

SMART FITNESS[®]

BEST.
FRIDAY.
EVER.



Smart Fitness Certification Tracks!

Don't just train your staff to do their jobs. CERTIFY them to EXCEL in their jobs!

Our new Smart Fitness Certification Tracks provide each team member with a consistent, relevant curriculum to ensure they become experts at what they need to do best. A pre-set curriculum takes the guess work out of on boarding to ensure all team members receive the same training, absorb the same principles and are held to the same performance standards. There is even a track for potential New Hires that allows you to pre-screen them for some of the most important qualities a team member can possess - follow through and initiative. Even better, the system will automatically assign the courses to a new hire based on their position and send reports every week on their progress. Now managers spend time managing staff not creating reports!

What's New

HIIT for Boxing is here! Get .2 CEUs today!



This course will teach you to use the principles of HIIT and movements based on boxing to maximize muscle performance, avoid over training and introduce a exciting new fitness element to your clients' training regime!

When you finish this course you will be able to:

1. Build safe and effective high-intensity interval training (HIIT) sessions and long-term programs.
2. Use frequency, duration, mode, volume, and intensity of training to design workouts and programs.
3. Apply scientific principles behind HIIT to workouts and programs.
4. Design workouts and programs to avoid overtraining.

[Click the image above or this link to check out more about HIIT for Boxing!](#)

Coming Soon!

There are exciting features coming soon to Smart Fitness:

- **CPR in Spanish!**
- **Guided Group Meditation** - A new CEU on how to lead group meditation classes.
- **5-Star Communication** - Train front line team members on the communication skills needed to become great service providers
- **Managers Toolbox** - Interview techniques and job descriptions specific to fitness centers.
- **Social Media 101** - A "how to" guide on using the three most popular Social Media sites (Instagram, Facebook and Twitter) to build your brand and increase online interaction with customers and potential customers.



Updated Health Guidelines

In November of 2017 the AHA updated their guidelines for hypertension. To ensure our content is always up to date all courses with references to the former guidelines have been updated.

New Resource Section!

Our new Resource section contains the tools you need to make managing the administrative end of the business easy:

- Common Human Resource Forms
- OSHA Power Points and Checklists
- Managers Tool Kit
 - A complete hiring guide created by industry expert Alan Cohen of

- Job Descriptions
 - Interview Guides
 - Smart Fitness User Guides
 - Easy to follow set up and navigation instructions for new Smart Fitness users and managers
 - Associate Welcome Letter
 - A short letter for team members explaining the Smart Fitness program, how to use it and who to contact for questions
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A promotional graphic for the NCCPT Transform Me 2018 Challenge. The top features a green and yellow banner with the text 'TRANSFORM ME 2018 CHALLENGE' in white. To the right is the NCCPT logo, which includes a circular icon and the text 'NCCPT® National Council for Certified Personal Trainers'. Below the banner, a woman in a blue athletic outfit and cap is shown in a dynamic running pose, splashing water. To the left of the woman, the text 'Chance to win prizes and \$2,500!' is displayed, with '\$2,500!' in large, bold, yellow font. At the bottom left, there are icons for Instagram and Facebook, followed by the text '@NCCPT'.

Starting January 1st: The NCCPT Transform Me 2018 Challenge!

Get ready for the NCCPT Transform Me 2018 Challenge! Show us your clients' fitness transformations starting January 1, 2018, and you and your client could win prizes and even \$2,500! Keep a lookout for the NCCPT's official rules, which we'll be posting to our [Website](#), [Facebook](#) and [Instagram](#).

Club Spotlight



Featured Club: Fitness 19 Daly City

Smart Fitness is pleased to announce our Featured Club for November, Fitness 19 Daly City! Opened in 2012 the club has been enormously successful and in 2015 a remodel added a group fitness studio and a large personable training area. The club also invested in two new squat racks and now has an Olympic lifting area.

And even better the staff definitely practices what they preach! As you can see by the photo Fitness Manager Howard is all about lifting! Bryson P., District Manager for Fitness 19 recently used Smart Fitness to check out the new NCCPT Flexibility Specialist Certification and sent us this feedback... "I've just made it through the first few videos and I can definitely see how, with proper implementation, this stretching program can help ensure resins and new business with clients that have limited range of motion. Pointing out upper and lower body issues with ease after learning what they look like will be awesome for newer trainers confidence. Over all I think it's looking pretty cool!"



Just For You



Which Vertical Market Should I Work In?

The vertical markets in the health, fitness, recreation and leisure industries are extremely diverse. The question of "What vertical should I work in" is not a fair question as many of you will work in several verticals early on in your career. Even as your career progresses, you may shift from one vertical to another as your experience level and personal needs change. Having multiple options is a good thing!

"For Profit" Vertical Markets to Consider

Health Clubs

With over 50,000 health clubs in the U.S. there are plenty of choices for employment. Within this "vertical" there are numerous sub-categories and options.

Chains or multi-club operators. Here are some of the largest: 24 Hour Fitness, Life Time Fitness, ClubCorp, LA Fitness, Town Sports Intl., Planet Fitness, XSport Fitness, The Bay Club Co., Midtown Athletic Clubs, EXOS, UFC Gyms, Crunch Fitness, Orange Theory Fitness, and Anytime Fitness.

Benefits of working for a large chain:

- More stability compared to an individual club/owner - most often, but not always
- Health and medical insurance, 401k plans and vacation time is almost always made available to full-time employees. Usually a modest monthly fee is deducted from your paycheck
- Continuing education is often subsidized
- Ongoing staff development and training provided
- Higher wages
- Growth potential
- Well-equipped and maintained facilities (most often)
- Usually HR compliant (most often)

Downside of working for a large chain:

- A lot of rules and regulations (good and bad)
- Local and regional management may not always represent the ideals of top management
- Financially driven, often to meet stockholder's expectations
- May be required to work a lot of hours

Alan's Advice: "Working for a chain has a lot of upsides with training providing valuable experience and growth potential. All chains are not created equal! Working for a reputable chain may open a lot of doors for you in your career".

Want to learn more? Visit fitnessjobs.com

Or contact Alan Cohen at alan@fitnessjobs.com

Or call toll free: 800-259-4397

Partner Spotlight

Introducing our partner spotlight: special deals just for you from our affiliates!
Want to become a partner? Contact us at info@smartfitness.com



Announcing our new Partnership with Petra-1, a provider of premium locker room and club products!

Featuring everything from shower products to gym wipes to soft, fluffy towels Petra is your "one stop shop" for all your locker room and gym floor needs!

Exclusively for Smart Fitness Customers! For the month of November receive 4 free Euroline Dispensers with the purchase of 8 cases of Club Wipes! (\$100 Value)

To see the complete line of Petra-1 products go to www.petra-1.com or contact Matthew Anderson at matthew@petra-1.com

[Click here to see this special offer!](#)



[Smart Fitness](#) | (844) 778-6060 | info@smartfitness.com