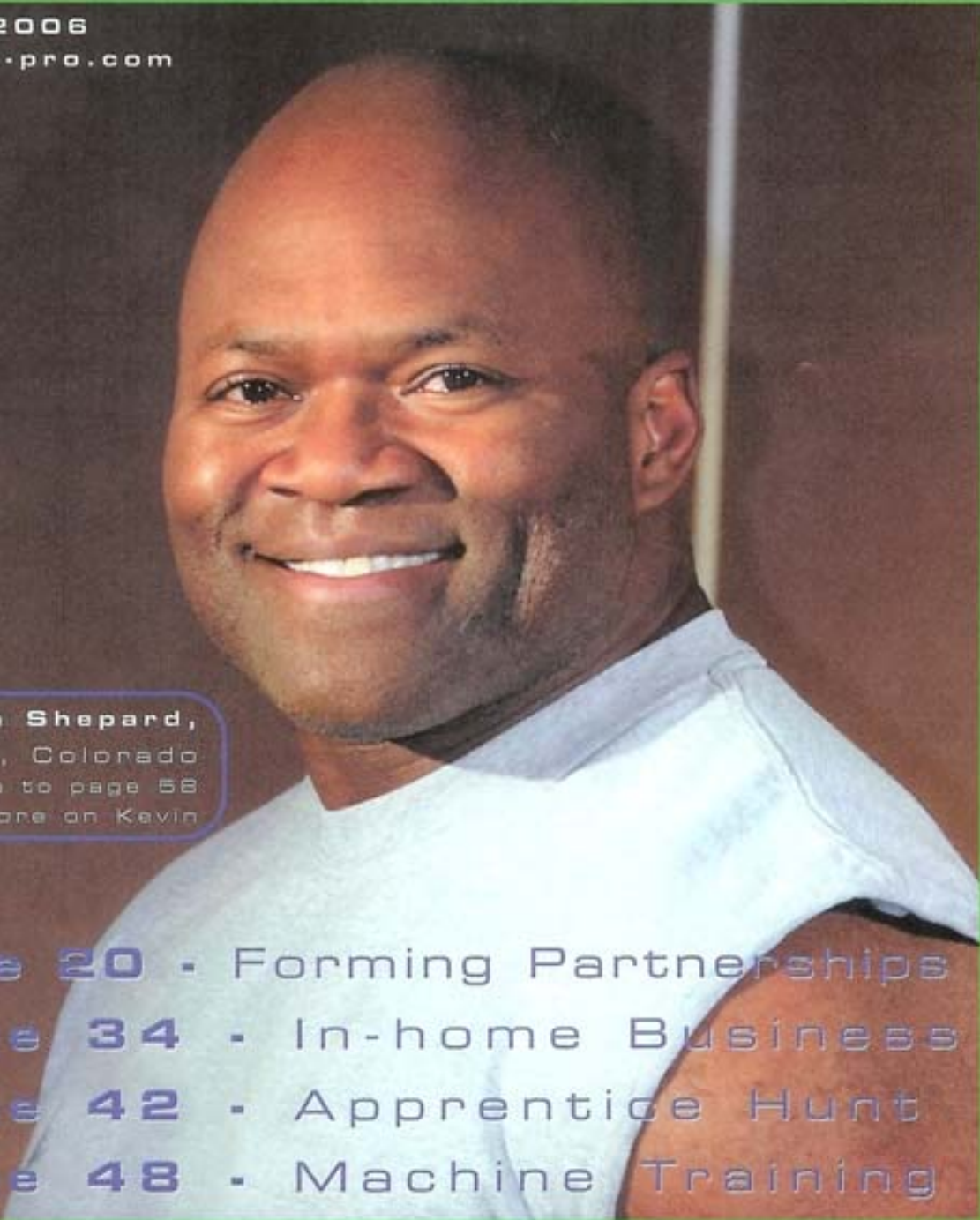


Personal Fitness

PROFESSIONAL

march 2006

www.fit-pro.com

A close-up portrait of Kevin Shepard, a Black man with a shaved head, smiling warmly. He is wearing a light blue t-shirt. The background is a dark, textured wall.

Kevin Shepard,
Boulder, Colorado
Flip to page 58
for more on Kevin

Page 20 - Forming Partnerships

Page 34 - In-home Business

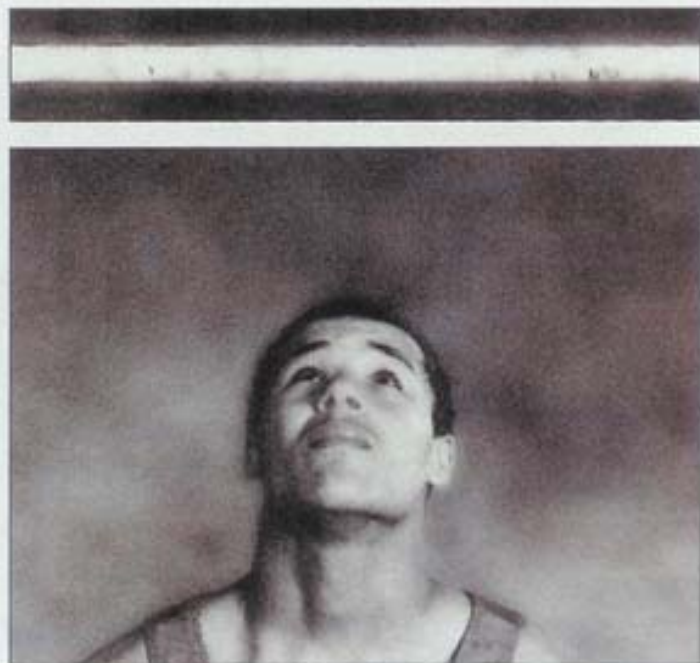
Page 42 - Apprentice Hunt

Page 48 - Machine Training

Raising the Bar

The apprentice hunt
for the **best**
personal trainer

By Eric Ruth



"I was yelling and whooping so loudly the bloody neighbors came over to see what the commotion was about," said United Kingdom's Matt Leach. He told them, "I'm going to see Phil Kaplan in America!" Pure, raw excitement was the general consensus from all 10 of the personal training apprentice finalists who were selected to compete for the coveted positions in the south Florida facilities of Phil Kaplan and Juan Carlos Santana. The Apprentice Hunt was truly a worldwide search for elite fitness professionals. Matt Leach came from the United Kingdom, Stacey Stone from the Virgin Islands. Allie Capo hopped a plane from Connecticut, Sarah Stewart from Texas, Patrick Jones from Virginia, BJ Flanagan from Pennsylvania and Chris Bonnano from New York. Richard Geres flew in from the Mediterranean island of Malta and Brendan Fox and Connie Beaulieu came down from Canada.

How It All Began

In August of 2005, Phil was working with his friend and colleague, Juan Carlos Santana to bring some new talent into the Institute of Human Performance in Boca Raton. Phil had long recognized the challenge in hiring new trainers as he owns and operates a number of facilities and has

had his share of frustration in looking to fill positions with qualified, competent professionals. It didn't take long for Phil and Juan Carlos to hit the wall. Their quest for passionate individuals with personality and character led to a brainstorm — a world-wide search for top caliber personal trainers, real professionals. The Personal Training Apprentice Hunt was born.

Ultimately, over 40,000 fitness professionals got word about the hunt. Almost 8,000 trainers expressed interest and nearly 1,000 serious applications came in. After a great deal of scrutiny, the competition field was narrowed to 100 — all of whom were required to submit five-minute videos. Ten finalists then were chosen by a special panel of judges, and these finalists were flown to Florida from all around the world to compete and challenge each other and themselves. The final day of the actual competition I called Phil to ask how it went. He said, "Incredible. It's refreshing to know 'the right stuff' is out there — balanced talent with the capacity to excel as true fitness professionals. I'd personally hire any one of the finalists at the drop of a hat, but there were many considerations. It appears as if we're inviting five of them to work in South Florida, and here's the best news — I'm ready to do it again!" Before we get into the "again" part (whew, it's hard to keep up with Phil), let me share what Phil and Juan Carlos were really hunting for in the competition.

So What Is the "Right Stuff?"

With so much emphasis placed on technical competency, some of the more important qualities for real success in this industry can be overlooked. Certainly, professional trainers must have a strong foundation in kinesiology, but other attributes and attitudes for high achievement are the characteristics that comprise the "right stuff." In fact, it was these kinds of

qualities, more so than "training skills," which Phil and Juan Carlos were looking to find. Now, I'd like to give you an insider's perspective from the finalists themselves. You'll discover why these trainers believe they were selected to compete, how it made them feel to be chosen as finalists and the grueling two-day gauntlet they ran through.

Why do you think you were selected?

"Being a qualified trainer is more than having a piece of paper stating your qualifications, more than a great physique, more than the ability to count reps and walk someone through a workout. The difference is the passion, confidence, determination and ability to change someone's life. I believe I was chosen because I have the qualities and skills of a 'professional trainer,' not just a 'personal trainer.' It's time we raise the bar in the industry and get the recognition we [professional trainers] deserve."
Connie Beaulieu

"A trainer who can positively influence his or her clients through motivation, create a fun environment and project empathy, can obtain far greater results than a 'walking encyclopedia of exercises.' I tried to demonstrate this conviction along with my passion for work."
Richard Geres

Obviously, the application and screening process that Phil and Juan Carlos implemented worked effectively. You can see from these trainers' comments how they embraced the qualities of excellence. Now read the sense of accomplishment and achievement they experienced.

How did being selected make you feel?

"Being selected, literally, made me feel like I had just won the Olympics of personal training."
Sarah Stewart

"I wasn't ready to celebrate being recognized as 'good enough' to crack the top 10; I was too focused on being 'great enough' to go down there and transcend →

GET A WEBSITE!

Take your personal training business to the next level.

- Get organized
- Increase your client base
- Get a personalized, flexible website
- \$29.95 one time set-up fee
- Only \$19.95/month

Sign up today and get

FREE

BUSINESS CARDS

(An \$85 value!)

• offer ends March 31, 2006

Call 800.213.8129 or visit www.moticate.com

MOTICATE

Moticate - Built for Trainers by Trainers



Read a Classic. Be a Classic.

THE NATURAL ROAD TO THE CLASSIC MALE BODY BY JOHN BIASELLI

This Manuscript is like no other! A guidebook! A how to book! For achieving that classic male physique.

This book provides realistic routines to follow and goals that can be achieved. For a beginner or an advanced trainer looking for that classic looking body.

FEATURES:

A brief explanation of weightlifting and the evolution of fitness in the United States. Outlines the benefits and techniques of the one-handed training style (Action Routine). These routines are a throw back to the days when strength training and bodybuilding were untainted by illegal drugs.

Over 181 sets of classic routines as well as endless possibilities of designing individualized routines.

For Personal Trainers, this book is a must as a reference for designing routines that will produce the classic look for your clients.

To order, visit www.authorhouse.com

Click on bookstore, type author name or book title.



all physical and mental limitations, to rise above all professional expectations and leave a lasting impression." **Brendan Fox**

"Being selected has inspired me to be even better at what I do — it has proven to me that I do offer a quality service that is above and beyond what most others out there are offering. It has helped me to see that when I put my mind to something that I truly have a passion and desire for, I can make it happen and break through any limitations or barriers along the way." **Stacey Stone**

Finally, you must be curious about the grueling gauntlet — the two-day trial-by-fire that these 10 finalists experienced. How challenging was it? Here are the finalists' thoughts:

What was the experience like?

"The whole experience was just absolutely amazing, one of a kind, without a doubt. From the SWAT Boot Camp workout to having to plan, prepare and perform a seminar in less than 24

hours, it was such a great learning experience. You leave going, 'Ok, let's go! We can tackle the world! Bring it on!' You walk away knowing and learning what works and what doesn't work — it was all part of the overall experience. They wanted to see how you could overcome adversity and challenges. Overall, I came away feeling confident and fired up, ready for whatever the next challenge is around the corner. I'll never forget this experience!" **BJ Flanagan**

"The experience was mind blowing. Meeting two of the greatest trainers in the world and being welcomed with open arms was a great feeling. For them to share their knowledge and expertise so freely was a very humbling experience." **Matt Leach**

"The challenges were demanding and in your face, but I wouldn't have wanted it any other way. Phil and Juan Carlos are masters of their craft. Every challenge they designed had a specific reason. It tested us personally and professionally on every level. The 'challenges' were valuable lessons. All of us left with new knowledge and understanding. Phil and Juan Carlos are very inspiring. I think their number one goal was to teach us, and they sure did. As far as the way I performed, I gave it 110% — except for when I fell off a stability ball in front of Phil Kaplan, but he seemed to get a kick out of it." **Chris Bonnano**

"Juan Carlos and Phil provided us with mental and physical challenges that really tested our mettle. Persisting through the challenges provided



Our Personal Fitness Training Certifications include:

Phase I Personal Fitness Training Certification

Phase II Personal Fitness Training Certification

New: *Phase III* Personal Fitness Training Certification

Plus: Weight Management, Sports Nutrition, Mind/Body Personal Training and Weight Training Consultant Certifications

AAA/ISMA certified members are eligible for insurance with AIG (Association Insurance Group)

AAA/ISMA is an affiliate of the NSFE

Join us for our 26th Year of Excellence in Education and Certification!
Atlantic City Convention Center
Atlantic City, NJ ~ June 2nd, 3rd & 4th, 2006

What makes AAA/ISMA the certification association chosen by over 180,000 fitness professionals world wide?

Certification education workshops taught by our faculty of exercise physiologists, all with advanced degrees (learn from the best).

Certification testing, both theoretical and practical. (Proof that you have the skills to support your credentials.)

Our Continuing Education adds to your credentials. (AAA/ISMA offers 27 leading edge certification options.)

We offer four "One World" Fitness Conferences per year, plus local certification workshops. Host one of our certification workshops at your facility. Call for details 609-397-2139.

Compare our Cost & Credentials to see why we are CERTIFIABLY SUPERIOR!

AAA/ISMA, PO Box 563, New Hope, PA 18938 • 609-397-2139
Visit our website: www.aaal-ismafitness.com

**AAA/ISMA IS ACCREDITED BY THE FITNESS STANDARDS COUNCIL.
FITNESS AGGREDITATION FOR FITNESS CERTIFICATION**

Certification without education is an empty credential!

fitnessfact

The Real Qualifications

- Passion • Desire • Courage
- Confidence • Responsibility
- Commitment

evidence that you had the guts, the drive and desire to tackle even the most trying of circumstances you can face as a personal trainer. The event itself shows the passion and gratitude that Juan Carlos and Phil have for the fitness industry. I have a deep respect for both of them as well as the other finalists. I believe that our experiences together have created a special bond that will grow stronger for years to come." **Brendan Fox**

As you can see, the Personal Training Apprentice Hunt was a major event in the lives of these 10 exceptional fitness professionals.

The Apprentice Hunt: Round Two!

Now let me give you a head's up. Phil's main health club, Fitness

21, with his Elite Fitness 21 training team in Weston (Fort Lauderdale), will be bringing on seven new trainers in April to pioneer his Journey to Excellence program — and you can be one of them. It's time to quietly announce the Apprentice II, which is about to begin with the finalists competing in Florida in March of 2006! Yes, without so much as a day off, Phil's at it again — he's mining his gold — looking for more of "the right stuff." If you want to get in early, if you feel you were overlooked the first time around, if you were too late to apply or if you just weren't ready and now it's time to pull the trigger, this really is an opportunity of a lifetime. Action takers tend to reap rewards, so without hesitation, go to www.personaltrainingapprentice.com and get in the contest!

Eric Ruth is the President of Fitness Marketing Systems in Raleigh, North Carolina. For those interested in being on the email announcement list for the next Personal Training Apprentice Hunt, visit www.personaltrainingapprentice.com. ■

FITNESS FIRST
Fitness Products

Call Us To Get Our New 2006 Catalog
1-800-421-0036
Or
Visit Our Website
www.fitness1st.com

2006 Product Catalog
Serving The Fitness Industry Since 1987

NUTRITION SUCCESS STORY

Before	After
Breanna 147 lb. 36% fat 31" waist	Breanna 118 lb. 14% fat 25" waist
Pete 187 lb. 24% fat 38" waist	Pete 164 lb. 12% fat 33" waist

Trainer: Kevin Crye Facility: Upperhand Athletics Redding, CA
Nutrition Software: DietMaster Pro

DietMaster Pro.....\$399.00
#1 selling nutritional software since 1996.

Ph.D. Meal Plans.....\$19.95
Ready to print by calorie range including low carb, performance, low fat, heart healthy, disease prevention, glycemic management and much more.

Certification..... \$299.00

DM PRO

DOWNLOAD A FREE TRIAL
www.lifestyletech.com
888-286-7677