

# TRAINERS FORUM

BUSINESS TIPS



# DO YOU REALLY NEED TO SPEND MORE THAN 30 MINUTES ON A CARDIO MACHINE?

## ATTRACTING SENIOR CLIENTS TO YOUR BUSINESS

To attract all seniors, you can post signs at your health club or gym targeting "older adults," "mature fitness enthusiasts," or "men and women age 50 and better." In your signs, focus on improved health, improved sleep, more energy, improving posture, reducing back and knee pain, strengthening the bones, and "safe weight loss." Don't focus so much on vanity such as "flatten your tummy" or "get your legs ready for summer."

When you approach seniors at the gym, get a feel for their receptiveness. If they are crusty, simply move on. Focus on health, not appearance. Ask about their goals. Don't rush to correct improper form. Ease into it. Get a good connection going before suggesting they become your next client.

## STUDYING FOR THE CERTIFICATION EXAM

When reviewing the information in the textbook that you've been studying for your personal trainer certification test, have a highlighter handy and freely highlight important and interesting points, even points that may not seem very important, but that look like they might find their way on the written exam anyways. Then devote some study sessions to just those highlighted areas. Often, areas that seem like they'd be a good area to highlight, end up as exam questions.

BY NATASHA LINTON

In the fitness world there live enthusiasts, and even some personal trainers, who believe that in order to lose weight, a person must spend hours on the treadmill, elliptical or any other cardio machine, and must do it nearly seven days a week.

There's a more beneficial way

to burn calories and shed pounds. For maximum results consider some form of interval training with variations of circuit training for your trainees who can't seem to lose weight and get nice muscle tone. Interval training combines periods of high intensity exercise with low intensity during one workout session. Circuit training is a group of various exercises completed quickly in a succession.

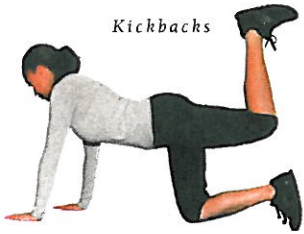
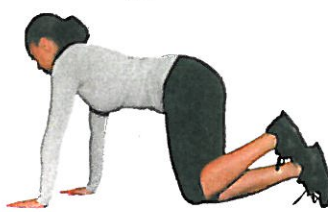
First, according to the specific adaptation to imposed demand (SAID) principle, muscles and other systems in the body will overcome the stress that is placed on them during training by adapting to them. An understanding of this principle can be used to take one's training to new heights. Adaptations in the body are

made specifically to the exercise performed.

For example, running will produce noticeable results in the legs, but the arms won't respond as much to this activity. The different changes to a routine combined bring about the best changes overall. This is why people who live on the elliptical look the way they did two years ago.

Furthermore, it's important for a person with a weight loss goal to frequently change the workout routine. If the trainee stresses only the aerobic system, then no adaptation will be made to the anaerobic system. The opposite is also true. If a trainee stresses only the anaerobic system, no adaptations will be made to the aerobic system.

Interval training works both systems. During the high intensity interval the anaerobic system uses energy stored in muscles to help complete the job. Lactic acid builds here in this phase and the



body is short of oxygen. During the lesser intensity interval or recovery phase, the aerobic system uses oxygen to convert stored carbohydrates into energy and breaks down the lactic acid. This trains the body to better deliver oxygen to the muscles that are in use.

**AMONG THE BENEFITS OF INTERVAL AND CIRCUIT TRAINING:**

- 1: Improves stamina
- 2: Improves speed
- 3: Improves cardiovascular strength
- 4: Saves time; can get a great workout in less than an hour.
- 5: Achieves results faster
- 6: Gains endurance
- 7: Weight loss
- 8: Gets "toned"
- 9: Breaks through training plateaus
- 10: Works for general fitness and athletic performance
- 11: Works both the anaerobic and aerobic systems
- 12: More calories are burned in the shorter, higher intense exercises.

There aren't any set rules for designing an interval program. Keep in mind, however, that a trainee's health and fitness background, strength and weaknesses will determine intensity and duration.

Below is a sample of a total body interval workout to be done in a circuit fashion. This routine combines strength training with short bursts of cardio work.

Trainee should take 5-7 minutes to warm up with any activity of choice; and don't forget about the cool-down after the workout. Perform 3-4 days a week on nonconsecutive days, and do each exercise for 10 repetitions. Repeat the whole circuit twice.

**ROMANIAN DEADLIFT (GLUTES AND HAMSTRINGS)**

- Stand with feet shoulder width apart with barbell on floor in front of you.
- Grab barbell from floor with overhand grip and stand up.
- Lower bar to just below knees by bending knees and keeping the back flat.
- Stand up.
- Repeat, starting at the third step.

**NEUTRAL GRIP SHOULDER PRESS (SHOULDERS, TRAPS, TRICEPS)**

- Begin by standing with a pair of dumbbells just outside of your shoulders.
- Arms are bent and palms are facing each other.
- Stand with legs shoulder width apart.
- Push the weights up straight over shoulders until arms straighten.
- Return to starting position.

**JUMP ROPE (OVERALL CONDITIONING)**

- As fast as you can for 30 seconds.

**SQUAT WITH CORE BALL FRONT RAISES (LEGS AND ARMS)**

- Stand with legs shoulder width apart and arms out in front of you holding the core ball.
- Keep knees slightly bent.
- Slowly lower body while maintaining a natural arch in your back.
- Slowly straighten legs and rise back up.
- On your way up raise the ball up over your head, then repeat.

**PUSHUPS (CHESTS AND ARMS)**

- Start in the up position with stomach down and legs straight out behind you.
- Keep hands a little wider than shoulder width apart.
- Keep head up and face forward.
- Breathe in on your way down and breathe out on your way up.
- Straighten arms as you push up.
- Your back must remain straight; do not arch back. Keep stomach tight.

**SIDE STEP-UPS (GLUTES, CALVES, HAMSTRINGS, INNER THIGHS, QUADS)**

- With either a bench or plyo box next to your right leg, place right foot onto the step.
- Step up onto the box with left foot.
- Step back down to the floor with left leg first.
- Switch and do the same starting with left leg.

**KICKBACKS (GLUTES)**

- Start on all fours with knees and palms down on floor.
- While keeping knee bent, raise right heel to ceiling.
- Hold and release.
- Bring right knee back in.
- Switch to do the same on the left side, then repeat.

**STANDING ROW (BACK AND ARMS)**

- Stand with feet wide and one foot in front of the other.
- With one dumbbell in each hand fully extend arms.
- Keep shoulders back.
- Pull dumbbells back while keeping elbows at sides.
- Squeeze shoulder blades together and keep stomach tight.

**RUN IN PLACE (OVERALL CONDITIONING)**

- Jog in place as fast as you can for 45 seconds. ⌚

