

# Week 3 – The WOW Session



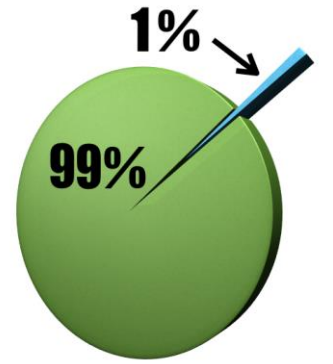
## Week 3 – The WOW Session 'The ATF Standard'

- STEP 1:** FORGET THAT IT IS FREE. Treat these sessions as a paid session  
**STEP 2:** Confirm the session the day before it is booked.  
**STEP 3:** Focus on the service and the quality. The \$\$\$ will look after itself  
**STEP 4:** Cater to the clients need. Whatever the client needs, you give.  
**STEP 5:** Send them a follow up email, text.

**REMINDER:** Treat it as a paid session!

The Anytime Fitness Non-Negotiables;

- No phones used unless videoing or taking photos for visual aid.
- Body language – Look like you want to be there
- Your client has your 100% undivided attention at all times
- No coffee or food at any time
- Never walk into a session without a program... EVER!
- Uniform is always immaculate



*The difference between success and failure is the right personal trainer.*

## Week 3 – The WOW Session 'Needs Analysis'

**Main Objective:** To find the members emotional goal.

### **Points to remember;**

- Build rapport and trust (the more the member trust you the more info you'll gather)
- Question skillfully/listen carefully (ear-mouth ratio)
- Ask probing open ended questions (If you don't mind me asking, what prevented you from starting sooner)
- Turn physical goals into emotional goals (Find the underlying motive)
- Peel back the layers. Questions are the answers
- FITT PRINCIPLE (Frequency, Intensity, Time, Type)



## Week 3 – The WOW Session 'Needs Analysis'

### [QUIET PLACE]

Seat your client in a quiet place so they feel comfortable.

### [RAPPORT]

- How has your morning been so far? (Ask follow on questions, examples only below)
- What do you do for work? (If they say they've been at work)
- How long have you worked there?
- Do you enjoy your job?
- How old are your kids? (If they say they've dropped the kids at school)
- What are their names?
- Have you been in to use the club yet?

**Yes:** What did you do/use?

**No:** That's completely fine. Our session is going to cover the best type of training you'll need to hit your goal.

### [ABOUT YOU]

(Member), I wanted to find out more about you and what you're looking to achieve so I can have a really clear idea on how I can help you to ensure we give you the best style of training possible.

## Week 3 – The WOW Session 'Needs Analysis'

### [ROOKIE / REGULAR]

Have you been exercising in the last 12 months? *\*Reference if already told*

#### If yes - Regular

- What training have you been doing?
- What do you enjoy the most?
- Anything you don't/didn't like? Why did you stop (if so)

#### If no - Rookie

- How long has it been since you exercised?
- What were you doing back then? What did you enjoy most?
- What didn't you enjoy? Why did you stop?

### [RESULTS QUESTIONS]

*\*Turn physical goals into emotional goals*

- **When** we talked on the phone you said your main goal was (insert goal). Is that still your main priority?
- **How** much (weight would you like to lose)?
- **Where** would you like to focus on most with your toning?
- **Why** is it so important to you that you lose/gain that 10kg?
- **When** would you like to achieve these goals by? *\*Use a silent pause if needed*
- **Why** is that date so important?

## Week 3 – The WOW Session 'Needs Analysis'

### [DRIVE THEORY VISUALISATION]

I just wanted to take a moment to think forward a few months. If we got to (December) and you hadn't ended up (losing that 10kg), how would that make you feel?

Well, the good news is that you said this meant a lot to you and you were really committed to your goals, so I'm confident in saying that we will be able to get you there. So let's flip the scenario now and say that you got to (December) and you have (lost 10kg) and achieved all of the goals you set. How would that make you feel?

Fantastic, let's make that a reality for you!

### [FLUSH OBJECTIONS]

- On a scale of 1-10, where 1 is not important at all and 10 is the most important part of your life, **how** important is it for you that we achieve these results?
- **Why** is it not only a 1 or a 2/10?
- **How** long have you been thinking about these goals?
- (Member), if you don't mind me asking, **what** has kept you from starting sooner?
- Is that still a problem for you?

### [FREQUENCY | INTENSITY | TIME]

**F:** How often do you feel you need to train to achieve these goals?

**I:** On a scale of 1-10, how hard do you work/ want to work when you train?

**T:** How long do you usually work out or see yourself working out for?

## Week 3 – The WOW Session 'Needs Analysis'

### [CONFIRM MEDICAL]

- Just to clarify (member), are there any health concerns or prior injuries I need to be aware of before we commence? Any back pain or old injuries?
- If **yes** and not safe to exercise, complete posture analysis and refer out before next session. Make sure member brings a clearance form to exercise with you on their next visit.
- If **yes** and safe to exercise, complete session but ask for advice.
- Have the client sign the pre-exercise form to confirm.

### [PLANT THE SEED]

Have you ever worked with a personal trainer before?

- **Yes:** Fantastic. So I can assume you will already have a decent idea on how personal training works. This initial session is just a warm-up to get you back into the swing of things. It will also give me a good idea on what we need to focus on moving forward. You may find my approach a little different to your last trainer but let's see how you enjoy the session and talk about how to continue once we finish.
- **No:** No problem at all. Just to let you know, this intro session will just introduce you to personal training and will give us both a good indication on what training will be best for you moving forward. Most people do choose to continue on with PT so just see how you enjoy the sessions and we can discuss where to go once we wrap up today.

### [A+ FINISH]

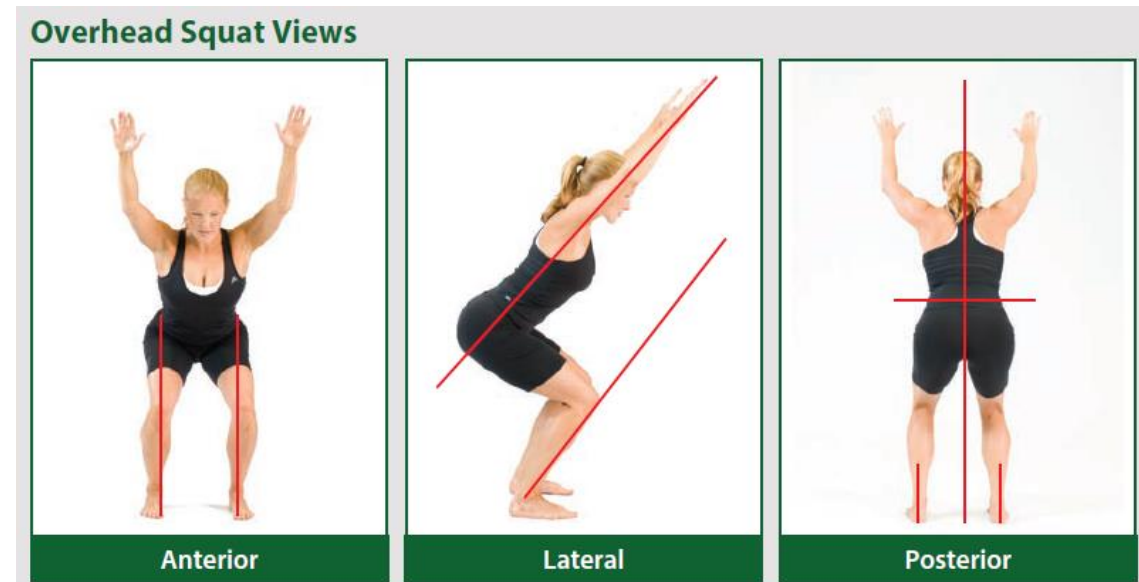
Well (member), congratulations on taking the first step. The road ahead is going to have its challenges but I'm confident that we will get you the results you're after. Let's go get into our session.

## Week 3 – The WOW Session 'Posture Analysis: The OHSO'

Observing a client's posture is an important tool to use as it puts the “personal” in Personal Training. Every client's posture and movement will differ and by consciously observing from session one, you will be able to better piece together what type of strength and mobility programming will achieve the best results.

### Why use the Overhead Squat Observation?

- Identify imbalances in mobility
- Minimise risk of injury for our clients
- Decrease and remove pain
- Program effectively to address imbalances & weaknesses
- Be seen as the 'specialist'
- Cover a vast array of health and fitness goals
- Improve our referrals and member retention





## Week 3 – The WOW Session 'Posture Analysis: The OHSO'

### How do we set it up?

- Dowel – 3 points of contact
- Avoid over-cueing
- Want to see the client move naturally
- Keep explanation clear and concise

### ***Example Script***

*“(Member) we’re going to do a quick postural check now so I can better understand which muscles may be a little tight that we may need to lengthen pre-workout and which muscles may also be a little weak that we can really focus our strength training on. All I need you to do is hold the dowel rod straight above your head and squat repeatedly for around 30 seconds or until I ask you to stop”.*

\*Note for a Rookie member – You may need to briefly explain what a squat pattern looks like Eg. “Chest up, hips back, like you’re getting up and down from the lounge”.

## Week 3 – The WOW Session 'Posture Analysis: The OHSO'

### How do we give feedback?

- The simpler, the better
- Pick 2-3 key points to address maximum
- Let them know how you can help them address issues
- Ask them for feedback

### Example Script

*'(Member) Great, so a couple of observations I made – Your shoulders appeared a little rounded and you told me you had trouble keeping your head back. Are you experiencing any back/neck pain during the day? (yes) Okay so what we can look at to improve that is to open up the front of your chest and shoulders through some mobilisation work and really focus our strength work on the muscles through your upper and mid back, does that make sense? Okay great, let's go and get started on some mobilisation techniques for that right now'.*



## Week 3 – The WOW Session ‘Posture Analysis: The OHSO’

|                  | <b>TIGHT MUSCLES</b> | <b>WEAK MUSCLES</b>  |
|------------------|----------------------|----------------------|
| <b>KYPHOSIS</b>  | Pectoralis Minor     | Rhomboids            |
|                  | Upper Trapezius      | Posterior Deltoids   |
|                  | Anterior Deltoids    | Mid/Low Trapezius    |
|                  | Sternocleidomastoid  | Deep Neck Flexors    |
|                  | Latissimus Dorsi     |                      |
| <b>LORDOSIS</b>  | Anterior Hip Flexor  | Glute Complex        |
|                  | Erector Spinae       | Hamstrings           |
|                  |                      | Transverse Abdominus |
| <b>FLAT BACK</b> | Glute Complex        | Anterior Hip Flexor  |
|                  | Hamstrings           | Erector Spinae       |
|                  | Rectus Abdominus     |                      |

## Week 3 – The WOW Session 'Master the Big 6'

We refer to the big 6 as the prime base movements that we use, not just in the gym but throughout our everyday lives. These 6 movements will provide the core of every workout that you will ever plan in your career.

Learning how to progress & regress these movements will;

- Give your clients variety in their workouts
- Allow you to find an exercise for your client in any situation
- Hit all 3 planes of movement in every workout
- Ensure you're able to work every muscle group
- Not simply have to rely on adding or subtracting load
- Enables you to assess basic movement for ALL clients

**Become the best at the basics. Make your clients earn their progressions!**



### Squat

Plant both feet on the ground, then bend hips and knees simultaneously to lower your body while your chest stays lifted and your back straight.

REGRESSION  
Goblet Squat

STANDARD  
Back Squat

PROGRESSION  
Front Squat



### Lunge

Single-leg movement where weight is transferred from one foot to the other.

REGRESSION  
Split Squat

STANDARD  
Lunge

PROGRESSION  
Walking Lunge



### Rotation

Rotate your trunk from your shoulders to your hips.

REGRESSION  
Band Twist

STANDARD  
Med. Ball Chop

PROGRESSION  
Cable Chop



### Hinge

Bend your body in half by hinging at your hips.

REGRESSION  
Hip Bridge

STANDARD  
RDL

PROGRESSION  
Kettlebell Swing



### Push

Push external weight away from your body, or push your own body away from the ground.

REGRESSION  
Band Chest Press

STANDARD  
Push-Up

PROGRESSION  
Dip



### Pull

Pull weight toward your body, or pull your own body toward an object.

REGRESSION  
TRX Row

STANDARD  
Single-Arm Row

PROGRESSION  
Pull-Up

## Week 3 – The WOW Session 'The Doctor's Prescription'

**Main Objective:** To prescribe the member an exercise plan.

### **Points to remember;**

- Effortless continuous delivery - Practice to perfection
- Know your clients physical and emotional goals
- Be confident when talking about \$\$
- You're the fitness professional – don't second guess yourself
- Present options based on THEIR needs and NOT YOURS



## Week 3 – The WOW Session 'The Doctor's Prescription'

### [QUIET PLACE]

Take the client somewhere quiet so they feel comfortable. This is crucial.

### [INTRO]

Excellent work (member), let's go and grab a seat, recap our session together and discuss your plan moving forward.

### [YES TRAIN]

- Did you enjoy your Intro Pack PT Session?
- Did you work harder than you would on your own?
- Can you see how PT will help you with your goal of (insert member goal)?

### [REVISIT GOAL]

(Member), when we first started working together you said you wanted to achieve (15kg of weight loss).

### [CONFIRM EMOTION]

You also said that these goals were important for you because (you wanted to have more energy for your kids), and you wanted to achieve this by (December for your Christmas holiday). Does that sound right?

(Member), you also said that these goals on a scale of 1-10 were a (9/10). Was that correct?

Great.

## Week 3 – The WOW Session 'The Doctor's Prescription'

### [PRICING BRIDGE]

*\*Get a clean sheet of paper ready to draw grid*

(Member), let me show you the 3 different stages you're going to experience whilst training. The first stage is the FEEL stage. This is where you feel your energy increasing and your stress levels coming down.

The next stage is the SEE stage, where you start to see your hard work in the gym paying off. You'll now notice that your (weight) is coming down and you're (increasing in tone).

Now this is where you come to a crossroads. (Member), once you achieve your results, how long would you like to keep them for?

That's why the next stage is called the MAINTAIN stage. At this stage, you've achieved all your goals and now it's time to maintain and look at resetting some new goals for yourself. Eg. Tough mudder, fun run etc. This is where I kick in to tie it all together – Let me show you how!

### [PT PRESCRIPTION]

*\*Have your pricing ready to present*

(Member), based on what we spoke about for us to be at (goal) by (date), I would recommend (4) sessions per week in total.

\_\_\_ by yourself with some guidance to ensure you're maximizing your time.

\_\_\_ with me where we will continue to progress your training and intensity and ensure we reach the results you're after.

## Week 3 – The WOW Session 'The Doctor's Prescription'

### [SPECIFICS]

PT to choose either Frequency or Package preference:

My usual 30 minute price is (\$45) per session but because you're going to be training with me (twice) per week, it drops down to (\$40) per session.

### [SHEEP ANALOGY]

SOME of my clients pay in cash but...

**MOST** of my clients use the direct debit option as they find it is more convenient for them

### [ASSUMPTIVE CLOSE]

Which option suits you best?

Great let's do this. *\*Talk through exactly how/when you want them to pay. Eg. First session of the week etc*

### [PT AGREEMENT]

I do have a PT agreement in place to ensure you stay on track with your goals.

(Hand client terms & conditions)

I'll give you a copy to take home and read but the main thing I want you to be aware of is my cancellation policy. As I'm only here by appointment. I do require 24 hours notice if you do need to cancel or reschedule any sessions. This works both ways though so if I ever need to reschedule a session with you within 24hrs, your next session will be complimentary. Does that sound fair?



## Week 3 – The WOW Session 'The Doctor's Prescription'

### [SESSION TIMES – ALTERNATE CLOSE]

The last thing we need to do is organize your preferred training times. I'm going to permanently block these out for you, that way your training is consistent and becomes second nature.

It seems like (evenings) are best for you. I can do (Monday/Wednesday/Thursday) at those times. Which two days would you prefer?

**YOU JUST SIGNED A CLIENT – BE EXCITED!!! FINISH ON A POSITIVE**

# Week 3 - SUMMARY



- Remember to hold your own standards. You should expect more of yourself as a trainer than your clients do of you. Present yourself professionally.
- The needs analysis is the most important tool in your toolbox. Use it well, ask the right questions, tap into the emotion & get as much information as you can. Remember, dig for the why, as long as it takes.
- Assessing posture for clients will set you apart as the ‘specialist’ in PT. Remember to keep the feedback brief (2-3 points max) and use it to add value. This is a fantastic tool to win over the REGULARS.
- Be the doctor when prescribing exercise. A doctor would never doubt that the medication he is prescribing is incorrect. Why should you regarding exercise? Confidence is key. Tell the member what they need!

## FOLLOW UP TASK

1. ROLE PLAY the needs analysis & PT prescription. This won't start to stick until you've done it at least 5-10 times. Practice and make mistakes now so you're prepared for the real deal.
2. Download NASM's Overhead Squat solutions table and study!
3. Use the movement pattern table to write down as many progressions and regressions as possible.