

Interview One

Profile: **Jim Burke, Winfield Fitness Center, Personal Trainer.**

Male, six years in the industry, Certification: NSCA, ACE (PT), work environment includes fitness center and home visits, employee and personal business.

Interview:

Q. What advice would you give a future P.T.?

A. 'Stick with it, at first you may not make a living at it, you have to build up your clientele. You may need a part time job combined with Personal Training.'

Q. What do you find the most rewarding about being a P.T.?

A. 'Helping people accomplish their fitness goals.'

Q. What do you least like?

A. '4 a.m. morning workouts.'

Q. What would you change about your job if you could?

A. 'More time at home in the evenings to be with my family.'

Q. What are your favorite clients, why?

A. 'Athletes, because they have a definite deadline and goals.'

Q. How do you reduce liability?

A. 'Knowing the right ways to exercise and prevent future injuries'

Q. What is your client evaluation Process?

A. 'Check medical history coming in. A step test, check general fitness level. Check body fat analysis.'

Interview Two

Profile: **Linda Hamlin, Winfield Fitness Center, Personal Trainer, Yoga Instructor, Step Aerobics Instructor.**

Female, twenty six years in the industry, Certification: Jackie Sorenson, Kenneth Cooper, Kickboxing, Yoga Fit, Dietary Counselor, ACE (PT), work environment includes fitness center and home visits, employee and personal business, classes.

Interview:

Q. What advice would you give a future P.T.?

A. 'Have credibility by certifying at a good institute. Bring no harm, practice safe and proper training.'

Q. What do you find the most rewarding about being a P.T.?

A. 'Seeing people that embrace a fitness lifestyle.'

Q. What do you least like?

A. 'People that are not honest with their diet and sticking to their goals.'

Q. What would you change about your job if you could?

A. 'I would have got a degree in Exercise Science from the start.'

Q. What are your favorite clients, why?

A. 'Men, because they tend to commit 100% to their goals and give it their all.'

Q. How do you reduce liability?

A. 'Take the right steps to make sure that you have the proper Liability. Complete a Health History, Know as much as you can know.'

Q. What is your client evaluation Process?

A. 'Consultation for one hour asking goals, expectations, health history, and have them sign a waiver. I tell them what to expect, address all issues, and plan a well balanced exercise.'

Teen Fitness should be safe and *exciting* for the youth. This is a crucial time in their development as a healthy individual. The right routine and training has the potential to shape their adult lives on the importance and long term health benefits of an active lifestyle. The right information and fitness trainer has the potential to inform a young mind and start them on the correct path to avoiding health pitfalls. Teen will be facing the challenges associated with inner bodily influences they may encounter such as disease or outer influences such as drugs, smoking or a distorted body view seen in the media.

A slow and steady gradual ‘ramp up’ approach should be taken with a teen that may be overzealous in their new fitness regimen. Safety is of the utmost concern, both in form of exercise and proper execution while training but also to avoid youth specific issues such as damage to the Epiphyseal Plate or Growth Cartilage. This is a time to give proper technique instruction to set in their mind the correct way to execute resistance training exercise. Emphasis should be given on form and technique and the idea of mind body relations set in place. Ideas such as proper breathing practices, using the mind to concentrate on the muscle being used, lifting techniques, form, and types of program training options specific to fitness goals may be introduced. The trainer should also be educated in the aforementioned Growth Cartilage, bone thickness and mineralization, hormonal changes, Ossification of the long bones and current research into youth development to avoid any and all health risks in a developing body.

This time in a youth’s life is the perfect opportunity to introduce the ideas of proper nutrition and a healthy eating lifestyle, for life. According to the National Center for Health Statistics, the Increase in overweight individuals over the past 15 years is seen in both sexes and all ages. Individuals who are obese as adolescents will most likely remain obese as they become older. A Keiser Foundation report identified junk food advertising as a major culprit for today’s childhood obesity epidemic that has nearly tripled since the 1970’s. While weight loss in youth should not be emphasized but a healthy lifestyle should, this shows the influence of outside sources on young minds. To the opposite extreme the media is full of ‘starved youth’ (anorexia and bulimia) trying to +fit a supermodel image perpetrated in advertising globally. These diet concerns are combined with the pressure to ‘experiment’ with their bodies through drug, cigarette and alcohol use. We have the chance to mentor these youth by example to stay away from the pitfall of outside influences that come in many shapes and promise empty results and instead choose health as a way of life.

Lastly a training program should fit the specific goals of the youth that is training. Are they looking to become healthy and shape their future, do they need more energy, are they looking to add to sport training, what are their wants and needs and why do they have them? It can be shown that being healthy and in shape, educating oneself on the physical processes of the human body and developing mind body awareness does not have to be boring or dull. This can be a ‘new’ interest that can pay off for their whole life, reducing future health obstacles, and medical bills, slow the aging process and further their ability to achieve their own life goals in their career and personal achievements. This can be a stepping stone to a healthy goal oriented life full of a sense of pride and personal achievement and may lead them to influence others to embrace a life of health.

Source Material

Designing Resistance Training Programs Vol. 3 Fleck/ Kramer
Club Industry Magazine June 2004 ‘Super-Sized Kids’ Christine Karpinski

Personal Trainer Business Development is a key element to a successful career in the health industry. It is a consideration that can be dynamic and lead to a path of achieved goals in a new field of study for the individual. Many factors must be taken into account such as marketing, quality of product (yourself), and work environment (gym, or home). Once certification is achieved the first consideration might be whether to work for an employer such as a fitness facility, gym, health center or private owned location. There are many types of locations for health and fitness, and just as many pro's and con's for each one. A major chain may provide a stimulating environment with a constant influx of new clients and may fit your personal needs, or you may prefer a small privately owned gym with the same clientele that you get to know on a personal level. Another venue for Personal Trainers is the home gym, equipping your own home with enough good quality gear to bring clients into your own home. And a third option is to combine the two, having a 'steady' income from an employer and your own clientele that use your home gym. Either way much thought must be taken into any scenario and match the environment with your personal needs and style.

There are many resources to investigate in regards to letting people know that you are 'now open for businesses'. Books, seminars, audio recordings, and classes are all available to teach marketing skills. Often the most common marketing strategies are the same ones used for ages that are true and tried. Direct mailings, souvenirs in the form of magnets, coffee mugs, t-shirts, calendars, reward programs, referral programs, partnerships and alliances, email marketing, friends and family, community groups, radio and television ads to name a few. But none of these will be valuable if what your marketing does not present a fresh, quality and proven product. Self image should be key, dress; manner, presentation, language, cleanliness, and a big smile should all greet the client in the case of a Personal Trainer. One has to gain the trust and respect of their potential client and prove that their money will be a smart investment in your services. The second impression is usually the business card. It is a mini billboard that you place in their hand and they carry close to themselves until they can put it in a location to access when they need to contact you. It should summarize the products and services that you sell. Creative business cards with color and special paper stock, rolodex file cuts, graphics, and logos show that you are a creative individual and their routine will not become stale and boring. List your accreditations, associations, achievements and several forms of contact options.

Once the proper ways to sell your new service are put into place, much thought is invested and one feels confident to go forward with the next area of thought should be the business aspect of the business. Should an accountant be hired, how are taxes handled, how much of home gym training should be claimed, what is the budget for marketing, where can the best prices be found on items needed, and what will bring the best results for the money. With any new business concerns of growth to spending ratio, customer feedback, and dedication to success have to be kept at the forefront. Setting business goals and meeting them are challenging, almost as much so as developing a successful result oriented routine for those new clients is going to be, but not quite. The first time a client reaches their fitness goals, pays and thanks you, and then refers two of their friends to you it will all be pay back for your hard work and dedication to your own personal training business.

Source Material

NESTA Personal Training Course CD

101 Hot Marketing Ideas For Your Personal Trainer Business-2004 Market.ink

Personal Trainer Legal Concerns are a serious matter that should be well thought out and researched. One wrong decision can put all the hard work and dedication of many years at risk both financially and emotionally. Since 1990, there has been a significant increase in sports medicine related litigation (Gallup, 1995). A smart trainer can avoid legal concerns with preparation, safety, education, and preventative measures including a liability waiver or consent form. An attorney may need to be consulted, and other business legal standards reviewed. If working from a corporate gym, their legal obligations should be understood and agreed with between the management and the trainer.

Informed consent is a legal doctrine that requires a sport physician to obtain consent for rendering treatment, performing an operation, or using many diagnostic procedures after their clients being furnished with all the known relevant facts (Gallup, 1995; Briggs, 2001). This requirement is based on the principle of individual autonomy, meaning a competent adult has the legal right to decide what to do with his body (Heinemann, 1997). An “exculpatory waiver” or “risk release” is a contract signed by a participant, which relieves the school, university, or team physician from any liability to the individual who executes the release (Gallup, 1995). It acts as an “express assumption of risk” indicating that the participant fully understands and voluntarily chooses to encounter the risk. The participant further agrees in advance not to hold the defendant liable for the consequences of conduct that would ordinarily amount to negligence (Keeton, Dobbs, Keeton, & Owen, 1987). The Department of Sport and Recreation of Australia (2003) provided some guidelines for handling the potential risks. Those guidelines included: (a) establishing the context of a risk management program (objectives, resources, and assessment criteria, etc.), (b) risk identification, (c) risk assessment, (d) treatment and control, and (e) monitoring and review. Effective documentation is vital for sport physicians and athletic trainers because 35% to 40% of all medical malpractice suits are rendered indefensible by problems with the medical record (Michigan Medicine, 1983). These touch on a few of the topics needed to be understood by a well informed Personal Trainer in any situation.

A trainer should know their limit of knowledge and never give medical advice. The safety and cleanliness of the fitness environment should always be checked. An attorney should be consulted before practicing, especially in a home gym situation. A medical evaluation should take place including Physicians consent particularly in the case of one or more at risk symptoms. A fitness test should be given to determine the entry fitness level of the client. The test should then be logged and kept with other documentation in a client file. The file should be well maintained, neat and in order just as you would other business documentation. With preparedness, knowledge, forethought, and organization a trainer should be ready for any legal situation that may arise. Hopefully though a well certified Personal Trainer will never have to deal with a legal situation and will have safe, result filled hours with happy safe clients.

Source Material

Practical and Critical Legal Concerns for Sport Physicians and Athletic Trainers- Steve Chen and Enrico Esposito United States Sports Academy
What Facilities and Trainers Should Know Health Club.com June 14th, 2004

The **First Evaluation of a Client** is your first insight into where to begin with a new client seeking to achieve a healthier lifestyle. When necessary, a quality Personal Trainer may recommend an evaluation of current fitness statistics (aerobic capacity or maximum oxygen uptake, body composition, posture, blood pressure, etc.). Knowing how your client rates, can help you understand where you are going with their goals and when you can expect them to reach their goals. Imperative questions to ask the new client to familiarize yourself with the PFH (Personal Fitness History) are; What do you hope to gain from working with a student personal fitness trainer? Which areas would you be most interested in working on with your personal trainer, Cardiovascular machines, Back care; strength and flexibility, Running/walking program, Abdominal strength, Circuit equipment, Workout program for home, Free weights (beginner, Weight management, Free weights (intermediate), Sport Training; what sport?, Specific flexibility. How would you describe your exercise habits? Novice or Seasoned, regular or On and off? What is your current workout routine? What do you do, how often, how long? A quality Personal Trainer also knows risk factors, signs and symptoms that may bring a recommendation to visit a physician. A survey form of the clients past medical history is a must to determine their exercise risk factor. Questions such as diagnosed medical conditions should determine if they are at risk for a heart attack or suffer from a disease such as Diabetes that will require a customized exercise routine and a doctors permit. Anyone with one or more heart attack risks such as smoking, past heart troubles, high blood pressure, genetic disorders or obesity should seek a physician's orders and approval before embarking on a routine. A trainer who ignores this fundamental rule is both foolish and liable.

Once the preliminary fit check is in order keeping a record of the clients health is imperative both to check for risks along the route and to keep a good log. Heart rate, recovery period, strength goals, and nutrition intake should be logged. If you're a beginning exerciser, you might feel comfortable exercising at about 60% of your maximum heart rate, while a more advanced exerciser can probably exercise at the 85% level or higher. You can determine your clients current maximum heart rate simply by subtracting their age from 220. If you multiply that number--220 minus their age--by 60% and 85%, you will find your aerobic training range--60% at the low end and 85% at the high end. For a workout that is aerobic in nature, you should try to keep your heart rate within your aerobic training range. In general, only highly trained athletes would train at much more than 85% of their maximum heart rate. (The 60% to 85% range is suggested because it is difficult for untrained athletes to maintain exercise at a rate higher than that. If you can, however, you should--remember that you always want to push yourself to your personal best. Some marathon runners can run at 90% of their maximum heart rate for more than two hours.)

A Personal Trainer should never suggest that they are in any way medically trained or give advice in reference to situations that need medial advice. One should be well versed in possibly injuries; exercise related risks, supplements, musculature, and physiology, but should never second guess a medical situation. A client evaluation is for the protection of the client as well as the trainer. The only real way to prove that proper care is taken is through signed documentation. Safe training within ones own knowledge and skill is the only training that should occur.

Source Material

<http://www.aprioriathletics.com/top10qpt.html>
Understanding Fitness Gilad Janklowicz

Coronary Risk Factors in Exercise as discussed previously in the First Evaluation of a Client is the primary determining factor in how to proceed with a new client. Questions such as diagnosed medical conditions should determine if they are at risk for a heart attack or suffer from a disease such as Diabetes that will require a customized exercise routine and a doctor's permit. Anyone with one or more heart attack risks such as smoking, past heart troubles, high blood pressure, genetic disorders or obesity should seek a physician's orders and approval before embarking on a routine.

The major Cardiovascular Risk Factors that increase your chance of getting heart disease include: Family History of Coronary Heart Disease. This is especially important as you have no control over your family history. It could be social, lifestyle, diet and other characteristics in your family that included many risk factors for heart disease and created your poor family history or your family is genetically predisposed to certain conditions. It is especially important to minimize all other risk factors that you have control over. Cigarette Smoking: Cigarette smoking also contributes to a variety of illnesses such as an increased risk of cancer and the inhalation of toxic chemicals. Cigarette smoking interferes with the oxygen carrying capability of the blood. Elevated Blood Cholesterol Levels: A relationship exists between the amount of cholesterol circulating in the blood and the accumulation of fatty deposits on the artery walls which can lead to restricted blood flow. Blood cholesterol levels above 240 mg/dl is considered high risk, a level of 240 to 200 mg/dl is considered moderate risk and below 200 mg/dl is considered low risk. Your total level of cholesterol is comprised of two major components, HDL and LDL. HDL is considered a good component and LDL is considered bad. Your ratio of HDL to LDL cholesterol is a factor in looking at your overall cholesterol level. LDL levels should not be above 130 mg/dl and HDL levels should not be below 35 mg/dl. High Blood Pressure: Blood pressure measures the pressure in the circulatory system when the heart is contracting and relaxing. During contraction this is called the systolic pressure and a level above 140 is considered high. During relaxation this is called diastolic pressure and a level above 90 is considered high. Normal resting blood pressure is about 120/80 mm Hg. Diabetes Mellitus: Type I type diabetes is insulin dependent or juvenile-onset and is the result of insufficient insulin production from the pancreas. Type II diabetes is non-insulin dependent or adult onset and is caused by the unresponsiveness of the body tissues to insulin. This condition exists with blood glucose levels at or above 140 mg/dl during a fasting period. Severe Obesity Levels: Body fat levels above 25% for males and 30% for females is considered obese. Stressful Lifestyle: A lifestyle of consistent pressure and stress may contribute to heart disease. Sedentary Lifestyle: Lack of regular appropriate physical activity has a debilitating effect on the body and contributes to other risk factors.

In almost all risk factors, exercise and physical activity can have a positive physiological and psychological impact to reduce or remove the contributor to heart disease. It is the Personal Trainers duty to ensure that there is not more than one risk for their client and to follow the necessary steps to design a program that takes into consider all of the aforementioned risks. We should work to improve the quality of our clients life, not increase their risk of poor health.

Source Material

<http://www.healthgoods.com/Default.htm>

NESTA Manual

Ethical Concerns in the Fitness Industry are as important as in any business.

‘Instructors must act in a professional manner when interacting with clients. ‘Instructors should also be careful about which products and services they endorse. Although instructors receive numerous offers to sell various products to their clients, the quality and appropriateness of such products reflect directly on the reputation of the instructor.’ Many facilities will ask their P.T.’s to promote the clubs specific brand of supplements or variety of services. It is up to the instructor to research the product and guarantee that it fits into the prescribed routine and goals of their client and not blindly recommend unnecessary product. ‘Employees are balking at being asked to lie to suppliers or clients. They know their own credibility and reputation are on the line. Ethical employers want to ensure that their employees are above reproach, and that their decisions are not swayed by having received personal perks and favors.’

A professional approach should be taken when interacting with the client during the session. ‘It is not uncommon for a client to confide in their instructor. Instructors must respect the privacy of their clients and never reveal confidential information about their clients to anyone nor act upon it for their own best interest.’ Touching inappropriately, language, flirting, discussions about topics not related to the work being done, and other inappropriate behavior should all be avoided. A trainer is there to help the client reach their fitness goals, not be a life coach or prescribe medical knowledge or use the position as a ‘dating service’. Personal information shared with the trainer should never be repeated.

Appropriate dress and appearance should be considered. A doctor would never come to the office in a swimsuit. While many facilities are casual, one should always remember that first impressions last and once an impression is made it can never be erased. A trainer may just be focused on their client but there will always be a potential client seeing you for the first time, thus you will be making their first impression of you with your appearance, and demeanor affecting your potential income. Tank tops and skimpy shorts may be comfortable but one should ask themselves if they would take the opinion of someone dressed that way seriously. The gym is a stage and everyone in it is either a performer or an audience member. ‘Someone is always watching’ is a good thought to carry, it is after all your office environment. ‘Without a personal, professional and company code of ethics, lines of acceptable behavior are easily crossed.’

‘In contract negotiations and contract disputes, clients need to take care not to wave the carrot of future business in exchange for compromises and concessions “just this time.” “Just this time” can you waive the cancellation penalty?’ Once you allow the professionalism of your job to be altered in their perspective you then transition from hired expert to ‘friend’ and the lines of your client-trainer relationship will become blurred. It is a business that we are working in, not just something fun to do.

‘Working with a preferred list — with clients and suppliers who have clearly defined and demonstrated ethical behavior — will become an industry standard. As an industry, if we want to be perceived as professional, be able to charge and receive fair compensation for our expertise, knowledge, contacts in the industry and results, we must hold ourselves to ethical standards and practices. We need to prepare ourselves for what to expect and decide how we are going to handle unethical requests and behavior, and how to do it with business finesse. Field pioneer Maxwell dismisses the term "business ethics." He says, "There's just ethics. You either have them, or you don't." He prescribes the golden rule: treat others the way you would want to be treated.’

Source Material <http://www.netsweat.com/FitInstFaq.html>

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