

# PERSONAL TRAINING

An Informative Newsletter

Vol.17

September 1998

By John Platero

## **END OF SUMMER**

I hope everyone had a nice summer. I went to Europe and gained over 12 pounds! I just couldn't resist the food. Time to start the egg white diet.

I couldn't believe how far behind they were in Europe with respects to resistance training. We are probably 10 years ahead of them. Their lack of knowledge has inspired me to open up the books and learn more about the body and keeping it in shape.

After a trip abroad, I find myself appreciating the country I live in and the life I have. I've become more focused on the goals I want to accomplish. I'm positive I'm not alone. Now is the time to call back those intros, renew old contacts and acquire more business. Many will be returning to school, their family or their jobs with a few extra pounds from their vacation. This is a perfect time to gain new clientele.

We have a few free workshops coming up in September. I hope I will see you all there.

The Alhambra club is now open. It is awesome. I had never seen a brand new basketball court before. It really is beautiful when the wood floor has never been stepped on and the back boards and rims have never been used. The club is 40,000 sq. feet, has racquetball, a huge day care and a 25 meter pool. There will be definitely a lot of business there. You just have to go get it.

## **BUDDY REFERRAL PROGRAM**

The referrals are starting to come in. Judy Wambgans from Chino is leading the way this month with 6 referrals. YEA JUDY!

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

## **TRAINER PHOTOS**

If you want to display an 8 x 10 inch headshot at the 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

- 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**

#### **LIFE FITNESS ACADEMY**

Monday, September 14 - noon - 4:00 pm  
LA FITNESS - Alhambra  
call 626-299-5980  
FREE!

This seminar will cover the Life Fitness equipment.

#### **HEART ZONE SYSTEMS**

This seminar will demonstrate the software for VO2 max; how it works and the benefits that comes from that knowledge. This class will be taught by an exercise physiologist. Polar heart monitors will be sold at a discount.

- Thursday, September 17, in Westwood  
noon - 2:00 pm.

- Friday, September 18, in Chino  
noon - 2:00

#### **FUTURE FIT**

##### **PERSONAL TRAINING SCHOOL**

Sat. and Sun. 8:30 am - 6:00 pm,  
September 19-20 at Van Nuys  
818-988-7411(for directions)  
\$159  
1-800-778-6060 to register  
CEC'S: ACE, AFAA, ISSA, NASM and NSCA

advertisements. If you need stickers, let me know.

### **BODY JAM**

This will be an exiting day of classes bringing you unlimited creativity in today's most popular classes.

When: October 4, 1998

Where: LA FITNESS, Chino 14485 Pipeline Ave  
call 909-393-3101 for directions

Cost: \$99 early registration

\$40 single class registration

\$135 general registration postmarked after 9/20/98

You can earn 7.0 CEU's for AFAA & 2.0 CEU's for ACE

8:00 - 9:00 am Registration

8:30 - 9:00 am Optional business introduction

9:00 - 9:45 am Step

10:00-10:45 am Boxing

12:00-12:45 pm Aqua

1:00 - 2:00 pm Lunch

2:00 -2:45 pm Afro Brazilian Cardio

3:00-3:45 pm Hatha Yoga

#### **FUTURE FIT**

##### **ADVANCED RESISTANCE TRAINING**

##### **UPPER EXTREMITY**

Sat. Noon - 4 pm,

October 24 Marina Del Rey

310-827-0904 (for directions)

\$79

1-800-778-6060 to register

CEC's: ACE, AFAA and NASM