



Coaching enhanced health and fitness for maximum productivity!

**Get Serious...Get FIT...Get Peak Productivity at Work & at Home...
Get a Personal Trainer...6 Tips on How to Select the BEST**

By Ilene Gershberg

Even professional athletes get their own trainers. We can all learn more each and every day, as we strive to become more proficient in work and life. A personal trainer can help you in many different ways:

- ~ By helping you to become healthier and stronger, a trainer will upgrade the quality of your life as a whole – both personally and professionally.
- ~ During the hustle bustle of life, it often seems impossible to just “show up”. Don’t make work and kids your excuse. A trainer will provide you with that extra accountability, push and motivation to commit to your fitness.
- ~ A professional trainer’s expertise and on-going contact with other professionals within the industry will help you to finally succeed in achieving your most challenging health and conditioning goals.
- ~ You will learn the skills that not only produce results, but keep you safe and injury free at the same time. Many people in the gym use poor technique, thereby increasing their risk of injury. Eliminate that needless frustration and set-back, keep yourself safe and growing stronger every day.
- ~ Even if you have been in the gym for years, a trainer can shake up your routine by introducing you to a new program. You will become re-energized and enjoy the enhanced results when you challenge your body to work outside of the box on those same ol exercises.

**GET STRONGER...GET HAPPIER
FEEL MORE SELF-CONFIDENT!**

We all like the feeling of self-improvement, but a hasty trainer selection may not yield the results you deserve. Consistent with any other important investment you make, researching in advance the best possible professional for the job is warranted. This advice will enrich your training experience, saving you time and money in the long run.

Here are 6 FIT SMART strategies to implement when shopping for a competent and expert personal trainer:

1. Nationally Certified Trainers.

Ask if the trainer you are considering has received national certification. There are any inexpensive fly by night certifications out there. Protect your body by training with a professional that has been adequately educated to coach and advice you. A good nationally certified trainer will and should be insured as well. The five most reputable national certification based organizations are:

- The American College of Sports Medicine (the gold standard leader in the industry)
www.acsm.org
- The American Council on Exercise
www.acefitness.org
- The National Strength and Conditioning Association
www.nscs-lift.org
- The National Academy of Sports Medicine
www.nasm.org
- The Aerobics and Fitness Association of America
www.afa.com

2. Client Experience.

Does the trainer have at least 5 years of professional work experience? Remember, you are training **with** him or her; ideally (while we all need to get experience somewhere) ideally he or she shouldn’t be training **on** you. I would also recommend asking if the trainer has experience training clients at **your** level; whether that be beginner or more advanced.

3. Style and Approach.

Is their training style appropriate for your goals? Interview a few trainers; ask them *how* do they plan to meet your objectives? Ask the trainer to describe his or her *style* of training. Take the time to stand in the gym and watch him or her while they train clients. Compare their style and demeanor to that of the other trainers. Possibly you would be more comfortable with a woman opposed to a man or vice versa. Which one seems like the best *fit* for you?



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4. Role Model.

Does he or she “walk the talk” and live the life he or she preaches and teaches? Would you view that trainer as a role model? Does his or her body have a look that motivates you to work hard? It is clearly an added benefit if your training represents this higher standard of dedication to health that you aspire to achieve.

5. Client Focus

Are they attentive to clients while training them? For your safety and a variety of other reasons, it is important that the answer is YES. It will be **your** hour. Observe various trainers working with other clients. 100% of their focus should be on that client. Are they communicating with their clients on proper technique while exercising? A trainer that assumes the role of a teacher, will also instruct their clients on fitness skill sets that will benefit you for years to come. These lifestyle benefits will provide you with the greatest value for your investment.

6. Credible References.

Get references!!! It's important to take the extra effort to insure a FIT SMART choice. I suggest getting the names of not only *currently* training clients, but additionally, ask for the names of *past* clients that are no longer with this trainer. If they had a positive experience, they will still pass on a glowing recommendation. Furthermore, that past client's reason for leaving should not be a negative reflection of the trainer's professionalism or skill sets. This is what you want to determine in advance, so that you can proceed with confidence.

Power-size your goals and become results oriented by creating a 'strategic partnership' with a qualified personal trainer! These strategies listed above require extra time for you to implement. However, please recognize that your body is important and you want it to function at peak capacity for years to come. A lifelong injury can cost you dearly and impair quality of life. A caring, vested and knowledgeable certified trainer can open windows to a whole new world of fitness for you; it can be life changing. There is no greater gift in life than the gift of health. Invest in yourself and learn the fitness skills that will contribute to an excellent standard of living so you may enjoy life with those you love.

Ilene Gershberg is a former NBC executive that transformed her own life from FAT to FIT and now teaches success strategies and solutions for peak performance at work and in life. Author of the popular book, "FIT and POWERFUL Professionals" and three companion journals, Ilene is a dynamic professional speaker and workplace wellness consultant. She serves businesses and organizations world-wide, through her powerful keynote addresses, corporate seminars and management retreats. Visit www.ileneonhealth.com to view Ilene's before and after pictures, contact ilene@ileneonhealth.com or register for her FREE Health Smart e-Tip



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