

"Learning from Michael how to implement the PT program and his coaching gave me the freedom to close a \$1440 deal and make \$600 in a day—all during lunch. Since then my business continues to grow "

- Amy Erwin , Owner and Founder of LivFitMama.

The Ultimate Guide to **Personal Training**

How to **increase** your gym's revenue
by 200% or more with Personal
Training.

Michael Benso, M.S
CoFounder of Buzops



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INTRODUCTION

First, allow me to express my gratitude for your decision to acquire this resource. I trust you will find the material both enlightening and useful. Within these pages lies my personal, distilled methodology - the very one I employed to expand my reach to over 90 personal training locations. During this time I recruited more than 1000 personal trainers and constructed my gym locations throughout the Chicagoland area.

My journey has not been without its setbacks, including misguided advice from attorneys and accountants, culminating in a staggering \$250,000 debt to the IRS, and the inevitable growing pains that accompany rapid expansion. However, I view these experiences as a costly education I could not have obtained elsewhere.

Though I possess a master's degree in exercise physiology, my passion for fitness began at the age of 14. Envision a teenager commandeering his parents' garage, filling it with sand-stuffed weights, a few iron plates, an old-school Weider bench, and stacks of Muscle & Fitness and Flex magazines. I eagerly scoured every page and advertisement, seeking tips to enhance my growth, speed, and strength. Needless to say, the journey to this point has been far removed from the idyllic narratives portrayed in those vintage ads.

Now, I offer you the fruits of my hard-won business experience, in the hope that the path I've traveled will pave the way for your success, sparing you the same anguish, tribulations, hard-learned lessons, and costly missteps that have marked my journey over the course of a decade.

In the opening chapter of this guide, we'll delve into the art of forging connections with potential training clients, skillfully conducting complimentary sessions, and gathering crucial insights to fuel the personal training sales process, securing new clients one after the other. By mastering these techniques, you can flourish as an independent trainer within another's facility, potentially earning an annual income of well over \$100,000.

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Yet, there's no need to limit your aspirations. As a gym owner, studio proprietor, or third-party service provider for a single location, the possibilities are boundless. Envision yourself generating an astounding revenue of more than \$1 million annually. With the proper mindset and unwavering dedication, that dream can become your reality.

Here's an example of key factors I'd consider when assessing a gym location. Apart from the overall active member count, I'd focus on metrics like monthly new active members, daily gym visits or workouts, and the total inactive members—including those a month behind on payments, and expired, canceled, or suspended memberships.

The activation or sign-up fee, charged monthly, helps estimate the total revenue achievable over a year. As illustrated, after adopting the system, an additional revenue of about \$57,000 can be generated in the first month. By the end of a year, the cumulative revenue could potentially approach a cool \$1 million in added income.

1			
2	New Active Members each month	30	
3	Existing Active (Daily Unique Workouts)	150	
4	Existing Inactive	1500	
5			
6	New Member Referrals	2	
7	Existing Active Referrals	1	
8	Existing Inactive Referrals	2	
9	Member Referral Book Rate	30%	
10	Member Referral Show Rate	65%	
11	Member Referral Close Rate	85%	
12			
13	Member Sign-Up Fee	\$50	
14	Monthly Membership Average Dues	\$50	
15			
16	PT Book Rate	80%	
17	PT Show Rate	65%	
18	PT Average Close Rate (ranges from 25%-80%)	60%	
19			
20	PT Average Dues (\$50.00 x 10 sessions/mo)	\$500	
21			

22		Month 1	Month 2	>>>>	Month 12	Totals
23	# New Member Referrals Signed Up	10	44	>>>>	15	217
24	# Existing Active Referrals Signed Up	25	0	>>>>	0	25
25	# Existing Inactive Referrals Signed Up	50	0	>>>>	0	50
26	# Existing Inactive Reactivated Signed Up	150	0	>>>>	0	150
27				>>>>		
28	# Reactivated + Referrals Signed Up	235	44	>>>>	15	442
29				>>>>		
30	Revenue from Referrals First Payment	\$8,453	\$4,385	>>>>	\$1,488	\$29,151
31	Revenue from Referrals Monthly Recurring	\$0	\$11,727	>>>>	\$21,332	\$190,497
32	Revenue from Reactivated	\$7,500	\$0	>>>>	\$0	\$7,500
33				>>>>		
34	# New PT Clients	83	23	>>>>	14	250
35	Existing PT Clients/Renewing PT Clients	0	106	>>>>	200	
36	Revenue from PT	\$41,267	\$52,787	>>>>	\$100,134	\$913,342
37				>>>>		
38	Additional Revenue	\$57,220	\$68,898	>>>>	\$122,954	\$1,140,490

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01 THE NO-ADS ADVANTAGE STRATEGY FOR PROMOTING YOUR SERVICES AND BOOKING APPOINTMENTS

Regardless of whether you are a fitness professional operating within an existing facility, a proud studio owner, or a driven solopreneur, the lifeblood of your enterprise resides in attracting clientele to your place of business. Giving this essential aspect top priority is key to ensuring a smooth launch, steady growth, and sustained success for your venture.



1.1 WAYS TO MARKET YOUR PRODUCT AND SET APPOINTMENTS

Your foremost task is to fill your calendar with appointments. At the outset, this will primarily entail complimentary sessions, which we refer to as 'Motion Mapping™'.

These free sessions with new gym members or prospective clients provide a golden opportunity to showcase the unmatched value of your services and establish yourself as an exceptional coach. It is important to recognize that trainers frequently do not receive remuneration for these assessments.

Rather, consider this time an investment in creating a lasting professional impression and expanding your business by transforming these appointments into sales. Achieving mastery of this process – from arranging appointments and executing first-rate assessments to utilizing our tried-and-true sales techniques – is the ultimate key to swiftly growing your client base and setting the stage for long-lasting success.

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1.2 ELEVEN STRATEGIES FOR MAINTAINING A FULL CALENDAR AND PROPELLING YOUR BUSINESS EXPANSION



1-“Working the Floor”:

Capitalize on the power of "working" the facility or gym floor. This can be effortlessly achieved by engaging with members before, during, or after their workouts, introducing them to innovative and superior exercise techniques or safer methods for attaining their goals.

Example:

Initiate casual conversations with members, asking about their day, which can seamlessly transition into more fitness-focused discussions. By actively connecting with individuals and showcasing your expertise, you'll cultivate relationships, establish trust, and ultimately lay the groundwork for potential new clients. Another tactic while working the gym floor involved simply offering a "spot" or assisting with racking or adding weights to a member's workout routine as they loaded the bar. My intention was genuinely to help, but that generosity often sparked a conversation. Being readily available to assist with mundane tasks and answer questions was always a priority.

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2-“Working the Desk”:

One approach I employed was offering complimentary sessions to new gym members while stationed at the front desk. Naturally, we refrained from immediately desperately approaching every customer; instead, consistent conversations during each visit would gradually build trust, paving the way for presenting a complimentary session.



3-Connecting with Inactive Members:

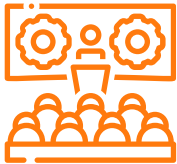
During my time in the fitness industry, I found it beneficial to reach out to non-active gym members. With the cooperation of the club manager or gym owner (if it is not your data), I was able to obtain a list of inactive members and make contact with them. My goal was to genuinely inquire about their well-being and explore ways to assist them in returning to the facility. In many instances, this approach opened the door to offering a Fitness Assessment, further expanding my client base.



Local Business Partnerships:

Forge alliances with local businesses to promote your services. One fruitful strategy I discovered was collaborating with a nearby salon (with their approved discount) to provide our services to their new clientele. In return, the salon would grant complimentary training sessions to each new customer. We pursued similar partnerships with numerous other small enterprises, ultimately fostering relationships where we would circulate email newsletters featuring their offerings, and they would reciprocate in kind.

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5-Workshops:

Conduct workshops within the fitness facility where you operate to exhibit your services, expertise, and value to potential clients.

Example:

In the past, I have organized workshops addressing various topics to provide a balanced perspective and demonstrate my expertise. For instance, I held a session on the potential risks of protein consumption for men's health, specifically delving into soy proteins. Drawing from scientific articles, I presented evidence illustrating the potential estrogenic effects and the benefits, ensuring an unbiased presentation.

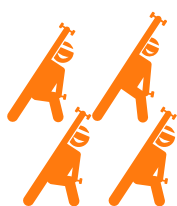
Another workshop I conducted focused on back pain, highlighting that over 80% of back pain results from imbalances in muscle strength and flexibility. I introduced simple exercises and stretches for attendees to try, with coaches on hand to assist with proper technique. This approach not only provided practical solutions but also emphasized the value of a knowledgeable coach



6-Bridal Expos:

Attending bridal expos has been an effective way to connect with potential clients who have special events on the horizon. I found that presenting myself professionally, offering free workout coupons and informative marketing materials, and gathering contact information along with their fitness goals made a positive impression. This approach allowed me to follow up with them effectively, creating opportunities to expand my clientele.

One strategy that worked well for me at bridal expos was conducting a brief 5-minute workout and stretch demonstration, which gave attendees a glimpse of what could be accomplished during a full session. I would then spend another 5 minutes calculating their body composition and discussing their goal weight for the big day. This approach often led to brides and bridal party members signing up as training clients on the spot, while others would at least commit to scheduling a full training session with me.



7-Community Boot Camp:

Additionally, I experienced success in holding free boot camp-style workouts within the community to showcase my services. I would have people sign waivers, which also served as a method for lead capture. Upon completion of these boot camp-style workouts, I would distribute "Free Session" coupons to each participant, offering them the opportunity for a one-on-one session with me. This approach not only demonstrated my expertise but also provided a personal touch, making it easier to connect with potential clients.



8-Corporate Wellness:

In my experience, I found that connecting with corporate businesses that lacked employee wellness programs presented a fantastic opportunity to offer discounted training packages.

I embraced the idea of making phone calls or even paying in-person visits to these businesses. Envisioning myself as the go-to trainer for a major corporation nearby was incredibly motivating. By seizing this opportunity, I discovered that it was possible to attain a full-time training status in a remarkably short period.

Suggested pitch frame in-person to HR manager:

"Hi, my name is [Michael] and I am stopping by today because I am local to the area I would like to provide you and the staff here with a free health and wellness screening. Is this something you would normally do for your employees and do you think it would be of any value?"

When engaging with these businesses, I found it essential to have a plan prepared, as they often sought more information. My approach typically involved organizing a separate wellness day during my less busy periods, scheduling it at least two weeks in advance and arranging for monthly recurring visits.

On these wellness days, I would measure blood pressure, assess body composition using a BIA, and guide participants through PNF stretching after a quick 5-minute dynamic warm-up.

I observed that most individuals were accustomed to sitting for long periods, so the dynamic warm-up helped release some serotonin, while the stretching alleviated back pain and general tension. This process also generated leads for me to follow up with later. Although I occasionally made sales on the spot, I intentionally avoided overt selling to maintain approachability, given my ongoing monthly presence at the location.



9-Social Presence:

This is one of the most effective ways to garner attention, build authority, and provide proof of your professionalism and ability. Harnessing the power of social media has been instrumental in effectively promoting my fitness services and I've found that maintaining a professional presence on popular platforms and sharing valuable content such as workout routines, nutritional advice, and inspirational quotes resonates with my audience. I've also organized contests and provided daily fitness tips to maintain engagement and solidify my standing as a trusted source for fitness results.

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10-Power of Email:

During my career, I discovered the value of using newsletters to highlight my personal training services and share fitness-related insights. As I built an email list of clients, gym members, and other leads, I found that sending out regular newsletters helped to keep my audience informed and engaged with my services.

One key strategy I implemented involved segmenting my customer list and tailoring communication to suit each individual's stage in their fitness journey. I developed a CRM pipeline and designed customer journey triggers that would activate based on their progress. This system automatically sent out relevant emails and texts, ensuring that my clients remained engaged and informed within my ecosystem. This personalized approach proved highly effective in maintaining strong connections with my clientele.



11-Referrals, word-of-mouth promotion, and client testimonials:

These are among the most effective means of fostering your reputation as a distinguished trainer. If such endorsements prove elusive over time, it may be wise to reassess your training methods, demeanor, intensity, client outcomes, and overall dedication as a trainer, and realign your focus accordingly. Requesting feedback serves as a valuable resource in keeping you on track in this respect.



02 THE 7-STEP APPROACH TO CLOSING NEW CLIENTS

- ① Arrange appointments using the 11 diverse techniques previously discussed
- ② Verify the appointment 24 hours ahead of time -Call Ahead Dialogue.
- ③ Execute a complimentary session—Motion Mapping™
- ④ Administer PNF stretching
- ⑤ Present the training program myself or delegate the task to the Sales Manager (also known as the Fitness Director)
- ⑥ Perform Body Composition Analysis
- ⑦ Secure direct referrals + Repeat Process

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2.1 CALL AHEAD DIALOGUE

Now that you have a Motion Mapping™ appointment in your schedule, confirming the appointment with a phone call is very important and should not be neglected. This call should be made 24 hours before the actual appointment.

- **You will be confirming the appointment date and time**
- **Explaining what to expect during the assessment**
- **Giving reminders like “Dress to workout,” “Eat before your appointment”**
- **Answering any questions.**

If you did not schedule this appointment yourself, this will likely be your first interaction with the potential client. It is important to sound positive, clear, and very professional when making this call. Practice your spoken dialogue and be prepared for any questions you might be asked. Also, be prepared to leave a message in case someone does not pick up.

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Here is a simple example of one possible voice message left by a professional trainer:

"Hello Mark, this is Beau from 'Body by Beau.'

I am calling to confirm our appointment tomorrow at 11am for a fitness assessment at (location). We will be performing a full-body workout so I want to make sure you get something to eat about an hour or two beforehand and bring your workout attire. I will be here waiting for you at 11 tomorrow, and if you have any questions in the meantime, feel free to call me back here on my cell phone at (phone number). I look forward to meeting and working with you. Have a great night, Mark."

This will better ensure that your potential client doesn't have second thoughts about attending.

***For example, don't say:**

"If you need to cancel or reschedule, please call me at (phone number) and let me know right away." Instead, say, "If you have any further questions or concerns, you can reach me at (phone number). Otherwise, I look forward to seeing you tomorrow!"



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KEY POINTS :


1. Remind the person to eat 1 to 2 hours before the appointment
2. Remind the person to dress for a workout
3. Call a full day in advance, not the morning of the appointment
4. Don't give the option to cancel; Instead, make it known that you would be happy to answer any questions between now and tomorrow's appointment.

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2.2 MOTION MAPPING™ INTRO

In my experience, I found it essential to be mindful of the impression I created when approaching members during their workouts. I aimed to appear non-threatening and devoid of ulterior motives.

I engaged with them in a manner that genuinely conveyed my desire to assist and offer guidance. By consistently centering my attention on the prospective client and their objectives, rather than treating personal training as a commodity, I was able to build trust and establish meaningful connections.



The term "Motion Mapping™" was coined for my complimentary sessions, as I discovered that offering people an assessment or analysis of their fitness could sometimes feel intrusive or make a statement about their health based on appearance alone.

Instead, I aimed to convey that the purpose of the complimentary session was to better understand their gait, and movement through both compound and isolated exercises, and gain insight into their current fitness level.

This approach allowed me to determine the type of programming they might best benefit from before they began or continued on their fitness journey.

These sessions were designed to consist of seven different exercises, beginning with the largest muscle group and progressing to smaller muscle groups. The entire routine took about 15 minutes to complete, and I would assess my client's level of exertion throughout the session using a revised Borg scale ranging from 1 to 10. My goal was to maintain a 7 or 70% exertion level for the entire 15 minutes, allowing me to effectively evaluate their performance and fitness capabilities.

One of the primary objectives during these sessions was to demonstrate the value of personal training. I aimed to position myself as a supportive resource throughout the session and sought to obtain at least seven affirmative "yes" responses from the client. This approach helped to build rapport, reduce potential objections during the presentation, and further validate the benefits of working together on their fitness journey.



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2.3 APPOINTMENT DAY CONSIDERATIONS

1. Express interest:

Make it clear throughout or by the end of the analysis that you are or have become interested in working with this person as their personal trainer. Failure to do this before you get into a sales pitch could make you seem as though you've had a hidden agenda the entire time.

2. Assume the sale or relationship as you talk about your future plans with the potential client.

For example,

SAY:

"I'd like to start with a four week conditioning phase with you. After that, we'll get into more strength and core training. Then we'll begin a plyometric phase mixed with strength training and have shorter rest intervals throughout. Three times a week will be perfect to work with you on this, plus the homework/workouts that I'll be prescribing for you."

Speaking in the fashion of this first example immediately has the potential client thinking that there is a solid plan already laid out for the next few months. Personal Training is an assumed part of that plan, and doesn't seem to be optional.

DON'T SAY:

"If training is something that interests you, we would do a four weeks conditioning phase. After that, we would get into more strength and core training. Then we would begin a plyometric phase mixed with strength training and the rest intervals would become shorter. Three times a week would be perfect to work with you on this, plus the homework/workouts that I would prescribe for you."

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Speaking in the fashion of this second example will encourage the potential client to regard Personal Training as a product that they should consider carefully. It suggests one possible future that could exist, but definitely does not, yet.

3. Perception:

Be aware of how you are being perceived by your potential client and by anyone else at the facility. Your session should be engaging (stay in close proximity to your assessment), fun, and have proper intensity.

Stay off your phone, use a watch for timing (not a wall clock or your phone), and don't ever eat or even drink (not even a protein shake!) during a session.

NEVER occupy other equipment yourself while a client or participant performs any exercises, and for that matter, don't sit on any benches, chairs or machines during training at all. Stay actively involved in the session. These are all direct reflections of your perceived professionalism, and are what separates FMG trainers from other trainers.

Your attire should be chosen carefully and it should look professional. Tuck your shirt in, avoid tank tops or muscle-shirts, and don't look like you just worked out; Look like you are ready to train someone. These things can easily sway someone's decision to NOT train with you if you've missed the mark with these details, and they would probably never even tell you the true reason for their decision.

4. Avoid Silence:

There's nothing worse than a training session of any kind that has long bouts of silence. With silence comes a lack of energy and enthusiasm, as well as a mutual sense of awkwardness. It may even cause new customers to develop certain anxieties or fears within those quiet moments. They may assume you are thinking negative things about them or their physical abilities simply because of your lack of encouragement. The rule to follow here is "If you're thinking it, say it." Don't be obnoxious, but definitely don't be quiet. If you identify yourself as a more reserved or introverted person, you must work hard to develop some of those extroverted skills that are essential for rapidly gaining your client base.

5. Ask lots of questions:

Asking questions before the assessment and during the warmup will build good rapport as well as give you knowledge you can use later in the process. The more you can learn about a person's fitness goals, obstacles, motivations and concerns, the more you can make sense of personal training later in the Body Composition Analysis and sales portion of the process. Remember, EVERYONE can benefit from having a trainer (even you!) and once you truly believe this, conveying this concept gets easier and easier.

2.4 THE DAY OF APPOINTMENT

Begin by offering a courteous greeting and/or introduction upon meeting for the Motion Mapping™ appointment. Maintain proper posture, good hygiene, high energy, direct eye contact, a firm handshake, and a warm smile. Recognize that your prospective client may be experiencing nervousness or insecurity, and it is your responsibility to exude a sense of confidence that they can absorb and emulate.



Clearly articulate your plan for the Motion Mapping™ analysis:

"We'll initiate a 5-minute warm-up, discuss your objectives, engage in some fundamental movements for approximately 20 minutes, follow with a 5-10 minute stretching session, evaluate your motion mapping results, and ultimately conduct a body composition analysis and in-depth goal-setting conversation."


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2.5 QUESTIONS BEFORE STARTING

1) "When was the last time you had anything to eat? What did you have?"

This question is to understand the types of foods that were eaten and if the client is on a low-carbohydrate or low-sugar nutritional plan.

- A. Clients deficient in carbohydrates also exhibit low sugar levels, subsequently leading to diminished blood glucose.
- B. The brain relies on blood sugar for up to 90% of its functioning.
- C. During intense exertion or activity, skeletal muscles operate on a high proportion of blood sugar.
- D. The above factors (B and C) create conflicting demands, causing the brain and body to compete for blood sugar.
- E. Given that one generally stands upright while exercising, blood tends to accumulate in the legs, potentially causing nausea, lightheadedness, and, in some cases, fainting or vomiting.



**** Should the individual have refrained from eating for over 3 hours, exercise caution in monitoring their physical condition throughout the assessment, or contemplate rescheduling the appointment.*

2) "Would any physical ailments or health concerns impede your ability to engage in exercise today? Are you currently taking medications of which I should be aware?"

This inquiry aims to discern any exercises that may warrant circumvention. Employ a PAR-Q form to thoroughly identify limitations and confirm that you are catering to the seemingly healthy demographic. Consult your personal training certification resources for insight into comprehending these potential constraints.

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3) *"What equipment or exercise do you typically start with to warm up?"*

The purpose of this question is to enable you to introduce a novel or unfamiliar activity immediately. By commencing with the warm-up on their preferred machine, the prospective client adopts a "Let me demonstrate my workout routine" mindset. Conversely, you aim to cultivate an "Allow me to present something new" perspective.



Once these three questions are answered, you are confident that the member is medically cleared for exercise, and you fully understand any physical limitations, you are ready to begin Motion Mapping™.

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2.6 THE WARM UP

Always commence the workout segment of the evaluation with a five-minute warm-up. Ensure that the participant genuinely elevates their body temperature and readies all physiological systems for exercise, such as synovial fluids in the joints, heart rate, and so on. Clarify the warm-up's purpose and provide a few technical explanations to impart preliminary education and demonstrate your expertise.

Numerous approaches to warming up exist; however, I have always advocated utilizing a machine (elliptical, treadmill, stationary bike, etc.) with which the individual may be unfamiliar. We endorse this specific method for several reasons:

Firstly, as previously mentioned, it introduces a novel activity right away. Helping to establish the

value of your services within the assessment's initial minutes.

Secondly, this moment presents an ideal opportunity to outline expectations, explain the 'RPE' scale (refer to the subsequent section for these details), and address any inquiries or concerns.

Additionally, you can pose rapport-building and fitness-focused questions to gain further insight into the individual. This is the moment to attentively listen after posing a few well-targeted questions. It is crucial to understand their fitness objectives, challenges in achieving those goals, exercise history, and any other relevant information they might wish to disclose. The more a person, whom you have just met, shares with you, the more likely they are to trust and like you, and ultimately, desire to work with you again.

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During the warm-up, provide a clear explanation of what the participant can expect. Be sure to touch on the following main topics, presented here as sample dialogue:

- 1 *"As we start the warm-up, I'd like to give you a brief overview of what's about to happen during our Motion Mapping™ Analysis. We'll work together through a series of exercises to assess your fitness level, focusing on aspects like muscular strength, endurance, cardio-respiratory endurance, core strength, and flexibility. By understanding your current abilities and identifying areas for improvement, we can tailor a program to help you reach your fitness goals effectively and efficiently. Throughout the session, we'll use the RPE scale to gauge your exertion level, ensuring a challenging but manageable workout. If you have any questions or concerns during the warm-up or the analysis, please feel free to ask."*
- 2 *"During this analysis, we'll focus on five main aspects of your fitness: (1) Muscular Strength, (2) Muscular Endurance, (3) Cardio-respiratory Endurance, (4) Core Strength and Stability, and (5) Flexibility, which we'll assess with a few stretches at the end of the session. We'll start by working on your larger muscle groups and gradually move to the smaller ones as we progress."*
- 3 *"We'll be using the 'RPE' scale (Rate of Perceived Exertion) ranging from 1 to 10. Periodically, I'll ask you how you're feeling in terms of your overall exertion level, and I'd like you to give me a number; '1' represents your lowest exertion level, while '10' signifies your maximum exertion level."*

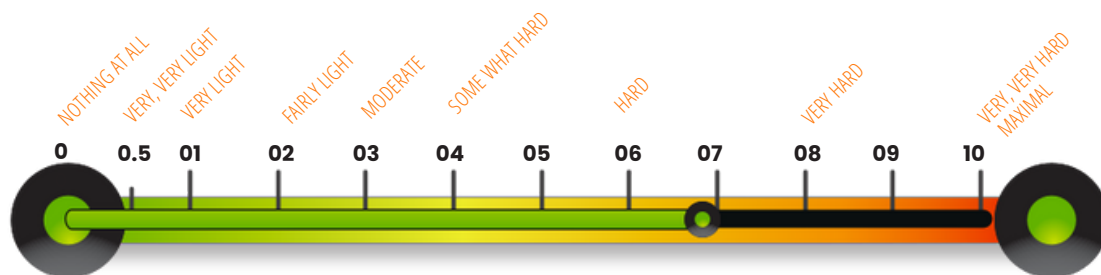
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We won't be pushing you to a '10' today, as that would be too extreme. However, to properly assess your fitness abilities and identify your limits, we'll aim to reach and maintain a '7' for several minutes. This level could be described as moderate to high exertion, but one that you feel you could reasonably continue. Do you have any questions about this?"

4 *"Please remember that if, at any point throughout this analysis, you experience dizziness, faintness, weakness, nausea, or any unusual pain, do let me know immediately so we can address any potential concerns."*

5 *Engage the participant by asking, "What motivated you to come to the club? What are your fitness goals? Can you tell me about your physical activity over the last three months? What challenges do you face in achieving your goals? Have you ever worked with a trainer before? As you're warming up, what's your RPE (rate of perceived exertion) number right now? (Ideally, this number should be around 3 or 4.)"*

RPE SCALE



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2.7 MAIN MOVEMENTS

After completing the warm-up, proceed to evaluate each body part, beginning with the largest muscle groups and progressing to the smallest. Emphasize the use of body weight and manual resistance during the main movements!

By incorporating manual resistance and breaking the touch barrier early on, you'll foster rapport with the participant and provide a workout experience that can only be replicated through training with you. Relying on machines and weights for the analysis .exercises could devalue your services and make the session impers

***** It is crucial to emphasize that the Motion Mapping™ Analysis is not a gym orientation or instructional session for learning exercises. Rather, it is an appointment in which a fitness professional (you) assesses an individual's current physical capabilities through a structured process. Consequently, the analysis should be conducted consistently from participant to participant (with adjustments made for those with specific medical or physical restrictions). As you perform more analyses using the same approach, you'll gain a better relative perspective from person to person.**

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The following section details the sequence of body parts to address during the Motion Mapping™ Analysis, along with example exercises:

LEGS:

As the largest and typically strongest muscle group, the legs are a natural starting point. The Central Nervous System can more effectively recruit larger muscles early in the workout. For most clients, bodyweight movements like squats, squat jumps, and box jumps work well. You may also add manual resistance to body squats by pressing down on the participant's hips from behind—just remember to ask for permission or announce your intention to make physical contact beforehand.

BACK:

Back muscles play a crucial role in compound pulling motions. Some examples of exercises for this muscle group include pull-ups or partnered body rows.

CHEST:

Pushups serve as an excellent starting point for chest exercises and can be made more challenging by adding manual resistance. Chest and back exercises can also be performed in a "superset" fashion, alternating between the two.

SHOULDERS:

To assess shoulder strength, have the client perform a squat with a shoulder press, applying manual resistance on the press. This exercise is beneficial as it engages more than just the shoulders, testing overall cardio and conditioning while maintaining an elevated heart rate and working the shoulder muscles.

TRICEPS:

Experiment with manually resisted overhead triceps extensions, having the potential client interlace their fingers. If they are too tall for the movement to work while standing, ask them to perform the exercise from their knees with you positioned behind them.

BICEPS:

To evaluate the biceps, perform standing, manually resisted biceps curls with interlaced fingers. You may consider super setting the bicep curls with the overhead triceps extensions.

CORE:

Lastly, assess core strength and stability. By this stage of the Motion Mapping™ Analysis, the client should be fairly fatigued and likely won't require much more effort to reach maximum exertion. Core exercises can be as simple as having the client hold a plank for 30-60 seconds or performing basic sit-ups.



KEY POINTS :

- 1-The Main Movement process should ideally take 15-20 minutes.
- 2-Aim for a swift transition between exercises.
- 3-Initially, perform these exercises with minimal equipment, focusing on body weight and manual resistance whenever feasible.
- 4-Regularly inquire about the participant's RPE (rate of perceived exertion) number on a scale of 1 to 10.
- 5- Strive to achieve and maintain a 6 or 7 on the RPE scale, depending on the participant's capabilities and comfort level.
- 6-Minimize downtime between exercises, as it could cause the candidate's RPE number to drop if they recover quickly (particularly for more fit clients). Consider active resting, such as running in place, between main movements. Limit "water breaks" to around 2 or 3 during the analysis, as excessive breaks can hinder the process and are typically unnecessary.
- 7-Refrain from providing extensive feedback on the analysis results after each exercise. Keep the workout dynamic and showcase the advantages of a fast-paced training session. Share the analysis results during the stretching portion or while transitioning to the Body Composition Analysis.
- 8-Throughout the Motion Mapping™ Analysis, remain energetic, engaging, enjoyable, positive, and supportive!

the primary objective of conducting a Motion Mapping™ Analysis is to evaluate a client's physical strengths and areas for improvement, enabling the creation of a tailored program that aligns with their goals. As a trainer, this is your moment to demonstrate your expertise, showcasing to potential clients how your guidance can help them achieve their objectives more rapidly, safely, and effectively.

Craft a workout experience so exceptional that clients leave with the impression that they could never replicate the intensity without you as their trainer. If you sense that a client can handle more than the series of bodyweight exercises you've done with them, consider incorporating plyometrics and cardio into the routine.

Keep in mind that every individual is unique, and it's essential to consider this when conducting Motion Mapping™ Analyses. Some clients may have limitations or ailments that prevent them from performing specific movements but always adhere to the structure of the Motion Mapping™ Analysis, making adjustments as necessary.

2.8 PNF STRETCHING

PNF Stretching

After completing the exercise portion of the session, I would lead my clients through a series of seven PNF stretches, highlighting the advantages of stretching and improved range of motion. I found it essential to discuss how increased flexibility not only assists in energy expenditure by increasing ROM during a movement that activates more muscle fibers but also refines form and lowers the risk of injury. Indeed, a significant number of low back pain cases can be linked to a limited range of motion, weak antagonist muscles, and lack of exercise, as supported by various studies. By sharing this information, I helped my clients grasp the importance of incorporating flexibility training into their fitness routines.

After the PNF Stretching is complete, I would take them to sit down and do a body composition analysis.

Using Proprioceptive Neuromuscular Facilitation at the conclusion of the exercise portion of the Fitness Assessment is a great way to show your clients the benefits of flexibility.

PNF stretching is known to generally be more effective than conventional static stretching. It also gives you an opportunity to discuss the benefits of working with a personal trainer and shows the therapeutic aspects of doing so.

Listed below are other points to take into account during this portion of the analysis . Make sure you explain a clear definition of PNF to your prospective client as well.

PNF: Proprioceptive Neuromuscular Facilitation stretching is currently the fastest and most effective way known to increase static-passive flexibility. It is not so much a type of stretch as it is a technique of combining passive stretching and isometric stretching in order to achieve maximum static flexibility.

Actually, the term PNF stretching is itself a misnomer. PNF refers to any of several post-isometric relaxation stretching techniques in which a muscle group is passively stretched, then contracts isometrically against resistance while in the stretched position, and then is passively stretched again through the resulting increased range of motion.

PNF stretching usually employs the use of a partner to provide resistance against the isometric contraction and then later to passively take the joint through its increased range of motion.

It may be performed, however, without a partner, although it is usually easier with a partner's assistance.

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During the PNF Stretching portion of the assessment:

- Stretch only one side (right or left) of the participant's body after the assessment: By focusing PNF on one side of the client's body you are able to show immediate benefits of PNF stretching in contrast to the other "un-stretched" side. This shows immediate, instant value in this part of your services.
- Recap your findings from the Assessment.
- Give your professional recommendation for their fitness goals (which should include working together with you as their trainer).
- Encourage and reassure them that training with you is the best option for them.



EXAMPLES OF AREAS TO PNF STRETCH:

*More areas can be PNF stretched. Consult your certification for instruction on PNF stretching.

-During the PNF portion of the Assessment.

* Recap your findings in the Assessment

* Give your professional recommendation for their fitness goals

* Encourage them and reassure them that training with you is the best option for them

* **Hamstrings**

* **Quadriceps**

* **Piriformis**

* **Trapezius (neck) ***

Gastrocnemius

* **Pectorals**

* **Latissimus dorsi**



*More areas can be PNF stretched. Consult your certification for instruction on PNF stretching.

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02 TRANSITION FROM MOTION MAPPING-TO BODY COMPOSITION



Upon concluding the Motion Mapping Analysis, you will now progress to the Body Composition Analysis. This presents a valuable opportunity to review and emphasize the discoveries made during the Analysis Process, connecting them to your client's objectives and illustrating the benefits of training with you. By implementing the "3-to-1" principle as described, you will pinpoint one area where the individual excels and three aspects in which they could enhance their performance. This approach not only balances the feedback but also fosters an encouraging atmosphere tailored to the unique needs of the individual being analyzed.

Consider providing your candid insights while maintaining a positive and uplifting tone. Refrain from using potentially disheartening terms such as "weak" or "out of shape." Instead, adopt an optimistic and supportive approach by expressing your thoughts with phrases like, "I believe there's room for enhancement in..." This way, you foster an encouraging atmosphere for your client.

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3.1 3-TO-1 PRINCIPLE EXAMPLES

Typical Physical Weakness Identifier Examples:

1. Dominant Side or Muscular imbalances (ie. pushing muscles vs. pulling muscles)
2. Core Weakness
3. Cardiovascular de-conditioning
4. Lack of strength
5. Low level of agility
6. Poor balance
7. Low muscle endurance
8. Low VO2 max
9. Injuries or atrophied muscles
10. Poor posture
11. Coordination needs improvement
12. Needs coaching on exercise form/technique
13. Flexibility is lacking

Typical Physical Strength Identifiers:

1. Motivated, Great Energy Level, Committed
2. Strong muscles (ie. legs, chest, pulling muscles, core, etc...)
3. Good form and technique
4. Efficient cardiovascular system / High ventilatory thresholds
5. High level of muscular endurance
6. Powerful core
7. Agile
8. Coordinated
9. Flexible

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Referencing Goals, Planning a Program, and Creating Timelines:

Using the goals the client gave you in the assessment, you will now create a timeline and a hypothetical (also assumed) training program for them. Reiterate your desire to work with the client and go through an example of what the first 5 to 6 weeks would be like to work with you (this process should take 5 minutes max).

This portion can be done as a “handoff” to a manager or sales representative or can be a transition for yourself to sit and get into the body composition analysis and detailed goal-setting portion.

1. Give your feedback on strengths and weaknesses using the 3-to-1 rule
2. Explain how you will help improve areas/attributes that need attention
3. “Write the prescription”; Make your professional recommendations regardless of whether you think this person may or may not end up working with you. This is a service any fitness professional should provide regardless of interest in personal training.

EXAMPLE:

Trainer: “Amazing workout today, Betty! I really appreciate you allowing me to take you through the assessment.”

Betty: “No problem! That was a great workout!”

Trainer: “Excellent! Let’s get into what I found in the assessment process. First, your energy level and motivation are outstanding! You pushed through everything we did! There are a few things I noticed we could start working on right away.

First would be your core stability. The planks we did really challenged you, but I’m positive we can improve that. Second, we started to get a little ‘burn’ while we were doing your body squats”

We will bring your muscular endurance up which is going to help you with your other fitness goals as well. I would like to start you out with a 4-week conditioning phase to get your overall level of fitness up and then we can really start on the specific goals you want to hit.

I would really like to see you with me 3-4 times a week, and I will make sure to have programming for the other days of the week when you’re not with me.

I know you mentioned this hour of the day works best for you, which will also work for me. I can’t wait to start working with you! Let’s go get your measurements and get you set up to work with me!”

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3.2 BODY COMPOSITION ANALYSIS

The Body Composition Analysis is usually done immediately after the Fitness Assessment. It is usually a 1-on-1 "sit down and talk" kind of appointment. You will be writing things down on a blank sheet of paper.

This is your opportunity to help potential clients understand the science behind how their body works and how goals are visually set. Once you have established body fat % and calculated lean mass and fat mass, you will be able to create a timeline directly related to their fitness goals.

You will then turn that timeline into a personal training session package. It may take the right questions or be direct with a person to get the actual reasons this person has for wanting to get fit. Whatever the numbers are, keep in mind that everyone can benefit from working with a trainer.

Example :

30 weeks to reach clients goal x3 times a week= 90 sessions with you

Step 1

Using your findings in the assessment you will identify the client's strengths and weaknesses referring back to the 3-to-1 principle. This will help you in establishing a personalized exercise prescription for every person you work with. If a person was challenged by body squats, inform them that you would design a program to improve their muscular endurance. This can be done for each area that they would need improvement in.

Step 2

Identify any limitations or personal obstacles (ie: time, education, nutrition, genetics, etc) the client may have that would keep them from their fitness goals. Using a client's personal hindrances will help you overcome any objections a client may have to train.

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Step 3

Setting S.M.A.R.T. goals: You need to ask the appropriate questions to get to the root of exactly what motivates this person to exercise. Using this step appropriately will greatly increase the probability of the client purchasing training with you.

Goals need to be Specific, Measurable, Attainable, Realistic, and Time oriented. In some cases, you may have to coach individuals on appropriate goals and how to set them.

Listed below are some basic goals clients may have. Don't limit your goal-setting to the list below. Rather use these to create more specific goals for each person.

Types of goals:

Body Composition goals	Performance goals	Health goals	Other goals
Body fat %	Cardio	Nutrition	Motivation/ Stress
Muscularity	Stregnth	"Dr. Orders"	Fitness Education
Body Image	Flexibility	Want the lifestyle	Accountability

Step 4:

Taking measurements: After you've had a good conversation with a client and established the items previously stated, you will now need to get the individual's weight, height, age, and body fat percentage.

Using a bio-electrical impedance analyzer is a basic and non-invasive way to get a body fat percentage you can use. In this situation, you will need to be aware of the client's temperament. Remember that some clients may be uncomfortable with you taking these measurements and may be embarrassed.

It's up to you as a fitness professional to explain the benefits of taking these readings and encourage them to move forward with the test.

- Use bioelectrical impedance for body fat estimation.
- Use an accurate scale for weight.
- Use a tape measure for height. In many cases, you can simply ask the client their height.
- Use bioelectrical impedance for body fat estimation.

Why not calipers?

We've found that the average client feels more comfortable with this method.

Explain the health range of BF% according to the ACSM guidelines.

Establish fat mass and fat-free mass using the Obtained BF%.

(fat free mass / % lean = new overall weight)

Step 5:

Establishing the “New You”: This is the part where you will show the client a hypothetical scenario where they have changed their composition and/or performance abilities. Looking at the ACSM guidelines for healthy body fat and determining fat-free mass, you will establish what the client’s new overall fat-free mass, fat mass, body fat percentage, and weight will be.

Determine the best route of establishing a “New You” through the client’s personal goals. Some of their goals may be:

A. Weight loss/BF% decrease

If this is the goal, you will then estimate the “new you” by establishing a BF% goal that is within the SMART goal standards or ACSM guidelines.

B. Lean mass/muscle gain

If this is the client's goal, you will add the goal amount of lean mass the client wishes to gain the current lean mass calculated from the BF% taken previously.

C. Maintain current state:

In this instance, you would work with the person to establish a measurable change in either BF% or fat-free mass. Calculating “New You” Values:

D. New FFM divided by % lean = new body weight.

- From here you determine:
 - a. New body weight
 - b. New fat-free mass
 - c. New Fat Mass
 - d. New BF%

Step 6:

Results Timeline: Using the values you established from the changes in their fat mass and/or lean mass, you can now set a specific time it should take the individual to get to their goals.

Teach them about their basal metabolic rate and explain how they burn calories through exercise and nutrition. Take time to explain how visceral and subcutaneous fat along with lean mass play an important role in the person's fitness goals.

A. Use science and guidelines to determine fat loss and or muscle gain timelines. 3500 calories = 1 lb fat mass. A person should be able to lose at least 1 to 2 pounds a week. If a person needs to lose 10 lbs in order to get them into a healthy body fat %, then they would need to burn or deficit themselves 35,000 calories. Use BMR along with exercise as expended calories to determine the total calorie deficit for the day and multiply to find weekly weight loss expectations. Your certification will provide more detailed information on these calculations

B. Have timelines for shorter and longer-term goals: In some cases, a client may need to lose a large amount of body fat in order to get into the healthy range. In this case, you would focus on a more setting short-term goals to reach the long-term goal.

For example, A client needs to lose 100 lbs. Setting a short-term goal of 50 lbs as a more realistic goal will help you build a more manageable timeline. You can still determine how many sessions a client may need based on the long-term goal.

C. For clients that have minimal need to change their body fat percentage, you should focus on improving lean mass or consider other fitness goals altogether. Explain the benefits of having more muscle or strength. For those who don't want to "get bulky", express the positives of increasing lean mass and dispel any false stereotypes or myths about gaining muscle.

D. The benefits of working with a personal trainer: In both cases listed above, working with a professional personal trainer is the best route for success. You must successfully convey why that is. The results in both cases should be achieved more efficiently with the guidance, education, and accountability that a personal trainer provides. Efficiency is the main point when losing weight or burning calories. Referring to the obstacles they stated earlier, you can explain exactly why you are the best option to reach their fitness goals. (ie: "I can't seem to get to the gym as much as I should." "Well, a personal trainer holds you accountable to get in the gym so you see results.")

E. Residual caloric output: Proper explanation of this principle to your client will increase their understanding of how exercise works and the importance of strength training. Compare and contrast cardiovascular exercise and strength training specifically with you. Focus on the caloric output of each; common knowledge is that you can burn more calories with appropriate strength training with a trainer than using a treadmill.

Establishing a training package and training frequency: Once you've created a timeline and determined the number of weeks they would need to accomplish their goals, now you can set a personal training session amount. Knowing a person is going to get the most benefit from working with a trainer more frequently, you should ALWAYS advise them to meet with you at least 3 times per week. You can always work down from there if you really have to. Now, to determine how many sessions they qualify for, take the number of weeks to get to their goals and multiply it by 3. Say you estimate a client would need 28-35 weeks to reach their goals.

28 weeks x 3 sessions/week =84 total sessions with a trainer.

35 weeks x 3 sessions a week =105 sessions with a trainer.

Thus, they would need between 84 and 105 personal training sessions. Have a range of sessions so the potential client will have options to choose from.

Once the sales process is complete and the client is on board, you'll need to subscribe them to a service within your software system, regardless of the specific system in use.

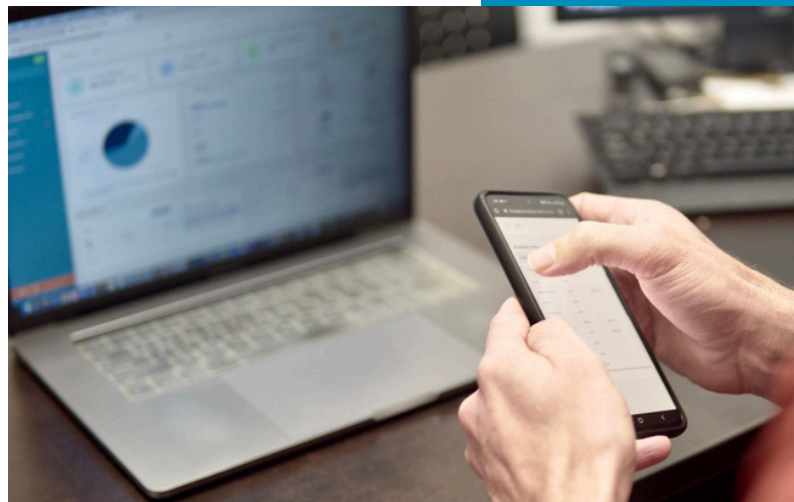
For instance, Buzops software enables you to schedule multiple appointments at once or individually for specific days and times. These appointments are then automatically shared with your clients for easy calendar integration. If desired, your clients can be seamlessly transferred from your CRM into a nurture campaign that fosters engagement, positive online reviews, and a steady flow of referrals.

Relying solely on an automated system to generate reviews and referrals, however, neglects the fact that clients often respond positively to direct requests. To ensure that you receive reviews and referrals, it's important to ask clients for their support while they are with you. Below, I present two scripts that have proven successful in obtaining referrals. A similar approach can be employed to secure positive 5-star reviews online and encourage clients to follow your social media pages.

Buzops Software was founded by myself and my friend, who is a Technical Co-founder. The idea for the software came from my need for a reliable and flexible system to manage my Personal Training company, which had over 90 active locations at the time. Utilizing my knowledge and experience, we created an effective software solution to manage both our boutique 24-hour access gyms and PT programs.

If you're interested in learning more about how Buzops Software can help you set up a successful PT program, I would like to invite you to schedule a 15-minute call with me and together we can find out if my software is a good fit for your business.

BOOK A CALL



3.3 SECURE DIRECT REFERRALS [SCRIPTS]:

Script 1 Example:

In my experience, after closing a sale or receiving payment confirmation from a client, I provided them with a sheet to complete, which helped establish a support network. I found that this network could also serve as a valuable source of referrals for my business.

[Client Name] As I'm setting everything up for you and scheduling our first session, I wanted to revisit the idea of a strong support network that we discussed earlier. It's not just my personal experience, but numerous research studies also show that having someone to exercise with on the days you're not training with me can be a real game-changer.

Can you think of anyone in your life who might be on a similar fitness journey as you, someone you can confide in and trust? Please jot down three or four names, along with their phone numbers and email addresses. After you've informed them that you're starting your training with me, I'll reach out to them as well. This way, we can build a powerful support network from day one.

By doing this, you'll not only hold yourself accountable, but you'll also be part of a cohesive unit working together towards common fitness goals. We'll be a team, and together, we'll achieve amazing results!

***I found it essential to genuinely and enthusiastically convey the importance of a support network and emphasize the benefits of working together as a team. This approach resonated with clients and contributed to our mutual success.*

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Script 2 Example:

Adopting an alternative method for obtaining direct referrals:

[Client Name] Do you know anyone else that is also on a similar fitness journey or you know has thought about it in the past? Friend, family member, or co-worker?

[Yes] Great... While I set things up, I'd like to mention that referrals are one of the best compliments I can receive. Moreover, when people you know are on a similar path, it helps reinforce everyone's commitment to their fitness goals. Here's a pen and paper - please jot down a few names.

[No] That's perfectly fine. I understand. Nevertheless, I'd still like to emphasize that referrals are a valuable way to support the community and help more people achieve their fitness objectives. Here's a piece of paper and a pen. If a name comes to mind, feel free to jot it down.

**In my experience, I discovered that it was best to avoid using a pre-prepared sheet of paper for obtaining client information. Instead, I opted for a blank sheet of standard paper and wrote down their name, phone number, and email while they were in front of me. This approach felt more authentic and less calculated, which helped to maintain a positive rapport with my clients.

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In Conclusion

The process outlined above is the very one I employed to expand from a single location to over 90, establishing thriving gyms throughout the Chicagoland area and witnessing consistent year-over-year revenue growth for each site.

This e-book presumes that you already possess exemplary customer service skills and have cultivated a robust team culture, ensuring that every member knows their role, responsibilities, and the reasons behind their actions. It also assumes that you excel in sales techniques that leave clients with positive impressions, whether they make a purchase or not, and have strong marketing capabilities to create relevant content and maintain a productive workflow for your clients' journey, while also nurturing your team relationships. Finally, it assumes that you have implemented top-notch software to guarantee efficiency and seamless integration with your business model as you onboard new clients and team members.

Should you require further assistance or prefer a done-with-you or a done-for-you solution for your systems, CRM setup, copywriting, email campaigns tailored to your client's journey, text campaigns, or software integration with your existing business model, we are more than happy to help and customize what you need. After all, I established the software company to cater to my personal training needs and to facilitate the growth and scalability of new locations. As more gyms adopt our software, we continue to evolve and adapt to the needs of our fitness clients, creating tailor-made solutions to support their expansion.

Thank you for taking the time to read this material. I hope you've found value in my personal experiences and insights. Whether you apply these lessons directly or they spark new ideas, I anticipate that you'll discover a wealth of opportunities for growth and success in your business journey.

With gratitude,

Michael Benso

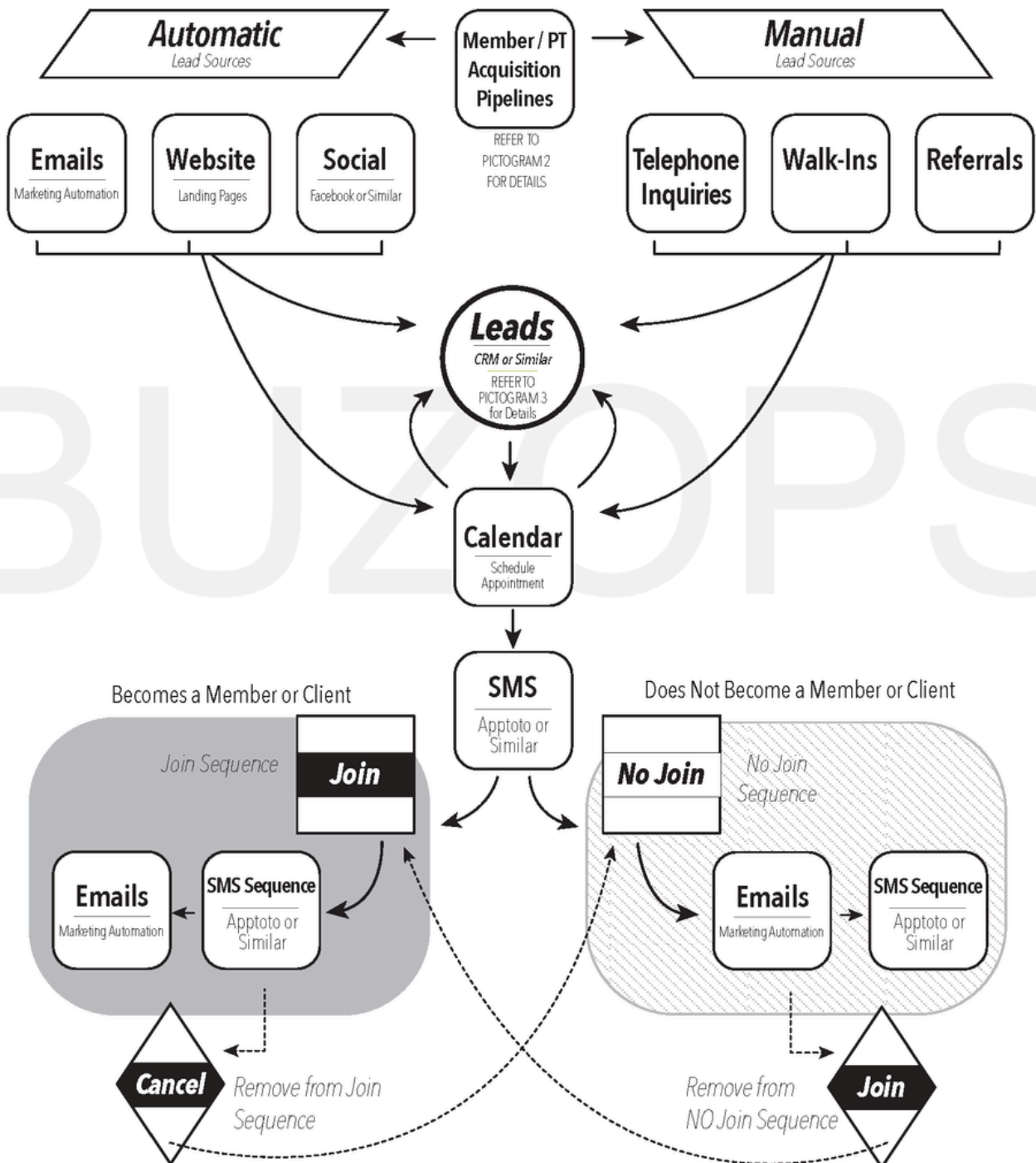
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FIT FLOW FUNNELS:

Streamlined Funnels for Effortless Member Acquisition.

PICTOGRAM 1

*For Employee
Reference*

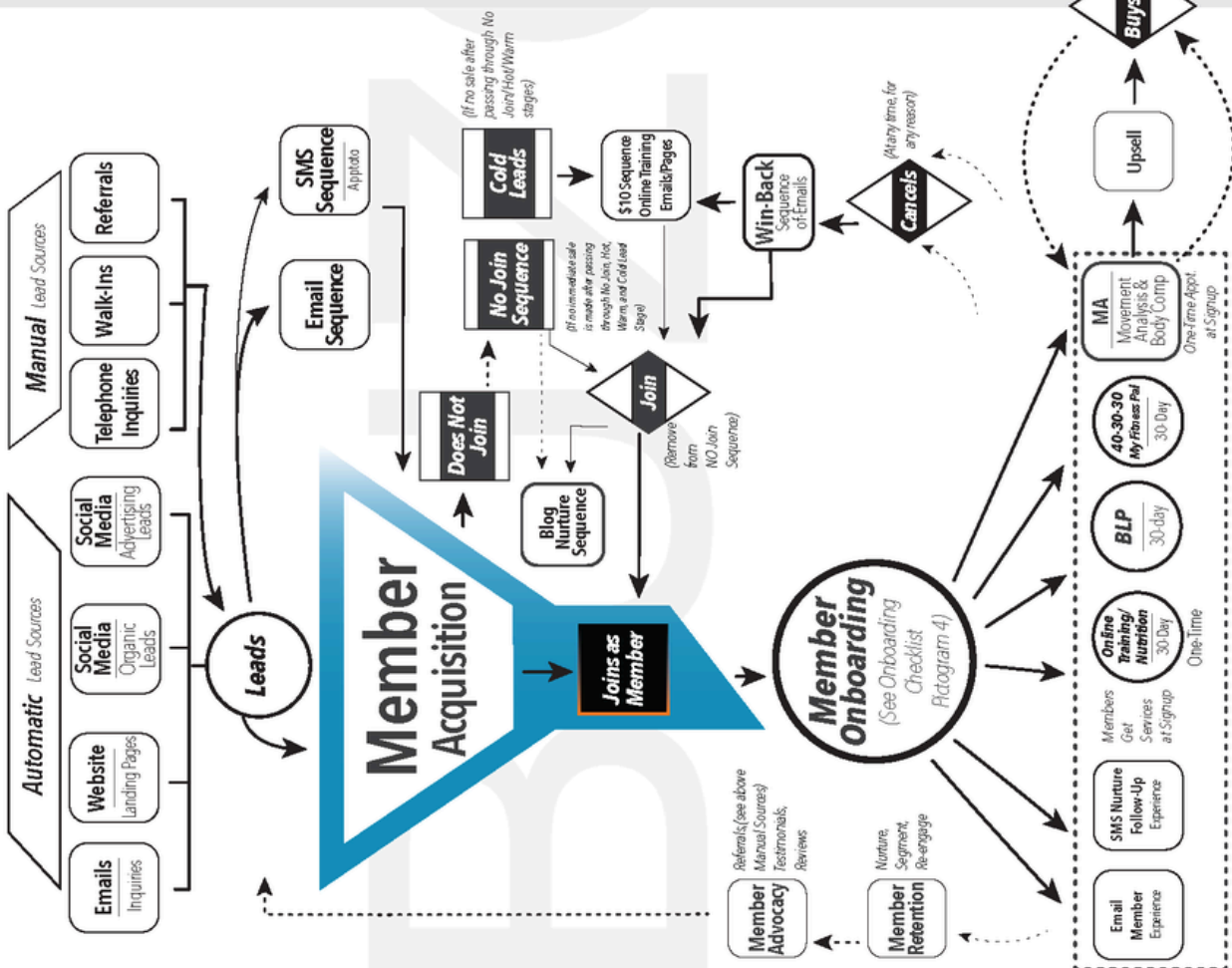


PICTOGRAM 2

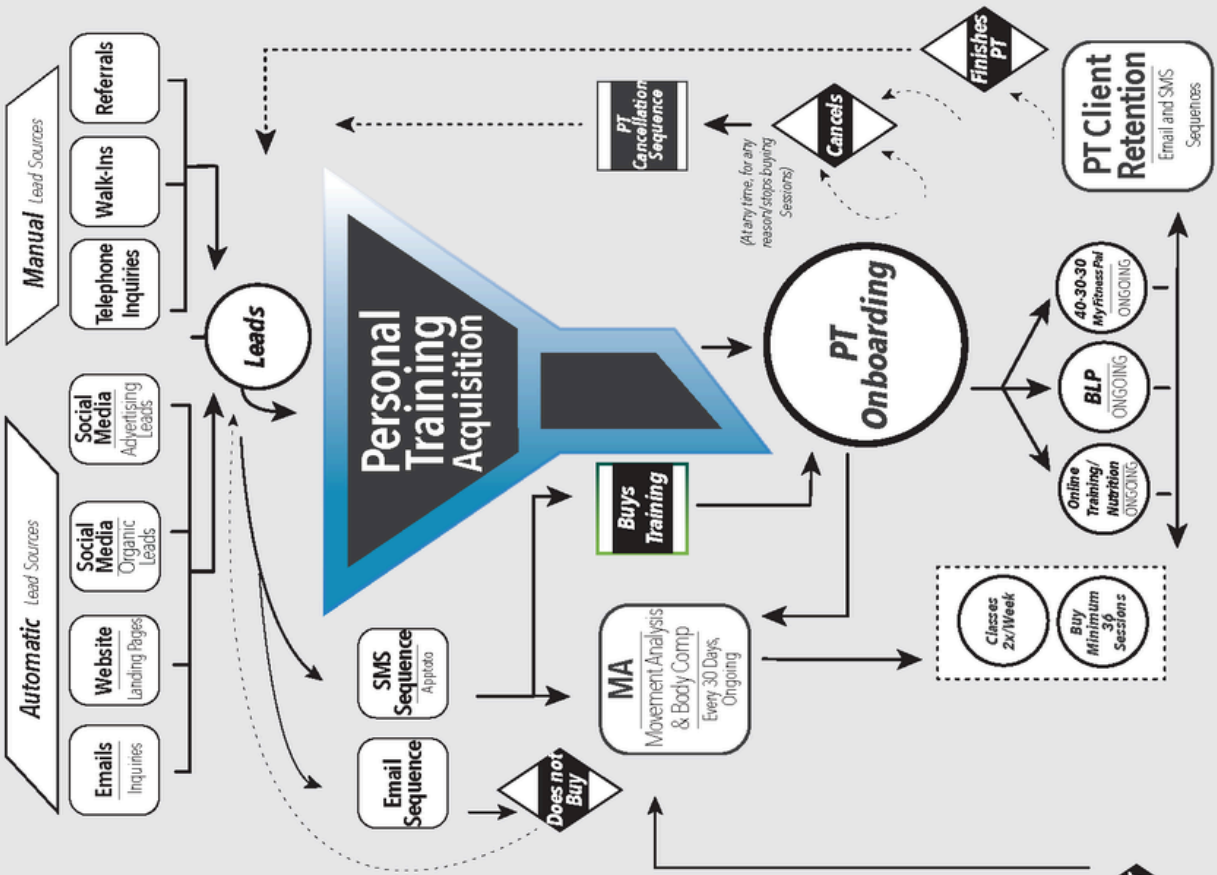
For Employee Reference

PIPELINE WORKFLOW

Membership Acquisition

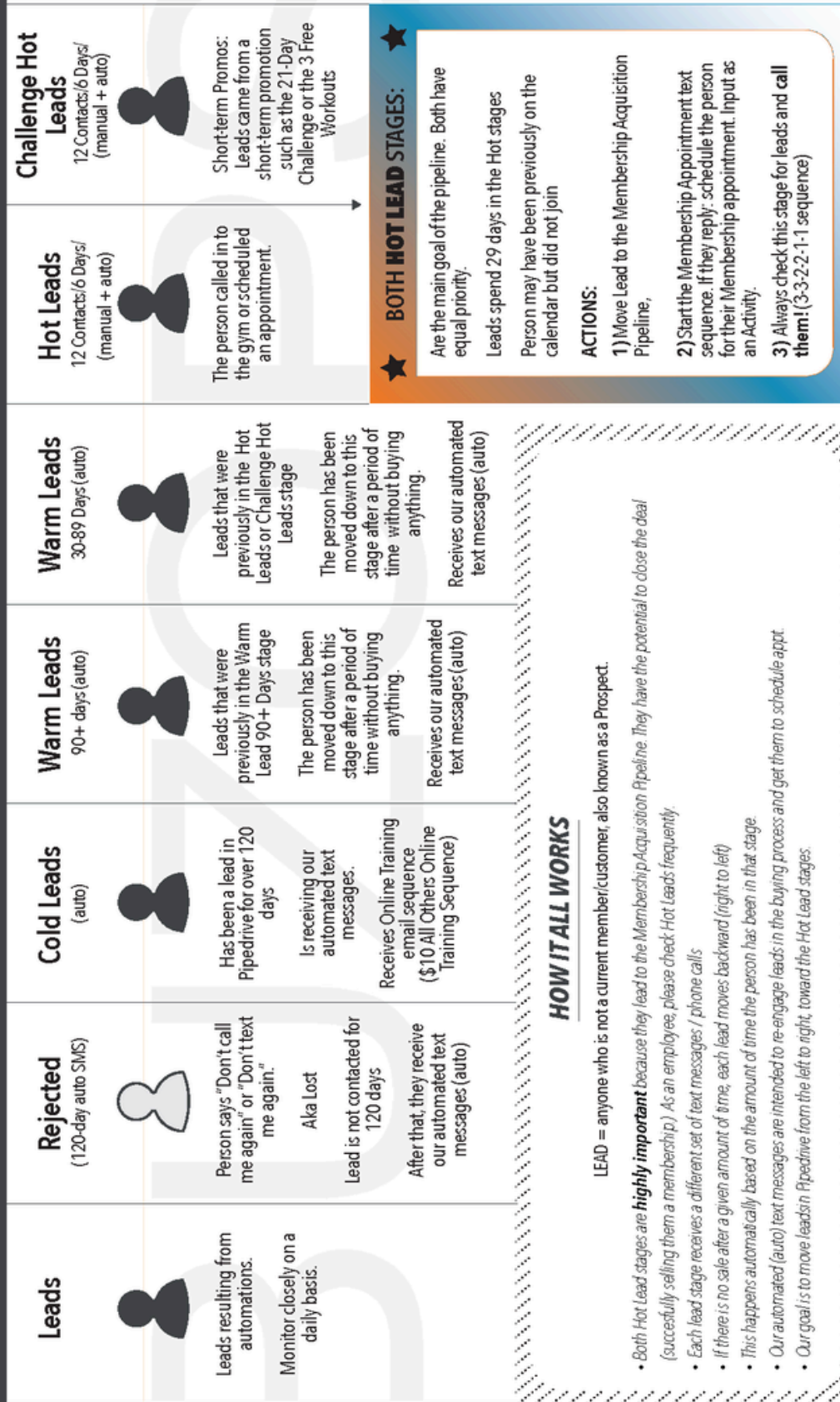


Personal Training



Lead Stages (Lead Automation Pipeline in Pipedrive)

pipedrive



Men's Norm Chart: Body Composition (body fat %) per ACSM					
	Age				
Percentile	20-29	30-39	40-49	50-59	60+
90 (Excellent)	7.1	11.3	13.6	15.3	15.3
80	9.4	13.9	16.3	17.9	18.4
70 (Above Average)	11.8	15.9	18.1	19.8	20.3
60	14.1	17.5	19.6	21.3	22.0
50 (Average)	15.9	19.0	21.1	22.7	23.5
40	17.4	20.5	22.5	24.1	25.0
30 (Below Average)	19.5	22.3	24.1	25.7	26.7
20	22.4	24.2	26.1	27.5	28.5
10 (Poor)	25.9	27.3	28.9	30.3	31.2

Women's Norm Chart: Body Composition (body fat %) per ACSM					
	Age				
Percentile	20-29	30-39	40-49	50-59	60+
90 (Excellent)	14.5	15.5	18.5	21.6	21.1
80	17.1	18.0	21.3	25.0	25.1
70 (Above Average)	19.0	20.0	23.5	26.2	27.5
60	20.6	21.6	24.9	28.5	29.3
50 (Average)	22.1	23.1	26.4	30.1	30.9
40	23.7	24.9	28.1	31.6	32.5
30 (Below Average)	25.4	27.0	30.1	33.5	34.3
20	27.7	29.3	32.1	35.6	36.6
10 (Poor)	32.1	32.8	35.0	37.9	39.3