

# PERSONAL TRAINING

An Informative Newsletter

Vol.18

October 1998

By John Platero

## **LA FITNESS MANAGEMENT - TRAINER MEETINGS**

We have scheduled 4 meetings throughout southern California. The meetings will only last about 15 minutes. We strongly suggest you attend. Attending the meetings will be the GM from the host club, Chad Abramo from the corporate office and myself.

Please make an effort to be there. We're only asking for 15 minutes out of your day. This meeting will only benefit your business. Together, we can insure the future of this trainer program.

Monday, October 26 - Laguna Niguel - Noon  
Laguna, Tustin, Irvine, Huntington Bch

Tuesday, October 27 - Van Nuys - Noon  
Van Nuys, Pasadena, Sherman Oaks, Warner Center

Tuesday, October 27 - Westwood - 1:30 pm  
Westwood, LA Woman, Marina Del Rey, Miracle Mile

Wednesday, October 28 - Noon  
La Mirada, Westminster, Long Beach, Orange

Thursday, October 29 - Chino Hills - Noon  
Chino, Upland, Diamond Bar

## **HALLOWEEN SCARY?**

Halloween never really scared me, but lately as I move about the clubs, some of the exercises I see trainers subjecting their clients to, are actually frightening. Unless I'm not aware of some strange goal, I can't believe some of the things I see. The worst culprits are the seasoned trainer. It seems as the trainer gets busier and busier, they get lazier.

What happened to spinal alignment, joint structure, force angles, forces and the ability to monitor these  
If you want to display an 8 x 10 inch headshot at the

things?

If you are making a good living as a trainer then please reinvest back into your business. Come to the advanced workshops. I travel all over the country, teaching as well as attending workshops with the "top guns" in the fitness world. Spend the \$79. Joining me in the next advanced workshop will be Lenny Parracino from NASM. All this man does is travel around the country lecturing on biomechanics. Take advantage of this information and stop scaring me!

## **BUDDY REFERRAL PROGRAM**

Judy Wambgans from Chino is the leader with 5 referrals. YEA JUDY! Isaac Randolph was right behind her with four referrals. Watch out for this guy, I think he's just warming up.

Remember, to print your name and 3- digit ID number on the bottom of the sales contract. To insure you get the commission deducted from your rent, remember to have the sales person sign your buddy referral tracking sheet and fax it in to Francis at the corporate office before the 15th of each month at 800-600-2530.

If the commissions aren't deducted from your rent, please call Francis at 800-600-2540 ext. 512

## **HEART ZONE SYSTEMS**

I want to thank everyone who attended the free workshops at Westwood and Chino. There were some great questions and I learned a lot. Paul Robbins had some great concepts for cardiovascular training that made sense. The metabolic cart had a little problem in Westwood but was working fine the next day at Chino. I had my VO2 max done and I'm now applying the correct "zones" to my cycling.

## **TRAINER PHOTOS**

clubs you must go to staples and buy an 11 x 14 inch

black frame for \$3.99. If it costs more than \$3.99 then it's the wrong frame. After you buy the frame, purchase some black poster board and a blank 3 x 5 index card. Do not buy the index cards with lines on them. Remove the grey cardboard that came with the frame, mount your 8 x 10 photo on the black poster board along with your printed 3 x 5 index card (use a typewriter or computer; not by hand) under your picture and insert the picture into the frame. You can also buy a black metallic credit card holder for \$2.99 and place it below your picture. If it doesn't cost \$2.99 then it's the wrong credit card holder! Check the other pictures that are already mounted in the clubs and copy them exactly. Please do not put your business cards inside the frame.

I suggest you include your bio on the index card and don't forget a contact number. Do not use the phone number of the club.

### **CLUB POLICIES**

**If you want to change your EFT, you must do so a month in advance.**

Go to the front desk and get an EFT form, fill it out and fax it to me at 310-287-0801 or Chad Abramo at 714-509-2507 if you want to make any changes.

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

**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.

- In the event of an accident where someone is injured, please go to the front desk and ask for an "incident report". Fill it 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, you're 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 a card.

**- This is a reminder; you will be charged a 10% late fee plus a \$10 bank charge if your rent check 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**

#### **FUTURE FIT**

#### **PERSONAL TRAINING SCHOOL**

Sat. and Sun. 8:30 am - 6:00 pm,  
October 17 - 18 at Huntington Bchs  
818-988-7411(for directions)  
\$159

1-800-778-6060 to register

CEC'S: ACE, AFAA, ISSA, NASM and NSCA

#### **FUTURE FIT**

#### **ADVANCED RESISTANCE TRAINING**

#### **UPPER EXTREMITY**

Sat. Noon - 4 pm or [possibly 6:00 pm]

October 24 Marina Del Rey  
310-827-0904 (for directions)

\$79

1-800-778-6060 to register

CEC's: ACE, AFAA and NASM