

THE TRAINING

The Latest for Fitness Professionals

# EDGE

JANUARY/FEBRUARY 2015

2015  
NEW  
YEARS

SOLUTIONS

HELP YOUR CLIENTS  
REACH GOALS

HAND-POSITION  
TWEAKS THAT  
BRING RESULTS

▶ DO THE RIGHT THING  
THE REWARDS  
OF COMMUNITY  
INVOLVEMENT



3  
HOT NASM  
SPECIALIZATIONS  
P.36

THE MOST  
IMPORTANT  
MUSCLE  
P. 12

NO EQUIPMENT  
NEEDED  
WHY CLIENTS LOVE  
THESE WORKOUTS  
PLUS: A BONUS  
WORKOUT TO TRY

TRAINER **RICK RICHEY**,  
MS, LMT, NASM-CPT,  
CES, PES, ON BEING AN  
ENTREPRENEUR—AND  
THE POWER OF CES

FACEBOOK  
TRAPS  
TO AVOID

# “THERE WEREN'T ANY CHILDREN'S BOOKS ON FITNESS THAT I LIKED, SO I WROTE ONE.”

## ▶ Steve Ettinger Kids' Fitness Author

Ettinger is the owner of New York City-based SteveFitness.com and Active Spud Press, publisher of Wallie Exercises, an award-winning storybook for 4- to 8-year-olds.

▶ **WHAT HE DOES:** Ettinger volunteers with KEEN (Kids Enjoy Exercise Now), providing exercise and recreation opportunities for kids with developmental and physical disabilities. (He doesn't promote himself there: "I'll be honest, I do it because it helps the kids, but mostly because I enjoy being there," Ettinger says.) He also speaks about fitness at schools all over the country (12 states last year), often as a volunteer.

▶ **WHY:** He's a trainer with a psychology degree, a background as a behavioral therapist for autism patients, and a long history of coaching youth and high school soccer. Ettinger's true passion is working with kids. But not long ago, he noticed something was missing. "There weren't any children's books on fitness that I liked," he says. "So I wrote one."

▶ **HOW IT'S HELPED THE BOTTOM LINE:** Since it was first published in 2011, Wallie Exercises has taken on a life of its own, winning numerous awards and drawing rave reviews from People and other national publications. The book is about a lazy dog who gets in shape with the help of an elephant trainer, featuring easy-to-do kids' exercises. It has helped Ettinger build a brand and focus his business heavily on youth-oriented exercise, a rapidly growing field where he sees tremendous potential. "The visibility has really helped," he says. "Kids need more than one PE class a week. They need to move more. And the world is catching on."

▶ **HOW TO FOLLOW IN HIS FOOTSTEPS:** Think about ways to help people that will make you a better person and trainer. He'd love to see more fitness professionals get involved with

KEEN ([keenusa.org/programs](http://keenusa.org/programs)) because of the knowledge and skills that trainers can bring to the program.

"Try it," he says. "It's awesome. Or try coaching. Look for grassroots programs near you and get out there. You can help people, maybe more than you know."

"I can't guarantee that it will help you find clients," he adds. "But if you love it, the chance that it will further your career is just a bonus."

▶ **WHAT THE FUTURE HOLDS:** Ettinger is working on a second children's book, focused on yoga. He hopes to integrate yoga into his programs, and to expand his business by doing more team training sessions for high school soccer and other sports teams.



BOOST YOUR SKILLS

### YES and WLS: Power for Change

If you're looking to get out in your community to host events, volunteer, or grow your business, two NASM programs can be especially helpful.

The Youth Exercise Specialization (YES) helps prepare you to work with kids in any fitness-related way, to help them improve their skills in sports, lose weight, and learn about their bodies and how to move. "It validated what I've been doing," says Steve Ettinger, NASM-YES. "And if you haven't worked with kids, it's so valuable. It's a different population, a growing niche, and YES will teach you what you need to know."

The Weight Loss Specialization (WLS) is an equally powerful tool for reaching a larger client base, because losing weight is the No. 1 reason people seek personal trainers. WLS shows potential clients that you know how to help them lose weight and keep it off.

▶ **LEARN MORE** at [nasm.org/yes](http://nasm.org/yes), [nasm.org/wls](http://nasm.org/wls), or call 888-915-6370.



Ettinger is finding new ways to reach kids with exercise.