

Directions for your Trainer



“Thank you for helping my client incorporate gym exercise into their life! We need your help to learn proper use of your equipment, to start a basic program and to make the experience fun and therefor reinforcing. I believe it is better to master a few machines before learning more than to be overwhelmed with too much too soon. By keeping it simple and basic, the client will easily see progress which causes internal motivation. ”

All the best! -Dave Erickson, BodyChoice program

Goal: To develop a Love for Exercise

Habits are formed when a person associates positive feelings with something over and over. Your client likely has *negative* associations with exercise. Possibly very strong ones! So your job is 2-fold: Find and destroy their negative beliefs about exercise and help them develop new positive beliefs about exercise. Remember you can't force your beliefs on anyone; they have to prove it to themselves. Nothing is more powerful in causing belief change than another human being. Feel free to contact me with any questions: dave@getfit4life.net

Please do the following to successfully help your client develop an inner Love for exercise:

1. **Start off easy.** Make sure that the number of machines and exercises are easy to learn and perform. Sometimes in our quest to give our clients value, we overwhelm them and reinforce their negative associations with exercise.
2. **Progress slowly.** Challenging can be fun. Over-challenging is painful and can cause both physical and psychological injury. Over-challenging makes a person feel like they are failing and reinforces the old belief that exercise is too hard and painful!
3. **One day a week is better than none!** As a young trainer I recommended to my clients that they come to the gym at least 3-5 days a week. This often later resulted in zero gym visits per week! They would end up quitting because they couldn't keep up that expectation! I learned the hard way that making their gym visits easy for them to fit into their schedule makes learning to Love exercise much more likely. After they develop a love for exercise in the gym they may decide to increase their gym visits, but requiring several gym visits per week to “get results” is usually ends up in failure.

4. **Forget about the scale for now!** My clients know that trying to change exercise and eating habits along with dozens of other things is the main reason for weight loss failure. The “RESULTS” you should focus on initially with your client is to develop a LOVE for exercise—that is the foundation for success! Once your client has developed a love for exercise their confidence and energy to tackle tough eating habits is greatly magnified.
5. **Keep track of and show progress.** Nothing is more powerful at making someone love something than seeing one’s progress. I can get addicted to a silly video game just because I keep seeing progress and want more! Get your clients addicted to progress by showing them every workout how they have improved something: reps, weight used, flexibility, resting heart rate, etc.
6. **Get excited about their improvements every day!** Your clients don’t know that moving up 3 repetitions from last week is good or that now being able to touch their toes during a hamstring stretch is worth a big high five and victory dance! GREAT trainers CELEBRATE their client’s small successes with high-fives, victory dances, knuckle bumps and other fun ways to put a big proud smile on their client’s faces. **Remember: Big proud smiles = exercise addiction!** How you produce BIG PROUD SMILES in your clients is **MY DEFINITION OF A GREAT TRAINER!!** You may know all the muscles and every hamstring exercise, but how good are you at producing big proud smiles in the people you train? This skill not only makes you an effective trainer and brings you boat-loads of referrals; it also makes training people FUN!
7. **Help your clients develop a home exercise routine.** Make sure that your client develops a habit of exercise at home because it feels good. A refreshing power walk at sunrise or after dinner can become a very enjoyable part of your client’s daily routine. Problem solve with your clients who tell you they have no place to walk or they don’t have an exercise bike. This may require you to meet them at their home to develop a walking route or recommend a place to purchase a home-use exercise bike.



The key to developing a Love (addiction) for exercise is to experience positive feelings and feedback while doing it.