

PREDICTION:

An elite group of fitness professionals will come forward and serve as role models forming strong alliances with respected professionals in health care. They'll earn their own place of respect among doctors of all specialties. There will be a new recognition of the virtues of a personal trainer, and this group of role models will be credentialed, committed, and professional. They'll understand the business of personal training without ever becoming the business people they feared becoming, and they'll learn to literally love not only the rewards they enjoy but the day to day process that becomes the journey.

- Phil Kaplan



THE CHAOTIC WORLD OF PERSONAL TRAINING

And the elusive path to Excellence

By Phil Kaplan, March, 2011

This essay / report precedes a presentation to take place at the 2011 IHRSA conference before an international audience identifying the power personal trainers have to complete a true “allied health care team.” It is not a “how to” but rather a perspective piece intended to help those personal trainers wired for excellence recognize their own potential. It will ask you to consider viewpoints, examine beliefs, and **think** about how you might best shape your future.

The industry is at a turning point, and as you’ll come to understand, the “perfect storm” of events throws a door wide open for the next wave in the emergence of personal fitness trainers as respected professionals.

THE CHAOTIC WORLD OF PERSONAL TRAINING

And the elusive path to Excellence

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It grew out of chaos and became more chaotic still.

What am I referring to?

The personal training field.

Before I begin sharing thoughts and observations related to personal training, I want you to understand my intention in writing this and getting it into your hands.

I'll start simply. **You deserve greatness.** That isn't hype, it isn't bull, it's my heartfelt belief and it resonates through every part of me.

I know doctors. I know firefighters. I know police officers. I know teachers.

Some of them literally save lives, and they deserve extreme reward.

Others don't save lives. They go through the motions, collecting paychecks, looking forward to the end of the work shift.

Unfortunately, in our society, the great ones aren't always rewarded financially in line with the good they've done. They may be recognized by parents, patients, or those in need of rescue as being extraordinary, but in great part they rely upon the respect bestowed upon their positions. In other words, regardless of their actual propensity to better lives, at some level teachers, doctors, and firefighters are respected.



Personal trainers . . . well . . . not so much, and perhaps it's understandable. Some are incompetent, some are misdirected, and some are simply unwilling to maintain any standard resembling anything more than mediocrity. With that said, there are the great ones, and personal trainers are capable of helping our society in ways the public isn't ready to accept. Out of this comes great news . . .

You absolutely can take charge of the beliefs around you.

Change a Belief, Change an Outcome

You can rescue people, save people, and change their lives for the better. I'm certain you already believe that to be true. Here's another belief that often takes a bit longer to penetrate, one you might not yet fully embrace. Your reward can and should be emotional, professional, and financial.

Yes, I said **financial**.

I know personal trainers who have the mentality of starving artists or missionaries. They think it's somehow shameful to earn in line with doctors and lawyers. They believe they should do it strictly out of passion, and despite their nobility, in the long run, these trainers will fail to do all the good they're capable of doing. Money allows for the transfer of power. I'm not referring to Napoleonic power, but the power to do what you'd like to do, help who you'd like to help, and enjoy all that you deserve to enjoy.



Money is essential if you're going to be a part of a 21st century society in the civilized world and live a rewarding life (another belief that will serve you). If you are to find the joy and prosperity you deserve, you absolutely must be compensated in line with the value you deliver.



There is another end of the spectrum. I know personal trainers who trade in their passion to pursue money and seek out methods of earning quickly using the internet or questionable product marketing. They try their hands at selling supplements, they seek out online riches, and they wind up devoting time to energies that have little to do with the fire that sparked the want to be a trainer. Be careful. It's easy to fall victim to temptation in an environment where flawed promises abound.

You don't want to abandon your passion.

EMBRACE THE PASSION THAT GOT YOU HERE! With a bit of tuning and rewiring, that passion will become the single most important factor in your ascension and evolution.

It isn't "more" passion that will take you further. It is, instead, the power of will

- ❖ Human will is the conscious process that can lead us to that what we desire
- ❖ Our developed ability to focus will allow us to notice those opportunities and possibilities relative to those issues we deem important

If you've decided to be a personal trainer, either two years ago or thirty years ago, and if you've made the decision out of a genuine desire to help people find thrilling change, you can find a fail-proof path to whatever you deem your greatest success by understanding the principles that underlie the Be Better Project.

The first principle I'll mention relates to money. While I don't know any personal trainers who enter the field because they believe wealth awaits them, I have seen the huge gap in belief systems between those who earn abundantly and those who struggle. The earners understand the following principle:

**If you establish a position where you can only prosper
by bettering the lives of others,
and charge in line with the value you deliver,
the dollars that flow *to* and *through* you
become a validating measure of the good you do for others.**

In *Be Better* (which, if you aren't yet aware of, you will be shortly), I share over 100 concepts and guiding principles, principles that are proven again and again, concepts that can help anyone committed to finding prosperity by bettering the lives of others find a straight path toward betterment on every level.

I work with the Be Better participants completely unguarded, holding back not an ounce of anything. I share everything I've ever learned with respect to influence, success, exercise, psychology and finance.

I want to align with and mentor those who have the passion, the desire, and the potential to succeed on the grandest scale. Out of that want, out of a desire to have lasting impact on the industry I've come to love, I created the one-of-a-kind *Be Better curriculum*, an assemblage of vital lessons and eternal concepts tied to prosperity, passion, and growth.

To help you better grasp the power of the concepts (don't believe them as you read them, put them to the test), I'm going to share some of the key principles with you, inviting you to explore them before you accept them on faith alone.

I will tell you that nothing, and I mean nothing, is outside of the realm of your possibility if you're open to and willing to live by the *Be Better Principles*. Bold? Yes. Substantiated? 100%!

Before I return to my statement expressing that the personal training chaos brought us to even greater chaos, I want you to try to wrap your head around this:

In order for an industry, perspective, or thought process to effectively grow with consistency, order must grow out of chaos

In order for an industry to develop ongoing, chaos must follow order

It may seem contradictory now, but stay with me and you'll soon understand.

Order must follow chaos, chaos must follow order.



Although this theory can be linked to every discipline from Hinduism to the great historical philosophers, from biblical scripture to Greek Mythology, I share it not as a mystical phenomenon, but rather as a paradigm that will allow you to better understand the current state of the industry you chose to connect with.

I'll provide a few examples to support my reliance upon this theory, but allow me now to return to my opening premise.

The personal training field grew out of chaos and became more chaotic still.

WAY BACK WHEN . . .

I was lucky enough to be immersed in fitness as a profession from the time people were still trying to figure out why they'd need a "fitness professional." It was almost the 80's. Arnold Schwarzenegger was a bodybuilder, not a politician, disco balls were necessities in exercise studios and night clubs, and Jane Fonda produced best selling fitness videos. The aerobic craze led to lots of sales of sweat bands, running shoes, and leg warmers, and beyond the instructor who stood in front of the exercise class, there was little recognition of anyone who would "lead" someone through a fitness regimen.



Health clubs hired fitness instructors at minimum wage (I know that firsthand. My \$120 paychecks were my reward for two weeks worth of work at Jack La Lanne Health Spa in Little Neck, New York). The allure of the social element of a health club and the deep-rooted passion trainers share, allowed the hordes of trainers to come forward as willing . . . umm . . . victims?!?!

As far as the higher-ups were concerned, the instructors were there as a necessary evil. The clubs had an obligation to direct people to use the Nautilus and Universal machines so they hired young people willing to work for pennies. The new hires were taught to take people through machines, teaching them how to perform movements like trained monkeys. And so our industry took shape. We started, not from a position of strength, but rather as an after-thought riding on the fringe of a massive and growing industry.

I got my feet wet in Personal Training by taking on a celebrity client in New York, and that opened my eyes to new possibility. I could make money doing what I loved.

The challenge was . . .

. . . if people were aware that personal trainers existed, they thought they were luxuries for celebrities and spoiled millionaires. How could I bring this much-needed service to my neighbors, to postmen, to waitresses, to business folks, to young athletes, to aging athletes, and to the deconditioned?

WHAT IN THE WORLD IS A PERSONAL TRAINER?



I remember my first meeting with representatives of the Small Business Association somewhere around 1985 telling them I wanted to build a business as a personal trainer. They couldn't grasp the concept. It was outside of the realm of what they believed to be a viable business. They didn't know whether they should humor me or ship me off on the looney-train, but ultimately they decided on a direction. They all but pressured me to open a Dunkin Donuts as they threw out "better options."

Back then the field was chaotic, but it was insulated. In other words, it was more a subset of a larger industry than it was a movement. The chaos was driven primarily by the health club field where owners and operators came to see the emergence of personal trainers as an opportunity to benefit from lowly paid revenue generators.

Soon after, certification agencies emerged, the credentialing arm of the growing personal training field grew wildly competitive, and without a standard, personal trainers sprung up with little more than a love for exercise.

MANY STEPS LATER . . . CHAOS ABOUNDS

Here we are 25 years later, and when you look at the volume of educational options, the number of related pursuits and spin-offs, you'd be inclined to call our field diverse. At closer inspection, what we dismiss as diversity is really a **scattered** industry without clear sense of an excellence model. It is no longer insulated, but it's "all over the place," and that, in terms of our collective growth, is a part of the problem.

Don't let this offend you. It isn't a judgment of any individual or any single discipline. It's simply a reality that creates an obstacle for those personal trainers who commit to a model of excellence and seek professional and personal prosperity. It isn't as much an indictment of what any trainer does as it is the discovery of the global questionable perception of the credibility and value of "a personal trainer."

If you are a personal trainer, and you seek to earn by bettering the lives of others, you deserve to be well rewarded, and the well disguised chaos can negatively impact your ability to earn.

A **chaotic** field with **scattered** pursuits and offerings that fails to rest on a single standard of credential or a consistent means of recognition can be said to lack individual and collective **focus**.

The word focus has far-reaching definition. James Allen, the author, of the classic As a Man Thinketh, described Focus as follows

"[focus] is a process of diverting one's scattered forces into one powerful channel."

Diversity is good. Being **scattered** isn't. It suggests a random order, an inability to find unity, the absence of a collective **focus**.

It makes perfect sense for some trainers to specialize in MMA training, others to work with the deconditioned market, and others who opt to work with athletes to improve strength and agility. That would be **diverse** if there were an underlying unity industry wide.

There isn't.



There are personal trainers who train primarily indoors using conventional equipment, there are personal trainers who train on the fly using whatever nature provides. There are personal trainers who train exclusively one-on-one and preserve their rates by delivering value.

There are personal trainers who sit for a 2-day workshop, pass a test, and work for \$12 per 30-minute session running people through an assembly line of machines.

There are trainers who train small groups, trainers who run bootcamps and large groups and earn only \$25,000 per year, trainers who travel to people's homes, trainers who do free consultations, trainers who require a full health profile and fitness assessment, and there are trainers who limit their initial assessment to a photo and a few pinches with a skinfold caliper.

There are trainers who work for \$8.75 per hour, and there are trainers who charge upwards of \$200 per hour. There are trainers who are dominated by strong health club operators who fail to understand the true benefit of a strong and established personal training team. There are trainers who maintain "a real job" and explain that they train purely out of passion to cover up their lack of confidence in their ability to connect passion and earning potential. I can go on and on. This is beyond diversity.

This is chaos.

Before I go on, let's get a bit of clarity. I'll share some crystallizing definitions:

Important Definitions

Chaos – a state of things in which chance is supreme, disorder or random order, confusion

Order – a condition of methodical predictable arrangement

Scattered – thrown loosely about with elements pursuing different directions

Diversity – a state where valuable difference emerges from a common bond

Focus – accessing the mind's ability to direct inner awareness consistently toward a target

Unity – an unbroken completeness, a state of maintaining commonality and harmony

The personal training field is **scattered**. Clearly **chaotic**.

I know for many trainers this may be a lot to digest, after all, personal training begins as a love for creating movement, and that can be a blast. There's an incredible energy transfer when you direct someone to therapeutically move through space, and the more movement, the more we're elated. Watch kids jumping into a pool or bounding into the sky on a trampoline. There's something inherently bonding about elation and activity and it's easy to get so caught up in the "fun" of what we're doing, and the reward of hearing "thank you" that many trainers lose sight of the necessities of a "livelihood."

If you're pursuing your personal training avocation simply because the act itself is fun and rewarding, you can stop here. If you want the reward to go *beyond* the momentary exhilaration, if you want this to be the source of your prosperity, the resource that allows you to climb, to play, and to help those you love, it's time to get introspective.



Get honest with yourself.

Are you ready to tap into the exercise of thinking? Maybe you want to take a break, go stretch, have a protein shake. In the following paragraphs I'm going to ask you to tap into your mind's ability to ponder, your mind's ability to begin to look inward. When you're ready . . . read on.

I'd ask you to not only read this next section, but I'd ask you to read it slowly, to process it interactively, and to seriously contemplate the questions I'm about to ask.

The Questions

Do you really have focus? Sure, you might be able to focus on a given client when appropriate, focus on the study materials for your next certification, and focus on the coordination of a group experience, but that isn't anywhere near enough unless you can comfortably answer the following questions:

- **Do you know what you deserve, where you want to be, and can you begin to identify the road that promises to get you there?**

One of the most challenging questions at the onset of a new Be Better Project group is "what do you want." It is deceptively simple when first posed. Participants often begin by explaining what they don't want (debt, stress, unreliable clients), but only with an understanding of the reasons we often fear to "want" those things that may be perceived as out of reach, can we release the power to achieve. Is it presently simple to get in touch with the vision or sense of where you really want to be and what you really believe you're entitled to, or is your mind telling you to move on, skip this question, and go to a safer place where you might not summon up feelings of regret or disappointment? Understand that urging of your mind to be a protective mechanism, a mechanism that can be rewired to propel you forward. You're no doubt aware that if you fail to identify a target, you can't possibly move in a course toward fulfillment. If you're ready to find out what you're truly capable of, be prepared. You're going to find an unbridled confidence if you join us in ***Be Better 2012***.

- **Do others in your community view you as a professional aligned with the Allied Health Care Team?**

Sure, your clients respect you, as do many of your colleagues and peers, but are you truly viewed as a professional participant in health care? Doctors will readily refer medical specialists as they view them as their colleagues, but personal trainers often fail to step up on that platform. They seek out doctors asking "*will you send some clients my way,*" but they have not, as a group, found a place where a medical professional says to a patient facing early stages of diabetes or inflammatory disease, "you need a personal trainer."

The reality is, competent personal trainers have an ability to prescribe exercise protocols that reverse inflammation and 21st century dis-ease far beyond the propensity of any, and I mean any . . . medication.

I presently have established a protocol where I not only present to medical groups, but I have doctors in two states writing prescriptions to their patients for a specific exercise protocol. They are writing prescriptions for personal training. In Be Better I'll share the strategies that will allow you to rise above the limited position of most personal trainers, and to establish a relationship with "the health field" that positions you as an imperative intervention for the largest segment of our population.

- **Do medical professionals respect your value?**

If, in fact, you have established relationships with physicians, do they understand and respect your value as it translates to compensation? The medical paradigm comes complete with lab tests running upwards of \$2000 (will my insurance cover it is the mandatory question), doctor visits running upwards of \$350 for 10 minutes or less of the doctor's actual time, and a course of medications, often with no end in sight. If we have the ability to help people move back toward health, to reduce their pharmaceutical needs, and to assess and evaluate progress, aren't we worth significantly more than the \$35, \$50, \$75, or \$100 per session our industry has struggled to cement as "standard?" With a series of actions you can galvanize the entire field around you to recognize the value of your offerings as far more than the investment of time. It only takes some new perspective to help you help the allied health care team that serves your marketplace recognize the value you bring.

- **Are you paid what you're worth?**

The previous questions addressed your value. The medical platform is simply one of the many vehicles that can propel you forward toward greater earnings and prosperity. You can also connect with media (not only social media but TV, radio, and mainstream periodical exposure), schools, corporations, health clubs (establishing a very different position than the old-paradigm dictated), athletic teams, charities, residences, and more, by following a simple course illuminated by your established value.

If you've given this some thought, and you can attach a dollar amount to your value, does that amount equal what you're presently being paid? If, as an example, you believe your value is \$100 per hour, but you charge \$500 for a package of 8 sessions, you are being underpaid. Put a pen to it, or consider your earnings last year, and if you're like most personal trainers you'll find they fall short of what you believe your value to be. That can be changed, quickly, and almost effortlessly, with an understanding of some of the foundational Be Better principles. Everyone in Be Better increases income within the first 60 days, and then develops a propensity to increase revenue exponentially.

- **Are you building a future?**

Are you stuck in the "someday" delusion? I'm referring to the idea, based on absolutely nothing, that someday it's all going to pay off. It's a dangerous delusion. Whether you're 22 or 58, you can design your future with your personal training career as the cornerstone of everything you accomplish and own. It won't happen by accident. The concept of Creative Tension allows you to connect with the gap between where you are and where you want to be and to flip "stress" into power. With the principles in play, the progression toward the desired future begins to feel effortless as everyone who has gone through the program can attest to. It's common to receive an email from a Be Better alumni describing how "simple" it felt to exceed previous wishes.

- **Can you use the word prosperity to define your present condition?**

Prosperity is less about money than it is about a state of being. It is a sustained state where you sense ownership of the power to get and do what you want to get and do. Just as the words fitness and success, prosperity will have its own specific definition to each individual, but with a willingness to strategically challenge fear, you almost magnetically move toward a prosperous condition. Are you there right now? If not, you should be.

Whether you train aging or athletes, groups or individuals, you should be able to answer "yes" to every single one of these questions.

From Chaos to Diversity

My Be Better program brings things into focus. It makes your path crystal clear and helps you understand the virtue of following a proven model and celebrating your own uniqueness. It creates an astounding sense of **unity** while giving you greater independence. There is **diversity** among the group, but it isn't random. We are all bound by learning how to use our talents for helping people make lasting change and by a true recognition of the reward we deserve.

Be Better makes order from chaos and prepares you for the welcome chaos ahead.

Here's what I anticipate. Order will follow chaos. An elite group of fitness professionals will come forward and serve as role models forming strong alliances with respected professionals in health care. They'll earn their own place of respect among doctors of all specialties. There will be a new recognition of the virtues of a personal trainer, and this group of role models will be credentialed, committed, and professional. They'll understand the business of personal training without ever becoming the business people they feared becoming, and they'll learn to literally love not only the rewards they enjoy but the day to day process that becomes the journey.

As veteran trainers and newcomers to the field witness the new standard of excellence, the established value of personal training will find its place, a place of **order**. There will still be variations in fees, but no longer will trainers pursuing excellence have to work for insulting pay. With time, there will become an order, and then, the sky's the limit

Trainers who have achieved the aforementioned standard will spin off into varied specialties, will incorporate their own evolutionary methodologies, and a new healthy **chaos** will evolve. When chaos becomes order, and order makes way for new chaos, you have evidence of forward motion, of change, and of growth.

Be Better offers a template for that order. It goes beyond finding clients and training clients. It helps you understand balance, the separation between who you are and what you do, and turns the troublesome tasks of marketing and time management into elements contributing to a sense of effortless prosperity. You'll learn how to structure and form relationships that serve you, how to determine the income that you deserve, and how to use a concept called **creative tension** to consistently move toward any desired outcome.

Find info on the Be Better Project at

<http://www.bebetteracademy.com/whatisbebetter>

Be Better 2012 (beginning April of 2011)

I've already conducted eight Be Better Project groups, each one leading trainers through an 8-month journey, each one creating a new fitness elite in the realm of professionalism and prosperity. As I begin to screen trainers for Be Better 8, I'm giving it a revised title. This group will be called *Be Better 2012*.

I'm doing things differently while enhancing the strategic curriculum with the intention of helping everyone in the group create a vision for 2012 and achieve it.

Previous Be Better programs were 8 months long at \$325 per month. Be Better 2012 is going to begin in April 2011 and carry through beyond New Years 2012. That's 10 months, and rather than \$325 per month, the tuition will run only \$260 per month!

For those who have gone through Be Better and want to join us for Be Better 2012, you can come along for only \$80 per month over the 10 months.

If you want to consider being one of the few who find a celebratory sense of independence, significance, and prosperity heading toward 2012, send me an email (phil@philkaplan.com) with the subject: 2012. In the email tell me a bit about your present situation and your most heartfelt aspiration.

We can then set up a 10-15 minute phone conversation to determine whether the Project is presently for you.

I'm going to share some ideas and principles from the Be Better curriculum, but first, here are a few excerpts from post-program surveys:

**From Holly Kouvo, Personal Fitness Trainer,
Massachusetts, Be Better Graduate
Founder / Owner of Fitness Fitness In**



"I really appreciate that Phil has put this program together for trainers to benefit from his years of experience and knowledge. I come from a corporate background and find that many personal trainers are unprofessional in their business and how they interact with their clients. I like to be associated with the other successful, professional personal trainers in the Be Better Group. It makes me realize that we can make a difference."

What *most* drives you to pursue your fitness career?

- Fun**
- Passion**
- Money**
- Altruism**
- Pride**

Note:

92% of fitness professionals surveyed identified passion as the #1 response.

85% of those who responded accordingly expressed discontent with their income.

NOTE: When beginning Be Better, Holly had dreams of opening her own studio. Today her studio is a haven and a solution for individuals who have had lifetime struggles with weight loss. She rescues people from gastric bypass, helps obese shed over 100 pounds, and continues to grow and prosper as she raises the bar ever-higher.

From Jim Beatty, Personal Fitness Trainer, Pennsylvania, Be Better Graduate



“Be Better has given me a much better understanding of the human mind, how it works, and how to put it to work to reach goals. The limits seem to not exist the more clear I get on what I want. There’s work to be done in reaching these dreams, but now that I know how to make them happen, I’m confident I’ll succeed in anything I can think of. Phil’s leadership and curriculum along with the professionalism, open dialogue, and encouragement of the other Be Better trainers have and will continue to elevate me to the top of the field. I know it.”

NOTE: When he joined Be Better, Jim lacked clarity of direction and lived with financial stress. Things have changed. Jim was recently voted the #1 Personal Trainer in his part of the world (Philadelphia / Main Line) and has expanded beyond individual training into building a staff and establishing corporate fitness center management relationships. He is a paid writer for LiveStrong and maintains regular fitness columns in a number of publications.

From Dianne Bailey, Personal Fitness Trainer, Colorado, Be Better Graduate



“Part of “being better” is staying current with all of the research that is relevant to our industry. I could spend all day, every day, reading the studies and analyzing the findings. But I wouldn’t be a personal trainer very long, then, because I wouldn’t have any clients! As a member of the Be Better group, I rely on Phil to do a lot of that kind of research. His insights and the way he presents that research to us doesn’t just “keep us current.” It slings us far beyond what is currently being discussed in industry circles. Sometimes my brain actually hurts after a phone call because it is literally being stretched past its boundaries.

Being “ahead of the curve” then is really what has to happen in order to continue to “be better.” It’s exciting and frustrating, extremely difficult and ultimately rewarding all in the same thought. You learn to speak an entirely different language than the rest of the industry, which, in turn, forces you to be a better communicator. It’s fantastic to see how many people we can help and how profoundly we can help them . . . leading them away from dis-ease. This, to me, embodies the true potential of a personal fitness trainer (continued . . .).”

“We aren’t just concerned with body composition and the latest fitness craze that will get people to that elusive “ultimate body” they dream about. We are intimately responsible for our clients’ health. We make “health care” a 3-dimensional, real concept. If you look at one side of a coin, it’s only 1-dimensional and lacks depth and reality. If you add the other side, all of a sudden you have a 3-dimensional tangible product. Reactive care that is represented by doctors and traditional medicine is one side of the coin.

Personal fitness trainers represent the other side by providing health care . . . which is so much more than counting reps! Phil’s vision and knowledge and willingness to look beyond are responsible for raising our profession out of its present ineffective paradigm.”

Note: Dianne continues to achieve forward motion, opening her own studio, the Conditioning Classroom, and conquering the local media market sharing innovative strategies for betterment on Colorado TV. She’s spearheaded a local movement proving the claim I provocatively brought to the forefront, “personal trainers can cure dis-ease.”

That’s a tiny sampling. There’s plenty more. I haven’t reached out to the industry with large scale hyped up “dollars overnight” marketing as it goes against the grain of what the program offers. I don’t use “testimonial marketing” except in rare pieces as this. This piece is intentionally lengthy as I know that most who receive it will never read beyond the first page. The few testimonials I share are interwoven into the text so if you’ve come this far, you can get a sense of what people who have the courage to test their limits can do.

My intention has been and remains to make the Be Better Project a best kept secret, understood only by those who have the greatest integrity and desire.

When I say there are plenty of other cases I can share, there are! In fact, if you’re tentative, after we speak, if we determine that you are a candidate for the next Be Better Project group, I’ll put you in touch with some of the alumni so you can discuss their experiences firsthand.

The alumni run the gamut, geographically, age-wise, and in the specifics of their offerings. They’re bound by the common thread of a want for something better.

If I’m describing some of the alumni, I can tell you about Sergio Rojas who was very tentative about his future when we first met. Throughout his involvement in Be Better, Sergio, who became recognized as a regular on Chicago TV, achieved milestone after milestone. Last year he was appointed by President Obama, to serve as the Executive Director of the President's Council on Physical Fitness & Sport. When Sergio ran into some ethical dilemmas, he relied on the Be Better principles to decide upon his next step. His most recent achievement is the opening of Chicago’s brand new Redefined Fitness (redefinedfitness.net).

I can tell you about Patrick Reilly from San Diego who joined Be Better apprehensive about reaching out to people. While he hadn’t any sense of true possibility, he quietly harbored a dream of being the trainer of Rock stars. Today Patrick is living his dream, hanging with and training rock stars and building a stellar reputation in L.A. (check him out at www.therockstartrainer.com)

These established fitness professionals all started precisely where you are, with passion, a dream, fear, and a want for more. You'll get to interact with them as coaches and as colleagues. They're not only driven by the same passion to help others as you have, but they're also now equipped to share all they've learned through the lenses of Be Better.

The bottom line is, if you're ready for growth, if you're serious about finding your true place as a prosperous fitness professional, consider Be Better. I can promise you this. As an educational resource it is in a class by itself and cannot be compared to any other success programs for the 21st century fitness professional. It will impact, in a positive way, every aspect of your life. Yes, another bold promise, but based 100% on years of solid evidence.

Email: phil@philkaplan.com with the subject 2012

. . . or **Call Stacey at 954 495-8065** to schedule a telephone appointment. The Be Better Project always sells out and the 2012 group begins in April. If you consider the questions at right and believe this may be right in line with your present needs, do not hesitate. It's only open to 20 personal trainers and they come from every corner of the world.



**From Ernie Schramayr,
All Canadian Fitness
Hamilton, Ontario, Canada**

"When I heard Phil was recruiting for the next Be Better group, I thought it valuable to share my experience. When I started Be Better I had already been a trainer for 15 years. I was making a decent living, but I felt stuck, bored, and frustrated. I considered leaving fitness to look at other opportunities. In the four years since, I've seen the revenues of my training business quadruple. My team has grown to five Certified Personal Trainers plus an administrative assistant. In 2010, I realized my goal of separating myself from working "in" my business to work "on" my business. This progression has been a direct result of continued application of the Be Better principles."



CONTEMPLATE:

Are you a candidate for the next Be Better Project Group?

Is personal training your primary source of income?

Do you consider personal training your career?

Do you want something greater than all that you possess and do right now?

Are you willing to stretch and test your limits?

Can you identify some of the mistakes you've made as learning experiences?

Do you have something, in terms of experience and perspective, to contribute to a driven, motivated group of your peers?

Can you see flaws in the current paradigm and do you wish to distance yourself from mediocrity?





BEGINNING APRIL OF 2011:

BE BETTER 2012

(The eighth Be Better Project group)

Be Better 2012 will allow us to interact, live via teleconference, 20 times over the course of 10 months. During that 10 month period there will also be a Be Better Family vacation (you pay only your travel and hotel) where those who can attend network, share ideas and thoughts, and benefit from a series of workshops and lessons while having an absolute blast.

Be Better 2012 will create 20 more members of the elite team I described earlier, each of them learning the value of the 100 principles inherent in the program. The principles are delivered in thought-provoking workshops and they prompt a new way of thinking.

As you go through Be Better you'll find a far greater comfort level with the number of hours in a day, the number of days in a week. You'll learn to enjoy "Days You Love" and eliminate emotional stress as you move toward your dreams.

Ready? It's in your court.

Two Options:

1. Email phil@philkaplan.com with the SUBJECT 2012 and share a brief paragraph about your circumstance and aspiration
2. Call Stacey Miller at 954 495-8065 to schedule a 15-minute telephone consult without any obligation to determine whether Be Better 2012 is for you



The Principles

At the onset of this lengthy piece I promised you I'd share a few of the important principles. Here are just a few of the principles participants in Be Better come to master:

➤ **Own your time –**

Having been there myself, I understand the mixed sense of responsibility and overwhelm. Each day is not supposed to feel like a race to get everything done. As caring personal trainers, we never want to say no to a client opportunity, and until we learn to take ownership of our time, we find ourselves victims of our respective calendars. Through my Max 10 System I'll teach you to completely own your time, to master your calendar, and to never again feel in need of time "management."



➤ **Persuade ethically without ever resorting to despicable sales techniques**

As caring professionals with strong moral direction, we abhor traditional sales techniques. Although we all say, "we can sell what we believe in," we've developed distaste for salespeople and their methods. Too many trainers move so far away from the idea of selling, they fail to have control over influence, and that weakens their potential immensely. Re-learning persuasion and coming to recognize it, not as a system incorporating scripts and pressure, but rather as a process for helping people make better choices, allows personal trainers to become masterful influencers without ever "selling."

➤ **You are not your business. Your business should be the source of your prosperity .**

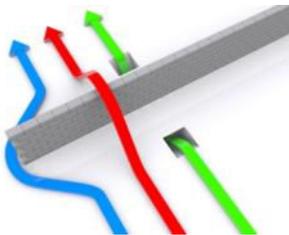
Wow, is this a biggie. Most personal trainers have a hard time defining where they end and their businesses begin. Because the business of personal training is so connected to relationships and personality, there's a tendency to blur the lines and feel burdened by the "job" we want to see as a joyous career. Learning to recognize the boundaries between who you are and what you do is a process. It takes time. It takes undoing of some rigid habits, but once you connect with the concept of your business being the source of your prosperity, you feel liberated and have a far greater sense of power over your future.

- **Mindset is the relationship between three very controllable parts of neurochemistry and brain science.**



This is not The Secret or the Power of Attraction. This is science. Hard neuroscience. It took me years of study and the experience of being mentored by some amazing psychologists and neurologists to understand the mechanisms behind changing mindset. I've taken the complex system of neurotransmission related to attitude, confidence, risk-taking, and safety and I deliver them in Be Better in a systematic way. Understand the relationships between three distinctive elements of "mind" and you realize mindset is as changeable as your clothing. Gaining control over your own mindset is incredible, but taking it a step further and becoming a catalyst for mindset change is staggeringly powerful.

- **How you respond to adversity is a vital factor in making dreams come true.**



Success is never a straight line, and any entrepreneur knows that the plans you make are nothing more than a wish for "the way things go." Disappointments and setbacks are often enough to drive trainers to remain stagnant, or worse yet, seek out other career options. In a formula for making dreams reality, you learn to compartmentalize and understand adversity, and with revised perspective you learn to respond. Adversity and the unexpected become fuel as long as you cling tight to the outcome you most desire.

- **Know your core and grow strategically.**

While many personal trainers find frivolous adjuncts to their businesses, ranging from the sale of questionable supplements to pie-in-the-sky attempts at earning massive profits online, those who are the top earners remain reliant on their core business, personal training. They didn't find success by pursuing multiple revenue streams. Instead they found success by developing mastery of the personal training business and then they leveraged their expertise and success to reach new audiences through a variety of vehicles.

➤ **Don't set goals. Design outcomes.**

In Be Better we move away from conventional goal setting. Goals are perceived as aspirations that may or may not be achieved. Two boxers enter the ring with the same goal. Each one commits to winning, yet one will walk away with a goal unfulfilled. Standard goal setting techniques are often burdensome and disappointing. Instead we look deeply into the concept of want, and we pinpoint **outcomes** that would lead us to a sense of significance and prosperity. Once the outcomes are solidified, we utilize the concept of creative tension to ensure that they are not simply goals, but inevitable futures.

What other principles will you learn and master?

- What you think you send out matters far less than how others perceive you (you'll learn to understand and alter what others "receive.")
- Optimize the value of your time and grow through a managed spillover system (the Spillover is a mechanism that allows you to increase revenues exponentially without ever sensing the need to devote more time to your business).
- Balance is a symphony of movement (as you seek balance between personal life, business, and professional position, you'll come to understand that the sense of balance has far less to do with a destination than it does a sense of connected growth).
- The Real Power of Motivation lies within the recognition of 18 unique all-encompassing motivational types (you'll come to understand why, while motivation is automatic for some, you seem to "miss" on an odd few. By understanding the 18 types, you'll learn how to turn around flailing motivation in a moment).
- If we can harness the techniques of influence that marketers use to present fraudulent offerings, we have a much enhanced power as we have the ability to deliver outcomes (in other words, if infomercials touting bogus offerings get consumers to respond, we can pull out the elements of influence and use them without crossing the lines of morality).
- Mindset controls focus, focus controls actions, actions control outcome. If you can gain control of your mindset you can gain control of your outcome.

I can go on and on as each Be Better program features over **30 hours** of live interactivity (all recorded and yours forever). The notes, articles, and written pieces you'll receive are relevant, powerful, and extensive. The Be Better family reaches across the world now with personal trainers willing to guide, coach, and share perspectives.

If you're ready to step up to the dreams that await you, email me with the Subject 2012.

Before I conclude, I want to share just a bit of the immense opportunity created by what I believe to be a perfect opportune storm.

THE PERFECT STORM

The medical field is stellar in treating and curing injury and life threatening maladies. That same medical field is all but impotent in curing the common diseases of the 21st century. There is now an extensive body of research I lean upon to prove that the integration of select exercise and nutritional principles can treat Type 2 diabetes, inflammatory circulatory disease, hypothyroidism, and metabolic syndrome BETTER than any pharmaceutical intervention.

In 2011, corporations struggle to stay afloat amidst layoffs, rising costs, and reduced revenues. The unwell segment of our population spend the majority of their waking hours within the corporate workplace. We have the ability to facilitate radical change in corporate America and we can do it far more affordably than any of the large scale HRA offerings.

We have an opportunity to claim our power. Our population has greater need, our marketplace is in search of cure, and with a commitment to a new order of principles, we can emerge as true professionals.

You won't find a magical vehicle to launch you to finding benefit from this new opportunity. It will take directed work and focus. Be Better provides a clear and proven path.



I urge you to join us for Be Better 2012 (beginning in April of 2011). Email me now (phil@philkaplan.com) with the subject 2012 and I'll respond within the next 48 hours.

Be Better,
Phil Kaplan

Email phil@philkaplan.com
Call 954 495-8065

Be Better features a proprietary curriculum developed by Phil Kaplan. All Rights Reserved in All Media.