



July Certified Professional Newsletter 2015



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.

More Info

COST: \$59.00

Special Note: This course is **FREE** if you have purchased any of our W.I.T.S. online CEU courses in the past. If you purchase the kit today then this will be free today. Get the industry's first Digital Badge and expand your business prowess. **USE YOUR W.I.T.S. CURRENT CERTIFICATION NUMBER TO GET THIS OFFER!**

From Dreams to Dollars: Creating Your Concept Gym or Studio

by Michelle Matte, MSEd, CSCS

Dream Like You Mean It

If you are a committed fitness professional, you may have dreamed of one day owning your own gym or studio. Dreaming is an important first step in shaping your future business, but in order to turn your dream into a reality, you need a strategy. Before you draft a full-fledged business plan, Forbes recommends you begin with a concept statement. A concept statement helps you organize your thoughts and ideas into concrete objectives. It will give you the focus you need to present a coherent pitch to potential investors or partners. And it will help you see potential flaws in your dream that may make it unfeasible as a profitable venture.

Put It On Paper

Your written concept statement should define what your product or service is and what it does. It should identify your target market and explain why they will buy your product or service. Your statement should identify your competitors, and explain how your product is different and better. Your concept statement should be able to clearly and succinctly describe your business in a few well thought-out sentences. Paint a picture of your dream business that conveys success and professionalism.

Pitch It

Once you have perfected your concept statement, do a preliminary test pitch on family and friends. Set your ego aside and listen attentively to constructive feedback. If your idea is well received, you may be ready to seek funding for your venture. In the past, aspiring entrepreneurs have relied on friends, family and financial institutions to bankroll their brainchildren. But in today's startup-friendly business environment, crowdsourcing has become a popular and effective way to find investors who believe in you. Take time to browse through crowdfunding sites and look at the style and content of other business concepts that appear to be exciting interest. Create a professional and appealing pitch that grabs the attention of potential investors.

Write Your Business Plan

While your concept statement works its magic online, begin drafting your business plan. A good business plan goes into detail about the nuts and bolts of your budding business. It should include startup costs, monthly overhead, wages and salaries, and projected earnings. Your business plan should detail your short and long term goals, and provide a timetable for achieving them. List your business team and describe what skills and assets each brings to the business. Include your plans for branding and marketing your product. Your business plan becomes your template for success, so review and revise it periodically.

Location Location

Where you establish your business will have a profound impact on its success or failure. Seek out a location with a demographic that strongly represents your target market. Resist the urge to compromise location for low rent. Choose an attractive building in a high-traffic area with easy access. Keep the facade, grounds and parking area clean and well maintained. Add attractive landscaping or colorful plants to draw attention to your enterprise. Make the interior clean, classy and appropriately lit.

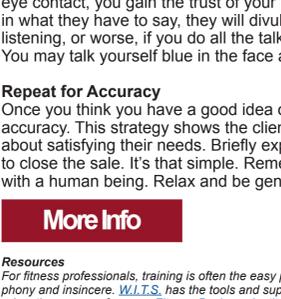
More Info

Resources

If you have the need to succeed and the drive to thrive, then *W.I.T.S.* is here for you, offering online business tools and courses that will set you on the path to prosperity. Check out our *Business Success for Fitness Professionals*, *Fitness Management*, *Certified Personal Trainer*, and *Certified Older Adult Fitness Specialist* courses. We are here to help you succeed!

References and Credits

B Plans: Kick-Start Your Concept Entrepreneur: 10 Top Crowdfunding Websites
Forbes: How to Turn an Idea into a Startup: Begin with a Business Concept Statement
Geek Business: The Business Plan Anatomy: Breaking Down a Successful Business Plan
Venture Break: Create a Concept Plan Before a Business Plan



Perfect Match: Selling to Your Clients' Needs

by Michelle Matte, MSEd, CSCS

Give Them What They Want

As a fitness entrepreneur, you want to give the best service possible to your clients. But when it comes to selling your product or service, you can come out ahead of the competition by selling to your potential clients' specific needs. For example, your personal training business may have a stellar track record for helping your clients lose weight, and it is tempting to highlight those statistics in your sales pitch. But if the potential client is not interested in weight loss, your boast may fall on deaf ears. An important key to successful sales is to find out what your customers are looking for so you can tailor your pitch to their needs.

Ask Open-Ended Questions

The best way to discern your client's needs is to ask. However, all questions are not created equal. Open-ended questions cannot be answered with a single word or phrase, but require a more detailed and informative response. If you ask a customer if they are interested in losing weight, they could simply answer yes, no, maybe, or I don't know. But if you ask, "What are your specific long and short term training goals?" you will get a more detailed answer from which you can identify their needs. You can get even more information by asking a second open-ended question based on the first answer.

Be All Ears

Attention listening is key to selling your services. When you listen with open body language and good eye contact, you gain the trust of your prospect. When they get the sense that you are really interested in what they have to say, they will divulge more information. On the other hand, if you aren't really listening, or worse, if you do all the talking, you are unlikely to learn what your prospect is really after. You may talk yourself blue in the face and never really touch on your prospect's needs.

Repeat for Accuracy

Once you think you have a good idea of what your prospect is after, reiterate what you heard to ensure accuracy. This strategy shows the client that you were paying attention, and that you genuinely care about satisfying their needs. Briefly explain in plain language how you can help them and then move on to close the sale. It's that simple. Remember that each sales interview is the beginning of a relationship with a human being. Relax and be genuine, and make your prospect feel at ease.

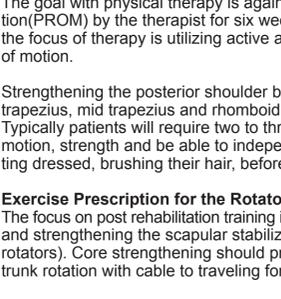
More Info

Resources

For fitness professionals, training is often the easy part of the fitness business. Selling can be intimidating, and canned pitches can sound phony and insincere. W.I.T.S. has the tools and support you need to become a sales whiz-kid. Check out the following online continuing education courses from our Fitness Business Institute: Practical Sales Techniques for Personal Trainers; Promotion and Sales Basics: Fitness Management Certification. These courses and dozens of others are available now to help you make your business boom!

References and Credits

The Brooks Group: Understanding Your Prospect's Needs
Inc.: Five Simple Strategies to Sell Successfully
The Side Road: Sales Questioning Techniques to Use with Your Prospects



Training The Rotator Cuff

By Chris Gellert, PT, MMusc & Sportsphysio, MPT, CSCS, AMS

Introduction

Rotator cuff disorders generally have a multifactorial etiology, including trauma, instability and degenerative changes. Ruptures of the rotator cuff have been estimated to occur in as many as 80% of individuals older than 60 years of age. Among athletes who perform repetitive overhead activities, small tears may appear later in the deterioration process as a result of secondary impingement. This article will review the background on rotator cuff tears, clinical presentation & pathology, the medical and physical therapy treatment approach. In addition, provide the latest evidenced based research on rotator cuff tears, while providing you the reader, how to train a client with a rotator cuff repair and help them transition from physical therapy, back to the gym safely.

Background: Evidence Based Research on Rotator Cuff Repairs

Anatomically, the supraspinatus tendon as seen in figure one is the most commonly injured or torn muscle of the rotator cuff complex. The most common causes are mechanical impingement under the acromion, continuous micro-trauma, and degenerative changes. Because the supraspinatus tendon has a relative poor blood supply, especially at the insertion to the greater tuberosity, this results in poor healing ability (Rogers et al 2012 & Nho et al 2008).

Pathophysiology

Commonly occurs as a result of a trauma, accident or fall. Rotator cuff tears are graded from one to three in severity. They are classified as acute, chronic, degenerative, partial or full-thickness tears.

Contributing and Risk Factors

Charles Neer, MD, first proposed that shoulder impingement could be the best known factor for someone to develop a rotator cuff dysfunction. Shoulder impingement is defined as the inability of the humerus to glide within the glenoid cavity. During forward flexion and abduction of the shoulder, biomechanically, the humerus naturally glides down on the glenoid cavity.

A client with shoulder impingement, during shoulder flexion or abduction, the humerus will not naturally glide down within the glenoid cavity. Instead, the humerus will migrate up towards the acromioclavicular joint(AC)and back, impinging upon the supraspinatus tendon. Neer felt that repetitive translation of the rotator cuff under the acromion, led to partial tears that in turn led to full-thickness tears (Yadav, H., et al 2009).

Additional factors contributing to rotator cuff tears include, degenerative changes resulting from age, a persons lifestyle or work, tight posterior capsule which affects of the humerus spin and rotate during both internal and external rotation of the shoulder (Yamamoto, A., et al., 2010).

Signs and Symptoms

An individual who suffers a rotator cuff tear, will complain of focal, sharp, throbbing with dull ache localized pain along the medial deltoid.

Associated Symptoms

Dull and deep achy pain, that occasionally throbs, and pain with sleeping on the affected side.

Medical Management

In the last decade, developments in imaging, particularly the MRI, have revolutionized diagnosis and management of rotator cuff disease. Indications for surgery, include failure to make progress after 4 to 6 months of conservative care, or an acute full- thickness tear in an active individual younger than 50 years of age.

Physical Therapy

The goal with the physical therapy is again to first restore mobility, by the utilization of passive motion(PROM) with the therapist for six weeks to protect the surgery site. From 8 weeks post-operatively, the focus of therapy is utilizing active assistive range of motion(AAROM), followed with active range of motion.

Strengthening the posterior shoulder by targeting the external rotators, and scapular retractors (low trapezius, mid trapezius and rhomboid muscles) promotes stability throughout the shoulder complex. Typically patients will require two to three months of physical therapy to possess functional range of motion, strength and be able to independently perform common daily activities such as reaching, getting dressed, brushing their hair, before being discharged.

Exercise Prescription for the Rotator Cuff Client

The focus on post rehabilitation training is to enhance dynamic control of the scapulothoracic musculature, and strengthening the scapular stabilizers (serratus anterior, rhomboids, low trapezius and external rotators). Core strengthening should progress from static to dynamic exercises (i.e. standing in place trunk rotation with cable to traveling forward lunge with medicine ball trunk rotation).

What is scapulothoracic rhythm(SHR)?

Is the coordinated movement of the scapula, which upwardly rotates on the thorax during shoulder front raising (flexion) and side raising (abduction) with roughly a 2:1 ratio.

Abnormal scapulothoracic rhythm

- A rotator cuff tear is present, where the individual does not have the musculotendinous connection and strength to abduct the arm.
- A person has limited joint mobility (hypo mobility) known as adhesive capsulitis (frozen shoulder).
- A person has pain and/or muscular weakness preventing the ability to raise the arm to the side.

If a client doesn't attain this proper SHR, the person will continue to compensate, leading to muscle imbalances, probable trigger points and shoulder dysfunction.

Force couple

A force couple is a pair of muscles that act together. A force couple is another way of referring to muscle synergists or a synergistic action. As you can see, a force couple is formed by the low trapezius and serratus anterior causing upward rotation and gliding of the scapula on the thorax. Those individuals with a rotator cuff tear, shoulder impingement, or frozen shoulder, will have what is called an abnormal scapulothoracic rhythm. Which means the scapula does not properly upwardly rotate on the thorax.

Upper body exercises that are safe based on biomechanics include:

- *Low trap pull downs with cable standing or tubing, depress and retracts the scapula, taking pressure of the surgical site as well as improves posture and posterior stability.*
- *Serratus anterior strengthening: Strengthening both the lower trapezius and serratus anterior creates a force couple. Which means the scapula can upwardly rotate scapula on the thorax.*
- *Seated mid row, one arm dumbbell row, seated reverse flyes (posterior deltoid) strengthens the weaker phasic muscles of the posterior chain.*
- *External rotation with cable/tubing, seated reverse flyes, seated dumbbell side. raises (once medically cleared and at least 4 months tissue healing).*
- *Tricep strengthens and barbell bicep curls.*
- *Core strengthening exercises that are safe include but not limited to; standing trunk rotation with cable/tubing, diagonal with cable tandem in place lunge, planks, planks with ball, trunk rotation with forward lunge.*

Exercises that are contraindicated include with rationale:

- *Seated dumbbell shoulder press (creates excessive load to the medial deltoid).*
- *Lat pull downs behind the head (at end or range places greatest stress on all glenohumeral ligaments as well as on the labrum).*
- *Barbell squats (places compressive and loading forces on the surgical graft).*
- *Upright row (at end of range-shoulder is maximally internally rotated which places stress on all glenohumeral ligaments, labrum and connective tissue).*
- *Supine dumbbell pullovers (places greatest stress on the anterior capsule and joint).*

Summary:

Despite the size of a rotator cuff tear undergoes, continued skilled training can continue to improve the quality of life with thoroughly understanding the surgical procedure, the anatomy, functional anatomy and the biomechanics of the shoulder. This will enable the personal trainer to be able to work with any post surgical client enabling them to help their clients to reach optimal function.

More Info

Chris is the CEO of Pinnacle Training & Consulting Systems(PTCS). A continuing education company, that provides educational material in the forms of home study courses, live seminars, DVDs, webinars, articles and min books teaching in-depth, the dynamic science, functional assessments and practical application behind Human Movement, that is evidenced based. Chris is both a foundation physical therapist with 15 years experience, and a personal trainer with 19 years experience, with advanced training, has created over 10 courses, is an experienced international fitness presenter, writes for various websites and international publications, consults and teaches seminars on human movement.

References

Nho et al., 2008, 'Rotator cuff degeneration, etiology and pathogenesis,' American Journal of Sports Medicine, vol. 36, number 5, pp. 987-993.
Rogers, B., et al., 2012, 'The management of rotator cuff tears in the elderly,' The Journal of Perioperative Practice, vol. 12, issue 1, pp. 30-32.
Yadav, H., et al 2009, 'Rotator cuff tears: pathology and repair,' Knee Surgery Sports Traumatology Arthroscopy, vol. 17, pp.409-421
Yamamoto, A., et al., 2010, 'Prevalence and risk factors of a rotator cuff tear in the general population,' Journal of Shoulder and Elbow Surgery, vol.19, issue 1, pp. 116-120.

Legal & Risk Management Concerns for Fitness Professionals

By David L. Herbert, Attorney at Law

So far in 2015, at least two significant cases against personal fitness trainers have concluded. One resulted in a substantial mediation settlement and the other in an even more substantial jury verdict. The sums to be paid amount to \$750,000 as to the mediation and \$980,000 as to the jury verdict.

About the same time as these two case results were announced, a well-known executive for an online service provider was found unconscious in an unspecified Mexican location when he reportedly slipped on a treadmill, hit his head and suffered a severe brain trauma. He later died at a local Mexican hospital where he was transported after he was found on the floor. Injuries or other untoward events including deaths, associated with exercise equipment use, particularly treadmills, are a somewhat serious concern in the fitness industry. For example, almost 25,000 injuries occurred in 2014 which were associated with treadmill use. Many of these events wind up in litigation against treadmill manufacturers, health and fitness facilities and fitness professionals.

Lastly, the District of Columbia has become the first jurisdiction in the United States to begin the regulation of personal fitness trainers providing service in D.C. Regulations under development by the D.C. Board of Physical Therapy will almost certainly be adopted in 2015 to set the requirements for personal fitness trainers practicing in that locale who will now be required to register in order to provide service. Other states may soon follow D.C.'s lead. The state of Massachusetts, for example, is now considering a bill to require licensure of personal fitness trainers in that state.

Why should fitness professionals be concerned about these recent developments and other similar ones? Simply put, these issues will continue to impact the fitness profession so as to require the development of various strategies and risk management techniques to address them in efforts to reduce risk and potential liability for fitness professionals.

In this monthly column, we shall keep fitness professionals current on a variety of evolving developments about claims and suits, licensure efforts and other governmental regulatory issues impacting their delivery of service. We shall report and comment upon a literal explosion of litigation in this industry and provide strategies and risk management suggestions to deal with those matters. In this regard, we will analyze case examples and describe and elaborate upon a number of risk management strategies for implementation by fitness professionals to reduce, eliminate, manage or offset selected risks and to address liability concerns. We will also strive to keep professionals up to date about existing and developing standards and guidelines which will impact their delivery of service in the fitness industry and how various laws interact with those parameters of practice. While such standards statements can be used as shields to protect against liability, such statements can also be used as swords to attack the services which are provided in some circumstances. As a consequence, fitness professionals need to fully understand and appreciate such standards statements in their delivery of service to clients.

To be sure, we live in a litigious society. If coffee spills, if bad results occur, if something goes wrong, many people are ready to point a finger, reject self-responsibility and sue for damages. This process occurs in all aspects of life – from the fast food industry to the delivery of medical services. The provision of fitness services is no different in this regard. Risk management in all of these areas can help reduce the risks of claim and suit.

Risk management is an initial and then an ongoing process to assess the delivery of services for the purposes of identifying risks which may occur to those to whom services are delivered. The process begins with an assessment of those risks so identified which can then be eliminated, reduced or minimized. As to those risks which can't be dealt with in that fashion, those risks must be managed through other means.

Participation in sport, recreation, exercise and fitness activities carries with it certain inherent risks of injury and even death. Some of these untoward events cannot be eliminated despite the delivery of the best of care. However, certain tasks can manage the relevant risks. For example, the implementation and use of pre-participation physical examinations has been used for many, many years to determine if children and young adults can safely participate in various athletic activities. In the fitness arena, pre-participation screening is generally used for the same reasons.

The use of pre-participation screening instruments for fitness activity is designed to determine if the risk of injury or even death might be eliminated or at least minimized by the proper use of screening information. Likewise, as to those risks which cannot be eliminated or reduced, the use of documents like an express assumption of risk or a prospectively executed waiver of liability can be used to transfer those risks to the participant or to have such persons waive their right to sue. A participant's execution of such an assumption of risk document with an acknowledgment and acceptance of the known risks of participation amounts to an individual's written assumption of self-responsibility if something goes awry. Likewise, if a prospective waiver of liability is properly used then the participant waives or gives up, in advance of service delivery, his or her right to successfully sue for any negligently caused injury. While there are specific legal requirements for each of these processes, both options can be used as risk transference devices which along with liability insurance, can be used to defend against claims which can't be eliminated or reduced through the risk management process.

The use of risk management techniques is at the very core of helping fitness professionals stay out of court and out of potential legal trouble. Through this column, we will strive to cover each part of the process and highlight what needs to be done to minimize the fitness professional's involvement with the legal system.

This publication is written and published to provide accurate and authoritative information relevant to the subject matter presented. It is published with the understanding that the author and publisher are not engaged in rendering legal, medical or other professional services by reason of the authorship or publication of this work. If legal, medical or other expert assistance is required, the services of such competent professional persons should be sought. Moreover, in the field of personal fitness training, the services of such competent professionals must be obtained.

Adapted from a Declaration of Principles of the American Bar Association and Committee of Publishers and Associations.

More Info

