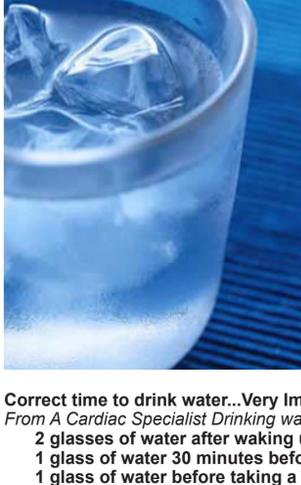




“Educational Excellence For Fitness Professionals.”



September Certified Professional Newsletter 2015



Mayo Clinic: Drink More Water

This is indeed good information. A cardiologist determined that heart attacks can be triggered by dehydration.

Good Things To Know! From The Mayo Clinic. How many folks do you know who say they don't want to drink anything before going to bed because they'll have to get up during the night!!

Heart Attack and Water - Drink 1 glass of water before going to bed avoids stroke or heart attack! I never knew all of this! Interesting...Something else I didn't know...I asked my Doctor why people need to urinate so much at night time.

Answer from my Cardiac Doctor: Gravity holds water in the lower part of your body when you are upright (legs swell). When you lie down and the lower body seeks level with the kidneys, it is then that the kidneys remove the water because it is easier. I knew you need your minimum water to help flush the toxins out of your body, but this was news to me.

Correct time to drink water...Very Important.
From A Cardiac Specialist Drinking water at a certain time maximizes its effectiveness on the body:
2 glasses of water after waking up - helps activate internal organs
1 glass of water 30 minutes before a meal - helps digestion
1 glass of water before taking a bath - helps lower blood pressure
1 glass of water before going to bed - avoids stroke or heart attack.

I can also add to this... My Physician told me that water at bedtime will also help prevent night time leg cramps. Your leg muscles are seeking hydration when they cramp and wake you up with a charliehorse.

Mayo Clinic on Aspirin - Dr. Virend Somers is a Cardiologist from the Mayo Clinic who is the lead author of the report in the July 29, 2008 issue of the Journal of the American College of Cardiology.

Most heart attacks occur in the day, generally between 6 A.M. and noon.

Having one during the night, When the heart should be most at rest, means that something unusual happened. Somers and his colleagues have been working for a decade to show that sleep apnea is to blame.

1. If you take an aspirin or a baby aspirin once a day, take it at night. The reason: aspirin has a 24-hour "half-life"; therefore, if most heart attacks happen in the wee hours of the morning, the aspirin would be strongest in your system.
2. Aspirin lasts a really long time in your medicine chest - for years. (when it gets old, it smells like vinegar).

Please read on. Something that we can do to help ourselves - nice to know - Bayer is making crystal aspirin to dissolve instantly on the tongue. They work much faster than the tablets.

Why keep aspirin by your bedside? It's about Heart Attacks - There are other symptoms of a heart attack besides the pain on the left arm. One must also be aware of an intense pain on the chin, as well as nausea and lots of sweating; however, these symptoms may also occur less frequently.
Note: There may be NO pain in the chest during a heart attack. The majority of people (about 60%) who had a heart attack during their sleep did not wake up.

However, if it occurs, the chest pain may wake you up from your deep sleep. If that happens, immediately dissolve two aspirins in your mouth and swallow them with a bit of water. Afterwards: - Call 9-1-1. - Phone a neighbor or a family member who lives very close by. Say "heart attack!" - Say that you have taken 2 aspirins. Then take a seat on a chair or sofa near the front door and wait for the ambulance arrival and most importantly, **DO NOT LIE DOWN!**

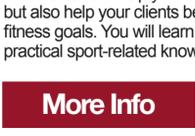
A cardiologist has stated that if each person after receiving this e-mail, sends it to 10 people, probably one life could be saved! I have already shared this information. What about you?

Do forward this message. It may save lives! "Life is a onetime gift" (Let's forward and hope this will help save some!!!) If you've seen this before, reading it again will just reinforce it!



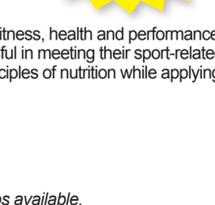
The Building Blocks of Sports & Exercise Nutrition

This course provides students the ideal balance of reliable nutrition information and practical sport-related knowledge. You will become familiar with how the building blocks of sport and exercise nutrition can affect your clients on a daily basis.



Fundamentals of Sports and Exercise Nutrition
This course will help you not only improve your fitness, health and performance, but also help your clients become more successful in meeting their sport-related fitness goals. You will learn the foundational principles of nutrition while applying practical sport-related knowledge.

**Special note: Extra CEC's for other cert groups available.*



Newsworthy: Investment-Free Media Marketing

by Michelle Matte

Person of Interest
Media advertising can be expensive, and it often costs more money than it brings in. Rather than buying a tiny print ad that gets lost in the sauce, or a bargain rate TV ad that airs at two in the morning, consider being the news of the day. Establishing yourself as an expert in your field, then using your reputation to attract the media's attention, is a process that takes some time. However, it will be time well spent. Build your brand by blogging, posting memes and videos on social media, participating in community events, and providing exceptional customer service to your clients.

Creative Release
A conventional approach to attracting media attention is to craft a compelling press release. Since the media is in the business of proving the public with a steady stream of news, a good press release can be a godsend on a slow news day. The key is to shroud your advertising message in a story that is newsworthy, something that stimulates an emotional response from the reader. For example, a news release that profiles the biography of a notable client, or one that details dramatic life-changing results, is more likely to capture the media's eye than a release that merely announces a change in business hours. The site gebbie.com is an online source that provides accurate addresses for thousands of media outlets.

Meet the Press
It is often said that it is not what you know, but whom you know, that gets you to the top. Networking with other business leaders in your community by joining organizations like the SBA, or Small Business Association, can help you get the word out. It can also provide important links to your local media. Entrenching yourself in local cultural life can give you direct access to media celebrities. Patronize the arts by attending theater, museum, symphony and opera events. Find the media booths at fairs and festivals, and chat it up with DJs and TV anchors. Present yourself and your business in a low-key conversational tone, and always leave a business card. When they need to find an expert, you will already have made an impression.

Tit for Tat
Media celebrities love to be in the limelight, and image is everything. Offering free or discounted services to local media bigwigs can pay off in word of mouth advertising that reaches a broad audience. Try bartering your services for ad space in small local press publications. Ask to be featured on a morning news show to demonstrate the latest workout craze in exchange for free personal training sessions. Offer a free yoga session to the DJs of a favorite local radio station in exchange for a live radio interview. By giving something other than money in exchange for media attention, you will build rapport with the public and with the press.

Resources
Marketing with limited funds can be a challenge, but W.I.T.S. has helpful resources that can take some of the guesswork out of your marketing decisions. To hit your target every time, check out our online courses for fitness professionals, including [Insider Secrets of Advertising and Marketing for the Successful Fitness Professional](#).

References and Credits
[Business Know-How: How to Get Free Media Publicity for Your Business](#)
[Entrepreneur: 10 Ways for Startups to Score Media Coverage](#)

About Michelle Matte
Michelle Matte has enjoyed a lifelong career in the fitness industry, making a profound impact on its evolution. From National Workshop Presenter to Aerobics Championships Judge to Trainer of Trainers, Michelle's dedication to the growth and professionalism of the industry has helped shape and mold the careers of thousands of qualified trainers and group exercise instructors, worldwide.

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For more information please contact Devin Lewis: 888.330.9487 or dlewis@witseducation.com

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Access Your W.I.T.S. New Personal Trainer Toolkit

W.I.T.S. is excited to offer a new opportunity exclusively for our graduates and Certified Personal Trainers. We invite you to join our NEW Personal Trainer Toolkit. We have designed this online resource to help you be successful in your career. Our commitment to you does not end once you become certified. We are invested in your career and professional success.

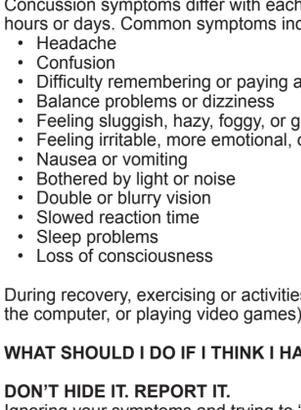
Some of the features you will find in this PERSONAL TRAINER TOOLKIT include:

- Access to your Certified Personal Trainer digital badge, which verifies your accomplishments and credentials. You can share your badge on emails, websites, facebook, linkedin and other social media sites.
- Business tips for starting your own company, planning a budget, setting prices, and legal support.
- Sample forms that you can use for client assessment, exercise programming, and progress charts.
- Links to videos for exercise and assessment protocols.
- Access to all videos from your Personal Trainer Certification lectures and practical training sessions.
- And much, much more.

You will also have access to experienced professionals who can support you in your career. Don't miss out on this exclusive resource **FOR YOU!** If you want more information on Digital Badges click on the More Info button.

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Heads Up: Concussion in High School Sports

Concussion Facts:

- A concussion is a brain injury that affects how your brain works.
- A concussion is caused by a bump, blow, or jolt to the head or body.
- A concussion can happen even if you haven't been knocked out.
- If you think you have a concussion, you should not return to play on the day of the injury and not until a health care professional says you are OK to return to play.

What are the symptoms of a concussion?
Concussion symptoms differ with each person and with each injury, and they may not be noticeable for hours or days. Common symptoms include:

- Headache
- Confusion
- Difficulty remembering or paying attention
- Balance problems or dizziness
- Feeling sluggish, hazy, foggy, or groggy
- Feeling irritable, more emotional, or "down"
- Nausea or vomiting
- Bothered by light or noise
- Double or blurry vision
- Slowed reaction time
- Sleep problems
- Loss of consciousness

During recovery, exercising or activities that involve a lot of concentration (such as studying, working on the computer, or playing video games) may cause concussion symptoms to reappear or get worse.

WHAT SHOULD I DO IF I THINK I HAVE A CONCUSSION?

DON'T HIDE IT. REPORT IT.
Ignoring your symptoms and trying to "tough it out" often makes symptoms worse. Tell your coach, parent, and athletic trainer if you think you or one of your teammates may have a concussion. Don't let anyone pressure you into continuing to practice or play with a concussion.

GET CHECKED OUT.
Only a health care professional can tell if you have a concussion and when it's OK to return to play. Sports have injury timeouts and player substitutions so that you can get checked out and the team can perform at its best. The sooner you get checked out, the sooner you may be able to safely return to play.

TAKE CARE OF YOUR BRAIN.
A concussion can affect your ability to do schoolwork and other activities. Most athletes with a concussion get better and return to sports, but it is important to rest and give your brain time to heal. A repeat concussion that occurs while your brain is still healing can cause long-term problems that may change your life forever.

How can I help prevent a concussion?
Every sport has rules, but there are steps you can take to protect yourself.

- Follow your coach's rules for safety and the rules of the sport.
- Practice good sportsmanship at all times.

If you think you have a concussion:
Don't hide it. Report it. Take time to recover.
It's better to miss one game than the whole season.

WATCH THE CDC CONCUSSION TRAINING VIDEO FOR FREE. Learn it for you and your clients!

