

# LA FITNESS

# PERSONAL TRAINING

An Informative Newsletter

Vol. 3

July 1997

By John Platero

See I told you so. I knew the summer would pick up. Everywhere go I see I trainers busy. That is so awesome. I hope your summer is a profitable.

Here's food for thought.

If your client's goal is just to be healthy and only has a limited amount of time, is there any reason (besides variety) to work upper or lower chest, or anterior and posterior delt?

## CONCURRENT FORCE SYSTEMS

Two or more forces acting at common point of application but in divergent directions are part of a **concurrent force system**. In fact, to be part of a concurrent force system, the vectors do not have to have the same precise point of application but might, if extended, intersect at some point on the object under consideration. \*

## **IMPORTANT NOTICE!**

Keep in mind this program is still in it's infancy. Which means this program is not etched in stone. It is totally up to you, the trainer on whether or not this program will stay in effect. Using the phones, dressing shabbily or acting unprofessionally can and will jeopardize this program for everyone. Remember, although the program might be very effective in one club, the owners want a program that works in all the clubs. The clubs with 10 or more trainers must set an example. If too many problems occur the owners will have to seek an alternative program. I travel to gyms all over Southern California and talk with many trainers. This is the best deal in town! Do not mess it up. Please dress and act like a Health Care Professional. It will only help increase your business as well.

Compare this diagram with the one on the right. We know through studies that muscle cells will "hand off" to each other as they fatigue.

As the middle fibers fatigue the other fibers will pitch in.

\*Joint Structure and Function, Cynthia Norkin and Pamela Levang

## TRAINER OF THE MONTH

### **TJ ANDERSON - COVINA**

At 29 years of age and three children, TJ decided her body had been through enough. So she walked over to the local Jack LaLanne Health Spa in Covina and joined. Since then, she has never looked back.

In 1986 she moved to Hawaii and started bodybuilding competitively as a lightweight. She placed 2nd and 3rd in her first two All Armed forces competition, then went on to place 3rd in the over 40 class at the Hawaiian Classic. In her last competition at the age of 42, TJ placed 2nd in the over 40 class at the Paradise Cup. In 1990 TJ moved back to Covina and joined LA FITNESS. The manager very quickly saw her potential and gave her a job as a trainer. TJ went on to start her own business outside the club and now has over 700 clients! How does she do it? She trains herself six days a week at 5:00 am doing at least 30 minutes of cardio, a push-pull routine with free weights, followed by 30 minutes of stretching. She believes in giving each muscle at least two days of rest each week.

TJ incorporates nutrition with training and believes in supplementation with natural herbs. She has a wide variety of clients of all ages. I myself have seen scores of letters of gratitude from her clients thanking her for the startling results and well-being they have achieved following TJ's regimen.

TJ's philosophy is simple "Take care of yourself, because no one else will, and you'll stay young forever." TJ is living proof of that philosophy

If you would like information on TJ's program or supplementation you can contact TJ at 818-915-0338.

## IMPROVEMENTS

We are trying to establish a board for the personal trainers to display an 8 x 10 black and white head shot and a bio. This is required by article (28) in your Licensee Agreement. If you don't have an 8 x 10 let me know and I'll take one of you. Please submit information you would like placed under your name and I'll get it typed up for you. This information must fit on a 3 x 2 inch card, so keep that in mind. Send your photo and bio to

Future Fit  
3500 Overland Ave ste 230  
La., CA. 90034

**Do not use the LA FITNESS name or logo on any**

of your flyers without the prior written approval from LA FITNESS. Also, the statement "**Independent Contractor not affiliated with LA FITNESS**" should be on all of your flyers, cards, price sheets or advertisements. If you need stickers, let me know

## **CLUB POLICIES**

- Please show your card to the front desk at least once a day.

- In event of an accident and someone is injured, please go to the front desk and ask for an "incident report". Fill one of those out, make a copy for yourself, fax a copy to me at 888-287-0801 and give the other to the front desk. This way your covered.

- If you have not received a "trainers card", or you have moved, call 800-600-2540, ext 561 and ask for Jim Irwin. Give him your correct address so you can be sent one.

**- This is a reminder, you will be charged a 10% late fee plus a \$10 bank charge if your rent comes back to us. We will also deny you entry to the club until you pay the balance. If your rent is \$300 it will cost you \$340 to get back in to the club. THERE WILL BE NO MORE EXCEPTIONS.**

## **UPCOMING EVENTS**

### BOWFLEX FREE SEMINAR AND REFERRAL NETWORK

Tuesday 12:15- 2:15 pm, July 22,1997  
LA FITNESS - Marina Del Rey  
13455 Maxella ave  
310-827-0904

### IDEA WORLD FITNESS CONVENTION AND FUTURE VISION CONFERENCES

July 24-27  
Anaheim Convention Center  
Anaheim, CA.  
Call 800-999-IDEA ext. 7

### FUTURE FIT PERSONAL TRAINING SCHOOL

Sat. and Sun. 8:30 am - 6:00 pm, September 20-21  
LA FITNESS - Westwood  
310-209-5002 (for directions)  
\$159  
1-800-778-6060 to register

## **OPPORTUNITIES:**

- Any of you that would like to sell or who are selling **EAS products** Good News! Call Mark Lee at 310-868-3344 hm, 310-220-6811 pg. and you can even beat wholesale prices! **Mention Future Fit** and you'll get discounts on **Creatine Monohydrate, Phosphagen, Myoplex, etc.etc.**

Don't miss the Bowflex seminar. I hope to have a special surprise to help increase your business!

Please send any suggestions, comments, complaints, praises, accomplishments, articles or information you might find useful to the newsletter or training program to:

John Platero  
3500 Overland Ave ste 230  
LA, CA 90034

P.S. For those of you who sent me letters or recommendations, thank you for your kind words. For those of you who didn't and still would like to, there is still time. Please send your letter to the address above. Thanks.