

Personal Trainer Tips: Session 3

Virtual Training Tips for Business



National Federation of
PROFESSIONAL TRAINERS

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Recap of Programs, Platforms and Products

- ▶ dotFIT
 - ▶ Introduction and delivery of dotFIT info: Neal Spruce, the ‘Godfather of Nutrition’
- ▶ HexFit
- ▶ SBT Straps
- ▶ CFX Trainer



www.nfpt/dotfit

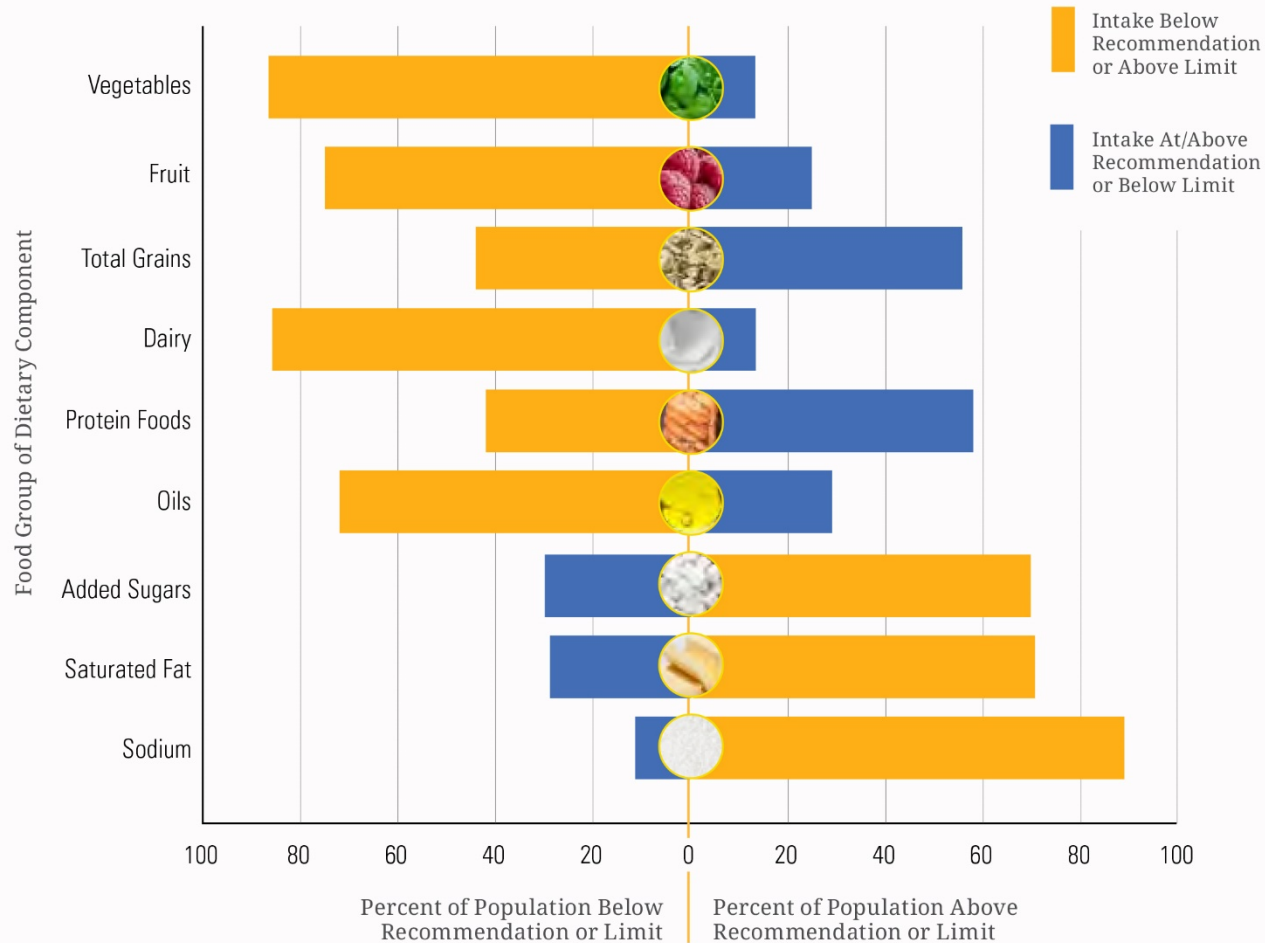
- What makes dotFit different from all others out there?
- Using the latest research and recommendations from the industry’s leading experts, the goals of the dotFIT multivitamin and mineral formulas (MVM) are to deliver a combination of nutrients in proper forms and in controlled release preparations that, when used properly, have the greatest ability to raise blood/tissue levels to amounts shown in people who have reduced risks of chronic and age-related disease, especially when compared to typical mass market formulas in which inexpensive, less effective forms and dosages are incorporated into a NON- controlled release preparation in order to compete on price
- Are supplements, vitamins, and minerals really necessary?
- Vitamins and Minerals, and Supplements in general including “Protein”, are necessary for the millions of chemical reactions that keep us alive
- How can I provide my client with a Nutritional Recommendation Sample?
- Use the dotFIT platform and you’ll be using a legally defensible tool for recommending nutrition
- How do I access my practitioners course?
- Go to www.nfpt.com/dotfit for more information

Supplements: MV, Protein Powders, Etc.

Why are they a must and why



Figure 2-1.
Dietary Intakes Compared to Recommendations.
Percent of the U.S. Population Ages 1 Year & Older
Who Are Below, At, or Above Each Dietary Goal or Limit



Source: USDA Dietary Guidelines
 2015-2020

- When supply is deficient the body will utilize what is available for the urgent moments needs but will sacrifice the availability to the rest of the body leading to premature cell death, AKA, Early Aging and Early Onset of Possible Metabolic Diseases

Quick Facts to Know

- ▶ 84% of all gym goers use supplements
- ▶ 50% of the general population uses supplements
- ▶ 79% of all Physicians Recommend Supplements
- ▶ 93% of all Pharmacists Recommend Supplements
- ▶ 97% of RD's Recommend Supplements

So, Are you meeting your functional daily requirements *Ms. Jones*?

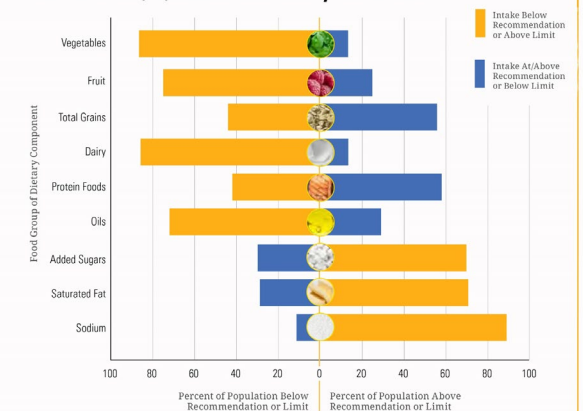
**Common Responses and
How to Counter Educate**

Yes, I am. I eat healthy

That's great that you eat healthy Ms. Jones. I'm going to help you streamline your healthy eating even further with our program.

- Did you know that current research shows us that even if you eat healthy, that our diet is still lacking huge amounts of the body's functional Vitamin and Mineral requirements? Do you know what the "functional" aspect of the requirements are?
- Well Ms. Jones, that refers to the actual vitamin rich content in the foods we eat and how well they match our body's needs. Most research indicates that even the healthiest diets merely meet the body's emergency needs but not the "Functional Needs". That means, that the day's urgent priorities absorb and use the little supply that comes from food, so, you may feel great day to day. But, over the long term, what we don't feel day to day, is that our body is internally aging and eventually shows the sign's of "Adult Defects".
 - Poor Bone Health
 - Early Physical Breakdown
 - Injury Prone
 - Disease
 - Lack of Energy

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I read that if you eat enough fruits and vegetables daily you don't need to supplement with Vitamins and Minerals?

- Well Ms. Jones, did you know that the average population that considers themselves as eating the recommended amount of Fruits and Vegetables actually falls short of the current RDA?
- We also know that a same food item will have completely different Vitamin and Nutritional contents based on what part of the world they are grown at
- Worse part is, we have no idea what they actually contain
- What we do know is that the majority of the population is deficient in the body's Functional Needs
- That's why we want to make sure, that not only for your daily emergency needs, but that for your entire body's functional needs, you have access to a properly formulated and tested nutritional line only available through your membership here at LA Fitness and our staff of professionals through our partnership with dotFit

Yes, I take a multi vitamin every morning

- That's great Ms. Jones, can I ask you if you know whether your current MV is Certified for Sport or Third Party Tested? These Logo's you see here (Whip Out The Spiral Book) are what verify that your supplement actually contains what the label claims and is free of contaminants or unclaimed hormones that may actually be harmful.
- In fact, a recent settlement, Rexall Sundown and NatureSmart refunded their consumers after an analysis of their Children Gummies revealed that the DHA claimed in the servings only contained Five-Ten-Thousands of what they were claiming their product contained.
- So what we want to be able to help you with is in assuring that your hard earned money is being spent on a staple supplement that is actually providing you with what the label says and in a formulation that syncs with recent studies for maximal health.

I already take supplements that are made in a GMP (Good Manufacturing Practices) approved facility. Isn't that good enough?

- Well Ms Jones, that's great on your part as a consumer to seek quality products and for the general consumer, GMP ratings are better than nothing. BUT.....
- For example, in 2016, Consumer Labs Reports published that out of 500 GMP manufacturing facilities inspected, 62% of them had problems with an average of 6 infractions at each.
- Guess what the 2 top infractions were?
 - Failure to verify the identity of the raw ingredients
 - Failure to establish methods to test the finished product
- I have partnered with the only company that not only submits their products to third party testing, but also adheres to clinical research in formulating the proper doses proven to yield healthy result.



NSF International
Certified for Sport®

I use a calorie counter and says I'm meeting the daily requirements

- That's wonderful Ms. Jones. You knowing and willing to use a calorie counter will significantly help us in assisting you reach your goals even sooner
- Now, did you know that calorie counter are counting exactly that, calories? And that the levels of actual MV and Minerals in those food may not properly reflect what that calorie counter says?
- Let me explain. Because foods are grown at such a rapid pace in today's society, and different regions of the world have different climates and soils, no one can know how much of each specific MV and Mineral there is really in there. Calorie counters use the estimate of what should be in there but most of the time not what really is.
- Current science is also leading us to understand that as we age, our gut absorption is diminished. Meaning, as a result of a less efficient digestive and enzyme producing system, the foods are not broken down enough to extract the tiny MV and Minerals which are then not absorbed.
- Let me introduce you to our line, dotFit.

What does this ensure?

That your supplement is “Functionally Available”, not only “Bioavailable”

Bioavailable = The ability for a supplement to break down

Functionally Available = The ability for your supplement to be absorbed at the cellular level once it has been broken down



supplements are both Bioavailable and Functionally Available

LEARN MORE AT www.nfpt.com/dotfit



How do I use Hex Fit?

hex.fit/webinaire-nfpt

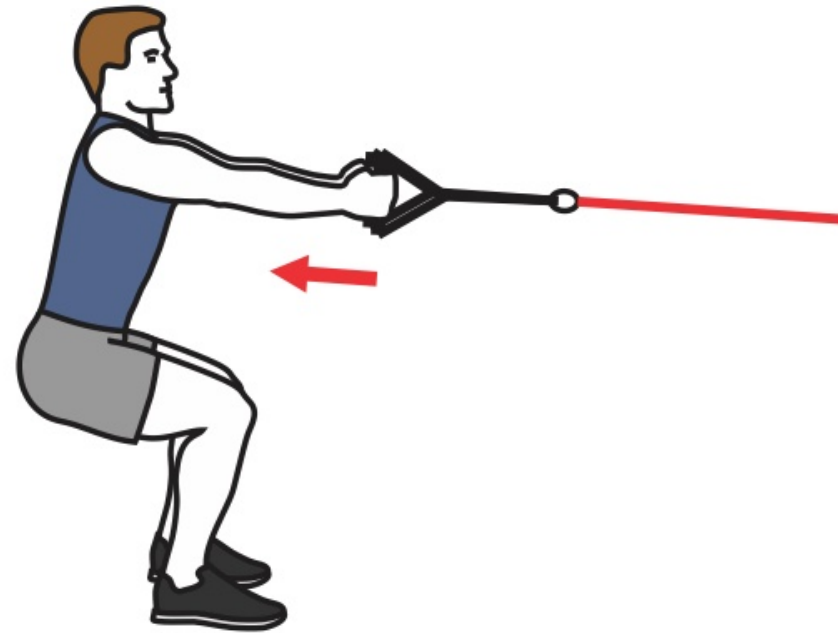
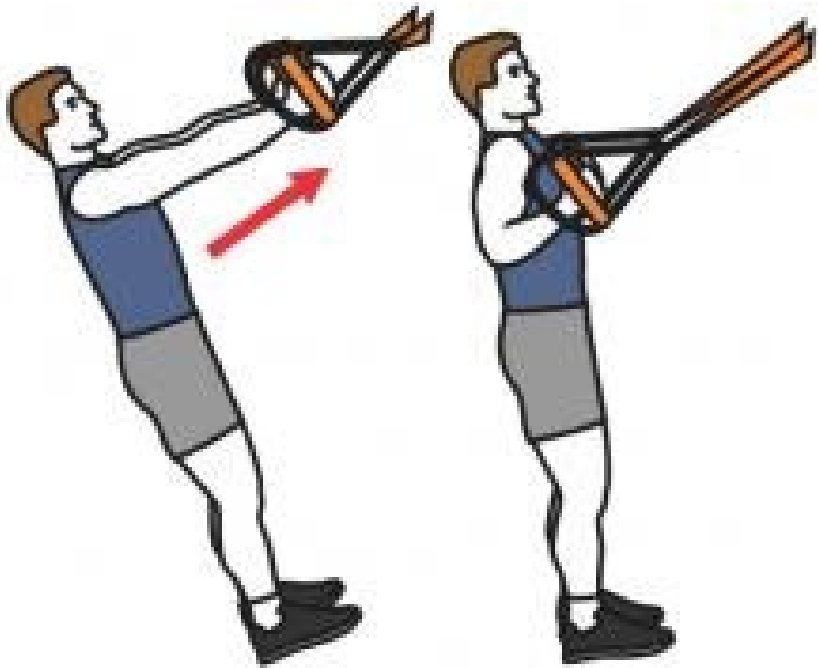
Can you talk more about that?

Beyond Building Workout Templates: FAQs about the functionality of the app

- Can I share the workouts via email through the platform with my clients?
 - **YES! Right from the app**
- When I build a workout how do my clients see it?
 - **You can send it to them from the app itself, by email; or, your clients can download a client version of the app and view your shared workouts from there**
 - Are they public for all and anyone to see or are they private?
 - **They are private unless you mark them as public, this is your choice**
- How do I integrate HR monitoring that was mentioned in webinar 1?
 - **You can use your preferred HR device, most will integrate with the app platform**
- Is there an APP my clients and I can use to stay connected and monitor progress?
 - **YES! Use the HexFit app to monitor progress...there's no need to go anywhere else!**
- Can I get notifications when a client has completed a workout?
 - **YES! You and your client can receive notifications and communication to each other via the app**

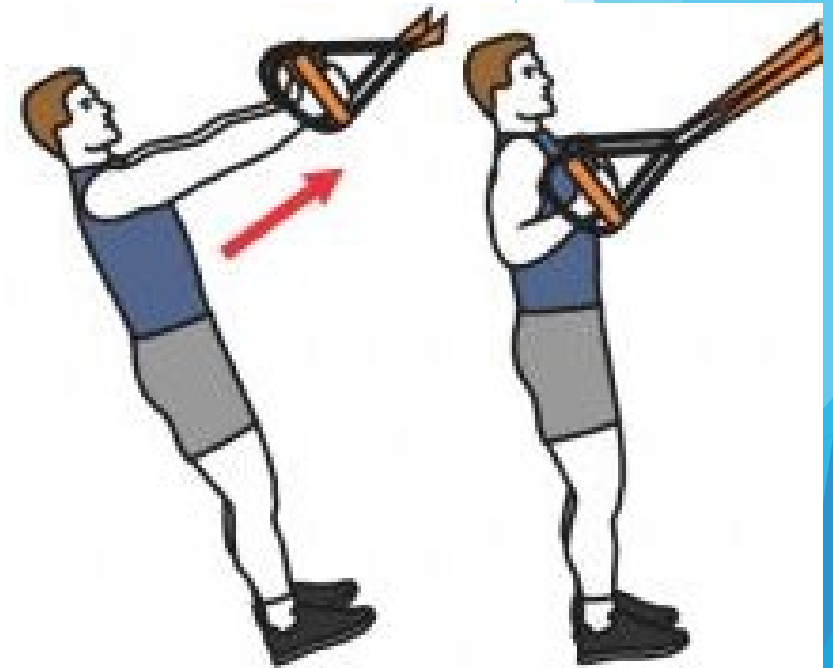
****REMEMBER: HexFit will assist you along the way, ask for their help and they'll help you immediately. We chose this group because of their technology AND their customer service. Don't be afraid to ask!**

What's the difference between Suspended Bodyweight Training & Variable Resistance Tubing?



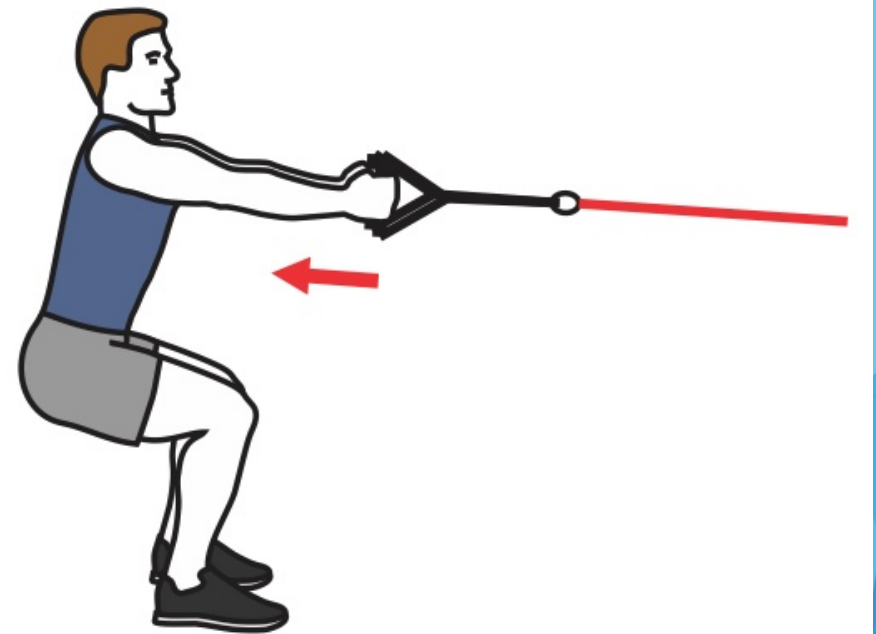
Suspended Body Weight Training

- Your body is the resistance against gravity
- Intensity is decreased or increased by adjusting the body angle closer or further away from the anchor point
- Load is immediate
- Bands are Inelastic: Can't pull on it
- You push yourself up if facing away from the band
- You pull yourself towards the band if facing it



Variable Resistance Tubing

- The resistance in the band
- You pull towards you if facing the band
- You push away if facing away from the band
- Load is not immediate
- Load is variable and increases as the band stretches



Our Spotlight Product of the Week

CFX TRAINER™



The CFX Trainer

Jeff Huling: co-creator of CFX discusses the value and uniqueness of this product.

[Refer to video](#)



The Business in the process

- How to prioritize need vs. want: what to do right now in order to be prepped for better things to come
- Review of building out product pages, an email campaign and pricing for a crisis: a look from scratch, the Business of Personal Training 101
- How to incorporate virtual training into a subset of your future business model: what does this look like when things are back to 'normal'

The Business in the process

Short Term

Long Term



To Do List

Short Term

Long Term



What's your marketing delivery method?

- Website
 - Home Banner
 - Landing Page
- Email Campaigns
- Social Media

Emilie Pavey, aka The Wellness Warrior, walks us through what a day in the life of a virtual personal trainer should look like.

Connect with her at:

<https://www.facebook.com/wellnesswarriorcoachem/>

Incorporating Virtual Training

JUST DO IT!

- Be vulnerable to the process
- Learn as you go
- Give it your best and then give it some more
- It's okay to mess up, learn from it
- Pick a video streaming platform and stick with it
- Test it on family, friends or a few close clients
- Be consistent, stick to a schedule
- Use the tools of our partners, or find the tools that you are most comfortable with and use them to your advantage:
 - HexFit: Program Design Platform
 - dotFIT: Nutrition Program Design Platform
 - SBT Straps: Suspended Bodyweight Straps
 - CFX Trainer: Variable Resistance Bands



LET'S DO THIS!!