

Top Coaching Secrets for Fitness and Strength Professionals

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AND THE PRECISION NUTRITION TEAM

PrecisionNutrition



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Our **Lean Eating** and **Scrawny to Brawny** coaching programs have already transformed the bodies and lives of thousands of people — men and women just like your coaching and training clients.

We get incredible results. Thousands of pounds lost — more than in all the seasons of The Biggest Loser combined. Thousands of pounds gained, all in lean, strong muscle and rock-solid bones. We build hot, healthy, happy bodies. We create the fit citizens of tomorrow.

We change lives.

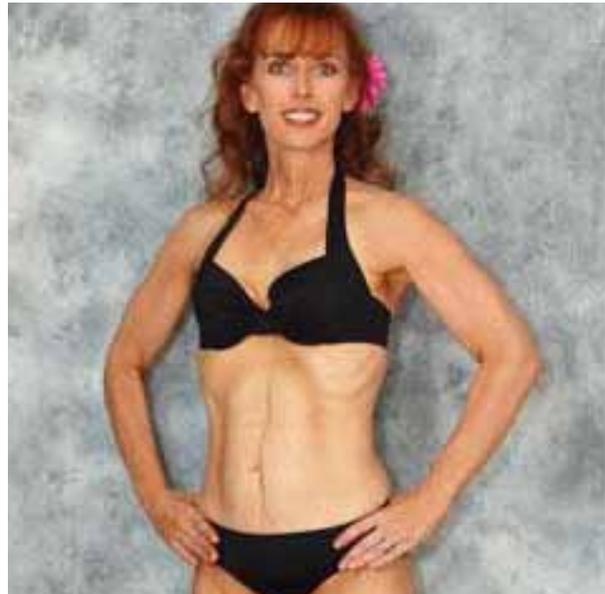
And we do it with an additional challenge: virtually. Yep, we don't even have the advantage of meeting our clients in person.

We do it all online, as part of our custom-designed **Lean Eating** and **Scrawny to Brawny** coaching platforms.

Here are just a few examples of our Lean Eating success stories:



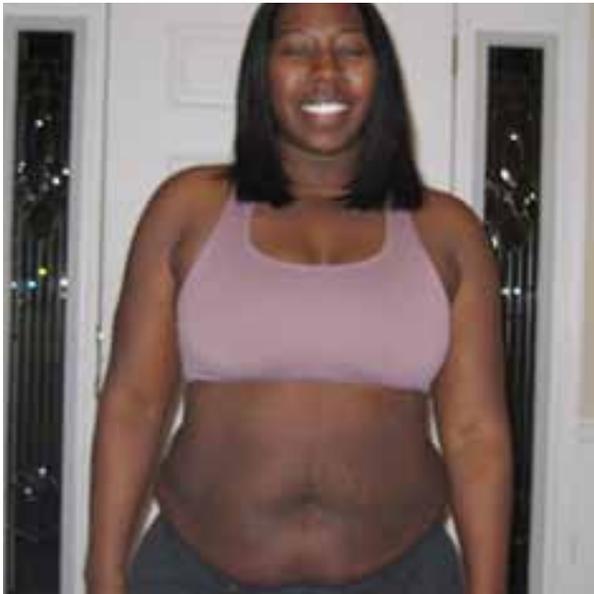
This client, a 38 year old male, lost 70 lbs and 20% body fat in 12 months



This client, a 44 year old female, lost 106 lbs and 25% body fat in 12 months



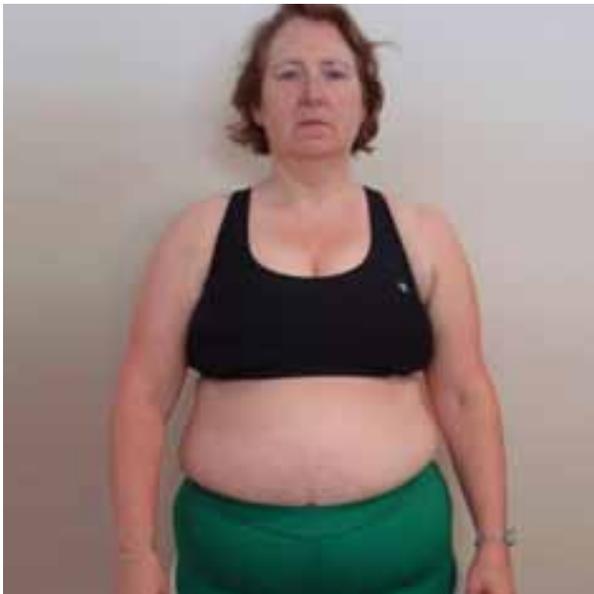
This client, a 47 year old male, lost 85 lbs in 12 months



This client, a 34 year old female, lost 61 lbs in 12 months



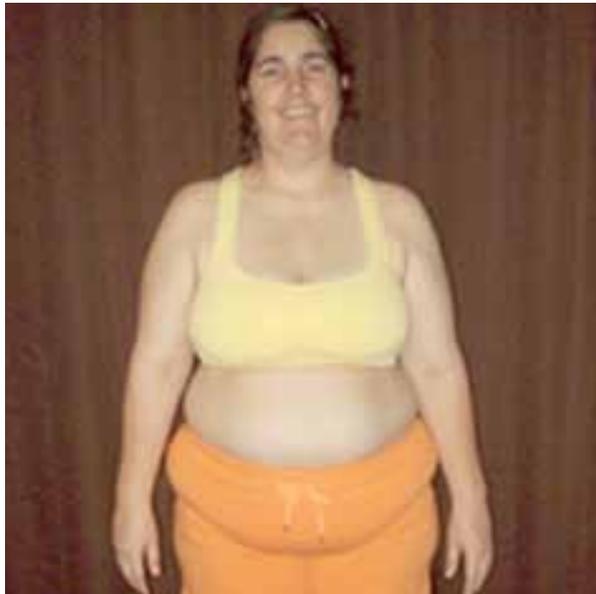
This client, a 43 year old male, lost 65 lbs and 16% body fat in 12 months



This client, a 55 year old female, lost 53 lbs and 25% body fat in 12 months



This client, a 37 year old male, lost 40 lbs and 13% body fat in 12 months



This client, a 44 year old female, lost 82 lbs and 19% body fat in 12 months

For more, including some photos of our Scrawny to Brawny clients, check out the following links:

- [Female fat loss success stories](#)
- [Male fat loss success stories](#)
- [Muscle gain success stories](#)

So, how do we do it?

Are our body transformation clients — many of whom have achieved stunning results — somehow “better” than normal? Special? Extra-motivated? Blessed with “great genes”?

No. They’re average Janes and Joes. They’ve simply learned — and practiced — what really works.

Are we geniuses? Well, we like to think so. But in reality, our coaches use simple, time-tested methods to inspire, motivate, monitor, and guide our clients to stunning body (and life) transformations.

Today we’re going to pass some of these “secrets” on to you. They’re simple. (But not necessarily easy.)

Sweet.

SECRET | 1 Do less.

Yeah, we get it. You learned a million awesome things about physiology and nutrition in the [Precision Nutrition Certification Program](#). We think that stuff is pretty awesome too.

Sorry, but your clients don’t care.

They’re overwhelmed enough by all the information coming at them, not to mention the internet, the media, their job, their kids, their life... so they don’t need you to explain the details of carb molecules to them.

They need you to help them figure out what to do. To help them prioritize. To sort through the garbage and dig out *ONE* meaningful, practical, applicable nugget that they can start using *today*.

Think about what is most *effective* or *efficient* for a client. What will give you the most “bang for your buck”? Does a beginner need to worry about macronutrient ratios? Probably not.

SECRET | 2 Assign ONE *small* task or habit at a time.

Sure, we all love “change everything” moments like winning the lottery. But that ain’t reality.

Forget thinking about change. Forget reading about change. Your clients probably already “know” what they should do, but aren’t doing it.

So help them *do* change. To act. Now. ONE *small* step at a time.

Out of all the possible tasks you could give your client, what is the *ONE* small thing that is:

- easily understood
- easily done
- easily repeated, every day, consistently

Today, what ONE, *very, very* small action could your client do to move towards the change they want?

You'll know if you're on the right track if your client snorts and says smugly, "Well *that's* easy. I can do *that*."

Smile and say, "Great!" Have your client do that one small thing. High-five them.

For example, here are possible task habits:

- have 1 beer instead of 3
- switch to diet soda instead of regular soda... or better yet, sparkling water
- switch to oatmeal instead of sugary cereal
- do 5 minutes of mobility work

Check in each day and make sure they're doing it. Then, the following week, assign your client another thing to do.

Remember: only one. High-five your client again.

Repeat until awesome.

SECRET | 3 One size *doesn't* fit all.

Sure, you may own a whistle, a clipboard, and a booming voice, but that doesn't mean you need to be Drill Sergeant Hardass with every client.

Some clients will love it and wait eagerly for you to yell out pushup reps at 5 am. Others will hate it and quit. The moral: You need to adjust your coaching approach to your clients' needs.

Learn which clients benefit most from which coaching style. We generally split our clients up into three groups and coach each one differently. See this [article](#) on client types for more.

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Pay attention.

A coach is not an “expert” or a “boss”. A coach is a *guide* and a *teacher*. So don't expect to show up and start barking instructions. You are walking the road with your client *together*.

Some of your best tools? Your ears. Your eyes. Your perceptions and observations. Your ability to focus and be conscious.

Don't just tell your clients what to do. Start by *understanding* what they *really* need. Observe them closely. Pay attention to them.

What are their unique limiting factors? Again, what is the most *effective* intervention you can make, if you can only choose one?

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Know how to know it's working.

How do you measure progress? Well, what are you trying to do?

First understand *exactly what you are trying to achieve*. Second, understand the *best method to measure that*. Finally, measure often.

How is Approach X or Action Y working for you?

If your client is truly making progress, great. Keep doing what you're doing.

If your client isn't making progress, figure out why *immediately*. Adjust your approach and activities as necessary

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Forget “willpower” and “motivation”. Help clients change their environment and their life systems. And broaden their social support.

Willpower is a very limited and unreliable bank account. *Never* count on it. Ever.

Instead, help clients build an environment, a system, and a support network that get them to their goals.

- If junk food is in their house, they'll eat it. So help them clean out their cupboards.
- If their gym is horribly inconvenient, they won't go. So make it convenient, or give them a simple workout they can do at home. And suggest they meet a friend to work out.
- If they wait till they feel full of energy to work out, they'll never do it. So schedule your sessions like an appointment, and help them book non-trainer days in their calendar with you.

- If they're surrounded by people who don't support their goals, they'll have a tougher uphill journey than a spawning salmon. So help them take a class or join a group. Introduce them to other fit folks in your gym, and build a strong social support network of fit and healthy people.
- If clients don't get rewards and recognition, they won't keep going. So point out all their "bright spots" — the qualities and accomplishments that they already have, and that they've built to date.

SECRET | 7 Whether you like it or not, you're a "mindfulness therapist".

If your client is struggling to change bad habits, start by helping them to become aware of what they're doing, thinking, and feeling (both physically and emotionally). We call this noticing and naming.

Clients can't change something if they're clueless. So help them tune in.

Paying attention also makes clients' performance better. For example:

- If clients eat slowly and mindfully, conscious of every bite, they'll probably eat less but enjoy their food more.
- If they train carefully, with a plan, they'll probably do your exercises correctly, with a clear focus, and stay uninjured.
- If they notice what "triggers" them into unwanted behaviours, you can help them "break the chain" and choose a different path.
- If you help them build body awareness, they can eventually follow your instructions better in and out of the gym.

SECRET | 8 Learn to communicate better.

Things like progress indicators, "notice and name", and "one thing at a time" are all powerful tools. But if you can't connect with your clients, then you can't apply those tools as well as possible.

Ask yourself how well you can communicate in spoken, written, and nonverbal ways. • Do you listen well, and really try to understand what clients are communicating?

- Do you speak clearly, giving straightforward, direct instructions?
- Does your body language match your message?
- Do you give out resources and materials that are clear, professional-looking, and helpful (such as worksheets)?
- Do you give helpful coaching cues for movements or actions? (e.g. "head up", "spread the floor with your feet", "eat one palm of protein with each meal", etc.)

- Do you empathize with your clients, or try to understand their point of view?
- Do you interact professionally and courteously? Are you friendly, authoritative, and approachable?

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Focus on the “bright spots”.

We notice bad things (such as errors) more easily than good things. It’s how most of us are wired.

Problem is, almost nobody is motivated by having their mistakes and flaws pointed out to them. Instead, your goal as a coach is to notice, name, and reward the following “bright spots” in your clients, no matter how minor:

- accomplishments
- positive points
- good behaviours
- skill development

Whatever clients do well — whatever they improve — point it out as evidence that they will inevitably succeed. Show them how their skills in one domain (e.g. financial planning) can transfer to others (e.g. meal planning).

The basic message to give to clients: You already have what you need to succeed.

Around here, we call that awesomeness-based coaching (ABC): we find the awesomeness in everyone, and simply make it bigger.

Putting it into practice

In the spirit of “one thing at a time”, pick one “secret” at a time. Think about how you can apply this “secret” to your own coaching practice, in small ways, right now.

Ask yourself how you know you’re making progress with improving your coaching. Track your own results, and check in regularly to see what’s working well.

Then do it. Because, after all, you’re already awesome. You’re just going to get a little... awesomerer.

Take the next step

For more on information on how to improve as a fitness and strength professional, check out the Precision Nutrition Certification Program.

Based on over 10 years of research and statistical data from over 6,000 clients, the certification is a comprehensive nutrition coaching course designed specifically to teach professionals working in a personal training or strength coaching environment how to get clients in the best shape of their lives.

Click for more info on the [PN Certification program](#), and to get on the waiting list.