



“Educational Excellence For Fitness Professionals.”



February Certified Professional Newsletter 2016

Update - NCCA / ICE Exams Piloted



Over the last few decades W.I.T.S. has received accreditations and approvals from a lot of higher learning institutions. Occupational therapists and massage therapists can take our programs and re-license in their professions. CEU'S [continuing education units] are given to all of our programs through the international leader IACET [International Association of Continuing Education and Training]. College credits can be had through ACE [American Council on Education].

This semester we will pilot our ICE [International Credential of Excellence] exams for applying to the parent organization of NCCA. Our application is targeted to go in this August 2016. The pilot exam, as with any W.I.T.S. approvals, exceeds the fitness industry's attempts for additional quality by adding our practical exams too. The rest of the other certs [ACE, NASM, NFPT, etc] who have participated only use the written exams to "be certified". We, our alumni, know this to be inadequate to safely lead the public. Once again we are setting the standards like the health occupations. True education is true certification and we are leading the way. 90% of employers seek out W.I.T.S. grads. Most employers know the difference of what the W.I.T.S. grads go through to formulate their careers. We are going after the other uninformed 10% for you our alumni.

If you want to be part of the upcoming pilot exams, let us know and we will keep you in the loop. Register online to know when you can test and be able to add this credential to your resume.

To register contact Crystal Parsons at cparsons@witseducation.com

Smarty Pants! New Togs to Rock Your Fitness Tech!

by Michelle Matte

Fashion Forward
Technology that tracks your workouts is old news, but when the tech is woven into the shirt on your back, that is something to sit up and pay attention to. Found in shirts, pants, jackets and even workout bras, technology has moved off your wrist and onto your body, where it is able to provide more accurate information than any wrist-worn device. Sensors are woven into the fabric of some garments, while others use devices that tuck neatly and discreetly into specially designed pockets.

Bio-Feedback
Trending beyond heart rate and blood pressure, tech wear is able to give you feedback on which muscles are firing, where the load is centered and much more. Using bluetooth technology and compatible apps, these amazing wearable can help you improve your form to reduce injury and optimize performance. Some tech wear can read your heart rate, blood pressure, respiratory rate, muscle activity, calories burned, and steps taken. Tech savvy insoles and socks can even track your speed and stride while keeping your feet warm.

Fashionista Faux-Pas
While wearable tech is undeniably a cool way to track your workouts, there are some drawbacks. If styling the latest fitness wear keeps you motivated to visit the gym, smart clothes may not be for you. Though not unattractive, most garments are somewhat plain, and style and color options are limited. What's more, keeping your smart garments clean may prove a bit of a challenge. If you are a fan of low-maintenance wash-and-wear clothing, wearable tech may slow you down with special care requirements.

Cha-Ching!
Another drawback of smart garments is the high price. If you are a regular gym rat who works out daily, or even twice a day, you probably have a lot of clothing options in your closet. Tech wear is not cheap, and the price might be prohibitive for you if you require several clothing changes a week. Nevertheless, you can expect to see more and more smart clothing and the supporting software that goes with it in the near future.

More Info

W.I.T.S. SPECIAL ALUMNI RESOURCES
Marketing, *whether through social media or other formats, can seem overwhelming. W.I.T.S. offers guidance and solutions through our Fitness Business Institute, with dozens of courses on sales and marketing geared specifically to the fitness industry.*

References and Credits
Fortune: Here's Why You'll be Wearing Smart Clothes Soon
Shape: Workout Clothes That Double As Wearable Tech

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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More Info



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Carpe Momentum: Four Ways to Make the Most of New Year's Resolutions

by Michelle Matte

Gearing Up for Fiscal Success
The onset of January often marks a downward trend for many businesses. At a time when holiday spending fatigue sets in for consumers, retailers and service providers prepare to regroup and strategize for the coming year. But January is often the most lucrative month for the fitness industry. Holiday weight gain, stress and a determination to make a fresh start drive many individuals to commit to healthier lifestyle practices. As a fitness professional, you can seize the momentum of New Year's resolutions and build your client base for a successful new year..

1. Be the Early Bird
While others are taking a breather from holiday madness, you can make the most of the collective mindset that fuels new year's resolutions. The first weeks in January are when most potential clients are ready to take action. Now is the time to plan, set goals and hit the ground running. How much do you want to make this year, and how many client's or sessions will it take to make that happen? Do the math, and map out a game plan that will propel you toward your goal. New clients gained in January can carry you well into the new year.

2. Get Your Message Out
Social media provides an inexpensive and effective platform to market yourself as a fitness professional. Create eye-catching memes and short video clips that inspire. Keep your audience in mind. Who is your target market, and what will spark them to like, share and follow your posts? If you work in a gym, show up early and stay late. Get out from behind the comfort zone of the trainers' desk and talk to new members as they walk on the treadmill. Be on the lookout for members who seem lost, and provide free exercise guidance and advice. You never know who you will reach with a friendly, helpful and open approach.

3. Offer a Jump Start Special
Limited time offers for inexpensive sessions can be the ticket for attracting new clients who are still reeling from excess holiday spending. A great strategy is a buddy package, where two train for the price of one, sharing the same session. Or offer one month of free sessions when two additional months are purchased at the regular price. A discounted rate for mid-morning and mid-afternoon sessions can help you fill holes in your schedule, making your days more productive.

4. Build On Your Existing Success
Your existing client base can be a goldmine of referrals and testimonials. Offer them a free session when they introduce a new client, or when they sing your praises on social media. And don't forget your former dropouts. Old clients who stopped training are often eager to regain the benefits lost after they quit. Get on the phone or send out an email blast and make them an offer they can't refuse. They will be flattered that you remember them, and happy to hear what you have to offer!

More Info

W.I.T.S. SPECIAL ALUMNI RESOURCES
While you're busy plotting your business strategy for the new year, do not forget to include professional development and continuing education in your fiscal game plan. W.I.T.S. has dozens of quality course options to keep you up to date on the latest fitness trends, and to help move your career forward. Visit our [Fitness Business Institute](#), or beef up your credentials with additional certifications in [Group Exercise](#), [Older Adult Fitness](#) or [Fitness Management](#). Investing in professional growth lets your clients and others know that you are in it to win it in the New Year!

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New Standards for Fitness Professionals: Are You Ready to Up Your Game?

by Michelle Matte

Build On Your Existing Success
The pursuit of physical fitness has been documented for centuries, but professional standards for fitness practitioners are fairly recent phenomena. Up until the mid-Twentieth Century, physical culture existed primarily as a means of maintaining military dominance and territorial defense. The ancient Greeks clearly had an appreciation for a finely sculpted physique, as evidenced by sculptures of the epoch, and athletes have historically followed some sort of training regimen. But the rise of the fitness practitioner has its roots in late Twentieth Century, when aerobic dance injuries drew attention to the need for a deeper understanding of exercise science and movement mechanics

Feeding the Need
In 1987, the International Dance Exercise Association, now known as the IDEA Foundation, published a training manual for group exercise instructors. The "Aerobic Dance-Exercise Instructor's Manual" provided information about core science related to human movement and performance. In conjunction with the manual, IDEA was the first entity to offer a certification exam, administered under conditions similar to college entrance exams. Over the following decade, several other organizations cropped up, offering certification programs for group exercise instructors and personal fitness trainers. Few prerequisites were necessary, other than a successful passing exam score.

Raising the Bar
Fast-forward to the first quarter of the Twenty-First Century, where fitness is no longer a cult, but a regular part of the daily lifestyles of millions of individuals. Colleges and Universities offer advanced degrees in exercise science, and our knowledge of human performance has exploded. According to the American College of Sports Medicine, the increasing numbers of educated and qualified fitness experts will shape the direction of the fitness industry in the future, raising the bar for fitness professionals.

Creating Careers
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References and Credits
American College of Sports Medicine: WORLDWIDE SURVEY OF FITNESS TRENDS FOR 2016: 10th Anniversary Edition
IDEA Foundation: Aerobic Dance-Exercise Instructor's Manual
University of New Mexico: The History of Fitness

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