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NETWORK

THE OFFICIAL PUBLICATION OF AUSTRALIAN FITNESS NETWORK

SUMMER 2018

HANDSTAND AND DELIVER!

Flipping bodyweight training
on its head **10**

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The year of continuous improvement



As the year draws to a close many of us will take stock of what we've achieved in the past twelve months, as well as reflect on the challenges we've faced.

Some difficulties are unexpected and out of our hands, whereas others may be the result of our own actions, or inactions. Perhaps you couldn't influence your most regular client's decision to move interstate, but if you hadn't neglected your lead generation, maybe you wouldn't have struggled to fill the subsequent timeslots in your calendar. There's always a lesson to be learnt from these occurrences – and the key to staying in the game is to put them into place so we can continue to grow in both experience and success.

Whether you've been working in fitness for 30 years or 30 weeks, there's always lots more you can learn. And, in fact, the fitness professional that doesn't continually evolve through ongoing professional development simply won't make it to that 30 year mark.

Change doesn't have to be huge and sudden to enhance the service you deliver and the operation of your business: it can be a gradual tweaking of the programming you deliver, a staggered introduction

of new exercises and training modalities, a subtle streamlining of your payment and administration processes. As always, you'll find features throughout this issue of *Network* that can help and inspire you to make exactly such changes.

On page 30, this issue's profiled Network Member, Mark Hurdle, echoes this sentiment when he takes inspiration from the Japanese term Kaizen to sum up his fitness and life philosophy as 'Constant and measurable improvement.' 'By being the best version of yourself today' he says 'you create a better tomorrow'.

Here's to continuous improvement, and to making 2019 a year of better tomorrows.

Oliver Kitchingman, Editor
editor@fitnessnetwork.com.au



NETWORK'S CORE PURPOSE

'To inform, inspire and educate our members to be the best they can be'

NETWORK MAGAZINE

Editor, Oliver Kitchingman

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Unless otherwise specified, all competitions/giveaways contained in this issue commence on 18 December 2018 and conclude on 4 February 2019. Each competition is a game of skill and chance plays no part in determining the winner. The judge's decision is final and no correspondence will be entered into. Winners will be selected by the editor and will be notified by email no later than 11 February 2019. Click [HERE](#) for full Terms and Conditions.

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Your Network Membership provides you with access to 8 CECs or 1 PDP annually at no extra cost.

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Where's your next Group Training superstar
going to come from?




BASE GX

— 2019 —





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FILEX

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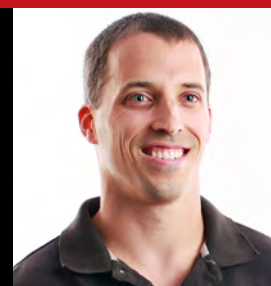
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ARE YOU A PERSONAL TRAINER OR A GENERIC TRAINER?

New genetics tech that allows completely personalised training plans means that we will soon view generic programming as not only outdated, but also negligent, believes *Dr Cam McDonald*.

Picture this: around 500 people did the same exercise routine for 20 weeks: three fully supervised stationary cycle sessions per week at 70% VO_2 max. Some individuals got amazing results (30% increases in VO_2), but some actually got worse and finished less fit.

Now reflect on your own 'weight loss' training clients: on one hand you have those who are crushing it, and on the other are those 'tough' ones... You feel anxious when it comes to measuring their 'progress' after four weeks (maybe even pulling a little tighter on the tape), only for them to return a small increase in weight or measurements. Worst. Feeling. Ever. It has to be their fault, right? They're not really committed and must be fibbing to you about what they've been doing and eating. The truth is, it is them – and it's you too. Your program doesn't match what their body needs, and it could actually be hurting them.

Most PTs believe they are personalising when they assess someone's goals, exercise and injury history, and general lifestyle. The trainer responds to the client's stated wish to lose weight with a prescription of daily HIIT workouts, coupled with information about higher protein diets and caffeine consumption. The problem with this is that they are treating the situation generically, i.e. 'weight loss = HIIT training', rather than with what the individual actually needs.

Every client is unique and will have:

- specific genes and muscle physiology that respond to certain stimuli better than others
- specific metabolic functions that treat food in a different way to others
- a specific balance of neurochemicals and brain activity that makes them motivated in a certain way
- specific times through the day when their body will respond better or worse to food, movement, sleep and work

- a specific reason why and where their body holds fat, and releases fat in a way that's healthy for them.

A person's epigenetics – their unique gene expression – will largely predetermine these factors, and they differ dramatically from person to person. The technology is now available to trainers to determine a client's best movement, food type and timing, optimal method of motivation, and perfect time and conditions for sleep, all based on their epigenetic profile.

If you don't know what their specific muscle physiology is like in conjunction with their unique chronobiology (optimal timing of activities for their body), you won't realise that early morning HIIT training for one client, Jess, causes an unwanted spike in stress hormones at that time of day, and, for her, dysregulates insulin and blood sugar levels, resulting in weight gain or weight stability. For another client, Max, his body is super tolerant of stress at this time, has no issue with insulin and responds with significant body composition change.

Same training, different body, different results. Treat the person, rather than the goal. It turns out that Jess's body needs late afternoon strength training to maximally stimulate weight loss in her body (for a number of complex physiological reasons), but unless you are assessing this, you will be guessing.

The same goes for food. Long term high protein for Max leads to results, whereas for Jess it's associated with bowel disease and increased risk of type 2 diabetes, plus weight maintenance, or short term loss, and big regain.

The same goes for motivation. Max wants to be your 'best' client ever and do anything to get results. Jess just wants to hang out with you and chat throughout her session. These preferences are built into their genetics and their health type, and your



success in motivating them will be based on your understanding of how to use their preferences to their advantage.

If you don't know the person, the generic weight loss program you provide may actually contribute to them being injured, unsatisfied, or completely turned off training altogether. In five years, we will all be talking about how generic programming is actually quite negligent. As a career trainer, you don't want to be on the late adopter end of this fitness industry shift, and the personalised revolution has already begun. **N**

CLICK HERE TO SEE REFERENCES IN THE ONLINE VERSION OF THIS FEATURE

Dr Cam McDonald blends his background as a dietitian and exercise physiologist with his longstanding personal interest in health, and his passion for understanding the latest research in genetics and environmental influence on health. He is CEO of ph360 Australia, which uses epigenetics to personalise fitness and lifestyle. ph360.me

INDUSTRY INSIGHT

| News, views and lessons learnt

NEW FITNESS INDUSTRY CODE OF PRACTICE ANNOUNCED

Fitness Australia's newly appointed chairperson, Jayne Blake, has wasted no time in unveiling the registration provider's new National Fitness Industry Code of Practice.

Blake, who replaced retiring chairperson David Allan in November, described the consolidation of all State and Territory Codes of Practice into one national Code as a major milestone for the fitness industry.

'We took six previous state and territory codes of practice, the Fitness Australia Business Principles guide, current Australian consumer law and extensive industry consultation as reference points to draft the National Fitness Industry Code of Practice' she said; 'We're proud to say that this code is now the new standard of business operation in the contemporary Australian fitness industry, and is supported by the Australian Fitness Industry Standards Council.'

Designed for fitness service operators in the industry, the purpose of the code is to promote appropriate standards of trading, inspire consumer confidence and enable business operators to conduct services in a professional and ethical manner.

'It's important that we, as the peak national association, help fitness businesses implement a benchmark and make it simple for

them to apply the Code to their business, in particular streamlining it for implementation on a national scale' said Blake; 'Our organisation exists to empower the industry to engage more Australians in quality health and fitness services – this is one of the ways in which we're contributing to professionalising exercise and building consumer confidence.'

The National Fitness Industry Code of Practice can be downloaded from fitness.org.au/codeofpractice

Source: Fitness Australia



LES MILLS LIVE RETURNS TO SINGAPORE FOR 2019



After last year's successful outing, Reebok Les Mills Live will again be held in Singapore in 2019.

The event will feature upwards of 1000 participants working out at the Marina Bay Sands hotel in programs delivered by leading Les Mills Instructors and program directors from around the globe.

Reebok Les Mills Live is a global event that tours the world bringing live Les Mills workouts in a party atmosphere to cities including Amsterdam, Stockholm, San Diego, Orlando and Dubai.

In addition to BODYJAM, BODYPUMP and BODYCOMBAT sessions, for the first time, Friday night will be 'cycle centred' with a timetable of cycle programs, powered by BODY BIKE.

If you're looking for an excuse for a little overseas trip next Autumn, you may have found it. Early Bird rates are available until 31 January 2019, at lesmills.com.au

Source: LMAP



FILEX 2019 LAUNCHES – AND NETWORK MEMBERS SAVE

FILEX, the fitness industry convention, has revealed its 2019 program, which will be delivered alongside The Fitness Show between 12 and 14 April at the International Convention Centre in Darling Harbour, Sydney.

The program once again features an impressive line-up of local and international presenting talent, including behaviour change coach Bobby Cappuccio, strength and conditioning expert Dr John Rusin, group training legend Marietta Mehanni, Brian St Pierre from Precision Nutrition, and Dr Emily Splichal.

New to FILEX in 2019 will be the ‘Conversation’ series of practical sessions that provide the opportunity to share best

practice and learn from fellow delegates in the areas of team development, sales and retention, while being facilitated by leading experts in those areas.

Also new to the event is the ‘Elevate’ series of lectures featuring 12 dynamic business owners and fitness leaders sharing one idea that made a real and significant difference to their industry success.

Registration is now open, with Early Bird rates available until 11 January. Network Members can save over \$100 on registration by selecting Member rates – see filex.com.au for details on pricing.

Source: FILEX

NETWORK’S FORMER CEO JOINS LES MILLS



Network is very pleased to congratulate former Network CEO, Ryan Hogan, on his appointment to the CEO role with Les Mills Asia Pacific!

Ryan makes the move after 7 years as CEO of Network and more than 20 years’ experience in the global fitness industry.

Nathan Robertson, Managing Director of Les Mills Asia Pacific (LMAP) said: ‘I’m excited to have Ryan lead our team as he brings a great mix of transferable skills and insight, industry knowledge and contacts, and a fresh set of eyes on our business.’

Ryan said: ‘It’s only once or twice in a lifetime that you get an opportunity such as this, to be a part of a truly remarkable organisation and group of people such as LMAP. I’m incredibly honoured and thrilled to be joining the team and look forward to contributing to our global goal of creating a fitter planet’.

Source: LMAP & Australian Fitness Network

The way we were...

In 1996 Australia was falling hard for the latest innovation in group fitness from across the ditch, a class called The Pump Workout from Kiwi outfit Les Mills.

Billed as ‘a new alternative’ the format had made its Australian debut at the 1995 Network convention, and by early the following year it was the hottest new addition to Aussie club timetables.

“With many fitness centres experiencing a change in the way their members use their facilities, alternative programming options are being sought. The Pump Workout, a success story from New Zealand, could be the option for you and your members.

New Zealand has not experienced the downturn in aerobic participation seen in Australia. Aerobic rooms continue to be packed with enthusiastic participants. Some have suggested that much of the success of aerobics in New Zealand can be attributed to the style of delivery of classes.

Participants there have a choice between freestyle and pre-choreographed classes. The delivery of Pump classes in Australia by the Les Mills organisation will be through the pre-choreographed style.

There will always be valid arguments concerning pre-choreographed and freestyle classes. However, they provide an option which takes away the element of complex choreography that has been considered a contributing factor to a decline in aerobic participation.”



A man is performing a handstand in a gym. He is shirtless, wearing black shorts with yellow accents and blue sneakers. He is balanced on his hands, with his legs straight and feet together. The background is a dark gym with some equipment visible.

HANDSTAND AND DELIVER!

TURNING BODYWEIGHT TRAINING ON ITS HEAD

With a step-by-step handstand training program, you can help clients achieve the numerous benefits that accompany this impressive bodyweight feat, says PT and gymnastics coach *Farkas Pungur*.

Today's fitness industry is taking inspiration from, and teaching elements of, many different sports, both Olympic and non-Olympic, as well as other physical disciplines.

Consider for a moment the various options that you or your industry colleagues teach, or borrow from, in the sessions you deliver – from Le Tour inspired cycle to cardio kickboxing classes. Some of the more widely 'imitated' Olympic sports include boxing, weightlifting, swimming, cycling, gymnastics and athletics (particularly running), while non-Olympic sports include power lifting (bench press, back squat, deadlift) and kickboxing. And, of course, we borrow balance and stretching elements from yoga movements and Pilates exercises.

Taking inspiration from the sporting world is a great way of keeping our offerings varied and interesting to clients and participants – but, of course, just because we are training them using skills and exercises from different sports, doesn't mean we are sports coaching. Rather, we are simply using the skillsets of different sports to assist clients in reaching their fitness goals. A personal trainer's role is to safely and effectively help their clients achieve, and maintain, their stated health and wellbeing objectives – it is not to win a sporting event or competition.

Gymnastics and bodyweight training

One of the areas of fitness that has seen huge growth in recent years is bodyweight training, in all manner of both traditional and modern guises – it's been sitting near the top of global industry trend tables for a couple of years now. Think Animal Flow, Box Pilates and TRX, among many other variations.

As both a personal trainer and gymnastics coach (as well as a former competitive gymnast), it has been particularly interesting to witness the fitness industry's adoption of bodyweight training elements of gymnastics.

For non-gymnasts, which is most of our personal training clientele, being able to do a handstand is something of a status symbol, a goal to work towards. In response to the increased interest in bodyweight training, and handstands in particular, I created a course to teach fellow fitness professionals how to train clients to master the handstand.

As with the other sport-influenced

fitness training, the course doesn't teach this gymnastic feat as an Olympic sport – it teaches skills which fall under the terminology of the word gymnastics, and which are also often classed as calisthenics.

How does gymnastics fit within today's fitness industry?

In the fitness industry, bodyweight movements such as air squats, push ups, pull ups and dips are, essentially, gymnastics. We are taking skills from the sport of gymnastics and applying them to workouts. In fitness, the gymnastics label is applied to any exercise in which you move your body through a range of motion (ROM) or extended range of motion (EROM) without an external load. Isometric holds are also considered gymnastics.

Thefreedictionary.com defines gymnastics as physical exercises used to develop and display strength, balance, and agility, especially those performed on or with apparatus.

In addition to describing the competitive Olympic sport, the term 'gymnastics' also

“ **Impressive though the movement may be, the ability to handstand hold is not just about being able to do something that will give them an awesome Instagram picture.** ”



refers to activities in which the aim is body control, such as climbing, yoga, calisthenics and dance. The fitness industry uses short parallel bars ('parallettes'), the floor, wooden rings, pull up bars, dip bars, climbing ropes and other equipment to implement gymnastics training.

Why gymnastics?

In the world of CrossFit, gymnastics is one of the three foundational modalities of the Theoretical Hierarchy of Development. According to the hierarchy, you can only maximise competency in weight training and sport if you are first proficient in gymnastics.

If performed properly, gymnastics movements influence every aspect of a person's life and have a dramatic effect on overall fitness. Gymnastics assist in development of many of the 10 components of fitness: accuracy, agility, balance, coordination, cardiovascular endurance, flexibility, power, speed, strength, and stamina. No other modality beats gymnastics in terms of developing the four neurological components among these, namely, coordination, agility, balance and accuracy. Furthermore, gymnastics training produces impressive strength gains without requiring an external load.

Strength is required for proper form, and proper form is required to demonstrate body control. As such, gymnastics has a clear emphasis on strength in bodyweight

movements. More than anything else, strict form establishes mastery in a movement, and for this reason we promote strict movement before we apply momentum. The strength gains from mastering the strict movements are well worth the effort, and the possibility of injury is reduced substantially when strict movements are practiced first. Small moves will bring great rewards. You do not rush these movements – you learn them and earn them!

Turning your world upside down with handstands!

You may use more gymnastic bodyweight training with clients yourself, or have noticed colleagues doing so – after all, it generally requires little or nothing in the way of equipment and can be practised in most locations, making it a convenient training modality. However, not all PTs training clients in bodyweight exercises have a proper understanding of how to safely teach it.

It is unfortunate to see how many fitness professionals teaching fitness exercises based on the handstand – including walk up to handstand at wall, walk backwards towards handstand with feet in TRX, or even a simple 'wheelbarrow' walk – don't know the physical and technical preparation required for the safe performance of these skills. The same applies to many more gymnastics-based exercises, like the muscle up on ring or bar, dips and chin ups, to mention a few.

To successfully train clients to perform a handstand and other bodyweight variations, personal trainers need to learn the strength exercises and key steps to build up to the execution of the movement. By gaining an understanding of how to break the movement down, observe and correct movement faults, and use a variety of spotting techniques, trainers can help clients develop proper form, which in turn helps them safely progress without injury and improve their overall physical preparedness.

By taking the training step-by-step,

rather than jumping in at the deep end and attempting a handstand without proper preparation, we can also enable clients of varying abilities to safely and effectively work towards this impressive feat. And we're not just talking about getting them onto their hands – but also holding the position, unsupported.

The first time that a client manages to hold a handstand is a very rewarding experience, for both them and their trainer. But, impressive though the movement may be, the ability to handstand hold is not just about being able to do something that will give them an awesome Instagram picture (though it definitely does that too!). The handstand hold will skyrocket their shoulder stability and strength, which will benefit any upper body exercises with or without external weight load, such as dips, push ups, bench press, and dumbbell or kettlebell shoulder presses. With proper coaching, clients that master the handstand can then progress the move to a variety of other exercises in the body weight program, such as the handstand walk, handstand dips on ground or floor parallel bars, TRX and wall handstand 'climb'.

Whenever we learn a new skill for working with personal training clients we are cognisant of whether it lies within the Scope of Practice for Registered Exercise Professionals. By teaching handstands as a strength and skills exercise, rather than as a sport or for competition, we can practice within scope, while offering clients an exciting new fitness challenge. **N**

Click [HERE](#) to find out more about the new Network course created by Farkas, a Step-by-step Guide to Mastering the Handstand.

Farkas Pungur has been involved in gymnastics for over 40 years as a competitor, international performer and international level gymnastics coach. He has a Masters degree in Physical Education and a Bachelors in Gymnastics/Sport Coaching, as well as a Diploma in Fitness. Currently working with Gymnastics QLD, Farkas has also competed on TV show *Australian Ninja Warrior*.



The 30-second article

- Today's fitness industry is taking inspiration from, and teaching elements of, sports, gymnastics and other physical disciplines.
- Training clients in this way doesn't mean we are sports coaching – we're simply using the skillsets of different sports to assist clients in reaching their fitness goals.
- Using bodyweight training elements of gymnastics, the handstand has become an increasingly popular training goal.
- By learning how to break the handstand movement down, observe and correct faults, and use a variety of spotting techniques, trainers can help clients safely achieve the numerous benefits that accompany this impressive feat.



If performed properly, gymnastics movements influence every aspect of a person's life and have a dramatic effect on overall fitness.





A STEP-BY-STEP GUIDE TO MASTERING THE HANDSTAND

Handstands are fast becoming one of the most popular bodyweight exercises around, so we've teamed up with gymnastics coach and FILEX presenter, Farkas Pungur, to create a Step-by-step Guide to Mastering the Handstand.

This course has been designed for fitness professionals who want to learn, design and include handstands in their client's training program (or just teach themselves!) The teaching steps will help you minimise the risk of injury and maximise the performance of your clients.

LEARN:

- Principles and biomechanics of the handstand
- The importance of core stability, and how structural muscles support each other
- Functional anatomy of the upper body
- Planning for personal training or small group training for handstands
- Postural assessments, screenings and exercises for stability, flexibility and strength
- Modifications, progressions and regressions.

\$109

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3

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ABOUT THE COURSE CREATOR



Farkas Pungur

Farkas has been in gymnastics for over 40 years as a competitor, international performer and international level gymnastics coach. He has a Masters degree in Physical Education and a Bachelors in Gymnastics/Sport Coaching, as well as a Diploma in Fitness. Currently working with Gymnastics QLD, you might also recognise Farkas as a competitor on Australian Ninja Warrior.

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THE 6 STAGES OF FITNESS BUSINESS GROWTH

Fitness sales maestro *Sean Greeley* lays out a roadmap of the stages, challenges, goals, and success factors you must grow through to take your fitness business to the next level.

In his book *Outliers*, Malcolm Gladwell talks about the 10,000+ hour rule. Studying top athletes, executives and elite performers across many fields, he analyses the factors involved in achieving mastery in any field, and concludes that the most important one is time. You've got to put in a lot of time in your field to achieve mastery. Gladwell proposes 10,000+ hours as the benchmark.

In 2006 I founded NPE to help fitness professionals and business owners gain mastery of their businesses, and since then we've assisted thousands of people in 96 countries to do just that. Along the way, we've learnt what the entire fitness business journey looks like, from personal trainers wondering if they can work full time and make a living at fitness, to elite entrepreneurs with multiple locations, franchises, certifications, and licensing arrangements.

This experience has enabled us to create a 6-stage roadmap that lays out each of the stages, challenges, goals, and success factors that fitness professionals and business owners must grow through to take their business to the next level. As you progress in your career, this is what you can expect.

1 Just starting out

Revenue: Not applicable.

Challenge: You're still new to the industry and don't yet have the skills and experience to successfully serve clients. You may be insecure about not having all the skills needed and unsure if you can successfully follow fitness as a career path.

Goal: To discover if you can make a business out of your passion, to learn the craft, and to help clients achieve their health and fitness goals.

Success factors: *Vision and Community.*

For most, developing a vision is where the journey begins. You love fitness, you love sports, and you may have an athletic background. Now you've decided to get qualified as a fitness professional. So what's next?

Most fitness professionals start out working for a commercial gym. Depending on the facility, your work when starting out may well involve more than training clients, such as working the front desk, cleaning equipment, and doing other low-level work. It can be frustrating when you've studied hard to learn a professional skillset and now find yourself a glorified treadmill cleaner!

I started out just working with a few friends, helping them write programs and coach them, and my first client – an elderly man named Bob – was referred to me. Bob was recovering from an injury and just wanted to get back to being active again. Fitness was also a social time for him to get out of the house. When you're 70-years-old, getting out of the house and being able to move without pain is really important in order to stay active and socially engaged.



I had a challenge, in that I wasn't working for a gym, so had no facility in which to train him. So I had to pretend that Bob was my training partner while we 'worked out together' at the local gym, which didn't ingratiate me with the trainers there who were frustrated that I was taking a client into their territory as a rogue operator.

My methods may not have been entirely above board, but I can't regret it because my experience working with Bob switched me on to loving working with personal training clients and seeing how coaching and teaching could powerfully transform someone's life.

I don't believe there is anything more rewarding in life than serving others and making a difference in somebody's life through the work you do. And that's what you're trying to really figure out at this stage. How will you grow and follow your passion in this career path, and will it be something you will truly love doing day-in-and-day-out?

The keys to success are to expand your vision. Seek others who've been down the path you're exploring before. Ask good questions. Listen to everything they have to say. Take it all in.

2 Work full time in the fitness industry

Revenue: \$0 - 2,500 per month.

Challenge: You love working with clients but struggle to communicate with prospective clients in a way that inspires them to sign up for your programs. You may get uncomfortable when asking people for money and struggle with valuing yourself and your time. You may also feel that you shouldn't have to compromise your values to grow your business.

Goal: You want to help more prospective clients commit to their goals, charge what you're worth, and fill your schedule with great clients you love working with.

Success factors: *Mindset, Vision and Sales.*

To break out on your own, you must learn how to sell. Nothing makes

a greater immediate impact on your bottom line than mastering salesmanship.

If you're going to make anything of yourself in business, you must first learn how to sell. Many people think of sales as something sleazy: a used car salesman taking advantage of people, making them buy something they don't want and that isn't right for them.

Certainly, these characters exist, but professional salesmanship is something entirely different. To be really good in sales you have to both love people and love serving people, because then you can truly live the ethos that 'selling is serving.' When you take the time to really understand and care for the prospect in front of you, and direct them in a positive direction to solve their problems or achieve their goals, you are serving them at the highest level.

What are their goals? Why are their goals important to them? How committed are they to achieving their goals/solving their problems?

Learning all the components involved in effective salesmanship makes the biggest impact on driving you forward quickly. When you combine that with a couple of referrals, you'll find your schedule gets busy very quickly.

3 Ready to open and grow a business

Revenue: \$2,500 - 10,000 per month.

Challenge: You've started to grow a business, but don't know what to do to find new clients. You may be scared you're not good enough to charge clients to work with you. You may even believe you don't deserve to be successful yet.

Goal: Build a client base, pay yourself every month, and create a foundation to grow beyond yourself.

Success factors: *Professional Development, and Sales & Marketing.*

This is a fun but tough stage. Up until now, you've learned how to work hard and how to be successful by doing a better job than others out there.

You're supporting yourself and making some money, and you want to take things up a gear by making your business a big success. But you might not be ready to do so just yet.

“

I don't believe there is anything more rewarding in life than serving others and making a difference in somebody's life through the work you do.

”



The 30-second article

- To move from freshly graduated fitness professional to owner of a successful business that can continue growing even in your absence, requires a journey through 6 stages
- Each stage has its own challenges, and tackling them will give you valuable experience and prepare you for the next stage
- Each stage will have different specific goals and markers of success
- Moving from sole trader to small business operator and then employer is not easy, but the work you put in and sacrifices you make will enable you to achieve your goal of running a business that is not reliant on you for the day-to-day operations
- By growing a team of great people that work daily to grow your business, you can focus on the bigger picture strategy.

The truth is, it's a question of developing the right systems, using the right tools, and bringing to bear the right resources that create success. For example, growing a business takes a tremendous amount of re-investment. A new facility, equipment, software, insurance, and more don't come cheap. You need revenue in order to continue growth.

If you don't have enough money to re-invest, you're going to have to sell your way to get some more! You may also need to get some assistance in order to help with your work, whether a part-time admin person, or an additional trainer.

You'll need to learn a system for managing what you say, to whom, and when in all your marketing activities. You'll need to define who your best prospective client is, where they live, and why they buy. And you'll need lead generation marketing strategies so you can add 10-30+ new clients to your business.

It's tough to consistently challenge yourself to put in the work, sacrifice more than others would, and push yourself toward your dream. This is where your vision and commitment get tested as never before.



It's tough to consistently challenge yourself to put in the work, sacrifice more than others would, and push yourself toward your dream.



Not every day is fun. This is real work. Your mind will try to trick you into thinking (incorrectly) that it would be so much easier to go back into Stage 2 – working for yourself, keeping all the money you earn, not having much risk or responsibility to anyone or anything... But there is no leverage there. You must press forward. By growing through the challenges, you're preparing for a more serious level of commitment yet to come.

4 Committed to long-term business success

Revenue: \$10,000 - 25,000 per month.

Challenge: You don't have the systems, skills and team needed to continue increasing total client numbers. You may feel overwhelmed learning all the new skills required to grow your business, as well as scared of losing personal income. And although you probably feel confident training clients, you're still unsure whether you have what it takes to be a successful business owner.

Goal: You're ready to get serious and committed to growing and expanding your business, finding a sustainable balance between your personal and professional roles, and becoming a successful business owner.

Success factors: *Professional Development, Sales & Marketing, Operations.*

By this point you've had some business experience. Maybe you've got married, decided to buy a home, or have children (or a new baby on the way) that are dependent on you.

Regardless of the motivation, it's time you achieved even greater financial success with your business. And you can't simply continue 'working harder' and expect things to change.

You've got to invest significantly in your business now and develop a plan for your long-term success. You've got to have very clear goals and a rock-solid business plan that you actively pursue each and every day.

You will need strategic marketing plans that outline how you'll consistently grow your client base. You'll need advanced sales and marketing systems and skills that allow you to uniquely position your business against competitors in your area. And you'll need personal and professional management systems that allow you to monitor and manage all the different functions of your business and team.

Most people don't get this far, let alone progress into, or beyond, this stage. It takes a strong commitment in order to grow your business from the early stages to the \$10-25,000 per month mark.

You should expect to meet challenges along the way and get knocked about at times. But no matter what setbacks or challenges you encounter, you must continue progressing forward in order to grow.

DOUBLE YOUR PT SALES

Click [HERE](#) to listen to Sean share his valuable fitness business insights with The Fitness Industry Podcast, powered by Australian Fitness Network.



5 Lead and empower a team that grows your business with you

Revenue: \$25,000 - 50,000 per month.

Challenge: Businesses stop growing when they reach the personal limitations of the leader's ability to scale. You may be frustrated that you don't have a team in place that you trust to solve problems and you have more to lose if things go wrong. You may think you just need more leads and people you can trust to continue growing the business.

Goal: You want to consistently attract and keep top-paying clients who stay for years. You want to build a team that allows you the freedom to step out of day-to-day operations. And you want to take home a six-figure salary.

Success factors: *Professional Development, Leadership & Team, Sales & Marketing, Operations, Finance, Strategic Planning.*

If you've reached this stage, you're doing a lot of things right (even if it doesn't always feel that way). You're already hitting some great revenue goals with your business, and have grown your personal income. But you're working too much in the business and your business still depends too much on you to run and hit targets each month.

If you were to leave for a few weeks, growth would stop. And, as strange as it may seem, at this point you will find yourself in a position where you are the limiting factor in the continued growth of your company. You must now evolve into a leadership role and develop a team that is trained in all of the sales and operational functions of the business so that it continues to grow whether you're present onsite or not. This involves things like:

- Learning about what is required to move into a leadership role with your team and enrol everyone in 'the mission.'
- Beginning to monitor key metrics in your business that you haven't before, like what it costs to acquire a new client, how much a client is worth to the business over time, and your retention rates.
- How to create an ongoing recruitment pipeline and hiring systems to ensure you never run out of team members to support your business growth.
- How to create a winning culture of fun growth with your team.

- Long-term strategic planning work for continued success of your business in the years ahead.

When you progress through this stage, your business will be generating \$25-50k+ per month in revenue, you'll have a great team in place that allows you to get out of daily operations and work on growing the business full time, and you'll be paying yourself a six-figure salary while having time for relationships and fun.

For some, this involves launching a second location. For others, it's about spending more time at home with a young family and children as part of a work-life balance.

Whatever that means for you, the opportunity is yours for the taking. And celebrating the success you've achieved from all your hard work and efforts is awesome.

6 Achieving your goals and ready for the next challenge

Revenue: \$50,000 - 100,000+ per month.

Challenge: You may lack clarity with your long-term personal vision and how it's tied to business model, company mission, team alignment, and your timeframes for achievement. You may feel unfulfilled and have fallen out of love with your business. You may also feel overwhelmed if the business has become too complex.

You are already successful, but you may feel it shouldn't be this hard, take this much work, and feel this uncomfortable to grow yourself, your business, and your team to the next level.

Goal: You want to create an inspirational company mission that aligns with the fulfillment of your long-term personal vision. You'll need to develop leaders who share responsibility in achieving the business mission. And you'll want to increase business profitability while building personal wealth.

Success factors: *Mastermind and Fun!*

If you're currently in any of the preceding stages, you're probably thinking, 'Wow! Life must be totally awesome for the folks at Stage 6!'

That's true. But everyone faces challenges when they're growing in new areas – that's what growth is all about! You learn to love the challenges and recognise that the simple

things are what matter most in life (not the money). Business, like life, really is about the journey and not the destination.

The keys to continued growth and success at this stage are to surround yourself with others who will inspire and challenge you to continue growing. And you need a new dream. We're most alive when we're growing, and a new dream allows us to grow and develop ourselves (and our entrepreneurial skills) in new and exciting directions.

Where are you now?

There you have it, an overview of the 6 stages of fitness business growth. Which of these stages are you currently in? And are you ready to commit to growing to the next stage and beyond? **N**

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Sean Greeley is the founder and CEO of NPE. A former pro athlete, fitness business owner, cancer survivor, competitor and leader, he has guided NPE to its position as a global leader in fitness business leadership, mentorship and coaching. Founded in 2006, NPE has worked with over 38,000 fitness professionals and business owners to grow their businesses. npefitness.com.au



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YOGA FOCUS

BRINGING THE BANDHAS OFF THE MAT

Practicing the four bandhas of yoga can help us develop a mastery of the physical body and tap into a higher potential, says yoga instructor and educator *Brandi Bernard*.

If you've ever thought your yoga teacher was talking another language when they casually drop terms like 'Mula Bandha', you'd be right, because they're speaking Sanskrit, the language of yoga.

The word bandha translates to 'lock', meaning to tighten an area of your body. Think of it as a way to channel and conserve your personal energetic flow and deepen your practice.

The ancient texts of *Hatha Yoga Pradipika* and *Shiva Samhita* reference four bandhas, the intent of which was to direct the flow of prana (Sanskrit for universal life force, or energy). We still use these in our yoga practice today, both on and off of our yoga mat, as well as in other forms of exercise and in our daily lives to vitalise the body, mind and spirit. The bandhas help us to develop a mastery of the physical body and tap into a higher potential.

Beginning from the bottom, Mula Bandha, or root lock, means to begin from the base of the body by activating the pelvic floor. By activating the muscles of the pelvic floor we can glean many physical benefits, such as improved bladder control, as well as the sensation of lightness on your mat and strength in your yoga postures (the terms *Sthira* and *Sukha* refer to steadiness and ease). Mula Bandha provides a seal to prevent the release of energy from the bottom of the body. It is just as important to

learn how to turn these muscles on as it is to turn them off.

Bringing the attention to the belly, Uddiyana Bandha means upward flying. Beginning with the transverse abdominus, the innermost abdominal muscles, begin to activate this muscle by slowly imagining the naval drawing closer to the spine on an exhale, creating a vacuum effect. There will be an automatic overflow to the obliques, and when practiced in conjunction with Mula Bandha the rectus abdominus will begin to awaken. How do we do this while maintaining a diaphragmatic breath? We don't. There is a strong steadiness of the lock on the exhale, but to permit a full Dirga Breath (3-part breath) we need to find the softness in the belly to allow the diaphragm to contract and for air to enter our lungs. This can be used as a nice check-in, during our exhales, to keep us present while practicing asana on the mat, and to assist our trunk alignment. Off the mat, it may or may not help us maintain that hourglass figure or with regular practice assist with improved function of vital organs and a healthy back.

As we reach the top, Jalandhara Bandha, meaning mesh or netting, is the concept of the throat lock. To practice this, the chin is tilted toward the chest in order to lengthen the back of the neck and elongate the sides of the waist. With the spine elongated, this lock has the potential to expand the breath and create more space for the vascular

system to enhance blood flow to the body.

Once mastery of the three main energy seals has been obtained, under the guidance of a trained yoga teacher, the practice of all three of these locks, known as the supreme seal or Maha Bandha, can be experienced. When practicing this seal, you will begin in a seated meditation posture and work from the top down, engaging the bandhas seamlessly, one at a time. Breath retention is practiced, even if for only a moment, when learning. The locks are then effortlessly released, one at a time from the top down.

Break the bonds and begin refreshed and renewed. Begin the practice of muscular engagement to strengthen the neural connections within the body and expand awareness. **N**

Brandi Bernard is a 500-ERYT registered yoga teacher, a certified yoga therapist (C-IAYT), a physiotherapist and Senior Master Trainer for YogaFit.

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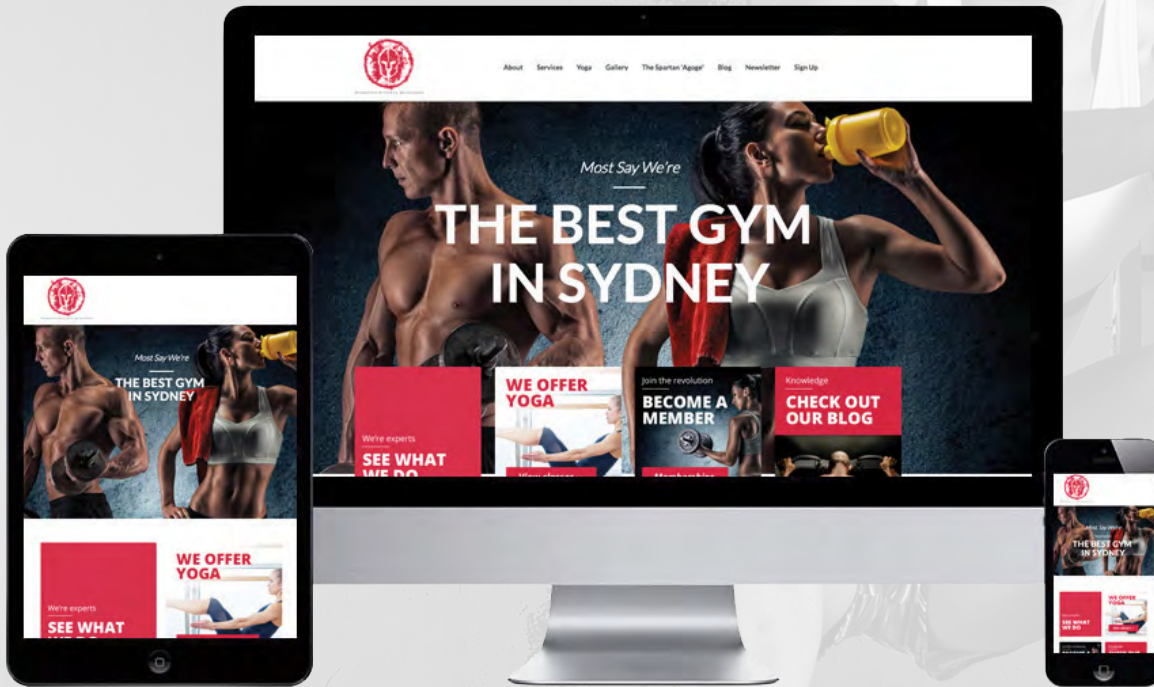
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INJURY & REHAB

OVERLOOKED CAUSES OF LOWER BACK PAIN



Lower back pain may be an incredibly common complaint, but its causes are not always obvious ones, writes corrective exercise expert *Justin Price*.

Many health and fitness professionals take a symptomatic approach to helping their clients alleviate lower back pain. While this strategy may prove helpful in the short term, a more complete and long term solution lies in understanding and addressing the underlying causes of this problem. In this article you will learn about two of the most overlooked causes of lower back pain and what you can do within your scope of practice as a fitness professional to help your clients so they can get back to exercising without pain or movement limitations.

1 A forward head

The average weight of a human head is between 4.5 to 5 kilograms, and its position directly affects the alignment of the entire body. When the head is forward of the body, all the structures below it, including the lower back, must adapt to maintain balance and keep the body upright. For every inch forward of its optimal alignment that it sits, the weight of the head effectively doubles, placing additional stress on the lower back (Eriksen 2004; Louw 2007). The lower back is particularly susceptible to issues caused by a forward head position because it has a natural lordotic curve that is perfectly designed to arch backwards and help pull the torso and head upright. However, when the head is forward of its optimal alignment, the lower back arches more than normal to help support the weight of the head (see Figure 1). Over time, this can lead to excessive wear, tear, stress and strain to the lower back, causing pain and dysfunction.

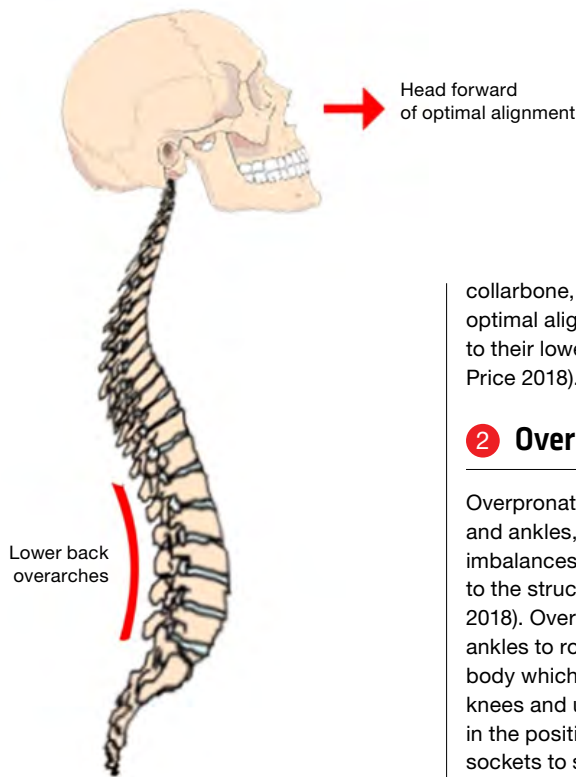


Figure 1: Excessive curve in the lower back as a result of a forward head position

Evaluating the position of the head

The following assessment can help you evaluate whether a client's head position may be contributing to their lower back soreness.

Ask the client to sit on a gym ball or on the edge of a chair with the feet and head facing forward. Stand to one side of the client and locate the part of their cheekbone that protrudes outward the most, just below the eye. Place one of your index fingers on this part of the client's cheekbone and your other index finger directly below it on the client's collarbone. With your index fingers positioned in this way, stand directly over your fingers and look down to assess the position of your index fingers in relation to each other (see Figure 2). Ideally, they should be vertically aligned, that is, with the tip of one finger directly below the tip of the other (Chek 2001; Price and Bratcher 2010). If the end of the index finger on the client's cheekbone is forward of the one on their

collarbone, the head is too far forward for optimal alignment and may be contributing to their lower back problems (Chek 2001; Price 2018).

2 Overpronation

Overpronation, or collapsing of the feet and ankles, can cause musculoskeletal imbalances and myofascial restrictions to the structures of the lower back (Price 2018). Overpronation causes the feet and ankles to roll toward the midline of the body which, in turn, rotates the lower legs, knees and upper legs inward. This change in the position of the legs causes the hip sockets to shift backward, the pelvis to drop down and forward, and the lower back to overarch (see Figure 3) (Price and Bratcher 2010). Over time, this can cause excessive stress and strain to structures of the lower back and be a major underlying cause of pain and dysfunction in this area of the body.



Figure 2: Assessing for forward head position

Evaluating for overpronation

The following assessment can help you evaluate whether overpronation may be contributing to a client's lower back pain.

Ask the client to stand in bare feet facing you in their normal standing position. Now take a look at their feet, ankles and toes for visual indications of habitual overpronation. Since overpronation results in excessive pressure being transferred over the inside of the foot and ankle, the following issues may be present (see Figure 4):

- inflammation and/or swelling at the ankle
- inflammation of the first joint of the big toe (i.e. bunions)
- calluses on the skin of the big toe
- a big toe that has shifted toward the lesser toes (i.e. hallux valgus)
- lesser toes that are scrunched up and/or appear bent and crooked.

Overpronation also rotates the knee toward the midline of the body. To compensate for this position of the knee, a person will unconsciously turn their foot/feet noticeably outward to help externally rotate the lower leg and align the kneecap forward again. Therefore, a person who overpronates will typically have an abducted foot position (see Figure 4).

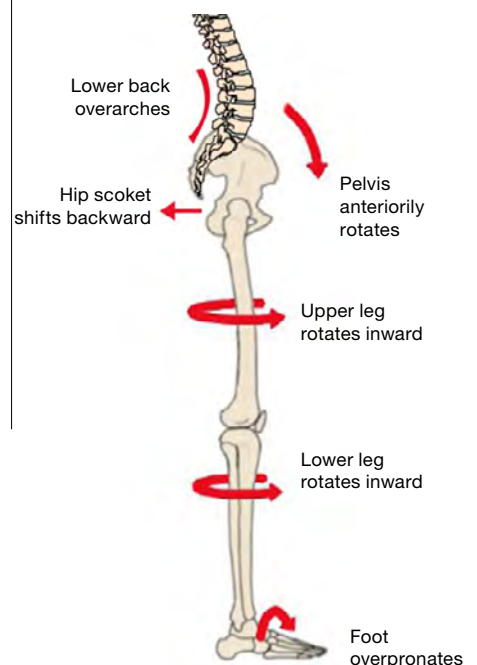


Figure 3: Overpronation affecting the position of the pelvis and lower back

“
When the head is forward of its optimal alignment, the lower back arches more than normal to help support the weight of the head
 ”



Bunion, calluses and swollen foot



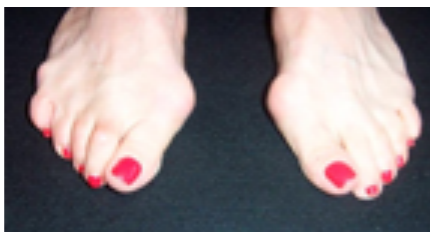
Swollen ankle, abducted feet and bunion



Bunions and hallux valgus



Abducted feet



Bunions and crooked toes

Figure 4: Visual assessments for overpronation



Overpronation, or collapsing of the feet and ankles, can cause musculoskeletal imbalances and myofascial restrictions to the structures of the lower back



The presence of any (or all) of these visual irregularities suggest that a person habitually overpronates, and this may be an underlying cause of their lower back problems.

Corrective exercise strategies

Musculoskeletal imbalances such as a forward head position and overpronation can be corrected with exercises to help alleviate discomfort in the lower back. Your corrective exercise program for addressing either imbalance should begin with a program of self-myofascial release (i.e. self-massage). These types of exercises will help improve the health and flexibility of those soft tissue structures that have become irritated and restricted, and prepare the client's body for the stretching and strengthening exercises that follow.

Sample self-myofascial release exercises

Use a Theracane massage stick or tennis ball to massage the muscles on the back of the neck and upper back to help rejuvenate and recondition those structures that have been adversely affected by a forward head position (see Figure 5).

A golf ball, tennis ball or cricket ball/baseball can be used for self-myofascial release techniques of the feet and calves to address tissues that are negatively impacted by overpronation (see Figure 6).



Figure 5: (a) Theracane back of neck (b) Tennis ball on trapezius (c) Tennis ball upper back

A golf ball, tennis ball or cricket ball/baseball can be used for self-myofascial release techniques of the feet and calves to address tissues that are negatively impacted by overpronation (see Figure 6).

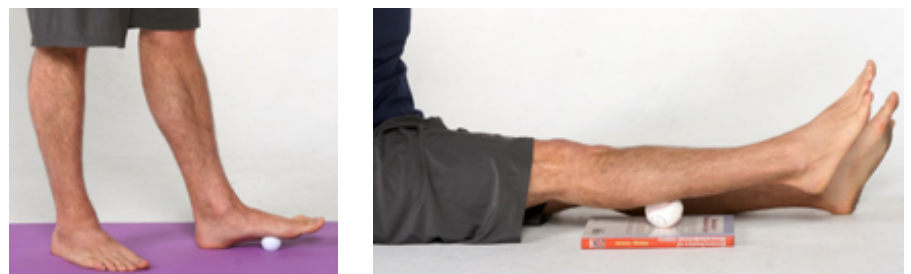


Figure 6: (a) Golf ball under foot (b) Calf massage with ball

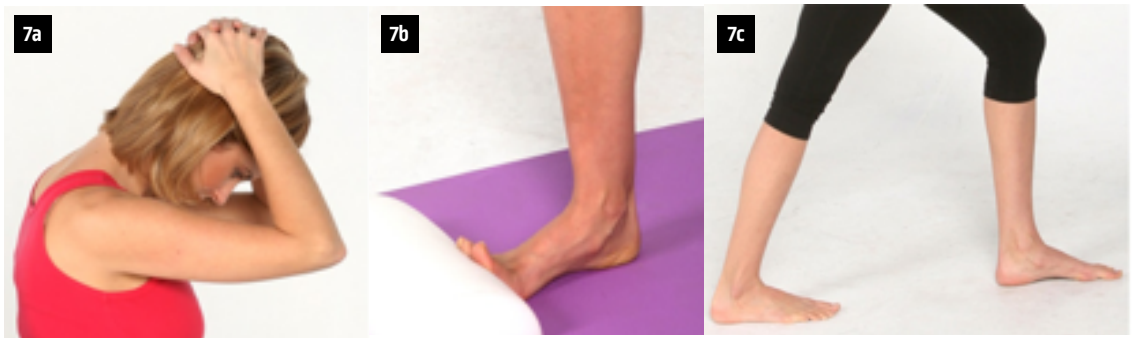


Figure 7: (a) Neck extensors stretch (b) Foot and toe stretch (c) Calf stretch

Sample stretching exercises

As the health of the myofascial structures improves, stretching techniques should be introduced to the client's program to increase range of motion of those areas surrounding the head and feet. For example, stretching exercises for the back of the neck, underside of the foot and back of the calf should be implemented (see Figure 7).

Sample strengthening exercises

Finally, strengthening exercises should be integrated into your client's program to retrain the appropriate muscles to help pull the head back (see Figure 8) and support the foot to prevent it from collapsing (i.e. overpronating) (see Figure 9).

Assessing your client's musculoskeletal system, identifying problematic imbalances, and resolving these problems with the regular application of corrective exercise can prevent the underlying causes of lower back pain and dysfunction, helping your clients feel better both in the short and long term. **N**

**CLICK HERE TO SEE REFERENCES
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The 30-second article

- Lower back pains is experienced by 80% of the population at some time in their lives, but it's causes are not always obvious
- Two less obvious causes of back pain are overpronation of the feet, and having a forward head position
- Your corrective exercise program for addressing either imbalance should begin with a program of self-myofascial release
- As the health of the myofascial structures improves, a series of stretching and then strengthening exercises can help correct the foot and neck imbalances.



As the health of the myofascial structures improves, stretching techniques should be introduced



Figure 8: Wave Goodbye strengthening exercise (Pull head and butt back in contact with the wall; tuck chin in; keep shoulder blades back and down; tilt pelvis to flatten lower back against the wall; then rotate upper arms back to the wall and hold).

Figure 9: Big Toe Pushdowns strengthening exercise (Supinate feet so arches are raised; spread toes and align feet facing forward; lean forward at the ankle and push the big toe down).

Justin Price, MA is the creator of the Network Corrective Exercise Trainer Specialist Certification course, The BioMechanics Method®. His techniques are used in over 25 countries by specialists trained in his unique pain-relief methods. fitnessnetwork.com.au/courses/corrective-exercise.

Justin's new book, BioMechanics Method for Corrective Exercise (with online video), published by Human Kinetics is available now. Save 20% when you use the code HK20 at the checkout [HERE](#).

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NETWORK LAUNCHES NEW GFM COURSE

Do you need to make group fitness thrive in your club? It's not as simple as just filling up your timetable and hoping for the best. Behind every club's successful group fitness timetable is a great GFM (Group Fitness Manager).

So what makes a GFM great? This is what Network's Learning and Development team sought to establish when they were brainstorming how to equip every club with the know-how to make group fitness the true heart of its operations.

This process has resulted in the creation of Network's new course 'Group Fitness Management - Creating a reliable and skilled team', recently accredited for 3 CECs by

Fitness Australia and 3 CPDs by ExerciseNZ (\$109 for Network Members).

The online course equips you with the tools to become a skilled manager of GFIs or PTs. If you've ever wanted to become a GFM, or you are currently in the group fitness space and want to learn how to create a reliable and skilled team, this course can help you do that.

Designed by renowned Australian presenter and group fitness guru, Kirsty Nield, the course covers multiple aspects of management, including how to find and retain the best instructors; innovative ways to lead your team; and strategies to build class numbers.



GFM and course creator Kirsty Nield

Network's Learning and Development manager, Bel Fong, said 'Over the past couple of decades years Kirsty has made a name for herself as one of Australia's leading group fitness instructors and educators, and the Network team is excited to be able to offer this course which is brimming with Kirsty's practical advice and the benefits of her many years' experience in this field'.

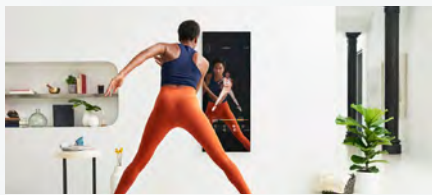
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YOUR CHANCE TO WIN!

NutriBullet just got smarter

The new tech-savvy NutriBullet Balance (RRP \$279) and its free app is eliminating the guesswork of your smoothie's nutritional credentials by weighing your ingredients in real time to then breakdown nutritional information and calorie intake. It's your very own virtual nutritionist – ensuring consistency of taste, and transparency of nutritional information.

NutriBullet Balance has a built-in Smart Nutrition Sensor that connects to the app via Bluetooth through any smart device (Android or iOS) to visually count calories, protein, carbohydrates, fat, and sugar intake based on the chosen ingredients. The app, available through Apple Store or Google Play, is packed full of recipes to choose from and was developed by NutriBullet's team of registered dieticians, nutritionists and food scientists, for every dietary requirement, health goal and mood.

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The food and mood connection

It goes without saying that diet affects our physical health, so it should be no surprise that it impacts our mental health too – our brains are part of our bodies after all! Food can also have a huge impact on our sleep quality and stress levels, and there is a way to eat to support these areas of our health.

In *Good Mood Food*, nutritional therapist Charlotte Watts explores the fundamentals of mind-body health, in a comprehensive, clear, and accessible way. She reveals how to use simple nutritional tools to help manage many mood disorders, and explains why it works as she does so.

For your chance to win 1 of 3 copies of Charlotte's new book, email editor@fitnessnetwork.com.au and let us know in 50 words or less why you need to get some good mood food in your diet. goodmoodfood



MEMBER PROFILE

MARK HURDLE, REGIONAL DIRECTOR OF FITNESS, NZ

What fitness qualifications do you hold?

Bachelor Degree of Physical Education (BPhEd); Double Major in Exercise Prescription and Sport and Leisure Studies; as well as Level 3 Exercise Consultant and other industry certifications.

Where do you live and work?

I live, and primarily work, in Christchurch with my young family, but frequently travel to our clubs in Wellington, Nelson and Blenheim.

What is your main role in the fitness industry?

As Regional Director of Fitness for CityFitness South and Central Regions I oversee the fitness departments of 16 clubs and 150 PTs.

I run and coordinate a 4-day intensive personal training academy that prepares new trainers for their first day in our clubs. I work with our head coaches and fitness managers to ensure all PTs are developed to reach their potential and positively affect more lives: this includes facilitating the practical component of the international Certified Personal Trainer (CPT) qualification.

How did you get into this industry and how did you arrive at where you are today in your career?

After graduating university in 2010 I started working as a PT with CityFitness. I soon



Coaching a member



Celebrating team success

started helping others within the team to be more effective in the way they worked with clients. I realised that this was my real passion and that I could extend my reach by assisting trainers in this way. Eight years later I'm still pinching myself, as it feels like too much fun to be a real job!

What skills are needed in your role?

I constantly need to be future-focused and willing to challenge my staff and my peers to be better than we were yesterday. This constant growth can be a struggle, but the best things in life come from breaking a sweat.

What are the best and worst aspects of your job?

The best part is seeing my managers and the trainers they help develop. I get a real buzz from seeing others succeed, and this constantly inspires me to be even better! The worst bit would have to be time in front of the computer getting caught up in KPIs and seemingly endless emails!

What has been your greatest career challenge to date?

Learning how to motivate people that I don't see every day. It's easier when you can challenge someone and see them growing from day to day, but because I oversee a large region, I work remotely from most of the team.

And your greatest highlight?

There have been so many, but the top has to be two head coaches from my region



Finishing the Christchurch Half Marathon

winning the Head Coach of the Year in back-to-back years. Also, seeing one of my rising stars win the Personal Growth Award last year. I work with some special people and it's always great to see them acknowledged.

What's your main focus now and what are your goals for the future?

I'm focusing on the skill development of my head coach team. If I can make these key individuals more impactful in their clubs, this will flow through onto their teams. In the future, I want our teams to change more CityFitness members lives, as we strive to make New Zealand the healthiest nation in the world.

Who has inspired you in your fitness industry career?

I've always found exercise a crucial part of what makes me who I am. It is what makes me tick, and helps me to be a better person, worker, husband and father. I love it and share it with everyone who will listen. I'm passionate about helping others to create an emotional experience with exercise, that they want to experience again.

What motto or words of wisdom sum up your fitness/life philosophy?

Constant and measurable improvement. By being the best version of yourself today, you create a better tomorrow.

And finally, who would be on your ultimate dinner party guest list?

Jim Carrey would bring the laughter, Peekay from Bryce Courtenay's *The Power of One* would bring a level of intensity, Donald Trump would spice things up a bit, legendary body builder Ronnie Coleman would make sure that no food went to waste, and 'Double All Blacker' Jeff Wilson, my childhood hero, would round out the guest list nicely. **N**

Want to be profiled in a future issue? For details email editor@fitnessnetwork.com.au

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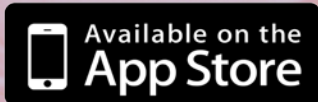
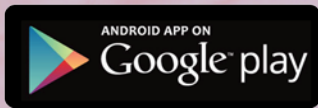


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GROUP FITNESS MANAGEMENT PROMOTE, OR GET LEFT BEHIND

Some strategically timed special events, challenges and launches can make group fitness the best asset your club has in terms of community and member retention, says GFM *Kirsty Nield.*

So, the gym has a fantastic group fitness timetable, fabulous instructors and full classes, great – you can sit back, relax and enjoy the success! Can't you? Sadly, this is not a great plan. The fitness industry is a hugely competitive and transient industry, so complacency will result in your being left behind.

Staying up to date with the latest research, running regular promotions and keeping members challenged with the way they can work out is vital. Following on from the previous feature in this series which looked at how to create a dynamic group fitness team, this article will look at the assorted ways group fitness can be promoted, and provide some ideas for special events, launches and promotions to keep classes full and vibrant.

Not just a class – an experience

Due to the competitive nature of the fitness industry, members are no longer content with 'run-of-the-mill' classes, they expect an 'experience'. If they don't get what they want, there is a good chance they will look

to the club down the road to see what they have to offer. This means we must engage with each member to create a memorable and positive experience every time they join us.

This can be done by considering the following areas:

- **Entertainment.** Creating classes that provide a unique experience and stimulate the participants' senses.
- **Education.** It's not just the instructors who should be educated; education of members is equally important. They need to know why they are doing a particular workout, how often they should do it, and what the benefits are. This can be done through general discussion in class or more formal information sessions.
- **Escapism.** Members should be able to escape their everyday life. This can be done by providing an experience in class or special events where they can forget the daily grind, just for that one hour.
- **Aesthetics.** Make your studios an appealing place to be by using music, lighting and decorations to create a mood.



The purpose of promotion

The most important purpose of promotion is to set the gym and group fitness timetable apart from its competitors. Promotions should be designed to let members know what is on offer, introduce new classes and new instructors, revitalise existing classes, build participant numbers and provide additional value for members that currently only inhabit the weights or cardio floors. From a club perspective there are very real business benefits to running successful promotions. These include larger numbers in classes, converting gym floor junkies into group fitness fans, and creating a community atmosphere – all of which contribute to member adherence to their club.

Promotions may include:

- Launches for new classes or Les Mills releases
- Member challenges
- Special occasion classes
- Promotion of new instructors
- Other exciting events to celebrate group fitness.

Promotions can be held at any time, whether for a specific reason or event, or to simply boost the atmosphere and enthusiasm for a class. However, they should be relevant or have a theme so they are appropriate and appealing to members.

Launches

Most gyms have Les Mills launches every quarter to celebrate the newest program releases. If a gym doesn't have Les Mills classes, the same launch format can be used to introduce a new freestyle class to the timetable. Launches break up the monotony of the normal class, week in week out. Making a big deal of launching a new release every 12 weeks gives the instructors and participants a spike in motivation and shakes up the standard class timetable. In order to make launches stand out, it is important to come up with something new, exciting and different to what other gyms are doing.

Fundraisers

Launches can be used to raise money for a good cause. This gives some direction and a theme for the launch and shows members that the gym is socially conscious. Funds can be raised by asking participants to donate a gold coin, selling merchandise or asking local businesses to donate goods or services and selling raffle tickets. Use the charity to help promote the launch and encourage members to dress up in line with the charity's colours or themes, e.g. pink for Breast Cancer Research, blue for Beyond Blue, or a hat/hair theme for the Leukaemia Foundation.

Dress ups

Dress up launches are always great fun and prompt interaction between the members and instructors. Make sure all the instructors are on board and encourage members to dress up too. Try to make the theme of the dress up relevant to what is being launched; if launching Body Attack 90, for example, have a 90s dress up theme.

Glow in the dark

Run the launch in the evening and create a nightclub atmosphere. UV lights can be hired, glow sticks handed out, and members and

instructors encouraged to wear fluoro clothes. These launches are generally very successful and have members talking about the event for weeks afterwards.

Super Launch

Combine a number of different programs and run a 'Super Launch'. These launches can include 30-minute samplers of different programs, and serve to encourage members to experience classes they might not otherwise consider. You can invite members to come and go as they please, or challenge them to stay for the whole super session.

Member challenges

Running challenges for members is a great way of getting more people into classes and of getting existing participants to try something new. Challenging members can make them accountable for how often they exercise and what sort of classes they attend. It can set up a bit of friendly competition and give members incentives to try a bit harder at the gym.

Challenges could include:

- **Group fitness card.** When new members join up, they receive a card with all the classes on offer listed. They get a stamp when they attend each class and then receive a reward once they have filled the card.
- **Bring a friend for free.** If an existing member brings a friend to a class and they join the gym, they receive a reward such as 1 month membership extension, or a PT session.
- **31 classes in 31 days.** Members pay a registration fee to join the challenge. They submit a before photo, their weight and height and a short paragraph about their fitness goal. The contestants attend 31 classes in the month, one a day. The challenge can include weekly emails with



The 30-second article

- To maintain members' interest and catch the attention of prospective participants you need to implement a program of promotions and special events for your group fitness offerings
- Promotions should let members know what is on offer, introduce new classes and new instructors, revitalise existing classes, build participant numbers and provide additional value for members that currently only inhabit the weights or cardio floors
- Promotions may include launches for new classes or Les Mills releases, member challenges, special occasion classes, promotion of new instructors and events to celebrate group fitness, such as 'Class of the Month'
- For promotions to be a success, it is vital that they are marketed extensively using social media, emails to members and prospects, blogs, in-club multiscreens and posters.

recipes and information about how to reach their goals. Double points could be awarded to particular classes and at the end of the month prizes awarded to the person who attended the most classes; who had the most significant body change; or who made the biggest change to their lifestyle.

Special occasion classes

Spice up the group fitness timetable with themed classes that recognise member or instructor achievements, celebrate seasonal occasions or just create a fun and vibrant atmosphere. Events could include:

- **Milestone birthdays.** Help a member or instructor celebrate their special day with a playlist of songs from the decade they were born, or their favourite genre.
- **Baby shower class.** Celebrate the impending arrival of an instructor or member's baby. The class could include games, balloons and gifts for the new mum.



From a club perspective there are very real business benefits to running successful Group Ex promotions.



- **Christmas break-up.** Run a special themed class just before Christmas, ask members to dress up and even have a special appearance from Santa! (Tip: if the real Santa is too busy, dress up as him yourself!)
- **Holiday celebration.** Have a send-off for an instructor or member who's about to go on an overseas holiday, with members and instructors all wearing Hawaiian shirts and sunglasses.

Promotion of instructors

Instructors are one of the most important and valuable assets at the gym. It is important that members know who they are, what they do and what qualifications they have. There are many ways in which this information can be shared with members. These include:

- **Instructor of the month.** Nominate one instructor each month and run a feature about them on Facebook, write a blog or use multiscreens to show pictures of that instructor and advertise their class. This is a great way of bringing attention to an instructor and building their class numbers. It can also introduce a new instructor to the club.
- **Instructor profiles.** Designate a wall at the gym for photos of the group fitness instructors. Include a short summary of what they teach and the qualifications they have. These could also be featured on the club's website and attached to the timetable so members know who to expect to see teaching their class.
- **Videos of instructors.** Short, snappy films of instructors chatting are great for introducing instructors to members. Including a few





facts about the person and what they enjoy when they are not at the gym makes them more relatable and interesting. These can be used on Facebook, Instagram or on the club's website.

Other exciting events to celebrate group fitness

There are limitless ways to promote group fitness. Be brave and experiment with any ideas you have to highlight the benefits to your members of getting involved, from health outcomes to enjoyment of the social aspect. Here are a few more ideas:

- **Group fitness month.** Dedicate a month to group fitness. This is a great way of bringing the focus of all the members of your gym onto your timetable and all the amazing classes on offer. The month could include challenges, prizes, rewards or special promotions such as bringing a friend for free.
- **Technique month.** Dedicate a month to promoting great technique in all classes. This may include running special classes which focus entirely on good technique or having an extra instructor in selected classes who check and correct technique. Short YouTube clips demonstrating good technique are a great way of letting members know what to aspire to.
- **Class of the month.** Feature one style of class each month and invite members to bring a friend for free to that class. Selecting a class which might not be lagging numbers-wise is a great way of increasing attendance and awareness of the class.

Marketing for promotions

For any of these promotions to be a success, it is vital that they are shouted from the rooftops! Some gyms have a marketing team to work on promotions, while many others do not – in which case it will most likely fall to you, the GFM, or the instructors.



The most important purpose of promotion is to set the gym and group fitness timetable apart from its competitors.



Aim to market the promotions using the following mediums – the more, the merrier:

- **Social media.** Group fitness posts should be featured weekly on Facebook and Instagram, as well as on Twitter and YouTube if your club actively uses them. They should be used to advertise promotions as well as to inform members about timetable changes, class cancellations and new instructors.
- **Multiscreens.** Some gyms have media screens to display photos, videos and advertisements.
- **Email.** Some gyms send out weekly emails promoting the latest membership deals. Make sure group fitness has a presence in these each week.
- **Blogs.** Some gyms feature blogs on their website. Make sure group fitness news is the focus of at least one blog each month.
- **Posters.** Old-school, but effective, these can be put up in the group fitness studios, on toilet doors and in communal gathering areas.

Social media, especially blogs and online videos, allow events, successes and services to be shared with not only your immediate customers, but the wider world. This sort of storytelling and sharing of success is essentially free and should be a big part of your day-to-day business.

Promoting group fitness requires some thought and creativity. However, if done well, strategically timed special events, challenges and launches can lift the gym and its group fitness program to new heights, making it a force to be reckoned with and a serious competitor to nearby clubs. Start today, set up a yearly planner and map out the year ahead with exciting new ways of making group fitness the club's best asset. **N**

Kirsty Nield is a Group Fitness Manager, instructor and presenter with over two decades' industry experience. Passionate about making people fitter, healthier and happier, she has a Certificate IV in Training and Assessment and is trained to deliver five Les Mills programs, Pilates, Gymstick, aqua and ChiBall.

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ABOUT THE COURSE CREATOR



KIRSTY NIELD

Over the past 20 years Kirsty has established herself as one of Australia's leading group fitness instructors and educators, creating and delivering challenging and dynamic group fitness classes. A GFM since 2009 and fitness presenter since 2012, she is passionate about mentoring and educating fellow fitness professionals.

RECIPES: SUMMER 2018

THE TASTE OF SUMMER

An omega-3-rich burger and electrolyte-packed salad are the perfect taste of summer, courtesy of The Heathy Chef *Teresa Cutter*.

Summer watermelon salad

Icy cold ruby-fleshed watermelon is not only delicious, it's the perfect seasonal addition to every kitchen! As the weather warms up, I am enjoying refreshing salads and icy smoothies to keep my body cool. Watermelon is packed with electrolytes (magnesium and potassium) that will keep your body hydrated during the hot summer months. It's also an anti-inflammatory and high in vitamin C that helps the body create collagen, needed for healthy glowing skin.

Serves 4

Ingredients

600g cold seedless watermelon, skin removed
150g Persian or goat feta
100g fresh rocket or baby spinach leaves
1 ripe pomegranate
Small bunch fresh parsley, chopped, or few handfuls micro herbs
½ small red onion, very thinly sliced
60g pistachio nuts, roughly chopped
Cold pressed olive oil to drizzle

Method

1. Slice the watermelon into thin, bite-sized wedges.
2. Wash the salad leaves and arrange onto a serving platter.
3. Add the watermelon and gently mix through the leaves.
4. Top with parsley or micro herbs and sliced red onion.
5. Remove the seeds from the pomegranate and add to the salad, along with pistachio nuts.
6. Drizzle with cold pressed olive oil just before serving.
7. Serve immediately and enjoy.

Salmon Burgers

These salmon burgers are one of my favourite meals to make at home. Salmon is a great source of omega-3 fatty acids that are anti-inflammatory to the body and critical for good health. Omega-3s also help to lower cholesterol, reduce high blood pressure, nourish the immune system and reduce symptoms of arthritis and depression.

Serves 4

Ingredients

500g fresh raw skinless and boneless salmon fillet, chopped
1 small bunch parsley, chopped
2 spring onions, sliced
Zest and juice from 1 lemon
1 organic egg
Good grind of pepper and a little sea salt
50g (½ cup) almond meal, to coat (optional)

Method

1. Combine the salmon, spring onion, parsley, lemon zest juice, egg and a little salt and pepper into a food processor.
2. Process until well combined.
3. Remove and shape into 8 burgers.
4. Coat them lightly with the almond meal, if using, and rest in the fridge for 15 minutes to help them firm up.
5. Cook the burgers in a pan over a low-to-medium heat with a splash of olive oil until crisp, golden and cooked through.
6. Serve with your choice of steamed greens, roasted sweet potato or leafy greens.



Teresa Cutter, aka The Healthy Chef, is one of Australia's leading authorities on healthy cooking. A chef, nutritionist and fitness professional, she is author of the *Purely Delicious* and *Healthy Baking* cookbooks, available from thehealthychef.com. The Healthy Chef Recipe App is available from the App Store and Google Play.

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PAIN AND GAIN

PUSHING YOUR CLIENTS TO THE LIMIT SAFELY AND RESPONSIBLY

How, asks PT and performance coach *Susy Natal*, do we balance our duty of care to clients with our responsibility to help them achieve their goals?

Pain – vital, yet so often interfering with the progress of our clients.

Pain is one of the most primal signals that our body sends to alert us that something is happening, and its discomfort prompts us to take the action necessary to make it stop. In most scenarios this is adaptive, as the pain is signalling the presence of harm and the risk of further injury. In training, although this can also be the case, it is often not, which can make it challenging to push clients that are either highly risk averse or have a very low tolerance of pain.

No pain...

Then there are the clients at the other end of the spectrum who subscribe to the old-

school saying of 'no pain, no gain' – a mantra that can get people into trouble if taken too literally, as not all pain is sending the same signal and so cannot be addressed with the same approach. As personal trainers we have a duty of care to ensure the safety of our clients, but we are also being hired to facilitate results, so this is a grey area that requires constant attention when dealing with the clients that have a tendency to push beyond what is sustainable and safe.

Identifying the pain

If your client reports that they are experiencing pain, your immediate priority should be to obtain as much information as possible about it. If the client mentions it while in the middle of an exercise, you should make them pause and explain – if it is safe for them to do so. If it is not safe, or if they cannot easily describe it in a sentence or so, make the client stop performing the exercise first and then begin a line of questioning. If they appear to be in distress or significant amounts of pain, you should make them stop exercising immediately and, where possible, assist them in terminating to ensure that they do not cause further injury.



We have a duty of care to ensure the safety of our clients, but we are also being hired to facilitate results.



Keep calm (but don't necessarily carry on)

When you question your client, it is important to keep yourself together. In the event that a client has a potentially serious injury, your calm manner will assist them and prevent them from becoming further distressed. In the more common but less immediately serious scenarios, it can be helpful to remain composed because some clients may become hesitant to tell you that they are experiencing pain if they suspect that they will be met with an extreme reaction. Many people do not like to have attention drawn to themselves in the gym, so you need to be sensitive to this if you want your clients to trust you to be able to handle these situations well and therefore feel that they can be open with you.



The 30-second article

- Pain is one of the body's signals, and in training it can mean many different things
- It is your responsibility as the trainer to keep your client safe – you also need to observe and collect information when there is pain present to decide how to manage the situation
- Stay calm but be detailed with your line of questioning: the intensity, quality and localisation of the pain can all help ascertain what is going on internally for the client
- If you are unsure about what has happened, refer on to a physiotherapist or allied health professional
- Provide some guidelines to your clients to help them decide when pain has progressed beyond what is normal for training and is indicating that they should pull back.

Reluctant pain admissions

There are also clients that may hesitate to tell you that they are experiencing pain if they suspect that you will overreact by disallowing certain movements or otherwise being overly protective and holding them back from reaching their goals. As a trainer your focus should be entirely on your client, so ensure that you monitor not only the execution of each movement but also their reaction to the execution: if their facial expression or physical reaction to an element of an exercise suggests that they are in discomfort, ask them about it, while reassuring them that it doesn't necessarily mean stopping exercising. Because of its diverse nature, the occurrence of pain does not automatically signify the cessation of the training session or that a movement needs to be removed from the client's exercise program. In training, the pain experienced by clients can range from the beneficial type that's getting results, right through to serious danger, so you need to ensure that you gather the relevant information before making any decisions about how to manage the situation.

Pain vs burn: knowing the difference

Make sure that your client knows how to tell the difference between the normal muscular burn and ache that occurs whenever an exercise becomes difficult and other types of pain. This may sound obvious, but to a complete beginner it may be new territory as they might never have experienced the sensation of 'good' pain.

It is also important that you pay attention to the client's history of self-report. If they have a tendency to complain at the slightest onset of discomfort, then a minor complaint would be taken on in a very different way than if you were being told the same thing by a client who generally does not make any comments about the efforts of exercise.

Location and sensation

There are several important pieces of information that can help you figure out what may be going on for the client.

First, you need to find out where they are experiencing the pain, and whether it is localised within the one spot or whether it is radiating anywhere else in the body.

Second, the intensity of the pain should be assessed, and this is where ranking scales can come in handy. For example, if a 10 means they are about to pass out from pain and 1 is pain that they can only just detect, ask them to rate the level of pain experienced at the time.





Simple pain rules for clients

For all clients, but in particular those who like to push very hard, those who have a high pain tolerance and those who may be uncertain how hard they are supposed to push, it can be helpful to provide a few guidelines about what is considered safe to work through and what to avoid in their own training.

There will always be exceptions, and accidents do happen, but in order to keep clients training as safely as possible, especially during their own training when you are not with them, it helps to have some rules. Generally, movement that causes a 'stabbing' pain or pain that is clearly not muscular should be branded as off limits. Pain above a 5 on the scale mentioned above should also be discouraged for general population clients, as above a certain threshold they may struggle to pay attention to their form, which can lead to more serious injury. When you set these guidelines, remind clients to let you know if they ever do experience these undesirable types of pain, so that you can investigate together what might have occurred when they experienced it, check whether it was a one-off occurrence or whether there are ongoing symptoms, and figure out how to resolve it.

Your goal as a trainer should always be to assist your clients to work hard and smart, to enjoy their training sessions while always remaining safe. Having a solid system to manage situations when pain is experienced, both in your presence and your absence, will help you achieve this. **N**

Third, be clear – especially with exercise newbies – with what you are asking regarding the quality of the pain. Avoid terms such as 'sharp' or 'dull', as these can be mistaken with intensity in some cases; instead you could ask if it feels like a stabbing or a burning sensation.

Fourth, find out whether the pain is constant, pulsating, or only experienced through certain movements or positions. This, together with the behaviour of your client, can help you understand what they are experiencing and therefore help piece together what may be going on internally. A calm comment about something not feeling quite right is less serious than if your client becomes unable to touch or put weight on a certain body part, which in turn is less serious than if your client looks pale or presents with other signs or symptoms of very high levels of pain. Observe, collect information and remember that you are not always going to have all of the answers.

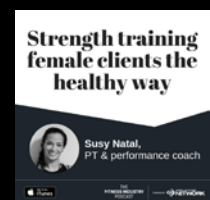
Know when to refer

There will be scenarios in which you are simply unable to figure out what is going on and will need the assistance of an allied health professional to resolve the situation. As personal trainers we are required by law to remain within our scope of practice and there are serious consequences for failing to do so. Your client's safety is paramount and unless you are absolutely certain that the situation is resolved through a change that falls within your scope of practice, such as a form correction to stop a joint from hurting, and there is no underlying injury or issue that requires further assistance, then it is your responsibility to refer the client to somebody who is able to assist further, such as a physiotherapist.

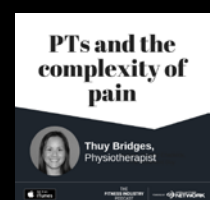
Susy Natal is a Sydney-based performance coach, widely published wellness writer, convention presenter and personal trainer. With a background in psychology, her integrated approach to training helps clients achieve strength of body and mind. With a major focus on strength training for females and on mindset coaching, Susy works with clients ranging from beginners through to athletes. Visit susynatal.com and follow her on Instagram [HERE](#).

LISTEN UP!

Click [HERE](#) to listen to Susy Natal talk about strength training females of every life stage, rigidity of thinking, and assessing physical and mental suitability for the demanding realities of body comps, with The Fitness Industry Podcast, powered by Australian Fitness Network.



Click [HERE](#) to listen to physio Thuy Bridges chat with The Fitness Industry Podcast about PTs performing orthopaedic tests on clients, back pain, how the internal organs affect the musculoskeletal system, and the complexity of pain.





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About course creator, Dianne Edmonds

Dianne is a physiotherapist with over 20 years of experience with pregnancy, postnatal and pelvic floor education, treatment and fitness programs. She was the lead physiotherapist and project officer for the Pelvic Floor First project, run by the Continence Foundation of Australia and is a Pelvic Floor First Ambassador.

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RESEARCH REVIEW

YOGA TO MAKE YOU SWEAT

Yoga is a firm fixture in most fitness facilities these days – so what effect does the more vigorous, fitness-based variety have on heart rate and body temperature?

Review by Dr Mike Climstein PhD & Joe Walsh

Title: Heart Rate and Thermal Responses to Power Yoga

Authors: Dr's Schubert and colleagues. (Department of Kinesiology, California State University USA)

Source: *Complementary therapies in clinical practice*, 32, 195-199

Introduction: I'm originally from the South in the US, so it's fair to say that I like the heat and humidity, grew up on it, so it really doesn't bother me. Having also completed most of my training in the western US, where it snows and snows (Park City Utah and other resorts there get 12.5 to 13.7 metres of snow each season), I can confidently say that, having been there done that, it's way too cold for me.

So when my partner Claire decided it was time we visit Uluru in Australia's red centre I thought it was a brilliant idea, and off we headed. In February. Mistake number one. After a three-hour direct flight from Sydney we landed. Because it's a regional airport, there's no air bridge, so we descended the plane's steps onto the tarmac and hit a wall of heat. The temperature hit 41°C every day we were there.

The itinerary that I had drawn up had us walking around the base of Uluru. The Traditional Owners, the Anangu people, do not climb Uluru because of its great spiritual significance and have long requested that visitors follow this example, partly due to the path crossing a sacred traditional Dreamtime track, and also due to a sense of responsibility for the safety of visitors (many people have died climbing Uluru, mainly from heart attacks). From 2019 this request will be replaced by an outright ban on climbing the rock.

So, now we were ready for mistake number two. My research told me that it was only a 10.6km walk around the base of Uluru, so I figured that, hydration-wise, our 1.5 litre and 0.75 litre water bottles would



Some participants' heart rates rose to near 175 beats per minute, while others had a peak heart rate which rose to approximately 130 beats per minute.



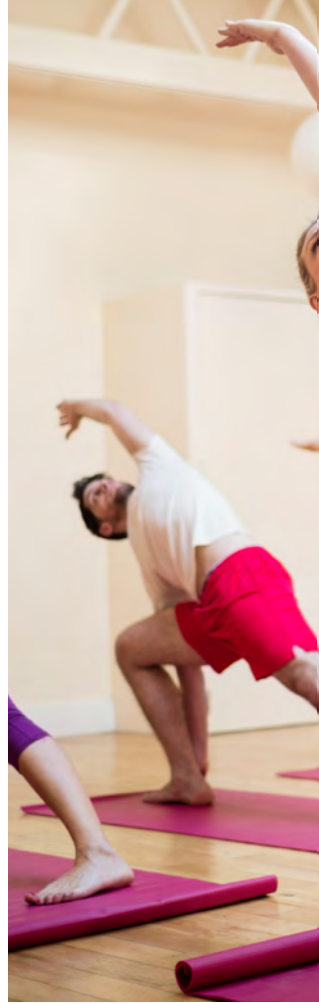
suffice. Needless to say, we only made it half way around the rock. Huge disappointment, but the heat stress I was experiencing was unbelievable, like nothing I had ever felt before.

So, given this recent experience, you can appreciate my hesitation when a friend asked me if I wanted to join her at a hot yoga session. I'm keen to improve my flexibility though, so what the heck, nothing ventured, nothing gained. Which leads us into this Research Review.

Yoga is very popular now, with an estimated 2 billion people practicing it worldwide. Here in Australia, it is believed 2 million people 'grab a mat, take a breath and pose as a cobra, cat, child and downward-facing dog' (Ray Morgan research, 2016). It's been the fastest growing sport/physical activity in the country over the past eight years, and is especially popular with younger women (aged 14 to 34) and men (aged 25 to 34). There are many different

branches and styles, however the research we are covering here pertains to 'power yoga', which is considered to be a vigorous, fitness-based type of yoga. The investigators chose to examine the heart rate, hydration and thermal responses to 45 minutes of power yoga in a neutral environment (23.5°C and moderate humidity of ~ 47%). The yoga session comprised 21 poses (Table 1 in the article has the complete list/order of movements/poses), most of which were held for approximately six breaths, while other poses were conducted 'breath to movement', which occurs when participants complete one pose per inhale or exhale (approximately three seconds).

The researchers recruited 27 healthy young men and women, inexperienced in yoga, to complete a 45-minute power yoga class in the neutral environment (23.5°C). The researchers measured heart rate with



The 30-second article

- An estimated 2 billion people worldwide practice some form of yoga
- Researchers examined the heart rate, hydration and thermal responses to 45 minutes of power yoga – a vigorous, fitness-focused yoga – in a neutral environment
- The majority of the participants' heart rates were in the moderate to vigorous heart rate zones
- Participants' skin temperature rose by an average 2.7°C, and they lost around 280grams of weight, which equates to a fluid loss of approximately 280ml.





the use of Polar heart rate monitors (Polar OH1, which is worn on the upper arm) and used an iButton (a small microchip which is a digital thermometer) to record skin temperature.

Results: All of the subjects completed the yoga sessions without any adverse effects. With regard to heart rate, the authors chose to report the results in terms of heart rate zones, where light was < 60% maximum heart rate (HR max), moderate was 60 to 75% HR max, vigorous was 76 to 90% HR max and near maximal was > 90% HR max. From their overall results, they found the mean heart rate rose from approximately 80 beats per minute to a peak of approximately 150 beats per minute. Some participants' heart rates rose to near 175 beats per minute, while others had a peak heart rate which rose to approximately 130 beats per minute. The majority of the participants' heart rates

were in the moderate to vigorous heart rate zones (36% and 38% respectively).

With regard to skin temperature, the mean starting skin temperature of the group was approximately 30°C and it rose to a peak of just under 32.7°C with participants experiencing a mean weight loss of 0.43% (0.28 kg). This loss of body weight equated to a fluid loss of approximately 280ml.

The authors concluded that cardiovascular demands of power yoga were such that it lay within the heart rate recommendations of the American College of Sports Medicine, i.e. that exercise intensity should lie between 65 and 90% of HR max if the goal is to improve cardiovascular health.

Pros: As the authors constantly measured heart rates and skin temperature over the entire power yoga session, this demonstrates the heart rate fluctuations between the different poses. However in the middle of the session, from roughly 10 minutes to 35 minutes (of the 45-minute session) heart rate remained fairly stable and elevated. With regard to skin temperature, it rose continually from the start of the session.

Cons: There are a number of benefits that can be gained by regular practice of yoga, however there are contraindications that some fitness enthusiasts need to be aware of for inverted poses, which includes individuals with heart conditions, glaucoma, uncontrolled high blood pressure, detached retinas, forward bending in individuals with osteoporosis, back extension in individuals with spinal stenosis or herniated discs and if you (or your clients) are pregnant. It is highly recommended you speak with your GP or specialist if you have any medical issues and are thinking about taking up yoga.

Incidentally, Uluru was an unreal experience which I highly recommend – just not in February! **N**

CLICK HERE TO SEE REFERENCES IN THE ONLINE VERSION OF THIS ARTICLE

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AQUA SKILLS

VARIETY IS THE SPICE OF CLASS PROGRAMMING!

Keep things interesting in the pool this summer by playing with the many variables of your class programming, says instructor and industry educator *Dominic Gili*.

Are your aqua fitness classes innovative, engaging and purposeful? When was the last time you tried a different teaching style or class program? Varying your programming is the key to ensuring positive outcomes for every aqua workout.

We all have our preferred teaching methods and class types; some instructors choreograph their workouts, while others love interval training or working with a particular piece of equipment. However, we should all keep an eye towards a broader, more varied approach, embracing different training methods and class formats, which will challenge and stimulate both trainer and participant.

Consider some of these training options for new workouts ideas or entire class programs:

Music, dance and exercise

When it comes to aqua fitness classes, music is an effective tool to motivate participants. The two key qualities of workout music are tempo and what psychologists call rhythm

response, the latter being an individual's physical response to the music – the involuntary tapping of your foot or nodding of your head, or that moment when you say 'I've just gotta dance to this song!'

Dance-based workouts can be challenging, engaging and fun when adapted to the water environment. The choice of music available to trainers is wide and varied, from rock'n'roll and disco, to hip hop and even classical music – which gives us a great opportunity to create a special experience for participants.

So, where to start when creating a 'pool party' playlist? These three tips are great starting points:

- use songs with pre-existing choreography, such as Nutbush City Limits, YMCA
- be inspired by lyrics that describe moves, like Jump and Let's Twist Again
- choose songs that you think your participants may sing along to, such as Hey Baby, Sweet Caroline or any of the karaoke crowd pleasers!



The 30-second article

- Group fitness helps form the social life and culture of many clubs, so the role of the Group Fitness Manager is a critical one
- A group fitness program is only as good as its instructors, so a GFM needs to know exactly what to look for when hiring team members
- In addition to having the right skillsets, instructors should be reliable team players that are social, energetic and passionate about their health and fitness
- There are a number of ways to find great instructors, including contacts of existing team members, asking local RTOs, advertising and reaching out to current club PTs and passionate group fitness 'front rowers'
- Once you have a great team, you should strive to retain it by making it a priority to acknowledge their achievements, loyalty and reliability.

Exercise combinations

In order to offer exercise variations that challenge your clients to work in all three planes of movement – sagittal, frontal and transverse – you can combine different exercises into one routine.

When combining exercises, be sure to offer smooth transitions from one exercise to another:

- a one-footed move to another, e.g. Jog to Rocking Horse
- a one footed move to a two-footed move (or vice versa) with a centre bounce, e.g. Front Kick to Jumping Jacks
- a two-footed move to another, e.g. Jumping Jacks to Tuck Jumps.

Using fitness music programmed with 32-count blocks helps instructors to create dynamic routines that are easy to teach and follow. 'Music mapping' is a useful tool for all instructors to learn – click [HERE](#) for more information about this and other group fitness teaching tips.

Movement progressions

All basic exercises in the water can be varied to increase intensity. The focus of these progressions is to build strength and increase cardiovascular and respiratory endurance. This can be achieved by increasing the intensity of the movement via increasing speed, power, acceleration and propulsion.

The *Aquatic Fitness Professional Manual* produced by the Aquatic Exercise Association states each workout can progress through various levels of impact and include numerous hand positions, all contributing to variations in intensity.

For example, working a base move from:

- upright neutral position with hands slicing water
- increase power and acceleration working with open palms
- add plyometric variation
- add suspended variation.

Movement regressions

All base moves can be pared back to isolate both arms, or a single arm or leg. These movement regression workouts have a multitude of benefits, with the moving limb targeting specific muscle groups while the rest of the body experiences a stability, balance and core strength workout.

This can be achieved using the '4,3,2,1 Method'. Start with a dynamic movement, such as Cross Country Ski, working both arms and both legs in the sagittal plane, and end with isolating a single arm or leg. For example:

- (4 limbs) working two arms and two legs
- (3) working two arms and one leg, or two legs and one arm
- (2) working one arm and one leg
- (1) isolating one arm or one leg.

The posterior chain

The posterior chain describes a group of muscles, including back muscles, gluteus maximus, hamstrings and calves. Its function is to allow the body to perform movements safely, as well as to return and stabilise the body in the upright position.

The muscles of the posterior chain are often underutilised, particularly in circumstances where individuals sit for 8 to 10 hours per day. The longer the body remains in the seated position, the more the hip flexors and quadriceps tighten, which can eventuate in the glutes 'forgetting' their primary role as hip stabiliser and extensors.

Programming workouts and educating participants about the importance of strengthening the posterior chain is vital for assisting participants to move with better function on land.

To ensure the focus of a workout is on the posterior chain, trainers can adapt any base move to use the '1:3 method'. For example, a 'one leg kick' movement can be varied from the standard 'front to back and repeat' to 'one front kick and three back kicks'.

Brain training workouts

Simple coordination-based exercises improve brain function as well as coordination by helping clients engage the mind and create better body awareness. Recent research conducted by Cheng has



demonstrated that crossing opposite arms and legs to meet at, or cross, the body midline engages both sides of the brain.

A simple example of this is when we alter the plane of movement:

Cross Country Ski: working legs in the sagittal plane and arms in the transverse plane

Jumping Jacks: working the legs in the frontal plane and the arms in the sagittal plane.

Another option is to perform any base exercise where the legs work to a constant beat but the arms pause on the third beat for one beat. This coordination challenge requires clients to engage their brain to control physical co-ordination of the body. For example, with Jumping Jacks:

BEATS 1-3: Arm and legs move out and in together

BEAT 4: Arms stay still and only the legs move

BEATS 5-7: Arms and legs move in opposite directions

BEAT 8: Arms stay still and only the legs move.

REPEAT.

Asymmetrical workouts

The engagement of core muscles to improve balance and stability is easy to achieve when programming asymmetrical workouts in the water. The imbalance created when using only one hand buoy challenges the body to maintain good body alignment.

From the very start of an asymmetrical workout, clients become aware of muscle imbalances and are thereby challenged to develop core strength response in order to improve symmetry, stability and balance.

The best thing about asymmetrical workouts is that you don't need to redesign your typical class program to achieve great results: just add one hand buoy and the workout automatically takes on another dimension!

A great example of this is when working two legs forward and back while suspended (commonly known as Rock'n'Rolls or Shoot Throughs). Participants that usually perform this exercise with no hand buoys have no trouble balancing. Those using two hand buoys sometimes feel a slight imbalance as their stronger side dominates, but with only one hand buoy it usually takes at least three swings for the brain and body to adapt to the imbalance.

When instructing these moves, remind participants that:

- activating core muscles will stabilise the hips in a neutral position or at least reduce the hips swinging



- working the empty hand/arm with power will create the uplift required to counterbalance the buoyancy of the hand buoy on the other side.

Interval training

Also known as HIIT or Tabata, interval based training alternates between periods of hard exercise and rest, providing clients with the potential to improve cardiovascular and respiratory endurance, speed, agility, coordination and balance. The intervals should be pre-determined and can either be measured by time, repetitions or distance. Research conducted by Gibala in 2009 outlines the clinical benefits of interval training including improved oxygen utilisation, improved ability to burn fat, improved heart and efficiency, and reduced insulin dependency.

Further research by Paoli in 2012 focusing on the effects of high-intensity interval resistance training proposed that short period resistance training could play a role in weight control by increasing resting energy expenditure.

Most music produced for fitness classes has the option to be programmed with timed intervals, making an instructor's job easier as the music manages the time.

Circuit training

This high intensity form of training is used for body conditioning, endurance and resistance training. Circuit stations can be set up at different points around the pool. Each station utilises a particular piece of equipment for strength-based training. Similar to interval training, circuit training alternates between periods of hard exercise

and rest, which are measured by time during which participants work out at one station before moving onto the next. Traditionally, the time between exercises is short.

There are many inexpensive equipment options for use in circuit classes, including:

- one or two hand buoys
- noodle, half noodle or noodle hand pieces
- Latex-free band loops
- kickboards
- Frisbees
- bike inner tubes as tethers
- soft balls with nodules.

Participant numbers and pool depths should be considered when setting up equipment stations to ensure that exercises are both achievable and safe.

Putting a fresh twist on your class programming can be as simple as introducing or amending just one of these factors. Of course, to shake things up even more you can always apply a number of these variations – though you should consider your audience and be mindful of whether too many changes at once could be detrimental to their aqua fitness experience. **N**

CLICK HERE TO SEE REFERENCES IN THE ONLINE VERSION OF THIS ARTICLE

Dominic Gili is the founder of **AquaFitnessOnline.com**, and has been teaching aqua fitness since 1993. With a reputation for offering innovative and challenging water workouts, he delivers aqua workshops and new instructor trainings across Australia. In 2012 he was named Australian Fitness Network's 'Author of the Year'.

DON'T BE FOOLED

BY KOMBUCHA WANNABES

Not all kombucha is created equal, so if you drink this probiotic-rich drink, make sure you're actually getting what you're paying for, writes dietitian *Ashleigh Feltham*.



The life-enhancing power of a healthy gut has become mainstream media fodder, and in tandem with this, previously obscure foodstuffs that boast probiotic, or 'good bacteria', credentials have also become supermarket staples.

Of the many foods and drinks promising to facilitate a healthy balance of good and bad bacteria in the gut, kombucha is perhaps the poster child.

Unfortunately, some varieties contain the same, or lower, levels of probiotics than you'd find in a glass of tap water. A number of factors determine the health benefits of kombucha, so before you chuck out the pack you've just bought, let's identify what kombucha is and how to choose the best variety to give your body the most potential health benefits.

Kombucha is a drink that has been around for centuries and is made by mixing a combination of green or black tea with sugar and then adding both yeast and probiotic bacteria. The drink is then left for 7 to 10 days to allow several reactions to take place. The reactions made by the bacteria create the distinctive tang taste while the yeast creates the drink's sparkling effervescence.

The research supporting the health benefits of kombucha is currently limited to mostly animal studies and cell cultures. Although the evidence of benefits to humans

is yet to be strongly established, studies have shown that potential health benefits may include:

- antioxidant and polyphenol benefits to help reduce the effects of free radical damage linked to disease, illness and ageing
- potential antimicrobial effects on the bad bacteria which can cause illness or stomach ulcers
- anti-cancerous effects by stopping a component needed for cancer growth
- assisting the maintenance of healthy blood sugar levels
- helping increase levels of 'good' HDL cholesterol and decrease 'bad' LDL cholesterol.

Additionally, kombucha contains several B vitamins which are needed to help convert food into energy, and vitamin C for immunity, as well as a component for making collagen, which is linked to healthy and youthful skin. It also contains several minerals and organic acids, which are especially helpful for vegetarians because they help release iron and zinc from plant foods. Kombucha also boasts a few amino acids which are needed to help make protein and cells in the body.

While many choose to make their own kombucha, more of us are also buying the commercially available bottled options. However, as with any product, not all varieties are of equal quality, or benefit.

Be sure to tick off this checklist when making your choice:

Is the kombucha in the fridge? The bacteria and yeast in the drink will die if not kept in a cool environment, so if you are selecting the ones from the long-life section at the shops, you are buying dead probiotics.

How probiotic-rich is it really? The number of probiotics needed for a beneficial effect in your body is around 1 billion plus, so check the label. Variety of probiotics is an additional factor; try to select a drink with more than one type of probiotic if possible.

Is the drink made from an extract or from the reaction of the bacteria and yeast to the tea and sugar drink? It should claim this on the bottle; if not, check the website.

What type of probiotic is in the kombucha? If you do a little research, you can see the types of probiotics which are recommended for health benefits, such as *Bacillus Coagulans* GBI-30 608

Is the tea mixed with sugar or with an artificial sweetener? For the fermentation to take place properly the drink needs to have sugar added for the bacteria and yeast to react with.

Is the alcohol content mentioned? During the reaction there should be a small amount of alcohol present, and this should be listed in the ingredients.

Does the brand of kombucha claim to cure everything under the sun? If the claims on the bottle seem too good to be true, they probably are, and it would be a good idea to keep walking to the next brand.

Take home message: Not all kombucha varieties are equal, so if you enjoy this trendy beverage make sure you are also receiving the potential health benefits. If your current brand is merely a wannabe kombucha, it may be cheaper to simply choose a sparkling mineral water. **N**

Ashleigh Feltham is an Accredited Practising Dietitian and owner of Feed Your Future Dietetics. She is also an experienced personal trainer and group fitness instructor. Follow her on Instagram and Facebook.

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If you are an Australian Registered Exercise Professional (AusREP) it's important to be familiar with the ADGs so that you can both answer your clients' nutrition-related questions without working beyond your scope of practice, and know when to refer on to an appropriately qualified nutrition professional.

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- ▶ Myths and facts about the ADGs
- ▶ The five ADGs and how AusREPs can use them to provide nutrition education to clients
- ▶ The Australian Guide to Healthy Eating, including discussion of the five food groups and recommended serve sizes



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THE TOP

SOURCES TO FIND LEADS

Lead generation is the lifeblood of your fitness business, so let's take a look at the multiple areas where potential leads could be waiting for you, writes fitness marketer *Michelle Le Grand*.

One of the most pressing issues all fitness businesses face today is how to find more leads.

People's budgets have become tighter as living costs have increased, competition has dramatically escalated and people are expecting more bang for their buck.

Lead generation, therefore, has become increasingly important and can be the difference between a business making a profit or shutting its doors.

So let's explore all the different areas where potential leads could be waiting for you.

Your current clients

One of the most effective and cost efficient ways to find future leads is to simply ask your current members if they know someone who would be interested in your services. Often

when people are looking to join a gym or use a PT, they first turn to their friends and family for recommendations.

Referrals carry a lot more weight than a paid ad, so make sure you have a strong member referral program that's mutually beneficial and that all your members know about.

Your own database

Your database is the most valuable marketing tool you own. It should contain details of not only all your current clients or members, but also prospects, lapsed clients and any leads you have acquired.

Regularly follow up on your leads and include them in your newsletters, blogs and social media. They may not be interested right now, but in due course you may contact them at just the right time when they're ready to take action and sign up.

Don't forget about contacting lapsed members to see if you can entice them back. If they haven't moved out of the area, chances are they may just need some motivation to get them back into your facility or training with you again.

Get online

The internet is generally the first place people turn to when they are gathering information, so make sure you have a strong presence online.

Your own website

Your website can be a great source of leads, so ensure it has a modern design, is up to date, mobile friendly, easy to navigate and has all your contact details. You should also have a variety of ways to capture leads' details, such as a pop up form for people to add their email address to receive your blog or newsletter, or a super simple contact form so people can request more information.

Get social

Ensure you are on Facebook, LinkedIn, Twitter, Instagram or whatever channels your target audience are on (and not just personally if you are a personal trainer, but professionally). Your profile should look professional and you should regularly post content, Tweets, videos and pictures that are relevant and interesting to your target market.

Have exclusive promotions and competitions for your fans and followers: fans that are not members may just need a special incentive at the right time to convert them to a paying client or member.

Google Adwords

If people are actively looking for you, make sure they can find you as easily as possible. When someone is using Google to search for information on getting fit, losing weight or finding a trainer in their local vicinity, then your details should pop up.

Social media ads

Advertising through various social media channels can be a very cost effective way to create interest and gain leads.

The beauty of social media advertising is two-fold: first you can make your ads very targeted so they only appear in front of your target audience (for example, mums, between 30 and 45 years of age, who live within 1km of your business and are interested in yoga).

Secondly, you don't need a big budget: you are in complete control of how much you spend.

If you are looking to run any social media ads, make sure that you:

- know what you want to achieve
- you are clear with your target audience
- use high quality and striking images or videos
- have an eye catching headline
- communicate the benefits and what you do better than anyone else



Are there any fitness businesses that offer services you don't, that would complement your business – and vice versa?



- have an offer too good to refuse
- give a timeframe for people to act sooner rather than later.
- throw in something for free, if you can!

Local online directories

Make sure you are listed in all the local directories such as the Yellow Pages, True Local, Yelp and Hotfrog (basic listings are usually free). This is often where people will start their search.

Working with other businesses

Don't just focus on the individual; targeting small businesses can mean big business for you. Talk to the HR manager and sell them the benefits of exercise: a healthier employee takes fewer sick days, has lower stress levels, has more energy and is more productive.

Special corporate deals

Offer special corporate rates to businesses in the area: the more people that join, the bigger the discount.

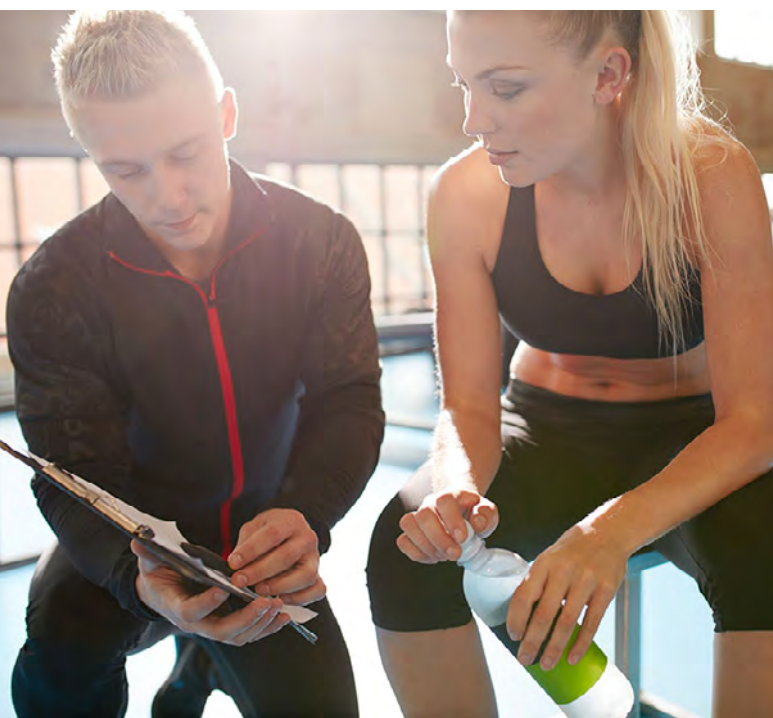
Play a crucial role in any corporate wellness program. Hold a series of 'lunch and learns' where you provide a healthy lunch and present to groups of workers about the benefits of exercise and eating well, and offer free introductory sessions on site or at their workplace gym if they have one. A weekly group training session could be exactly the sort of team bonding experience that HR will get excited about!

Become a preferred supplier

Consider all the businesses that have a natural affiliation to health and fitness: physios, doctors, masseuses, health food stores, nutritionists, chiropractors, sporting clubs... Approach them with a proposal to promote each other's businesses. This gives you exposure to a wider and highly relevant audience who may be more inclined to use your services.

Cross promotion opportunities

Identify a range of local businesses such as cafes, travel agents, cinemas, hairdressers, beauty salons, real estate agents, bridal shops and restaurants that you think would be a good fit with your target market, and ask





if you can place a poster in their shop window or leave some flyers for their customers.

Work with other fitness companies

If you provide yoga classes, how about teaming up with a CrossFit Box? Or if you do outdoor training classes, look at partnering with a local gym.

Are there any fitness businesses that offer services you don't, that would

complement your business – and vice versa? This adds value to your members or clients' memberships and exposes your services to a completely new audience.

Class Pass and Fitness Passport

Similar to a gym membership, Class Pass and other similar businesses give members access to all sorts of different classes (such as yoga, barre, cycling or martial arts) at a variety of studios and gyms that have signed on. By signing your business up, you could get some people trying out your facility who may not have otherwise, and who may then become members. This option isn't necessarily suitable for every business, so you'll need to consider it carefully.

Fitness Passport is a corporate health and fitness program that allows those people who work for a variety of government organisations access to fitness businesses that have signed up to the program.

The old fashioned methods

Sometimes the tried and traditional ways work best, so consider these options too.

Letterbox drops

The success of letterbox drops can be a bit hit and miss. If people receive a heap of junk mail, chances are your flyer will go straight into the recycling bin.

Consider adding a calendar or listing local service contacts or emergency numbers that may extend the life of your flyer. Add a magnet so people can put the postcard on their fridge so when they decide to join a fitness business, they have your details at top of mind.

Open days

Throw open your doors for a weekend and invite the local community along. Make it a fun-filled event with special competitions, free food and giveaways.

Lead boxes

Set up a lead box in a high traffic area where people drop their business cards to win free memberships or merchandise.

Time to get personal

We are in a personal business, so nothing beats putting yourself out there in person and meeting potential members face to face.

Set up a stand at your local shopping centre, community event or markets, and give out free fitness assessments. Hit the streets and give out free passes around train stations, schools, child care centres, bus stops – anywhere your target audience may be.

There are lots of opportunities to get leads and most of them don't cost a lot of money, just some time and perseverance. The important thing is to continually have a few different lead generation strategies in place, even when your calendar is fairly solidly booked, so that you can keep adding them to your leads funnel. **N**

Michelle Le Grand is the owner of Le Grand Marketing, and is also a group fitness instructor and personal trainer. She specialises in developing marketing strategies and social media plans for fitness businesses to help them generate leads, increase memberships and build brand awareness. legrandmarketing.com.au



The 30-second article

- Lead generation is critical to fitness businesses and can be the difference between making a profit or shutting up shop
- There are multiple sources of leads, both online and offline, from reaching out to your own database of past clients, leads and prospects, to Google Adwords
- Online options include lead capture forms on your own website, social media, and online directories
- Working with other businesses to promote to each other's clients can work as long as the relationship is truly mutually beneficial
- Traditional marketing methods such as letterbox drops, open days and lead boxes can still be effective lead generators.



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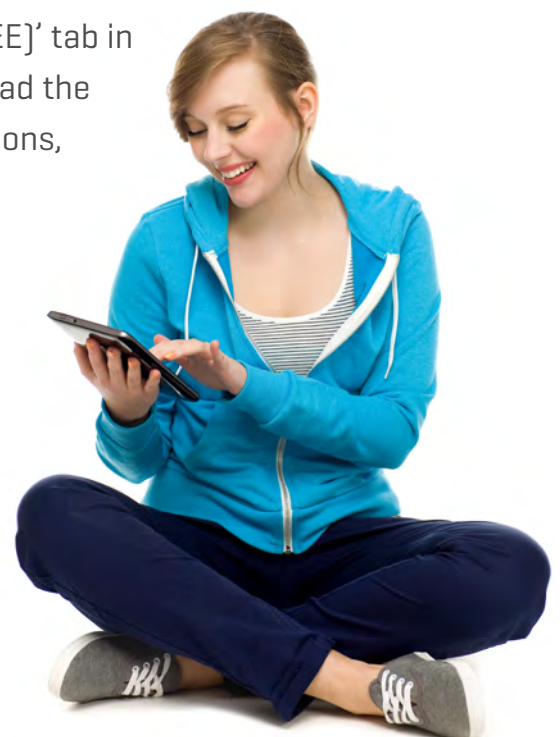
This quarter, the course is based on the following features:

- ▶ Handstand and deliver! Turning bodyweight training on its head [p10]
- ▶ The 6 stages of fitness business growth [p15]
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HOW FOOD AFFECTS OUR MENTAL HEALTH

Brain function and mental health rely on optimal nutrition for basic function, so when deciding what to eat we should aim for more than a quick energy fix, says nutritional therapist *Charlotte Watts*.



If you've ever reached for chocolate or cake when stressed, you will know that what we eat is intrinsically bound up in our ever-shifting mood states. When we feel low or demotivated, we can quickly crave the dopamine fix that sugar, caffeine and junk fats can deliver. With motivation to move and look after ourselves relying on this mood-lifting neurotransmitter (and dopamine levels are depleted by stress) it's easy to see how a vicious cycle can quickly result, in which emotional eating replaces taking on the nutrients we need to support good mood.

As I outline in my book *Good Mood Food*, brain function and mental health rely on optimal nutrition for basic function. We need the right carbohydrate sources for sustained energy, quality protein for neurotransmitter production and healthy fats for nervous system cells to pick up and use these. We

also require B vitamins, vitamin C, zinc, magnesium and omega 3 oils (to name just a few key nutrients) to metabolise these macronutrients and produce the hormones, enzymes and neurotransmitters that run the whole symphony. To continue this musical analogy, this orchestration is put under more pressure when physical activity is increased. Yes, this is a good stress or challenge ('eustress') when appropriate recovery for tissues is also observed, but increases the need to attend to nutritional needs for both energy and mood.

Balancing blood sugar

There's a reason that 'balancing blood sugar' is the foundational starting point for most nutritional therapists. If this cornerstone of energy utilisation and metabolism is not addressed, we cannot have an objective view of what other symptoms might mean. Helping a client eat for sustained energy to brain, muscle, organs and other tissues can help us view where other factors such as gut, adrenal, reproductive and thyroid health need support. Sports nutrition has a basis of sufficient blood sugar needs before training, and replenishing spent muscle with protein soon after, and this is supportive of blood sugar balance (and therefore mood) as a whole. For example:

Before training, these carbohydrate sources are easily digested:

- a low sugar berry smoothie
- a few oatcakes
- coconut water (also isotonic for electrolyte minerals)
- a banana or other piece of fruit
- nut and dried fruit mix.

After training, depending on time and how close to a meal you are, these make good snacks:

- boiled egg and avocado
- spinach frittata or omelette
- nut butter on rye crackers or bread
- Greek yoghurt with berries and coconut
- good quality protein smoothie or snack bar.

Unfortunately, many messages have been propagated that eating 'little and often' is the way to fix rollercoaster blood sugar levels, where people may feel energy dipping and low blood sugar symptoms between meals, such as low mood, intolerance, irritability, lost motivation, fatigue and poor concentration – not to mention the effect on performance for those in training.

It is true that eating small amounts regularly will prop up any sudden drops in glucose delivery to cells, but this is not a viable long-term solution. It not only creates a fixation with putting things in our mouths, but also sets up a confused relationship with appetite, places a strain on digestion (which has to start the whole process from scratch each time we eat) as the gut has little time empty for renewal and gut motility, and is metabolically dampening. We need to be able to go for at least 4 to 5 hours without food, and longer allows the 'intermittent fasting' that supports mood, immunity and energy efficiency.



The 30-second article

- We need the right carbohydrate sources for sustained energy and quality protein for neurotransmitter production, as well as healthy fats, B vitamins, vitamin C, zinc, magnesium and omega 3 oils
- Constant grazing and snacking rather than set meal times is not the ideal way to balance blood sugar – the cornerstone of energy utilisation and metabolism
- Both PTs and clients can develop ‘little and often’ eating habits which can set up a confused relationship with appetite, as well as place a strain on digestion and metabolism
- A breakfast high in protein and healthy fats can set us up for more stress-coping and less sugar-craving throughout the day.

PT eating habits

I’ve seen many personal trainers over the years who struggle with adrenal fatigue because the job is so physically demanding and eating has to fit in between sessions. A ‘little and often’ eating habit tends to develop. We work with how to schedule and time manage so that taking a full break and time to digest are factored in as an important part of the job, but of course that isn’t always possible, especially for those who work in gyms. The food examples above can be good replacements for the quick-fix sugars or convenience foods that we often gravitate to, and which add to blood sugar highs and lows and don’t provide the mood, energy and tissue support needed in the job.

Client eating habits

For the client, the circumstances are different. Often classed as weekend warriors or amateur athletes, they will likely spend most of their time sitting behind a desk, stewing in stress hormones that create the urge to move but, because they can’t, result in tight fascia and muscle. This can create signals to ‘fuel up’ as the stress response is a survival mechanism that demands immediate energy to protect us from perceived danger. When the stress is in response to a pressured work environment or upsetting email, the whole

mind-body still prepares for the full physical fight or flight reaction – even if this manifests in the modern world as irritability or going for a walk around the block.

For many in office culture, the pull to snack on sugary items available can be continual, particularly if sugar and junk fats – or the deeply satisfying combination of both as cakes, cookies or pastries – are used as ways to numb against stress or boredom. When we see food, it is natural to want to have and eat it (as any animal is primed to do) so to blame poor willpower for giving in to temptation is a recipe for more stress-inducing self-criticism, guilt and shame. Recognising the biochemistry and stress at play can help our clients, and ourselves, to recognise the signs that we need to support our blood sugar and adrenals and step back from the pressure to take smart breaks.

Exercise and energy balance

This feeds into exercise too. Those who are stressed can tend to ‘live in their heads’ and may only be driven by the next goal or aim. Either of these can prevent us being able to listen to our bodies and eat and exercise mindfully. When not interoceptively listening (tuning inwards) the likelihood of injury and adrenal fatigue becomes higher, as a person loses the ability to self-regulate and know when to pull back or take time to rest and recover. A key sign that the energy balance has been pushed over into depletion is knowing you need densely supportive nutrient-rich food, yet are feeling compelled to fuel up with quick-fix foods (biscuits, cake, chocolate, even white bread) that create an energy spike, followed by a low. If you exercise too high in this state, you’ll send out more signals to the brain to fuel up quickly as you’re burning energy fast. Reducing sugar intake and regulating exercise appropriately can prevent using up the nutrients needed for healthy mood and focus.

Starting the day with a breakfast high in protein and healthy fats, such as yoghurt, nuts and berries, Bircher muesli, buckwheat pancakes or smoked mackerel and avocado on rye, can set us up for more stress-coping and less sugar-craving throughout the day.

A few key nutritional changes can also help:

- Magnesium is a calming mineral and deficiency is common as it is depleted by stress. Low levels are seen with anxiety and related symptoms such as insomnia, headaches, muscle cramps, panic attacks and IBS. Found in green leafy



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For your chance to win 1 of 3 copies of Charlotte's new book *Good Mood Food*, email

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and let us know in 50 words or less why you need to get some good mood food in your diet.

vegetables, nuts, seeds and fish, it tends to be poorly ingested in the modern diet. You can also supplement 300 to 600mg magnesium citrate, split over breakfast and dinner to help reduce tendencies to anxiety.

- Omega 3 oils are needed for brain function and mood regulation. If you are not getting these from direct sources such as fish, you may need a supplement as a DHA algae form (vegan) as we do not convert plant sources well.
- Drinking camomile tea, or sleep teas that include this herb, has an accumulative effect when camomile is regularly ingested, reducing anxiety overall, not just after drinking it. It doesn’t make us soporific, just able to handle stress and adapt well, without over-reactivity and hypervigilance creeping in.
- Celery and lettuce contain the soothing chemical apigenin, so load salads up with them. **N**

Charlotte Watts is an award-winning nutritional therapist and senior yoga teacher, specialising in stress-related conditions, mental health, digestion and fatigue. Her latest book *Good Mood Food* (Nourish Books) follows her interest in supporting mindful self-care. charlottewattshealth.com

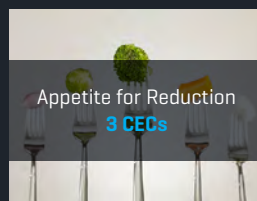
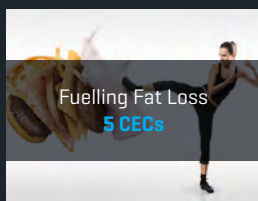


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OVER 60 – AND OVERLOOKED? ASSESSING & TRAINING A GROWING MARKET



Training older adults needn't be about what they can't do, but instead what they can do to not only maintain, but improve their quality of life, says personal trainer *Kate DeMayo*.

In recent years, study after study has shown decisively how important exercise is for older adults. We now know that exercise lowers the likelihood of developing a range of chronic conditions, including cancer and diabetes; improves memory and cognitive functioning; reduces the incidence of falls; and combats osteoporosis by improving the health of bones. And that's just the start. We know a lot about why older people should exercise – but do many of us who work as

trainers and instructors feel confident in knowing how? Faced with clients aged in their 60s, 70s and 80s, do we understand the kinds of exercise regimes that will maximise their chances of maintaining, even improving, their quality of life?

What not to do?

When I studied to be a personal trainer over 15 years ago, much of the conventional wisdom on older adults stressed what not to do with them. No deep squats, because that might aggravate knee arthritis. No twisting, bending or high impact. And no lunging (never mind that half of my clients play lawn bowls, which involves repeated movements that look an awful lot like lunges...).

More recently, an article in *Readers Digest* on '14 exercises to never do after the age of 50' drew criticism from numerous exercise and health professionals, especially physiotherapists, for its age-based assumptions and overly cautious advice based on chronological age. The article title was subsequently changed to '14 exercises to modify after the age of 50'.

There seems to be plenty of cautionary advice on what to avoid, and

far less on what to emphasise. Thankfully, that is changing, though much of the knowledge gained from research has yet to trickle down to regular practice.

What to do!

The American College of Sports Medicine (ACSM), widely considered the leading authority on exercise research and recommendations, suggests that programs for older people include four components: aerobic fitness; strength; flexibility and balance. That last one in particular is crucial for this age group; balance declines with age, unless it is practiced regularly. In fact, the ACSM now stresses the importance of what is called neuromotor training – balance, agility and coordination – for people of all ages, noting that it is particularly important for older people.

Anyone over the age of 65 has a one-in-three chance of falling each year. Yet we have ample evidence that specific balance training, performed frequently, decreases the likelihood of a fall. If you aren't including a balance component in your work with older adults, now is the time to start!

We know the enormous benefits of strength training for this age group, including its effect on bone density. Yet developing the right strength program, particularly for older clients who present with chronic conditions such as arthritis or osteoporosis, or who may have been sedentary for decades, can be challenging. We need to keep our clients safe, but if we simply sit them at fixed machines and count their reps, we are not challenging them physically or mentally.

Of course, when we talk about older adults, we have to acknowledge the enormous variations within this group, from the 82-year-old who plays tennis three times a week to the 60-year-old who's been sedentary for three decades. Yes, we are training individuals, not age groups. That said, I would like to offer a few suggestions that will apply to many older clients (most of whom will not have been exercising regularly all their lives) based on the available research and my own experience of training dozens of older adults.

Ask and assess

As well as having new clients fill out a standard health questionnaire, I ask them if they have had a fall in the past five years and whether they have had a bone density test (if so, I ask to see the results).

I also run them through a 5-minute balance test (see box and images on next page). Someone who has difficulty completing all levels of the test is at increased risk of falling and needs to start with basic balance exercises. Someone who is able to complete all phases will still benefit from balance training, but can start at a more advanced stage.

A basic postural assessment may show up another common issue with this age group. By the time they reach their 60s and 70s, many people, even strong, fit ones, have experienced shoulder



The 30-second article

- While older adults vary enormously in their fitness, strength and agility, there are a few areas of fitness that have particular benefits for most of them
- Balance training has been shown to be effective in preventing falls, which affect one in three people over the age of 65 every year
- Balance and stability can be incorporated into a strength training regime by featuring exercises that include weight shifting, unilateral movements and exercises done standing on one leg.

problems such as shoulder impingement or frozen shoulder. Many more will present with forward head posture and rounded shoulders. For them, it's important to pay close attention to posture; allow plenty of stretching of shoulders, chest and upper back; avoid, at least initially, overhead lifts; and focus primarily on pulling exercises such as rows and vertical pulls, rather than pushing ones like the bench press, chest press and shoulder press.

Exercises for this age group

These are some great 'go-to' exercises for use in training sessions with older clients.

Sit to stand

One of the most practical exercises you can do. There's a lot of talk about functional training in our industry – well, it doesn't get more functional than this. This exercise is a beauty, because the ability to get out of a chair is crucial to people's ability to live independently. For those with poor lower body strength, you can build up a step to the necessary height. Have the seat low enough so that the person needs to make an effort to stand, but high enough so that he or she can stand up from it without using their arms. For those with poor balance, have support available.

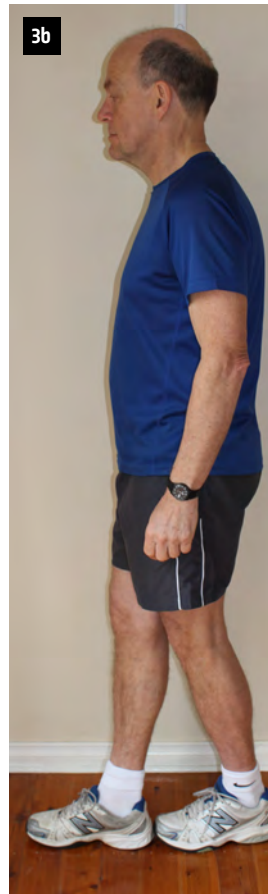
Cable horizontal pull

The target muscles are similar to those of a seated row machine, but if your client can stand and use a cable machine with the arm set at around waist height, he or she will be using many other muscles and getting practice in balance and stability. This exercise will work the muscles of the upper back, so it's great for posture and shoulder health. Pay



If we simply sit clients at fixed machines and count their reps, we are not challenging them physically or mentally.





STATIC BALANCE TESTING

Perform these four tests in order, only progressing to the next stage if the client can hold the position for 15 seconds minimum without holding on.

Stand with feet close together, insides of feet touching (photo 1).

Stand in a semi-tandem stance, one foot forward of the other, but still to the side (photo 2).

Stand in tandem stance, heel to toe, as though going to walk along a straight line (photos 3a & 3b).

Stand on one leg (stork stance), with the other bent. The raised leg shouldn't touch the support leg (photo 4).

close attention to technique; watch for raised, hunched shoulders and forward head.

Swiss ball wall squat

This allows clients who struggle with unsupported squats to perform a squat with support, thereby using the large muscle groups in the legs while decreasing pressure on the knees.

Balance test exercises

All the stages in the balance test can be used as exercises as well as assessment tools. Have the client hold the position for up to 30 seconds. Once they master one level, without needing to hold on, they can move to the next one.

General guidelines for senior training

- Ensure your client can perform an exercise on a stable surface before moving to an unstable one. While Swiss balls, BOSUs and unstable surfaces are fantastic for some clients, ensure your client is ready for an unstable surface – by showing proficiency performing the action on a stable one – before you introduce them.
- Don't make the common mistake of believing that to do core exercises your client needs to get on the floor. For some older clients, getting up and down off the floor can be awkward, time consuming and embarrassing. If this is the case, use another mode of core exercise.
- Try to incorporate some balance, stability and agility work into each session. Try, for example, exercises that involve weight shifting, such as sideways cable pulls; standing on one leg if your client has adequate balance (many upper body exercises can be performed on one leg); and unilateral movements (one arm bicep

curls, for example) to challenge stability. Specific balance exercises, such as heel to toe walking can also be part of a session – just be mindful of trip hazards, and ensure clients have something nearby for support if needed.

- Enlist the support of other health professionals, particularly if clients present with significant health issues such as severe osteoporosis or heart problems, have had major surgeries or have health conditions that may affect their exercise. Asking others for advice will not only keep your clients safe, it will enhance your own credibility as a professional.
- Remember that whether your clients are 19 or 90, they are first and foremost individuals – so keep the personal in personal training!

Our ageing population means there's a growing market for training older adults. By assessing older clients' abilities and training them according to their stage, not their age, you can help them reduce their falls risk and maintain their independence, while also growing your business. **N**

Kate DeMayo of Extra Mile PT has been a personal trainer and group fitness instructor since 2004. She is a franchised personal trainer at a major gym, teaches group fitness and has recently launched a new balance-oriented group fitness program 'Steady, Stable and Able'.

DIGITAL WORD OF MOUTH

SPREAD THE WORD FOR YOUR PT BUSINESS



Marketing director *Tracy Hall* shares some tips to help generate a buzz about your fitness business and keep you top of mind for your client base.

Word of mouth is the primary influencer for three quarters of consumer buying behaviour, according to a Deloitte media consumer survey. The majority of respondents ranked reviews from people within their social media circles in their top three influences for spending decisions, and digital word of mouth from friends and family is becoming increasingly prominent, with social media dominating the digital world.

For many personal trainers, understanding how to successfully market your expertise can seem tougher than a one hour HIIT workout, especially if you work for yourself, by yourself. But what many dedicated PTs and health and fitness business owners don't realise is that there are cost-effective and time-efficient strategies to help encourage organic marketing through word of mouth, and it doesn't have to be difficult. After all, PT and fitness businesses rely heavily on word of mouth to grow and thrive.

So, to help generate a buzz about you and your business, here are some tips to

help keep you top of mind for your client base, and have them raving about you to their friends and family.

Connect with clients on social media

Social media can be a powerful way to get people talking about your business. It can help you keep your current clients engaged with you, and give you the opportunity to reach new ones. Platforms like Facebook and Instagram can help you build a relationship with your clients between training sessions, and keep them accountable to their fitness and meal plans throughout their week.

Social media gives you a platform to showcase the highlights of your business. Consider posting regular fitness and well-being tips, special offers or upcoming business milestones, to remind your clients why they trust you to help them achieve their health and fitness goals. This may also remind previous clients to re-sign with you. Encourage your client base to tag their friends and family in posts, sharing your invaluable tips and offers to encourage them to get off the couch. The content you post should be attention-grabbing to help maximise those invaluable likes, comments and shares from your network, in turn, hopefully, growing your customer base.

To further encourage social engagement among a wider audience, you might want to consider offering clients an incentive for sharing their fitness journey with their social media friends, followers and connections. For instance, if you're a personal trainer, you could offer a 'buy 5 sessions, get one free' promotion for clients who share and tag three friends in a particular post. If you own a gym or studio, you



The 30-second article

- Use social media platforms like Facebook and Instagram to post news about special offers and client transformations
- Offer incentives to clients who refer their friends, and partner up with local businesses to offer mutually beneficial deals for each other's customers
- Give a great impression with a professional-looking website and make sure your location, contact details, operating hours, services and pricing are clear and easy to find
- Consider SEO strategies, to help your site come up higher in search engine results, and include fresh content and images and an 'online appointments' feature so clients can book straight from the website.

could run a competition where clients share their three favourite workout tunes and tag your business, and the best submissions win a month's free membership.

Create positive perceptions with a professional online presence

If a prospective client has heard about your services through word of mouth, it is highly likely they will want to jump online to check out your business for themselves. Therefore, a polished, professional and usable website, showcasing your services with consistent branding across digital channels, is crucial. A professional, comprehensive website is important because it can either enhance, or completely undo the great things the visitor has heard about you. Make sure your website domain name is directly relevant to your business, and consider aligning it to your email address and social media handles, to help create a consistent, impressive online presence.

To make it easier for customers to find your website, consider trying search engine optimisation (SEO) strategies by including keywords on your website. Keywords are descriptors that people would type into Google to try to find a business or service like yours. For instance, 'personal trainer South Yarra' or 'Gym in Alexandria'. The more specific you can be, the better, as your website is likely to show higher in search results of those terms. Consider also adding a map to



The majority of respondents ranked reviews from people within their social media circles in their top three influences for spending decisions.



your website, so people can find you by location when they want to get fit close to home or work (which is almost always the case – proximity and convenience are paramount).

If you already have a website but it hasn't been recently updated, now may be a great time to give it a refresh and ensure it looks up-to-date, complete with all your latest news and details. A bad website can be worse than having no website. When reviewing your site, you should also ensure it is optimised for mobile devices, as it is likely clients will be looking at your website from their mobile devices.

Basic features your website should include are contact details, location information, operating hours, a list of services and packages you offer, and perhaps pricing and photos of clients in action. Make sure this information is easy to locate on the website, under clear headings. The more information and clarity you can include on your website, the better, so prospective clients can feel confident about exactly what you offer, and informed enough to book an initial appointment with you. Online website builders, like GoDaddy Website Builder, have an online appointment scheduling feature which can make client bookings easier for both you and them.

Use your website to showcase the best of your services and include client testimonials, inspiring client transformation pictures and latest offers, as well as links to your social media accounts. This type of content on your website can prompt people to take the critical step of contacting you.

Team up with local businesses, in the flesh and online

Your client base is your most valuable asset, especially when you're servicing a local area as a face-to-face personal trainer. Demonstrating that you are community-focused is a great way to foster your community with existing and new clients. Partnering with complementary local businesses is a great way to get more involved in the community around you, and organically foster word of mouth to maximise local clientele.

For instance, you could team up with a local cafe that can offer your clients 10% off their next post-workout brunch. In exchange, you could offer cafe customers a free workout when they sign up to ten sessions. Partnering up with other local businesses could also include joint advertising efforts and tags in each other's social media posts, to help boost visibility in one another's networks. Not only can this result in a boosted reputation, and increased brand resonance, but you may even build strong connections with like-minded small business owners in the community.

Marketing for your fitness business doesn't have to be a grind. Implementing some simple strategies may help your PT business be top-of-mind when clients are discussing fitness options with their friends, families and local networks. **N**

Tracy Hall is the marketing director of GoDaddy Australia and New Zealand.

GoDaddy is the world's largest technology provider dedicated to small businesses. For tech solutions to help make your life as a business owner easier, visit godaddy.com.au.



WHAT IS...?

CORE9

An Australian gym chain does away with scheduled classes by starting a new training session every few minutes.



Core9 training facilities deliver a 31-minute fitness regime that combines gymnastics exercises, kickboxing fundamentals and military training techniques, with classes starting every three and a half minutes.

Designed for the time poor, it aims to remove the barriers of scheduled timeslots and lengthy training times by offering participants of all fitness levels the most efficient, effective and personalised way to challenge themselves and enhance their health in a group training environment.

The gymnastics element focuses on core and functional mobility, through exercises that require strength, flexibility, balance, agility, endurance and control.

The kickboxing fundamentals, meanwhile, work on speed and coordination-based cardio, with punching, kicking, knee and elbow strikes for a total body workout.

The military techniques, courtesy of co-founder Jason Dolan – an ex-special forces clearance diver – are concerned with the mastery of several attributes of fitness, including strength, endurance, power, speed, balance and coordination as well as being able to improve the amount of work done in a given time.

Founded on Sydney's Norther Beaches by Dolan and extreme endurance athlete Craig Arnold, Core9 has five NSW studios, in Manly, McMahons Point, Mona Vale, St. Ives and Green Hills, as well as two WA locations, in Joondalup and Rockingham, and one in QLD's West End. **N**

MORE?

For more information about working with Core9, or investing in a franchise, visit core9.com.au.



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NZ NEWS



News and views from the New Zealand fitness industry.

Record numbers and record diversity



Recently ExerciseNZ hosted three major events in one three-day weekend: the FitEx Conference and the Exercise Industry Awards (both in their 14th year) and the inaugural Hauora Yoga Conference.

Collectively over 1,000 individuals attended the three events held in Auckland between 23-25 November - marking a significant milestone in our development and growth. But, just as important as overall attendee numbers is our commitment to serving the entire exercise community in all its diversity of locations and modalities, as well as the diverse client base that ultimately the exercise industry serves.

Part of this commitment was the launching of the first Hauora Yoga Conference this year. At this event, ExerciseNZ also announced another key commitment to the yoga community: from February 2019, Yoga New Zealand will be relaunched, and come under the umbrella of ExerciseNZ (until now it has been supported and umbrellaed by Yoga Australia). Yoga NZ will continue to work with Yoga Australia and be able to leverage off many of its excellent and robust structures and guidelines pertaining to industry standards, but it will also focus on making Yoga NZ truly 'Kiwi' and ensuring that it meets the needs, wants and aspirations of the New Zealand yoga community. In addition to this, ExerciseNZ has taken over the very popular The Yoga Lunchbox social media platform, and will be using this, together with the Hauora Conference, to support the yoga community in New Zealand.

On the awards front, 2018 broke a number of records: record number of entrants, including a massive 65% increase in PTs; more female than male entrants in every category (and more women winners overall too!). The awards also had the highest number of Maori finalists and winners since the awards inception. Once again we had an impromptu haka to acknowledge one of the winners, which was both powerful and full of emotion. Moments like this make me truly proud to be a Kiwi.

Of course, our industry is much more than just awards and conferences. Ultimately, as an industry, we are about improving the lives of those living in New Zealand through exercise and wellness - be it one-on-one as a PT, to a group of participants in a class, or by running a

gym or other exercise business that helps get, and keep, people active. The awards are a way of recognising some of this amazing work done by individuals, groups, and businesses, and the conferences are a way of us supporting those at the coal-face by providing them with the professional development and networking opportunities to collectively get more people moving and achieving fitness and wellbeing goals.

Perhaps the collection of conferences and awards can be best summed up by my response to the question of how I was feeling after all three events had wrapped: 'exhausted and re-energised' (and then I added 'And in need of a workout - I haven't exercised for 4 days!' - the irony of hosting an exercise convention!)

We've started planning our 2019 schedule, which will include both Hauora and FitEx, as well as our annual roadshow in June when we go out to the regions and cities to provide further education opportunities and industry updates.

Until next year, a very Merry Christmas!

Richard Beddie
CEO, ExerciseNZ
info@exercisenz.org.nz



NETWORK CATALOGUE

Online Continuing Education

Network scours the globe for experts in all fields of health and fitness to create the widest range of quality online CECs/CPDs.

Packed with intel to fuel your interests, business and career. Network brings you the widest range of quality CECs/CPDs online, so wherever you are and whatever you want to do, you can be the best you can be.

Whether you need 1 quick CEC, or want to upskill with an in-depth multi-CEC specialisation, you'll find it here.

Click each course below for full details and [CLICK HERE](#) to see Network's full range of courses.



**3 CECs
CPDs** **\$109**

THE VIEW FROM UPSIDE DOWN – A STEP-BY-STEP GUIDE TO MASTERING THE HANDSTAND

Handstands are fast becoming one of the most popular bodyweight exercises around, so we've teamed up with gymnastics coach Farkas Pungur to create this course for fitness professionals who want to learn, design and include handstands in their client's training program (or just teach themselves!) The teaching steps will help you minimise the risk of injury and maximise performance.

[MORE INFO](#)



**3 CECs
CPDs** **\$109**

GROUP FITNESS MANAGEMENT – CREATING A RELIABLE AND SKILLED TEAM

Introducing our new Group Fitness Management course, designed by amazing Australian presenter and group fitness guru, Kirsty Niel. This online course equips you with the tools to become a skilled manager of GFI's or PTs. If you've ever wanted to become a GFM, or you're currently in the group fitness space and want to learn how to create a reliable and skilled team, this course can help you do exactly that.

[MORE INFO](#)



**3 CECs
CPDs** **\$109**

A GUIDE TO PCOS – WHAT EVERY FITNESS PROFESSIONAL NEEDS TO KNOW

Polycystic Ovary Syndrome (PCOS) affects an estimated 12-21% of Australian women of reproductive age. It is a metabolic disorder with serious health consequences including an increased risk of type 2 diabetes, metabolic syndrome and cardiovascular disease. This course explores the lifestyle modifications including diet, exercise and weight loss recommended as the first line of treatment for women with this condition.

[MORE INFO](#)

Note: All prices shown are Network Member rates and include GST. Non-member rates are available.

[CLICK HERE TO SEE THE FULL RANGE](#)

Find all these courses, plus loads more on everything from Corrective Exercise and Group Training, to Nutrition and PT Business – and remember to check your Member Portal for your FREE quarterly CEC courses!

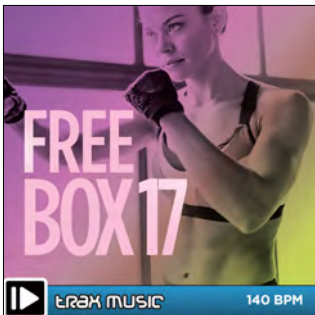
Power Music

Power Music is Australian Fitness Network's EXCLUSIVE provider of PPCA-free music. As a Network Member, you receive 10% off all purchases, including custom playlists, individual tracks, CDs, choreography videos and more.

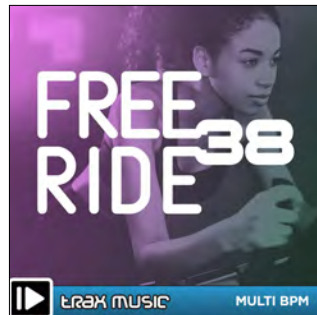
Power Music also features ClickMix, which enables you to create your very own custom mix at whatever BPM you like and perfectly 32-count phrased. This allows you to truly use the music of your choice for your classes.

Click each album below for full playlist and preview listen, and [CLICK HERE](#) to check out the full range of Power Music – remembering to use the code **network2019** to save 10% at checkout!

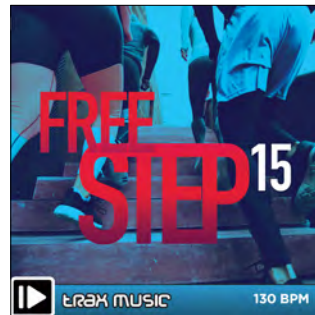
Trax Music (PPCA-free)



FreeBox 17



FreeRide 38



FreeStep 15



HIIT Beats Vol. 2

Power Music (PPCA-free)



BPM – 150 Beats Per Minute



BPM – 140 Beats Per Minute



BPM – 130 Beats Per Minute



Top 40 Vol. 71



HIIT IT! Vol. 4



Power Chilled 7



Songs of Fall 2018



Happy Hour Vol. 4 – Feel Good Favorites



How does UNLIMITED playlists sound?

All of these new PPCA-free music releases, and hundreds more, are available on Power Music 1, the premium digital music subscription service. Network Members can subscribe for the special rate of \$19.95 per month. [CLICK HERE FOR DETAILS AND TO START YOUR FREE 1-MONTH TRIAL TODAY!](#)

[CLICK HERE TO SEE THE FULL RANGE](#)

Check out the full range of Power Music as well as the awesome auto-DJ functionality of ClickMix – and remember to enter the code **network2019** at checkout to SAVE 10%





WOMEN AREN'T JUST 'LITTLE MEN'.

FITNESS MASTERY SERIES: ULTIMATE WOMEN'S TRAINING TOOLBOX

\$119 for Network Members

5 CECs/CPDs

Hormonal, metabolic, cognitive, and behavioural differences abound that set your female clients apart from their male counterparts, all of which influence the way they train and the results they seek.

From mental health, menopause and mindset, to pelvic floor and programming, the Ultimate Women's Training Toolbox covers the critical ages, stages and specific considerations that every women's fitness professional should know.



THIS FIVE-PART ONLINE VIDEO COURSE:

- ▶ Teaches the specific anatomical and physiological details that make women and men so incredibly different
- ▶ Uncovers the complex relationship that exists between self-esteem, food, body image, exercise, menstruation and mental health for training and coaching
- ▶ Explores specific progressive overload techniques for developing female-centric training programs
- ▶ Explains the physical and psychological changes experienced by women in their 40's, 50's and beyond, and reveals how this impacts their training approach.

...and more.

[CLICK HERE FOR DETAILS AND TO GET STARTED](#)