

FUTURE FIT NEWS

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NCCPT

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PRESIDENT'S MESSAGE

John Platero - Founder, Future Fit

I miss the warm weather. In California it's been cold and raining. It's not supposed to rain in California.

We've been busy at the NCCPT trying to help you all succeed in your careers as personal trainers.

Did some of your clients stop training with you? We have a short article on some of the common pitfalls trainers face. I won a bronze medal at the Master's Pan American games in the Dominican Republic. I wrote a short article recounting the experience. This year the games will be held in Cuba. I plan on winning gold this time!

Most certifications (including ours) tend to focus on the training and nutrition aspect but tend to neglect the recuperative aspect of personal training. We need to fix that, especially for your older clientele. With that in mind, we have an exciting new workshop on Saturday, March 13th with Boris Prilutsky.

Boris has 37 years of combined clinical, research and teaching experience. Most of his career has been spent working with elite Olympians of the former Soviet Union as well as other Eastern European Olympic teams. Massage techniques is another way of keeping your clients in good health plus, it can create a great revenue stream.

If you're in need of a job, go to custombuiltpt.com or call us and we'll forward your information. This is a personal training company with locations nationally. You can always go to our job corner on our website for job postings.

We offer a few new courses: a Senior Fit and a Junior Fit. Both of these courses are excellent and offer CEUs for you to recertify your NCCPT certification.

We hope your business is thriving in this economy. Please let us know how you're doing through our blogs on nccpt.com.

Stay Fit!

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can do for you...*

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5 Reasons Your Clients Stop Training With You



Is your client base like the tides of the ocean? Constantly in a state of flux...kinda busy this month, not so busy the next? If you're reaching for the top percentile among fitness professionals you'll have the courage and humility to admit that MOST of the time your clients leave, it's due to something you did or failed to do.

Let's take a look at some obvious and maybe not so obvious reasons your clients are no longer your clients:

1) Your Attitude - What is the vibe, the energy, the tone you bring to your sessions? Is it OK to be a couple minutes late? Are you well prepared? Are you spending too much time chit-chatting and not actually leading your client through a workout? Are you enthusiastic about meeting with your clients?

Bring some energy! "Hey Bill! Man I'm excited to see you! I've put together a kick-butt workout for you today and I just KNOW you're going to feel great when we are done and be one step closer to those 6-pack abs you're working hard to get!"



You've got to find YOUR attitude. Find your excitement, your enthusiasm. Model yourself after someone that inspires YOU. It needs to be genuine. This is how you draw people to you. You are trying to attract people who are attracted to you. There is already a certain percentage of the population that will be drawn to you. If you're low key and low energy...who will notice you? And...people are watching!

2) Gratitude - Gladys Bronwyn Stern said "Silent gratitude isn't much use to anyone" Thank your clients for their efforts. Recognize their commitment and achievements. This has to be healthy gratitude, meaning there are expectations. You don't have to constantly pat

your clients on the back for showing up, this is already an expectation. But when they really reach, when they go the extra mile...thank them. How about birthday cards, discounts to other businesses in the area etc. Are you getting the picture?

3) Just another face in the crowd - You've got to make a personal connection. Know more than the goals of each of your clients. Do you know their kids names? Ask how they are doing. How are you feeling today? Sometimes you have a workout planned, but maybe they aren't up to the challenge...you may have to improvise and modify the workout.

4) Same ol' Same ol' - You should be following a program with your clients and leading them down a path with a clear vision of where they are and where they are going...But don't be afraid to change things up a bit? Take them outside to workout, use kettle-bells or a TRX. Change it up. Squats are one thing, but box squats and front squats are whole other animal. Come up with themes for the week, or for the workout. There are so many resources, so many continuing education courses to enhance your training that you'd literally have to have your head in the sand to not see it. Get creative!

5) Disconnected - This goes hand in hand with your attitude. Be honest with yourself. Do you even like being a trainer? Do people like you? This may sound harsh, but if you are disconnected from your profession and disconnected from your clients you probably won't be successful. Connecting to people and building relationships is HUGE in any service-oriented business. Study the leaders in our industry, visit blogs and online forums, attend conferences, find out what is working. Your knowledge of exercise science can never be capitalized on without learning how to connect and influence.

This is by no means a comprehensive list. These are just some of the common problems many trainers face. If personal training is more than a job for you, then you'll probably be willing to make some changes. Challenge yourself to rise above the norm and be better than the rest. You're fortunate to be in an industry that can be extremely fun and very, very rewarding.

Good Luck!

Master's Pan American Games

by John Platero



I had wanted to compete in the 2009, UCI Worlds in Austria but I just couldn't make it happen. Instead, I chose the Master's Pan American Games in the Dominican Republic.

I left on Friday, October 30th but with my layover in New York, I didn't arrive until Saturday afternoon. It seems there aren't many flights to the Dominican Republic. I can't seem to sleep on airplanes.

The time trial is an all out effort against the clock. It is called the "race of truth" because you can't get any help from anyone else. We started the day by riding to the course. Riding a time trial bicycle in a third world country is pretty exciting. There seemed to be no rules. Small motorbikes scooting in and out of cars and driveways, taxi's stopping anywhere, at any time, trying to pack their vehicles with passengers, horse drawn carts, street merchants weaving through cars, buses, potholes, smog and other bicycles pulling carts. We must have stood out like a sore thumb on our \$5000 bikes and stars and stripes jerseys.

We arrived at the course which was in a park closed to traffic. There were 17 countries participating in the event so it had a real international feel. Mike Fraysee was the coach and he's a great guy. He took care of me like I was a champ. It's really neat to wear the stars and stripes and compete in an international event representing your country. I wasn't feeling up to snuff but I gave it a good shot. I won a bronze medal. I was behind the gold by 17 seconds. The split between gold and silver was 30/100 seconds!

The ride home was a trip. It was like riding in a pinball game. I was a bike messenger a long time ago so I'm used to riding in traffic. I describe it as aggressive-defensive riding. You have to be aggressive and state your ground, but at the same time you're on a bicycle and if it's between you and a car, you will lose. I had a great time negotiating through all the obstacles.

The next three days was racing on the track so I rested at the pool, went to the track to watch the other Americans race and rode to the time trial course to train. There was a Cuban masseur who was giving massages for only \$10. I was getting two a day!

The second day another racer named Evelyn came to train with me to the park. We went a little late so we had to come home in the dark. I got ahead of her and decided to wait. She wasn't coming and a guy told me she unfortunately got hit by a car. I rode back and fortunately she was okay. That was it for her riding to the course.

At night there was a meringue band that played at the hotel. I made friends with the musicians and would hang with them a little and listen to meringue.

Circuit Race

I finally had a race. It was a three mile course; fairly flat with a few little rollers before the last turn to the sprint. It was really hot! There must have been 15 Dominicans in my race. I was the only American.

Immediately, the Dominicans started to attack. I tried to cover some of the attacks but there were too many of them. The Colombians, Argentineans, Puerto Ricans and a guy from Guadalupe were very active so I followed wheels. I was really impressed by the racer from Guadalupe. He was alone too but he was super aggressive, attacking all the time. He would sneak to the back and use the little downhill roller before the last turn to gain speed and then come around the corner. Even when I heard him coming, he would have so much speed from the roller I would really have to dig deep to get on his wheel.

On the last lap another Dominican attacked. I let him go. I figured some of the other countries with three or four teammates would jump on, but no one did. He was able to stay away. I was in the front as we got to the last little roller. I figured I'd try the Guadeloupians move and sat up and drifted to the back. I was betting the pack would stay together on the roller and the attack on the corner. It was an all or nothing move. It didn't go my way. They all attacked on the downhill. I turned on the thrusters and passed half the pack around the corner. I got up in the top ten in the last hundred meters but there was no room to maneuver. I ended up with nothing.

Road Race

I was told my road race was on Saturday the 7th. We had to be in the lobby at 6:30am for an 11am race. By the time we picked up racers from other countries at their respective hotels and arrived at the course I felt like going back to sleep. The heat and humidity were tough; especially when it turned out I wasn't racing that day. My race was the next day. I basically sat there all day in the heat. I was bummed. Same story as the day before. Almost five hours had gone by before I was on the start line. For some reason my back had been killing me since I awoke. I don't know whether I slept wrong or sitting on the bus for so long but I was having problems staying in the tucked position.

My tactics were different this time. Any time a Dominican attacked I was on his wheel. I got in a break with two guys on lap two. The Dominican wanted me to work but I felt it was too early, plus my back was killing me. I got in another break with the same two guys and this time we got a gap. It was an "out-and-back" course so the pack could see us coming back at the turn around. This heightened their desire to catch us and they did. As soon as they did, the winning move occurred. I got on the break but my back was killing me. I had to sit up, I figured I would jump onto the chase group which I did, but once again my back was killing me and I couldn't stay in the down position. At that intensity I was a goner.

I had a great time, met a bunch of nice people, got to see old Santo Domingo where Christopher Columbus had been and won a bronze medal. It was fun. This year the games are in Cuba and this time I'm going to win all three races!

Personal Trainer of the Month Erik Flowers



You NEVER know what life has in store for you, whether you plan things or not. For some people, it's a smooth journey that slowly throws opportunities and chances at them...and the rest becomes history!

In Detroit, Michigan, Erik Flowers was always into sports; from running track to playing football, he enjoyed every bit of it. But he had no interest in going to the gym and didn't even use weights at home. In his 20's, he began training people in their basements...no training certification was needed, and Erik simply did his thing.

So what was next on the agenda? Why not cross country to the City of Angels. Erik went to film school in Los Angeles, and upon finishing that part of his life, Vegas called on him. Till the age of 38, Erik was dedicated to the TV and film industry, but did not quite solidify a career in health and fitness yet. Without even thinking about what the sacrifices and outcomes might be, he quit film in its entirety. No job, no income and no idea what might come next.

Erik left Vegas and came back to Los Angeles, in hopes of re-welcoming fitness back into his professional life. So he marched into a Burbank gym, but noticed that things were not quite the same as when he left them; he needed to be certified to be a personal trainer, he needed money if he ever thought of opening a gym, and he really needed a plan. But since he believed in a piece of unforgettable advice to "Just go until someone tells you to stop," that's what Erik ended up doing...he never did stop.

In 1997, Erik became certified by a man named, John Platero, finishing at the top of his class. He then borrowed money from his parents to open a gym, even though his father asked him, "What if you fail?" Erik replied, "I never failed at anything." His father nodded his head, and the rest was history and sweet success.

Within 6 months, Erik paid his parents back and Body Builders Gym was officially up and running. Business began and calls started rolling in. On one occasion he received a call from a young lady wanting to sell him gym advertisements. Before he said no, her voice intrigued him in some way to meet her. And it only meant that Jenna would later become Erik's wife. They now have a son and daughter together.

But things only got better from there. With Jackie Joniec (Erik's aunt) as his partner and good work ethics by his side, Body Builders Gym has been under their ownership for the past decade, and is the longest running gym not only in Silver Lake, but in Los Angeles. So what's his secret? Well, he confidently said, "The clients are happy...and that's how Silver Lake is...If it's good for business, let it go."

With nine independent trainers, two body builders, and a whole lot of respect, Erik solidified his business. He has no special formula to work-out, be fit or even train his OWN trainers, because he doesn't. Everyone he employs has their own style and specialty, making it easy for every client to choose the trainer that best suits their own style and goals. Even when asked about his own fitness regimen, he says, "I do everything." From free weights, to body weight, to gym machines to Kangoo Boots, it's just all about variety and results for Erik. And Erik Flowers is proof that simplicity can also mean success. For more information on Body Builders Gym, just visit bodybuildersgym.com.

Massage Workshop

When: Saturday, March 13

Where: Creative Shakra: 3401 Pacific Ave #2A, Marina del Rey, CA 90292 (310) 823-9378

Time: from 1-6 PM

Topic: Medical and sports massage hands-on seminar by Boris Prilutsky. Participants will learn principles of trigger point therapy and myofascial release techniques as well techniques for biomechanical corrections and neuromuscular re-education techniques. The above techniques can be performed with the client fully dressed or against an exposed body part. These techniques are easy to perform and in most cases lead to rapid release from tensions and pain. **NCCPT CEU's: 5.0**

Boris possessed 37 years of combined clinical, research and teaching experience. Most of his career has been spent on working with an elite Olympians athletes of former Soviet Union as well other Eastern European Olympic teams. Cause of the seminar is \$200. With completion each participant will receive a certificate of continued education completion. Preregistration is mandatory.