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Day 15 into 2012...How was your New Years? Well we're all trying to get back into the groove here after some relaxing time out of the office spent with our loved ones. I'm personally very excited at what this new year has in store for all of you. We've got a lot of new projects in the works to bring you this year, that I'm sure that you'll enjoy.

This issue I'd like to introduce my good friend and native Kiwi (I can say that without getting into trouble, right?) Gary Crozier, *CP 3, HLC 2, GPS* and Managing Director of *ptEnhance.com*. Gary's going to share with you some great tips and insight on the key business model differences between a mainstream personal trainer versus a C.H.E.K Institute-Trained Professional. So without further ado; Here's Gary...

...Oh and make sure you check out the cartoon I made for a couple of laughs this morning =D

## From PT to Coaching Business Models

By Gary Crozier



Many C.H.E.K Institute-Trained Professionals come to their first CHEK courses as Personal

Trainers. Whilst their amount of experience may differ, what is often common is the fact that they've been operating a business within the dominant Personal Training model of the fitness industry. Sometimes this can seem to run in contrast to the CHEK exercise prescription and coaching models taught in the advanced training programs. In this article we look at this issue and give suggestions for making a transition or adding new business models into your current business.

### So What's the Dominant Personal Training (PT) Business Model?

Well although there are many variations, in general, the familiar pattern looks like this:

1. Clients see a trainer for one-on-one sessions for which they pay an hourly rate.
2. The majority of the client's training is done with the trainer and the client follows the trainer's direction for what to do in that session.
3. In most cases the client will see the trainer for multiple sessions a week that form the majority of their exercise sessions.

The benefits of the PT model to clients often involves adherence to regular exercise as well as reported

## Featured Stretch



### Oblique Abdominal Stretch

#### Equipment Needed

1. Swiss ball
2. Wall or partner

#### How to Perform the Stretch

- Place side of hip on ball and anchor feet at junction of floor and wall. Top leg should be behind bottom leg for balance.
- Slowly lie sideways over ball.
- Grasp wrist of top hand above head. Gently "search" for tight areas by slowly rolling forward and backward. Be very careful not to fall off the ball!
- Once you find an area of tightness, hold that position and gently pull down on top arm to increase stretch. Hold this position until the stretch eases.
- Repeat three to five times, then switch sides.

#### Remember

- Getting into position can be tricky! Having someone holding the ball may be helpful.
- A partner can hold your feet, instead of using a wall.



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# Holistic Living

## Yogurt for Your Gut

Yogurt has been consumed for thousands of years. When cultured with beneficial microorganisms such as lactic acid-secreting acidophilus and bifidus, it's very helpful to the colon. Friendly flora manufacture vitamins such as biotin, thiamine (B1), riboflavin (B2), niacin (B3), pantothenic acid (B5), pyridoxine (B6), folic acid and vitamins A and K. The lactic acid-secreting bacteria available in quality yogurts also increase the bioavailability of calcium, copper, iron, magnesium and manganese. Since the friendly microbes change the environment of the colon by making it more acidic, they actually reduce the chances of infestation or food poisoning by unfriendly bacteria, which prefer an alkaline environment. It can also help the body regain control against yeast overgrowth such as candida or thrush. Those who are lactose intolerant can often consume yogurt with no side effects. Yogurt is easier to digest because the yeast culture actually eats the lactose in the source milk.

**But before you head over to the store, here are some things that you need to know:**

- Yogurt is only as good as the source material it's made from. Stay away from commercial cow's milk and stick with organic or raw milk when possible. If you want full control and cost-savings, you can make your own yogurt pretty easily with milk and some starter culture.
- Make sure the package has a "Live and Active Culture" seal on it. That means that the yogurt has a minimum of 100 million live and active cultures per gram of product.
- Avoid yogurts with fruit added. Typically when fruit is added to store-bought yogurt it's over-ripened or damaged and loaded with sugar.
- Check the label and avoid "liquid candy" masquerading as healthy yogurt. You want to avoid flavored yogurts like chocolate yogurts because it's merely junk food impersonating a health food. Go with a plain yogurt and add your own healthy toppings.
- If you still have problems with yogurts made from cow's milk, then try sheep or goat's milk yogurt.

motivation to train harder or in a more focused way with the trainer present. Sessions also often add variety to the clients exercise routines.

### So how Does an Exercise Prescription or Coaching Model differ?

Well the most obvious difference is that clients often spend a smaller percentage of their total training time under the supervision of the trainer or CHEK practitioner. Another major difference in charging for time spent in program design. A program design fee is normally a charge for time spent writing programs for a client or reviewing paperwork without the client present. Whilst this type of charge is common in other industries it can be somewhat of a mindset shift for both personal trainers and their clients that have been operating under the standard PT model described above. While charging a program design fee is highly recommended, it's worth giving consideration to how to best explain this value to your existing and new clients.

Another consideration may be that face-to-face sessions under a coaching or prescription model may follow more of an educational or instructional frame rather than taking a client through a workout performing the exact combinations of sets, reps, intensities, tempos and rest periods that they will perform when implementing the program on their own. For clients that either enjoy or require having a trainer present for the majority if not all of their sessions then a combination approach may prove beneficial.

Many trainers upon first contact with a 'Fitness coaching' or prescription based model assume that they must use it as a total replacement for the PT model they were previously

using. That is not necessarily the case. Many trainers have successfully used variations of both models within the same business and in some cases it makes good business sense to do so.

## 6 Effective Tips on Structuring Your Exercise Prescription or Coaching-Based Packages

- 1. Start with 1 or more assessment sessions.** This will vary based on your experience and training and the demands of the particular client. For example, rehab clients will often require more assessment hours than healthy, pain free clients with a good training age.
- 2. Include a program design fee.** 1 hr of your time is a good guide. To trainers using ptEnhance with their clients we often advise to charge a higher fee to include the client's access to the ptEnhance system.
- 3. Include a suitable number of instruction sessions.** A good rule of thumb has proven to be a session to teach stretches and mobilizations and 1 session for each day involved in the program. E.g. if different exercises are performed on A and B days of the program then include 2 instruction sessions covering the A day exercises in the first and the B day exercises in the follow up session.
- 4. Include a number of monitoring sessions during the program spaced out appropriately.** These sessions help the client to stay on track whilst allowing you to monitor how the client is progressing. It also goes a long way to keeping clients motivated and adhering to the program.
- 5. Consider a fee for monitoring and support.** This could include email or phone support to answer



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questions for the client. We often recommend that ptEnhance trainers use the inbuilt messaging system for this.

**6. Include a final evaluation session in the package.** This helps with adherence, gives a chance to show a client how they progressed and from a business perspective enables you to sell the client onto a new package for their next program.

You may like to charge for the package in one fee or consider breaking the amount into smaller payments if necessary to help clients with the finances. If you do this of course it is important to have a good system in place to track and follow up on client's payments.

We invite you to try these concepts if you aren't already using them and wish you well with implementing these ideas into your business. If you'd like some examples of package structures and session spacing that have been used by us successfully in the past, please feel free to email

me at [support@ptenhance.com](mailto:support@ptenhance.com) and we can send some simple template documents to you.

#### - The ptEnhance Team



ptEnhance Managing Director, Gary Crozier, CHEK III, HLCII, Golf Bio, and Mark Latham CHEK II, HLCII, Golf Bio, ptEnhance Content and Product Manager have both been C.H.E.K Institute Trained Professionals since completing their initial advanced training programs in the early days of the program in late 1990's. Together they have over 40 years experience in many aspects of the health and fitness industry.

Mark Thuaux, ptEnhance Sales Manager has vast experience as a sought-after sales and club manager for a number of leading gym chains in Australia. Together, the ptEnhance team are passionate about assisting trainers and C.H.E.K Institute trained professionals to build businesses and careers that exceed their dreams.

Visit their site at [www.ptenhance.com](http://www.ptenhance.com)

# CHEK Spotlight



**Sean Mallowney - CP 3, HLC 3**

**Location: New Foundland, Canada**

**[www.bodyfitholistic.com](http://www.bodyfitholistic.com) • 709-738-1375**

Sean has been involved with exercise from a young age and started weight training when he turned 15. His passion for understanding the human body led him to studying Exercise Science at Concordia University getting certified from American Council on Exercise in 95 and starting Bodyfit Personal Training in 1996. Since then Sean has accumulated well over 25,000 client training hours. He is the only Level 3 Holistic Lifestyle Coach in Atlantic Canada and one of five Level 3 CHEK practitioners in Canada. He has worked with clients of all abilities ranging from rehabilitation to professional and Olympic athletes. Sean takes a holistic approach to health and looks at physical, emotional and mental factors surrounding a client.

#### **How has Your C.H.E.K Institute Training Helped Your Business?**

*The CHEK training has helped my business immensely. In one of Paul's videos he mentions a trainer making \$100,000 with a stick and a ball out of the back of his car and I now feel like that trainer. I haven't spent any money on advertising in almost 10 years and my schedule has been 90% full since 2001.*

*I routinely get referrals from chiropractors, surgeons, and therapists I have worked with because I'm able to communicate on their level when it comes to client issues.*

If you or your colleague are a C.H.E.K Institute-Trained Professional and would like to be considered to be featured in this section, e-mail a short biography and a high-resolution photo similar to the format above. Please give us at least one recent achievement that you've accomplished as a CTP. Send it to [Tristan Loo, Tristan.Loo@chekinstitute.com](mailto:Tristan.Loo@chekinstitute.com). You or your colleague must be a current C.H.E.K Institute-Trained Professional to be considered for this section.

## Letters from Around the World

*Bless the CHEK family for all the truth you all have worked so diligently to bring to the world. As a C.H.E.K Practitioner, I am grateful.*

*~ Samuel Blandina*

*I would like to thank you [Penny] and the C.H.E.K Institute for putting together the webinar. I'm very pleased with the information I have received yesterday. I'm sure I will acquire some of the materials mentioned by Paul for further study. I appreciate you making the webinar free for us who have studied with your Institute.*

*~ Romana Andreson, HLC 1*



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Vista, CA 92081  
info@chekinstitute.com

*Upcoming  
Events  
with  
Team CHEK*



canfitpro Montreal  
featuring Yves Ethier  
February 3-5, 2012



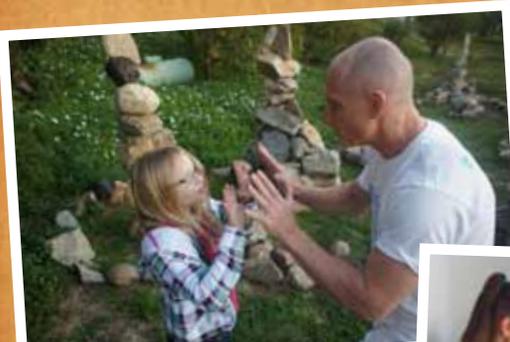
Las Vegas Balance  
Fitness Conference  
featuring Paul Chek  
January 26-29, 2012



IDEA Personal Trainer  
Institute™  
featuring Dan Hellman  
February 16-19, 2012 in  
Alexandria, VA

[Click Images for more info](#)

*CHEK Photo Album*



*9 yr old April  
learning tai-chi  
from Paul*



*Caitlyn can't decide  
what to put on  
her plate*

Got some interesting photos to share? Send them over to [tristan@chekinstitute.com](mailto:tristan@chekinstitute.com)



**How dogs do Tornado Ball training**

# Upcoming CHEK Advanced Training Programs

## USA & CANADA

### CHEK Holistic Lifestyle Coach Level 1

- San Diego, CA - March 9-11, 2012
- New York, NY - June 1-3, 2012
- San Francisco, CA - September 28-30, 2012
- Toronto, ON - November 9-11, 2012

### CHEK Holistic Lifestyle Coach Level 2

- New York, NY - June 5-9, 2012
- San Diego, CA - Nov 28-Dec 2, 2012

### CHEK Holistic Lifestyle Coach Level 3

- San Diego, CA - September 13-18, 2012

### CHEK Exercise Coach

- San Diego, CA - March 21-25, 2012
- Toronto, ON - March 23-27, 2012
- Vancouver, BC - April 13-17, 2012
- Miami, FL - May 18-22, 2012
- Denver, CO - June 8-12, 2012
- New York, NY - July 18-22, 2012
- San Francisco, CA - August 15-19, 2012
- Los Angeles, CA - August 22-26, 2012
- Dallas, TX - September 21-25, 2012
- San Diego, CA - October 10-14, 2012
- Toronto, ON - November 2-6, 2012

### C.H.E.K Practitioner Level 1

- San Diego, CA - February 24-28, 2012
- Toronto, ON - March 7-11, 2012
- Chicago, IL - May 16-20, 2012
- San Francisco, CA - June 1-5, 2012
- Miami, FL - September 14-18, 2012
- San Diego, CA - October 17-21, 2012
- New York, NY - November 14-18, 2012

### C.H.E.K Practitioner Level 2

- New York, NY - Feb 22-26, 2012
- San Diego, CA - May 2-6, 2012
- Chicago, IL - June 22-26, 2012
- Miami, FL - September 19-23, 2012
- San Francisco, CA - October 24-28, 2012
- San Diego, CA - November 2-6, 2012
- Toronto, ON - November 14-18, 2012

### C.H.E.K Practitioner Level 3

- San Diego, CA - August 17-25, 2012

### C.H.E.K Practitioner Level 4

- San Diego, CA - July 12-20, 2012

### Golf Performance Specialist

- San Diego, CA - April 27-29, 2012
- Fort Lauderdale, FL - July 20-22, 2012
- San Francisco, CA - November 9-11, 2012

## INTERNATIONAL

### CHEK Holistic Lifestyle Coach Level 1

- NSW, Australia - January 18-20, 2012
- London, UK - February 3-5, 2012
- NSW, Australia - February 9-11, 2012
- Sydney, NSW, Australia - April 4-6, 2012
- Lancashire, UK - May 11-13, 2012
- VIC, Australia - May 21-23, 2012
- Sydney, Australia - June 22-24, 2012
- VIC, Australia - July 6-8, 2012
- London, UK - August (TBA), 2012
- NSW, Australia - Sept 7-9, 2012
- Lancashire, UK - October 5-7, 2012
- Sydney, Australia - December 7-9, 2012

### CHEK Holistic Lifestyle Coach Level 2

- NSW, Australia - October 10-14, 2012
- Halmstad, Sweden - November 21-25, 2012

### CHEK Holistic Lifestyle Coach Level 3

- NSW, Australia - October 19-24, 2012

### CHEK Exercise Coach

- VIC, Australia - February 27 - Mar 2, 2012
- London, UK - February 15-19, 2012
- NSW, Australia - March 12-16, 2012
- VIC, Australia - May 14-18, 2012
- Leeds, UK - May 23-27, 2012
- Dorking, UK - July (TBA), 2012
- Surrey, UK - August 6-10, 2012
- Sydney, NSW, Australia - August 13-17, 2012
- Lancashire, UK - October 9-13, 2012
- London, UK - December 3-7, 2012

### C.H.E.K Practitioner Level 1

- Lancashire, UK - March 14-18, 2012
- Sydney, NSW, Australia - May 28-June 1, 2012
- Surrey, UK - August 13-17, 2012
- VIC, Australia - August 6-10, 2012
- Dorking, UK - November 7-11, 2012

### C.H.E.K Practitioner Level 2

- NSW, Australia - March 19-23, 2012
- Surrey, UK - August 20-24, 2012

### Golf Performance Specialist

- Lancashire, UK - March 9-11, 2012
- London, UK - June (TBA), 2012
- London, UK - November (TBA), 2012

Dates and locations are subject to change. Please check with the C.H.E.K Institute or International Affiliate organizing the course before making any travel arrangements.



## Webinar & Coaching Calls

### MONTHLY WEBINARS:

**Flatten Your Abs For The New Year**  
with Paul Chek  
Wednesday, Jan. 25, 2012 @ 12:00pm PST

**Surrounding the Dragon of Low Back Pain**  
with Paul Chek  
Thursday, Feb. 23, 2012 @ 12:00pm PST

CHEK Webinars are free for C.H.E.K Institute-trained professionals and are open to everyone for just \$24.95 each or an annual subscription of \$19.95 per month. To register, please visit: [www.chekinstitute.com/webinar](http://www.chekinstitute.com/webinar)

### CHEK ITP COACHING CALLS

For Holistic Lifestyle Coaches:  
Feb. 8<sup>th</sup> @ 3:00pm PST w/ JP Sears

For Ex. Coaches, C.H.E.K Pracs & Golf Perf.:  
March 21<sup>st</sup> @ 12:00pm PST

These special Q&A Coaching calls with CHEK Faculty are only for C.H.E.K Institute-Trained Professionals with current status.

### For Courses in North America Contact:

**C.H.E.K Institute**  
[www.chekinstitute.com](http://www.chekinstitute.com)  
[info@chekinstitute.com](mailto:info@chekinstitute.com)  
Phone: +1 760-477-2620

### For Courses in Europe Contact:

**CHEK Europe Ltd.**  
[www.chekeurope.com](http://www.chekeurope.com)  
[info@chekeurope.com](mailto:info@chekeurope.com)  
Phone: +44 0870 489 0163

### For Courses in Australia Contact:

**Place of Chi**  
[www.placeofchi.com](http://www.placeofchi.com)  
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Phone: +61 02 9986 0840