



# NEWSLETTER

## For Fitness Professionals

July 2008, Vol. 2

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### [Business Tip: How to Elicit Better Client Feedback](#)

*From John Spencer Ellis, CEO*

When communicating with anyone in a professional relationship, be certain that you have a clear sense of direction for what you want to GET from the relationship and the conversation AND what you expect to GIVE in return. Business is about making a living (not just money) for yourself by creating value for others. Have clear, specific, reasonable goals for your conversation. Remember, your goals must include what you want and how you will deliver what your client wants. According to motivational speaker, Brian Tracy, the two factors that most determine what happens to you in life are what you think about and how you think about it, most of the time. Your job is to elicit not just what your client wants, but how your client expects to get it, and then to help the client understand what he or she wants so that you can reach his or her goals together.

Here's your plan for eliciting better client feedback:

1. Set up a time to informally sit down and talk. You will not likely elicit key feedback in a new relationship without a more "formalized" meeting.
2. Utilize an area free from noise and distractions. This can be challenging, but it is crucial.
3. Have questions ready, on paper, in advance. Whether it is a form, or questions you have prepared, you must be ready to get answers for the information you both need. You will refer back to it often.
4. Ask questions and fill out the answers for the client, do not have them do so or you will miss valuable information that can be elicited during conversation. Talk only when questions are asked of you and keep your answers to 20 seconds or less (other than your questions, of course)
5. Ask yes or no questions first, then ask for more details as necessary
6. Write everything down, you won't remember later and there is nothing worse than a professional who does not work off a plan or does not write things down. This client will always be less prepared, no matter how qualified the client is.
7. Maintain eye contact, smile often, and talk to the client as though they were a good friend, not someone you hope to get something from. If you do things right, they will become very close to you over time.
8. Sit or stand at or slightly below the level of the other client so that you avoid intimidation and increase your comfort level
9. Stay within close enough range that you can just barely reach out and touch them. Proximity to you (as long as it isn't too close) is crucial in making the other client feel as though this conversation is the only that matters at this moment.

10. Be honest, and answer all questions directly. Don't be afraid to say "I don't know, but I'd be happy to investigate that for you". If there isn't time to answer a question simply say, "That's a good question, hold that thought, and remind me if I don't get back to it later."
11. Get a heart rate monitor, or as they are now being referred to as, a "training computer". In this way, you can ask questions, determine their RPE ("How do you feel on a scale of 1-10"), and determine heart rate response. Heart rate response is indicative of the client's actual exercise intensity, recovery rate, energy, and emotional state.

Effective communication and eliciting important information is ongoing and you must refer back to your notes each time you see this client, before your meeting/appointment. Remind yourself of the client's goals, strengths, weaknesses, and the plan for your session each and every time. Ask repeatedly each session how the client feels for subjective feedback (energy level from 1-10) and use your "training computer" for objective feedback (body's actual response to exercise). Do this, and remind your client how glad you are to see them and that you are proud of his or her efforts. Do this sincerely, and prove that you exist for your client's benefit, and all good things will come to both of you.

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 it? It's time to upgrade at [www.nestapft.com](http://www.nestapft.com) or by calling 1-877-348-6692.

### **Training Tip: Cardiorespiratory Fitness: Why it should matter to you.**

*From Mark Baines, Senior Vice President of Program Development*

No trainer questions the need for strength training to increase bone density, muscular strength, local muscular endurance, and proper connective tissue elasticity. However, how many trainers simply assign an arbitrary daily or weekly amount of cardiovascular activity to their clients? Just like strength training, that other form of resistance, cardiorespiratory (or cardiovascular) training requires more than just time under tension (the time from the beginning to the end of a set without losing "tension").

Cardiorespiratory training, despite common misconceptions, can and will increase heart and lung efficiency more than circuit training through strength training. It may also create a more stable homeostatic environment to avoid excessive secretions of cortisol and maintain overall hormonal balance (hormones regulate every bodily activity).

What makes an efficient heart? An efficient heart beats slowly at rest (approximately 40-60 bpm) and drops from high heart rates within seconds or a couple minutes following intense activity. An efficient cardiorespiratory system allows the individual to:

1. Breathe less frequently
2. Take in more air and utilize more oxygen with each breath
3. Breathe diaphragmatically (just like a baby) so there is less tension in the neck, shoulders and chest from "chest breathing"
4. Better regulate the endocrine system to increase the ability to handle greater levels of physical, mental, and emotional stress and avoid much illness and disease (many illnesses, syndromes, and diseases can be avoided)
5. Recover faster from illness and higher intensity workouts on all levels
6. Achieve higher mental acuity and alertness for better productivity at work, home, and at play
7. Sleep more restfully, and continuously at night (what person couldn't use this?)
8. Better digest the bad foods along with the good foods. Want to see a "human garbage can" that seems to be able to eat anything but always stays lean? Look at the endurance athletes. Just don't use this concept as a license to eat poorly.

These are just a few...

Strength training is great, and it is integral to any training program, but there are some things that strength training just can't attain like cardiorespiratory training can. Remember, you must vary the frequency of your cardio workouts (how many days per week), intensity (recovery days, moderate aerobic days, and intense anaerobic days), time (12-45+ minutes per session), type (running, biking, swimming, elliptical, etc., and outdoors as much or more than indoors), and rate of progression (this requires planning and the recording of performances as it is specific to each individual).

Additional Reading regarding stress response: "Why Zebras Don't Get Ulcers" by Robert Sapolsky

Want more cardiorespiratory and cardiovascular exercise ideas? Check out the exercise physiology and program design chapters of your PFT manual. Don't have it? It's time to upgrade at [www.nestapft.com](http://www.nestapft.com) or by calling 1-877-348-6692. Or visit <http://nestacertified.com/nesta-programs.html> for more education programs. Education never stops, and neither should you.

### **Program of the Month: Corporate Wellness Coaching**

NESTA's sister company, The Spencer Institute, has just released its new corporate wellness program to bring you the latest information, tools and resources to help you put together a winning wellness program for your corporate clients.

As healthcare costs continue to rise, more and more businesses are suffering financially. In fact, many companies are spending 50% of their profits to cover the annual costs of their employees' health benefits. Yes, that's half of their profits!

#### **Did you know? \***

- Over 90 million Americans are clinically obese.
- 75% of healthcare spending pays for illnesses that are preventable.
- In 2005, 60% of global deaths were attributed to chronic diseases such as stroke, heart disease, cancer and diabetes.

Corporations are desperately looking for ways to contribute to the health of their employees and cite an average savings of \$3 - \$6 for every \$1 they spend on corporate wellness programs. The Spencer Institute's Corporate Wellness Coach program will give you all of the tools you need to design and implement a successful program for your corporate clients.

For more information, please visit:

<http://www.spencerinstitute.com/corporate-wellness-health-promotion.html> to learn how you can earn \$75 - \$150 per hour as a corporate wellness coach.

\* *National Health Care Statistics, The U.S. Centers for Disease Control, The World Health Organization (WHO)*

### **Training Connections: Building Business Relationships and Resources**

*From Dave Goldstein, Vice President of Business Development*

**NESTA graduates are receiving great customer service and extremely competitive rates with Fitness and Wellness Insurance!**



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Fitness and Wellness Insurance is a member of the Philadelphia Insurance Companies (A+ admitted carrier) one of the largest insurance writers of the fitness, professional sports, and recreation industry. Fitness and Wellness Insurance is pleased to provide a highly competitive insurance program for NESTA certified cliental trainers, Pilates instructors, Yoga instructors, and Life and Wellness Coaches.

Please visit: <https://www.fitnessandwellness.com/NewIndividual.aspx?Site=Nesta&Association=Nesta> to download and fill out your application.



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### *GOT MUSIC?*

**Dynamix Music** is offering NESTA Instructors a 20% discount on all full priced music CD's. When ordering please use code: **NESTA08**. Orders can be placed through the web ([www.dynamixmusic.com](http://www.dynamixmusic.com)), by telephone (800-843-6499 Toll Free between 9 AM – 6 PM EST), by fax (1-410-918-1863), or by mail (Dynamix Music – 9411 Philadelphia Road – Baltimore, MD 21237). Dynamix, gives you **Maximum.Motivational.Music** with every CD you purchase. To see our entire product line, please visit our website [www.dynamixmusic.com](http://www.dynamixmusic.com)

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**NESTA is proud to offer our members the OnFitness Authentic magazine layout on the web!**

**OnFitness Digital Magazine** is an entirely new, fun, refreshing and easier reading experience for you. OnFitness is a highly regarded publication for cliental trainers and fitness enthusiasts with a natural approach to health and fitness. It is the most comprehensive cliental training fitness magazine of its kind and enjoys high approval ratings from its readers while providing accurate information and education to help readers achieve results! OnFitness combines dynamic cliental training articles, informative organic nutrition education, and unbiased editorial with you in mind. OnFitness digital magazine is an exact digital replica of our printed magazine now available on the web.

**[Check it out for free today!](#)**



We have paired up with **BOOMj.com**, a social network and shopping website that targets baby boomers and adults over the age of 35. As you know this is the target who takes the most action on opportunities for fitness and wellness...and stress management solutions. BOOMj is one of the fastest growing social networks on the web; serving more than 78 million Baby Boomers. It has also been recognized for its large amount of traffic on Alexa.com and is now ranked in the top 10,000 websites out of 6 million. In addition, BOOMj.com was just ranked one of the top 10 web destinations for Baby Boomers by PC Magazine.

Our relationship with BOOMj.com allows all NESTA trainers to connect with BOOMj.com's database of members. By joining BOOMj as a friend of NESTA all of us will be able to interact with one another, exchange ideas, and create profitable relationships.

Build your personal profiles that highlight individual areas of expertise and knowledge, you will be able to build out your client base and income through new clients, and sell specific nutrition/fitness services. We hope that each trainer will take advantage of this unique opportunity to reach a highly sought after market and expand your business.

Create customizable fitness profile by visiting [www.boomj.com](http://www.boomj.com) and clicking on "Sign-Up". At the bottom of the page will be an empty box titled "Refer/ Org"; type in NESTA and you will receive 3000 membership reward points that are cash towards purchases in the BOOMj store.... Hope to see you there!

### **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](http://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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