Introduction to the Ten Step Fitness Consultation

‘t2i/new member experience coach Checklist’

1. **Manual** - Print and review
2. **Podcast** - Watch on-demand podcast
3. **Videos** – Watch on-demand videos from top to bottom
4. **Webinar** – Attend the three webinars:
   - Anytime Health - 9 Steps to New Member On boarding
   - Fitness Journey - 10 Step F/C Process
   - Introduction to PT Software
5. **Shadow/Role-play** - FC’s on O2i, H2i or FM
6. **Quiz** - Complete quiz and trainer bio within 2 weeks of hire

FACTOIDS:

- **Mission:** On board new member successfully with AH and educate them on the 5 member services.
- Identify true leverage (challenge)
- 70% of new members quit in 1st 3-6 months. Motivate the prospect by talking about what the consequences are if they don’t exercise and the benefit if they do exercise.
- 97% to 95% of health club members have no interest in PT, at first, due to lack of education about PT or money concerns. 3-5% members train with trainers by default.
- Increase personal training sales to 15%-20% of club members by providing education, service, and follow up each with new member
Fitness Consultation (FC) Handout Procedures

Every new member should be provided with a Fitness Journey handout when joining the health club.

Eighty percent of success is showing up. – Woody Allen
10- Step Fitness Consultation

Build a relationship with your prospect by learning their fitness objectives and showing them a plan for how you can meet the objectives working together.

<table>
<thead>
<tr>
<th>STEPS</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>24 Hour Reminder Call</td>
</tr>
<tr>
<td>2</td>
<td>Greet Your Prospect</td>
</tr>
<tr>
<td>3</td>
<td>‘Member Profile Card’ (Back side)</td>
</tr>
<tr>
<td>4</td>
<td>Use Body Fat and Cardio baselines to set starting points</td>
</tr>
<tr>
<td>5</td>
<td>‘Fitness Recommendation Card’</td>
</tr>
<tr>
<td>6</td>
<td>Building PT Credibility</td>
</tr>
<tr>
<td>7</td>
<td>‘WOW’ Workout</td>
</tr>
<tr>
<td>8</td>
<td>The Program Presentation</td>
</tr>
<tr>
<td>9</td>
<td>The Price Presentation</td>
</tr>
<tr>
<td>10</td>
<td>Sale or No Sale What to do next!</td>
</tr>
</tbody>
</table>

Approximate timeline for a Fitness Consultation: 1 Hour

**Steps**

- **(1-3)** 10 minutes Health Screening/ 7 Skillful Questions
- **(4-6)** 10 minutes Assessment / Start-Up Recommendations
- **(7)** 20 – 25 minutes Workout
- **(8-10)** 8 – 10 minutes Sales Presentation/Closing

Trainers who are new to the FC should allow 1-1/2 hr for FC’s or until the trainer feels he/she has mastered the steps.
Member Profile Card Procedures

Membership Sales rep schedules Fitness Consultation

**Script:** "Welcome to __ club name ____ While I’m completing your membership agreement please fill out this **Member Profile Card** so I can schedule you with our PT department for your complimentary Fitness Consultation"

When making the 24hr reminder refer to the area of interest the prospect referenced on the **Member Profile Card** (e.g. weight loss, toning). **Smile before you dial!**

"Hello John, this is ____ with ______. I just wanted to confirm our appointment for tomorrow at 8am. I see you are interested in:

**Weight Loss**
75% of success is nutrition! When we meet I will discuss the importance healthy eating. I look forward to helping you. If you have any questions, please call me at (phone number).

**Toning/Defining**
We do total body workouts 1st to tighten up the body and keep your heart rate elevated. This will burn more body fat and see an increase in definition. I look forward to helping you. If you have any questions, please call me at (phone number).

**Time Efficient Training**
We believe ½ hour on weights and ½ on cardio can be enough; this equals one hour of fat burning! I look forward to helping you. If you have any questions, please call me at (phone number).

Back side of Member Profile Card
(For trainer use only)

See next page
The 7 skillful questions that appear on the Member Profile Card provide the basis for determining the prospect’s specific fitness goal and weakest area of fitness.

Know the 7 questions so well that you won’t need to refer to Member Profile Card.

1. What is your specific goal? What are 3 changes you would like to make with your membership.  Prospect’s typical response: get healthy/ Lose weight etc...
   Trainer’s comeback: “But why? Do you have a wedding, a dress you want to fit etc. ”

2. Based on your goals, what do you feel is a realistic time frame?
   Prospect’s typical response: not sure  Explain the difference between results and creating a lifestyle.  Trainer’s comeback: . “With focus, consistency in weights, cardio, and nutrition in 10-14 months you can create better habits and a healthier life style”

3. Of the 3 areas of fitness - weights, cardio, nutrition- which one area is your weakest?
   Prospect’s typical response: Nutrition  Provide a factoid.
   Trainer’s comeback: “Look at your closed fist; that is a realistic portion size.”

4. On a scale from 1-10 with 10 being most important, how important is this to you? And why now?
   Prospect’ typical response: 8-10
   Trainer’s comeback: “Now it is time to get a plan in place to get you what you want?”

5. What obstacles will prevent you from achieving your goal?  Prospect’s typical response: Kids or Business (help prospect understand these are excuses)
   Trainer’s comeback: Ask “Would having a goal and some accountability, a coach to evaluate you and give you accurate feedback on your progress be helpful?” Explain why if they aren’t sure

6. How can I help you as a trainer? (Is there anything we haven’t covered?)
   Prospect’ typical response: Great stuff! Or I knew all this stuff!
   Use this opportunity to show how you can support, educate, and motivate the prospect. Ask if you can hold them to their goal?

7. How many days a week can you exercise?
   Prospect’s typical response: 4-5 days a week
   Trainer’s come back: We recommend training with weights 2-3 times a week to be ideal so you can focus just as much effort in your weak area of fitness (i.e. cardio) for 100% success of a lifestyle change!

   Best time?  Prospect’s Typical answer: not really sure.
   Trainer’s come back: “Schedule a set time for accountability and structure. If you fail to plan, you plan to fail. I can help you with that.”
Fitness Standards Awareness Procedures

The “Fitness Journey”

Show your prospect his/her current level of fitness compared to where he/she needs to be to realize their specific fitness goal. By showing them the distance between point A and B we can put science behind the reasoning for a long term training package (fitness journey).

Find Starting Points:
Measure prospect’s body fat – use calipers or bio-impedance

Break down the body fat in pounds and record on the **Fitness Journey card**

**Example:** Female 160 lbs, 35% Body Fat,

- Fat Mass 56 lbs, Lean Mass 104 lbs.

- Males can add 1 pound of muscle in 4 weeks following the proper direction, females can add 1 pound in 6 weeks. Thus the 12 month program.

- It's important to stress the importance of how muscle fuels metabolism.

- Show prospect where his/her fat weight puts them for risk awareness on fitness chart of standard values. Many prospects will fall in the fair/poor area.

- Use this information to ask: “Where do you want your health to be in 10 years?”

- Ask them what the consequences of failure are, and reiterate that what they have done in the past has not worked.

- This a great time to confirm with the prospect that nothing will change unless they make a commitment to that change and agree "failure" is not an option.

**Sample Script:** “Mrs. Jones, your body fat percentage is at 33% which puts you in the obese category. Being at this body fat percentage increases your risk for Stroke, Diabetes, Heart Disease, and certain cancers. To reduce these risk factors we need to get your body fat closer to 23% which would put you in a much healthier and fit state, agreed? Mrs. Jones, this means losing 10% body fat. Do you know what an average body fat % loss is per month? 1-2%. So to get you to (restate goal here) it’s going to take 5-10 months. Mrs. Jones, the good news here is that you have 104lbs of lean mass which is essential for burning fat. Do you know that every pound of muscle you have on your body burns approx. 50 calories per day while at rest? If we set a goal to add 10 pounds of lean mass over the next 5-10 months, you’d be burning an extra pound of fat every week doing nothing. How cool is that!

ARE YOU READY AND WILLING TO COMMIT YOURSELF TO EXERCISING FOR THE NEXT YEAR TO CHANGE YOUR LIFE?”
Fitness Journey Card Procedures

Fill in the front side only of the Fitness Journey Card and review where the prospect is in contrast to his/her specific fitness goal. Focus strongly on them.

Don't take card on floor; prospect should focus on you during workout, not the card.

- “Sarah you are 38 and your weight is 160. The goal weight is 140 lbs for the Wedding!”
- “Your body fat is 35% which is considered unhealthy so we look to get that to 25% before the wedding etc…”
- “Currently you have 56 lbs of inactive fat tissue”
- “The good news is you have 104 lbs of lean body mass, that has the potential to burn a lot of calories.”
- “Your goal is weight loss and to tone /shape for the Wedding.”
- “I believe with 100% focus in cardio, weights and nutrition you can lose 20lbs in 3 months.” But you need to focus on weights the weakest area of fitness for you.
- “You need to workout 3 days a week and keep your heart rate 130 BPM for fat burning.”
Trainer Bios Book Procedures

Market yourself by providing visual images and background information. This establishes trainer credibility. Do not only focus on your credentials, but on your achievements and your fitness philosophy.

Before and After Photos Procedures

- Seeing is believing! A strong visual image can stir emotion, peak interest, add credibility, and close a sale. These strong before and after photos are actual examples of what personal training clients can accomplish with a well organized personal fitness program.
**WOW Workouts**

**Workouts don’t sell PT. Relationships sell PT!**

- Create one WOW workout that is simple to progress or regress according to a prospect’s current state of fitness.
- Keep the workout simple and prevent information overload. **Show only six exercises.**
- During the work out, take time to reinforce the prospect’s specific fitness goal: *How do you want to look for your wedding, vacation, summer etc...*
- Do only two sets of each exercise to minimize soreness.
- On first set, review client’s form and emphasize safety.
- On second set push the intensity while showing motivation, guidance, and assistance.
- Keep the pace steady and pay attention to your client’s face and body language.

**Example Workouts:**

<table>
<thead>
<tr>
<th>Push Ups</th>
<th>Lunges</th>
</tr>
</thead>
<tbody>
<tr>
<td>and</td>
<td>and</td>
</tr>
<tr>
<td>Leg Extensions</td>
<td>Upright Row</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Upright Row</td>
<td>DB row</td>
</tr>
<tr>
<td>and</td>
<td>and</td>
</tr>
<tr>
<td>DB Bicep Curl</td>
<td>Bench step up</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Lunges</td>
<td>Tricep Rope</td>
</tr>
<tr>
<td>and</td>
<td>and</td>
</tr>
<tr>
<td>Crunches</td>
<td>Bicycle Abs</td>
</tr>
</tbody>
</table>
This journey is ALL ABOUT YOU!
It is about the goals YOU have described.
To reach your goals it will take YOUR dedication, commitment and motivation.
The program we will be deciding on today is customized for YOU.
It is designed to keep YOU focused, but most of all motivated!

To accurately plan your journey, you must know where you are and where you would like to be, as well as look for milestones along the way.

Today, we did your health history, body fat analysis, and set some goals. Through this we determined your focus again is (Specific Goal) __________. That is all you should think about!

Your current Body fat % is __ which is considered ___.

By focusing on weights, nutrition, and cardio you will be giving 100% and can reduce your body fat to % ____. 

If we remove your weak area of fitness we will get less than 100%. That would be a 66% which would be a D in high school? But we want an 'A' right? 

**What if weight loss/fat loss is not the goal????**

Today we noticed during your workout that you are: (fill in their challenge)

We know that this is a marker for potential health challenges in your future (increased injury, back issues, cardio problems). By focusing on all 3 areas of HEALTH (weights, cardio, and nutrition) as well as flexibility, we can achieve balance, and a maintainable lifestyle to keep you healthy.

If we remove even one of those areas you would be giving less than 100%, and who wants to be average or even FAIL at their health?
Your Journey starts today! By utilizing 1 or more of the 5 member services, you have the tools to help you reach your ultimate goal and create a healthier, happier you.

To get to your goal you will have to consider changing up your workouts regularly. We do this in 3 basic phases:

1\textsuperscript{st} phase is Total Body: Focuses on cardiovascular and muscular endurance, balance, flexibility and prepping the body for the work ahead.

2\textsuperscript{nd} phase Split/Isolation: Focus is to sculpt the body and correct imbalances, weaknesses and the more challenging areas.

3\textsuperscript{rd} phase Lifestyle Change: Get to your goal, and learn to live there, by developing the habits that last a lifetime.

Your journey is personal, and there are several ways to get you there. Any path you choose should:

- Vary your workout
- Increase your results
- Keep you MOTIVATED
- Lower risk of injury

Resistance Training & The workout Planner:

Nothing will change your shape like resistance training. More muscle used = more calories burned. Free weights allow you to use up to 90\% more muscle, and burn more calories.

Remember you have ___ Lbs of inactive tissue. You need to lower body fat because it is a health risk and slows you down.

By adding just 1 lb. of lean tissue, we burn up to 50 calories more a day, even at rest. This increase alone helps ensure long term results that lead to true lifestyle change.

No matter what your path, having a map helps:

Results come from Planning.

Anytime Health, the Activity Tracker and the Workout planner are designed to work with your trainer to manage your activity, create workouts and record your progress. By creating and following a plan you will see consistent and ongoing results, which are the foundation of lasting change.
Cardio & Activity Tracker

Your heart is the most important muscle in the body.

No matter where you are today, I’m going to show you how hard, how long, and how often you should do your cardio. The activity tracker will help measure your success. As soon as cardio becomes easy, it’s time to increase the intensity. **My job is to push your buttons!**

The Activity Tracker allows you to input your activities for the day to see how many calories you burned and how much more you need to do to stay on pace with your goal.

Choose from hundreds of activities and determine your personal intensity level.

---

People who track their calories and food intake, lose 50% more weight.

- The AH diet tracker allows you to record meals, set favorites, and monitor your calories.
- Choose from 10 different diet templates created by Registered Dietitians.
- Add custom food items and create meal plans that work for your life, budget and schedule.

By following a 5 point strategy, your success is virtually assured, since little is left to chance.
Defeat Fat!

66% of Americans are overweight!!

Currently 36% are obese, and that number is expected to climb to 50% by 2030!

This is due to poor eating habits, lack of exercise, and increased technology.

You can and will learn how to avoid this epidemic and create a healthy, active lifestyle for yourself.

Be a product of Revolution NOT Evolution.

Knowledge is power!

Our online educational webinars will help empower you with knowledge for success and help you take control of your life!

- Portion Control
- Eating on the Run
- Cooking Light
- Flexibility
- Cardio Blast
- Importance of Muscle
Client Success:
No matter what, picking up a dumbbell and putting it down will get results.
However, the goals you and I discussed were **above average** - correct?
Which means:
- Increased Energy
- Lowering Body Fat
- But most of all increasing **self confidence** and creating a more positive **self image**

The reality is most people are only willing to put out about 70% effort but still want and expect 100% results. That math doesn’t work!!

What you put in, is always what you get out of ANYTHING. Your health and fitness is no different.

It's time to make your plan.
I'm going to show you the programs we offer and I will make a **professional recommendation**, but you make the final decision!
Lifestyle programs

Our most beneficial programs are our lifestyle programs working with a trainer 3x, 2x, or 1x week. Since you haven’t worked out in over 3 years you’re bound to go back to old habits!!! The more you come in the more we can overcome the bad habits of poor eating, inconsistent workouts, etc..

- Every workout will go over Nutrition advice
- You will get printed Fitness evaluations to track progress and make appropriate changes in program direction
- Before and after photos. You see yourself everyday in the mirror. You will be surprised 6months - 1year from NOW!
- A PERSONALIZED Training Program - designed around your goals.
- A customized Cardio Prescription - for your current fitness level

All for only $____/session

When asking for the sale, say this: “Out of these three programs, which one works best for you?” Or “Out of these three programs, which one can we get you started on today?” (Wait for prospect to respond)

Once you show programs, help the prospect by choosing a program that you KNOW will work best for them. Remember you are the expert. They are looking at you as a coach, teacher, guide, someone that’s been there and knows what it takes.

If the prospect says” I don’t know?” Ask “Are you interested in personal training?”

If they say “yes, “What is stopping you from getting started today?”

1. Monthly cost? Consider signing for fewer sessions per month.
2. Monthly commitment? Ask the prospect how many month’s he/she is willing to commit to do.

Stick to your guns, they still NEED your original recommendation, so any variance will mean they have to step up and take on more of the responsibility for their journey.
If they say no:
That is perfectly ok. Ask them:

- Did you enjoy your time?
- Did you learn more than what you knew before you started?
- Do you know your body fat?
- Approximately, how many grams of protein should you eat per day (work off lean tissue mass)?
- Do you know where your heart rate should be for fat burning?
- Do you have a small workout to get you started?
- Fill out their Fitness Journey card with the workout you just did and review Anytime Health
- Go ahead and **schedule another meeting in 6 weeks** to see how they are progressing toward their goal

---

**After the Fitness Consultation**

After completing the FC go to the **Scheduler tab** in the software and document the prospect’s specific fitness goal and weakest area of fitness whether cardio, weights or nutrition. This information will be referenced in the future when doing call backs in one month on small packages. **Schedule 6 week follow up!**
FACTOIDS:

After identifying the prospect’s weakest area of fitness - cardio, nutrition or weights - educate them throughout the consultation!

Working on cardio, nutrition, and weight resistance equals 100% commitment toward meeting fitness goals. Take out area of fitness out of the equation and you are working at 66%. In school that equals a D; we want an A.

Nutrition –

**Portion control**- Look at your closed fist; that is a realistic portion size.

**Correct calories per meal** - Each meal should equal approximately 300 calories for a woman and 450 calories for a man

**Number of meals per day** - “We need to speed up your metabolism with at least 3 meals per day, increasing later to 4-5 small meals per day.”

**Daily calorie count** - In order to lose weight women should consume no more than 1250 calories per day and men should consume no more than 1800 calories per day; your prospect probably will overshoot that number by 500 calories anyway

**What is the average calorie count of a restaurant meal?** - 1200 calories - 1 meal becomes your whole day of calories!!!!

Cardio – Intensity (how hard) / Duration (how long) / Consistency (how often)

Most people do not exercise intensely enough to create a change. I will push and motivate you to stay slightly outside your comfort zone. Duration is not as important as a good 20 minute intense workout. Ideally, you need to do **cardio at least 3x a week** consistently.

Typically, **women have better cardiovascular strength**. High levels of cardio can cause muscle loss unless subsidized by weight training.

**Men have average to poor cardiovascular strength**. Men will lift heavy weights with long breaks between sets

Weights – Safety / Form / Body Sculpting / Intensity

**1lb of muscle burns 50 calories a day even at rest.** If you don’t lose weight but changed your body fat by gaining 10lbs of muscle and losing 10lbs fat you will burn 500 extra calories a day which is equal to losing 1lb a fat week!!

Work toward steadily increasing weights, but stay within rep ranges which pertain to prospect’s goals.

Free weights can use up to 90% of the muscles, while machines can use as little as 20%

**Weight loss starts at the head and toes and works towards the mid section.** The last place a client see results it is the first place they look – the mid section.