

NSCAS ESSENTIALS OF PERSONAL TRAINING 2ND EDITION

THE COMPLETE BOOK OF PERSONAL TRAINING THE EVERYTHING GUIDE TO BEING A PERSONAL TRAINER BECOMING A PERSONAL TRAINER FOR DUMMIES NSCA's ESSENTIALS OF PERSONAL TRAINING PERSONAL TRAINING: THEORY AND PRACTICE NPTI's FUNDAMENTALS OF FITNESS AND PERSONAL TRAINING YOUR PERSONAL TRAINER PERSONAL TRAINER Do's and Don'ts THE PERSONAL TRAINER'S HANDBOOK PERSONAL TRAINER AS YOUR JOB THE BUSINESS OF PERSONAL TRAINING EVERYBODY NEEDS TRAINING NSCA's ESSENTIALS OF PERSONAL TRAINING FOUNDATIONS OF PROFESSIONAL PERSONAL TRAINING HOW TO BECOME A PERSONAL TRAINER, HOW TO FIND CLIENTS AS A PERSONAL TRAINER, AND HOW TO BE HIGHLY SUCCESSFUL AS A PERSONAL TRAINER, AND HOW TO GENERATE EXTREME WEALTH ONLINE ON SOCIAL MEDIA PLATFORMS BY FREQUENTLY CREATING INCOME GENERATING ASSETS HOW TO BE A SUCCESSFUL PERSONAL TRAINER NSCA's ESSENTIALS OF PERSONAL TRAINING NASM ESSENTIALS OF PERSONAL FITNESS TRAINING CAREER AS A PERSONAL TRAINER THE SECRET OF PERSONAL TRAINING DOUGLAS BROOKS KATE KENWORTHY SHANNON AUSTIN NATIONAL STRENGTH & CONDITIONING ASSOCIATION (U.S.) JAMES CROSSLEY HENRIQUES, TIM DOUGLAS BROOKS DENNIS BERRY TERI S. O'BRIEN LEXI HARRIS SCOTT ROBERTS DANNY KAVADLO BRAD J. SCHOENFELD CANADIAN FITNESS PROFESSIONALS INC. DR HARRISON SACHS CHRIS HITCHKO BRAD J. SCHOENFELD NASM NATIONAL ACADEMY OF SPORTS MEDICINE INSTITUTE FOR CAREER RESEARCH DENIS ARK

THE COMPLETE BOOK OF PERSONAL TRAINING THE EVERYTHING GUIDE TO BEING A PERSONAL TRAINER BECOMING A PERSONAL TRAINER FOR DUMMIES NSCA's ESSENTIALS OF PERSONAL TRAINING PERSONAL TRAINING: THEORY AND PRACTICE NPTI's FUNDAMENTALS OF FITNESS AND PERSONAL TRAINING YOUR PERSONAL TRAINER PERSONAL TRAINER Do's and Don'ts THE PERSONAL TRAINER'S HANDBOOK PERSONAL TRAINER AS YOUR JOB THE BUSINESS OF PERSONAL TRAINING EVERYBODY NEEDS TRAINING NSCA's ESSENTIALS OF PERSONAL TRAINING FOUNDATIONS OF PROFESSIONAL PERSONAL TRAINING HOW

TO BECOME A PERSONAL TRAINER, HOW TO FIND CLIENTS AS A PERSONAL TRAINER, AND HOW TO BE HIGHLY SUCCESSFUL AS A PERSONAL TRAINER, AND HOW TO GENERATE EXTREME WEALTH ONLINE ON SOCIAL MEDIA PLATFORMS BY FREQUENTLY CREATING INCOME GENERATING ASSETS HOW TO BE A SUCCESSFUL PERSONAL TRAINER NSCA's ESSENTIALS OF PERSONAL TRAINING NASM ESSENTIALS OF PERSONAL FITNESS TRAINING CAREER AS A PERSONAL TRAINER THE SECRET OF PERSONAL TRAINING DOUGLAS BROOKS KATE KENWORTHY SHANNON AUSTIN NATIONAL STRENGTH & CONDITIONING ASSOCIATION (U.S.) JAMES CROSSLEY HENRIQUES, TIM DOUGLAS BROOKS DENNIS BERRY TERI S. O'BRIEN LEXI HARRIS SCOTT ROBERTS DANNY KAVADLO BRAD J. SCHOENFELD CANADIAN FITNESS PROFESSIONALS INC. DR HARRISON SACHS CHRIS HITCHKO BRAD J. SCHOENFELD NASM NATIONAL ACADEMY OF SPORTS MEDICINE INSTITUTE FOR CAREER RESEARCH DENIS ARK

THIS BOOKS 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

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

STRONGARM YOUR WAY INTO THE FITNESS INDUSTRY INTERESTED IN BECOMING A PERSONAL TRAINER BECOMING A PERSONAL TRAINER FOR DUMMIES IS OBVIOUSLY THE BOOK YOU NEED EVEN IF YOU KNOW NOTHING ABOUT THIS CAREER PATH AND INDUSTRY THIS BOOK WILL GUIDE YOU THROUGH THE BASICS AND TAKE YOU ALL THE WAY THROUGH CERTIFICATION AND GETTING YOUR FIRST JOB WE'RE HERE TO ENLIGHTEN YOU ON WHAT'S INVOLVED IN A PERSONAL TRAINING CAREER AND TEACH YOU EVERYTHING YOU NEED TO KNOW TO BECOME CERTIFIED THIS UPDATED EDITION COVERS CURRENT INFORMATION ON TOPICS LIKE SOCIAL MEDIA WEARABLE TECHNOLOGY OUTDOOR AND VIRTUAL TRAINING AND NEWER WORKOUTS LIKE CROSSFIT ACTIVE AGING AND MORE LEARN WHAT IT'S LIKE TO BE A PERSONAL TRAINER AND DISCOVER IF THIS CAREER IS FOR YOU DISTINGUISH THE DIFFERENT TYPES OF PERSONAL TRAINING GET THE LATEST ON WEARABLE TECHNOLOGY AND OTHER TRICKS OF THE TRADE KNOW WHAT TO EXPECT WHEN GETTING YOUR CERTIFICATION AND SEARCHING FOR JOBS OR CLIENTS AUTHORED BY A LONGTIME FIT PRO WHO KNOWS PERSONAL TRAINING INSIDE AND OUT BECOMING A PERSONAL TRAINER FOR DUMMIES SHARES EXPERT INSIGHTS IN A FUN DIGESTIBLE WAY

THIS BOOK IS A RESOURCE FOR PERSONAL TRAINERS HEALTH AND FITNESS INSTRUCTORS EXERCISE SCIENTISTS AND OTHER FITNESS PROFESSIONALS AS WELL AS THE PRIMARY PREPARATION SOURCE FOR THE NSCA CERTIFIED PERSONAL TRAINER EXAMINATION IT IS AN ESSENTIAL REFERENCE FOR ANYONE PREPARING FOR OR ALREADY WORKING IN A CAREER AS A PERSONAL TRAINER BACK COVER

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

THIS TEXT MAKES THE PRINCIPLES AND THEORIES OF FITNESS AND PERSONAL TRAINING ACCESSIBLE FOR ALL READERS HELPING THEM UNDERSTAND HOW THE BODY WORKS AND RESPONDS TO EXERCISE AND HOW TO CREATE EXERCISE PROGRAMS THAT HELP CLIENTS ACCOMPLISH THEIR FITNESS GOALS

PRESENTS INDIVIDUALLY TAILORED TRAINING PROGRAMS AND CUSTOMIZED FITNESS WORKOUTS DESIGNED TO MAXIMIZE WORKOUT GOALS SHED POUNDS AND ADD MUSCLE INCREASE ENDURANCE AND STAY MOTIVATED CHAPTERS ARE ORGANIZED IN SECTIONS ON TRAINING ESSENTIALS AND COMPONENTS TRAINING PROGRAMS AND TRAINING TARGETS INCLUDES BANDW PHOTOS ASSESSMENT FORMS AND PLANNING SHEETS THE AUTHOR IS A CERTIFIED PERSONAL TRAINER AND IS FITNESS TRAINING DIRECTOR AT SNOWCREEK RESORT AND ATHLETIC CLUB ANNOTATION COPYRIGHTED BY BOOK NEWS INC PORTLAND OR

A PORTION OF THE SALES OF THE BOOK WILL BE DONATED TO THE NON PROFIT HEALTH EDUCATION AND LITERACY HEALTHEDANDLIT.ORG TO AID THEM IN THEIR ENDEAVOR TO BEAT DIABETES THE BOOK WAS DESIGNED TO HELP PERSONAL TRAINERS TO NAVIGATE THROUGH THE PROCESS OF OBTAINING AND KEEPING CLIENTS BY USING THE RECOMMENDATIONS IN THE BOOK IT RELATES TO THE MUCH NEEDED UNDERSTANDING OF PEOPLES HOPES AND FEARS AND HOW TO REALIZE THAT THE TRAINERS UNDERSTANDS THOSE ASPECTS AND WILL BE HAPPY TO HELP THEM TO REACH THEIR PERSONAL GOALS SHORT TERM AND LONG TERM BY TEACHING THE CLIENTS HOW TO PROPERLY EXERCISE THEY ARE GIVING THEM A LIFELONG GIFT GIVE A PERSON A WORKOUT AND THEY'LL TRAIN FOR A DAY TEACH A PERSON HOW TO TRAIN AND THEY'LL WORKOUT FOR A LIFETIME THE BOOK IS ALSO AN EXCELLENT RESOURCE FOR PEOPLE WHO ARE LOOKING TO HIRE A PERSONAL TRAINER ENABLING THEM TO KNOW THE QUALITIES TO LOOK FOR OF THE PERSONAL TRAINER OR PROFESSIONAL PERSONAL ATHLETIC CONDITIONING COACH THEY HIRE

THE PERSONAL TRAINER'S HANDBOOK PROVIDES PRACTICAL HOW TO ADVICE FOR INDIVIDUALS WHO WANT TO START THEIR OWN PERSONAL TRAINING BUSINESSES AND FOR THOSE WHO WANT TO IMPROVE THEIR EXISTING PRACTICES IT'S AN EASY TO USE REFERENCE THAT COVERS EVERYTHING FROM DESIGNING FITNESS PROGRAMS TO HANDLING CLIENTS DRAWING ON HER LEGAL BACKGROUND AND YEARS OF PERSONAL TRAINING EXPERIENCE AUTHOR TERI O'BRIEN EXPLAINS HOW TO MANAGE BUSINESS ISSUES AND TAX PLANNING AVOID POTENTIAL LEGAL PROBLEMS ATTRACT AND KEEP CLIENTS DESIGN SAFE AND EFFECTIVE

EXERCISE PROGRAMS FOR CLIENTS CONDUCT WORKOUTS IN A PROFESSIONAL MANNER AND MOTIVATE CLIENTS THE PERSONAL TRAINER S HANDBOOK FEATURES THE RESISTANCE WORKOUT GUIDE A SPECIAL SECTION THAT CONTAINS FULLY ILLUSTRATED DESCRIPTIONS OF 91 OF THE MOST COMMON STRENGTH AND FLEXIBILITY EXERCISES ACCOMPANYING EACH EXERCISE IS A BULLET POINT LIST THAT EXPLAINS THE OBJECTIVES OF THE EXERCISE BREAKS DOWN THE EXERCISE INTO ITS BASIC PARTS TELLS TRAINERS WHAT FORM POINTS TO WATCH FOR AND IDENTIFIES MISTAKES TO AVOID FILLED WITH INSIGHTS THAT WOULD TAKE YEARS FOR TRAINERS TO DISCOVER ON THEIR OWN THE RESISTANCE WORKOUT GUIDE MAKES IT EASY FOR PERSONAL TRAINERS TO GUIDE THEIR CLIENTS TOWARD EFFECTIVE SUCCESSFUL WORKOUTS

PERSONAL TRAINING AS YOUR JOB IS A STEP BY STEP GUIDE THAT GIVES YOU THE TOOLS TO BECOME A PERSONAL TRAINER FIND EMPLOYMENT THAT FITS YOUR GOALS AND KICK START YOUR SUCCESS AS A PROFESSIONAL THE SKILLS AND HABITS OUTLINED IN THIS BOOK WILL LAST THROUGHOUT YOUR ENTIRE CAREER

WHETHER YOU ARE CONSIDERING A CAREER AS A PERSONAL TRAINER OR SEARCHING FOR WAYS TO INCREASE REVENUE AND GAIN NEW CLIENTS FOR YOUR EXISTING BUSINESS YOU LL FIND THE BUSINESS OF PERSONAL TRAINING TO BE AN INDISPENSABLE REFERENCE WRITTEN BY SOME OF THE MOST SUCCESSFUL PERSONAL TRAINERS IN THE COUNTRY THIS BOOK PROVIDES THE FOUNDATION FOR BUILDING YOUR PERSONAL TRAINING BUSINESS THE BUSINESS OF PERSONAL TRAINING DISCUSSES NOT ONLY HOW TO BUILD A SOLID BUSINESS BUT ALSO HOW TO BE AN EFFECTIVE TRAINER AFTER AN OUTLINE OF THE HISTORY OF THE PROFESSION AND THE QUALIFICATIONS NEEDED TO BE A PERSONAL TRAINER THE BOOK EXPLAINS HOW TO DEVELOP A MISSION STATEMENT AND BUSINESS PLAN CREATE STRATEGIC AND CREATIVE MARKETING PLANS ESTABLISH PRICES FOR SERVICES HIRE AND TRAIN STAFF MEMBERS IMPROVE CLIENT TRAINER COMMUNICATION MOTIVATE CLIENTS AND HELP THEM SET GOALS AND DESIGN APPROPRIATE EXERCISE PROGRAMS NINETEEN SAMPLE FORMS MAKE IT EASY FOR YOU TO PUT THE IDEAS PRESENTED INTO PRACTICE LEARN FROM VETERAN PERSONAL TRAINERS WHAT IT TAKES TO SUCCEED THE PRACTICAL ADVICE PROVIDED IN THE BUSINESS OF PERSONAL TRAINING IS VALUABLE FOR NEW AND ESTABLISHED TRAINERS AS WELL AS FOR HEALTH AND FITNESS ADMINISTRATORS WHO

SUPERVISE PERSONAL TRAINERS

DOES ANYONE ELSE WANT TO BE A HIGHLY SUCCESSFUL PERSONAL TRAINER AND TRULY LIVE YOUR DREAM MOST FOLK WHO EMBARK ON A CAREER AS A TRAINER DO SO INITIALLY OUT OF A PERSONAL PASSION FOR FITNESS AND A STRONG DESIRE TO HELP OTHER ACHIEVE RESULTS BE IT WEIGHT LOSS CONDITIONING STRENGTH GAINS FLEXIBILITY OR ENHANCED PERFORMANCE BUT A PASSION FOR WORKING OUT AND AN EARNEST DESIRE TO HELP OTHERS ALONE DOES NOT A SUCCESSFUL PERSONAL TRAINER MAKE THE SAD FACT IS THAT THE TURN OVER RATE FOR PERSONAL TRAINERS AFTER ONE YEAR IS OVER 80 WHY IT S ALMOST ALWAYS BECAUSE THE TRAINER DIDN T HAVE A PROPER UNDERSTANDING OF THE BUSINESS OF BEING A FITNESS PROFESSIONAL THE BOTTOM LINE IS THAT WITHOUT THE APPROPRIATE SUCCESS BLUEPRINT THE MOST SKILLED AND KNOWLEDGEABLE PERSONAL TRAINER IS USUALLY DOOMED TO FAILURE UNFORTUNATELY UNTIL NOW THERE HAS BEEN NO SUCH BATTLE TESTED BLUEPRINT AVAILABLE EITHER TO THE NOVICE TRAINER OR THE PROFESSIONAL STRUGGLING TO STAY ALIVE NOW HOWEVER THAT S ALL CHANGED THANKS TO DANNY KAVADLO S EVERYBODY NEEDS TRAINING FOLLOW THE HARD EARNED WISDOM WITHIN THESE PAGES AND FAILURE WILL NO LONGER BE AN OPTION DANNY KAVADLO S TRAINING HELPED ME TO DISCOVER STRENGTHS I NEVER KNEW I HAD AND I CAN TAKE THOSE LESSONS WITH ME WHEREVER I GO FOR THE REST OF MY LIFE THE WISDOM AND INSIGHT CONTAINED IN EVERYBODY NEEDS TRAINING NOT ONLY RELATES TO BEING A SUCCESSFUL FITNESS TRAINER BUT CAN BE APPLIED FOR PEACE AND SUCCESS IN MANY OF LIFE S VENTURES DANNY IS THE BEST ELIZABETH GILBERT 1 NEW YORK TIMES BEST SELLING AUTHOR EAT PRAY LOVE ONE OF TIME MAGAZINE S 100 MOST INFLUENTIAL PEOPLE IN THE WORLD EVERYBODY NEEDS TRAINING IS QUITE SOMETHING I DON T THINK I HAVE EVER SEEN THIS KIND OF DEPTH IN THE FIELD IT S BOTH OBVIOUS AND WOW AS YOU READ IT AMAZING STUFF IT FILLS A GAP IN THE COMMUNITY THAT FRANKLY SURPRISES ME NO ONE HAS REALLY FILLED DAN JOHN AUTHOR NEVER LET GO CHRISTMAS WISHES DO COME TRUE DANNY KAVADLO HAS WRITTEN A TRAINING BOOK IMAGINE IF YOU COULD SQUEEZE ALL THE HARD EARNED WISDOM SECRETS AND TACTICS OF ONE OF THE WORLD S HOTTEST PERSONAL TRAINERS BETWEEN THE COVERS OF A BEAUTIFULLY ILLUSTRATED TELL ALL MANUAL AND YOU HAVE IMAGINED EVERYBODY NEEDS TRAINING LIKE DANNY HIMSELF THIS GROUNDBREAKING BOOK IS INCREDIBLY SMART BRUTALLY HONEST LAUGH OUT LOUD FUNNY AND TOTALLY OUT OF LEFT FIELDIF YOU TRAIN OTHERS CASUALLY OR PROFESSIONALLY WANT A CAREER TRAINING OTHERS OR IF

YOU JUST LOVE THE NOW FAMOUS KAVADLO APPROACH TO GETTING IN SHAPE YOU OWE IT TO YOURSELF TO GRAB A COPY OF THIS MASTERPIECE I CANNOT RECOMMEND IT HIGHLY ENOUGH PAUL WADE AUTHOR OF CONVICT CONDITIONING DANNY KAVADLO STRIKES THE RIGHT TONE IF YOU ARE BUILT FOR IT PERSONAL TRAINING IS ONE HELL OF A SATISFYING CAREER DO IT RIGHT AND YOU ARE LITERALLY TRANSFORMING PEOPLE'S BODIES AND LIVES SO IF YOU THINK YOU'RE BUILT FOR IT AND CONSIDERING JUMPING INTO THE SHARK TANK OF PERSONAL TRAINING EVERYBODY NEEDS TRAINING WILL BE INVALUABLE AND THE TATTOOED GONZO VIBE IS PRICELESS MARTY GALLAGHER AUTHOR OF THE PURPOSEFUL PRIMITIVE 3 TIME WORLD MASTERS POWERLIFTING CHAMPION DANNY KAVADLO HAS PERSONALLY HELPED ME BECOME A MORE SUCCESSFUL TRAINER AND COACH I CANNOT RECOMMEND EVERYBODY NEEDS TRAINING ENOUGH IT'S THE BEST BOOK I'VE EVER SEEN ON THE SUBJECT OF BEING A PROFESSIONAL TRAINER ADEL GABER WORLD CLASS TRAINER 3 TIME OLYMPIC WRESTLING COACH EVERYBODY NEEDS TRAINING IS A MUST READ FOR EVERY PERSONAL TRAINER WANTING TO TAKE IT TO THE NEXT LEVEL AND EVERYONE WHO HAS EVER DREAMED OF BECOMING A PERSONAL TRAINER THIS BOOK ALLOWS YOU TO GET INSIDE THE GENIUS PT MIND OF DANNY KAVADLO A MASTER OF HIS CRAFT SPEAKING OFF THE CUFF TO YOU ABOUT TRAINING PRICELESS ERRICK MCADAMS PERSONAL TRAINER MODEL FITNESS PERSONALITY A SOLID COLLECTION OF TRIED AND TRUE BEST PRACTICES THAT CAN HELP PERSONAL TRAINERS ON ANY LEVEL REACH THEIR FULL POTENTIAL IN THEIR CHOSEN FIELD ROLANDO GARCIA RKC II CK FMS

DEVELOPED BY THE NATIONAL STRENGTH AND CONDITIONING ASSOCIATION NSCA NSCA'S ESSENTIALS OF PERSONAL TRAINING THIRD EDITION WITH HKPROPEL ACCESS IS THE DEFINITIVE REFERENCE FOR PERSONAL TRAINING PROFESSIONALS AND STUDENTS THIS COMPREHENSIVE GUIDE TO PERSONAL TRAINING WITH CONTRIBUTIONS FROM LEADERS IN THE FIELD PROVIDES THE MOST ACCURATE AND RELIABLE INFORMATION AND GUIDANCE FOR CURRENT AND ASPIRING PROFESSIONALS UPDATED TO REFLECT THE LATEST RESEARCH WITH CLEAR EXPLANATIONS OF SUPPORTING SCIENTIFIC EVIDENCE THIS EDITION WILL GIVE READERS THE KNOWLEDGE SKILLS AND ABILITIES KSAS NEEDED BY MODERN PERSONAL TRAINING PROFESSIONALS NEW CONTENT ADDRESSES THE LATEST OBJECTIVES FOUND ON THE NATIONAL STRENGTH AND CONDITIONING ASSOCIATION'S CERTIFIED PERSONAL TRAINER NSCA CPT EXAM MAINTAINING THIS TEXT'S POSITION AS THE SINGLE BEST RESOURCE FOR THOSE PREPARING FOR THE NSCA CPT EXAM NSCA'S ESSENTIALS OF PERSONAL TRAINING THIRD EDITION

PROVIDES GUIDELINES FOR THE COMPLEX PROCESS OF DESIGNING SAFE EFFECTIVE AND GOAL SPECIFIC RESISTANCE AEROBIC PLYOMETRIC AND SPEED TRAINING PROGRAMS FOR CLIENTS OF ALL AGES AND FITNESS LEVELS WITH COMPREHENSIVE COVERAGE OF VARIOUS CATEGORIES OF UNIQUE CLIENT NEEDS READERS WILL LEARN HOW TO MAKE SPECIFIC MODIFICATIONS AND ADJUST EXERCISE PROGRAMS FOR EACH INDIVIDUAL CLIENT MULTIPLE FITNESS TESTING PROTOCOLS AND NORMS FOR EACH COMPONENT OF FITNESS INCLUDING 10 NEW TESTS ARE ALL PRESENTED ALONG WITH INSTRUCTIONS THAT ARE DETAILED YET EASY TO FOLLOW OVER 200 FULL COLOR PHOTOS AND ACCOMPANYING INSTRUCTIONS CLEARLY DESCRIBE AND VISUALLY SHOW PROPER TECHNIQUE FOR EXERCISES AND DRILLS INCLUDING STRETCHING PLYOMETRICS AND STABILITY BALL EXERCISES THERE ARE NEW SECTIONS ON SUSPENSION TRAINING MANUAL RESISTANCE TRAINING AND COMMON TYPES OF RESISTANCE TRAINING EQUIPMENT PLUS 27 ONLINE VIDEOS DELIVERED THROUGH HKPROPEL DEMONSTRATE EXERCISE TECHNIQUE IN ACTION PREPARING READERS TO INSTRUCT CLIENTS THROUGH SAFE EXERCISE PERFORMANCE STUDENTS WILL ALSO BE ABLE TO COMPLETE CHAPTER QUIZZES ASSIGNED BY INSTRUCTORS THROUGH HKPROPEL STUDY QUESTIONS AT THE END OF EACH CHAPTER WRITTEN IN THE SAME STYLE AND FORMAT AS THOSE FOUND ON THE NSCA CPT EXAM FACILITATE LEARNING OF CHAPTER CONTENT AND FULLY PREPARE CANDIDATES FOR EXAM DAY PRACTICING PROFESSIONALS AND ASPIRING PROFESSIONALS ALIKE WILL BENEFIT FROM A NEW APPENDIX OF ADVICE ON BUILDING A SUCCESSFUL CAREER AS A PERSONAL TRAINER NSCA S ESSENTIALS OF PERSONAL TRAINING THIRD EDITION REMAINS THE MOST COMPREHENSIVE RESOURCE AVAILABLE FOR PERSONAL TRAINING PREPARATION AND PROFESSIONAL DEVELOPMENT UNMATCHED IN SCOPE THIS ESSENTIAL TEXT CONTINUES TO BE A DEFINITIVE REFERENCE FOR CURRENT AND FUTURE PERSONAL TRAINERS EXERCISE INSTRUCTORS FITNESS FACILITY AND WELLNESS CENTER MANAGERS AND OTHER FITNESS PROFESSIONALS NOTE A CODE FOR ACCESSING HKPROPEL IS NOT INCLUDED WITH THIS EBOOK BUT MAY BE PURCHASED SEPARATELY

DEVELOPED AND WRITTEN BY CANFITPRO CANADA S FOREMOST EDUCATION AND CERTIFICATION PROVIDER FOR FITNESS PROFESSIONALS THIS THIRD EDITION OF FOUNDATIONS OF PROFESSIONAL PERSONAL TRAINING CONTAINS ESSENTIAL INFORMATION FOR BUILDING SKILLS CREATING SYSTEMS TO WORK WITH CLIENTS AND PREPARING FOR THE PERSONAL TRAINING SPECIALIST PTS CERTIFICATION EXTENSIVELY UPDATED TO MATCH THE CERTIFICATION STANDARDS THIS EDITION INCLUDES THE FOLLOWING NEW CHAPTERS ON PERIODIZATION SCREENING AND ASSESSMENT PROGRAM DESIGN AND THE CANFITPRO PERSONAL TRAINING SPECIALIST

FRAMEWORK DIVERSE CLIENT CASE STUDIES TO USE FOR PRACTICE AND APPLICATION OF CONCEPTS DETAILS ABOUT CANFITPRO'S OPTIMAL HEALTH PERSPECTIVE WHICH INTEGRATES PHYSICAL ACTIVITY NUTRITION AND MENTAL WELL BEING STRATEGIES FOR CULTIVATING THE CLIENT PERSONAL TRAINER RELATIONSHIP CONTEMPORARY INFORMATION REGARDING INCLUSIVE TRAINING TRAINING IN A VIRTUAL ENVIRONMENT AND BUILDING A BUSINESS FOUNDATIONS OF PROFESSIONAL PERSONAL TRAINING THIRD EDITION PREPARES NEW AND PROSPECTIVE PERSONAL TRAINERS FOR ALL ASPECTS OF THEIR EXCITING PROFESSION PROVIDING KEY CONCEPTS OF PERSONAL TRAINING GUIDELINES FOR PROGRAM DESIGN AND INJURY PREVENTION AND CONSIDERATIONS FOR WORKING WITH CLIENTS THIS TEXT IS AN ESSENTIAL RESOURCE FOR PREPARATION FOR THE PTS EXAM AND FOR A SUCCESSFUL CAREER IN PERSONAL TRAINING

THIS ESSAY SHEDS LIGHT ON HOW TO BECOME A PERSONAL TRAINER HOW TO FIND CLIENTS AS A PERSONAL TRAINER AND HOW TO BE HIGHLY SUCCESSFUL AS A PERSONAL TRAINER MOREOVER HOW TO GENERATE EXTREME WEALTH ONLINE ON SOCIAL MEDIA PLATFORMS BY FREQUENTLY CREATING AMPLE LUCRATIVE INCOME GENERATING ASSETS IS ELABORATED UPON ADDITIONALLY THE UTMOST BEST INCOME GENERATING ASSETS TO ABUNDANTLY PRODUCE IN ORDER TO BE ABLE TO GENERATE EXTREME WEALTH ONLINE IN THE DIGITAL ERA ARE IDENTIFIED HOW TO BECOME A MERITORIOUSLY SUCCESSFUL INFLUENCER ONLINE ON SOCIAL MEDIA PLATFORMS IS ELUCIDATED THE VARIOUS BENEFITS OF BECOMING A SUCCESSFUL INFLUENCER ONLINE AND ATTAINING EXTREME FAME LEVERAGE ARE DEMYSTIFIED AND HOW TO EARN SUBSTANTIAL MONEY ONLINE SO THAT YOU AFFORD TO INEXPICABLY ENRICH EVERY ASPECT OF YOUR LIFE IS METICULOUSLY EXPOUNDED UPON IN THIS ESSAY WHILE BECOMING A PERSONAL TRAINER MAY SEEM TO BE A CUMBERSOME UNDERTAKING IN THE DIGITAL ERA IT IS MORE VIABLE THAN EVER BEFORE ADVANTAGEOUSLY PURSUING A CAREER AS A PERSONAL TRAINER CAN ALLOW YOU TO PIVOT TO EMBRACING YOUR HIGHER ASPIRATIONS AND HAVING MORE ROBUST CAREER OPTIONS IN THE FUTURE YEARS IN OTHER WORDS EMBRACING A CAREER AS A PERSONAL TRAINING CAN OFTEN BE A VERSATILE JUMPING OFF POINT FOR OTHER CAREER OPPORTUNITIES SUCH AS BEING A FITNESS INSTRUCTOR A HEALTH WRITER LAFERRARA 2019 OR GLOBAL EDUCATOR IN ORDER TO BECOME A PERSONAL TRAINER YOU WILL NEED TO FIRST AND FOREMOST GET CERTIFIED AS A PERSONAL TRAINER LAFERRARA 2019 AS A PROSPECTIVE PERSONAL TRAINER IT WOULD THEREFORE BEHOOVE YOU TO BECOME CERTIFIED BY A CERTIFYING ORGANIZATION THAT HAS BEEN ACCREDITED CERTIFYING ORGANIZATIONS HAVE THEIR CERTIFICATION PROCEDURES AND PROTOCOLS ACCREDITED BY AN INDEPENDENT THIRD PARTY SUCH

AS THE NCCA OR DEAC LAFERRARA 2019 IN ORDER TO BE ABLE TO TAKE THE PERSONAL TRAINER CERTIFICATION EXAM MOST CERTIFYING ORGANIZATIONS REQUIRE THAT YOU HAVE ALREADY OBTAINED THE CPR CERTIFICATION AND AED CERTIFICATION HAVE EARNED A HIGH SCHOOL DIPLOMA OR GED AND ARE AT LEAST 18 YEARS LAFERRARA 2019 OLD THE COSTS TO BECOME A PERSONAL TRAINER AND TAKE THE PERSONAL TRAINER EXAMINATION VARIES FROM ABOUT 300 TO SIGNIFICANTLY MORE THAN 1000 AND MAY NOT INCLUDE THE STUDY MATERIALS NOR ACCESS TO WORKSHOPS LAFERRARA 2019 ONCE YOU HAVE PASSED THE PERSONAL TRAINER CERTIFICATION EXAM YOU WILL HAVE TO COMPLETE CONTINUING EDUCATION REQUIREMENTS SUCH AS COMPLETING 20 60 HOURS OF CONTINUING EDUCATION COURSES EVERY TWO YEARS IN ORDER TO PRECLUDE HAVING YOUR PERSONAL TRAINER CERTIFICATION EXPIRE ONCE YOU HAVE PASSED YOUR PERSONAL TRAINER CERTIFICATION EXAM YOU WILL BE POISED TO FIND A JOB AS A PERSONAL TRAINER YOU CAN WORK FOR A FITNESS CENTER AS AN EMPLOYEE OR BE AN INDEPENDENT CONTRACTOR FOR A BUSINESS WITHOUT HAVING TO DEAL WITH THE ONEROUS BURDEN OF HAVING TO FIND YOUR OWN CLIENTS PERSONAL TRAINERS CAN WORK AT COMMERCIAL GYMS PERSONAL TRAINING STUDIOS LOCAL COMMUNITY CENTERS HOSPITALS WELLNESS CENTERS CRUISE SHIPS RESORTS AND CORPORATE FITNESS CENTERS WORKING AT A POPULAR COMMERCIAL GYM CAN BE A GREAT WAY TO GET EXPERIENCE AND MANY OF THOSE CLUBS SUCH AS XSPORT 24 HOUR FITNESS GOLD S GYM AND PLANET FITNESS OFTEN HIRE NEW TRAINERS ALL THE TIME SOME OF THE AMPLE DRAWBACKS CAN BE LOWER PAY WORKING ON COMMISSION LOTS OF SELLING AND HAVING TO WORK LONG HOURS DOING NEW MEMBER ORIENTATIONS TO GET NEW CLIENTS LAFERRARA 2019 BEING EMPLOYED AT OTHER WORK SITES ALSO HAS ITS SHORTCOMINGS EVEN THOUGH MANY HOSPITALS EMPLOY PERSONAL TRAINERS TO HELP PATIENTS RECOVER FROM ILLNESSES AND CONDITIONS LAFERRARA 2019 PERSONAL TRAINERS RENDER THEMSELVES MORE VULNERABLE TO CONTRACTING A VIRUS BY WORKING IN A HOSPITAL SETTING WORKING AT A HOSPITAL MAY REQUIRE A HIGHER DEGREE OR A SPECIALTY FOR WORKING WITH CLIENTS WHO MAY HAVE HEALTH CHALLENGES LAFERRARA 2019 A MYRIAD OF PERSONAL TRAINERS PREFER TO WORK ON CRUISE SHIPS OR AT ALL INCLUSIVE RESORTS

THIS ISN T A BOOK ON HOW TO GET CLIENTS OR A SHORTCUT TO BECOMING A CELEBRITY TRAINER IT S AN HONEST APPROACH ON WHAT TO EXPECT IF YOU RE THINKING OF BECOMING A PERSONAL TRAINER AND TO EXPOSE THE FITNESS INDUSTRIES ENTRY STANDARDS FOR WHAT THEY ARE RIDICULOUSLY TOO

EASY DID YOU KNOW THE AVERAGE PERSONAL TRAINER TAKES A SIMPLE 120 QUESTION TEST AND THEN CONSIDERS THEMSELVES A FITNESS PROFESSIONAL THE MAJORITY OF SOCIAL MEDIA INSTAFAMOUS PERSONAL TRAINERS HAVE NO IDEA WHAT THEY ARE DOING AND PEOPLE ARE GETTING HURT BECAUSE TRAINERS LACK EDUCATION THE AVERAGE PERSONAL TRAINER QUILTS WITHIN THE FIRST COUPLE OF YEARS WHY HOW TO BECOME A SUCCESSFUL PERSONAL TRAINER WILL ANSWER ALL OF THESE QUESTIONS AND HELP PREPARE YOU TO BECOME THE BEST ROADMAP ON HOW TO BECOME A SUCCESSFUL PERSONAL TRAINER ¹ THE TRUTH ABOUT THE PERSONAL TRAINING INDUSTRY CERTIFICATIONS VS EDUCATION ² THE AVERAGE DAY IN THE LIFE OF A TRAINER BUSINESS ASPECTS OF BECOMING A PERSONAL TRAINER ³ HOW TO GET INTERVIEWED AND HIRED AT A CORPORATE GYM EQUINOX CRUNCH 24 HOUR FITNESS ⁴ HOW TO MAKE 75k AS A PERSONAL TRAINER THE BENCHMARK FOR HAPPINESS ⁵ INTERVIEWS FROM TOP PERSONAL TRAINERS THE SHOW UP FITNESS ACADEMY HAS A BOARD OF EDUCATION WITH TOP TRAINERS PHD S AND DOCTORS ALONG WITH A FOUR MONTH INTERNSHIP CHRIS HITCHKO HAS GRADUATED OVER 700 PERSONAL TRAINERS AND KNOWS THE FORMULA TO BECOME SUCCESSFUL IN THE FITNESS INDUSTRY THROUGHOUT HIS TWELVE YEAR TENURE HE S COLLABORATED WITH TOP TRAINERS PROFESSORS NUTRITIONISTS AND DOCTORS WHICH ALLOWED HIM TO DEVELOP A BOARD OF EDUCATION TO MAKE SURE THE MATERIAL AND SCIENTIFIC INFORMATION IS UP TO DATE THE SHOW UP FITNESS PERSONAL TRAINING ACADEMY BOARD OF EDUCATION PROFESSOR JASON CHOLEWA PHD EXERCISE SCIENCE COASTAL CAROLINA LAYNE NORTON PHD NUTRITIONAL SCIENCES UNIVERSITY OF ILLINOIS JOHN RUSIN DOCTORATE IN PHYSICAL THERAPY DEAN SOMERSET CSCS DR CHRIS PERRY MD JOEL SEEDMAN PHD UNIVERSITY OF GEORGIA

NSCA S ESSENTIALS OF PERSONAL TRAINING THIRD EDITION WITH HKPROPEL ACCESS IS THE DEFINITIVE RESOURCE FOR PERSONAL TRAINERS HEALTH AND FITNESS INSTRUCTORS AND OTHER FITNESS PROFESSIONALS IT IS ALSO THE PRIMARY PREPARATION SOURCE FOR THOSE TAKING THE NSCA CPT EXAM

NASM ESSENTIALS OF PERSONAL FITNESS TRAINING SEVENTH EDITION TEACHES THE FOUNDATIONS OF EXERCISE SCIENCE FITNESS ASSESSMENTS NUTRITION AND HOW TO GROW A PERSONAL TRAINING BUSINESS SINCE 1987 THE NATIONAL ACADEMY OF SPORTS MEDICINE NASM HAS BEEN A GLOBAL LEADER IN PROVIDING EVIDENCE BASED CERTIFICATION AND SPECIALIZATIONS THIS TEXT CONTINUES TO LEAD THE WAY BY PROVIDING THE MOST COMPREHENSIVE RESOURCE FOR

ASPIRING PERSONAL TRAINERS HEALTH AND FITNESS PROFESSIONALS AND ENTHUSIASTS THROUGH NASM'S PROPRIETARY OPTIMUM PERFORMANCE TRAINING OPT TM MODEL THIS TEXT TEACHES A SYSTEMATIC APPROACH FOR DESIGNING EXERCISE PROGRAMS THAT CAN HELP ANYONE REACH THEIR FITNESS GOALS THIS TEXT IS A RECOMMENDED RESOURCE FOR THE NASM CERTIFIED PERSONAL TRAINER CPT CERTIFICATION THE NASM CPT CERTIFICATION IS ACCREDITED BY THE NATIONAL COMMISSION FOR CERTIFYING AGENCIES NCCA

DO YOU THINK THAT EARNING A LIVING FROM YOUR LOVE FOR EXERCISE IS A STRETCH IT'S NOT CAREERS IN FITNESS ARE ONE OF THE FASTEST GROWING SEGMENTS OF THE US JOB MARKET AND LEADING THE WAY ARE PERSONAL TRAINERS IN FACT THE RANKS OF PERSONAL TRAINERS HAVE JUMPED BY ALMOST 50 PERCENT OVER THE LAST TEN YEARS AND THERE IS NO SIGN OF THIS JOB GROWTH SLOWING UP ANY TIME SOON YOUNG AND OLD MEN AND WOMEN PEOPLE OF ALL INCOME LEVELS ARE SIGNING UP FOR FITNESS CLASSES AND PERSONAL TRAINING SESSIONS AT AN EVER INCREASING RATE WITH OBESITY BEING BLAMED FOR MANY OF THE HEALTH PROBLEMS THAT PEOPLE FACE TODAY THOUSANDS OF PEOPLE THROUGHOUT THE NATION ARE DETERMINED TO SHED THEIR EXTRA WEIGHT THESE PEOPLE ARE TURNING TO PERSONAL TRAINERS TO ASSIST THEM IN REACHING THAT GOAL REALITY TELEVISION SHOWS LIKE THE BIGGEST LOSER HAVE PROVEN THAT NO MATTER HOW OVERWEIGHT PEOPLE ARE THEY CAN SLIM DOWN AND LEARN HOW TO STAY FIT WITH THE AID OF A KNOWLEDGEABLE PERSONAL TRAINER THOSE WHO ARE ALREADY IN GOOD PHYSICAL SHAPE AND WANT TO STAY THAT WAY ALSO PAY PERSONAL TRAINERS TO FINE TUNE THEIR EXERCISE ROUTINES AND PROVIDE EXPERTISE ON THE LATEST FITNESS TRENDS ATHLETES DANCERS ROCK SINGERS ACTORS AND OTHERS WHOSE PROFESSIONAL CAREERS RELY ON BEING IN SHAPE RETAIN PERSONAL TRAINERS TO KEEP THEM IN PEAK FORM CORPORATIONS BRING IN PERSONAL TRAINERS TO HELP TOP EXECUTIVES STAY AT THEIR PHYSICAL BEST TODAY MORE THAN EVER BEFORE THE EMPHASIS IS MAINTAINING GOOD HEALTH BY EXERCISING AND EATING PROPERLY AND PERSONAL TRAINERS CAN PROVIDE VALUABLE INSIGHTS IN BOTH THESE AREAS FITNESS IS A SERVICE INDUSTRY EVERY CLIENT IS DIFFERENT EVERY CLIENT NEEDS AN INDIVIDUALIZED EXERCISE PROGRAM BEING A PERSONAL TRAINER IS NOT A JOB THAT CAN BE TAKEN OVER BY AUTOMATION OR OUTSOURCED TO ANOTHER COUNTRY THIS IS WORK THAT NEEDS TO BE DONE FACE TO FACE AND YOUR CLIENTS COME TO RELY ON YOUR SERVICES YOU BECOME AN IMPORTANT PART OF THEIR WEEKLY ROUTINE AND YOU TWEAK THEIR FITNESS PROGRAMS AS THEY GO THROUGH LIFE OUTSTANDING

PERSONAL TRAINERS CAN KEEP THEIR CLIENTS FOR MANY YEARS WHEN YOUR CLIENTS LOOK AND FEEL GOOD YOU ARE REWARDED THE JOB TAKES DISCIPLINE AND DEDICATION PERSONAL TRAINERS HAVE TO STAY FOCUSED AND MUST KEEP THEIR CLIENTS MOTIVATED YOU ARE WORKING WITH PEOPLE ONE ON ONE YOU ARE IN CHARGE OF THEIR EXERCISE REGIMENS AND THAT MAKES BEING A PERSONAL TRAINER A RESULTS ORIENTED JOB WHETHER THEY LOVE TO EXERCISE OR DON T YOUR CLIENTS WANT TO LOOK IN THE MIRROR AND BE HAPPY WITH WHAT THEY SEE IF THEY AREN T THEY MAY NOT CONTINUE WORKING OUT WITH YOU SUCCESSFUL PERSONAL TRAINERS DON T LET THEIR CLIENTS SLACK OFF THAT MEANS PUSHING CLIENTS TO REACH NEW FITNESS GOALS DURING EVERY WORKOUT SESSION EVEN THOUGH THERE ARE GOING TO BE DAYS THEY JUST DON T WANT TO EXERCISE EACH TIME YOU TAKE ON A CLIENT YOU ARE PUTTING YOUR REPUTATION ON THE LINE WITH EVERY SUCCESS THE DEMAND FOR YOUR SERVICES GROWS ALONG WITH INCREASED EARNINGS THIS CAREERS REPORT CONTAINS A WEALTH OF UNBIASED INFORMATION ABOUT AN OCCUPATIONAL FIELD BASED ON DIRECT INTERVIEWS WITH RELIABLE EXPERTS CAREERS REPORTS COVER ATTRACTIVE AND UNATTRACTIVE SIDES OPPORTUNITIES EDUCATION NECESSARY PERSONAL QUALIFICATIONS REQUIRED EARNINGS DESCRIPTIONS OF DIFFERENT JOB SPECIALTIES FIRST PERSON ACCOUNTS BY THOSE IN THE FIELD AND HOW TO GET STARTED INCLUDING PRACTICAL ADVICE ON WHAT TO DO NOW THERE ARE LINKS TO SCHOOLS AND COLLEGES ASSOCIATIONS PERIODICALS AND OTHER SOURCES OF USEFUL INFORMATION CAREERS REPORTS ARE THE RESULTS OF IMPARTIAL RESEARCH THAT WILL GIVE YOU ANSWERS FOR TODAY AND TOMORROW CAREERS REPORTS WILL HELP YOU CHOOSE THE WORK WHICH WILL FULFILL YOUR LIFE AND REWARD YOUR EXPECTATIONS YOU MAY NOT KNOW WHAT YOU WANT TO DO EVEN WHAT THERE IS TO DO THERE NEVER WAS A TIME WHEN SELECTING A CAREER WAS MORE IMPORTANT OR MORE BAFFLING

THE SECRET OF PERSONAL TRAINING IS A HOLISTIC GUIDE THAT HELPS CHANNEL YOUR FOCUS ON FINDING THE POWER WITHIN YOU TO MASTER YOURSELF AND YOUR FITNESS TRAINING CAREER THIS BOOK INCORPORATES THE LAW OF ATTRACTION PHILOSOPHY AND A HOLISTIC SPIRITUAL APPROACH TO ATTAIN A THRIVING PERSONAL TRAINING CAREER BUILD LONG LASTING FRIENDSHIPS INCREASE YOUR SALARY AND GAIN ABUNDANCE IN EVERY AREA OF YOUR LIFE WITH THIS BOOK THE READER WILL LEARN HOW TO CULTIVATE THEIR HIDDEN POWER DISCIPLINE THE MIND AND ENHANCE THE SPIRIT THAT HELPS FULFILL THEIR MAJOR PURPOSE IN LIFE ASSISTING OTHERS IN BECOMING HEALTHIER AND GROWING STRONGER

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