



NEWSLETTER

For Fitness Professionals

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Business Tip: Become a Necessity, Not a Luxury

From John Spencer Ellis, CEO

Everyone is talking about the economy. Is everyone really "hurting"? Sure, gas prices are up and anyone who has a significant amount of money invested in real estate or who has a job in the real estate sector is affected to some degree. However, do you really think that the people who want training are really suddenly unable to afford your services? Those who have money and will be buying your services are still doing fine. Oh, some people will make the excuse that the economy, gas prices, or real estate market has hurt them, but what they are really saying is, "There are more important things for me to do with my money than spending it on you." Don't argue with them, they must do what they feel they must do. Your primary job is to give your clients so much value that you are the LAST thing they would ever dream of dropping.

New people should be scrambling to obtain the finances to be able to afford you. Do people stop buying cars because they can't "afford" them? Do you think everyone ONLY buys a car they can "afford"? Most people cannot afford to own a car, which is why they have a loan and regular loan payments. But they still buy the car. Despite the possibility of carpooling or public transportation, people simply value their cars too much to let them go. You must ensure your value is appreciated in the same way. You must become a necessity, not a luxury. Life and health are more important than transportation (keep that mindset, don't say that to your clients or they'll laugh at you). No more excuses as to why you aren't successful. Learn what you must about training so that you can provide a clear, well-defined, and outstanding program with tremendous energy in instruction, and keep learning from those who are successful is sales and promotion of their services. Most people are not suddenly unable to afford your services; it is another test for you to show them how much you are truly worth. People will always fight to keep what they value highly. Keep your head up and raise your game... NO EXCUSES! Become a necessity.

For more information on how to communicate with your clients, gain new clients, and retain all of your clients for the long term, refer to your NESTA PFT manual. Don't have an updated manual? It's time to upgrade at www.nestapft.com or by calling 1-877-348-6692. Learn from your clients as they learn from you.

Training Tip: Assess Active Range of Motion before Loading

From Mark Baines, Senior Vice President of Program Development

If you have ever found yourself struggling to determine why your client has such a hard time with a given exercise, it could simply be that they do not understand the movement. But remember, most clients cannot learn the movement by starting with external loading. They must first complete the movement without any load at all. We simply call this – Active Range of Motion (AROM).

It is imperative that you have your client mirror your movement and duplicate what you do so that they understand the movement you are asking them to perform. This may mean standing right in front of them and having them perform simulated pulldown movements (shoulder adduction with elbow flexion) until you are satisfied they can complete the basic movement. Have them continue to mirror you and perform the “air movement” until it is satisfactory. Then, once they attempt an externally loaded pulldown movement, they are not likely to make as many or any mistakes.

It is your job to show your client, and teach your client the movement, then observe their active range of motion so that they not only understand the movement and what is expected, but so that you know how far and how well they can move. Once the client is “loaded” you must not exceed this active range of motion. Your client will move better, progress faster, understand your expectations more clearly, and you will have a happier, healthier client that will make your overall training job much easier.

It is so simple. But so many trainers avoid it, ignore it, or forget it. Perform this simple action every time you are attempting either a complex movement or a new movement with your client. It only takes a moment, and it will separate you as a professional trainer over those who simply put their clients on a machine or exercise and try to describe what to do with little success.

For more information about assessing active range of motion and determining the most appropriate exercise to fit your clients’ goals, consult your NESTA PFT manual. Don’t have an updated manual? Call 1-877-348-6692 or go to www.NESTApft.com and order yours today. Take care of your clients.

Training Connections: Additional Opportunities for new and current NESTA students

Have you been struggling, as a trainer, to make ends meet? Are you currently making near or below the industry average of \$30,000/year? [Future Films, Inc.](#), the worlds leading sports and fitness motion analysis company is seeking experienced and non-experienced fitness and sports performance professionals to expand its athlete and non-athlete [Motion DNA testing programs](#). To learn more about this exciting cutting edge opportunity...and how you can immediately start to earn what you're worth doing what you love...attend a FREE Webinar. Spaces are limited at each webinar so don't get left out!

Stay tuned for the next NESTA News for further information.

On Fitness

If you missed it last month, we mentioned *OnFitness* as a digital magazine geared toward health and fitness professionals and enthusiasts. Not only does it provide information on education, training, and industry news, but it is provided in a convenient digital format that makes it easy to skip to pages, zoom in and out, share information, customize options, and access links to other web pages. Just think of all the paper you save! Take a look for yourself at <http://server5a.pressmart.net/onfitness/>.

Tri Program

We are currently finalizing the curriculum and software for our International Coaching Association’s Professional Triathlon Coach Certification to meet the industry’s rigorous standards. We are also working in conjunction with our partner, Polar[®], the leaders in heart rate monitoring technology, to create the first triathlon training program to integrate heart rate monitoring technology directly into your client programs. Please keep checking back for updates on the release.

New Programs Added to the NESTA Family

Always striving to develop the best trainers in the industry, we are proud to announce the release of two personal trainer education opportunities:

1) **The Elite Trainer:** A combination of our Biomechanics, Core Conditioning, and Functional Training programs.

- Biomechanics is the study of internal and external forces as they relate to human movement. You will never look at an exercise or movement the same way again.
- Core Conditioning is essentially training of the trunk musculature crucial in all human movement in order to achieve significant strength, mobility and performance.
- Functional Training involves the implementation of exercises which will improve total body joint stability, mobility and strength for health, weight loss, and/or athletic performance.

These three programs are \$199 when purchased separately, but the Elite Trainer package sells for ONLY \$399. Go to <http://www.nestacertified.com/elite-personal-trainer-program.html> for more information, or call 877-348-6692 for more information.

2) **The Master Personal Trainer 2.0:** Designed for the trainer who wants to achieve the highest level of competency in personal training. By completing this program, you will earn the following designations:

- Certified Personal Fitness Trainer (PFT)
- Biomechanics Specialist (BMS)
- Functional Training Specialist (FTS)
- Core Conditioning Specialist (CCS)
- Speed, Agility, & Quickness Specialist (SAQ)
- Master Personal Trainer (MPT)

This program also includes a Polar F-11 Heart Rate Monitor, giving you the competitive advantage of heart rate monitoring technology for both cardiovascular and strength training excellence. Call us or go to <http://www.nestacertified.com/master-personal-trainer-certification-course.html> for more information.

Live Training: NESTA PFT and Continuing Education Workshops

From The NESTA Live Instruction Team

The NESTA live workshop schedule in the coming months can be found below. If you do not see a workshop scheduled in your area any time soon, please contact us. NESTA currently provides live learning opportunities in AZ, CA, FL, IL, IN, NY, TX, AND WA (CO and OR coming soon). In most cases, in order to hold a NESTA workshop there must be at least 30 attendees or the workshop may be postponed to a later date or alternate location. We realize that live hands-on training is perhaps the most useful form of training for any professional. Please be sure to sign up early as workshops often sell out. Let us know how we can be of greater service to you.

Nothing beats a combination of live training with solid distance education. Sign up now at <http://www.nestacertified.com/workshop-schedule.html>.

Job Openings for Trainers, Coaches and Instructors

From Everyone at NESTA wishing you great success

If you are NESTA certified or have a NESTA specialization and are looking for a job or position in your local area, start here. NESTA wants you to be successful and find a place that you can further your career as a fitness professional in an environment that best suits your needs. Your dream job may be closer than you think!

Go to www.nestacertified.com/jobs.html and get working now.

This email was sent to you because you signed up as a NESTA member to hear about news, program news and special offers from NESTA. If you would like to change your email address or unsubscribe to this list, please use the links below.

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