

January/February 2019

The Official Magazine

canfitpro™



**WOMEN HAVE THE
POWER TO LEAD**

EMPOWERED MOTION

PUREMOVE / BRA
MOTION SENSE TECHNOLOGY

REEBOK.CA



A tailored approach to risk management.



Preferred Insurance Rates Exclusively for canfitpro Members

- General & professional liability, including abuse
- Working with children
- Fitness equipment protection
- Fitness facility protection
- In-home studio protection
- CPR training coverage

Annual premium starting as low as **\$158.00**



Risk management is all about you.

At Gallagher, our commitment to the highest service standards makes it easy for you to do business with us.

Apply online or learn more by visiting:
ajgcanada.com/canfitpro

© 2018 Arthur J. Gallagher & Co. | Arthur J. Gallagher Canada Limited



Gallagher

Insurance | Risk Management | Consulting



18



26



20



30



48

ON THE COVER 18
WOMEN HAVE THE POWER TO LEAD

The Women Who Influence event is a supportive environment that provides every woman the opportunity to celebrate and be celebrated

FEATURES

16

RISK MANAGEMENT MOTIVATION
Proper insurance coverage provides you and your business with security, longevity and survival

20

ONLINE PERSONAL TRAINING
How to get started training your clients online and offering them more opportunities to get fit and healthy

24

YOGA FOR ANXIETY AND SEASONAL DEPRESSION
Support your mood with a yoga practice to beat the winter blues

26

HELP CLIENTS MANAGE THEIR WEIGHT
Pair the following strategies with your clients training program to help them get more results on their weight loss journey

30

9 FITNESS BUSINESS MODELS: WHICH ONE IS BEST FOR YOU?
Choose a business model that fits your strengths and allows you to differentiate yourself from the competition

34

BUILD YOUR CLIENT BASE WITH ESSENTRICS®
Stretch and strengthen with a dynamic program that doesn't aggravate joints

36

THE STRUGGLE IS REAL
The key to improving (and learning) movement is the struggle

40

HAPPY TALK
Practicing these two powerful strategies will help build those happiness muscles

42

REDUCING SCAR TISSUE FOR BETTER MOVEMENT
A look at the purpose and practice of scar massage

46

TRAINING KINDER AND HARDER
The secret to a sustainable training program to make clients mobile and muscular

48

SALT OF THE EARTH
Food for wellness, pleasure and performance

50

POSTPARTUM: SLEEP AND FITNESS
Considerations for finding the right training program for postpartum clients

52

POST-PARTUM : SOMMEIL ET CONDITION PHYSIQUE
Les aspects dont il faut tenir compte pour trouver le bon programme d'entraînement pour les nouvelles mères

REGULARS

6 Note from the VP | 8 Updates | 11 PRO TRAINER Showcase | 12 Member Spotlight | 14 Toolbox | 17 Preferred Education Provider Trainings

COCOON WELLNESS PRO™

BUSINESSES SELLING JUST 50 MEMBERSHIPS CAN GENERATE **\$4,000** A MONTH!

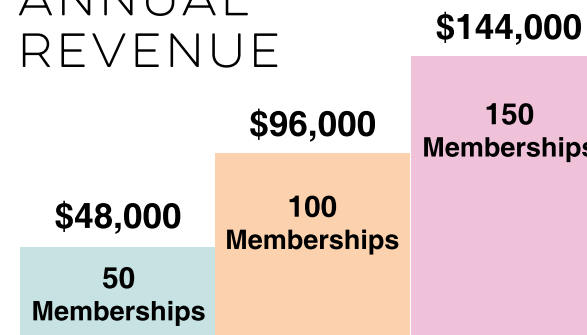
8-In-1 Fitness System

- THERMAL ACTIVE ENERGY
- FULL BODY MASSAGE
- INFRARED THERAPY
- AROMA THERAPY
- ISOTONIC/ISOMETRIC FITNESS



Up to 3X the results in half the time!

ANNUAL REVENUE



CANTAN.COM

UVALUX

1.800.661.6292
 info@uvalux.com

NOTE FROM THE VP

GRATITUDE FOR CHANGE



As a leading authority for Canada's fitness industry, we know that we would not have gotten to where we are today without the belief, contribution, commitment and support of our members, industry presenters, education partners, and companies who have supported our purpose and trusted in our mission to educate, communicate, and motivate people to pursue a career in fitness. Together we have achieved more success than we could have ever imagined, and it has been inspiring to celebrate our 25th anniversary over the past year.

With progress and growth comes change. When there is change, there is disruption for a time being. Looking at the worldwide global trends report, there is more disruption to come as our industry continues to expand and diversify. Change, while it is not always easy at first, opens doors, and invites possibility and opportunity in. One change here at canfitpro is the change in leadership at canfitpro's home office in Markham.

After 10 years working with canfitpro, Vice President Nathalie Lacombe, has stepped down and will be relocating back to Montreal. Nathalie and her husband, Simon, are looking forward to being closer to family and sharing more time with them. She will remain in her current role with canfitpro until the end of January. canfitpro is excited to continue to have Nathalie involved as a presenter at our events throughout 2019, including canfitpro Montréal in the spring and canfitpro Toronto in August.

Someone once wisely said, "The only constant is change". With this in mind, make 2019 a time to enjoy the journey and be grateful for all the possibility change inspires.

Stay happy, healthy and inspired!

Maureen (Mo) Hagan
Vice President of Program Innovation
canfitpro



January/February 2019

Vice President
Nathalie Lacombe
nlacombe@canfitpro.com

Vice President of Program Innovation
and Fitness Development
Maureen Hagan
mohagan@canfitpro.com

Managing Editor
Erin Andersen
eandersen@canfitpro.com

Graphic Designer
Imran Mahmood, imahmood@canfitpro.com

Communications and Media Manager
Nick Rico, nrco@canfitpro.com

Certification Operations Manager
Barb Pontes, bpontes@canfitpro.com

Senior Events Experience Manager
Sasha Stone, sstone@canfitpro.com

Marketing Solutions Manager
Robert Robinson, rrobinson@canfitpro.com

Fitness Advisory Panel

CANADA: Amanda Vogel Lore Wainwright Lisa Greenbaum Marc Lebert Jean Denis Thomson Dr. Aric Sudicky	INTERNATIONAL: Mindy Mylrea Lawrence Biscontini Shannon Fable Len Kravitz Todd Durkin Sean Greeley Petra Kolber
--	---

To Subscribe
canfitpro Magazine is published six times per year
by Canadian Fitness Professionals. New
Professional Memberships with canfitpro are \$98
per year (plus GST/HST) and renewals are \$78 per
year (plus GST/HST) and include a subscription
to the magazine. For more information, please
contact Member Services at ext. 301.

Advertising Opportunities
Marketing Solutions
marketingsolutions@canfitpro.com
416-493-3515 x 5
Toll Free: 1-800-667-5622 x 5

Feedback or to contribute to
canfitpro Magazine please contact:

canfitpro Magazine
110-225 Select Ave.
Toronto, ON M1X 0B5
416-493-3515 Toll Free 1-800-667-5622
Fax (416) 493-1756
magazine@canfitpro.com
www.canfitpro.com

Contact info@canfitpro.com for questions
regarding membership, conferences,
and Canadian fitness resources.

canfitpro is a division of
Canadian Fitness Professionals Inc.
Canada Post Canadian Publications Mail Sales Product
Agreement No. 40783518 - Return Postage Guaranteed



Looking for a rewarding career? **NOW HIRING** **FITNESS MANAGERS**

A vital role in the club maintaining results-based programming and profitability.
Recruit, train, and develop a team of successful Personal Trainers.

PERSONAL TRAINERS Coach and motivate Members to achieve their personal fitness goals.

Join Canada's BEST fitness team today

For all career opportunities, visit: jobs.goodlifefitness.com



UPDATE

\$100,000

RAISED!

Maureen (Mo) Hagan, VP of Program Innovation, made a recent visit to the Pacific Autism Family Network, on behalf of canfitpro. Together, with our members, partners and sponsors, we were able to reach our donation goal of \$100,000 toward a playground for the centre, one year ahead of schedule! It was extremely special for Mo to announce this on stage at canfitpro Vancouver Fitness Expo. The applause was loud and proud!



LiveChat

Get all your membership needs covered by speaking to one of our Customer Service Representatives with our Live Chat feature at canfitpro.com. Live Chat is now available Monday to Friday, 10:00 AM – 5:00 PM.

MEET OUR STAFF

canfitpro is proud to have so many amazing staff working behind the scenes to bring our members the best experiences in fitness certification and education. We want to introduce them to you!

Meet **CHRISTINA JELLY** - Marketing Solutions Administrator



- Exhibitor, Sponsor and Education Partner marketing support
- Onsite Tradeshow support and management

What is your superpower?

Creating a moment of solace with the simple gesture of a HUG.

How do you incorporate fitness into your life?

Fitness has been a huge part of my life since I was a young girl. I started dancing at the age of three, and I haven't stopped since. Throughout my journey to adulthood, I became a competitive dancer, power Cheerleader, and gymnast, all of which took up a lot of time and energy. Eventually I streamlined and focused solely on dance. I was fortunate enough to study dance in university and obtain my Bachelor of Fine Arts in Dance with Honours.

While in university, I fell in love with the gym. It helped to support my mind and

body through the vigorous dance classes I had day in and day out, along with my academic studies. With university ending, and figuring out what my next path looked like, I figured the fitness industry was a good place to start. The week I graduated I started at canfitpro.

Since then, I have continued learning and expanding my knowledge base with various courses and certifications (Yoga, Thai Yoga Therapy, Acrobatic Arts, HWL), while working out in the gym at lunch and teaching recreational and competitive dance classes in Hamilton four times per week. If I am not in the office, you will find me in the dance studio with my students. Nothing is more rewarding than breaking a sweat, increasing the heart rate, and pushing your body to its limit, all while inspiring others to do the same.

What is one fun fact about you?

I am an elastic band, and I can wiggle my ears.

How long have you been with canfitpro?
I am in my fifth year with canfitpro.

- What do your position responsibilities include?**
- Front and back end sales support
 - Reporting and Analytics

UPCOMING EVENTS

MONTREAL
March 30/31

WINNIPEG
April 6/7

REGINA
May 25/26

EAST COAST
May 25/26

TORONTO
August 14 – 18



START YOUR JOURNEY HERE

Affordable, flexible programming for everybody



LEARN FROM NORTH AMERICA'S LEADING YOGA EDUCATOR

save 10% off all trainings with code: TTR-canfitpro

Valid for trainings in Canada only. Not valid for retrains or intensives. Not retroactive and cannot be used in conjunction with any other offer.

Register Now
yogafit.com/ca



www.facebook.com/YogaFitInc/
www.instagram.com/yogafitinc/
www.linkedin.com/company/yogafit/
www.youtube.com/user/yogafitchannel
twitter.com/yogafitinc

Contact us:
canada@yogafit.com
855-607-9642

Yoga Alliance Certified
ACE Approved & canfitpro™ Education Partner

THE WARM UP



SHOWCASE

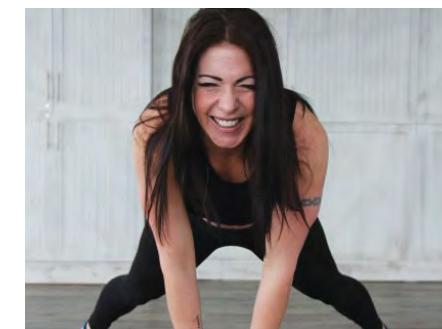
Nikala Schiebelbein Grande Prairie, AB
canfitpro Programs Taught: FIS

Why did you become a PRO TRAINER?
I became a PRO TRAINER so that I could share my love and knowledge of fitness. It is my passion and I believe this is exactly where I should be.

What have you learned as a PRO TRAINER?
I've only been a PRO TRAINER for a short time, but I have already learned

so much!! I've realized how much prep goes into each course (it's a lot of sweat, blood, and tears), but every minute is worth it when I get to meet my participants. Teaching my courses while helping change and inspire lives...there is no better feeling in my opinion!!

I've also learned so much more about the canfitpro family and what happens



behind the scenes. The certification administration staff deserves a big high five. The enormous amount of support they give is phenomenal!

What's your favourite section of the Fitness Instructor Specialist course and why?

My favourite part of the FIS course is teaching muscle and joint movement. This section fascinates me, and is part of the reason I chose fitness as my career. Knowing the mechanics of the body and how each muscle, tendon, bone, etc, works with one another to make different movements is absolutely amazing!

What motivates you to be the best PRO TRAINER you can be?

I had two amazing PRO TRAINERS teach me and have continued to teach me through out my PRO TRAINER journey! I now want to give that back to others and hopefully leave someone with the same experience I had. My four daughters also give me so much motivation. When my youngest daughter says, "I'm going to be a PRO TRAINER like mummy and inspire lives", that is my biggest motivation to be the best PRO TRAINER and role model I can possibly be.

In a year from now, what do you hope to achieve?

First, I want to win Rookie of the Year, and then I definitely want to win PRO TRAINER of the Year. I am planning on taking on the Fascia, Movement and Assessment course and perhaps a few more PRO TRAINER positions. The Personal Training Specialist is 100% one of these.

ARE YOU READY TO CREATE THE LEGACY OF FITNESS PROFESSIONALS IN CANADA?



canfitpro is looking for PRO TRAINERS. Learn more about this entrepreneurial opportunity at canfitpro.com/pro-trainer/

FUN FIRST!



Meet **KATHRYN MCKENZIE,** canfitpro 2018 Personal Training Specialist of the Year Finalist

Tell us about your fitness career journey.

I started working in the health and fitness industry because I have always wanted to have a positive impact on the lives of others. My original plan was to become a physical education teacher. However, 10 years ago, I spun that into opening my own business, Surefire Fitness.

My goal is always to help inspire others to be the best version of themselves. In the future, I hope to incorporate more speaking engagements into my schedule so that I can meet and learn from more and more people about health and fitness around the world.

My biggest challenge is a constant battle with body image. I think I have this subconscious notion that a fitness professional should look a certain way and I don't exactly fit that mold. I've had to learn to embrace that I am strong and capable. I think this helps me relate to

others, because I've discovered that so many people also struggle with body image issues. I think this is so unfortunate and I really want to help people shift their focus away from how they look so they can appreciate all the amazing things that they can do!

What is the best piece of advice you have ever received?

To be me.

I've picked up this advice from several sources. This message seems to have repeated itself over the years in several different forms, whether it be at conferences, workshops or just conversations with coaches and mentors.

Remembering this advice gives me the freedom to 'just be' without worrying about pleasing everyone else or keeping up with other's ideas of what's important.

Now that you have reached this point in your career, what piece of advice would you give your younger self?

I would definitely tell myself not to stress about the small things! I have a tendency to worry too much and looking back, everything has unfolded as it should and will continue to do so.

If you were to write a motto for yourself, what would it be?

Fun first!

It's so simple, but I came up with this when I was in university and it has always stuck with me. I think it's important to enjoy whatever it is that you're doing or make the most of (and learn from!) the times that aren't so great.

Why did you decide to nominate yourself for the Fitness Professional of the Year award?

My mission has always been to help others and I think that winning this award could potentially help expand my reach so I could help even more people.

How do you know when you're 'done' and ready for the next challenge?

That's a funny question because I'm not sure I really ever feel like I am 'done' or 'ready'! I prefer to think of projects as a constant evolution and that life events kind of build on each other. I try to see opportunities as they arise and manage unexpected events in the best way possible.

If I waited for myself to be done or ready, I would never actually start or finish anything!



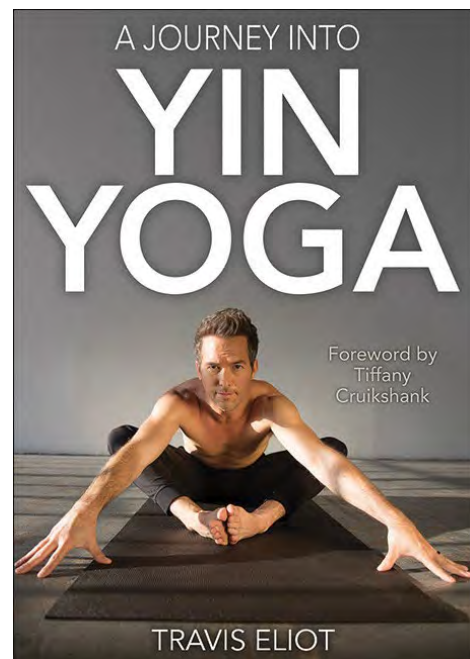
canfitpro | **MONTREAL**

March 30-31, 2019
MONTREAL

For details and registration visit
canfitpro.com/montreal

THE WARM UP

canfitpro TOOLBOX



HUMAN KINETICS

Take time to decompress, relieve stress, and reduce anxiety. Strengthen your mind, body, and spirit. Face the challenges and joys of life with steadiness and grace. That is what *A Journey Into Yin Yoga* will help you do.

For more information or to read an excerpt, visit Canada.HumanKinetics.com



Pain relief in your pocket!

Novarnica Sport is like your very own therapist! With its compact and practical size, you can easily slip it into your sports bag, backpack, etc.

Tested on athletes and approved by trainers, Novarnica Sport is an essential partner for your training, at the gym or on the go! The fast acting, powerful formula will ease the recovery process after a tough training session.

Also available in cream formula for deep penetrating relief!

novarnica.com



Release, relax, and restore your core, in just 10 minutes a day. Using your breath, and simple stretching, The Beam, by Nimbleback Inc., can help reduce unpleasant muscle tension while improving your posture.

The Beam comes with instructions and online videos, including a 30 minute yoga class and guided meditation, and is recommended by RMTs, Chiropractors, and Physiotherapists.

Gentle and Firm densities for \$39.95 at nimbleback.com. Wholesale inquiries email info@nimbleback.com.

Body Barre Fitness & Training Studio presents Pilates Mat & Barre Instructor Certification



Upcoming 2019 Course Dates

Barre Concept & Barre Floor Teacher Training

- March 22/23/24th
- July 12/13/14th
- Nov 15/16/17

Joseph Pilates Mat Intensive with Emma Newham

- Oct 26/27/28/30/31, Nov 1st

Register at
www.bodybarrestudio.ca or
www.barreconcept.co.uk
 For more info e-mail
bodybarrefitness@gmail.com or
 call us at 416-992-8039



Active Aging Certificate



By 2050 more than 20% of all Canadians will be over 60.
 Learn how to work with this diverse group safely and effectively.
 Call or visit our website for further information!



1-800-667-5622 | canfitpro.com





RISK MANAGEMENT MOTIVATION

PROPER INSURANCE COVERAGE PROVIDES YOU AND YOUR BUSINESS WITH SECURITY, LONGEVITY AND SURVIVAL

As the leading fitness insurance broker in Canada, we take great pride in being the only recognized and endorsed broker for canfitpro. We are, in fact, motivated, and indeed inspired, to provide our fitness industry clients with the best insurance coverage and rates we possibly can. With the canfitpro "Protect Yourself" Insurance program, we will continue to strive to improve, add pertinent new coverage, and share advice with clients to help mitigate threats to their business operations.

Everyday incidents occur at fitness facilities and during training. These include, but are not limited to:

- Equipment failure
- Fainting/Exhaustion
- Trips/Falls
- Walking on to equipment that is

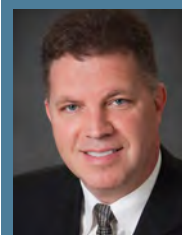
- already moving
- Impact and body/head injuries

These events happen on a regular basis and a proper insurance/risk management program will assist in reducing these exposures, as well as covering you for any legal issues that result.

As a fitness professional, you hold yourself up to be an expert in your field. As such, you are held to a high standard by your peers, and by the courts, to show reasonable care in instructing your clients. However, even if this care is shown, there are still situations that arise that will require the protection of an insurance policy.

We urge you to be motivated enough to take precautions to protect yourself, your assets and your business, as well as your

clients. Should you have any questions please do not hesitate to call us. We are here to assist and offer services in either English or French. Our online system for quotes and policy issuance is available 24/7 at your convenience.



Murray MacKenzie, C.I.P., B.Comm., is Senior Vice President of Commercial Insurance at Gallagher. Murray has been working in the insurance industry for over 30 years. He is a graduate of McMaster University. Contact him at murray_mackenzie@ajg.com or visit ajgcanada.com/canfitpro.

PREFERRED EDUCATION PROVIDER TRAININGS



Alberta

- Feb. 9/10 Level 1: Foundations – Calgary
- Apr. 6/7 Level 1: Foundations – Edmonton
- Apr. 27/28 Level 2: Communications — Calgary
- May 30/31 YogaFit for Warriors – Calgary
- Jun. 1/2 YogaFit for Balancing Moods – Calgary
- Jun. 22/23 Level 3: Introspection – Calgary

British Columbia

- Jan. 12/13 Level 1: Foundations – Vancouver
- Apr. 6/7 Level 2: Communication – Burnaby
- Jul. 27/28 YogaFit for Athletes – Vancouver

Manitoba

- Jan. 26/27 Level 2: Communication – Winnipeg
- Mar. 16/17 Level 5: Unification – Winnipeg
- Mar. 16/17 Level 3: Introspection – Winnipeg
- May. 4/5 YogaFit Addiction and Recovery—Winnipeg
- Jun. 8/9 Level 1: Foundations – Winnipeg

Nova Scotia

- Apr. 6/7 Level 1: Foundations – Halifax

- Apr. 27/28 Ayurveda 1 – Halifax
- May 24 YogaFit Prenatal – Halifax
- May 25/26 Level 2: Communication – Halifax
- Jun. 21 Mediation & Mindfulness – Halifax
- Jun. 22/23 Level 3: Introspection – Halifax

Ontario

- Jan. 12/13 Level 1: Foundations - Toronto
- Jan. 14-22 YogaFit for 100 hr Warriors Intensive – Toronto
- Jan. 26/27 Level 3: Introspection – Toronto
- Feb. 2/3 Anatomy & Alignment – Kitchener
- Feb. 2/3 Level 1: Foundations – Ottawa
- Feb. 9/10 Level 2: Communication – Toronto
- Feb. 21-24 Mind Body Fitness Conference - Toronto
- Mar. 2/3 Level 2: Communication – Hamilton
- Mar. 2/3 Level 1: Foundations - Toronto
- Mar 2 Working with the Chakras – Ottawa
- Mar. 3 YogaFit Seniors – Ottawa
- Apr. 6/7 Level 2: Communications – Ottawa
- Apr. 11-14 Mind Body Fitness Conference - Toronto

Quebec

- Jan. 12/13 Niveau 5: Unification – Quebec City

- Mar. 16/17 Level 1: Foundations – Montreal
- Apr. 27/28 Niveau 1: Fondations – Quebec City
- May 25/26 Level 2: Communication – Montreal
- Jun. 15/16 YogaFit for Athletes - Montreal
- Jul. 13/14 Level 3: Introspection – Montreal

Saskatchewan

- Feb. 1 YogaFit Prenatal – Regina
- Feb. 2/3 Level 1: Foundations – Regina
- Apr. 6/7 Level 2: Communication – Regina
- Apr. 25-28 Level 4: Tradition – Regina
- May 25/26 Level 3: Introspection – Regina
- Jun. 21 Yoga Back – Regina
- Jun. 22/23 Level 5: Unification – Regina

Yukon

- Jan. 25 YogaFit Kids – Whitehorse
- Jan. 26/27 Level 2: Communication – Whitehorse

Register for one of these upcoming YogaFit® trainings in Canada! Begin your journey with Level 1 or any of our specialty trainings. All trainings are eligible for canfitpro CECs and canfitpro members save 10% off trainings with code TTR-canfitpro. yogafit.com



Newfoundland

- Feb. 15 – 17 Module 1: Essentials – St. Johns
- Feb. 22 – 24 Module 2: Expanding – St. Johns

- Mar. 22 – 24 Module 3: Customizing – St. Johns

International

- Jan. 16 – 28 Principal Intensive – Costa Rica
- Jan. 30 – Feb. 8 Enhanced Intensive – Costa Rica

Navina hosts a variety of Thai Yoga Therapy courses, workshops, and retreat intensives throughout Canada and internationally (CECs available for PTS and FIS). navina.ca



WOMEN HAVE THE POWER TO LEAD

THE WOMEN WHO INFLUENCE EVENT IS A SUPPORTIVE ENVIRONMENT THAT PROVIDES EVERY WOMAN THE OPPORTUNITY TO CELEBRATE AND BE CELEBRATED

By Maureen Hagan

Back Row (left to right): Dione Mason, Angela Kontgen, Alexia Henriques, Paige Riffle, Liana Louzon, Jully Black, Gillian Mandich
Front Row (left to right): Kelly Thorne, Tosca Reno, Mo Hagan, Andrea Laporte (photo contest winner), Emma Barry

As the fitness industry continues to grow and evolve, disrupt and be disrupted, one thing remains the same—the desire for women to lead. The role for women in the fitness industry is stronger than ever despite gender equity gaps that

exist in levels of leadership. Reflecting back, when the fitness industry started with the “dance aerobics” craze, women dominated the industry as instructors. Even as the fitness industry has expanded to include personal and

small group training, the presence of women in front-line, customer experience focused positions, continues to remain strong, and this is also true for women in middle management roles. What may be shocking to learn is the non-existence

“Women Who Influence is a first-mover-forum for females in our industry and beyond”.

Emma Barry, Observer and Catalyst, Speaker, Mentor and Writer.

of women in senior leadership and ownership roles, and this has been the way for as long as the fitness industry has been around. Surprisingly, this is not unique to the fitness industry, as the gender trends reports show that women hold just 5% of leadership positions at Fortune 500 companies.

The time is now for women to come together in the fitness industry, to help influence and empower women to become what they want to be. This is why ‘Women Who Influence’ was established. This annual event, hosted at canfitpro’s annual World Fitness Expo, provides women from the fitness industry and beyond, a supportive sisterhood-space to speak up, a collaborative environment to build personal and professional relationships, and the opportunity to celebrate and be celebrated.

For the last five years, canfitpro has committed themselves to build this forum for women to come together, support and inspire each other. Such an event also gives us the opportunity to lift up our own industry standards and progress the industry by recognizing the unbelievable value that women bring. It appears that we are onto something. Since the launch of this event, similar events have popped up throughout the United States, Australia, China and Thailand (with direct and indirect influence from Canada), and there is an explosion of Women’s Leadership events visible in almost every profession today. The presence of these ‘sisterhood in fitness’ events has also expanded beyond conference events with the launch of the first global ‘Women In Fitness Association’ (WIFA), a global, non-profit association, bringing together women in the fitness industry.

It is my belief that gender equality in the fitness industry will be more a matter

of who chooses to act on their own beliefs, confidence and ability, and take the step forward to speak up, stand out, and be heard. I have witnessed first hand that women who succeed in leadership, whether that be professionally or personally, possess a high level of self awareness and self belief (in the absence of ego), along with a resounding passion or energy, and an ability to connect with people for the purpose of influencing them towards greatness. Women need the support of more female positive role-models. As one delegate, Jennifer Ware, expressed after having attended

“Such an event also gives us the opportunity to lift up our own industry standards and progress the industry by recognizing the unbelievable value that women bring.”

this year’s event with her daughter, “The greatest gift I could have had was to experience this event with my 11 year old daughter. They say raising a child takes a village, and I’d like to say that raising a daughter in today’s world takes a village of millions of positive female role models. I’ve tried to teach my daughter that she has a voice, and that this is the one thing that no one can ever take away from you; your opinions, thoughts, feelings and ideas matter, and to never let anyone silence them. For my daughter and I to spend time with such positive role models, it opened my daughter’s eyes to the endless possibilities and opportunities that lie ahead for her and reminded me of the same.”

Leaders understand that there’s only one thing that makes people happy in their life long term, and that is progress. Even if you are not where you want to be, if you can begin to focus on your progress and tap into the power of that progress, beginning by celebrating who you are and where you are at, you are on your

way to greatness. To help lead you in the direction of your greatness (whether you are male or female), here are nine ‘power’ points from this year’s speakers to leave you with. Thank you to one of our event attendees and canfitpro presenter, Nathalie Plamondon-Thomas, for sharing these key take-a-ways with us.

Mo Hagan shared her why as she leads the vision of female leadership. “Great leaders are purpose-driven. THEY KNOW not what they are doing but WHY they are doing it, and they are able to help other people tap into their power of why as well.”

Emma Barry invited women to “BE THE CHANGE! Be what is missing in the room and stand in your SACRED FEMININE.”

Gillian Mandich encouraged us to “JOIN THE DOTS of our life to create the future of our dreams.”

Alexia Henriques announced “I AM 20 and I HAVE A VOICE, and so do you.”

Tosca Reno urged us to “TOUCH THE LIFE of another and MAKE IT BETTER.”

Dione Mason illustrated how we need to “IGNORE the BARKING DOGS.”

Kelly Thorne reminded us to “CHECK OURSELVES OUT, and that we are here to TEACH the things we are here to learn.”

Paige Riffle taught us how to “PUT OURSELVES TOGETHER again.”

Jully Black demanded we “Take a look in the MIRROR, LEAN on the sisterhood, and unapologetically SPEAK OUR TRUTH.”



Maureen (Mo) Hagan is Vice President of Program Innovation for canfitpro and GoodLife Fitness. She is a global fitness ambassador and has been recognized for her work in fitness that spans over three decades. Mo is a #1 bestselling author, member of the Board of Directors for Prescription to Get Active, Women In Fitness Association, and a Reebok sponsored athlete.

ONLINE PERSONAL TRAINING

HOW TO GET STARTED TRAINING YOUR CLIENTS ONLINE AND OFFERING THEM MORE OPPORTUNITIES TO GET FIT AND HEALTHY

By Dave Smith

WAS THIS REALLY THE DREAM I HAD WORKED SO HARD TO ACHIEVE?

A decade ago my fitness business was booming. I owned my own personal training studio; I had a weekly calendar booked with amazing personal training clients; and I was earning more money than I ever had in my lifetime. This is what I had worked so hard for, so why wasn't I happy?

Long days as a personal trainer turned into longer days as a gym owner. I was feeling burnt out but felt pressured to keep moving forward. Get more clients. Fill bigger fitness classes. Hire more trainers. That's the path I thought I had to pursue.

Then I read a book that opened my eyes to an entirely different type of career. That book was *The 4-Hour Workweek* by Timothy Ferris, and it described a type of business that was the exact opposite of the one I had built. Ferris explained how an online business can work for you instead of you working for it.

I was skeptical.

"The idea sounds great, but how can a personal trainer create an online business? My clients need to see me in the gym. That's what keeps them coming back."

Still, the message of that book kept gnawing away at me, so I began playing around with ways I could serve my clients online. Little by little, my online business grew, and within one year I sold my gym and became a full-time online personal trainer.

What does it mean to be an Online Personal Trainer?

Many personal trainers face the same mental barrier that I faced when considering the idea of coaching clients online: How can I help people exercise if

I'm not in the gym with them? The truth is, you're selling yourself short if you think that your most valuable role to a client is being with them in the gym, demonstrating exercises, counting reps, and correcting form. Yes, those services are valuable, but you have something more valuable to offer: Results.

Think of your most successful clients.

What did you provide that helped them make such great life changes?

I believe that there are three things a truly great personal trainer offers, and you likely do these without even realizing it: You build confidence. You develop consistency. You show care. Those are the three Cs that are necessary for successful coaching, and you can deliver these as an online personal trainer every bit as easily (perhaps even more so) as you can working with clients face-to-face.

- Confidence** - An online personal trainer helps clients believe they can succeed and delivers a path for them to follow. When a client is confident that she can transform her body, the likelihood of her taking action to achieve her goals will skyrocket. Setting goals, tracking results, and celebrating milestones help build that confidence.
- Consistency** - An online personal trainer helps clients manage their schedules and stay accountable so that agreed upon healthy actions happen. This could take form in accountability calls, reminder messages, or habit-tracking apps that help build consistent actions needed for results to show.
- Care** - An online personal trainer ensures that clients feel like they have

"They have a personalized fitness plan to follow, but how they fit that plan into their weekly routine is up to them."

someone walking the journey with them. The client is not alone. Building supportive coach-client relationships is easy with all of the social tools available online nowadays. It's amazing how a well-timed motivational text message or video can be a difference-maker in a client's day.

When you deliver the three Cs, whether in-person or as an online coach, your clients' lives will be changed.

Do clients really want an online Personal Trainer?

Think back 10 years ago. Imagine someone suggesting that instead of hailing a cab to get you where you need to go, you instead hop into a complete stranger's personal car to catch a ride. Or imagine walking into a grocery store, picking up all your items, and then leaving without stopping in a checkout line to pay for anything.

Today it's commonplace to grab a ride using Uber, and Amazon has already paved the way for checkout-less grocery stores, but at one time those concepts would have been hard to imagine. The fact is, as the pace of life continues

"How can I help people exercise if I'm not in the gym with them?"

to speed up, people are looking for convenient, time-saving services more than ever before. That's why many of us get our taxes prepared by online accountants; we get prescriptions written in virtual doctor visits; and it's why more people are turning to online fitness coaching than ever before.

Speaking from experience, my clients love the flexibility that online coaching provides. They have a personalized fitness plan to follow, but how they fit that plan into their weekly routine is up to them.

They never have to jockey for prime time personal training slots in my schedule, and it allows them to work with me, a coach they trust, even if we don't live in the same city. In fact, most of my current

clients don't even live in Canada, but they would never think twice about it.

If personal trainers don't adapt to the evolving needs of consumers, it's certain that new apps, technologies, and services will enter the market to fill the void. It's up to you to stay ahead of the curve by exploring new ways that you can serve your clients today and in the future.

How can you become an online Personal Trainer?

Getting started as an online personal trainer is easier than you might expect. Here are the four steps I recommend:

1. **Get Experience** – As an online personal trainer, it is very helpful to first gain experience coaching clients in-person. Understanding how to cue exercises, how to troubleshoot common obstacles, and how to keep clients motivated are the types of skills you will develop quickly when working with clients face-to-face. Once you have those skills, translating them into the role of an online coach is fairly simple.

2. **Check Your Insurance** – Since online personal training is still in its relative infancy, some insurance providers aren't sure how to provide coverage. Double-check to make sure your insurance will cover your online services before you begin.

3. **Start Slowly** – The easiest way to add online coaching to the list of services you offer is to transition clients slowly. For example, if you have been working with a client three times per week in the gym, you might offer to see him twice per week instead, with the third session being assigned as homework that you will deliver online. See what works best for you and your clients.

4. **Build Your Systems** – Online training can actually take up more time than working with your clients in-person if you don't have the right systems in place. Fortunately, there are apps and online services that can automate much of your work. For example, you can deliver video workout programs with a few clicks on your computer and then set automated follow-up

messages to keep your clients on track. The better the systems you have, the better service you'll provide, and the less work you'll actually be doing.

Above all else, remember why you became a personal trainer in the first place. I suspect you did so because you wanted to help as many people as possible get healthy and fit. Online training is simply another way to achieve that goal, so at least consider if it might be the right step for you.



Dave Smith is an online weight-loss coach who was chosen as "Canada's Top Fitness Professional" in 2013. He shares health and

fitness guidance through his blog and podcast at makeyourbodywork.com and helps fitness professionals grow their online businesses at onlinetrainersfederation.com.

BECOME A CERTIFIED PERSONAL TRAINER

PASSION PAYS

canfitpro
Call or visit
1-800-667-5622
canfitpro.com

THE FMS PRO

SIMPLICITY MEETS SOPHISTICATION

The only app built for FMS pros to collect, manage and report movement data.

AVAILABLE FOR DOWNLOAD TO ALL FMS CERTIFIED ACTIVE MEMBERS.

- Built for on the floor efficiency so you can spend more quality time with your clients.
- Store all your clients' and athletes' movement data in one place.
- Generates advanced reports to help drive your programming decisions.
- Youth athletes, senior adults, weekend warriors and everyone in between -- the app is built for all your clients' training needs.

Not yet certified? Check out our online and live course schedule at FunctionalMovement.com



YOGA FOR ANXIETY AND SEASONAL DEPRESSION

By Beth Shaw, Founder/ CEO YogaFit Training Systems Worldwide

SUPPORT YOUR MOOD WITH A YOGA PRACTICE TO BEAT THE WINTER BLUES

The days are shorter, the weather is colder, and there are less and less sunny days. It's almost impossible to be unaffected by the change of seasons. If this season, you are feeling sad, down, and restless then you will benefit from keeping a MORE REGULAR yoga practice. While we all know that yoga poses help release tension and stress from the body by regulating hormones and increasing endorphins, there are specific routines and poses that will help you conquer the 'winter blues'. Yoga can help tune out the weather and exterior world, allow you to drop inside your body, and find a place of stillness with the relaxing sound of your own deep breathing.

Here are some tips to beat the winter blues:

1. Be the witness

Acknowledge you may be prone to the change of seasons and the moods that may accompany them.

2. Breathe

Deep breathing will allow you to discover and experience how you individually hold emotions, thoughts, and experiences in your body. Deep breathing can quickly change your mind/ body state and can be done anywhere.

3. Yoga

a. Sun Salutations

Begin in Mountain pose - standing straight, feet shoulder-width apart, shoulders relaxed, and head in line with the spine. From Mountain, inhale and sweep your arms up. Exhaling,

bend your knees and Swan Dive into Forward Fold. Inhaling, step your right foot back into a lunge, left knee over ankle. Exhaling, step your left foot back into Downward Facing Dog. Inhale into Plank, keeping your core strong and your back straight. Shift forward onto your toes, exhale into Crocodile, lowering your shoulders to align with your elbows, hips, and heels. Inhaling, pulling forward from the core, come on to the tops of your feet for Upward Facing Dog. Exhale into Downward Facing Dog. Inhaling, step your right foot forward into Lunge. Exhaling, step your left foot forward into Forward Fold. Inhaling, bend your knees, circle-sweep your arms up into Mountain. Exhaling, sit back into Chair.

b. Cat/Cow Pose

On all fours, make a C shape with your spine in both directions – inhale lift chest and tailbone to sky, exhale and bring them together. Repeat 10-20 times; when warm, open up for a mood elevating back bend.

c. Camel/Child's Pose

Move slowly, feeling your way. From a kneeling position, place your hands or fists on the bony points alongside your spine. Firm your glutes. Push your hips forward and lift your chest to the sky. Lift out of your lower back, drawing your elbows back to expand your chest. Look up toward the sky without dropping your head back. As you come out of the pose, go into Child's Pose, and rest. People with lower back issues or injuries should be cautious.

4. Rest and Meditate

Picture yourself in a sunny place - lie down to give your mind and body a few minutes of thorough relaxation. Using this time to recalibrate will calm anxiety and lift depression.

5. Positive Affirmations

Affirmations about peace, calm, and tranquility, along with positive imagery, will improve mood. Practicing positive self-talk will go a long way in helping you combat external forces like cold and gloomy days. Be your own ray of sunshine.

Your yoga practice brings greater patience to yourself. As you begin to deepen your winter practice, you'll see which mind-body activities genuinely support you in moving towards a positive mood and calmness. And if that does not

work - try some hot yoga.

Visit bethshaw.com for more strategies for keeping your body healthy all year.

B. Cat/Cow Pose



C. Camel/Child's Pose



A. Sun Salutations



Beth Shaw, ERYT 500 and C-IAYT, is the CEO and Founder of YogaFit Training Systems Worldwide. She is the author of three books: YogaFit, YogaLean and YogaFit for Athletes. Beth has spent time in India and Asia studying yoga, and in addition to a bachelor's degree in Business Administration and Nutrition, she holds numerous certifications in mind-body disciplines. yogafit.com

HELP CLIENTS MANAGE THEIR WEIGHT

By Tricia Silverman, RD, MBA

PAIR THE FOLLOWING STRATEGIES WITH YOUR CLIENTS TRAINING PROGRAM TO HELP THEM GET MORE RESULTS ON THEIR WEIGHT LOSS JOURNEY

Looking for sneaky tools to help your clients lose weight and keep it off in the New Year? Research suggests that only 9.2% of people will achieve their resolutions. Since losing weight is one of the top resolutions each year, how can you and your clients beat this statistic? Implementing the following easy, practical, and fun strategies can help sustain weight loss when motivation starts to dip around the second week in February. Sharing tips to help them outside of the gym is key. This is where your clients spend most of their time, and where many of the obstacles to weight loss get in the way of success.

1. Make visioning and goalsetting enjoyable!

Creating a vision board can help solidify ones personal and wellness goals. To create a vision board, cut out pictures from magazines (or print from your computer) of people, places, or things that represent what you want in your future. Place them on a poster board and keep it visible, so you are always in touch with your vision.

Writing down your goals makes them more apt to happen. In addition to business and personal/family goals, write down

fun goals - things that make you happy. We know what stresses us, but we often don't plan and do what energizes us. Perhaps it's reading, writing a poem, visiting with family, walking in the woods, or attending a sports or music event. Having something to look forward to can help you or your client stay motivated to lose weight. Plan a fun excursion into your calendar.

2. Use smaller plates, cups and utensils.

Shahab Nilgiri, Personal Training Specialist at Trainersonsite, and Life Coach at MadMind Life Coaching in Milton ON shares, "One of the ways I like to manage my weight is to use smaller plates for smaller portions! It's a great way to get the correct portion size, especially if you tend to overeat after a long day." On the flip side, if you are looking to drink more water, which helps many people with weight loss, then use a larger cup, which can help you to drink more.

3. Ditch the added sugar.

Added sugar is the sugar used to sweeten processed foods, not the natural sugar found in fruit or milk. Figure out how low you can go with your added sugar to please your palate, without widening your waistline. For instance, if you love hot chocolate, try making it with the least amount of sweetener that gives you the flavor you desire. Hint: when sweetening a beverage, keep the portion size of liquid as small as possible. The smaller your glass, the less liquid and sweetener you need.

Sugar can wreak havoc on your waistline. Aim to keep your added sugar amount to three or less teaspoons per day (when you see a measurement in grams on a label, divide by four to get an amount in teaspoons). This can help to keep sugar cravings at bay.

4. Use cues to reinforce good habits.

Cues can help you to eat healthier and manage your weight, or lead you down an unhealthy path. For instance, having unhealthy food in your line of sight at home or work can encourage you to eat, while seeing workout clothes and sneakers next to the bed can give your clients the nudge they need to work out.

One cue that can be particularly helpful is ending a meal with a hot cup of tea. This can prevent those second helpings that undermine weight loss efforts. International wellness expert and noted tea-ologist, Lawrence Biscontini, MA, recommends a combination of black and green tea before 2:00 pm or herbal tea for afternoons and evenings as soothing ways to end a

meal. According to Lawrence, "tea can be a helpful weight loss aid because it elicits a warm, comforting feeling in your body. Moreover," he adds, "the tea ritual, from visualizing the plants, to waiting for water to boil and the tea to steep, gives us extra time to digest food and do something else, letting feelings of satiety kick in." This is a useful alternative for those using unhealthy food as a comfort.

Nilgiri recommends putting an 'X' on certain items. "For example, if there are crackers in the house for the kids, that X will remind me that it's probably not the best thing to have, and that it won't really do my body any good."

5. Manage stress and overeating through yoga and mindful eating.

Too much stress has been associated with increased cortisol levels, which can lead to more fat in the abdominal area. Practicing yoga and mindful eating can help your clients to manage their stress and weight. Research shows that long-term yoga practitioners have different levels of hunger and satiety hormones than newer practitioners. More reason to develop a long-term plan for yoga. What's more, yoga is a helpful tool in reducing binge eating and thinking about food too much.

Mindful eating can help to reduce overeating. Mindful eating is tuning in to your food by getting rid of distractions such as the TV, phone, and reading while eating, plus slowing down your rate of eating, and chewing more. In Okinawa, Hara Hachi Bu is practiced. This is eating until you are 80% full; meaning until you are gently satisfied, leaving some room in your belly.

Incorporating mindful eating, yoga, positive cues, and visioning, while reducing your sugar and plate size, can help you lose weight, while gaining positive wellness habits to last a lifetime.



Tricia Silverman is a registered dietitian, wellness coach, and fitness instructor. She's a 2018 canfitpro World Fitness Expo presenter, and 2018 SCW

Fitness Florida Convention Presenter of the Year. She created and leads the SCW Nutrition for Active Aging Certification.



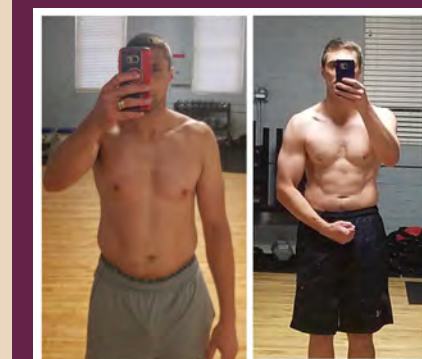
This is Tricia's vision board she created in 2016. Many items manifested soon after. She posted an Oxygen Magazine cover, but wasn't sure why...it just resonated with her. She always enjoyed the magazine, particularly the articles by Tosca Reno. She realized why in 2018. She was placed on a panel at the canfitpro World Fitness Expo with her idol, Tosca Reno!

TRY MIXING UP THIS RECIPE FOR TRICIA'S PURE HOT CHOCOLATE:

6 ounces of boiled water
1 tsp maple syrup
1 tsp unsweetened cocoa powder

LESS SUGAR, MORE DEFINITION

Josh, owner of P.T. Squared, a physical therapy and personal training business in Collierville, Tennessee, recently ran a wellness challenge with his personal training clients. He ditched sugar for 65 days while incorporating 30 minute workouts. He dropped 25 pounds, five notches on his belt, and gained more definition in his muscles, particularly his abs, a trouble spot for so many. Fitness challenges throughout the year that encourage healthy habits, such as ditching the sugar, can help motivate people to lose weight and bad habits at the same time!



Josh before and after the challenge

**FITNESS
INSTRUCTOR
SPECIALIST**

**LEAD
MOTIVATE
SUCCEED**





FITNESS BUSINESS MODELS:

WHICH ONE IS BEST FOR YOU?

CHOOSE A BUSINESS MODEL THAT FITS YOUR STRENGTHS AND ALLOWS YOU TO DIFFERENTIATE YOURSELF FROM THE COMPETITION

By Sean Greeley, NPE Founder and CEO

Many fitness professionals want to start their own fitness business, but dramatically underestimate the need to choose the right business model. Why does this matter?

Well, choosing the right (or wrong) business model for you can mean literal fitness business life or death!

The right model, at the right time, makes things easy to grow (and profit). The wrong model, at the wrong time, means lots of struggles, stress, and (emotional and financial) pain.

To create the fitness business you dream of, select a business model that plays to your strengths as a fitness professional AND gives you a leg up on the competition. Here are nine models to consider:

Model #1: Membership

Members pay a monthly (or annual) subscription fee. You make money when you have more members paying each month than it costs you to run the facility. You can make additional profits from other product and service offerings sold to members.

Price Point: \$10-\$250+/month subscription fees, plus initiation fees.

Pros: Membership models scale well in the right location, when matched to the right market.

Cons: They usually require significant investment, face high competition, and often have high membership churn.

Model #2: Group Training

Clients in group training services (martial arts academies, yoga, kettlebells, etc.) pay a monthly subscription service.

There is high leverage in the model, depending on the coach-to-client ratio and monthly price point. You can have anywhere from 10 to 25+ clients per instructor.

Price Point: \$100-\$250+/month subscription fees.

Pros: Great leverage with one-to-many delivery of services. Low startup costs. Social component of community supports client retention.

Cons: Low startup costs means lots of competition, often starting price wars.

Model #3: Semi-Private Training

Semi-private training is a hybrid model of group training and private training. Generally clients are supported on a three or four client to one instructor ratio (3:1).

Clients receive individual assessment and program design, and are supported in their training through a small group format, adding a social “stick” component to the service delivery.

Session lengths are typically 30, 45, or 60 minutes. The demographic is generally middle aged men and women.

Price Point: \$300-\$500+/month.

Pros: Semi-private is highly profitable when session times are maximized. High retention rates come from the “sweet spot” of mid-price point, individualized prescription, great results, and social stick.

“The right model, at the right time, makes things easy to grow (and profit).”

Cons: You must maximize the number of clients in each training time slot, or you reduce the leverage and profitability for that block of time.

Model #4: Private Training

Sessions are delivered one-to-one and last 30-60 minutes. You set goals, assess the client, write a program, support training, and then reassess and adjust the programming. The demographic for this client base is any age and condition, from newbie to professional athlete.

Price Point: \$350-\$1,000+/month.

Pros: There is ALWAYS a market for private training. You can work with the clients you love, doing the protocols you love. Startup costs are minimal. Depending on your price point, it doesn't take a high volume of clients to earn a professional income.

Cons: Model is labor intensive and not much leverage beyond raising prices. Small fluctuations in client numbers create huge income fluctuations.

Model #5; Online Training

Services are delivered via email, web, and video-call. You often include an online membership center with a group of resources, as well as an online forum or group to build community.

Price Point: \$150-\$300+/month.

Pros: Tremendous flexibility and freedom, and an unlimited market.

Cons: You'll need to have highly sophisticated digital skill sets to grow a fitness business online. This model can be difficult to scale beyond the solo practitioner.

Model #6: Workshops

Workshops cover specific learning objectives (nutrition, skill-based practices) and can be delivered in a one hour, half day, or single- to multi-day format. They are generally marketed and fulfilled to participants within driving distance.

Price Point: \$50-\$2,000+ one-time fee.

Pros: Great leverage and profitability. It's a great addition to another business model for a local-based service business.

“Clients need to know how you're different and BETTER than anyone else in that market.”

Cons: Requires continual marketing. You must travel to multiple locations and vary course structure to sell and resell to the same client base. No recurring revenue.

Model #7: Camps, Retreats, and Certifications

Camps and retreats are delivered in destination locations. Participants buy fitness training services (including multiple sessions per day, chef services, and



Fitness Pro Travel
by Fit Bodies, Inc.

Mix Your Passion With Paradise™

Instructors enjoy luxury, all-inclusive resort vacations. Companions included & light teaching schedules.

Book for last minute travel or up to a year in advance. MANY travel options!

Create your profile, and BOOK TODAY!
FitnessProTravel.com






[@fitbodiesinc](https://www.instagram.com/fitbodiesinc)
 800-599-9316
info@fitbodiesinc.com

lodging), and invest in experiences and build friendships to last a lifetime. They are often sold to a well-defined target market.

Pros: Great leverage and profitability, and tremendous price elasticity. Events are fun. This model is well-suited for an independent practitioner who wants a truly "lifestyle" type business.

Cons: Events must be marketed on an ongoing basis. No recurring revenue.

Model #8: Fixed-Term Challenges

Fixed-term challenges usually run 30 days to 12 weeks.

The model supports client achievement of a short-term goal like body transformation, climbing a mountain, or training for a race – something that challenges the participant to become a better version of themselves.

Price Point: \$500-\$2,500+ one-time fee.

Pros: The model can be marketed on a simple rolling launch and repeated throughout a calendar year. Great leverage and defined term length keeps clients highly engaged.

Cons: Requires a big market to support continual sale of the program and offers little recurring revenue.

Model #9: Nutritional Supplements

The nutritional supplement industry generates billions. Fitness clients generally buy them and look to you for expert guidance.

Price Point: \$50-\$250+/month.

Pros: No startup costs, tremendous leverage, and great margins.

Cons: Almost none, other than the search to represent a product line and brand that aligns with your beliefs and values.

Choosing Your Model

How do you choose the one(s) that is/are best for you?

- Choose an abundant (and profitable) target market to serve. You want people who can afford your services, and there needs to be enough of them so that your marketing

campaigns will be cost-effective (and work).

- Do your research and make data-driven decisions. Don't make gut decisions. Use real-world research and hard numbers.
- Match your model's price point and service offerings to the clients you wish to serve. When it comes to professional services, people generally want the best or the cheapest. Tough to make a business work profitably being the cheapest, so be the best and charge more than average.
- Differentiate your offerings both in the client experience and in market positioning. Clients need to know how you're different and BETTER than anyone else in that market.

Summary

Choose a business model that fits your strengths and allows you to differentiate yourself from the competition. There are many ways to earn a living in the fitness industry, but choosing the right business model will ultimately determine your income potential (and happiness/fun!).

Want to start the fitness business you've always dreamed of, build a client base, and earn professional income? Register for our free START YOUR OWN FITNESS BUSINESS on-demand training and get step-by-step strategies, system, and secrets to choose the business model that's right for you, so you can take your fitness passion and turn it into a highly profitable business doing the work you love! www.npeandcanfitpro.com



Sean Greeley, CEO and Founder of NPE, has an unrelenting passion for empowering fitness business owners to grow their business and create the life they want. Since 2006, NPE has served 38,000+ fitness business owners in 96+ countries and is an award-winning company with offices in Los Angeles, London, and Sydney.



JILLIAN MICHAELS
BODYSHRED™



SIGN UP TO BE A CERTIFIED BODYSHRED INSTRUCTOR



1-800-667-5622 | canfitpro.com/bodyshred



BUILD YOUR CLIENT BASE WITH ESSENTRICS®

STRETCH AND STRENGTHEN WITH A DYNAMIC PROGRAM THAT DOESN'T AGGRAVATE JOINTS

By Beth Oldfield

Every trainer needs a variety of tools at their disposal to meet the varying needs of their clientele. This is particularly important when dealing with the Active Aging crowd who want a challenging, effective workout that doesn't aggravate their joints. I have had great success helping my 50+ year old clients, many of whom are suffering with arthritis, improve their strength, flexibility, and posture with Essentrics®.

This dynamic, full body workout

compliments any sport or activity because it improves strength and range of motion without causing undue fatigue and muscle pain. Positions are not held for long periods of time, as in yoga for example, which can stress fragile knees, wrists, and hips over time.

No weights are lifted in Essentrics. Instead, strength is gained by adjusting the lengths of our levers, aka arms and legs, in various flowing movements that are fun, simple to master, and

challenging. Some of my clients say that they feel like they're dancing! By the end of the class, my students walk out relieved of stress, looser and physically taller because the workout focuses so much on posture improvement. Students, who were once resistant to stretching, love this class because it makes flexibility training fun!

The Essentrics workout consists of 13-15 songs, each one focused on improving a different part of the body. It feels like

Thai Chi in the sense that we're always moving. The sequences are designed by the founder, Miranda Esmonde-White, once a former professional ballerina with the National Ballet Company. There are currently 11 different pre-choreographed workouts that certified instructors can use to train their clients in 30, 60 or 90 minutes classes.

During the sequences, we use techniques like PNF (Proprioceptive Neuromuscular Facilitation), two directional stretching, lever length, eccentric contraction, overextension, movement within a stretch, rotation within a joint and pulling up and pulling out, along with imagined resistance to bypass the myotatic reflex. We then



allow gravity to naturally strengthen the lengthened muscles surrounding each joint as we flow from one movement to the next.

Essentrics has been the workout of choice for professional athletes over the last 20 years, including the NHL's Montreal Canadiens and athletes in: football, basketball, hockey, speed skating, figure skating, gymnastics, squash, volleyball, skiing, diving and swimming.

If you train athletes, this conditioning program prepares the body to both withstand the maximum demands of any sport, and to rebound injury-free from unexpected twists, turns, and stresses.

Miranda shares the following advice with canfitpro:

"As a personal trainer, you have the privilege of one-on-one work with your clients and can target workouts specifically to their needs. That means you need a set of tools/techniques that will help you work with the widest range of needs of your potential clients (athletes, the injured, baby boomers or older adults who lack both mobility and strength, and have been sedentary, etc.).

Essentrics® completes that set of tools as it rebalances and tones all 650 muscles and 360 joints with simultaneous stretching and strengthening exercises—in a single workout session. It's a program that can be done with: an injured client as a complete one-hour workout to help rebalance the body and bring healing blood flow; an older population that needs to slowly and gently build strength, balance, and flexibility; and athletes of all types who are looking for quick and long-lasting flexibility."

People come up to me regularly with their success stories. Margaret, one of my clients in her early seventies who suffers from rheumatoid arthritis, is now able to sit cross legged on the floor because of the way that Essentrics has rebalanced her tight hips. Susan, who is in her mid sixties, had back surgery two years ago and after doing this workout two times a week for a year, she is now able to touch her toes when the doctors said she never would again! And Celine, in her early sixties, was proud to tell me that she was able to trim her own hedge this summer because of the strength and flexibility that she has gained in her shoulders after doing Essentrics for six months, once a week.

Essentrics will tone the body, slim your waist, improve your posture, relieve chronic pain, and increase your energy. Your sport performance will improve and daily activities will become easier.

Not everyone wants to pump iron in a gym. This program achieves the same results as weight training but in a way that is appealing to a large demographic. Active Agers love to play tennis, softball, hockey, curl, golf and hike, and this program keeps them strong, flexible and injury free.



Beth Oldfield is a canfitpro Personal Training Specialist, FIS PRO TRAINER and Fitness Instructor Specialist with 20 years of teaching experience. She is also a published author who released her first book, Fundamental Fitness After Fifty, in the Spring of 2018. Connect via betholdfield.ca

THE STRUGGLE IS REAL

THE KEY TO IMPROVING (AND LEARNING) MOVEMENT IS THE STRUGGLE

By Brett Jones



As individuals, fitness professionals and clinicians, we tend to hate to struggle. Feeling like you are 'not good at something' or that you 'just aren't getting it', can be frustrating. If you look around at how most folks organize their fitness (and maybe their lives) you will notice a lot of people training their strengths, not targeting their weaknesses.

It feels good to do what we are good at, but strengthening a link of the chain that is already strong will not improve the chain. Improving the chain comes from identifying the 'weak link' and improving 'that'. Just like movement screening helps you identify your movement weak link. In the book *Make It Stick*, the authors discuss the current perspectives and research on learning.

Wait... we were talking about strengthening chains a minute ago... and

now 'learning'?

Keep reading.

Whether academic learning or motor learning, there are lessons to be learned about learning. Think for just a moment about how you were taught to learn. Practice – right? Lots of practice. Performing the 'skill' you were trying to learn over and over, and over. Reading and rereading, and highlighting, and taking notes on something for school. This sort of 'rote' learning dominated the learning landscape. The problem is that it isn't the best way to learn. That's right, all the hours spent going over and over a skill, or poem, you were trying to memorize was not the best way to go about it.

The key to learning is struggle. Being quizzed or tested and having that

“STRUGGLE IS NATURE’S WAY OF STRENGTHENING IT.”

struggle for recall or performance (of a skill) is the key, not 'being correct'. Reread that if you want because, yes, I just said that being correct was not the key, but the struggle for recall/performance was.

Rote practice feels good at the moment, and has good results within a session, but it turns out it is stored in a more superficial way in the brain and does not lead to good results between sessions (i.e. it doesn't "stick"). So what does and how do we apply it to movement screening and improving movement?

First a story... (I hear you groaning out there).

In the book *Make It Stick* (Chapter 3), they talk about a study done with young kids. The goal was to throw bean bags into a bucket three feet away. After testing all the kids, they were divided into two groups. One group practiced throwing bean bags into a bucket with the goal

distance of three feet away. The other group practiced throwing bean bags into buckets two and four feet away, but never three. During testing at the end of the study, the second group that never practiced the goal distance outperformed the group that only practiced the goal distance.

How is that possible? Varied practice. The varied practice in the study was the different distances used by the group throwing to the two and four foot distances.

Pavel, of StrongFirst, told me some time ago that Russian shot-putters would throw to specific distances in their practice - 12 feet, then 20 feet, then 10 feet, and so on, varying the distance within a practice (honestly, I have no idea how far shot-putters throw, but you get the idea). There is a deeper form of learning in the varied practice. Mixing the resistance between sets of an exercise is a form of varied practice. For the Get-up exercise, for example, you might perform one set on each side for five sets, but mix the weights so that set one = 24 kg, set two = 12 kg, set three = 32 kg, set four = 16 kg, set five = 24 kg. Another example is changing the resistance in FMT Chops from light to heavy to medium over three sets.

We can enhance the improvement of movement more by also incorporating what is referred to in motor learning as random practice. Block learning, being the more rote method of repeating the same skill (like the kids throwing only the goal distance in the study), random being just what the name implies, and interleaving different skills and mixing the order in which they are performed. The research on random vs. block practice is strong for supporting the use of random practice. Numerous studies have reported a higher skill transfer after random practice, even though the blocked group performed better in practice. For example, a 1994 study of baseball batters tested improvement in hitting after 12 extra practice sessions. The blocked and random group faced 45 pitches: 15 fastballs, 15 curveballs and 15 change-ups. The blocked group saw all 15 of each pitch in a row while the random group was randomly presented pitches. During the six weeks of practice, the blocked group actually out-performed the random group DURING practice, but the random group performed at a significantly higher level in the transfer test.

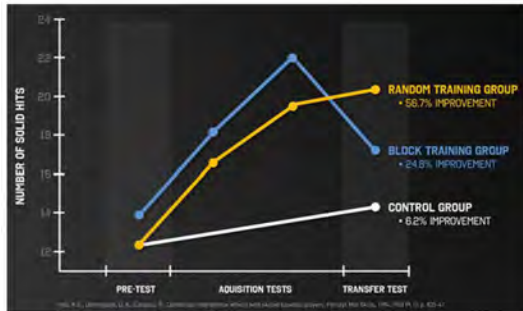


Image from iCoach Table Tennis

Let's say you are working on improving an active straight leg raise (ASLR) and have found that core engagement leg raise (CELR), half kneeling chop (HKC) and single leg dead lift (SLDL) improve the ASLR for your client. You may start by doing three sets of CELR, followed by three sets of HKC, followed by three sets of SLDL (block practice of each skill), because this allows your client to learn the drills in isolation.

Or, you could perform what is referred to as Serial practice, where one set of each exercise, in sequence, is performed for one to three tri-sets: {CELR, HKC, SLDL} x 3. To interleave the practice and really get random you mix the drills. The first tri-set might be CELR>HKC>SLDL. Second set might be HKC>SLDL>CELR. Third set could be SLDL>HKC>CELR, and so on, creating a random practice of the three drills.

Or, if you want to get crazy: Get-up left and right followed by CELR, Get-up left and right followed by HKC, Get-up left and right followed by SLDL. You get the idea.

It turns out that varied and interleaved practice like this has better between session learning since it seems to be stored in a deeper manner in the brain.

Use the FMS to target the weak link and use varied and interleaved/random practice to efficiently improve movement. Embrace the struggle!



In an emergency situation every second counts.

Would you be able to save a loved one's life?

FIRST AID WITH CPR & AED

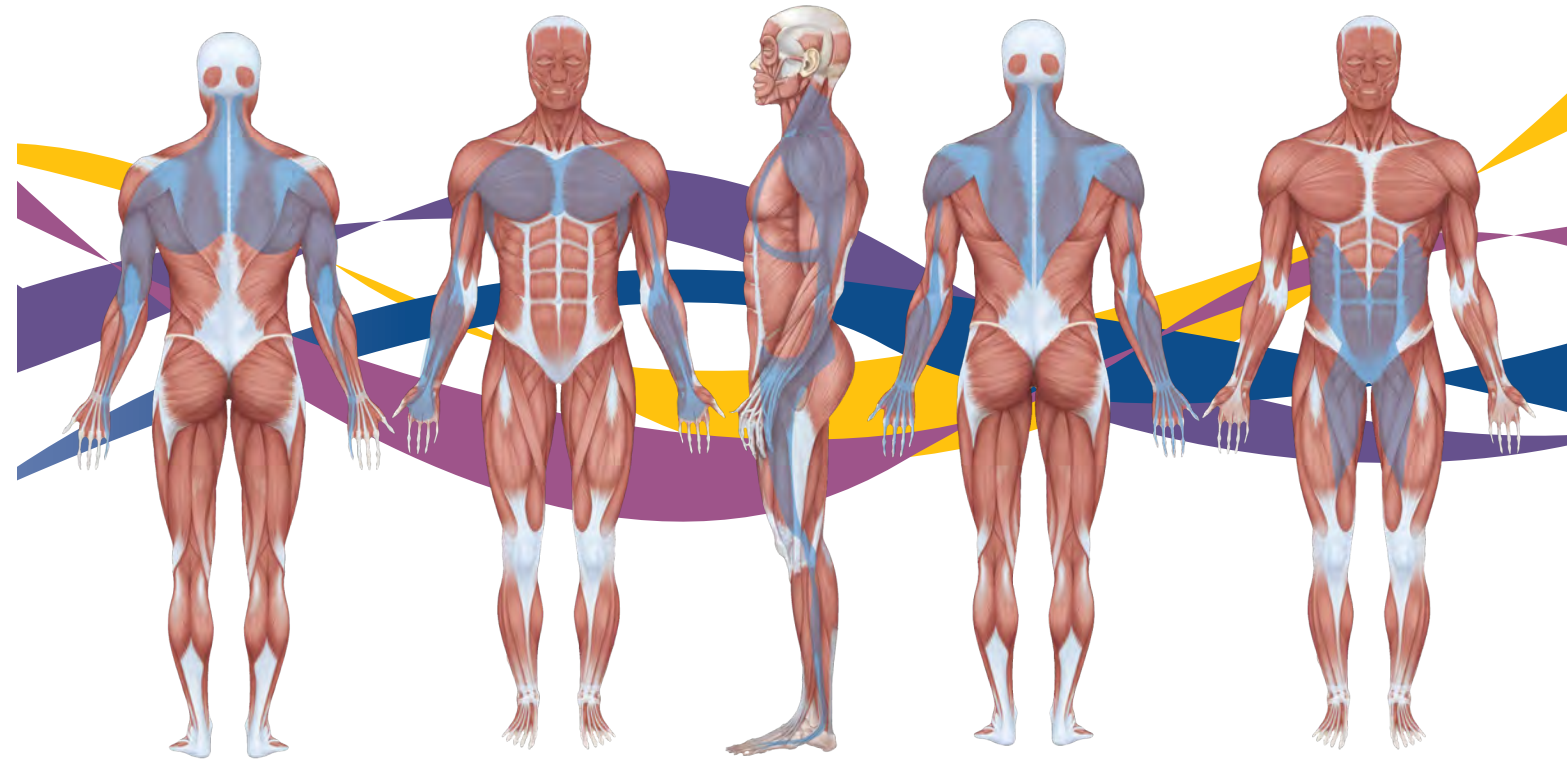
CPR - A & AED (Adult CPR & AED): MEMBER \$65
 CPR - A & AED (Adult CPR & AED): NON-MEMBER \$74
 CPR - C & AED (Adult, Child & Infant CPR & AED): MEMBER \$69
 CPR - C & AED (Adult, Child & Infant CPR & AED): NON-MEMBER \$78



REGISTER NOW

www.canfitpro.com
1-800-667-5622

canfitpro offers First Aid and CPR & AED courses that are accessible, attainable, and affordable.



FASCIA, MOVEMENT & ASSESSMENTS

Explore the functional relevance of fascial systems and posture to improve mobility and performance!

TOPICS INCLUDE

- Anatomy Review
- Mobility and Fascia
- Myofascial Systems
- Static Postural Assessment
- Dynamic Postural Assessment

Visit canfitpro.com/fma for details.

Both live and online course options are available.

ONLINE ONLY
 Regular Member: \$99
 Regular Non-Member: \$119

LIVE & ONLINE
 Regular Member: \$214
 Regular Non-Member: \$254



1-800-667-5622 | canfitpro.com



Brett Jones, ATC, CSCS (NSCA) is a fitness professional and international presenter with almost 20 years experience. In addition to a Bachelor of Science in Sports Medicine from High Point University

and Master of Science in Rehabilitative Science from Clarion University, Brett is also a Strong First Master Instructor, Advisory Board Member for FMS, and is a writer and co-creator of multiple articles, DVDs and fitness products.



HAPPY TALK

PRACTICING THESE TWO POWERFUL STRATEGIES WILL HELP BUILD THOSE HAPPINESS MUSCLES

Happy talk with clients (or with ourselves): why should we even go there? Well, even though we want to remember that people generally don't want to be lectured to or feel as if someone is talking down to them, there are hundreds of evidence-based studies showing that being happy leads to many life-enhancing benefits. Happy people tend to be more sociable, more charitable and cooperative, more likely to get married and stay married, have a richer network of friends and social support, are better leaders, earn higher incomes, are longer-lived, have stronger immune systems, and are more resilient in the face of hardship.

The good news is that being happy isn't magic; it is largely a skill—in other words, you (and your clients) can become more skilled in practical and cognitive strategies that lead to higher levels of happiness. With consistent practice of specific techniques, gradually your sense of well-being will increase and you will become aware that yes, most of the time, you do feel vital and full of the joy of living! Let's take a quick look at two powerful strategies that will help build those happiness muscles:

1. Craft and memorize a self-affirmation; then say it to yourself at least once

a day. Start your affirmation with "I am", and follow it with something you're making real for yourself. The affirmation has to feel right and true for you—it ideally resonates with you at a deep and personal level.

A basic template is: "I am a _____, _____, and _____ man/woman/non-binary (however you prefer to describe yourself), living a(n) _____ and _____ life."

Fill in the blanks with adjectives that are meaningful to you. These words can feel true to you right now

in the present, and/or they can be words that represent how you see yourself in the not-too-distant future. Such adjectives might be words such as: joyous, amazing, strong, resilient, hard-working, courageous, deep, honest, mindful, generous, kind, compassionate, and so many more! What kind of life do you see yourself living; abundant, prosperous, adventurous, purposeful, fulfilling? A good self-affirmation is short enough that you can easily memorize it; that way you can repeat it (with conviction) often—at least once per day. Find a time when you will remember to say it—such as when brushing your teeth or walking the last block towards work. It's also a good idea to write your self-affirmation on a small card, such as an index card. Keep this card in your wallet, handbag, back pocket, or tape it to your bathroom mirror. Consistent practice over a long-term period can change your life for the

better.

2. Develop the skill of savoring. Do you stop and smell the roses? Happy people have learned the secret of contentment and joy: they savor the wonders of life. Is the day impossibly blue and clear? Is the moon huge and full? Does light break into a million iridescent colors when it hits the snow? Think about the delicious taste and smell of your favorite meal, the soft luxuriousness of your sheets when you climb into bed at night, or the precious smile and twinkly eyes of a child who suddenly sees and recognizes you. So many of the small things in life bring great pleasure and joy, if we will only notice. The key is to notice, to take it in, be in the present, breathe and be conscious. With practice, you can become good at noticing and savoring; your life will feel more rich, fulfilling, and joyous.

There are so many more tips and

practical ideas for developing the skill of happiness. Start practicing today! Put some reminders or cues to action on your smartphone, laptop, or calendar. Old-fashioned sticky notes also make great reminders. With daily practice, you will notice a gradual increase in your sense of subjective well-being (aka happiness)!



Mary Yoke is a Fellow of the American College of Sports Medicine, and has a PhD in Health Behavior, a Master's in Exercise Physiology, and two degrees in music. She is a professor at Indiana University, has obtained 24 fitness certifications, is the author of four fitness textbooks, and the author of 101 Nice-to-Know Facts about Happiness.

REDUCING SCAR TISSUE FOR BETTER MOVEMENT



A LOOK AT THE PURPOSE AND PRACTICE OF SCAR MASSAGE

By Drew Hume, Founder, Navina

So often we hear of these things called “knots”, and scar tissue falls under the umbrella of that label. But do we really know what it is?

Firstly, scar tissue is something that most commonly results from injury or surgery – which we likely understand already, but it can also form through things like inappropriate muscle activation patterns too. To better understand scar tissue, let’s go through the two processes by which it forms.

1. Injury and Surgery

There are, of course, a number of differences between these two phenomenon, however they have more in common than not, so we’re going to group them together here.

“Scar tissue can not only be the symptom of dysfunction, it can lead to further tissue dysfunction in the area; becoming a cyclical issue.”

“Collagen basically acts as the “scaffolding” for the construction site that is this wound.”

When the skin is broken or when a muscle is torn, the body has to first stop the bleeding and then it has to go about repairing that damage. To stop the bleeding we have these beautiful things called platelets that get “stuck” in the wound in the connective tissue lattice that is the fascia. Once stuck, they perform the function of a plug for the flow of blood.

From there, the body has these things called “fibroblasts” that go into hyperdrive to produce more and more collagen (the main fibrous component of the fascia/connective tissue lattice). Collagen basically acts as the “scaffolding” for the construction site that is this wound. It holds everything in place so that all the other cells in your body can perform their function and remove, repair, and regenerate the tissue. It’s this scaffolding that is what we classify as scar tissue.

The idea is that generally the body builds the scaffolding and then when it’s no longer needed it is removed... however the workers can often forget to take some of the scaffolding away, and this is what we are seeing in the visible scars that have a white colour to them, and feeling in the leftover “clumps” of tissue within a muscle after it has been torn. The reason visible scars are white is because the thicker connective tissue lattice in this spot has less vascularization (less capillaries, hence less blood flow, hence less colour).

2. Dysfunctional Movement

Scar tissue can also be formed through dysfunctional movement. To be clear, I’m not talking about movements done “incorrectly”, as there’s not really such a thing as bad movement, but only poor preparation for a variety of movements. What I’m talking about here is the function of tissues – if their function is diminished, for whatever reason, then it can lead to scar tissue deposition.

Our muscle cells are basically suspended within the connective tissue network (fascia). The muscle cells contract, pulling on the fascia, which in turn pulls on the bones to create movement (that’s the overall view at least).

The two main functions of connective tissue are:

- Enable smooth movement where needed
- Create stability (no movement) where needed

The thing is, these functions are seemingly at opposite ends of the spectrum. The body determines which function to perform, in which area of the body, based on whether or not movement is present.

In the case of certain muscles not doing their job, the connective tissue in that area is increased in its deposition. As in, the body puts more collagen there because it believes stability is needed.

Initially in this process, we might classify this type of knot as “adhesions”, but after a while and once the adhesions are thick enough, we can essentially classify it as scar tissue.

We may not always realize it but sometimes our muscles might be “silent” or not working when they should be. When this happens chronically, we can build scar tissue as a symptom of the reduced movement in that area.

Scar tissue can not only be the symptom of dysfunction, it can lead to further tissue dysfunction in the area; becoming a cyclical issue.

In order to move the best (and feel the best) we possibly can, we want to try and reduce the amount of scar tissue we have in our bodies. To give your body the best chance to reduce how much scar tissue it has currently, we need to keep the following things in mind:

- We should first test the function of tissues – whether or not it’s the cause or the symptom of scar tissue formation, and if we don’t work on reactivating full function, our efforts in reducing the amount of scar tissue will be thwarted.
- Manual therapy – scar massage is something we’re going to delve into in the next instalment of this article, so that you have more tools!
- Movement variety – to aid in the above two processes, varied movement not only keeps muscles active, but it also keeps different layers of tissue moving over one another.

Tips to Reduce Scarring

Do you have a scar? I’m pretty sure the answer is yes! If it’s from surgery, did you know that you should have massaged it? On this one, your answer is most likely “No, I didn’t know because no one told me!” So why should I massage my surgical scar and why did no one tell me?

All scar tissue can benefit from massage and manual therapy, and although much of the research and tips presented here are based in surgical scar massage, the lessons can be transferred to all forms of scars. Let’s discuss the purpose and practice of massaging your scars.

The Science of Scar Massage

A review by Shin & Bordeaux (2011), highlights the widely varying protocols, low study numbers, and poor scientific rigor present in many of the studies out there. Even with a lack of standardization

across studies, there were some notable benefits to scar massage:

- A significant portion (45%) of all results within this review showed improvement in post-treatment range of motion, pruritus (itching) and pain. This included scars from surgery, burns and trauma.
- Within the post-surgical massage group specifically, there was a significant increase in the clinical outcomes, with 90% of patients experiencing improvements in all outcome measures.

Beyond the noted benefits in this study, there is a more substantial evidence base to support post-surgical massage purely for the aesthetic benefits it provides; decreasing redness and the perceived surface area of the scar.

What Else Do We Know?

One of the challenges we face with scar massage is that there isn't really a single agreed-upon protocol or series of protocols. This may be why many surgeons and doctors don't recommend it or educate their patients about it. It could also be because they simply don't know of the benefits. To help us clarify some important elements of scar massage, here are some of the details on how massage and manipulation of the scar has an effect:

- Mechanical disruption of scar tissue has been shown to increase its pliability, and alter the extracellular matrix environment, ultimately changing the structure and functional capacity of the tissue. Very simply, this helps release any restrictions in the everyday functioning of your tissues.
- Consistent stretching of scar tissue has been shown to limit the production of tissue growth factor, which may prevent excess or abnormal scarring.
- Another study also showed that mechanical loading of scar tissue reduced the levels of tumor necrosis factor-alpha, which is a key factor in apoptosis (organized cell death). This means that stretch and pressure promote the removal of excess tissue, thus reducing the overall size of the scar, given long-term treatment.

Practical Tips for Scar Massage

Based on study recommendations, post-surgical massage treatments can begin after primary closure of the incision – typically 10-14 days after surgery, though this may vary. Also, any non-dissolvable sutures should be removed prior to beginning scar massage.

From here, any self-massage techniques should begin with the use of little to no oils to avoid risk of infection, and should occur multiple times a day. There is no standardized protocol, but a suggestion would be to perform five minutes, three to four times daily. Use gentle pressure to begin and ensure that there is no pain associated with the pressure.

The main idea is to manipulate the scar and surrounding tissue. After some gradual practice, you may even be able to use some more intensive fascial stretch techniques that involve drawing the scar and skin in oblique directions, creating a gentle sensation of “pulling” on the scar.

Such self-treatment should continue for weeks to months (and sometimes years) after the surgery, until the scar has completed the process of remodelling. Ultimately, the tissue that makes up your scar should feel almost exactly the same as the surrounding skin. After the scar has completed its healing cycle (sometimes up to two years), it should be as mobile as the rest of your skin or muscle, and not feel as though its “stuck to” or “pulling on” any other underlying or surrounding tissues.

Of course, you should never progress beyond a point of pain, and massage should be stopped if ever the skin breaks or swelling results from self-treatment. Know that it's not about the “quick results” here. While you may not notice immediate improvements, the best thing you can do is stick with it for the long-term.

Also, if you were not told this at the time of surgery or injury, it's never too late. Start now! It'll take longer to make the scar mobile again, but it's well worth it. Scar tissue can create significant issues decades' down-the-line.

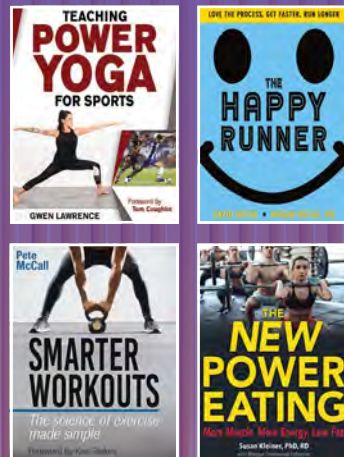


Drew Hume's mission is to bring people together through compassionate touch. At Navina they're achieving that mission through detailed education and training. Visit navina.ca for more information.

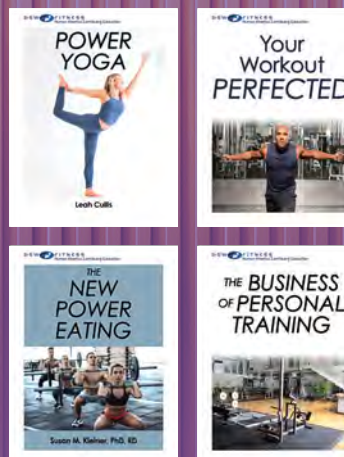


HUMAN KINETICS

Newly released books



Newly-approved CE courses



View all courses at
<https://canada.humankinetics.com/collections/canfitpro>

ORDER NOW!

1-800-465-7301

<https://canada.humankinetics.com/collections/canfitpro>

Stay informed:
Sign up for our continuing ed newsletters:
<https://canada.humankinetics.com/pages/newsletters>

Like us on Facebook!
HumanKineticsCanada

STRESS RESILIENCY CERTIFICATE COURSE

HAVING TROUBLE SLEEPING? OVERWHELMED? BURNT OUT?

Equip yourself with the tools to handle stress and recharge body and mind.

Find out more at
canfitpro.com/stress

Member Fee \$99.00 CAD
Non-Member Fees \$119.00 CAD

This is an online program.
4 FIS 4 PTS 4 HWL CECs upon completion.

canfitpro

1-800-667-5622 | canfitpro.com





TRAINING KINDER AND HARDER

THE SECRET TO A SUSTAINABLE TRAINING PROGRAM TO MAKE CLIENTS MOBILE AND MUSCULAR

By Peter Twist

As a coach or trainer, it's very important to respect the goals and needs of every client who walks through our doors. While exercise science, coaching techniques, screening assessments and motivational methods may differentiate trainer excellence, understanding the depth behind physical goals brings more care invested in the program design and the personal trainer-client dynamics.

Never forget that behind most exercise goals lays a positive emotion that clients associate feeling, once you help them achieve the body they perceive is important to more positive experiences. This could be, for example, the objective to lose 30 lbs, yet their goal is to feel more assured and confident to the point of being closer and more intimate with their partner. Their goal is to be closer with their partner and experience those positive emotions.

Holding consideration for deeper, true motives behind each client's fitness goals sets you up to offer sincere care and kindness in mentoring them to success, recognizing their fitness goals are more so life quality goals.

We do know that the shortest path to one's goals is starting now. Begin tomorrow and their goal outcome gets further away. So, in celebrating their initiation of a fitness program, it's important to keep them on track long term, avoiding set backs along the way. Above all else, consistency wins. Clients experiencing pain or injury cannot train consistently or at their best when they do, and, further, become candidates for attrition.

I'll unlock the strategies and techniques for a sustainable training formula using guidelines that make clients mobile and muscular, while moving slower to improve

fast. There are methods that harness moving slowly to make exercise much harder, to the affect that we improve more, while being much kinder on the body.

Many exercise programs and small group training utilize some variation of HIIT techniques, featuring high intensity explosive full body exercise, known to elevate metabolism, heart rate, and caloric expenditure. However many clients are ill prepared for explosive exercise, lacking the base of function required to execute whole body exercises properly. Most adults lack full range mobility and strength to the point they cannot navigate complex high speed, whole body drills without negative cost on the body.

Risks and Costs

A client lacking functional range of motion literally jumps into a HIIT workout, but

lacks the strength and ROM to triple flex multi directional landings and, once under fatigue, shorten their already limited ROM. These deficiencies cause impact to end abruptly in their joints with a rigid skeletal system, when muscles cannot receive forces over a fluid long range eccentric deceleration.

We must be cautious that our zeal to 'crush clients', to burn maximum calories, does not truly crush them. Training can and need be fatiguing, yet it should never crush them. Life and sport crushes clients – we as coaches exist to build them back up and improve their movement quality.

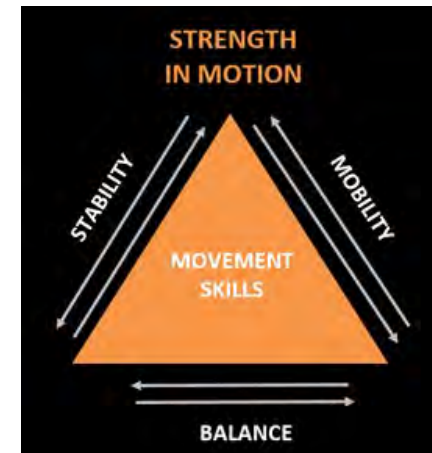
The highest risk of injury and the greatest cost to joints occurs using fast speeds, heaviest lifting loads, explosive direction change, and high amplitude jumps. At TWIST Performance + Wellness, our coaches address this by (1) first developing a proper functional base and (2) replacing high risk actions with training methods that safely improve the body.

Key Ingredients to a Body That Works

Our human vehicle improves its locomotion ability with well coached exercise methodology cued to execute overload, correct and improve mobility, stability, balance, movement skills, and whole body integrated strength.

Each of the above is;

- An attribute that is an end-goal of functional exercise (for example, we exercise to improve range of motion by increasing fluid range of motion in all the functional patterns).
- An element to draw from to strategically overload other variables (for example, shifting base of support from a parallel stance to a long deep split stance to harness mobility and balance, and overload stability across ankle, knee, and hip).
- And each must work cohesively, integrating with all other attributes to improve human motion.



Pointedly, the TWIST team has collectively trained over 20,000 high school and college athletes, and 2,000 professional and Olympic athletes. No one has ever skipped by this stage! It's imperative to actually improve movement quality before training for a faster engine, or one which will run longer. A low skilled, tight body executing explosiveness to fatigue raises acute and long term risk, while, unfortunately, leaving key potential training benefits off the table for these clients.

Making Exercise Kinder and Harder

Making exercise "kinder where it should be and harder where it has to be" provides clients with more improvement, and safely.

To benefit from these guidelines, trainers need to rethink the role of "regressions". Fitness education erroneously teaches regression as making an exercise easier / lighter. Lowering the overall demand of the exercise only diminishes its effectiveness. We regress an exercise to make the overloading of concern more level appropriate, which then permits introduction of other overload variables to advance the exercise.

Regress-to-Progress

A client struggling to overhead press two 50 lb dumbbells may be regressed significantly down to 30lbs, yet while shifting from the parallel stance to a split stance (static lunge), pressing a single dumbbell unilaterally, and to a much slower tempo (2 seconds up, 4 seconds down). Load was regressed to a lighter weight, and joined by three additional challenges.

Use this regress-to-progress tactic to gain more when reducing or eliminating the four highest risk, least kind attributes of high intensity training programs:

1. **LOAD**
Lower the weight loading. Train unilaterally, at slower tempo, through a longer ROM.
2. **IMPACT**
Quick movements with feet close to the ground, using a short knee range of motion that eliminates significant impact to the joints. Reduce or eliminate impact forces by cueing clients to lower deeper into each foot contact, in particular when landing jumps. Teach proper landing and cue deeper loading of the body. This protects your bones and asks more of your muscles, enhancing training adaptations.
3. **SPEED**
Slow is smooth and smooth is fast. Even track sprinters develop

foundational skills at a slow tempo. For all clients - fast is easy, slow is hard.

Fast movements use momentum on the concentric phase, and a free ride on the eccentric lowering, plus elevate risk of muscle strain and joint duress when moving explosively under fatigue. Slow down the pace to a controlled tempo to remove momentum and expose weak links, forcing the body to earn every single inch of every single rep.

4. **COUPLING and Countermovement**
These are terms coined long ago, and more descriptive than "amortization phase" in defining the juncture between stopping and starting during plyometrics and agility. Decelerate slower through a longer deeper range to dampen impact, and pause purposefully after stopping before initiating the next move.

"Prove Out" Exercises

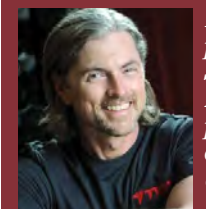
The net state you wish to present the body and brain, after regressing or eliminating the highest costs on the body, while adding more effective and kind overload strategies, is the evidence of these three conditions:

When strength training:

1. Long lines of muscle tension up and down the kinetic chain.
2. Active toes and feet that are working to earn their position.
3. Mind present in the moment, cognitively computing every inch of every rep.

During Movement Drills:

1. Landing jumps into deep ROM.
2. Pause before "Go", after changing direction.
3. Upper body is under control.



Peter Twist is the president of Twist Sport Conditioning. An exercise physiologist with a specialization in coaching science, he's coached in the NHL for 11 years, worked with over 700 professional athletes, and published over 500 papers, 14 books and 24 DVDs on athlete development. Twist consults international sport governments and was honoured with the National Strength and Conditioning Association's President's Award (2001), the IDEA Program Director of the Year (2010), canfitpro's Canadian Presenter of the Year (2012), and the IDEA World Fitness Inspiration award (2013).

SALT OF THE EARTH

FOOD FOR WELLNESS, PLEASURE AND PERFORMANCE

By Tosca Reno, B.Sc., B.Ed., NTP and PTS

Without salt, life is impossible. Revered for its ability to promote wellness, salt is featured prominently in all bodily functions. Thus, humans have sought salt, aka “white gold”, for millennia, enduring unimaginable conditions in remote places, from the Afar Depression in Northern Ethiopia to the Salar De Uyuni flats in Bolivia, to harvest this food.

Salt, a mineral composed of sodium chloride – NaCl – can be harvested from the sea, rocks or lakes, and ancient lake

beds. This mineral rich food is harvested through solar evaporation from seawater or salt lakes. The wind and sun remove water from shallow pools, leaving salt behind. Other salts are harvested from salt deposits in rock.

Salt provides the electrolytes necessary for optimal human function, from maintaining fluid balance to managing nerve and muscle function. Thirst, a sensation familiar to all hard working athletes, is a function of high sodium

levels in the body, the healthy way the body signals it is time to hydrate. The body knows how to moderate salt levels, but this function can be supported through exercise, a powerful salt moderator.

Excess salt, over and above what is required, creates kidney stones, high blood pressure, cardiovascular disease, and increased risk of stroke. Too little sodium leads to hyponatremia (low sodium level in the blood), dizziness,

A Comparison of Himalayan Salt versus Commercial Salt		
	Himalayan Salt	Commercial Salt
NaCl	85%	97.5%
Chemicals/toxins	0%	2.5%
Trace Elements and Minerals	15% volume contains 84 essential trace elements and minerals	0
Vibrational Energy	100%	0%
Iodine*	No*	Yes
Pure Crystalline format	Yes	No
Sugar	No	Yes

*It is important to note that Himalayan salt does not contain iodine. We must get this from other sources like seaweed, prunes, cod, shrimp, cranberries, hard boiled eggs, plain yogurt, turkey, navy beans, and tuna.

confusion, muscle twitches and seizures. This explains why, occasionally, athletes die from endurance activities like marathons. If electrolyte levels plummet, cardiac function stops.

In North America, excess salt in the diet, a modern day problem, is brought on by overconsumption of processed foods. Restaurant meals, breakfast cereals, snacks and canned foods, processed meats, and convenience foods account for 75% of hidden and unnecessary sodium. As a result, salt has gained a bad name for itself.

What did the ancients, who treasured salt so much they used it as money (hence the word “salary” from the Latin word for salt, “salaria”) know about salt that we seem to have missed?

The ancients knew that pure, well sourced salt was a food in its own right. Ingested primarily through wild game, they would have consumed enough salt to meet their dietary needs that way. It was when humans started to eat cultivated crops, including grains, that additional salt was required.

Perhaps the ancients also knew that not all salt is created equal. Table salt, an unknown item in ancient times, is the modern version of salt. It is composed of 97.5% sodium chloride and 2.5% chemicals including sugar, mercury, and anti-caking agents. Dried at over 1200 °F, the excessive heat destroys the natural structure of sea salt. Common table salt, therefore, is not a food, but rather an insult to the human body.

There are enormous differences between standard, refined table and cooking salt. Understanding these differences can have a powerful effect on your wellness. There is kosher

coarse salt, sea salt harvested from salt ponds, red and black Hawaiian volcanic salts, and Celtic salt harvested from France. The exotic Kala Namak is a black Nepalese rock salt which has been placed in a jar with charcoal, herbs, seeds and bark, and fired in a furnace for 24 hours.

Selecting good quality salt is a vote for wellness. Much of the sea salt is poisoned with chemicals like mercury and PCB's, oil from oil spills and micro-plastics that have been dumped into our seas and oceans. As a result, sea salt is not a healthy salt option.

A vast disservice has been visited upon human health when salt was demonized as the cause of high blood pressure and other related problems. Well sourced, minimally processed, whole salt is a clean food delivering every trace mineral and element necessary for wellness. Enjoy the pleasure of unrefined salt in your food, for your wellness and your taste-buds.



A fitness model, motivational speaker, Oxygen and Clean Eating columnist, Tosca Reno is the best-selling author of Your Best Body

Now, The Eat-Clean Diet® series, and star of her own reality TV show, and The Start Here Diet. For over a decade, she's been helping people lose weight and get healthy with a no-nonsense, friendly, compassionate approach. Connect with Tosca at toscareno.com or on Instagram/Twitter @toscareno

TOSCA RENO'S MAYAN CHOCOLATE MELTAWAY SQUARES



Dark chocolate, along with unrefined sea salt, are nourishing foods featured in this sinfully tasty treat. Thousands of phytonutrients and minerals exist in both salt and cacao. Eat in moderation, as it delivers a powerful burst of energy and is intensely rich!

Servings: 12 square pieces (2" each)

Ingredients:

- 1 1/2 cups dark chocolate, 70% or darker
- 1/4 teaspoon cayenne pepper
- 1 teaspoon vanilla
- 1 teaspoon unrefined Himalayan salt
- 1/2 cup extra virgin coconut oil

Meltaway Coating Ingredients:

- 1/4 cup Maldon sea salt flakes
- 1/4 cup raw cacao powder

Preparation:

- Line an 8x8 inch baking pan with parchment paper.
- Melt dark chocolate over a pan of simmering water.
- Add salt and cayenne to melted chocolate and mix gently.
- Add coconut oil and vanilla. Mix again.
- Pour into prepared pan.
- Refrigerate mixture until it hardens.
- Meanwhile, combine salt flakes with cacao powder. Pour onto flat plate.
- Remove the chilled meltaways from the fridge and cut into bite sized pieces.
- Dust each of them with the salt-cacao mixture and place on flat plate. Keep cool to store.

Per Serving: Calories 298; Total Fat 29 g; Sodium 24 mg; Potassium 27 mg; Total Carbohydrate 18 g; Dietary Fibre 6.5 g; Sugars 5 g; Protein 4 g



POSTPARTUM: SLEEP AND FITNESS

CONSIDERATIONS FOR FINDING THE RIGHT TRAINING PROGRAM FOR POSTPARTUM CLIENTS

By Mike Bracko



“Sleep deprivation is one of the most common postpartum side effects, as well as one of the most disruptive to the health of the mother.”

Postpartum begins when the baby is born and is a time when the mother will heal from childbirth, rebuild her strength, and regain pre-pregnancy fitness. The postpartum period lasts six to eight weeks. Postpartum involves trying to get proper rest, nutrition, and finding an exercise program our postpartum clients can tolerate.

Impact of Lack of Sleep

Newborns sleep for three to four hours at a time. Babies have fragmented sleep because they do not have circadian rhythms. The baby’s segmented sleep means the mother does not get continuous sleep. New mothers lose two hours of sleep or more per night until the

baby is around five months old. Sleep deprivation is one of the most common postpartum side effects, as well as one of the most disruptive to the health of the mother. Postpartum women experience physical and mental health issues because of lack of sleep. It is recommended that the moment the baby falls asleep is when the mother should try to sleep too. Making sleep a priority is important.

Benefits of Napping

Napping is a way to reduce the sleep debt caused by fragmented sleep. A nap of 20 minutes to two hours can be effective at improving physical and mental health. Waterhouse, et al., (2007) found a nap improved performance, alertness, and accuracy on a reaction time test. After getting four hours of sleep at night, subjects sat quietly or took a 30 minute nap. The nappers improved: mental alertness, short-term memory, accuracy in an eight choice reaction time test, and grip strength. And they decreased: sleepiness, resting heart rate, two meter sprint time by 0.041 seconds, and 20 meter sprint time by 0.093 seconds.

Maintaining Fitness During Postpartum

Shorter, lower intensity, and/or yoga and Pilates type exercises might be better tolerated by sleep deprived postpartum clients. Ko, et al., (2013) studied the effectiveness of a yoga

and Pilates program for postpartum women to lose weight and reduce fatigue and depression. The women performed yoga/Pilates once a week for three months, 60 minutes per session. No difference was found for fatigue. Women in the high-score group showed a significant decrease in depression. There were significant reductions in the subjects’ body weight, body fat percentage, fat mass, and basal metabolic rate.

Even though high intensity interval training (HIIT) is short and effective, postpartum mothers may not tolerate it when they are not getting enough sleep. Medium intensity interval training (MIIT)

“Shorter, lower intensity, and/or yoga and Pilates type exercises might be better tolerated by sleep deprived postpartum clients.”

may be better. Tremblay, Simoneau, and Bouchard (1994), investigated the impact of exercise intensity on skinfolds and muscle metabolism by comparing moderate-intensity aerobic exercise (MIAE) and MIIT. There were two groups: 1) performed 20 weeks of MIAE by cycling 4 – 5 x/week, 30 to 45 minutes at 60% - 85% of heart rate reserve and 2) a 15 week MIIT group who performed 10 – 15/15 – 30 second intervals then 4 - 5/60 - 90 second intervals at 60% - 70% of their maximum, with a recovery heart rate being down to 120-130 beats per minute.

The results show the MIIT group decreased sum of six skin folds, nine times less than the MIAE program. There was also significant increase in enzymes promoting fat being used as energy for muscle contraction in the MIIT group. A MIIT program similar to Tremblay, Simoneau, and Bouchard (1994) may be well tolerated by postpartum mothers.

In conclusion, considering how poorly the body functions with chronic lack of sleep, it is important to work with postpartum clients to find the exercise that is best tolerated and will not leave them exhausted. Consideration must also be given to the fact that stress and lack of sleep increase production of cortisol, which can increase the risk for muscle and tendon injuries.



Mike Bracko is a fitness educator, hockey skating coach, and writer. He holds a doctorate degree in exercise science and is the strength & conditioning coach for the USA Men’s Deaflympic ice hockey team. Mike is the author of 32 DVD’s on fitness, high performance hockey skating, safe lifting, and back injury prevention.



POST-PARTUM : SOMMEIL ET CONDITION PHYSIQUE

LES ASPECTS DONT IL FAUT TENIR COMPTE POUR
TROUVER LE BON PROGRAMME D'ENTRAÎNEMENT POUR
LES NOUVELLES MÈRES

Par Mike Bracko



La période du post-partum débute dès la naissance du bébé, c'est le moment pendant lequel la mère se remettra de l'accouchement, recouvrera ses forces, et retrouvera la condition physique qu'elle avait avant sa grossesse. La période de post-partum s'étire sur six à huit semaines. Pendant cette période, elle doit se reposer, bien se nourrir, et trouver un programme d'exercices qui lui convient.

L'impact du manque de sommeil

Les nouveau-nés dorment par périodes de trois à quatre heures à la fois. Ce qui est dû au fait que les bébés n'ont pas de

rythme circadien. Ce sommeil fragmenté signifie aussi que la mère ne peut pas dormir toute une nuit en un seul trait. Les nouvelles mères perdent en moyenne deux heures et plus de sommeil par nuit, jusqu'à ce que le bébé atteigne l'âge de cinq mois environ.

Le manque de sommeil est l'un des effets secondaires les plus courants du post-partum, et l'un des plus dommageables pour la santé de la mère. Les femmes qui sont dans cette période ressentent des effets négatifs sur leur santé physique et mentale dus au manque de sommeil. Dans un monde idéal, la maman dormirait

aux mêmes moments que son bébé; il est important de placer le sommeil au sommet de sa liste de priorités.

Les avantages de faire une sieste

La sieste est une façon de pallier le manque de sommeil dû au sommeil fragmenté. Faire une sieste de 20 minutes à deux heures pourrait améliorer efficacement la santé physique et mentale. Une étude portant sur le temps de réaction, menée par Waterhouse et autres en 2007, conclut qu'une sieste contribue à améliorer le rendement, la vigilance et la précision des réactions. Après avoir dormi quatre heures pendant une nuit, les sujets s'assoient paisiblement ou faisaient une sieste de 30 minutes. Ceux qui avaient fait une sieste amélioraient leur vigilance cognitive, leur mémoire à court-terme, la précision de leur réponse lors d'un test de temps de réaction comportant huit choix, et leur force de préhension. Et ils avaient réduit leur somnolence, leur rythme cardiaque au repos, leur temps de course de 0,041 seconde lors d'un sprint de deux mètres et de 0,093 seconde lors d'un sprint de 20 mètres.

Maintenir sa condition physique pendant le post-partum

Des exercices plus courts, moins intenses, du yoga ou même des exercices s'apparentant à du Pilates pourraient être mieux tolérés par les clientes privées de sommeil à la suite d'un accouchement. Une étude menée par Ko et autres en 2013 a observé

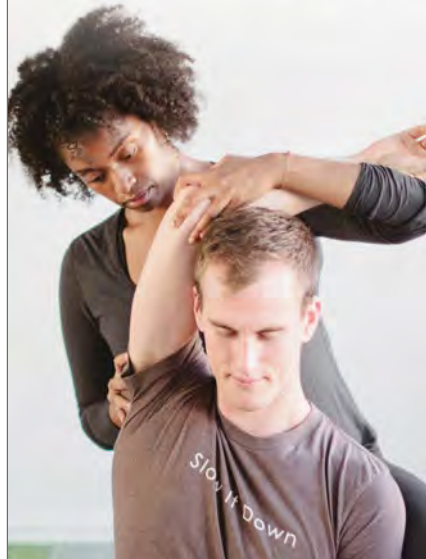
« Le manque de sommeil est l'un des effets secondaires les plus courants du post-partum, et l'un des plus dommageables pour la santé de la mère. »



NAVINA™
THAI YOGA THERAPY

Learn
New
Skills

NAVINA.CA



« Des exercices plus courts, moins intenses, du yoga ou même des exercices s'apparentant à du Pilates pourraient être mieux tolérés par les clientes privées de sommeil à la suite d'un accouchement. »

L'efficacité du yoga et du Pilates pour les femmes ayant récemment accouché pour perdre du poids et pour réduire la fatigue et la dépression. Les femmes ont participé à des classes de 60 minutes de yoga et de Pilates, une fois par semaine pendant trois mois. Aucune différence n'a été dénotée quant à la fatigue. Les femmes faisant partie du groupe ayant le plus haut pointage ont démontré une diminution importante de leur dépression. De plus, ils ont trouvé une diminution importante du poids, du pourcentage de gras corporel, de la masse graisseuse, et du métabolisme de base des sujets.

Bien que les entraînements à intervalles de haute intensité (HIIT) soient courts et efficaces, ceux-ci peuvent ne pas être bien tolérés par les nouvelles mères qui ne dorment pas suffisamment. Les entraînements à intervalles d'intensité moyenne (MIIT) pourraient mieux convenir à cette clientèle. En 1994, Tremblay, Simoneau, et Bouchard ont étudié l'impact de l'intensité d'un entraînement sur les plis cutanés et le métabolisme musculaire en comparant les exercices aérobiques d'intensité moyenne (MIAE) aux MIIT. Il y avait deux groupes : le premier a complété 20 semaines de MIAE en faisant des séances de 30 à 45 minutes de vélo de 4 à 5 fois/semaine, à une fréquence cardiaque de réserve de 60 à 85 %, le deuxième groupe a complété 15 semaines de MIIT en faisant 10 à 15 intervalles de 15 à 30 secondes, puis 4 à 5 intervalles de 60 à 90 secondes à 60 à 70 % de leur capacité maximale, avec un rythme cardiaque de récupération à la baisse à 120 à 130 battements/minute.

Les résultats démontrent que le groupe

MIIT avait diminué la somme de six plis cutanés, neuf fois moins que le groupe ayant participé au programme MIAE. Il a aussi été démontré une augmentation importante des enzymes utilisant le gras comme source d'énergie lors de la contraction des muscles dans le groupe ayant participé au programme MIIT. Un programme MIIT semblable à celui utilisé par Tremblay, Simoneau, et Bouchard lors de leur étude de 1994, pourrait être bien toléré par les nouvelles mamans.

En conclusion, lorsque nous considérons à quel point le manque de sommeil chronique affecte négativement les fonctions corporelles, il apparaît important de travailler avec les clientes post-partum pour déterminer les exercices qu'elles toléreront le mieux, et qui ne les laisseront pas épuisées. De même, nous devons porter notre attention sur le fait que le stress et le manque de sommeil augmentent la production de cortisol, qui pourrait augmenter les risques de subir des lésions musculaires et tendineuses.



Mike Bracko est éducateur physique, entraîneur de patinage, et auteur. Il détient un doctorat en science de l'exercice, et il est

préparateur physique pour l'équipe masculine de hockey sur glace des États-Unis des Deaflympics. Mike est l'auteur de 32 DVD traitant de conditionnement physique, patinage de haute performance, techniques de levage sécuritaire (poids et haltères) et de prévention de blessures au dos.



canfitpro

Will you be next?

Grow your fitness business and create the life you want.

Start the Fitness Business You've Always Dreamed Of. Build a Client Base. Earn a Professional Income.

Get the step-by-step systems and secrets 38,000+ fitness professionals have used to:

- ✓ Grow a client base of top paying clients that stay for years
- ✓ Charge more per hour and earn a professional income
- ✓ Help more people transform their lives while doing the work you love
- ✓ And much, much more ...



Brady Johnson | Estevan, SK NPE Client since 2015

"I can't even begin to describe the success that I've had with NPE ... going from \$10k to \$200k in less than a year."

Recognized As:



Listen To What Industry Leaders, Fitness Professionals, And Business Owners From Around The World Have To Say About NPE:



"We've been able to help hundreds of clients improve their health and wellness and reinvest in growing a facility that provides employment for passionate fitness professionals because of NPE."

— Tanja Shaw, Ascend Fitness, Inc., Chilliwack, BC



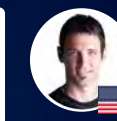
"I can't even begin to describe any of the success that I've had with NPE ... going from \$10,000 to \$200,000 in less than a year is just incredible."

— Brady Johnson, Encompass Fitness, Estevan, SK



"I was charging less than other fitness studios because I was new and wanted to break into the market. I nearly went out of business. An NPE flash sale saved me. Now I am charging more than my competitors thanks to NPE."

— Suzy Kaitman, The Ballet Lounge, Ltd., Vancouver, BC



"I don't do business coaching because there are other people that do, and they do it well, and they do it as well as I do nutrition, and that's where I want to send people. That's why we have the NPE partnership."

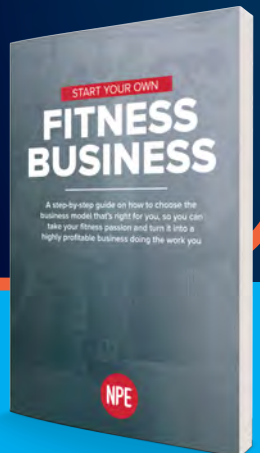
— John Berardi, Precision Nutrition



"If you are an entrepreneur in the world of fitness and you are struggling in any manner with your business, then I would recommend NPE and Sean Greeley as your 'go-to-guys.' Many of our certified instructors have seen their businesses grow exponentially thanks to Sean's expertise. Whatever aspect of your fitness enterprise you need help with, the signposts all point to NPE and Sean Greeley."

— Paul Chek, C.H.E.K Institute

Plus, get your copy of our guide **Start Your Own Fitness Business: A step-by-step guide for turning your passion into a highly profitable business!**



Register for our free **START YOUR OWN FITNESS BUSINESS** on-demand training and get step-by-step strategies, systems, and secrets to choose the business model that's right for you, so you can take your fitness passion and turn it into a highly profitable business doing the work you love!

www.NPEandcanfitpro.com

Go Here Now!

All the pasta. None of the carbs.



nuPasta is made with konjac, a root vegetable rich in dietary fibre. As such, there is no starch at all ! To find a store near you, check out our website at www.nupasta.com

Nutrition Facts Valeur Nutritive

Per 1 package (210 g)
pour 1 package (210 g)

	% Daily value *
	% valeur quotidienne
Calories 25	
Fat / Lipide 1 g	2 %
Saturated / saturés 0 g	
+Trans / trans 0 g	0 %
Carbohydrates / Glucides 6 g	
Fibre / Fibres 6 g	24 %
Sugars / Sucres 0 g	0 %
Protein / Protéines 1 g	
Cholesterol / Cholestérol 0 mg	
Sodium 0 mg	0 %
Potassium 5 mg	0.1 %
Calcium 138 mg	12 %
Iron / Fer 0.6 mg	4 %

5% or less is a **little** / 5% ou moins c'est peu
15% or more is a **lot** / 15% ou plus c'est beaucoup