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VIRTUAL SERIES**

**AN ONLINE
ACTION
PLAN FOR
COVID-19**

**STAY ON
TRACK IN
QUARANTINE**

**"STRUGGLE
WELL" DURING
CHALLENGING
TIMES**

**HOUSEBOUND:
HOW TO KEEP
CLIENTS
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46



COVER STORY

20 AN ONLINE ACTION PLAN FOR COVID-19

How to use this time to recession-proof your business with social media marketing

FITNESS BUSINESS JOURNAL

24

SHIFTING YOUR SERVICES ONLINE—HOW TO PROTECT YOUR BUSINESS & YOUR CLIENTS

26

MOVATI ATHLETIC DOING LITTLE THINGS WELL

28

LEAD UP TO SCALE UP

30

GENDER INCLUSION IN FITNESS CLUBS

32

THE 7.5 STEP SALES SYSTEM

34

BUILDING A BADASS BOUTIQUE PART 3

38



EVENTS

37

CANFITPRO 2020 VIRTUAL SERIES

The power of connection

KIDS FITNESS

38

PHYSICAL LITERACY: THE HEAD, HEART, AND SOLE OF KIDS FITNESS

Promoting lifelong physical activity is dependent on fostering the natural development of our kids

NUTRITION

40

PREGNANCY NUTRITION: EATING FOR TWO

During pregnancy, there's a lot riding on your fork (or nothing's on your fork if you're nauseous)

TRAINING

44

TAKE YOUR SPIN CLASSES OUTDOORS

What you need to know to keep you and your members safe

50

HOUSEBOUND: HOW TO KEEP CLIENTS MOVING

The FMS Move Well Challenge will keep your clients moving with quality, independence, and proficiency

52

PEAK PERFORMANCE: FIT FOR NATURE, FIT FOR LIFE

The WaterRower is the perfect compliment to an outdoor training program.

BUSINESS

42

"STRUGGLE WELL" DURING CHALLENGING TIMES

Teach your clients how to recover from a health wobble with these four strategies

46

STAYING ON TRACK IN QUARANTINE

Seven tips to keeping you and your clients thriving

SPECIAL POPULATIONS

48

ASTHMA AND FITNESS

Understanding asthma to promote confidence and create long-lasting positive exercise habits

42



52



REGULARS

8

NOTE FROM COO

10

PRO TRAINER SHOWCASE

Tiffany Moffatt

12

TOOLBOX

14

MEMBER SPOTLIGHT

Melissa-Jane (MJ) Shaw

16

PRO-FILE
Kevin Darby

Moving businesses forward for over 90 years.



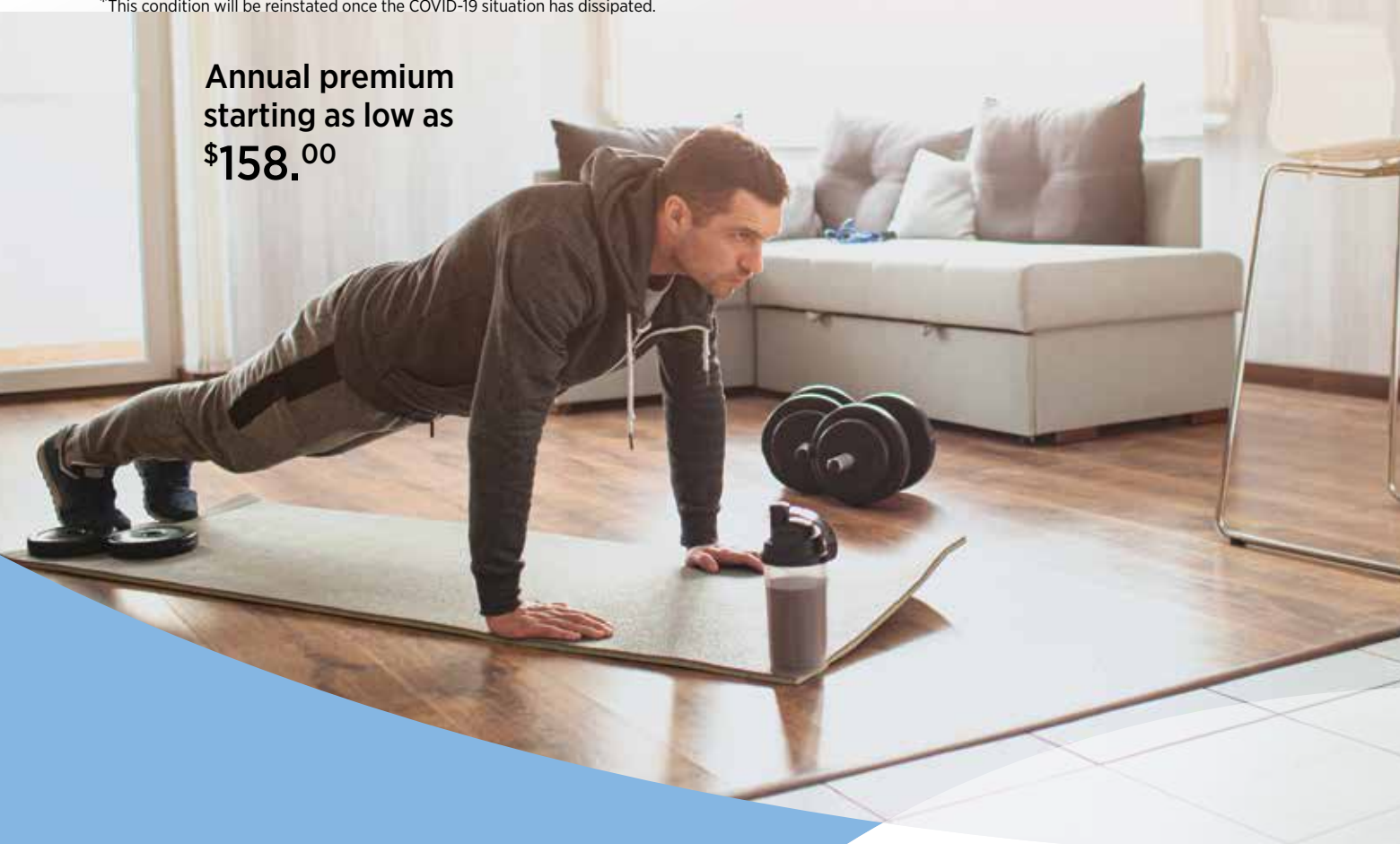
Evolving with the times and doing our best to meet the needs of our clients

In the spring **we lowered our rates** for gym/fitness facility insurance and we are now urging Business Members to ask us for a quote. We also **added coverage for “on-line training”** for fitness trainers, which given the COVID-19 circumstance was more important than ever. To deal with the coronavirus and its challenges, we temporarily **eliminated the requirement for 50% of training revenue from “on-line training”** so that fitness instructors could continue to work while face-to-face appointments were not possible and fitness facilities were closed.*

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Exclusive Webinar

with Brent Bishop

WEBINAR 1

Date: Tuesday, June 2

Time: 12:00pm CST

WEBINAR 2

Date: Wednesday, June 4

Time: 3:00pm CST

Supplements 101: Functions, Benefits and Results

Nutrition is not only an important part in maintaining optimal health, but it can also impact training outcomes. In a world where clients are busier than ever before and looking for quick and sustainable results, supplements can help them reach their fitness goals!

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Here's a few things you'll learn:



The importance of protein and the varieties available



The function and benefits of various supplements



How to integrate supplements into a fitness plan



And, what to look for on a label

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About the Presenter

Brent Bishop is a national on-air fitness expert, celebrity trainer and published author. As founder of Think Fitness Studios in Toronto and Cityline's Fitness Expert, he brings a global perspective on health and wellness through fitness and adventure.

Over the course of 25 years in the fitness industry, Brent's experience includes training with Olympians, high-performance athletes, and celebrities.

Whether hiking in the Andes, leading a snowshoeing expedition, or planning his next eco-adventure race, Brent is dedicated to inspiring active lifestyles and unleashing the inner athlete in everyone.

Note from the COO



Photo Credit: Dawn Bowman



May-June, 2020

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Sean Greeley

Be a Champion of Change

For the first time in our lives the entire world is connected as one. Struggling through this global pandemic together, fighting a common enemy and collectively trying to figure out what our 'new normal' will be.

We will all have our own unique story to tell when we look back on this time in history and it is my hope that you will look back and feel very proud of the way you chose to live your life and affected others during this unprecedented time of uncertainty and chaos. We have been pushed far outside our comfort zone, forced to make friends with fear and become champions of change. I strongly believe that as fitness professionals we are all equipped with the same essential skills (caring, empathy and passion) that will equip us with resilience and strength to move through this crisis together and bounce back even stronger when clubs, studios and fitness facilities re-open and our members return to train with us or take our classes. I also believe that to grow from the challenging time we're facing, you will need to power up and discard any resistance to change, or self-limiting beliefs that has held you back in the past. Becoming a champion of change will help you feel more comfortable with getting uncomfortable and give you power by feeling in control. Challenging yourself by finding new ways to do things that, in the past were a part of your normal routine, is now required to arrive at a 'new normal'.

At canfitpro we have been forced to look at new ways to deliver education and training to our members and I'm proud and excited to see how we have been able to transition our business from live to online in a matter of weeks. Many of you have done the same and while it has been stressful and has required a lot of work, it is rewarding to see how far we have come in such a short period of time. What may have taken even years to accomplish has happened in a few months. Our Healthy Weight Loss (HWL), Personal Training Specialist (PTS) course, theory and practical exams are 100% online and very soon Fitness Instructor Speciality (FIS) certification course and exams will also be. While we will not be permitted to come together physically for canfitpro 2020 we have a lot to look forward to—re-opening of our businesses and building new and exciting ways to serve our communities and members, just as canfitpro will be as we launch our new canfitpro 2020 Virtual Series starting on 'canfitpro weekend' in August. Read on to learn more about our new 4-event series and I invite you to stay connected with us to learn more in the days and weeks to come.

Although these times hold uncertainty, one thing remains true—there is power in people connecting! I invite you to stay connected with each other and with us on our social media channels to learn more in the days and weeks to come. It is your passion as a fitness professional that has made canfitpro as successful as it is, and it will be your passion that will help to drive us forward into the future.

Maureen "Mo" Hagan
Chief Operating Officer

To Subscribe

canfitpro Magazine is published six times per year by Canadian Fitness Professionals Inc. 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.

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PRO TRAINER

SHOWCASE

Tiffany Moffatt, West Vancouver, BC
canfitpro Programs Taught: FIS

Why did you become a PRO TRAINER?

After being a leader in the fitness field for 34 years, I was looking for a way to share the experience and knowledge that I had gained over the years with new, up and coming instructors. After all these years, my passion for group fitness is still thriving and I wanted others to share in this enthusiasm! I think one of the strengths that I bring to my canfitpro FIS training and to leading classes is the joy that I have for group fitness - the music, the choreography, but mostly the

group experience and connection with others. If I can get across sharing that joy, that enthusiasm, that energy with others instead of health and fitness for aesthetic reasons, I think we can get more people excited about moving their bodies and happier in their skin.

What have you learned as a PRO TRAINER?

I've learned that being a leader comes with a code of responsibility, meaning in this role it is so important to model

the best leadership practices that I can. My goal is to build my students up and give them the tools to succeed. I spend time helping them to discover what their "superpower" is (what their greatest natural abilities are, such as being caring, an amazing connector or a great educator) and teach them how to hone those strengths. I help them understand that as new leaders in the fitness industry they have this incredible gift and power to influence people's lives and health habits; I encourage them to be positive role

models - to coach, encourage, support, and build people up - to always use their "superpowers" with the best of intentions.

What's your favourite section of the FIS course and why?

I absolutely love teaching the practical component of the course! Teaching musicality, choreography, cuing, and class design comes naturally for me and these are truly the building blocks of success when it comes to the group exercise experience! This is when my groups also form connections with other classmates. When they are working in pairs or groups, the learning from this stage of the program comes not only from myself, but also from their peers and their own practice, and this is golden!

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

Coming back to my earlier comment that the role of the PRO TRAINER comes with a code of responsibility, I take this seriously as motivation to be the best leader that I can be. This means that I too am always learning and growing. Even though I've been in the industry a long time, in no way does that mean that I know everything. I want to continue to grow and develop my tool kit and my skills all the time so I can share this with my students. That is why I attend the canfitpro conference every year and always leave feeling newly inspired and energized to be an even better trainer!

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

My goal for this year is to develop my learning and skills specific to training women. This is an area that really interests me and has for many years since I became a facilitator for the Dove Self Esteem Program for girls in 2006. After presenting the Healthy At Every Size session at the canfitpro Vancouver conference last year, I realized that there is such a desperate need for dialogue around inclusivity and about empowering women to be happy in their bodies. As ambassadors for health and fitness and as female fitness leaders, this is where we can really make a shift in sensibility and make a difference in our industry.

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THE WARM UP

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TOOLBOX



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canfitpro.com/convention-2020/intensives/

A portrait of Melissa-Jane (MJ) Shaw, a woman with long, wavy, reddish-brown hair and blue eyes, wearing a light blue sleeveless top. She is looking directly at the camera with a slight smile.

HARNESS YOUR POWER THROUGH MOVEMENT

MEET MELISSA-JANE (MJ) SHAW, CANFITPRO 2019 FINALIST FOR FITNESS INSTRUCTOR SPECIALIST OF THE YEAR

Tell us about your fitness career journey.

My fitness journey began as a competitive gymnast, which led me to dancing (after I broke a bunch of bones on the parallel bars). I always loved moving to music and the dance studio became my home every night and on weekends. At 16, I received my dance teaching certifications and started teaching dance at my home studio. When I went to the University of Toronto in Mississauga for theatre school at age 18, I needed a job, so I started teaching 10+ classes weekly at the university fitness centre. As I upgraded my certs, I was teaching everything from dance fit, to step, to high-low, to spinning. At the end of my four years, I was awarded the UTM Student Leadership Award for my work at the gym, which was a total shock. I just thought I was doing a job, but apparently I'd made an impact on a lot of people. This is when I understood how much value my

fitness classes were offering others, which has brought me an incredible amount of joy and satisfaction ever since.

For the next 15 years, my primary 'career' was as an actor, dancer, and choreographer. I've worked on hundreds of theatre shows, TV shows, movies, industrials, commercials, and in between I always taught fitness and dance classes. It never seemed a conflict, just an essential part of my life and career. No matter what was happening outside the studio, teaching was always an easy, fluid, direct exchange of good energy: people show up to receive, you give, and voila! You've taught a class, everyone feels better. While I've taught at over 20 studios and gyms over the years, my largest contributions have been to Elle Fitness (formerly Flirty Girl Fitness), where I helped open the studio and launched the "Flirtification Instructor Training program"

based on a class I'd created called "Booty Beat". Under the Savvier wing, the program was developed with Krista Knee, Mindy Milrea, and Jenn Hall, where you can see me and a crew of women busting sassy moves in a ton of videos. I also spent a few great years with the Cambridge Clubs and Verity Women's Club teaching a variety of fitness, dance, and yoga classes.

Over my 20+ years of instructing, there have certainly been challenges. As fulfilling as teaching was, we don't live our whole lives in the studio. Life's ups and downs definitely had an impact on my career. In my 20s my energy felt infinite, but you add a few life crises and 15 years of working 70-80 hours a week, you end up burnt out. I was also smoking and drinking on the side for stress relief, which was totally counter-intuitive and hypocritical. At age 35, after an abusive

relationship ended in a series of awful events and legal action, I gave myself "a life overhaul". The only common denominator in the recurring drama was *me*. I needed to make some decisions and commit to a better, clearer, more authentic life.

First, I quit smoking, which I did by taking up running. Running hurts as a smoker! So, in the morning when I wanted my first cigarette with my coffee, I would nix the ciggie and just run. It sucked, but it worked. Overcoming my own bad habits is helpful in relating to my clients and imparting some tools that helped me. Next, I went to therapy. When I did my Personal Coaching certification last summer with canfitpro, I saw many similarities with cognitive behavioural therapy, which is an amazing tool to apply with my clients. Finally, I simplified my career path and committed to working quality, rather than quantity hours. I decided I would increase my focus on the fitness industry, as it provided me more joy and less anxiety. Believe it or not, the fitness industry is way more stable than the arts industry!

Five years ago I decided it was time to move towards working exclusively for myself. I amicably left all of the studios I was teaching for to focus solely on growing my own business. It was daunting to leave clear hourly wages and clients whom I adored, but it was time to close one door and open another. I grew *Dynamic Fitness and Retreats*, which was the retreats company I started 10

years ago, and evolved into my Personal Training business, which I ran from my home studio and another 200+ clients who take my GX fitness classes from studios I rent. I launched my dance fitness program *FITPOPdance.com*, which I look forward to expanding on the licensing and education front, so that everyone can "dance for fitness and fun"! Finally, I opened my first brick and mortar boutique fitness studio at Bloor and Dundas in September 2019! *SOUL FUEL FITNESS* offers group classes, personal and small group training, workshops, pop-ups, and social events. I'm super excited to bring in the energy and talents of other amazing fitness professionals and together we can grow this baby!

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

I've received some great tidbits from a variety of people and sources along the way. Here are some that I go to in moments when I need a boost:

"You are in the driver's seat of your life, your energy and thoughts set the path, steer accordingly." The Law of Attraction

This one reminds me that if I'm feeling fearful, or negative, or stuck, that changing my thoughts alone to more positive ones will in fact change the way I experience life.

"Don't love anyone or anything that can't love you back." Dad

This one really helps me prioritize who and what get my time, energy, and love.

"Nothing a little faith and prayer can't help." Mom

This brings me back to my family roots and reminds me to stop, find stillness, breathe, meditate (or pray), to bring my focus beyond my own little bubble and needs to something greater.

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

In opening *SOUL FUEL FITNESS*, I basically did have to write a motto that would define our studio.

"Harness your power through movement." This feels very much in line with how I live and what I espouse to clients. Moving your body is a very accessible tool to fill up with strength, empowerment, and joy! So use it.

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

Well, I had some helpful nudges. After making last year's Top 3, I wasn't sure I would qualify this year, but I did and I'm thrilled! After almost 25 years of teaching thousands of people everything from step, to spin, to yoga, to dance, to bootcamps, training other instructors, opening gyms, creating fitness programs, now opening my own gym... I think I have earned my keep in this industry. Carrying the canfitpro crown is a great honour and one I would wear proudly. It also provides opportunities to mentor, share, teach, and grow.

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Photo Credit: Dawn Bowman

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OUR GAME”.**

MO HAGAN

Can you describe for canfitpro members what it is that you do within the fitness industry?

I am the founder of DTS Fitness Education and the co-owner of Stretch to Win Canada.

Both companies are fitness education providers. My key role in both companies is to support the development and delivery of practical knowledge through exceptional instructional design. We believe that the only thing more important than the quality of the educational content is the actual learning experience.

How long have you been active in this role?

This year marks the 10th anniversary of DTS Fitness Education and we are celebrating the fact that we have provided training to over 10,000 fitness professionals over that time period.

What do you love about what you do?

I love sharing our vision of longevity and pain free living for everyone.

What is the most memorable career experience for you to date and why?

I tell a story at the end of the every DTS Level 1 Certification about the potential life transforming impact that a trainer can have on a client. It is always a powerful moment and invariably someone will approach me to say that the person in the story was them and that the reason they are attending the training or chose to become a personal trainer was due to the transformational impact their trainer had on their life. Those moments are my most memorable because they reinforce the life changing impact that a professional trainer can have on someone's life.

What is the biggest mistake you've made and how have you learned from it?

My biggest mistake was not understanding that mindset and consistency are the foundation for lifestyle changes. In my early days, I was too focused on numbers and

not enough on the process. I now realize that small changes, done consistently over time, are the key to exponential results and true lifestyle transformation.

What do you believe sets certain fitness professionals apart from the rest?

Those who appreciate and understand how the gym can be used to improve life. The fitness professionals who “get it” make sure that every session in the gym puts a deposit in their client's health bank account. More deposits equal more prosperity for both the client and trainer.

What advice can you share to those new to the field in order to be successful?

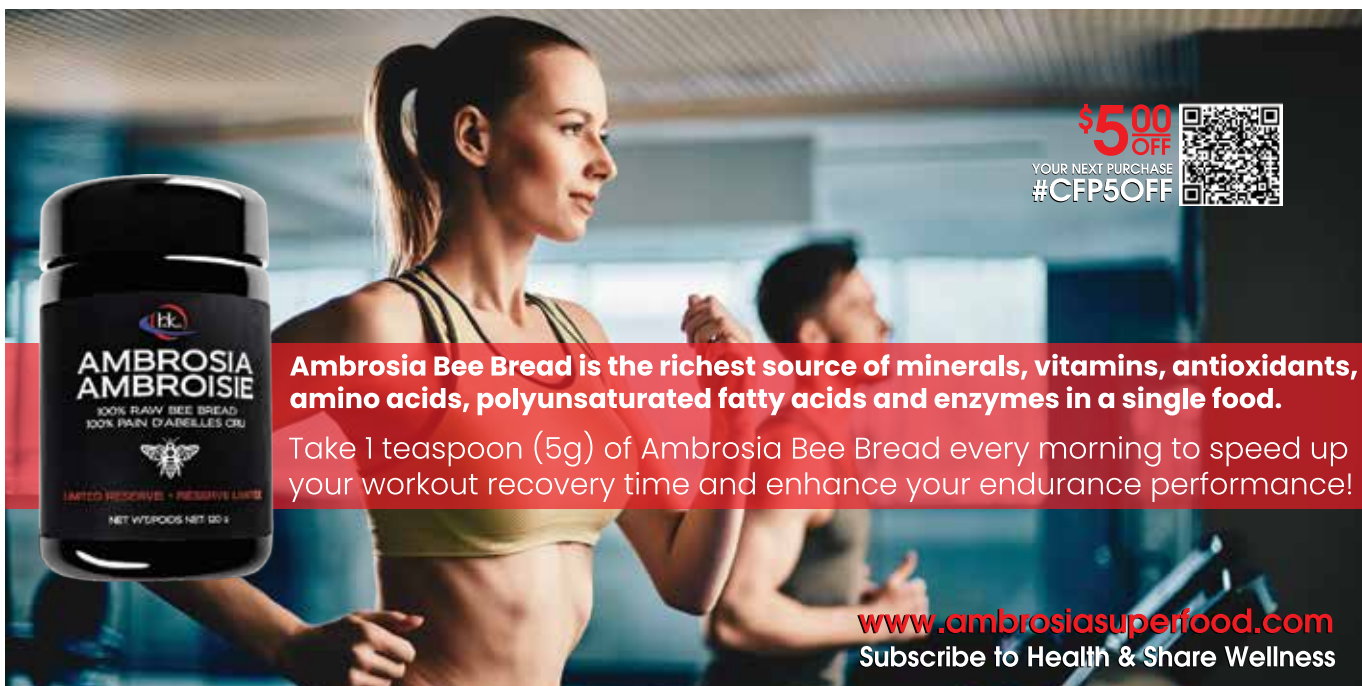
Two things:

1. Train your mindset, it is your greatest advantage. Developing a growth mindset is the single most powerful thing you can do to unlock your personal potential.
2. Replace your judgements with curiosity. Judgement is easy and a lazy way to deal with challenges. If you or your client is struggling with an issue or if something is not working, get curious, learn more, ask more questions, and try new things. There is always a solution and those who are the most successful in any industry are always the problem solvers.

What does this award represent to you?

For our team, this award is the recognition by our peers of the efforts our DTS Fitness Education team put into delivering an extraordinary learning experience.

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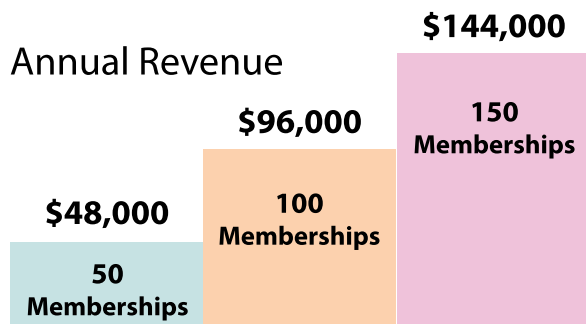
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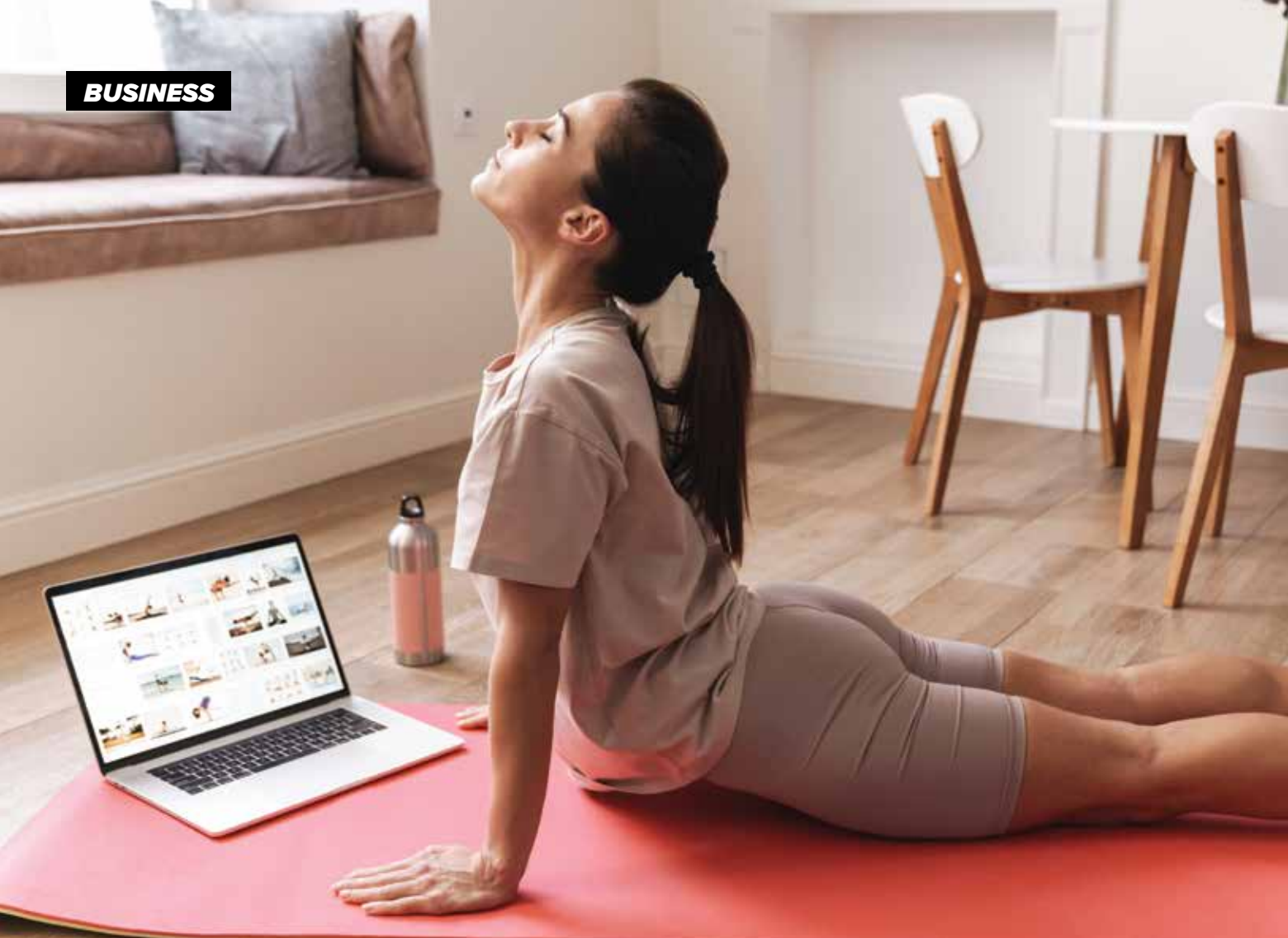
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AN ONLINE ACTION PLAN FOR COVID-19

HOW TO USE THIS TIME TO RECESSION-PROOF YOUR BUSINESS WITH SOCIAL MEDIA MARKETING

By Ashley Shaw

Our world will be FOREVER changed. That, I know for sure. But here's what hasn't changed; the same money that existed in the world STILL exists. It's just changing hands in a different way.

People's health and fitness typical routines were cut off when gyms were forced to close and suddenly, everyone is turning to online tools such as Les Mills, Instagram, and YouTube for at-home workouts.

Workouts on-demand have hit an all-time high and stocks like Peloton are skyrocketing in value while kettlebells and

dumbbells were sold out before many people could get their hands on them.

This new lifestyle is not merely a blip in the industry radar that will be forgotten when the world gets to its new normal. Our industry WILL be FOREVER impacted by these changes and there will be opportunities like never before.

Rather than focus on all that is different and changing, there's a way to be ready to evolve with it and to take advantage of the online space that is being created for fitness professionals.

The growth and business opportunities are endless and your online presence is more important than ever. The efforts you put in now to grow your online business will become the foundation for what you continue to do even after this pandemic is put to bed.

Here are four ways that you can use social media and marketing to grow your impact while showing up as a leader when your audience needs you the most.

SHOW UP ON SOCIAL

More people are on social media now than ever before. Research shows that there was "a 22% increase in Instagram campaign impressions from Q4 2019 to Q1 2020" and during the first two weeks of March, there was a 76% increase in "likes" on posts (McAteer). This means now's the time for you to show up in a big way. People are turning to social media for help and support and your voice matters.

Where To Post:

As a fitness professional, you have lots to offer your community and where to post just depends on where your community is hanging out. My favorite places to share are on Facebook, Instagram, and stories, of course! You don't have to be on ALL the platforms, but definitely pick one or two and show up consistently.

What To Post:

Focus on everyday things your ideal audience can relate to; what you're doing while quarantining, how you're getting your own workouts in and how you're staying healthy while trying not to eat all the snacks. This is ALL about showcasing your values and how you're living your best (but keeping it real) life.

Posting vs Stories:

Your goal with posting is to capture attention, create engagement (likes and comments) and inspire people with your values and how you live those out in your daily life.

When creating Facebook or Instagram stories, the goal is to create trust and likability so you become reliable with your audience. It's like an unpolished view into your daily life where people can see who you REALLY are. Offer behind the scenes posts to show that you're living the social distancing lifestyle just like everyone else,

but you're doing at-home workouts, making home-cooked meals, spending time outside, and working on your growth.

Following-Up With Engagement:

Take time to comment and engage on your audiences' posts and stories to let them know that you care. When you interact with your audience, this tells the algorithm to show you more of each others content which helps build that bond. What does your audience need right now?

CREATE COMMUNITY FACEBOOK GROUPS

That's what Facebook Groups are all about. It's an intimate space to help guide and coach your audience towards a common goal and be there to lead the dialogue.

FB Lives:

Go live in your Facebook group once a week (you can go live on your personal feed as well). This is a great time to answer any FAQs, talk about workouts, how you're meal prepping or anything else that's relevant to the group. The more you go live, the more your group will tell you what type of content they want. Pay attention to what your members are commenting on and craft your messages around those challenges.

**Pro Tip:

Have two questions set up when people join your Facebook group. What's your best email? What's your #1 challenge right now? This will set you up to add to your email list and answer the most common questions.

START BUILDING AN EMAIL LIST

Why Email?

Your friends and followers see your social media posts 2-6% of the time while the open rate for email averages 20%. You're way more visible when you show up in your audience's inbox than just on their Facebook or Instagram feed.

Who?

Emails lists are like your die-hard members; people that give you their email just can't get enough of you. The purpose of building your email list is to bring your community even closer to you through sharing your story, what you're up to, and letting them know when you have an offer to make (I'm taking on clients, I have a new program starting, etc). You're able to serve your offers to a group of people and get in front of them all at once.

Frequency?

Once every week is ideal. In your emails,

you can focus on nutrition tips, workouts, habits, mindset and you can also include any Facebook Live videos you created that week.

BE ADAPTABLE

Building a virtual space and online presence is the best thing you can do for your business RIGHT NOW. It's the perfect time to invest in your skills and master the tools that make it super easy to stay connected from your smartphone, all while considering all the new opportunities to come.

Use this additional time to build your online foundation (Social media posts, Facebook communities and email).

Being engaged in social media and marketing efforts while actively growing your email list can make your business recession-proof. It doesn't matter what realm of fitness you fall into, the work you do now is crucial to how your business can develop over the next 30 days and building an online presence will provide more opportunities in the future.

People need fitness now more than ever and they'll find a way to get it. These past weeks have proven it. People who didn't go to the gym regularly are jumping on the at-home workout train.

WHAT LIES AHEAD

Even though COVID-19 seems to have shut down the physical world, the virtual world is thriving. People are still making purchases and are turning to online communities' help. Actively engaging with your ideal customers helps provide value so that your audience knows to turn to you when they need help. Make sure your resources are available when they need them.

For more Social Media training and tips, join the free Facebook Group: Online Business Bootcamp For Personal Trainers <https://www.facebook.com/groups/obbforpersonaltrainers/>



Ashley Shaw eliminates the overwhelm in your social media efforts so you can build your dream business. She'll give you tools to separate yourself in a sea of sameness. With 16 years of fitness & sales experience, Ashley cuts to what's working right now in social media & marketing.



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24

SHIFTING YOUR SERVICES ONLINE—
HOW TO PROTECT YOUR BUSINESS &
YOUR CLIENTS

26

MOVATI ATHLETIC
DOING LITTLE THINGS WELL

28

LEAD UP TO SCALE UP

30

GENDER INCLUSION
IN FITNESS CLUBS

32

THE 7.5 STEP SALES SYSTEM

34

BUILDING A BADASS
BOUTIQUE PART 3



SHIFTING YOUR SERVICES ONLINE— HOW TO PROTECT YOUR BUSINESS & YOUR CLIENTS

The world has been turned upside down by the COVID-19 global pandemic and this includes your role as a fitness professional. As you navigate your way through the 'new normal' you're likely wondering: how do I transition my in-person services to an online offering, whether it be a short-term solution or a new career opportunity? As fitness professionals, we rarely think about the need for liability insurance as we assume that we'll be covered by our employer or that the possibility of anything happening is little to none, but now with the dramatic shift to offering fitness experiences and training online, it's important that we are all informed of the risks.

There are tools and resources that can positively support you, through and beyond the COVID-19 pandemic, where we have been forced to change the way we work and deliver our classes and trainings. With today's technology you can literally train clients and offer workouts, from anywhere, at anytime. This may be the first time you are working as an entrepreneur out of your own home,

and even if you plan to return to your club or facility when it re-opens; it is important to protect yourself and your business.

At canfitpro, we are here to support you through this challenging time by continuing to provide education and training that will help you grow and expand your skills and expertise as a certified fitness professional.

TIPS TO PROTECT YOURSELF AND YOUR BUSINESS/BRAND

1. Ensure that you are certified and that your certification is up to date. Go to your canfitpro Member Portal at canfitpro.com to make sure your certification is up to date.
2. Invest in your own liability insurance at www.ajgcanada.com/canfitpro
3. Be sure to you promote your training services and workouts online with the following:
 - Include the appropriate disclaimers and reminders to participants to work at their own level and ability

- Update your waivers and assessments for virtual training
- Offer a variety of intensity options and exercise progressions
- Educate and demonstrate safe and effective progressions and encourage feedback
- Encourage your virtual clients to wear appropriate fitness clothing and shoes
- Offer smart options for equipment use and spacing (area to workout)

INSURANCE



To support the transition from live to online workouts and training sessions, canfitpro has partnered with Gallagher to offer affordable and comprehensive coverage to protect your professional practice. As you deliver new online sessions and classes to support the fitness goals of your clients, don't forget to protect your personal financial health with the right insurance program.



As our Insurance Broker of choice for fitness professionals and fitness facilities across the country, Gallagher understands the risks, exposures and needs of the Fitness Industry. With Gallagher's knowledge and experience in the industry, their team understands that the current situation facing the fitness industry has changed and your insurance needs will have changed as well.

To address the recent global changes, Gallagher is offering Online Training Insurance which is easily added to your existing Liability Plan. Learn about the lowest rates that are being offered for both your standard Liability Insurance coverage and the Online Training Insurance add-on package. This insurance covers up to 100% of your revenue coming from online sources

SCREENING & HEALTH QUESTIONNAIRES

Whether you are training or teaching a class in-person or online, always screen

clients and potential clients for health conditions. You must always have an updated Physical Activity Readiness Questionnaire (PARQ+) for all your clients on file. The completed PARQ+ must be from within the last year or more recently if your clients' health status has changed. Clients and Participants can visit ePMARmed-X at eparmedx.com to complete the PARQ+ questions online where they will receive a health screening, recommendations, and should then send you an e-copy of their results. Health screening forms can be completed and sent by email, google docs, or another online format that you are using.

WAIVERS

Be sure to update your waivers according to the terms and conditions of your virtual training and/or your virtual fitness classes. If you don't have a waiver, it is crucial to adopt one for your business. Please seek guidance from a legal counsel / lawyer to develop one that's right for you.

STANDARDS AND ETHICS

As a fitness professional you are bound by your Standards of Practice and Code of Ethics and moving online does not change what you have learned and/or can offer safely to your participants. Standards of Practice for Personal Trainers and Fitness Instructors are essential to follow at all times as are the canfitpro Code of Ethics. Following these will ensure that you are staying within what you are insured to do!

PRIVACY

Keep in mind where and how you store your participant and client information is also important. As a consumer, you may be familiar with the Personal Information Privacy Act (PIPEDA) and/or the Consumer Anti-Spam Registration (CASL); however, it is essential that you keep these in line with government requirements related to privacy as a business. In Canada the government websites provided above give guidance and samples for you to follow.



MOVATI Athletic

DOING LITTLE THINGS WELL

CHUCK KELLY, CEO AND FOUNDING PARTNER, SHARES HOW MOVATI HAS SET THE BAR HIGH WITH ITS UNIQUE APPROACH TO FITNESS

To what do you attribute your success?

I spent years studying the industry, my competitors, and always welcomed the views of my partners to make the business better. We all set high expectations for ourselves to be actively involved in the company. There was no job our team wouldn't do, which contributed to our success and unique approach to customer care. By building a great team and utilizing a 'people first' philosophy, we could accomplish anything. Having a strong team, enriched by listening to our members wants and needs, has been the ingredients to our success.

What are your company's goals and mission?

A health club should be a welcoming, friendly environment that makes people feel better, not just after their workout, but from the moment they walk in the door. This is what built our mission statement: to deliver an experience that makes our members feel welcome, feel comfortable, and feel healthy. We can only truly deliver this by listening to our member's wants and needs and delivering a better experience each and every time. Our goal is to have the best overall fitness and member experience in the market. We do this by having both cleanliness and friendliness as a high priority.

Does your company help the community where it is located?

Giving back to the communities in which

we do business is a core company value. Over the years, we have contributed over \$2 million to local and global causes, many of them within our local communities: CHEO Children's Hospital in Ottawa, CIBC Run for the Cure, Big Brother Big Sisters, Red Cross Canada, John McGivney Centre, and the Miracle League in Amherstburg, to name a few. This year, we also launched our MOVATI Cares program to align ourselves to organizations that support kids under our three pillars: wellness, disability, and illness.

Why are you in this type of business?

I started my career as a paramedic for the City of Windsor. I was a paramedic for seven years, but had an inherent interest

COMPANY PROFILE

Number of years in business:
23 years

Canadian HQ:
Toronto and Windsor

Current reach in Canada:
Over 100,000 members and nearly 2,000 employees

Number of locations in Canada:
17 (as of April 2020)

in sports and fitness. I was a member of Total Fitness in Windsor, a predecessor brand of MOVATI, and saw an opportunity to take fitness to the next level. Shortly after, I partnered with the owner, Al Quesnel, and together we grew the business. During the next seven years, I continued to work as a paramedic, but became increasingly more involved in growing the clubs across southwestern Ontario.

Where do you see your business in the next five years?

We are very bullish on the industry and excited about the opportunities for growth in Ontario, nationally across Canada, and into the US. We believe that the U.S market is underserved, especially in premium, inclusive, and women friendly segments.

How has your business leveraged technology / innovative solutions to conduct and drive for results?

Innovation is a continuous, never ending process for us. We aren't afraid to experiment and learn as we keep our members needs front of mind. Each prototype club contains six studios dedicated to their own unique offerings. Members can receive the benefits of a boutique without having to commit to multiple studios to receive the same experience. It's a great way to allow us the flexibility to bring on new programs and the latest innovations in fitness. MOVATI Small Group and MOVATI Fuel are great examples of these innovations. MOVATI Small Group is based on high-intensity training (HIIT) workouts, through a hybrid approach to our group fitness and personal training offerings. Members can receive the community aspect of group fitness and the one-on-one experience of Personal training all in one offering for a great price. MOVATI Fuel leverages the trend of functional training that accommodates tires, battle ropes, a



multi-lane sled, and equipment targeted for members serious about their training and conditioning.

What makes your company unique / different from the competition?

Hands down it's our culture, which holds everyone to a high standard and supports our vision to care for our team, change lives, and grow our business. For many of our members, coming into the club is the best part of their day; it's a few hours to relax and escape whatever life circumstance they may be in. The simple act of greeting our members with a smile and saying their name is symbolic of how the company was built – with care and doing little things well. We emulate this same culture and care with our employees. By treating our employees well, they in turn serve our members the best member experience. We offer many development programs within our company to continuously develop and empower our talent.

What is your market penetration in Canada?

We are one of the major players in the lifestyle experience fitness category and we expect our growth trajectory over the next few years will continue to secure that position in the market.

What is your contribution to the Canadian Fitness Industry?

Our overall approach to fitness is unique in the industry and innovation is at our core. We believe we have set a high bar



for all our competitors to aspire to, which makes the overall industry more vibrant and likely to strive to deliver a better customer experience.

What is your favourite quote that you try to live by each day?

My favourite quote is "do the little things well and big things happen." I've always aspired to not only build a great health club, but to build a truly world class company. An important ingredient of that is doing little things well: making sure the team is supported, the club is immaculate, and our state-of-the-art equipment is in tip-top shape.

Are there any new innovations/ products/trends that you want to share?

We offer bungee fitness in all our GTA and Ottawa clubs, which is a new trend in the industry focused on core, balance, and stability - a truly full body workout. It's a pretty unique experience, where members are strapped into a bungee cord secured to the ceiling and use their body weight to propel different movements done by the instructor. It's both a challenging and fun experience that has brought on a lot of intrigue from our member base as a different offering not seen anywhere else in the market.



Chuck Kelly left his career in 1997 as a paramedic to pursue his dream of creating a welcoming and comfortable fitness

experience for everyone. What started as a neighbourhood fitness facility turned into what we now know as MOVATI Athletic. Chuck lives in the surrounding Windsor area with his family.



LEAD UP TO SCALE UP

FIVE CRITICAL GROWTH FACTORS FOR EARLY AND ONGOING SUCCESS

By Ken Larson, BSc MA CEC, Champion Performance Systems, Inc.



LAUNCHING, ESTABLISHING, AND GROWING YOUR FITNESS BUSINESS ISN'T EASY. THE "FLY-BY-THE-SEAT-OF-YOUR-PANTS" APPROACH IS SIMPLY TOO RISKY.

Business owners should pay careful attention to getting on top and out front of their business ventures. Building a solid strategic plan while adopting and embedding a high-performing execution system is critical to success.

Here are the five most critical factors to early and ongoing growth:

1. Dollars

Cash is the most important financial metric to pay attention to and grow! It's the oxygen of the business. It helps it breathe. You need to be aware of how much cash you have in the bank on a daily basis.

The four forces of cash flow are:

1. Funds set aside for taxes.
2. Debt repayment.
3. Monthly operating expenses in reserve.
4. Payment of dividends.

And remember, 10% is the new break-even. Anything less is too risky.

2. Direction

What are your strategic initiatives? What will you do in each area over the next year in order to establish your growth trajectory and reach your goals?

Far too many strategic plans become "shelf help".

First, build a solid "foundation". The main components of a solid business foundation are:

- Core Values
- Vision
- Mission
- Purpose
- Targets

Here's an example: "Build and cultivate an A-Team of fitness professionals that attracts our core customers and delivers the best results in the industry."

3. Delivery

Most strategic initiatives lack the direct connection between them as well as the observable, measurable activities that are necessary to execute them. They are too vague.

Building quarterly, monthly, and weekly

actions breaks your strategic initiatives into more approachable chunks. You need to know how the business is doing on a weekly basis. Then, build a dashboard that records if you're "Green", "Yellow" or "Red" on your weekly tasks.

4. Team

Culture eats strategy for breakfast! So, what's the main ingredient? It's "fit".

So, what defines "fit" in your culture? What are the "untrainable" skills that are critical to building your high-performance culture? These are things you can't teach, like a positive attitude, a strong work ethic, positive energy, etc.

Excavate and get clarity on these. Use these as a lens through which to recruit and hire your A-Team.

5. Leadership

As your leadership goes, so goes your business.

You need to see the horizon. A healthy balance needs to be created, enhanced, and maintained between being in the business and being on the business.

Pause, reflect, journal, read, and learn. Talk to your staff, your clients, your suppliers, your network, your coach, your mentor, and anyone else who will listen or offer a fresh perspective. Keep your vision clear, know your "Ikigai" (research that one – you'll get it!), and live consistently with your own core values.

Lastly, remember to do these four critical traction factors:

1. Communicate clearly and consistently.
2. Do what you say you will do before holding others accountable.
3. Keep a close eye on your numbers.
4. Have FUN!



Ken Larson holds a bachelor's degree in Human Performance, a master's degree in Performance Psychology, and is a Certified Executive Coach. He is an

international keynote speaker, corporate trainer, team facilitator, human performance consultant and executive coach, working with CEO's and Presidents of companies ranging from millions to billions in top-line revenues.

... PAY CAREFUL ATTENTION TO GETTING ON TOP AND OUT FRONT OF [YOUR] BUSINESS VENTURES.



GENDER INCLUSION IN FITNESS CLUBS

**SCENARIOS AND RECOMMENDATIONS TO CREATE
AN INCLUSIVE ENVIRONMENT IN THE CANADIAN
FITNESS INDUSTRY**

By Trish Sarker

FITNESS INDUSTRY COUNCIL OF CANADA (FIC) IS DEDICATED TO REFLECTING THE DIVERSITY OF OUR COUNTRY. WE ARE ALSO COMMITTED TO PROVIDING A WELCOMING AND INCLUSIVE ENVIRONMENT FOR EVERYONE IN THE CANADIAN FITNESS INDUSTRY.

This means that we must recognize and appreciate differences in culture, race, ethnicity, gender identity, expression, lifestyle, religion, and educational background.

When it comes to gender inclusion, concerns have been raised in the industry about how to respectfully support transgender individuals or those individuals who may request more personal privacy. Laws exist to support people in discrimination claims under the federal Human Rights Act, and any provincial/territorial legislation; therefore, in order for the fitness industry to be in compliance, it is important to train staff and establish clear guidelines and policies to ensure clubs are providing a safe and welcoming environment.

Below are some potential scenarios to consider; they also include recommendations on ways in which you can respond:

A staff member is signing someone up for a new membership, but the staff member is concerned as they do not know the gender identity of the potential client.

Always consider the reason why one might need to know a person's gender identity.

If the reason for knowing gender is to fill out paperwork or membership details, one could allow the person to fill out the form themselves. Please note that it is important to have options that are more inclusive than "man/male" or "woman/female"; it is wise to include more inclusive options that could include "man", "woman", "non-binary", "prefer not to disclose", or a blank spot for individuals to fill-in an alternative. Refrain from having a category of "other" as it connotes outsider status. Ensure paperwork and documents are updated to be inclusive.

There is a client who is transitioning and wants to know what the locker room policy is.

All individuals are welcome to use the change rooms/locker rooms that best suits their gender identity. If individuals would like further support, they are welcome to take a guided tour of the space in order to feel more comfortable. As individuals are invited to use the change room that they are most comfortable with, it is important to acknowledge that it might not be the right fit for them depending on their stage of transition. In this case, it is important to highlight that within those change areas there are (if there are) private change cubicles that they can use if they wish to. However, it is recommended that all facilities offer a universal change room/washroom which provides privacy to anyone who requires it. If your club has plans to go through renovations, adding universal spaces is a good idea – "universal" means that anyone can use the space without gender restrictions. Current human rights legislation does not mandate the existence of inclusive (universal) washrooms/spaces; however, with the culture shift we are experiencing that recognizes the diversity of gender identities, this is something that could very well be a part of legislation in the coming years.

REFRAIN FROM HAVING A CATEGORY OF "OTHER" AS IT CONNOTES OUTSIDER STATUS.

A transgender woman wants to know if they can use the "Women's Only" section in the club.

Under law, transgender women are women; they are not in violation of any policy around use of "Women Only" spaces. As an inclusive facility, individuals are welcome to use the facilities that best suits their gender identity. Therefore, a transgender woman is welcome to use the "Women's Only" section. Should a situation of conflict arise (such as a conflicting religious view or personal opinion), each situation should be reviewed on a case-by-case basis in order to best respond to the conflict at hand. However, if someone has a different view, it is recommended to offer them options for their own privacy, instead of singling out and going against the rights of a transgender individual. As this is a sensitive subject, and pertains to

both human rights and privacy issues, it is recommended to provide all available options and refer to policy by working with individuals showing distress.

A staff member has personal views or opinions that do not support gender inclusion.

As an organization that supports inclusive spaces and a welcoming environment, it is important to note that staff/employees should be a reflection of your organizational values. While you cannot change or enforce a personal opinion, all staff/employees need to comply with the law and to treat all individuals with dignity and respect. Failure to do so will result in non-compliance with organizational policies.

One way to signify/promote gender inclusion in your facility is to give staff the option to wear nametags that express their personal pronouns (he/him/his; she/her/hers; ze/them/they; etc.). This way, staff who expresses their pronouns represent themselves as advocates of inclusion and can make their surroundings more comfortable for everyone – binary and non-binary members.

FIC is committed to providing the tools and training in order to ensure we can promote a safe and inclusive environment for everyone in the fitness industry.

We respect all applicable human rights and privacy laws to ensure a safe and respectful environment.

To request a full copy of our diversity inclusion documents, please contact FIC Executive Director, Trisha Sarker, at tsarker@ficdn.ca. Let's work together to ensure that everyone feels welcome and safe in the Canadian fitness industry.



Trisha Sarker is the Executive Director of Fitness Industry Council of Canada (FIC). She provides strategic counsel for FIC's corporate affairs and professional communications. Along with executing national campaigns and coordinating industry initiatives, Trisha is a university instructor and doctoral candidate. She is an accomplished communications professional and academic.



THE 7.5 STEP SALES SYSTEM

CLOSING HIGH-TICKET, PREMIUM CLIENTS WILL KEEP YOUR BUSINESS THRIVING

By Sean Greeley, Founder & CEO - NPE

HOW WELL ARE YOU ABLE TO ATTRACT AND SIGN UP HIGH-TICKET CLIENTS?

As competition increases, too many studio and club owners mistakenly focus on discounts, promotions, and other “low barrier” offers... only to attract bargain hunters that end up leaving their business within one to two months. This strategy can kill your business.

The most successful studio and club owners focus on “moving up” the ladder to attract and serve the most valuable clients in their area.

So why doesn't everyone do this? Because when thinking about charging more per hour, too many fitness professionals, managers, and business

owners automatically think, “No, we can't ask for that much.”

But that's not true. All you need to do to attract high-ticket clients is:

1. Learn the mindset required to inspire and confidently engage high-ticket clients.
2. Discover the secrets of premium packaging and pricing.
3. Understand the 7.5-step sales system that inspires 9/10 prospective clients to commit to their goals (and your programs), and...
4. Uncover the keys to continually sharpening your skills and duplicating yourself in the sales functions of your business.

Here's how to do each:

1. Fix your mindset

You can't sell if you're afraid of selling or if you think selling is slimy. To kill fear, switch your mindset to best serving the client's wants and needs.

To make this switch, you have to understand the client doesn't want memberships, training sessions, contracts, or community. Prospects WANT something simpler ... a solution to their problems and/or path to achieve their goals. They want to look and feel better and they can't do that on their own. You can help and that's the value you are offering.

Providing this solution has tremendous value to clients. Premium clients WILL PAY top dollar if you can solve their problems. But, they're only willing to pay for either the best or the cheapest. If you want to

be viewed as a true professional brand, then position yourself as the best solution for them and match your prices to the value you provide.

2. Discover the secret of charging what you're worth

Here's what NOT to do: Sell small packs of 5 or 10 sessions. Or offer cheap/discounted trials with the hope people like you (and value you later). That attracts the wrong kind of clients and doesn't attract the right ones.

Packaging and pricing should be based on how to lead your best client to the outcomes they wish to achieve. If a client needs to lose 50 pounds, you offer a program/package that's long enough to actually SOLVE the problem (i.e., 3x a week workouts and a nutrition program/support for 12 months).

You also need to price for a healthy margin. For example, a 60 percent profit margin means for every \$1 in sales, 60 cents is profit. Price for a margin of 60 percent for personal training and 75-85 percent for semi-private and group training. Healthy margins mean a thriving career.

3. Learn the 7.5-Step Sale System

Too many fitness professionals "wing it" during a sales consultation. If you want to have confidence with high-ticket clients, you'll have to do what all successful sales professionals do—use a system.

Here's a quick outline of our time-tested, proven AUTO-CLOSER® 7.5-Step System that fitness professionals have used to generate over \$1billion (yes, that much) in sales in the past 14 years:

Step 0.5: Pre-qualification. Most sales consultations fail because of three known objections. Stalls ("I want to think about it."), Decisions ("I need to check with my spouse."), and Price ("I can't afford that."). And, you discover all three at the end of your presentation. Not good.

That's why you PRE-QUALIFY everyone on the phone before you invite them in for a sales consultation. You tell your prices and ask if they have the budget for that, ask if anyone else needs to be in on the decision (and if so, invite them), and explain that at the end of the consultation if you're a good fit to work together you'll be asking them to make a decision to move forward, yes or no. Only when you have the right answers to these questions

do you schedule a consult. This will save you lots of time.

Step 1: Build rapport. People buy from people they know, like, and trust. Find common ground, smile, and get them talking.

Step 2: Probe and discover. As they are talking, ask open-ended questions. "Tell me about your health and fitness goals. Why are those goals important to you? How committed are you to achieving your goals on a scale of 1-10?" (Don't go forward without a 10.)

Step 3: Identify needs. Clearly see the need – you must know your clients better than they know themselves.

Step 4: Build the problem. Bring clients needs to the surface ... help them understand they have a problem and how it impacts their life ... creates limits on their relationships and their daily activities, and what they can do. This is the most critical step.

Step 5: Present the solution. Show how your product or service will solve their problem. Use a visual presentation (with pictures, charts, and graphs—they are much more convincing). Have social proof and stories, risk reversal (a guarantee), make prospects feel important, and reassure them.

Step 6: Close the sale. Offer an opportunity to solve the problem. Give them two choices, a longer program and a shorter one, and ask: "Which would you prefer?"

Step 7: Objection handling. Follow this process: (1) Listen and never interrupt (2) Repeat the objection (3) Answer it (4) Confirm the answer to remove the objection. Then ask for the sale again.

4. Continually sharpen your skills and "duplicate" yourself

If you're not signing up 80-90 percent plus of the prospects you speak to, you're doing it wrong. Your prospective client loses out on the opportunity to change their life and your business is losing revenue.

And, if you're like most managers or studio owners, you don't have a solid team to support you effectively in this function of the business. Which means when you're not in the studio or gym, the business isn't signing up clients and

bringing in new revenue!

Solve these twin problems this way: Practice your sales system until you're a master of it. Role play, record yourself, playback and note what to correct, and put in the reps to become great. Next, don't keep everything in your head ... refine tools that support you in getting the job done: pre-qualification scripts, probing/discovery worksheets, program overview presentation decks, objection handling worksheets, and pipeline management tools. These are the tools you'll use to "duplicate" yourself.

Identify leaders on your team with the drive to develop their skills in communication. Have them practice the 7.5 step sales system and the sales tools, and begin to conduct sales consultations. That will free you up for other business-growth strategies.

Let's review...

Focus your mindset on the value you provide to others to overcome fear of sales and confidently engage high-ticket clients. Structure premium packages for long-term success and price to reflect the high value (and appropriate positioning) of your offering.

Don't wing it. Use the 7.5-step sales system to create consistency with inspiring prospective clients to commit to their goals (and your programs). And practice. Sharpen your skills continuously and use tools such as scripts, decks, and pipeline management to duplicate yourself in the sales function of your business.



Sean Greeley, Founder and CEO 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 helped over 45,000+ fitness professionals and business owners in 96+ countries grow to the next level.

Need a better business plan to reach your goals this year? Get clarity with a path forward to achieve your goals in 50 minutes (or less) when you schedule a free strategy session with NPE at NPECoachesCorner.com/canfitpro.



BUILDING A BADASS BOUTIQUE: PART 3

**YOUR 10-TOUCH JOURNEY TO DESIGNING A FITNESS STUDIO
THAT ROCKS: UNDERSTANDING BOUTIQUE BRANDING
- PURPOSE, PAIN, POSITIONING**

By Emma Barry

**“GREAT COMPANIES
START WITH WHY.”**

SIMON SINEK

YOU CAN'T HAVE VIPS BEHIND A RED ROPE AND REMAIN ACCESSIBLE TO ALL.

PURPOSE: Know Why You Exist

Your purpose is deeper than your paycheck. It is the deep-set, unwavering reason why you do what you do. It sits beneath day-to-day tactics, serves as your rudder, drives you through tough times and gets you out of bed on the days you'd rather not. And why does all this matter? Because the boutique fitness business trades on passion. Frauds are flushed out in a heartbeat and anything less than an intoxicating experience will come up short. Buy-in will wilt, attendance will too, and this is a business that unapologetically needs bums on seats, gloves on bags, and down-dogs on mats.

Know Who You Serve

You will never keep everyone happy, so stop trying. You can't have VIPs behind a red rope and remain accessible to all. It's impossible to flaunt hard bodies—pushing a body-beautiful, hard-core culture—and still attract unmotivated, out-of-shape clientele. Yet, whether your brand was created to serve a demographic—let's call your avatar Maria, a 32-year-old marketing manager who lives in the city on US\$75k a year— or more of a psychographic profile that takes in personality, values, interest, and lifestyle, it's important to recognize that you remain many things to many members. A social club, a clean shower, a cheery word, some stress release, movement motivation, an accountability partner, that day's 'good thing', a constant or a friend.

Know What You Rock At

Part of the secret to boutique success is being absolutely and utterly focused. The best brands are those that double down on what they excel at, creating an uncompromising end-to-end experience around that. Stand in your strengths. There's no room for beige in boutique. People pay a premium for how you make them feel and you are only as good as your last experience. Focus on what you know and leave the rest to someone else.

PAIN: The Nub of It

There are two types of pain to solve in building a badass boutique: your pain and the pain of your customers. Your Pain: We are motivated by both pleasure and pain. It's important to know what challenge you are here to solve.

- Business good, but not great?
- You don't know where to start, or don't have all the key pieces in place?
- Planning to scale your concept?
- Your staff and member journeys aren't delivering delight?
- You'd like to dial up the emotional experience in your studio?
- You don't know what five-star looks like?
- New to the industry and need a crash course in the business of fitness?
- Looking to create a box-in-a-box concept?

THE FITNESS INDUSTRY IS NOW IN COMPETITION WITH ENTERTAINMENT, INFLUENCERS, SOCIAL PLATFORMS, LODGING, AND TOURISM.

Whatever your motivation, use this as fuel to drive the vision for your community. Their Pain: Business is about creating solutions for problems your market has. It's about doing it elegantly. It's about doing it comprehensively. The better you do this, the better your business will do. One of the richest, most unfiltered sources of actionable feedback is right under your nose: the comments made in your locker rooms. I always hang about to hear the post-class commentary. People can't help themselves. Out it spills. Member pain related to the class that day, or the experience at the studio in general, is on display in all its glory. Barriers are down after class, combined with the insatiable desire to share observations with your new BFF. You will hear the good, the bad, and the downright ugly. Each comment provides an in-the-moment customer insight to be considered as part of your feedback mechanism.

POSITIONING: 'Fitainment'

"Netflix is the real competition." - Melanie Whelan, former CEO, SoulCycle
BRAND: 'Fitainment'

The fitness industry is now in competition with entertainment, influencers, social platforms, lodging, and tourism. Meanwhile, just within the US\$4.5T global wellness ecosystem (referenced in the Global Wellness Institute Report 2019), physical activity (US\$828B) sits alongside personal care, beauty, and anti-ageing (US\$1.1T); healthy eating, nutrition, and weight loss (US\$702B); wellness

tourism (US\$639B); and preventive and personalized medicine and public health (US\$575B). While we are well-positioned as a powerhouse to influence the health and happiness of billions, we are not so much fighting for position today as fighting for attention. And, our foes are formidable: inactivity, addictions, and human free will choose something else.

Build a Powerful Brand

In its simplest form, brand is the way you feel about something. The power of your desire for a brand is a comment on how well that business has met your wants and needs—both physical and emotional—in a product or service. Luxury goods and services spend an extraordinary amount of time, money, and guardianship building, protecting, and promoting their brands.

Identity is the first part of brand. Who are you? What do you offer? This needs to be so clear that the market can understand what you offer in a sentence or less. For example: Orangetheory Fitness – science-backed, technology-tracked, coach-inspired group workouts. Reputation is what others say about you. Today, reputation can make or break you. Word-of-mouth marketing has been amplified through social media and is now more readily trusted than traditional advertising methods.

Sharpen Your Edge

Pre-launch business planning is to some degree an exercise in cerebral origami. Want to know what your market really wants? Then launch your product into the market—and be ready to respond. Apple, with its trillion dollars, still fixes bugs well after product launch. Fan backlash persuaded Vin Diesel's Fast & Furious franchise to bring back Letty, his on-screen love interest. Minecraft is grabbing back Fortnite's market share after kids went back to creating worlds. Ready, set, GO!

Find me at buildingabadassboutique.com



Founding member of Les Mills International and former Equinox Director, Emma Barry consults to budget clubs, boutique studios and fit-tech start-ups. Emma is a published author, keynote speaker and mentor, and is fluent in what happens NEXT in fitness.



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Pre & Post Conference Intensives	Pre & Post Conference Intensives	Pre & Post Conference Intensives	Pre & Post Conference Intensives

This is a time of unprecedented change. Changing what we do, how to do it, and when to pivot. If there is one thing we do know as fitness professionals, it is this – change is constant. This is most apparent in how we train everyday with our clients and members. Fit Pros are among the most resilient and nimble professionals in the world and this has equipped us with the strength to go through and grow through the greatest challenge we have ever faced in our lives. With a heavy heart canfitpro has made the difficult decision to post-pone canfitpro 2020 to August 13-15, 2021 and while this has been our most difficult decision to make in 27-years, it is what is best for the safety, health and wellbeing of our community.

That said, we are excited for our future as we move into the world of virtual and livestream education, training and events. We know that by embracing this change canfitpro has the opportunity to serve even more fitness

professionals, bringing more education and training opportunities to more people from all over Canada and throughout the world – all in the safety and comfort of their own home.

With a foundation of proven success and a model of accessibility in the area of fitness education, canfitpro is confident in our vision of hosting live in-person events beyond 2020 and while we are not exactly sure what that will look like yet, we know one thing will remain true—the power of people connecting! We encourage our #fitfam community of fit pros to embrace this new virtual world in the short term, as a viable solution to stay connected to one another; and to our personal and professional development, and for the long term. These two worlds will live together to serve our purpose—to inspire healthy living through fitness education—for more fit pros and fitness enthusiasts.

Remember that it is your passion for fitness and health and for teaching and training people in pursuit of the same, that has made canfitpro events the success they are today. This passion will help canfitpro move forward into the future and we look forward to taking this journey with you. We hope that you will join us at canfitpro 2020 Virtual Series. It will certainly be memorable and something special to look back upon when you tell your COVID 19 story to your family, friends and industry peers.

Here is a sneak preview of what we have planned for you—as an **ALL ACCESS PASS** Delegate to canfitpro 2020 Virtual Series. Stay tuned for more information coming soon in your email and stay connected to our social media channels for details surrounding curriculum and registration. Check out canfitpro2020.org for ongoing updates.



PHYSICAL LITERACY: THE HEAD, HEART, AND SOLE OF KIDS FITNESS

**PROMOTING LIFELONG PHYSICAL ACTIVITY IS DEPENDENT ON
FOSTERING THE NATURAL DEVELOPMENT OF OUR KIDS**

By Melanie Levenberg, M.Ed.

KIDS ARE NOT MINI-ADULTS, SO THEIR FITNESS PROGRAMS SHOULDN'T BE OFFSHOOTS OF ADULT PROGRAMS EITHER.

When it comes to children's fitness programming, the way we teach, coach, and structure adult classes doesn't transfer effectively to kids. Standing in lines, coaching with an implicit expectation that everyone is supposed to copy the instructor, repetitive and progressive sequences... these structures and strategies don't foster the natural development or behaviour of kids.

As fitness leaders, we strive to create positive and meaningful spaces for our participants to build skills and behaviours that will help them lead a healthy active life. When it comes to kid's fitness and program design, this passion should be ignited 10-fold as we think about how we can inspire them to develop the abilities and attitudes to be active for life.

In order to promote lifelong physical activity, it's important that we understand the fundamentals of physical literacy and incorporate them in our kid's fitness programming. The concept of physical literacy is re-emerging in the physical education, recreation, and sport sectors as it provides a foundational lens through which to understand our impact in helping children to engage in meaningful movement experiences.

Here are three key components to design effective kid's fitness classes that incorporate physical literacy, and help promote lifelong participation in physical activity.

1. Head

The first tip is to think about planning purposeful movement. Like the ABC's are the foundations of reading and writing, and 123's are the foundations of counting; fundamental movement skills (FMS) are the building blocks and transferable physical competencies needed for humans to be able to participate in various forms of physical activity. In order for kids to become lifelong movers and have access to a wide range of ways to stay active, they need to develop FMS such as twisting, leaping, hopping, jumping, skipping, balancing, log rolling, running, dodging, etc.

Ask yourself: Which Fundamental Movement Skills am I purposefully developing in this class?

2. Heart

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel. – Maya Angelou"

We've all heard the mortifying stories of P.E. teachers who forced kids to complete unachievable fitness challenges in front of the pressuring eyes of peers, that dance teacher who told the kid that they didn't have the right 'body', or that coach who believed that louder yelling meant greater motivation.

Confidence is developed when children experience perceived success; this can be achieved through movement, positive social interactions or feeling supported by your own level of leadership. Did you notice that key word – "perceived" – confidence?

In a balanced and purposeful kid's fitness program, the mastery of any skill comes secondary to how the child experiences the exploration and execution of it. By consciously using positive language about physical activity and how each person has a unique physical literacy journey, you can establish foundational attitudes and neurological synapses that connect movement to feelings of competence, confidence, and a joy for lifelong physical activity.

Foster confidence by providing opportunities for kids to face challenges, apply self-discipline to develop a skill, and achieve a certain level of mastery, all with the help of positive coaching and encouragement.

Ask Yourself: How am I building confidence through movement, social interactions, and my own leadership?

3. Sole

It's not a typo - "Sole" represents the attitudes, values, and beliefs that kids are walking away with from your program. A core component of physical literacy is the domain of motivation and the most powerful type of motivation is the one that comes from within. Once they have the skills and ability to move confidently, are kids from your programs valuing physical activity and making it a part of their everyday life? High-quality kid's fitness programs explicitly teach children the benefits of movement and exercise on their physical, emotional, social, and mental health.



Ask Yourself: How can I inspire an internal motivation to move, by helping each child walk away from my class with positive beliefs and value for physical activity?

With the help of passionate fitness leaders, kids can discover, develop, maintain, and explore their own physical literacy journey as they build the physical and mental foundations to be active for life.

Five Program Design Tips to Foster Physical Literacy

1. Focus on Fundamental Movement Skills.
2. Use a variety of movements and activities from different disciplines.
3. Build confidence through a balance of challenges and successes.
4. Teach and reinforce positive social interactions.
5. Motivate through meaningful connections between movement and wellbeing.



Melanie Levenberg, M.Ed. is a Physical Education teacher, speaker, author, TEDx Presenter and the Founder/CEO of PL3Y INC., the world leader in developing physical literacy in kids through dance, yoga, and fitness.

PREGNANCY NUTRITION: EATING FOR TWO

DURING PREGNANCY, THERE'S A LOT RIDING ON YOUR FORK (OR NOTHING'S ON YOUR FORK IF YOU'RE NAUSEOUS)

By Allison Tannis, MSc, RHN

BETWEEN THE NAUSEA AND THE CRAVINGS, KNOWING WHAT TO EAT DURING PREGNANCY CAN BE LABORIOUS.

Luckily, researchers have determined what nutrients the pregnant body needs most. (And, as there are millions of moms out there, you know this food knowledge has been tried, tested, and deemed true.) Here's what you should know about nutrition during pregnancy to help with nausea, cravings, and low energy.

Pregnancy Nutrition: Bite Back Against Nausea

For some moms, their pregnancy related nausea needs to be treated medically. For less severe cases, here are a few tips and tricks to ease your queasiness. The most successful trick is to avoid becoming hungry. Eat small amounts of nutritious food, frequently, throughout the day. This is more easily accomplished if you stash an apple, some nuts and seeds, or even crackers in your bag. Most moms grumble about nausea being worse first thing in the morning. Yes, you can bite back against nausea by eating something before you swing your legs over the edge of the bed. Sadly, being served breakfast in bed isn't always an option, so at night place a small snack on your bedside table so it's ready for the morning. In addition, some moms find taking vitamins later in the day helps. Iron and other nutrients in some supplements can irritate a sensitive stomach. Consult your health care professional about supplements.

Dealing with Pregnancy Cravings

Hold on there, Momma! The whole concept of 'eating for two' is misleading. It's never a healthy choice to devour piles of unhealthy foods. But, the struggle is real! The whole pickles and ice cream cravings were not a joke. Pregnancy can bring on some strange and powerful desires for food. Sometimes the craving is a nutritional need in disguise. That hankering for a tub of chocolate chunk ice cream could be your body's way of telling you it needs calcium. Quench that craving for something sweet and cold with a non-sugar added Greek yogurt fruit smoothie. Still yearning for chocolate? Go ahead and eat a chunk of dark chocolate – just make it healthier by adding in a handful of almonds or seeds. They are packed with calcium, minerals, and fiber. (Eating extra fiber is helpful when your uterus grows sufficiently that it takes up all of the space in your abdomen, squeezing your bowels and causing constipation). If you're hankering for pickles or salty potato chips, reach for a more nutritious option, such as a banana, crispy seaweed snacks or some homemade kale chips. Salty cravings can be a signal that you are dehydrated. Drink some water – cheers!

PROTEIN IS IMPORTANT IN A HEALTHY PREGNANCY – YOUR MUSCLES ARE HARD AT WORK CARRYING AROUND EXTRA WEIGHT.

Help with Pregnancy Fatigue

Gulping down a glass of water may also help with feelings of fatigue. During pregnancy, it's common to feel tired - it takes a lot of energy to grow a baby, and a lot of nutrients too. If the body is running low on key energizing nutrients, the feelings of fatigue may be more pronounced. Vitamin B12, iron, and niacin are common culprits.

Vitamin B12 helps every cell in the body create energy. Since it is only found in animal products, it can be more difficult to get in your diet. If your pregnancy nausea has you turned off meat, or if you are a vegetarian, a vitamin B12 supplement may be helpful.

Low iron levels are common in women of childbearing age and during pregnancy. During pregnancy, your iron requirements increase to almost double what it was before. Most know eggs, animal meats, and fortified cereals are sources of iron. But, did you know apricots, spinach, bok choy, nuts, legumes, and pumpkin seeds are great, whole food plant-based sources of iron? Gobble these up along with vitamin C-rich foods (e.g. raspberries, limes, broccoli) to help boost your body's ability to absorb the iron.

DURING PREGNANCY, IT'S COMMON TO FEEL TIRED - IT TAKES A LOT OF ENERGY TO GROW A BABY, AND A LOT OF NUTRIENTS TOO.

Niacin is a coenzyme needed for cells to make energy. Whole grains, such as brown rice, are good sources of niacin (2.6 mg in one cup). It's worth getting more niacin in your diet - studies have found that vitamin B6 plays a role in first trimester morning sickness.

Healthiest Foods for Pregnancy

According to researchers, the diet of pregnant women in Canada is concerningly low in iron, iodine, calcium, vitamin D, folic acid, and the omega-3 fatty acid called DHA. Simply ditching the processed foods and eating more whole foods can be an easy way to get more of these important nutrients into your diet. Toss berries on your breakfast bowl. Add lettuce and other vegetables to your sandwich. Snack on nuts and seeds. Order a side of vegetables

instead of fries when eating out. It's worth it! Not only will it help your body be better equipped to grow a baby, these nutrients can improve your energy levels.

Nutrients Most Pregnant Women Lack and Where to Find Them:

Calcium - dark green vegetables, nuts, seeds, dairy

DHA - fish, squid, algae, omega-3 supplements

Folic Acid - citrus, beans, leafy greens, some whole grains, supplements

Iodine - saltwater seafood, sea vegetables (kelp)

Iron - green leafy vegetables, legumes, seeds, apricots, meat and fish, liquid supplements

Vitamin D - sunlight, fatty fish, egg yolks, fortified milk, supplements

The best foods to eat during pregnancy are whole foods. Feel good about digging into your favourite vegetables, fruits, whole grains, nuts, seeds, and beans during pregnancy as these whole foods are rich in nutrients required for a healthy pregnancy. Protein is important in a healthy pregnancy – your muscles are hard at work carrying around extra weight. When making food choices, it's wise to seek out foods that contain nutrients most pregnant women lack.

One delicious bite after another, make sure to put healthy foods on your fork. It will support your body and may even help with some pregnancy-related complaints. Don't stop eating healthy after birth! Research has shown that nutrition is crucial from conception to two years of life in the prevention of adulthood diseases such as diabetes and heart disease.



*No stranger to cravings, Allison Tannis is a mom of two, author of **The 100 Healthiest Foods to Eat During Pregnancy**, and four other healthy*

food books. She is also a hilarious motivational speaker and blogger. Find more at allisontannis.com or enjoy following her @deliciouslygeeky.



“STRUGGLE WELL” DURING CHALLENGING TIMES

TEACH YOUR CLIENTS HOW TO RECOVER FROM A HEALTH WOBBLE WITH THESE FOUR STRATEGIES

By Kathleen Trotter, PTS

IF YOU WANT YOUR CLIENTS TO SUCCEED — WHICH I KNOW YOU DO — TEACH THEM TO “STRUGGLE WELL.”

The health journey is not linear. Don't romanticize the process. No one becomes instantaneously “healthy,” has effortless consistent motivation, and lives a life without conflict, temptation, struggle, or emotional turmoil. Your clients will face challenges — lots of them. It is how they deal with them that count.

It is your job to normalize the natural ebbs and flows inherent in the health journey, teach appropriate self-talk, offer coping strategies, promote a growth mindset, convey the importance of perseverance, and teach the skills needed to recover from a health wobble — to teach clients how to struggle well!

Four Ways to Struggle Well

Expect to work through the “grades” of fitness. Embrace a “beginner's mind.”

Most clients rationally know “overnight lifelong success” is absolutely unrealistic; yet deep down too many of us still expect to reach our goals overnight — to magically have healthier eating habits or to jump on the treadmill and start effortlessly jogging.

Being temporarily “bad” at something is part of the learning process. You can't walk without rolling and crawling, or ace grade 12 math without learning the basics — yet feeling like a “failure” or “out of place” is too often why people abandon their health process.

Help clients embrace a “progress-based mindset.” Normalize that of course they will feel awkward lifting weights and are sore post-workout; they don't regularly lift — yet. Normalize that their taste buds don't love healthy food — they're used to existing on sugar — for now. Sure, hill walking kicks their ass because their current self doesn't regularly do hills — but their future self can.

OFTEN ONE HEALTH WOBBLE — A MISSED WORKOUT OR AN UNPLANNED INDULGENCE — SNOWBALLS INTO A SERIES OF LESS-THAN-IDEAL CHOICES.

Help clients become comfortable on the “beginning side of yet” — e.g., being new at something. Help them feel empowered — versus discouraged — working through the “grades” of fitness. Highlight progress and effort versus simply rewarding final results.

Embrace a growth mindset and taking the “next best action.”

Teach your clients that we all fall off our horse sometimes — we are human. The question is not “Will I fall?” but “How quickly do I course correct?” and “What can I learn?”

Often one health wobble — a missed workout or an unplanned indulgence — snowballs into a series of less-than-ideal choices. Help your clients curtail their “snowballs” — don't let them “shame spiral” down the rabbit hole of unhealthy choices.

Teach the “get back on the horse” process.

First, promote immediate course correction. Don't let clients dwell on the past or fantasize about how they will act tomorrow. Get them to ask, “What is the next best thing, no matter how small, that can be done NOW?” A walk? Glass of water? Do that immediately.

HIGHLIGHT PROGRESS AND EFFORT VERSUS SIMPLY REWARDING FINAL RESULTS.

Second, teach them to learn from experiences so they can create better systems going forward.

Health wobbles are not only inherent to the process, they are a growth opportunity. Teach the mantra “Fall. Course correct as quickly as possible. Analyze. Learn.”

Use the motto “You are not your thoughts.”

Teach clients that just because they have a craving, or a desire to skip a workout, doesn't mean they have to act on the thought. Thoughts are not acts. Thoughts are not facts.

Teach this two-step process.

First, note any urge and say, “NO, I will not do X. I am not my unhealthy thought. The craving or urge is not what I do, who I am, or who I want my future self to be.”

Second, hit the “pause button” on the urge. Distraction is key. Play a game, go for a walk, get involved in a fun conversation, put together a puzzle, anything that disconnects them from the thought.



Teach clients not to “compound problems.” Life is filled with obstacles — an annoying boss, a bad night's sleep, bad traffic, etc., but obstacles don't have to equal opportunities to self-sabotage.

Every situation/obstacle/frustration offers a fork in the road: deal with the obstacle in a rational, emotionally mature manner or use the obstacle as an excuse.

The obstacle exists no matter which fork is picked. Teach clients that the obstacle (bad job, hip injury, negative friend, etc.) is still there if they use it to justify skipping a month of workouts. Now they have to deal with the problem while being less fit.

To sum it up...

Health is a process. Life is a hilly marathon. One does not overcome an obstacle or a less-than-ideal period of life to find a land without obstacles. There will always be a party with “food pushers” or work obligations that sabotage planned workouts. We can't control what we can't control. We can only control how we react — how quickly we course correct and how well we learn from every experience.

Working and learning is winning — the only failure is no longer trying.



*Kathleen Trotter holds a masters degree in Exercise Science, is the author of two books including the new book **Your Fittest Future***

Self, and is a Personal Trainer, Nutritionist, Pilates Specialist, and Life Coach. Find out more at KathleenTrotter.com.



TAKE YOUR SPIN CLASSES OUTDOORS

WHAT YOU NEED TO KNOW TO KEEP YOU AND YOUR MEMBERS SAFE

By Bill Semrau

AS ROAD CYCLING CONTINUES GROWING IN POPULARITY, MORE AND MORE FITNESS TRAINERS ARE TAKING THEIR CLIENTS FROM THE STUDIO TO THE ROAD FOR OUTDOOR TRAINING SESSIONS.



Speaking from my own experience, I started with weekly spin classes and then first got on a road bike with my studio trainer to take advantage of the warmer weather and fresh air, and the novelty of taking the cardio spin classes outdoors. From there, I started riding more seriously, which then led to racing, along with the majority of my cohorts from my spin class.

Even if your clients never decide to commit to road cycling full time, outdoor training sessions can be a fantastic change of pace for them - literally.

The road, however, can also be a dangerous place, and one with a lot of uncontrollable risks, especially compared to the studio, so before you take your spin clients outside, here are some things to consider:

1. Choose an appropriate ride distance and level of difficulty for the group you are leading. Pre-ride the route to ensure there are no dangerous sections of the road. If your riders have been attending 45-minute spin classes, they can likely handle more than an hour on the road (but it is still best to keep the rides under one hour). A shorter ride will avoid problems that can arise with hydration and fueling when the training session gets longer than your clients are used to.
2. Safety is paramount. You are the ride leader, thus responsible for the overall safety of the group. Make sure that all riders know how to call out hazards to the riders behind (e.g. pothole, car up, slowing, and stopping). Understand everyone behind the leader has limited vision, so the leader must be their eyes for the road. Take into consideration that some of your clients may not have been on a bike for years (I personally took a 25 year break before getting back on a bike!), which can lead to some shaky riding.
3. Think about an appropriate client to trainer ratio. Nothing more than 5:1 is ideal, but I recommend not exceeding an 8:1 ratio. If you have a larger group, enlist a fellow trainer to join in leading the ride.
4. Be prepared. Before you hit the road, make sure everyone has a helmet and that bikes are road worthy, with brakes in good working order, and tires well-inflated. It is a good idea to bring some tools including multi-tool, extra tubes, pump, and a well-charged cell phone.

YOUR GYM'S WAIVER MAY NOT SPEAK TO TAKING CLIENTS OUT OF THE GYM...

At the minimum, you should know how to change a tire as you should not be depending on your clients to know how to do this.

5. Your gym's waiver may not speak to taking clients out of the gym, so make sure that it is updated to reflect the additional hazards on the road.
6. Keep the tunes in the spin studio. Do not allow your clients to use mobile devices or headphones while cycling. As inexperienced riders, you will need them to pay attention to the road.
7. Get educated. If you enjoy taking your clients out on the road, you might want to become certified as a cycling coach. Many cycling bodies in Canada offer NCCP coaching certificate programs, starting with one day "Let's Ride" programs. These classes are a great way to develop your outdoor coaching skills, and more importantly, keep your clients safe!

So, get out on the road. Who knows, you may decide to make outdoor cycling training a regular part of your profession. Sometimes it really is better outside!



Bill Semrau is a Senior Vice President with Gallagher in Canada. Bill is an avid cyclist himself, and has expertise insuring amateur

sports, from single proprietor personal trainers, up to some of Canada's largest provincial sports organizations. Contact Bill at bill_semrau@qjg.com



STAYING ON TRACK IN QUARANTINE

SEVEN TIPS TO KEEPING YOU AND YOUR CLIENTS THRIVING

By Peter Twist

As you catch your breath from the sudden change of the training landscape, everyone is vested in staying on track – you, your clients, your business.

In a high stress disruptive chapter predicated by an acute focus on health, could there be a more important time to come through for your clients?

IN EVERY DIFFICULTY LAY OPPORTUNITY

In polling a number of peers who operate boutiques or work independently, here are the seven most actionable tips that are proving to keep clients thriving and your business surviving.

Think short term and long term. A priority on health yet with limitations on where clients can train, remains as boundless as your convictions to fitness and passion to provide

support for your clients. You can quietly go away or come through for them when they most need it.

Don't wait until perfect – get in motion, activating additional ways to communicate with your clients. Receive their feedback and enjoy the process of refining your approach day by day.

As you deal with this immediate chapter, devote some time each week to think about what the training landscape will look like once we are permitted to socially connect again. Do you return to “normal” or re-launch with a new hybrid approach? Perhaps you are being forced to learn skills today that serve you long term!

Delivering Your Expertise

1. Do not cancel memberships or training packages: Communicate with clients how you will inspire them and teach exercise in this chapter. Both live streamed workouts and pre-recorded workouts work well to lead the how-to train. Allow them to taste that experience then give them an option to cancel (put on hold) or to continue. Some trainers are asking their clients for support during this stage. Support is mutual – of their mindset, health, and fitness – and of you and your business. It's a reciprocal relationship.

2. Keep structure + add value: As we know, our clients are successful when they are scheduled, committed, financially invested, and receive knowledge and motivation. Staying with your program ensures the daily schedule, workout design, exercise execution, intensity, volume, and effort. You ensure discipline that is lost at home. On top of this, you can easily add benefits to enrich their experience - doing open-ended Q&A at the end of classes, scheduling a few minutes for those attending to chat on-line, establish private FB groups so they can stay connected with friends from the gym. You might want to even lend out equipment to help set them up for success.

3. Themed courses: Exercise is exercise – how it is packaged varies widely. Designing themed programs can help clients retain focus when their life is highly distracting. Establish new goals for fat loss, strength gain or a specific goal such as preparing to run their first race. It's an excellent time for mindful exercise indoors and socially distanced running in the outdoors. Packaging this with education to teach them more than the workout adds value and keeps them connected to both their goal and to you.

4. Inclusive: While many of your clients may secretly appreciate a break from their families at this stage, it may be more pragmatic to

include them in the workouts and really nice to offer the spirit of supporting their family. Give them the option to include their family at no additional price and be ready to adjust your workout to be kid and family friendly. Bring your most genuine personality and enjoy truly connecting.

5. Stay connected: Connection is the key word – especially during a disconnected period. Humans inherently need and desire human connection. Old school call them. Text. Email. DM on your favourite social media platform. Keep the friendship and feed them your good spirit at a time they most likely need a boost. It needn't always be vital knowledge – it just needs to be caring. And fun. Give them permission to have fun and take the lead with a positive attitude.

6. Deepen conviction: If you think your clients don't need you during this, neither will they. If you think regular high quality training and healthy eating is an option during this chapter, so will they. This is a time passion wins. Communicate your conviction of the high value to health, fitness, and mindset. Express your strong beliefs, ensuring they stay on track and with the most robust immunity. This is a time our sincere care and our high belief in the value of health and fitness takes the steering wheel to drive forward together, with your clients compelled to graduate even better.

7. Stick together: In a time of significant uncertainty, and the unusual physical distancing, could there be a more important time to stand shoulder to shoulder in spirit, socially unified. Keep taking the lead, keep taking the first step, and keep reconnecting with those who opted out. No one can opt out forever. The longer this goes the more vital it is they step back in. Your fellow trainers and your clients alike – stick together. Moral support will go a long way to generating the positive energy and physical energy to stay active and keep involved with you. After all, coaching and teaching is how we generate our own joy and happiness. This might be the most meaningful chapter of your career. Go make it happen!



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.

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ASTHMA AND FITNESS

UNDERSTANDING ASTHMA TO PROMOTE CONFIDENCE AND CREATE LONG-LASTING POSITIVE EXERCISE HABITS

By Becky Zucco, RCEP and Dr. Hayley Lewthwaite, RCEP



“Asthma diagnosis can be complicated, but exercise is still recommended.”

Asthma Facts and Statistics

Asthma is a chronic disease of the airways caused by swelling and inflammation of the airway lining and tightening of the muscles around the airways, which block the flow of air through the lungs. This chronic disease affects more than 3.8 million people in Canada.

Asthma symptoms typically include coughing, wheezing, shortness of breath, chest tightness, and increased mucous production. With increased airway inflammation, the lining of the airways become irritated and swollen, leading to an exacerbation of symptoms.

There is still much research that needs to be done to fully understand how to prevent, treat, and cure asthma. Even though most people with asthma do not die as a result of the disease, they may spend part of their daily lives coping with the symptoms. But, with

proper management, people can live healthy and active lives.

Exercise Induced Asthma

Exercise is a well-known trigger for asthma. Vigorous exercise causes a temporary narrowing of the main airways in the lungs. Some 80 to 90 per cent of people with asthma experience exercise-induced bronchospasm. The exact reason for this is unclear: it may be related to air pollution; hyperventilation may dry up the breathing tubes, especially in cold dry air; and exercise itself may stimulate the release of the chemicals directly responsible for narrowing the airways in the lungs.

After the initial tightening of the airways, almost 50 per cent of those who experience the problem enter a refractory phase of up to three hours, during which no further narrowing occurs. Some athletes take advantage of this by “training through”, others find that a short burst of activity gets them in to the protected phase. For them, an extended warm up (20-30 minutes) and cool down is essential for performance.

Up to one in five elite athletes experience exercise-induced asthma, so when managed properly it is clearly not a barrier to sporting success.

Training People with Asthma

As exercise professionals, we need to be confident about prescribing exercise and physical activity for people with asthma. As with the general population, for people with asthma, exercise has important health benefits. While exercise does not improve lung function, it improves cardiorespiratory health and fitness.

Often, people with asthma have anxiety around exercise triggering an acute asthma attack and unpleasant symptoms (breathlessness). This can lead to exercise avoidance, deconditioning, and a worsening of health. We can help people with asthma to exercise safely and readjust their negative expectations around exercise.

Prior to commencing exercise, it is important to ask about the individual’s medications and asthma action plan. You can check if:

- 1) They have taken their regular asthma medication; and
- 2) They have their short-acting rescue medication (e.g., Ventolin) with them.

While exercise is safe for people with asthma, you want to ensure they have taken their regular medication. It is also recommended that people with asthma take their short-

acting medication as prescribed 10-20 minutes prior to exercise.

Other important tips for reducing the frequency and severity of acute asthma attacks or symptoms include:

- Adequate warm-up and cool-down
- Avoiding exercise in cold, low humidity environments
- Exercising indoors when there is high air pollution
- Avoiding exercise near known allergens (e.g., grasses, pollens)
- Wrapping a scarf around the mouth during exercise

There is some evidence that interval exercise can reduce narrowing of the airways during exercise.

Types of Exercise for Asthma

People with asthma should follow the same guidelines for physical activity and exercise as people without asthma. That is, they should combine aerobic exercise with strength and conditioning exercise. Stretching and balance

exercises are also important, particularly for people in later life.

For individuals who are experiencing heightened asthma symptoms, you may want to try interval exercise instead of continuous aerobic exercise. There is some evidence that interval exercise can reduce narrowing of the airways during exercise. As for the type of exercise, swimming or resistance training may be preferred. Swimming can help to manage asthma symptoms due to the warm and humid environment, whereas resistance exercise does not increase ventilation as much as aerobic exercise, helping to prevent airway constriction.

Importantly, as with any other individual, the exercise that you prescribe for someone with asthma should be something the individual enjoys and is comfortable and confident in performing. Your advice and encouragement while working with an individual with asthma will help to create long-lasting positive exercise habits.

Asthma attack

Signs of an acute asthma attack include:

- Increased shortness of breath
- Difficulty speaking due to breathlessness
- Lips and nails turning blue

If you suspect someone is having an acute asthma attack, it is important to reassure them, keep them calm, and do not leave them alone. Seat them in an upright position

and instruct them to take their reliever medication as prescribed. If there is no improvement in symptoms, call emergency services. Visit Asthma Canada for more information at asthma.ca.



Becky Zucco is a Clinical Exercise Physiologist specializing in COPD and Cancer, with over 25 years in her field. She has written and developed education courses on chronic disease prevention and created Project Move for primary schools.



Dr. Hayley Lewthwaite is a clinical exercise physiologist and research fellow at McGill University. Her research focuses on improving symptom burden and increasing participation in exercise and daily life activities for people with chronic respiratory conditions.

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HOUSEBOUND: HOW TO KEEP CLIENTS MOVING

THE FMS MOVE WELL CHALLENGE WILL KEEP YOUR CLIENTS MOVING WITH QUALITY, INDEPENDENCE, AND PROFICIENCY

By Diane Vives

In this time at home, our clients are experiencing new levels of time on the computer, time on our smart phones, and simply out of their routines.

As a trainer, you can imagine which of your clients are struggling the most because you know they depended on your interaction and your affirmation to stay accountable. These are the same clients that may be falling into that “slouch couch” position, collapsing over their computers and forgetting to simply add a variety of movements into their day. So, FMS has come up with a new strategy to help these clients that we care about. Let’s do the Move Well Challenge!

At FMS we start our client’s program with a Functional Movement Screen that uses

seven movement patterns. This gives us the opportunity to find the best starting point with our clients and identify opportunities to help them move better in a shorter amount of time. For those that use the FMS as part of your system, you can already individualize your client’s stay-at-home program. The FMS Pro app works well to easily send them corrective and strengthening exercises in movement packages that are based on their movement needs.

For those who may not have their clients’ latest Functional Movement Screen, we have our FMS Move Well Challenge! In this stay at home time, our system still supports and provides fundamental movement nourishment. Their bodies are hungry for mobility, stability and movement variety when they become less active, less motivated and less connected while spending

longer periods at home. The FMS system prioritizes movement patterns based on the developmental sequence and making sure the most fundamental patterns precede more complex functional patterns. Approaching our movement priorities in this way ensures the movement foundation does not have any weak links. So, for this reason you will see that the first five fundamental movement patterns in the FMS movement priorities support healthy movement and a better movement foundation to build upon.



Perfect! So, here is our Move Well Challenge. As humans, we learn to move and explore our environment from the time we are born and have a developmental sequence of movement patterns that naturally develop to support more complex movements and abilities. These are the movements that will allow our clients to nourish their movements while at home and even better prepare them for returning to their favorite workouts, group training or sports goals. Not to mention, this will help them feel better in body and mind while spending so much time at home.

Active Straight-Leg Raise



Opposing lower body movements that help counterbalance the upper body movements found in crawling, walking, lunging, sprinting and stepping.

ASLR Circuit:

- Crocodile Breathing
- Strap Assisted Straight-Leg Stretch (sub: towel)
- Assisted Leg Lowering (sub: towel)
- Leg Lock Bridges
- Half Kneeling Rotation with Dowel (sub: broom stick)
- Hip Hinge Single Leg with Dowel (sub: broom stick)

Shoulder Mobility



Opposing upper body movements that help counterbalance the lower body movements found in rolling, crawling, locomotion, throwing, and swinging.

SM Circuit:

- 90/90 Breathing
- T-Spine Rotation with Rib Grab
- Brettzel
- Trunk Stability Rotations Knees Flexed
- Tall Kneeling Turns with Anterior Load
- Half Get-up (sub: Light Athletic Shoe)

Ankle Mobility



Supports lower body control from the ground up to do locomotive activity and provides position sense for the many ways we use and change our base of support.

AM Circuit:

- Stick Work – Calf Release
- Dorsiflexion from Half Kneeling with Dowel (sub: broom stick and book)
- Open Half Kneeling Ankle Mobility (sub: broom stick)
- Hands/Knees Rock Toes Tucked
- Step Over Toes Up (sub: book and wall)
- Single Leg Deadlift Body Weight
- Half Get-up (sub: Light Athletic Shoe)

Rotary Stability



Ability to resist rotation when there is a push or pull on one side as well as creating rotation to express the lower and upper body connection with timing and control. As in rolling, crawling, climbing, running, changing direction, swinging and throwing.

RS Circuit:

- Cat In/Camel Out
- Quadruped T-Spine Rotation
- Half Kneeling Halo (sub: Light Object)
- Quadruped Diagonals (Bird Dog)
- Rolling Upper Body and Lower Body
- Bear Crawls

Trunk Stability Push-Up



Strong connection between our upper and lower body allows us to resist the forces that would take our trunk out of alignment. Supports activities such as plank positions, pushing a heavy object across floor, lifting something overhead, deadlifting or squatting with load.

TS Circuit:

- Press Up Breath In
- Half Kneeling Hip Flexor Stretch
- Tall Kneeling KB Halo (sub: Light Object)
- Plank Pelvic Tilts
- Log Rolls
- Push-up Walkouts

Movement quality is the goal and you can interact with them as you introduce these circuits remotely to motivate and continue supporting your client's ability to move well from home.

These circuits will give them five movement-based circuits they can complete 1-3 sets based on their needs and ability. If you are not sure, start with one set and then add a set in the following week until they are performing three sets per circuit. Either have them perform these five days consecutively then take two days off, or if you feel they are up for the full Move Well Challenge have them rotate through these five circuits and complete one each day. Have fun motivating and supporting your clients at home and don't hesitate to send them encouragement to "first move well, and then move often".



Diane Vives is Owner of Vives Training Systems and Fit4Austin in Austin, Texas. Her multidisciplinary approach and experience provide a focus on developing the complete athlete and fitness client. Currently she serves as Director of the Education Team for Functional Movement Systems. She has contributed to publications such as Speed, Agility and Quickness as well as Developing Sports Speed, both published by Human Kinetics. Coach Vives provides professional mentorship and consulting for both training and professional development.

TRAINING



PEAK PERFORMANCE: FIT FOR NATURE, FIT FOR LIFE™

THE WATERROWER IS THE PERFECT COMPLIMENT TO AN
OUTDOOR TRAINING PROGRAM.

By: SGT Ken® and Stephanie Weichert

**WE HAD ALREADY BEEN
HIKING FOR A FEW
HOURS THAT MORNING
UNDER THE FAINT
GLIMMER OF THE STARS
AND MOON ABOVE US.**

The sun now pierced through the mountain crest ahead, drenching the deep blue sky with a hue of honey. My heart raced with

endless excitement. We were just moments away from summiting the highest point in the continental United States.

Mount Whitney stands 14,505 feet above sea level. This was my third trip to the top. I was leading a group of 12 fitness enthusiasts on the 22-mile hiking route. It's the perfect peak to test personal endurance and forge deep connections.

Hiking is my favorite type of outdoor training. I love long adventures. I agree with John Muir, advocate for the preservation of wilderness and known as the "Father of National Parks" who once said, "Keep close to Nature's heart...and break clear away, once in a while, and climb a mountain or spend a week in the woods. Wash your spirit clean." There is certain splendor about outdoor training that makes my soul feel refreshed and renewed.

My Top Five Outdoor Training Tips

Beyond my personal preference of leading groups on tough treks or technical climbs, I've incorporated five additional types of outdoor training into my fitness business:

1. Day hikes – I led multiple teams through Muir Woods and Mount Tamalpais forests, just North of San Francisco, California. I chose particular paths to fit a theme (e.g. Operation Trail After Trail was a 16-mile, one-day hike). I would have the group stop temporarily at specific points to perform partner-assisted exercises to produce an unforgettable experience and to build bonds with other team members. I started each excursion with map reading and first aid classes to educate and empower them with the tools necessary for basic wilderness survival.
2. Night hikes – Like the day hikes, these entertaining treks were brief enough to abstain from packing a tent. All night hikes also fit unique themes (e.g. Operation Blind Mice was a 14-mile hike that began at 5:00 p.m. and ended at 1:00 a.m., or Operation Midnight Maneuvers was a 12-mile hike that started at midnight and finished at sunrise).
3. Outdoor competitions – Two teams would search for hidden clues to help guide them one step closer to capturing the flag. Note: I'll describe fitness competitions in another article.
4. Outdoor challenges – Leading sprints at local parks and singing military cadences as we jogged back to the studio together.
5. Outdoor classes – Taking the studio outside is a student favorite and simple to organize.

Outdoor classes that include equipment bring immense interest and variety, making students feel like they are doing something special while also connecting with nature. For example, performing several resistance band squats just before a sprint up a hill can increase complexity and intensity while adding a flavor of uniqueness to the program. To facilitate friendly competitions, I've paired participants for races, Fartlek runs, and other team-building drills.

Putting It All Together

Try taking the cardio machines outside, especially when there isn't a hill or a park nearby. I highly recommend the WaterRower, rowing machines that are easy to roll back and forth from the studio to an outdoor location.

With the functional fitness movement pattern and the advanced sensory simulation of rowing in a watercraft, the WaterRower is the perfect compliment to an outdoor training program. The WaterFlywheel design creates a smooth natural resistance, intensifying only with speed, resulting in the realistic feel and sound of the drag of the water moving over the hull of the boat. The machine offers a total body workout using nine major muscle groups which comprise 84% of the overall muscle mass, as well as the ability to target only the upper or lower body by isolating the seat slide. According to NSCA, the back and abdominals as well as the major muscles in the arms, shoulders, and legs muscles are utilized throughout the stages of rowing.

Let's put it all together! In this article, I'm sharing a variable intensity interval training (VIIT) workout that uses three main pieces of equipment:

1. WaterRower machine
2. Backpack or duffle bag, loaded with 15% equivalent of body weight
3. Closed loop resistance band



Ken Weichert (aka SGT Ken®) is an award-winning international speaker, six-time US Army Soldier of the Year, Master Fitness Trainer, Master Resilience Trainer, Counterintelligence Agent, decorated combat veteran and canfitpro International Presenter of the Year (2017, 2019). Ken's personal mission is to help people turn stress into strength and obstacles into opportunities through physical and emotional resiliency coaching and leadership training. Ken serves as the Director of Programming and Education for WaterRower®. For more information, please visit sgtken.com.

It's one of my favorite fitness programs to produce the power needed for the next day trek or mountaineering mission! Let's do this!

Warm-up Phase

Calisthenics:

5 minutes of aerobic exercises, such as running in-place, Jumping Jacks, and jumping rope.

Dynamic Flexibility:

5 minutes of dynamic flexibility exercises, such as Knee Lifts, Hip Stretches, Leg Lifts, and Shoulder Rotations.

Workout Phase

Variable Intensity Interval Training (VIIT)

60:30 sec work/rest	WaterRower®	Calisthenics	Resistance Band	Core
ROUND 1:	Legs only rowing	Backpack Squats	Dead Lifts	Supine Leg Lifts
ROUND 2:	Arms and Body only Rowing	Backpack Lateral Lunges	Wood Chops (both sides)	Seated Leg Extensions
ROUND 3:	Total Body Rowing	Backpack Lunge and Twist	Single-arm Row (both sides)	Supine Toe Touch Drill
ROUND 4:	AMMAP	Backpack Ski Jumper Drill	Power Jacks	Flutter Kicks
ROUND 5:	AMMAP	Backpack Cossack Squat	Pull Apart Drill	Prone Back Extensions
ROUND 6:	AMMAP	Backpack Tuck Jumps	V-sit Torso Twists	Supine Side Reach Drill
ROUND 7:	AMMAP	Backpack Stair Climb	Upright Row	Stacked Feet Low Plank

Note: (AMMAP) As many meters as possible

Wind-down Phase

8 minutes of dynamic or static stretching.

Remarks

Warm-up – 10 minutes

Workout – 42 minutes

Note: Each round is approximately 6 minutes when inserting a 30-second rest period after each 60-second exercise.

Wind-down – 8 minutes

Total: 60 minutes

Get access to other free workouts, training and tips at: <https://www.waterrowerfitness.com/canfitpro>

Hooah!

Warning: Always seek the advice and guidance of a qualified health provider with any questions or concerns you may have prior to commencing a fitness program. This article should not be relied on or substituted for professional medical diagnosis or treatment. The exercises presented are for suggestion only. Participate at your own risk. Stop if you feel faint or short of breath.



Stephanie Weichert is an Associate Certified Coach (ACC) and Business Strategist. She has performed life-coaching workshops for multiple military groups, youth organizations, as well as at canfitpro and Empower Fitness conferences. Stephanie has a B.A. from San Francisco State University and an MBA from King University. She has written for Military.com, Military.com, Foundations, HOOAH, Military Spouse and GX®: The National Guard Experience. Her book, Everything I Would Have Said: Survival Strategies for Getting Through Tough Times, is now available on amazon.com. For more information, please visit stephanieweichert.com.

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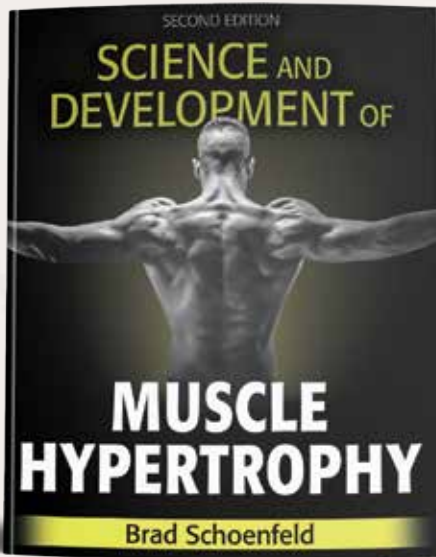
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Women WHO INFLUENCE

canfitpro has made the difficult decision to post-pone the 7th annual Women Who Influence live event until 2021, however stay tuned for more info about Women Who Influence virtual sessions in August as part of the **canfitpro 2020 Virtual Series**

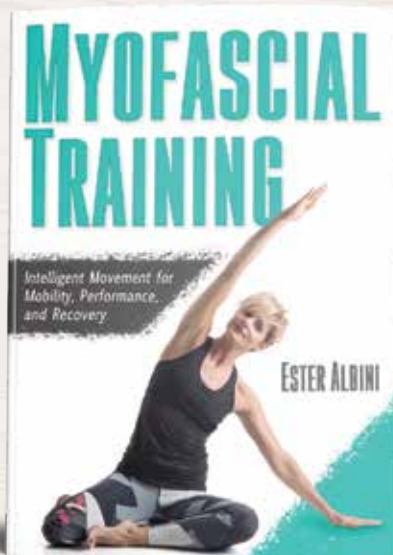
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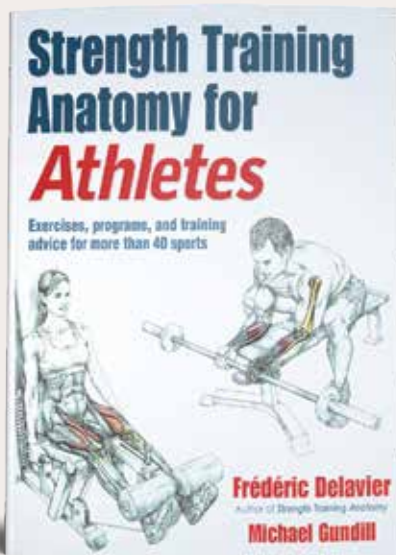


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