

Personal Trainer Guide

The ACE Personal Trainer Manual is an essential study tool for the ACE Personal Trainer Certification Exam and an excellent fitness and exercise resource students will use throughout their health and fitness careers. This Third Edition reflects the latest research findings and industry guidelines in the field of health and fitness. Revised and updated by the original authors and enhanced by the addition of a new chapter on health behavior and psychology, this text covers every aspect of personal training, from anatomy and physiology to injury prevention and legal issues.

Want to turn your passion for fitness into a lucrative career? Each year, more than 5 million Americans use personal trainers to take their workouts to the next level—and this plain-English guide shows you how to get in on the action. Whether you want a part-time job at the gym or a full-time personal training business, you'll find the practical, proven advice you need in this indispensable resource. Becoming a Personal Trainer For Dummies is for you if you want to become a certified personal trainer and start your own business—or if you're a certified trainer looking to improve upon your existing practice. You get a thorough overview of what it takes to get certified and run a successful business, complete with expert tips that help you: Find your training niche Study for and pass certification exams Attract, keep, and motivate clients Interview, hire, and manage employees Update your training skills Expand your services This user-friendly guide offers unique coverage of personal trainer certification programs, including tips on selecting the right program and meeting the requirements. You'll see how to develop your training identity as well as practice invaluable skills that will make you a great personal trainer. You also receive savvy guidance in: Choosing the best fitness equipment Creating a business plan, a record-keeping system, and a marketing campaign Performing fitness assessments Developing individualized exercise programs Advancing your clients to the next fitness level Managing legal issues and tax planning Offering additional services such as massage and nutrition consultation Training clients with special needs Complete with ten great starter exercises and a valuable list of professional organizations and resources, Becoming a Personal Trainer For Dummies gives you the tools you need to get the most out of this fun, fabulous career!

Exercise Personal Training 101 provides a message of empowerment for personal trainers who believe in the holistic development of their clients. The key philosophy of the book is to help personal trainers of exercise to empower their clients with good problem-solving and decision-making skills concerning their health and well-being. Good personal trainers become great personal trainers when they practise HELP with their clients and help them to become better problem-solvers and decision makers rather than telling them what to do, by offering sound and scientifically-based information that is personalised and appropriate. Personal exercise training books that address associated issues of the profession are rare and not easily available. Many personal trainers are self-taught, do not have the required qualifications and are motivated by the amount of money that they can make rather than the health and well-being of clients. Readers will learn what makes a good personal trainer and those who are in the profession can benefit by equipping themselves with the knowledge, skills and attitudes that will make them a great exercise personal trainer. Excellent personal trainers can be lifestyle and wellness coaches who are renowned for their great listening skills and high emotional quotient. They exceed client expectations at every opportunity. Special features in the book include concept statements, strategies for action, technology updates, in the news, key points and technical jargon, web-resources and follow-up references. The book is a must-read whether you are starting out in personal training or you are an experienced personal trainer. Contents: Generic Personal Training Issues: Fundamental Anchors and Beliefs in Personal Training Code and Ethics of Personal Training The First Client Meeting — Keeping It Real Effective Fitness Programme Design Specific Programme Issues: Designing the Flexibility Programme Designing Strength and Endurance Resistance Programmes Designing the Cardiovascular Programme Designing the Nutritional Programme Individualising Programme Design Exercise Considerations for Special Cases Readership: Undergraduates and graduate students, academia and researchers in sports sciences, entrepreneurs working to set up their own companies, general public. Keywords: Personal Training; Exercise; Ethics; Effective; Nutritional

Personal Training: Theory and Practice, Second Edition, draws together in one unique volume the personal, practical and business skills central to becoming a successful personal trainer. This accessible book introduces you to the fundamentals of applied exercise prescription and programme design, as well as advanced concepts including nutritional intervention, postural analysis and the psychology of behaviour change. Key features include: Updated to reflect advances in training methodology and techniques in line with requirements for professional qualification Key points, summaries and a glossary to aid understanding of scientific and technical concepts Full colour illustrations and photos to support visual learning Case studies and sample exercise plans to help you put theory into practice. Personal Training: Theory and Practice is the ideal companion and handy reference for those embarking on a career in personal training as well as experienced trainers. trainers.

The ideal handbook for those embarking on a career in personal training as well as experienced trainers looking to develop new skills and stay up-to-date with the latest methods.

Developed by the National Strength and Conditioning Association (NSCA) and now in its fourth edition, Essentials of Strength Training and Conditioning is the essential text for strength and conditioning professionals and students. This comprehensive resource, created by 30 expert contributors in the field, explains the key theories, concepts, and scientific principles of strength training and conditioning as well as their direct application to athletic competition and performance. The scope and content of Essentials of Strength Training and Conditioning, Fourth Edition With HKPropel Access, have been updated to convey the knowledge, skills, and abilities required of a strength and conditioning professional and to address the latest information found on the Certified Strength and Conditioning Specialist (CSCS) exam. The evidence-

based approach and unbeatable accuracy of the text make it the primary resource to rely on for CSCS exam preparation. The text is organized to lead readers from theory to program design and practical strategies for administration and management of strength and conditioning facilities. The fourth edition contains the most current research and applications and several new features: Online videos featuring 21 resistance training exercises demonstrate proper exercise form for classroom and practical use. Updated research—specifically in the areas of high-intensity interval training, overtraining, agility and change of direction, nutrition for health and performance, and periodization—helps readers better understand these popular trends in the industry. A new chapter with instructions and photos presents techniques for exercises using alternative modes and nontraditional implements. Ten additional tests, including those for maximum strength, power, and aerobic capacity, along with new flexibility exercises, resistance training exercises, plyometric exercises, and speed and agility drills help professionals design programs that reflect current guidelines. Key points, chapter objectives, and learning aids including key terms and self-study questions provide a structure to help students and professionals conceptualize the information and reinforce fundamental facts. Application sidebars provide practical application of scientific concepts that can be used by strength and conditioning specialists in real-world settings, making the information immediately relatable and usable. Online learning tools delivered through HKPropel provide students with 11 downloadable lab activities for practice and retention of information. Further, both students and professionals will benefit from the online videos of 21 foundational exercises that provide visual instruction and reinforce proper technique. *Essentials of Strength Training and Conditioning, Fourth Edition*, provides the most comprehensive information on organization and administration of facilities, testing and evaluation, exercise techniques, training adaptations, program design, and structure and function of body systems. Its scope, precision, and dependability make it the essential preparation text for the CSCS exam as well as a definitive reference for strength and conditioning professionals to consult in their everyday practice. Note: A code for accessing HKPropel is not included with this ebook but may be purchased separately.

Most fitness professionals hate sales, this book gives you a step-by-step guide how to overcome objections and make more sales and making the sales process easier. It also shows top trainer techniques on how to get clients and grow your business. This pint sized book is packed with useful information and knowledge that can be applied to more than just growing your personal training fitness business. Even though references and examples are fitness related you can apply the knowledge you get from this book to any business that requires sales.

New and updated, *The Fitness Instructor's Handbook, 3rd edition* is the essential guide for anyone working in, or wishing to enter, the fitness industry. Including a brand new chapter on Cardiorespiratory machine exercises covering correct technique, safety points and step-by-step photos and updated references throughout, this new edition reflects the latest changes to the National Occupational Standards (levels 2 and 3). Topics covered include: The skeletal system muscles and tendons the energy system circulation and respiration components of fitness safety issues customer service screening clients planning and programme design exercise evaluation. Packed full of illustrations, case studies, revision questions and sample programmes this is the ideal book for those new to the industry as well as experienced trainers. Comprehensive and research based, the second edition of NSCA's *Essentials of Personal Training* is the resource to rely on for personal training information and guidance. With state-of-the-art knowledge regarding applied aspects of personal training as well as clear explanations of supporting scientific evidence, NSCA's *Essentials of Personal Training, Second Edition*, is also the authoritative preparation text for those preparing for the National Strength and Conditioning Association's Certified Personal Trainer (NSCA-CPT) exam. This essential reference was developed by the NSCA to present the knowledge, skills, and abilities required for personal trainers. With contributions from leading authorities in the field, the text will assist both current and future personal trainers in applying the most current research to the needs of their clients: A discussion on nutrition outlines the role of the personal trainer in establishing nutrition guidelines, including the application of nutrition principles for clients with metabolic concerns. The latest guidelines on client assessment from prominent organizations—such as the American Heart Association (AHA) and Centers for Disease Control and Prevention (CDC)—keep personal trainers up to speed on the latest assessment protocols. New information is presented on flexibility training and cardiovascular exercise prescription as well as a discussion of research on the effectiveness of stability ball training. Revised information on design of resistance training programs incorporates the latest information on the application of periodization of training. New information addressing injuries and rehabilitation prepares personal trainers to work with clients with special concerns such as orthopedic conditions, low back pain, ankle sprains, and hip arthroscopy. New guidelines for determining resistance training loads will assist those whose clientele includes athletes. A variety of fitness testing protocols and norms allows readers to select from several options to evaluate each component of fitness. A new instructor guide and image bank aid instructors in teaching the material to students. NSCA's *Essentials of Personal Training, Second Edition*, focuses on the complex process of designing safe, effective, and goal-specific resistance, aerobic, plyometric, and speed training programs. Featuring over 200 full-color photos with accompanying technique instructions, this resource offers readers a step-by-step approach to designing exercise programs with special attention to the application of principles based on age, fitness level, and health status. Using comprehensive guidelines and sample clients portrayed in the text, readers can learn appropriate ways to adjust exercise programs to work with a variety of clients while accommodating each client's individual needs. Personal trainers will appreciate the book's presentation of detailed exercise programming guidelines for specific populations. Modifications and contraindications to exercise are given for prepubescent youth, older adults, and athletes as well as for clients who are overweight or obese or have eating disorders, diabetes, heart disease, hypertension, hyperlipidemia, spinal cord injury, multiple sclerosis, and cerebral palsy. In addition, the book provides clear, easy-to-understand guidelines for initial client consultation and health appraisal. For those preparing for the NSCA-CPT exam, this second edition features new and revised study questions at

the end of each chapter. These questions are written in the same style and format as those found on the NSCA-CPT exam to fully prepare candidates for exam day. For efficient self-study, answers to study questions and suggested solutions for the applied knowledge questions are located in the back of the text. Chapter objectives and key points provide a framework for study and review of important information, while sidebars throughout the text present practical explanations and applications of scientific concepts and theory. The second edition of NSCA's Essentials of Personal Training is the most comprehensive resource available for current and future personal trainers, exercise instructors, fitness facility and wellness center managers, and other fitness professionals. Unmatched in scope, this text remains the leading source for personal training preparation and professional development.

A complete reference guide for anyone involved in prescribing exercise programmes for personal training clients. Contains practical tips for designing a range of appropriate client exercise programmes but always with a focus on the best ways you can sustain a business in this area and how you can stand out from the crowd. The Complete Guide to Personal Training also covers all of the Level 3 requirements detailed within the Health and Fitness National Occupational Standards and the Qualifications Framework pertaining to personal training, and provides the theoretical underpinning of how to programme appropriate exercise for your clients. Includes information on: The foundations of personal training Planning and delivering exercise programmes Training methods and exercise techniques – this enhanced epub also contains nine videos of key exercises Nutrition Health and safety Ideal for personal trainers in the health and fitness industry as well as those wishing to undertake qualifications in this area.

Motivating and guiding others to a healthy and fit lifestyle are your passion as a personal trainer. Your challenge is shaping that passion into consistent, high-quality service. To succeed as a personal trainer--and to help your clients succeed--turn to canfitpro's "Foundations of Professional Personal Training." It is the resource you need to build not only your fitness expertise but also your assessment prowess, communication skills, and business knowledge. Written by canfitpro, a certification and continuing education provider for Canadian fitness professionals, "Foundations of Professional Personal Training" is the manual used for the canfitpro Personal Training Specialist certification program. The text includes the essentials of fitness theory and practical application, client assessment and screening, safety considerations, and program design. This information is complemented by chapters on the business of personal training, the psychology of personal training, and the purpose and goals of canfitpro certification as well as a section on evaluation standards. Plus, two photo-rich appendixes provide you with an increased repertoire of exercises to share with your clients, including 20 core resistance-training exercises with two or three variations and progressions to each and 30 stretches for flexibility. Included with the book is a special bonus DVD-ROM titled "Essentials of Interactive Functional Anatomy DVD." Using a 3-D model of the human musculature, "IFA Essentials" provides a vivid review of the components of structural anatomy. This interactive interface allows participants to rotate the skeleton and remove all 11 layers of anatomy--from muscles down to bones. It is a valuable guide to structural anatomy for personal trainers at any stage of their career. "Foundations of Professional Personal Training" and the canfitpro certification process will prepare you for all aspects of your profession with a comprehensive study of these topics: - Fitness concepts: Explore the concept of wellness, the benefits of physical activity, the components of physical fitness, the components of a workout, guidelines for warm-up, training principles, and weight-management strategies. - Training guidelines: Understand the concepts and guidelines of cardiorespiratory programs and resistance training. - Screening and assessment: Learn fitness assessment and interpretation and the importance of implementing a health screening questionnaire. - Human anatomy and physiology: Understand the skeletal, muscular, neurological, cardiovascular, and pulmonary systems as well as concepts of metabolism, nutrition, and flexibility. - Safety considerations: Learn injury evaluation with special emphasis on strategies for preventing and treating back pain. - Starting your business: Create a client-centered environment, develop a marketing and promotion strategy to attract clientele, and identify essential business details such as insurance, equipment needs, and fee structure. - Building client relationships: Develop your leadership and communication skills to help you guide, educate, and motivate your clients from the initial consultation through all levels of their fitness plans. Increased knowledge and the skills to communicate your passion for fitness are just the beginning. With "Foundations of Professional Personal Training" and your canfitpro certification, you demonstrate your dedication to self-improvement and commitment to excellence, thereby gaining credibility in the eyes of your clients and your profession. Make "Foundations of Professional Personal Training" and canfitpro certification part of your plan to build a vital career in personal training--one that can lead others to a healthy way of life.

"Do You Have These Questions About Personal Training?" How do I overcome the "too-expensive" objection? How do I market myself as a trainer? What do I do when my clients keep cancelling? How do I (or can I) advise clients on nutrition? How do I sell personal training? What are my options for multiple income streams? From the author of the highly acclaimed, Ignite the Fire: The Secrets to Building a Successful Personal Training Career comes a handy reference guide that answers all of your questions about personal training. From the UK to Canada, United States to Australia, and everywhere in between, Jonathan Goodman has been answering questions about succeeding in personal training to 100's of thousands of trainers Worldwide since 2009. For the first time ever, these 48 invaluable answers have all been compiled into one handy reference – no stone is left unturned. Amongst other things, you'll finally know how to: Market, sell, and keep clients Get your career started right Deal with all possible objections Deal with difficult client types Become more organized and efficient every day Turn your job into a career by making more money both in-training, and beyond. With the Personal Trainer Pocketbook by your side, you'll never be alone again.

Finally. A Bestselling Book For Personal Trainers That Unpacks The Secrets On Success In Your Fitness Business!If you have ever dreamed of having a successful Personal Training Business, then A Personal Trainers Guide To Wealth Creation will show you how to achieve an extraordinary business that will give you the lifestyle that you not only desire

but also deserve. Learn the secrets on what it takes to be the best in an easy to read, step-by-step guide, on developing a profitable Personal Training company. Here's a Taste of What's In the Book: How to overcome self-sabotaging beliefs that can roadblock success in running a successful business. The mindset of the Six-Figure Personal Trainer - what it takes to make over \$100,000 / year, doing what you love. With Thousands Of Personal Trainers Graduating Yearly How to stand out from the pack and make yourself the obvious best choice. How to attract a hungry swarm of clients to your Personal Training business. The skills on how to take the sales out of selling and feel 100% confident, and convert more leads into long-term cash flow. How to build a team of Personal Trainers, which enables you to work less hours in your business while earning passive income! How to master the art of the internet and social media to create a tribe of followers.

Functional Fitness contains exercises that focus on activities everyone needs to be healthy, fit, and successful in everyday life. Regardless of whether you are working out or are working as a personal trainer with busy executives, overweight clients, back pain patients, injured athletes, or simply people who want to function better in daily life, functional training helps you to handle daily tasks more easily and more simply. • From the functional fitness trainer with the most experience • Intense training units for maximum results • Detailed photos and explicit descriptions of all exercises Lamar Lowery: "Functional fitness is the best training for your everyday life!"

Recognizing that multiple income streams are key to success in the fitness business, the Personal Trainers' Guide to Earning Top Dollar identifies those streams and provides instruction on how to command your income. Greenfield examines face-to-face personal training; physician referral systems; online training; Web 2.0 technology marketing; outsourcing to local and overseas merchants; dietary supplement industry; nutritional consulting; book, audio, and DVD sales; corporate and home training; public appearances and marketing. Each chapter makes learning how to train for top dollar as convenient as possible, by providing necessary step-by-step instructions, forms, templates, phone numbers, websites, real life examples, and insider tips and tricks.

Most Personal Trainers run into a few different problems. How to get new clients, how to increase influence, and how to make more MONEY! This book discusses how most trainer cause themselves frustration doing it the normal way. It offers solutions to these problems and MUCH MORE. Learn how you can create a large passive income while multiplying your influence 100 fold. You will learn to attract the perfect client and have people begging you to be their Personal Trainer. Also, understand the need for Modernizing your training to reach local area and beyond.

A Professional's Guide to Small-Group Personal Training will help you incorporate group dynamics and your knowledge of training principles to develop new business offerings. Attract new clients and improve their performance, adherence, and enjoyment in a small-group setting. This book is all about making you the best possible practitioner you can possibly be, an AWESOME Personal Trainer. Inspire greater change in your clients, have a better work-life balance, get better results, achieve greater job satisfaction and become more successful.

A personal trainer creates one-on-one fitness programs for their clients, motivating and guiding them to achieve their goals. Clients may wish to lose weight or gain muscle, and as a personal trainer, you'll teach and help them to exercise properly using workouts and specific plans. HAVE YOU EVER wanted to know the best, high-integrity techniques to get more clients, run a fitness business, or have a solid system for selling personal training? You're not alone. For years Jon's been asked these questions so he read, watched, researched, and interviewed the best in the world to compile Ignite the Fire. This powerful book for certified personal trainers will show you how to: -Find your dream job in the fitness industry (pg 26) -Find, market to, and sell your ideal client while seamlessly dealing with objections (pg 64) -Build amazing workouts for beginners (pg 124) -Deal with difficult client types (pg 160) -Develop multiple income streams while maintaining your reputation (pg 202)

What are the biggest obstacles to sticking to a workout plan? You don't have enough time? It costs too much? You don't have enough equipment? You don't know how to get the results you want? Now you can set those excuses aside. Smarter Workouts: The Science of Exercise Made Simple gives you the solution you need with efficient and effective workout programs that use only one piece of equipment. You can work out in a short period of time without spending a lot of money on expensive equipment or gym memberships—all while targeting your personal goals. Exercise doesn't have to be difficult to figure out. In Smarter Workouts, fitness expert Pete McCall explains the effects of exercise on your body so you can identify what will work best for you. He gives you access to fat-burning workouts that help you work smarter to produce real results. First, choose your target: improving mobility for better balance and coordination, strengthening your core for better functional movement, or amping up your metabolism with sweat-inducing conditioning work. Then select one of seven equipment options to perform your workout: Bodyweight Dumbbell Kettlebell Medicine ball Stability ball Sandbag Resistance band Armed with a variety of exercises and organized plans, you'll flow quickly through your workouts, saving precious time and experiencing real results. Put an end to your frustration and let Smarter Workouts be your go-to guide for smart, effective workouts. CE exam available! For certified professionals, a companion continuing education exam can be completed after reading this book. The Smarter Workouts Online CE Exam may be purchased separately or as part of Smarter Workouts With CE Exam, a package that includes both the book and the exam.

Eddie Lester has helped more than four thousand personal trainers reach their financial goals and grow their businesses. Now, he wants to help you do the same in this new guide to professional success. In Business and Sales: The Guide to Success as a Personal Trainer, Lester takes you through every step needed to secure the sale and net a new client. Like your own journey, the guide starts with one of the most important steps: attaining certification. Passion isn't enough to be a personal trainer; you need to show your clients that you are knowledgeable and trustworthy. The next chapters reveal how to create a personal brand, define your niche, target your most important demographic, hone your selling personality and sales pitch, make an amazing first impression, follow up with each client, and calculate a pricing structure. Lester also outlines business checkpoints to help you gauge your progress. His "Power Questions" can uncover a client's true motivations and empower you to make the sale. The most important concept Lester wants you to learn is discipline. Use the same drive that makes you a successful personal trainer to become just as successful as a business owner.

Effective fitness instruction and training programme design require an exercise specialist trainer to combine professional experience with strategies underpinned by scientific evidence. This book allows readers to develop their understanding of the scientific rationale behind important components of personal training, such as monitoring fitness and training programme design. Each chapter synthesizes the findings of cutting-edge scientific research to identify optimum training methods and dispel some myths that are prevalent in the fitness industry. The chapters within this new edition have been written by internationally renowned experts from several disciplines, including strength and conditioning, physiology, psychology, and nutrition. Contributions have also been made from esteemed academics who have conducted some of the scientific studies discussed within the book. The authors have interpreted and summarised the scientific evidence and produced evidence-based recommendations, allowing readers to explore the latest concepts and research findings

and apply them in practice. The book includes several new chapters, such as evidenced based practice (EBP), and designing training programmes female clients. This second edition remains the essential text for fitness instructors, personal trainers and sport and exercise students. The book provides an invaluable resource for fitness courses, exercise science degree programmes and continued professional development for exercise professionals.

"Without Simon Waterson's help and guidance, I literally wouldn't have made it through fifteen years of playing James Bond ... It's been an honor working with him." - Daniel Craig _____ Simon Waterson's job is to turn actors into athletes. Now you can learn how to transform your fitness and wellbeing with the film industry's most in-demand trainer. Simon's client list reads like a who's who of A-list actors. He has transformed Daniel Craig into the formidable James Bond for five blockbuster films, shaped Chris Evans into superhero Captain America, trained Chris Pratt for Guardians of the Galaxy and prepared actors such as Thandiwe Newton and John Boyega for the recent Star Wars films. From 3.30 a.m. training sessions in the desert with Jake Gyllenhaal to virtual workouts with Bryce Dallas Howard, Simon reveals the real training programs he used to take these actors to peak physical health. Sharing his practical and highly accessible approach to reimagining your body, Simon encourages you to focus on training, recovery and nutrition to build on your performance, rather than aesthetic. Packed full of behind-the-scenes insights, as well as 007 photographer Greg Williams' exclusive photographs, this is an essential training manual for any age and fitness level that will motivate you to reboot your body and train like a star.

Click here for screenshots of the software. Starting your own personal training business or wanting to improve your existing practice? With the updated and expanded second edition of the popular *The Personal Trainer's Handbook*, you'll have all the advice and tools you'll need to succeed. Like the popular first edition, this easy-to-use reference is written in everyday language and covers everything from designing safe and effective fitness programs to handling even the most difficult clients. You will learn how to achieve personal and financial success as a personal trainer, how to attract and keep clientele, and how to manage taxes and other business issues that are crucial to a personal training business. With the new edition, you'll also get a succinct but comprehensive review of exercise physiology that's directly applicable to your business. This text includes a valuable new CD-ROM with the following features:

- 10 reproducible forms you can use and modify to manage the commercial, practical, and legal requirements of your business
- Forms for data collection and record keeping
- Charts and tables for writing the most beneficial exercise program for each client
- Handouts you can print and give to clients to reinforce your training

The Personal Trainer's Handbook, Second Edition, also features an improved resistance workout guide. The guide contains

- instructions and illustrations for 74 exercises and 17 stretches,
- important reminders to give your clients to ensure ongoing correct form, and
- tips on how to handle or avoid common problems that you or your clients may experience with each exercise.

In addition, the resistance workout guide now contains a handy box on the outer edge of each page that has listings of the primary and secondary muscles and the area of the body worked by each exercise. This will help you quickly locate appropriate exercises for each client. The author, Teri O'Brien, is a well-known consultant on starting and growing personal training businesses and a former lawyer and personal trainer. She uses a clear, friendly, and entertaining writing style to share a wealth of practical guidance. With *The Personal Trainer's Handbook, Second Edition*, you will become a more effective self-marketer, businessperson, motivator, and teacher for your clients

If you love fitness and you're looking for an alternative to the typical 9-5 office job, *The Everything Guide to Being a Personal Trainer* will help you turn your passion into a career. Opportunities for professional fitness trainers are everywhere-fitness clubs, college athletic programs, even professional sports teams. *The Everything Guide to Being a Personal Trainer* is a step-by-step guide that will take you from gym rat to fitness guru in no time. This easy-to-follow book progresses from training to certification with tips to help you:

- Choose a work environment
- Set up a business plan
- Find, motivate, and keep clients
- Learn about marketing and networking

Written by two personal-training professionals, *The Everything Guide to Being a Personal Trainer* is all you need to get started in the exciting, growing field of fitness. ACSM's *Resources for the Personal Trainer* provides a broad introduction to the field of personal training, covering both basic science topics and practical application. It was originally designed to help people prepare for the ACSM Personal Training Certification Exam. It continues to serve that function, but the market for it has expanded to practitioners in the field looking for an additional resource, as well as in an academic setting where the book is a core text for personal training programs.

Are you a personal trainer or sport coach that doesn't have access to the equipment or laboratory facilities used for specialized testing? Do you need to test your clients and athletes quickly and efficiently, without buying a lot of expensive equipment? *Fitness Testing 101* includes a wide assortment of tests from each of the major fitness areas so that you can get a complete assessment of your client's or athlete's abilities and needs. Each test includes a description of objectives, equipment, testing and scoring procedures, and most have a table of norms to compare your scores against. Datasheets that can be copied and given out are provided for scoring and record keeping. *Fitness Testing 101* will help you prepare training programs for your clients and athletes designed with their specific strengths and weaknesses, and give you a source of comparison to help you set goals and increase motivation.

"A look at personal training that goes beyond the textbooks." - *Muscle & Fitness Now* in a revised, expanded, and upgraded edition, *Ignite the Fire* is the highly practical approach to personal training already relied on by thousands of trainers Worldwide. Repeatedly called one of the "best books for personal trainers", it provides a clear road map teaching you how to become a personal trainer, to getting a personal trainer certification, to building your career from the bottom up so you can build a clientele, your reputation, and income. HAVE YOU EVER wanted to know the best, high-integrity techniques to get more clients, run a fitness business, or have a solid system for selling personal training? You're not alone. For years Jon's been asked these questions so he read, watched, researched and interviewed the best in the

world to compile Ignite the Fire. This powerful book for certified personal trainers will show you how to: Find your dream job in the fitness industry (pg 26) Find, market to, and sell your ideal client while seamlessly dealing with objections (pg 64) Build amazing workouts for beginners (pg 124) Deal with difficult client types (pg 160) Develop multiple income streams while maintaining your reputation (pg 202) Ignite the Fire provides a clear road map to building your career from the bottom up so you can build a clientele, your reputation, and income.

"The Business of Personal Training: Essential Guide for the Successful Personal Trainer" is a handbook for personal trainers looking to start, improve, or diversify their business. The information in this book constitutes over 15 years of experience in the fitness industry in an effort to help personal trainers avoid common pitfalls and mistakes that can destroy the business. This book goes beyond personal training certifications and program design and provides invaluable information on how to: 1. Structure and operate a business 2. Create brand value 3. Market and promote personal training services 4. Effectively sell and generate revenue 5. Drive referral business and customer loyalty 6. Expand and diversify the business "If you want to understand how a successful personal training business should run, read this book. Twice. Just like a great movie has twists and turns you don't notice until the second viewing, this book contains concepts that will require further digestion before it can be assimilated. While we all may change and evolve as industry professionals, the words of wisdom contained within these pages are (in my opinion) timeless." Jamie Atlas, Owner, Bonza Bodies Fitness

Andrea Thatcher has worked as a Personal Trainer since 1994 and has been teaching and certifying Personal Trainers since 2000. She developed Practical Anatomy and Movement - A Guide for Personal Trainers after years of teaching anatomy to thousands of new trainers. This comprehensive, illustrated workbook provides a clear, and easy to understand approach to anatomy as it applies to Personal Trainers. The second edition includes: An in-depth overview of anatomical terms Detailed reference charts including joint actions and working muscles Clear illustrations of commonly exercised muscles A guide to the insertions and origins of major muscle groups Suggestions for single and multi-joint exercises A comprehensive stretching pictorial Each volume contains a Study Guide Section to ensure maximum retention of Muscular Anatomy ensuring success in the practical application of Muscular Anatomy in every Personal Training.

This book is "the most comprehensive and authoritative resource for you as a personal trainer, whether you are a newcomer to the field or have a well-established business. The book is truly a complete resource - it's full of information about working with clients and designing programs, and it's a practical guide to all aspects of the personal training business. [It] will help you in all aspects of your profession: learn applicable information on fitness testing and assessment ; identify your clients' goals and create fitness tests specifically for them ; learn how to develop cardiovascular, strength and flexibility training programs ; properly train and help special populations ; understand the business side of personal training, including marketing yourself as a trainer, getting and retaining clients, and learning time management ; learn how to expand your business." - back cover.

Developed by the National Academy of Sports Medicine (NASM), this book is designed to help people prepare for the NASM Certified Personal Trainer (CPT) Certification exam or learn the basic principles of personal training using NASM's Optimum Performance Training (OPT) model. The OPT model presents NASM's protocols for building stabilization, strength, and power. More than 600 full-color illustrations and photographs demonstrate concepts and techniques. Exercise color coding maps each exercise movement to a specific phase on the OPT model. Exercise boxes demonstrate core exercises and detail the necessary preparation and movement. Other features include research notes, memory joggers, safety tips, and review questions.

Have you ever been frustrated by a client who didn't seem to progress off a plateau? Are you uncertain how to train clients with special needs? Does it seem like you're giving the same exercise routine in the same order to every client? And having trouble retaining those clients? With 11 years experience training clients and a masters degree in exercise physiology, Douglas Brooks can help. In his own practice, he learned how to build the bridge between science and the needs of each client - from older adult to athlete - and in this book he shares that knowledge with you. You'll learn the science behind the programming. How to completely customize a program for each new client. Case studies, client examples and charts throughout the text help you apply the information immediately. Have a quick question? Use the Quick Index and Key Points to find the answer. Whether you're just starting out or an experienced trainer, Program Design for Personal Trainers is a valuable addition to your library. -- from back cover.

Personal training is an exciting industry to be in right now! Starting a personal training business can offer a satisfying combination of financial reward, a flexible schedule, and a career where you can make a profound difference in the lives of others. As skilled personal trainer, having good business knowledge and judgment can be the first step to earning a substantial income. In this revised guide, our experts teach you the nuts and bolts of starting a business, including everything from writing a business plan to finding a profitable niche. From boutique studios to partnerships with schools and private trainers, this book will help get you started on the right foot.

A revised and updated second edition of the popular Complete Guide to Personal Training. Aimed at anyone working as, or training to be a Personal Trainer. The text will be revised throughout, with a new chapter on fitness testing (around 32pp new content) It will also include new sections on HIIT, CrossFit, adapting exercises for outdoor spaces, as well as updates to the nutrition chapter to reflect current thinking and updates to the Occupational Standards which have changed since the last publication in August 2013. This is a complete reference guide for fitness professionals who prescribe exercise programmes to clients. This guide contains practical tips for designing a range of appropriate client exercise programmes but always with a focus on the best ways you can sustain a financially successful business in this area and how you can stand out from the crowd. It includes: The foundations of personal training; Planning and delivering exercise programmes; Training methods and exercise techniques; Nutrition; Health and safety; Setting up, marketing and growing a successful business.

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