pain, no gain” and believing that soreness equates to getting a good work-out causes a client to peak too early and destroys the possibility for a client to have any long-term success.

People do not want to be over-weight. However, they may lack self-control, determination, and the knowledge of how to do it properly. When people do not know what to do they give up and just accept their present condition. It is also your job to not give them a false sense of hope. Yes, they can get in shape but it will take time. They cannot expect to get in shape in 90 days if they are severely overweight. If a client has not worked out in 20 years, then their 90 day program will consist of a total of 36 work-outs to form their fitness foundation. At the end of their 90 day fitness foundation program, your client will be conditioned to working out, know how to properly look at fitness, and will be ready to move up to the next level.

Another fallacy and misconception about fitness is that it takes a lot of time to get a good work-out in. Everyone had more time. The “pre-“(pre-marriage, pre-children, pre-job, pre-anything) is a big indicator of how your client looks at the time that fitness takes out of a day. Anyone can make an excuse for not having the time to work-out but everyone has the same 24 hours in a day. Do not fight your client on this issue. If you are talking to them then they clearly want to make some sort of change. Take the time to introduce them to the World Exercise System 324-E work-out model. This work-out model was designed for the clients that have a strict and demanding schedule. All you have to ask is if your client can sacrifice 1.5% of their day to feel better, look better, take less medication, inspire others, and accomplish more in life. The 324-E model only requires 1.5% of your client’s day. Get your clients thinking that 1.5%, which is only 24 minutes of their day, is the perfect amount of time to accomplish all of their fitness desires. This model is perfect for your clients that have little time for fitness but is also perfect for your business. You can schedule and work-out two clients in a one hour time span. Google’s explanation of the word ‘train’ is to teach a particular skill or type of behavior through practice and instruction over a period of time. World Exercise System and you, as a certified personal trainer, are teaching fitness and exercise through practice or working out over a period of a lifetime. Nobody needs to set a 90 day fitness goal, reach it, and then stop. We all need to be on a life journey of fitness. Your business will flourish if you can get your clients to look at fitness as a life journey.

### **Personal training concepts**

As a CPT, you have to realize how important your job is. We are responsible for people’s health, keeping them off of medication, and keeping them out of the doctor’s office. It is important not to take it lightly when you decide to become a personal trainer. It is a very fun and rewarding career. There are several things that you, as the trainer, have to stay on top of. First, you always have to be in great shape. You can never let yourself get out of shape and you can never miss a work-out. This is not an option for a personal trainer to miss a work-out just like it is not an option for a client to miss. Second, you always have to be excited to see your clients. Keep your personal life out of your professional life because it is always about the client. Third, you have to continually build your business and clientele. You will still lose some business even if you are a great trainer. Life problems and other situations like moving, graduating, or getting married, will get in the way and sometimes clients will quit because of that. It is nothing personal. The best way to recruit is through your current clients. Your current clients are excited, feeling good, and looking good, so they are the best advertising you have.



When a client tells you that they have a friend who is interested, you immediately get the client to invite their friend to join them on a work-out. It does not matter if they are not going to be regular work-out partners. The key is to get them together on the first work-out because it can be uncomfortable and intimidating for people to show up for the first time in the gym. However, if they are meeting their friend the odds of them showing up are much greater. During the work-out, as you are focusing on both your client and guest, you can use the client as your model of what the guest can expect for the future of them following your exercise program. While you are talking to the guest, refer to them as if they have already joined your team of clients. For example, as you are working out the guest get them to project their thoughts down the road as you are getting them in shape by saying things like 'as you are entering your second and third month you can expect to feel better, look better, drop some body fat, and lower your blood pressure and much more'. Show them that you are in charge and know what you are doing and talking about. If they have a different idea about how to get in shape make sure you do not argue with them if they are not a client yet. Go with the flow. You cannot fully teach them until they are a client, so give them your ideas and if theirs are different then you can make them think you will blend the two together. In sales, everyone has a trigger point you just have to find it. It might be that their twenty year high school reunion is coming up or it might be that they are turning fifty. You have to be careful of asking too many questions without enough elaboration on each question. For example, if your client will not stop talking about one of the questions you asked and they are giving you a lot of information; do not stop them because you probably just found your trigger point.

### Sales

1. Goal setting for clients
2. Goal setting for your business
3. Age limit starting clients (8-80)
4. Preventing clients from getting light-headed and what to do if it happens
5. Where do we train
6. Should I work at a health club or start my own business
7. Where does your credibility come from
8. You have to look the part (dress and act)
9. Who are your clients
10. Where do you get your clients
11. How to bill them
12. Running a health club, personal training program
13. Running a private personal training program
14. Hours of operation/holidays
15. Working on form
16. Rehab

We are not building rockets; we are building bodies. It is not complicated. In fact, it is very simple to follow our system. Everyone has common sense; they just do not all use it. We will take our common

sense and teach you our proven system. You will be able to begin your journey as we did only, only you will not be guessing what to do next. Here are some keys to our system:

1. You must work-out if you're going to motivate others.
2. You need to decide if you're going to work for someone or yourself
3. Either way, you need to make a potential client list.

If a spouse is involved when selling a package of work-outs or a block, always invite them to work-out for free. You have to establish a value in a new clients mind.

1. Have they ever had a trainer
2. Do they have a clue about the cost
3. If they have never had a trainer, you must raise the value of how much a trainer is worth

For example, do a few comparisons for them.

1. Good health versus bad health
2. Taking medicine versus working out
3. Diabetes versus no diabetes
4. Energy versus feeling sluggish
5. Cost of being out of shape?
6. Health club membership versus personal trainer

Remember, there are people who simply cannot afford it.

Health club versus personal trainer:

Health club: \$40/month, start sore and stay sore, first work-out with someone and then you are on your own, quit after one month, intimidation, start back for the new year, waste \$500.

Personal trainer: \$400/month, no soreness, no guess work, no wondering if you are doing it right, total focus on fitness, 6 months later you will have a total body transformation, become confident, one year later you are still with your trainer because you are getting results. Great health is priceless.

A personal trainer's job is to take a new client, make a master plan, and walk the client through it every time. The client should not have to think for themselves. They should be able to just show up. The client should have to only worry about their diet. Our job, as a trainer, is to motivate, educate, and make working out fun.

You have to remind yourself daily (when your client is complaining that they are not seeing results quick enough) that you will get your client in shape the same way you got in shape. However, all of the silly things you did will not be included in their plan because of what you have learned. People over-train because they are used to being punished for their mistakes so they are willing to punish themselves (so to speak) in order to get in shape.

When we were kids, if you did something wrong you would get punished, so that is what we do to ourselves. Now, you have to realize you are dealing with the subconscious mind. For example, people do not like getting shots because they hurt for a few seconds. Now, think about that for a second, we do not want a shot that hurts a few seconds that helps us stay healthy but we will punish ourselves in the gym and hurt for 3 days. Take a client who has not worked out in 3 years and they gained one pound every two months. That does not sound like much but that is half of 36 months or 18 pounds. Now, in people's minds that is a punishable offense.

Also, keep in mind that we are dealing with a different person from three years ago. This person gained 18 pounds and something clicked in their brain, so now they go from someone who does not care to someone who is highly motivated. Right now, they will stop at nothing to get back in shape. How long will that last? Well, that is not how you, as a trainer, should think. If you think that way, you will over-train them. You are a motivator and a teacher, so do both.

How do you motivate?

1. Stay in shape; it is never acceptable for you to get out of shape. Your number one advertising is you, so you have to come up with a daily plan for your own work-outs as well.
2. Dress in a professional manner; Monogram your shirts either with your name or the health club's name. Never wear ugly or old tank tops. You never know when the next person you speak to will want to hire you as their trainer, so always dress professionally.
3. Always smile; People are attracted and drawn to happy people. It is not just a smile, it is the way you carry yourself around people. You have to be approachable.
4. Be a good listener; People will tell you their life story and repeat it over again. Don't stop them just listen and refrain from giving advice. If you are doing your job properly, people will open up to you. It is just a part of the business.
5. Do not try to one up your client with stories; they want to tell their story but they might not want to hear yours, so don't get offended. Unless it is necessary for you to tell a story, all you need to do is listen to them and use that information to motivate them later on.
6. Be confident but not cocky; you have to be confident. People have to believe in what you are doing and that you know what you are talking about.
7. Work-out hard yourself. Clients should always strive to be like you and get their motivation from watching you work-out.
8. Stay at a healthy weight. Your body is part of your advertising. It is the first thing people are going to see and will judge the rest from that.
9. Stay up on trends in your area. Always pay attention to charity walks and fitness runs. Not only will you have clients that want to participate but it is also a good place to network.
10. Your job is to always motivate people even if they are not your client.

You are the product, the results are the value.

1. What is your experience level? If you do not have any experience then start off by training a friend or family member.
2. Do you have a degree? A degree is not required but if you have one then you need to utilize it and add it to your credentials.
3. Have you ever trained anyone? If you have only trained yourself then make sure you did a great job.
4. Do you have other job experience that could be beneficial like a sales background? Any experience interacting with people is helpful and a background in sales is very valuable. You have to paint a picture with excitement then ask for the check.

It does not matter if you have a degree or a World Exercise System personal training certificate; you still have to prove yourself to a health club that is hiring. Unless you are able to open your own personal training studio, you will start out at a new employee's pay doing whatever they ask of you. If you are

able to open your own studio, which can be done inexpensively, then you are the boss which also means that you will have to do every job because you have to set an example as the owner.

You have to find out how ready your prospect is and move quickly. It is important to get their budget and if they are unable to come up with one, then you can help them. Do they work? If they are married, does their spouse work? Where do their kids go to school? Have they had a trainer before? If so, they will understand the cost involved.

The commitment of your client depends on several different factors. One of the biggest factors depends on how long ago they were in shape. It is important to find out how long it took them to get in the shape they were in, say a year. That time period will be their commitment time frame.

Your business billboard is your body. You must never miss a work-out as a personal trainer. Our job is to motivate people to exercise so you cannot say 'do as I say not as I do.' It is important to establish your time to work-out. If you are in the gym all day, which you will be if you are a successful trainer, then working out at the end of the day is not the best option because you will need a break. However, if you do not have another option, then make sure you stick to your routine.

Sales:

Packages

Monthly

Yearly

Per work-out

Group discounts

Goals/time frame

Budget

Properly training kids under 12:

1. Make the work-out fun; anytime a parent allows you to work with their child it means they really trust you. Now, at the same time, the kid has to trust and like you too. The simplest way to accomplish this is to design a fun work-out ensuring that they won't get sore. The physical results will not come for a while but if the kid is happy then the parents will be happy too.
2. Don't make them sore; you have to be very creative when designing their program. Keeping the W.E.S motto in mind that every work-out gets you ready for your next one. Everyone can always do more than they should.
3. Be respectful to their parents who add in comments; sometimes you will get parents who think they know what they're doing and what's best. Always listen and be respectful then do what you're supposed to do.
4. Don't holler at them; never holler at a kid. You have to learn different techniques to motivate them. Talk to them and find out more of what they like to do out of the gym.
5. Don't do any weights if they can't do at least 10 reps; 10 reps is your minimum. If they can't do 10 reps with perfect form then the weight is too heavy. You have to be careful not to damage their growth plates which are at the end or the beginning of every bone and they don't stop fusing until the age of 22.
6. Never do a one rep max; This also refers to the kid's growth plates. Doing a one rep max even with perfect form is too heavy that can end up damaging the growth plates.

7. Make sure their form is perfect; it takes the brain 4-6 work-outs to remember how to perform perfect form.

The first order of business is to build your clientele. You accomplish this by writing down a list of fifty potential clients. This list can consist of family, friends, policeman, pastors, old school friends, etc. but it needs to be a solid list that you can contact and let them know you are now a World Exercise System certified personal trainer. This is not just for your list of fifty potential clients but it is also for their fifty. Each person on your list knows a few people that they have had a conversation with about getting back in shape, so you not only have your fifty but you have their fifty as well. You want to offer them a free work-out. However, if they are not interested but their friend is, then get them to bring their friend to you. The connection is friend to friend, so they have to bring them to you. You can also offer your friend a few free sessions for the referral which gives you the chance to show them how they can get or stay in shape as well. You can also add to your list people that you meet in the grocery store, the mall, church, or wherever you run into people you know. They will tell you that you look great and ask what you are doing nowadays, giving you the perfect opportunity to recruit them. People will always give you the perfect opportunity to recruit them, you just have to pay attention and when it is time to invite them for a free work-out then make sure you do it with passion and excitement not out of feeling obligated to do so. No matter how good you are, you will lose clients due to other life situations but always remember that when someone asks you if you are taking on new clients, you always tell them you have room for a couple more.

### **Training 101**

#### **Step 1:**

The initial meeting with a potential client should be as follows: The introduction is when they immediately decide if they like you. They decide if you have what it takes to get them in shape. They decide how much you are worth. They decide if you look like the trainer they have been searching for. Also, they decide if you like what you do or if you are just doing it for the money. As you interview them, you talk to them as if they already signed up. Refer to things like '3 months from now and 6 months from now we will be doing these new exercises and you will be in this kind of shape.' Let them try a few exercises as you are doing your initial present condition assessment. You need to put yourself in their shoes. You would not buy a car without kicking the tires a little. As you do this, you are setting them up to sign up with you on a work-out package. As you are closing, you have to get them looking back at their past failures, trying to get themselves in shape and get them comparing what it will look like as you are getting them in shape. There is no thinking about it! If they say they want to think about it, you have to help them verbally think about it. If they go home to think about it they will not be back. They cannot justify spending the money on a trainer because until they get in better shape, it will not have any value to it. You have to help get the value. Paint the picture of health for them.

#### **Step 2:**

You have to be patient in order for your clients to be patient too. You will want to over-train them as bad as they want you to. You have to be disciplined and stick with the first 6-8 weeks of conditioning that you have mapped out. They are going to question you over and over on why they aren't doing more. You have to stick to the plan and remind them in a very kind way that you are the trainer and you know what is best for their future. You have to remember you're dealing with 50 years of fallacies associated with weight training; like no pain, no gain and getting sore.

Does the sequence of how you train clients matter? Meaning, if you are doing full body, what do you start with? When you're training new clients it doesn't matter what you start with because you're not going heavy enough to affect the work-out. As clients get in better shape, you want to try to do the larger muscle groups first because if you do the smaller groups first it can affect how heavy you can go. However, you always have to keep in mind that legs can make them light-headed, dizzy, or nauseated if you go fast. The key in the beginning is to get the new client in a good routine without making them sore.

People who stop by a gym will say that they never make a decision on their first visit. All they are saying is that you haven't sold them yet. You can't hear the word no. When you hear them say no, it only means that they need more information. Some keys you can ask are: how long have you been thinking about starting an exercise program? When was the most recent time you were in shape? How did it feel? What were your favorite things? What are some things on your bucket list? Can you physically do those things right now?

World Exercise System C.P.T's objective is to create an online business that will enhance the personal training industry. The business will teach trainers every aspect of the personal training industry, from working clients out to working themselves out to building your own personal training business. Trainers have to start somewhere and we will show them where their starting point is. After our on-line course is completed, a trainer will have a very unique personal training certificate. We have taken everything that has worked for us over the past thirty years and eliminated everything that doesn't work so you don't have to have any guess work.

Don't be confused by all of the work-outs you see on T.V. You know the names of them and they all work if people do them. Your approach will be different than a work-out video. Look at it like this, you have an infant in your hands and you have to grow them to full size in 60-90-120-365 days. You don't do it on the first day. It takes time to get people in shape. Plus, you're dealing with a lot of misconceptions and old ideas. We are dealing with conditioning. Conditioning is giving a client the best possible work-out without them getting sore. Each work-out gets you ready for your next work-out.

Your job, as a professional trainer, is to make sure your clients get the best work-out possible. You will be a motivator-teacher-counselor-friend and work-out partner. You have a lot of hats to wear. One of the keys to help with not getting overwhelmed is to remember that your job is to give the client the best work-out possible. It's ok if you fail at being a good counselor. The key to being a good counselor is to just listen. You must always motivate and teach your clients. You need to keep good charts to avoid over-training your clients. You need to know how many walking lunges, etc. they did the previous work-out. If they're just starting out it should not be many. You can always do more the next time.

It is not taboo to ask for a check. We are not Walmart where people walk in with their money in hand. It's amazing how people's money disappear whenever it's time to sign-up. You have to prepare

them beforehand. For example, “John, I’m going to get your present conditions (assessment) and after we do this you should be prepared to purchase the package that best fits your needs. We will figure out your budget that you have prepared for your fitness transformation.” Most people don’t have a budget; you’re just trying to get them thinking. Now, since you are talking about budget that’s where you bring in the health club versus personal training comparisons.

As you go through your career, you will train a wide variety of people. Some clients, by nature, will be bossy, some quiet, some big, some little, some rich, etc. You have to remember, as you are training, that these different people hired you because you have something they need. You are a personal trainer, so you need to make sure that you act like one. Never keep your client waiting and always be in a good mood. Remember, they are paying you to motivate them, so if you’re having a bad day and they know it then it will end up hurting your business. The client should always be able to focus on themselves instead of worrying about how you, as the trainer, feel. The tricky part is, as you get to know them and you spend more time together, you have to be able to turn the key when it’s work-out time.

Hard core work-out people need breaks too. Our bodies go through cycles. There are 10% days when working out. This is when your body is 10% stronger than normal or 10% weaker. When you’re training your clients and this occurs, you have to be able to recognize this and change the work-out accordingly. It’s important to recognize this because your clients will get frustrated and want to quit for the day. It usually has nothing to do with over-training like most think. You can rest and eat right but still have those 10% days up or down. You can be tired and still get a fantastic work-out. That’s why we say, you don’t have to like it or feel like it; you just have to do it.

Always remember, never over-train and no locking out. A conditioned person who does chest, back, shoulders, and arms could do 35-50 sets with 10-15 reps. That’s 350 to 750 reps per work-out all using the elbow joints. That’s a lot of reps for a lifetime, so never lock-out. The same goes for locking out the knees. Don’t hyper-extend your elbows.

### **Cardio**

Cardio is not the complete answer to losing weight. Cardio is exactly what it is called. You are working your heart or cardiovascular system. In the beginning of each client’s new program you will be using cardio to take up some of the time you need. By this we mean, you are using cardio to fill up their work-out time because there are so few exercises that their work-out will not last long. You have to spend extra time on cardio because of this. As the weight training portion of their work-out increases, the cardio will decrease. It only decreases in respect to getting on the treadmill or any other piece of cardio. With the World Exercise System 324-E model, once your client is conditioned, the 324-E work-out is pure 24 minutes of cardio without the extra time on a piece of cardio equipment. Once your client is doing the most sets they can do which can be anywhere from 24-48 sets in the 24 minute work-out period, it means that they are getting 36 sets (on average) of weights and 24 solid minutes of cardio. If you have a client who wants to put more time in than 24 minutes then there are two ways to do it. First, start off with 20 to 30 minutes of cardio and then do the 24 minute circuit. However, you have to tell

them that whatever they do second will slightly suffer because of the energy expenditure. On the other hand, if you circuit train your client first and then do cardio, they can go a little slower on cardio because your client will be in the fat burning zone due to doing the circuit first. A three to five minute warm up is needed for pure cardio then sustaining the heart rate at 70% for fat burning for twenty to thirty minutes and end with a three to five minute cool down is crucial. You have to realize that most clients do not like to do cardio. Remember, there is nothing magical about stepping onto a treadmill. Yes, it works your heart and yes it burns calories but you can do both with a circuit work-out. Now, here is a good example of why cardio is our friend: you can use it to buy time if a client is running late, a client is early, or you have an overloaded schedule. Just keep in mind that the client needs to think you planned it not that you are buying time because you cannot handle your schedule. Also, you will need cardio while you are conditioning a client to use up their time. You need to do this because the weight training portion of their work-out won't last very long in the beginning. You will train them slowly and make them do a few reps. Remember, in the beginning people are excited and will do whatever it takes to get in shape but that excitement varies in length with each client. Some clients lose their excitement in the first month and some clients will have their excitement last for several months. There are several different factors that can contribute to your client losing their excitement; they are not getting the results they think they should, they are being over-trained and are sore, or they are spending too much time away from other things they used to do during the time they are now working out. Some of these reasons are why we need to teach our clients the importance of staying balanced in everything they do in regards to exercising. Our thirty years of research in designing the 324- E program is a result of watching people start and stop working out in the health club industry. 80% of people who join a health club quit before they finish their commitment. Even though the personal training industry's start and stop percentages are much lower we still have clients who quit. With this in mind, we have to do everything we can do to design the perfect program that fits each client's needs. However, the universal issue is time. What factors need to be considered in a client's cardio program? Age, weight, past history, old injuries, goals, time frame, and their heart should be considered in a client's cardio program.

How do you prevent clients from becoming light headed, dizzy, or nauseated? It is not always that a client did not eat before they worked out, which is a common answer to this question. There are two major factors in a client getting light headed: speed of the work-out and doing legs too early into the work-out. Other factors can be from having too much alcohol the day before or being dehydrated. All of this can be prevented by having a higher water intake. Also, go slower during the work-out and do legs last. If they become light-headed, make them lie down and elevate their feet above their heart. When they are no longer light headed, schedule their next work-out and send them home. Do not let them continue their work-out because they will get light-headed again.

We are teachers as well as trainers. You have to be bold yet easy on your approach when correcting form or mindsets created by the fallacies of weight training.

Why we do cardio? Heart, to lose weight, we don't know how much more weight training benefits us than cardio. Cardio work-outs are necessary but if we only have 20 minutes, then a circuit training work-out is the best option. We can get the same cardio work-out by moving fast throughout the circuit.

Rehab: If you have a client that had lower body surgery but they can still do upper body exercises then the way to train them is through circuit training; machine to machine changing body parts every time. If they can barely walk then put them on a machine for 3 quick sets and move onto the next machine but



make sure it's a different body part. You do this to keep this heart rate up and to build their cardio. Also, you can get them on a bench to do multiple exercises like flat bench press and dumbbell fly's and skull crushers.

Loss of bone density, associated with aging, can be reduced by weight training.

Two guys are training on a push work-out (back, biceps, and legs). One guy is 54 years old and has been working out on the W.E.S. program for 8 months. The 2<sup>nd</sup> guy is 36 years old and has been on the W.E.S. program for 6 months but has been missing quite a few work-outs. They want to go fast because they only have 30 minutes. The 36 year old won't be able to go fast during this work-out because he will burn out and won't be able to finish because he has missed some work-outs. The trainer has to build the work-out for speed and intensity, so the 54 year old doesn't feel like he's giving up any intensity.

The workout will look like this:

Back & biceps: (repeat 3 times)      36 year old does back & biceps fast, legs slowly

### Curriculum

#### **Creating a work-out:**

You will have some clients that need to get a check-up from their doctor before they begin training. These include: if they have any heart related issues, have had a heart attack, are on more than one medication for high blood pressure or cholesterol, or possibly just due to their age. Keep in mind that the best medicine for these issues is exercise which can bring down high blood pressure and cholesterol. Key 1: try not to over-train your clients. Every client's first work-out is building a foundation for fitness. You will make your clients sore. You should not but you will, so the key is to not over-train your clients while you are building their foundation. Clients are going to want their monies worth right away. Key 2: remember that there is no undo button. Teach them and make them understand that once you have done too much, there is no way to undo the damage. You can always do more but you can never take anything back. Key 3: find out what their goals are. We must find out why our clients are here. Once you find that out, get them to look at the big picture as well as right now. Always get your clients to look into the future and into the past. It is very important for your clients to remember the last time they were in shape and how long it took them to get there. Becoming healthy and in shape does not happen in one month. Ask them when was the last time they were in shape and how long it took them as a reminder. If we keep in mind every time we write a work-out, that each work-out gets your clients ready for their next work-out, then we will understand that they need to do 1 set, 8-10 reps per body part depending on the client moving slowly and doing legs last. For example, 1 set of chest, back, shoulders, biceps, triceps, leg extension, leg curl, squats (maybe), and walking lunges (probably not) with 5 to 10 minutes on the treadmill, stretching throughout.

#### **Building mass:**

When you are a drug free athlete, which we all should be, building mass is a slower process. You can speed up the process of building mass by consuming a ton of calories. The problem with this is that you are going to build some mass in your stomach and other problem areas. Gaining weight will make you stronger but your client needs to decide what is more important. Do they want mass and strength or lean cuts? Before you can build mass, you need to build up your stamina and endurance. If you do not

then your body mass will not reach its full potential. For example, if a guy wants to put on ten pounds of mass and he has no endurance to rep moderate weight then when he tries to do 4-6 heavy reps he will burn out too early. This will inhibit him from building mass fast enough. You need to understand how your body works as you are building mass. You cannot train heavy every time you work-out a specific body part. For example, you want to build mass in your chest, so you go heavy twice a week on your chest exercises. If you do this, then your chest will never fully recover, which will affect you every time you do chest exercises. You will not be able to get the last couple of reps you need to get lean cuts. Do not talk to a new client about building mass, they need a fitness foundation first. For example, you have an 18 year old client that wants to build mass but hasn't worked out before but they can only work-out for 90 days. The first 45 days are for focusing on their fitness foundation, then the last 45 days can be for building mass.

### **Circuit training:**

Circuit training with weights is great because it does not take long to work-out and you are getting in cardio to tone your body as well. Key 1: a 24 minute circuit training work-out is 1.59% of your day. The key to designing a good circuit work-out is to change the body parts up, so the weights are not slowing you down. For example, you do not want to do 12 total movements with 3 chest exercises in a row and 3 back exercises in a row, etc. The muscle will fatigue making your client have to rest, slowing down the cardio portion of the work-out. A good example of a work-out would be chest, back, legs, shoulders, biceps, legs, triceps, abs, legs, etc. Make sure that the 9 exercises in a row are not the same body part. Can you do two body parts in a row? Yes, you just have to watch the weight of each exercise. The key to circuit training is to not let the weights slow your client down. Keep moving and get your clients heart rate up. Keep in mind, these are examples of clients that are in shape and can do this type of work-out.

## **Nutrition**

In order for a client to maximize their fat burning, they should train at 70% of their maximum heart rate. For example, a 50 year old;  $220 - \text{age} = 170$  max, so 70% of 170 is 120 for fat burning efficiency. In order to find out how in shape a client is, check your client's heart rate after they finish doing cardio. Their heart rate should drop at a slow but steady pace. On a regular, long-term 3-4 day per week work-out, clients will need you to mix-up their routine regularly. This makes them focus more and changes their intensity level.

### **Cardio work-outs:**

If a client only has 24 minutes a day, the best cardio is a weight training circuit. The reason why clients do not do this is because they have never known what to do in a circuit. Everybody can walk on a treadmill, so that is what most people do. A 24 minute (1.59% of their day) weight training circuit is the most efficient way to get and stay in shape.

It is very important for you to get a grasp on this issue. Everybody, even the hardcore people have to deal with the time issue. You, as the trainer, have to understand what you are dealing with. It is the number one reason people say they quit working out but it is the most incorrect answer there is. If you

asked 1000 people if they would be willing to give up 1.59% of their time in order to be in shape, 1000 out of 1000 would say of course, since it is only 1.59%. Where does the 'I don't have time' issue come from? People that worked out in the past have a hard time understanding that a work-out can only take 1.59% because they used to spend 2-3 hours in the gym. People who have never worked out think they need to cardio for 45 minutes and weight train for 30-45 minutes. In the beginning everything is fine when they are excited but when you throw the first kink in there, they are done.

There are a number of good diets out there and a number of crash quick-fix diets. Those kinds of diets are not what we are looking for. We are looking for a lifestyle change. The key to a good balanced diet is high protein, low carbs, low sugar, and low sodium. However, there has to be extra protein in our client's diet. This can and probably should come from a daily protein drink.

Our approach is simple. We take the information from the client that got them to this place and make slow, easy changes. For example, John or Suzy will take pictures of what he/she eats and drinks and we assess what they are eating and make small changes. This approach works because you are teaching them a lifestyle change and not completely changing their diet. If John or Suzy could be successful by completely changing their diet, then they would have already done that.

An at rest muscle burns 6 calories per day (one pound of muscle) and fat burns 2 calories per day. A pound is a pound but one pound of muscle looks like a brick and one pound of fat looks like cotton balls taking up more space in your body. We want muscle. If you weigh 150 pounds and your body fat is 25%, then you have 115 pounds of muscle and 35 pounds of fat. If one pound of muscle burns 6 calories a day at rest per day and one pound of fat burns 2 calories at rest per day, then you multiply  $115 \times 6$  and  $35 \times 2$  to get your resting burn.  $690 + 70$  (at rest) = 760 calories burned. However, when you add in weight training and cardio you burn way more. Doing 30 minutes of cardio can burn 200 calories and weight training can burn 400 calories.  $760 + 200 + 400 = 1360$  total calories burned per day. Your day should look like this:

Wake up, breakfast (take a pic of what you eat), work-out, snack, lunch, work-out, snack, work-out, supper. You are not working out three times during the day. This is just an example of the three different times you can get your work-out in; morning, noon, or night.

Remember, we do what we are supposed to do not what we feel like doing. Here is a list of things we do every day that we don't always feel like doing but we do anyway:

1. Brush teeth
2. Bathe
3. Get out of bed
4. Make your bed
5. Go to school
6. Go to work
7. Put on make-up
8. Turn off your alarm clock
9. Make breakfast
10. Sit in traffic

We have to add working out to this list of things we have to do daily. Remember, you do not have to like it or feel like it; you just have to do it. It is too easy for people to skip their work-out. Our job, as trainers, is to help change this. We have to teach them that our 24 minute circuit works.

When you are dealing with new clients you want them to achieve some quick success. The fastest way to shape a new body is to get them losing some weight. There are several ways to accomplish this but the key is to get them to make a complete lifestyle change. You will have some clients who are addicted to bad foods and mostly fast food. It is not something you can bring up but when they bring it up then you have the perfect opportunity to teach and help them. Now, without losing weight people can change their body composition by lifting weights and doing cardio. You have to get your clients thinking about a healthy lifestyle not just what the scale says. In order to for your client to make a complete lifestyle change they need to begin by weight training with you and walking 10-15 minutes on their off days. Most importantly, they have to eat clean so their metabolism will kick into high gear. They are building their stamina and focusing on their fitness when they walk on their off days. Remember, if you tell them to walk 10-15 minutes it will be in their nature to overdo it and walk closer to 30 minutes, so you have to remind them to do what they are supposed to do not what they feel like doing.

There are several diets or eating plans out there that your clients can find success with but there is no better way to do it then just getting them to eat three small meals a day with two snacks throughout the day.

Here is an example of what we are talking about:

Breakfast: two eggs and oatmeal

Snack: orange

Lunch: Grilled chicken salad (dressing on the side)

Snack: Small protein drink (20 grams of protein)

Dinner: 6oz of lean meat with vegetables

8-14 8oz glasses of water throughout the day

You have to become knowledgeable on what kinds of fruit your clients can eat and what they should stay away from.

### **Present condition**

Rate yourself for each item on a scale of 1-20:

1. Strength
2. Stamina
3. Cardio Health
4. Physical limitations
5. Fitness level when you were 18
6. Fitness level one year ago
7. Health 5 years ago

1-4=bad shape

5-9=needs a lot of work

10-13=ok

14-16=pretty good

17-20=great

All of the present condition questions are designed to get someone to sign up with you immediately. This is not a “think about it sale.” People will always try to talk themselves out of it.

Are you ready to start?

Hopefully they will answer with ‘today.’ If the answer is anything but today, you have to get them thinking today. The rest of the conversation should be about getting them ready to sign up today. Do not let it scare you if they do not answer like you think they should. As long as they are in front of you, you can still get them to sign up.

Have you ever had a trainer?

It is a good thing whenever you get a ‘yes’ to this question. First, it is good because you know they are aware of the cost. Your question at this point should be ‘why did you quit using that trainer?’ Their answer can be valuable to you signing them up.

Give us three reasons why you want to get in shape.

Obviously their reasons will help you sign them up. For example, if they want to get in shape for an event that is three months away then you can use that sense of urgency to sign them up today.

When was the last time you worked out?

You will redirect the conversation depending on their answer to this question. Remember, there is a reason they wanted to get a trainer, you just have to pull it out of them.

Were you ever so sore you couldn’t move?

You have to push the World Exercise System motto after you hear their answer and you have to have confidence in it when you say it. You have to explain to your potential client that being sore means that the previous trainer did not train them properly. There are two type of soreness. One is when someone is not conditioned and they get sore. This teaches your clients that there is pain involved in getting in shape. Two when an unconditioned body gets sore it takes a while to recuperate.

How long did it last?

Why do you think you were that sore?

Are you on any medication?

How much time can you commit a week?

Remember, when clients decide to join you and they are excited and ready to get in shape, they are willing to sacrifice some time out of their day. The World Exercise System 324-E model work-out is the best program for any client who is ready to start. Clients are willing to do anything for a while even if it means sacrificing more of their time. You have to teach them that we are creating a

lifestyle that will last for a lifetime. That is why it only takes 1.59% of their time. We have to set our clients up for success. Anybody can give 1.59% of their time to getting healthy. The beauty of the 324-E model is clients can keep it up year round even during the holidays. However, new clients are not going to want to do such a short work-out, so you have to get them thinking long term not just in the present. You want to help your clients make a complete lifestyle change because it will last as you build their fitness foundation.

How many days a week can you commit?

Are you ready to start today?

When did you start thinking about getting in shape?

What are your limitations?

Have you committed to yourself?

What would you like to do physically that you can't do now?

What do you like to do?

Were you sore the last time you started working out?

These questions are designed to get people signed up and to know where they are mentally and physically before starting.

Assessment:

1. Dr.'s release if they have had a heart attack in the last year
2. Waist measurements
3. Short and long-term goals
4. Commitment length
5. Schedule; usually just the next work-out

### Principles

Understanding Fitness:

1. It is a journey. You never arrive at your destination.
  - a. All of your clients need to understand this
  - b. How do you explain it to them?
  - c. Every aspect of life requires training and while you are training for each different aspect you are getting into shape.
  - d. You can never quit. It is not an option. What is crazy is as we get older we do less working out. We have it backwards. When we are younger we eat less and move more. However, when we get older, we eat more and move less. I told my children when they were old enough to understand, that if you exercise just a little now, then you can still do a little later on as long as you are consistent.

What is the difference between World Exercise System and all of the other personal training certifications out there? We teach you the business side of personal training. World Exercise System

does not just provide you a certificate in personal training. We will teach you how to train a wide range of clients as well as how to run your own personal training business.

You will learn how to:

- Start your business
- Where and how to get clients
- Implement workouts
- Give sound nutrition advice and much more.

How much is health worth? There are two major motivating factors in why we started our personal training certificate. The first is the need for more trainers to realize they do not have to be moved and mesmerized by every new exercise program that pops up overnight. Nothing replaces weight training and weight machine training... NOTHING! The second factor is that trainers need more confidence in realizing how much control they have over their client's health. It's a very big task and responsibility.

### **System 1-5**

How do I start my business?

Most personal trainers, back in the '80s and '90s were part time. Most of them had health club jobs and would get a client here and there, making an extra \$300-1000 per month. All of that has changed.

Personal training is a big part of health club success, especially since there are so many health clubs today. They need cash flow.

There are several ways to get started but at World Exercise System and our 30 plus years in the industry, we feel that the best way to start is at a health club. Learn the industry and find out what it takes to motivate a large number of people to work-out at one time.

Now, it is not completely necessary to start this way. You can get your C.P.T. (Certificate of Personal training) and start your own business right away. We are going to teach you a proven system if you decide to do that. The system only requires one more thing: apply hard and exciting work to it.

System 1:

You must have the oxygen mask on yourself before you can put it on anyone else. What does that mean? It means you have to be in shape to help someone else get in shape. Your clients should look to you and say that they want to be in half as good as shape as my trainer. It will be easy to get your work-outs in at first but as you build your clientele, it won't be as easy. You must never, ever miss a work-out. You will always be able to tell your clients that they can't miss a work-out if you don't miss any either. Your body is the best advertisement you will ever have.

One of the best ways, we have found for trainers to get in their work-outs, is to pick 2-3 clients that can handle you working out with them and work-out together. It's a great way to get paid to work-out and the clients love the fact that they are trying to hang with you. We have a suggestion if you have to wear headphones to work-out and that is to throw them away. You are telling a client that you don't want to be bothered and that your work-out is more important and that you don't like the club's music. If you work at a health club and you work-out on your own time, the same goes for headphones. People will want to talk to you. You will have to learn how to stay intense in your work-out while talking to potential clients and learn to motivate yourself without music.

System 2: Personality

You have to learn how to interact with everyone not just the people you like. You have to like everyone and everyone has to like you. There is an art to this but it's also really simple. If you completely focus on others then they will like you. All you have to do is get them talking about themselves. If you take anybody and drop them off in another country, around people they don't know, they can be an expert at one thing. There's something they know everything about that nobody else does; they know themselves. Get people talking about their kids, job, hobbies, spouse, family, health clubs they have been a part of, diets, etc. When was the last time they were in the best shape of their life? How did it feel? Would you like to get back that feeling?

You have to like every client equally. Watch competition bodybuilders if you want to know how not to act. They are the most selfish people that are in gyms today. They intimidate people. They don't motivate or help anybody. Now, there are always exceptions to that statement but not many. Even if you are in great shape and very muscular like them, don't have the same attitude as they do. If you do, then you won't have a lot of clients.

#### System III: Office

Where is my office? Your office is the gym.

If your office is a health club in your area, then you have to learn how to negotiate a rent that you can survive with as you are building your cash flow. There are two kings: cash and cash flow. The best way to negotiate with a gym is by bringing them members. Offer a free service to the club (cleaning equipment—training a client for them at a discount to the club). Remember that you need the gym more than the gym needs you. You're dealing with 10 people while they are dealing with 1000s depending on their size. Be aware of your surroundings at all times. When you walk in, say hello to everyone and when people leave you tell them goodbye whether they are your client or not. You have to have a reputation of being very nice and friendly all the time. Don't try to know it all just motivate people to get in shape and continue their fitness journey.

#### System IV: Billing

There are a dozen factors that go into billing and charging a client.

We will show you how to bill your clients. There are no wrong ways to bill your client except not billing them at all. Remember, if you were working for a health club or another personal training studio and you didn't get your check on the 1<sup>st</sup> or the 15<sup>th</sup>, then you would ask your boss where it was. If you own your own personal training business, then you have to be bold and ask for the check. It may sound silly but we've seen a lot of trainers, over the past 30 years, not be able to ask for the check. For whatever reason, some people have that problem but it's a vital part of your business.

When someone is thinking about starting with a trainer, you have to get the check as quick as you can. We have had instances where we knew someone wasn't 100% committed to getting a trainer and they said they would bring a check next time and we said that's ok, we will come pick it up today. Most of the time, if you let them bring it next time, there won't be a next time. You don't want to sound pushy but if you don't get them committed then you get nothing. The only way to get them committed is by getting a check. A promise to pay isn't a commitment. It's all in how you handle the conversation but it's not what you say but simply how you say it. If the potential client can see your passion to get them in shape, then their mindset will change about the money. Now, as you are talking to them remember the cues to get them thinking about commitment; what are your goals? Short-term? Long-term? How long have you been thinking about getting a trainer? When will you turn 40,50,60?



## System 5: Work-outs

The work-out should be fun. The trainer has to be fun.

Remember, they don't have to like it or feel like it; they just have to do it. They don't have to like the work-out if they like you. You, as the trainer, are always the deciding factor in everything. Clients will ask your advice on anything and everything if they trust you. They will even ask you medical questions before they ask their doctor. Deep down they know we are around a lot of people and should have a lot of common sense. Of course, we all have google.

The work-out should be tailored to 2 factors: the clients time that day and their condition.

The condition of a client simply means what is the most exercises and hardest intensity they can do without getting sore. Remember, each work-out gets a client ready for their next work-out.

4 day split: Push/ Pull Work-out

### **Pushing: Chest, shoulders, and triceps**

This work-out has to be done in this order because chest requires the heaviest movements and you need shoulders and triceps to go heavy. If you do shoulders or triceps first it will affect your chest work-out. If you do this first it will affect all of your pushing movements. Examples of pushing: bench press, dumbbell press. The only thing that wouldn't be affected if you don't do chest first is dumbbell flies. Your pushing movements with the heaviest weights are always first: chest, shoulders, and triceps.

### **Pulling: Back, biceps, and legs**

Do all of your back movements first before biceps because if you do back after biceps it will great affect your back work-out. If you do back first it will also warm up your biceps. Always do legs last. Legs are such big body parts that require a lot of blood and oxygen that doing them first will affect your back and bicep work-out.

Building endurance is a fine process that has to be done in the correct order. It's not complicated, it just takes time. This process has to be done before someone can build mass. For example, there is a new client and their goals are simple: lose a few pounds and tone up. They do that for 6 months and then their goals change; they want more stamina and endurance. They have been doing 10-12 reps, so now they move up to 15-20 reps. At first, we may have to lower the weight a little but ultimately you want them doing 15-20 reps with the same weight when they did 10-12 reps. The 20<sup>th</sup> rep should be tough.

### **Injury Prevention:**

Injury prevention usually can be helped by warming up properly and by using good form on every movement. When doing any standing exercise, slightly bend the knees and keep abs tight. This protects your back and works your abs. Always have a moderate grip on a bar. This will prevent tendonitis. For an unconditioned person, the warm up is the work-out. For a conditioned person, it depends on how heavy they are working that day. If you're going heavy then everything up to the heavy lifts is a warm-up. Dynamic stretching before the work-out, W.E.S stretching during the work-out and static stretching after is very important.

### **324-E model**

The World Exercise System 324-E model has been an on-going, thirty year test with thousands of clients working out on this program. You can call it science, exercise physiology, or just working out on a regular basis. It is all the same thing. Your job, as a certified personal trainer, is to motivate and teach people how to work-out. The 324-E stands for 3 days per week and 24 minutes a day of exercise. We have to understand that we are working with our client's schedules and their motivation level. People will always think they have to work-out for an hour, which means 2 hours out of their day. The 2 hours comes from them getting to the gym, changing, working out, changing again and going back to work or home. They will not keep working out if it takes 2 hours out of their day. Our 324-E design allows them 36 minutes for travel time and dressing. You are going to have to teach your clients that 24 minutes is good enough. In their first 24 minute work-out they are going to do 12 exercises. During their 25<sup>th</sup> work-out or the beginning of the third month they will be doing double that or 24 exercises in twenty four minutes. On their 49<sup>th</sup> work-out they will be doing 36 exercises in twenty four minutes. Each work-out gets your ready for your next work-out. As your client gets in better shape, their rest time between each set will get shorter. In the same time frame of a 24 minute circuit training work-out, they are getting in their cardio with the 324-E model. The cardio aspect comes from having little rest between each set, which keeps their heart rate up during their entire work-out. Remember, in the beginning clients are so excited about starting a new program and getting in shape that they will want to spend too much time in the gym and do too much. Our job is to get them looking at their fitness level down the road. If you let the client take charge of every work-out, then they will work-out until they physically cannot do any more. This will leave them sore every time they work-out causing them to eventually quit. We have to teach them that doing more is not better, especially in the beginning. We have to build their fitness foundation during the beginning stages of getting them into shape.

80% of people that join a health club and do not have a trainer quit in the first three to six months. However, more people stick to working out when they have a personal trainer. For most people, they say they quit because they do not have enough time but they really quit because they do not have a plan to maximize the amount of time they do have. The World Exercise System 324-E model fixes that problem. Getting clients to realize that getting in shape is a slow and steady marathon not a sprint out of the blocks is crucial and sometimes hard. The human body can endure a lot and when people start working out they do what they feel like doing not what they are supposed to do. For example, a client does their chest, back, and arms until they feel a little tight and then they stop. However, this starts their decline. It sounds crazy but it is true. Watch what happens when they try to do their second work-out. They are so sore that they can only do half of what they did on their first work-out. By doing this, they are not building a fitness foundation; they are destroying it. These people are not quitting because they do not have time, they are quitting because they do not know how to properly work-out. It is not realistic for someone to get in shape in a month but they can put in a month's worth of conditioning if they do it right. Each work-out gets you ready for your next work-out, so you should never be sore. Do not push it to the limits when starting out. Never over-train your clients because that will destroy your business. Remember, 324-E is a model which means that it does not have to be exactly twenty four minutes. Never tell your clients how long they will be working out when you are trying to sell them a package because if you charge per hour but their work-out only lasts twenty four minutes

then they will want to pay half. You sell sessions not hours, which we will talk about in greater depth in the sales portion of our program.

### **Rehab**

There are many different things that people need to be rehabbed from. Many injuries can happen while playing sports or any recreational activity and even while on the job. The key to rehabbing a client is to make them stronger than they were before they injured themselves. We are going to focus on several common injuries from lower back injuries, shoulder injuries, knee injuries, and different areas of tendonitis.

There are many reasons why people have lower back pain but there are three very important things that can be done to quickly alleviate your client's pain. One of the reasons why someone might be experiencing lower back pain is due to being overweight and carrying a lot of that weight in their midsection. This can be dealt with quickly by putting your client on a diet plan that they can follow along with their exercise program. They will begin to feel the pain alleviate as they lose weight. Also, it is important to tell your clients to stretch their hamstrings on a daily basis along with stretching them before and after working them out. If someone has a tight back and tight hamstrings then their back will not loosen up. Another way to help alleviate the pain is to strengthen the core. If a client has a tight back and a weak core then the back will stay tight because it is doing extra work since the abs are not strong enough to help support the client's weight.

Shoulder injuries are very common. Due to that, many people think that they should stop lifting weights. By doing that, the injured shoulder will become frozen and will stay injured rather than healing by moving the muscles through exercise. As you are rehabbing a shoulder one thing that needs to be seriously considered is how much pain is involved. If it is very painful then it could be a tear in the labrum or the rotator cuff. It is also possible that it could just be strained. If that is the case, a strained shoulder or slightly torn shoulder can be rehabbed. Rehabbing a shoulder is very simple. You do all of your normal shoulder exercises but you let the pain guide you to establish the range of motion. For example, if you are doing dumbbell overhead press and the pain is at the bottom of the movement then you stay above it. If the pain is closer to the top of the movement then stay below it. It is important to know that when you are rehabbing a shoulder injury, there may be one particular movement that causes no pain and when that is the case then you can do your normal exercise routine. For example, we have had a situation with a client where they could do front lateral with no pain but they felt extreme pain when doing side laterals. Just remember, that if an injury occurs outside of weight lifting does not mean that you have to stop your exercise routine.

In the case of a slightly pulled hamstring or quadriceps, you want to incorporate leg extension and leg curl machines into your rehab program. For any type of pulled muscle it is important to ice the area after rehabbing it. Icing the area causes the inflammation to decrease allowing for the swelling to go down. Even if the area does not look swollen, you always want to end your rehab by icing the area. It does not matter if you are rehabbing your shoulder, knees, or a strained muscle; you have to make sure that you go lighter than you normally do. As your clients are getting in better shape, another issue that they might have to deal with is elbow pain. One way to minimize their pain and the possibility of their elbows bothering them is by implementing the World Exercise System stretches. Remember; use

your client's pain as a guide for movement and to stretch before and after each exercise. It is very important to make sure that your client is not locking out on any motion. Unless someone is power lifting, there is no need to lock out. When you lock out, all of the pressure ends up on the joint as the muscle relaxes. There are many exercises that require the use of the elbow joint, so it is important to do every exercise properly to keep the elbow joints from being injured. If you locked out on every rep then your elbow joints would feel pressure rather than your muscles doing all of the work. Over time, something is going to give and it is very likely that it will be your elbows. Always keep a loose grip and never lock out.

Knee rehab is very common and you need to be prepared to deal with it properly. If you are exercising, you will experience some sort of knee pain. It does not always last and might only hurt when you are in the middle of your work-out. The best way to help with knee pain is to stretch the ligaments and tendons before, during, and after a work-out. Many people experience pain because they recently had knee surgery, have finished their physical therapy, and have finally been released to exercise. A physical therapist gets the client back to normal, so it is our job to take them to the next level. You have to rehab an injury just like you are starting a client out on a first work-out. You never want to make your client sore when they are trying to rehab. Your client should do 1 or 2 sets of 10-12 reps for the first couple of work-outs to make sure that your client is ready to move on in their rehab program. Your client's rehab program can be accelerated if needed but you never need to rush it.