

THE COALITION OF
HEALTH AND FITNESS LEADERS

**Coaching
Resources**
PACKAGE

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WHY DID WE CREATE THIS RESOURCE?

These are difficult and uncertain times.

People are scared. Some are sick.

Coaches and trainers—along with many other people—are losing their jobs and income. They're wondering:

What's next? Am I going to be OK? What do I do?

We want to support you.

We can't cure disease. We can't tell you everything is going to be fine.

But we can listen, support, and offer guidance.

As a group of leaders in the fitness industry, we can share information, resources, and tools that can help coaches and trainers:

- UNDERSTAND WHAT THEY'RE DEALING WITH;
- THINK ABOUT WHAT THEY CAN DO NEXT;
- ANSWER CLIENT QUESTIONS; AND
- LEARN SOME NEW SKILLS TO HELP THEM ADAPT QUICKLY TO THE CHANGING SITUATION.

We don't want to sell you anything.

That's why everything here is FREE.

Advice. At-home workout plans for your clients. Learning materials. Tools that you can start using right away.

(Don't see something you need and want here? [Let us know](#). This is a work in progress.)

We want to help you adapt.

If it's not "business as usual" for a while, how can we assist you in "doing business in new ways"?

LET'S START WITH THE FACTS.

WHAT IS COVID-19?

- **COVID-19 is a new virus that can cause respiratory illness.** It emerged in late 2019, and has since spread worldwide.
- **Symptoms of COVID-19 include fever, cough, and shortness of breath.** These are flu-like symptoms, but COVID-19 is not the flu.

WHY SHOULD WE TAKE IT SERIOUSLY?

- **Anyone can transmit the virus to anyone else.**

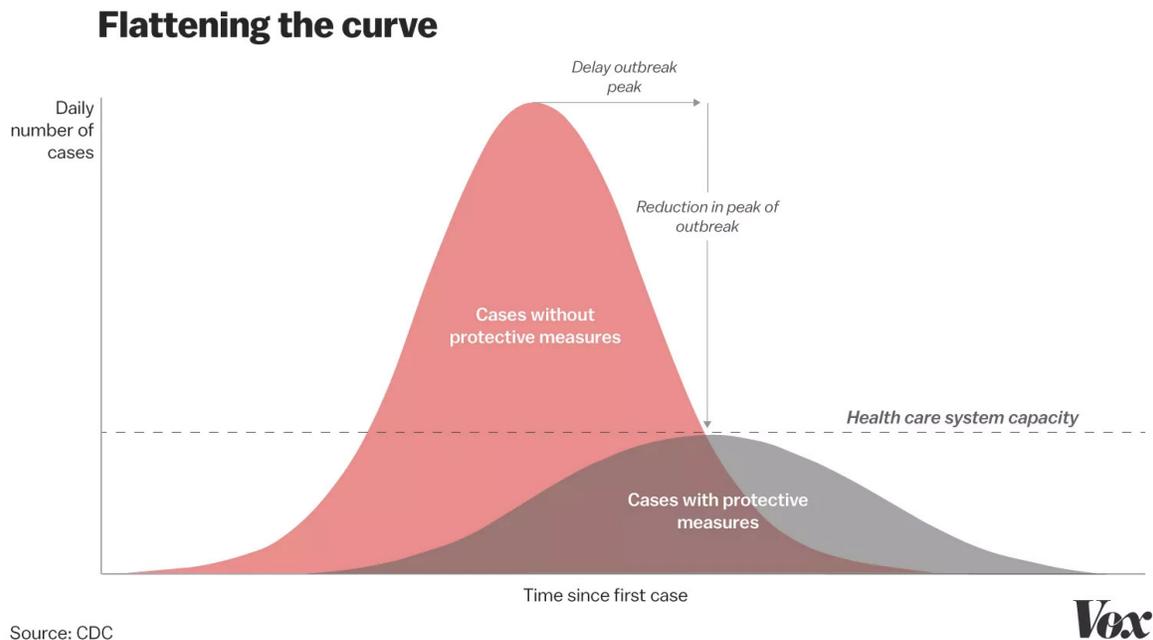
From the evidence so far, the COVID-19 virus can be transmitted in all areas, regardless of climate. It's highly contagious through touch and airborne particles. People can transmit the virus without showing any signs of disease.
- **COVID-19 is more deadly than the flu.** Of confirmed cases reported globally, the case fatality rate is approximately 3.7%. However, the disease can also cause serious respiratory illness and permanent lung damage, even in healthy people.
- **We don't have any immunity to COVID-19 yet.** While many people have only mild symptoms, other people can get very sick and even die.
- **This is a collective public health problem with serious consequences.**
 - **EVEN IF YOU DON'T GET VERY SICK FROM COVID-19, YOU MAY INFECT SOMEONE ELSE.**

- **OUR HEALTH CARE SYSTEM CAN'T HELP EVERYONE AT ONCE. THAT MEANS IF YOU GET SICK OR INJURED WITH ANYTHING ELSE... HELP MIGHT NOT BE AVAILABLE.**

- **People most at risk include older people and people with pre-existing health conditions.** Those may be your clients, who may have come to you for help getting healthier. These may be your parents, your partner, your neighbors, or... you.

WHAT CAN WE AS COACHES AND TRAINERS DO?

- **We can take responsibility for protecting the health and safety of our clients, families, and everyone else.** As health providers, we've committed to caring about other people. Let's show up for that.
- **We can help "flatten the curve".** This means that we all try to slow down the spread of the disease as much as possible so that our health care systems can respond.



- **We can keep it clean.** Wash your hands often, and disinfect surfaces people might be touching. Ask your clients to do the same. Many of our coaching and training spaces are high-risk places, which require extra diligence.
- **Consider pausing in-gym operations entirely.** Depending where you work or live, this decision may already have been made for you. Right now, our best approach is preventing and slowing the disease spread through social distancing, or avoiding physical contact. That means avoiding public spaces and other people.

- **Refer to reputable information.** There are many fears and misconceptions about COVID-19, as well as people looking to profit (for instance, selling “immune-boosting” supplements).
 - **REFER TO YOUR LOCAL PUBLIC HEALTH AUTHORITIES, SUCH AS:**
 - Australia**
[AUSTRALIAN GOVERNMENT DEPT. OF HEALTH: CORONAVIRUS](#)
 - United States**
[CENTERS FOR DISEASE CONTROL: CORONAVIRUS](#)
 - Canada**
[GOVERNMENT OF CANADA PUBLIC HEALTH: CORONAVIRUS](#)
 - EU/UK**
[EU CENTRE FOR DISEASE PREVENTION AND CONTROL](#)
 - **REVIEW PN’S RESOURCES ON HOW TO [HOW TO READ A SCIENTIFIC STUDY](#) AND [HOW TO USE EVIDENCE IN COACHING](#).**
- **Know your scope of practice.** Nutrition coaches cannot diagnose, treat, or prescribe anything for specific health conditions, unless formally licensed to do so. You can’t tell your clients that any diet, workout plan, or supplement will prevent or treat COVID-19.

HOW CAN YOU RESPOND EFFECTIVELY?

COACHING ONLINE IS ONE OPTION.

If you're struggling with gym closures and client cancellations, perhaps now's the time to consider doing some (or some more) online coaching.

Here are some FREE resources to help you get started, or to build an existing online business.

Learning & Guidance

- [The Wealthy Fit Pro's Guide to Online Training Resources](#): Yours FREE from the [Online Trainer Academy \(OTA\)](#). Includes:
 - BOOK AND AUDIO
 - PRICING CALCULATOR AND INSTRUCTIONAL VIDEO WALKTHROUGH

- [PN's Newest Resource: Ideas for Dealing with Client Cancellations, Gym Closures, and the Transition to Online Coaching](#). A curated collection of PN's advice on what to do right now if you're considering online coaching.

- Trainerize has created a "[Coronavirus First-Aid Business Kit](#)": a library of free resources and webinars to help coaches and businesses make the shift to online training.

- [Change Maker Academy](#) has offered [free resources](#) including over 50 activities, scripts, templates, and worksheets to help you connect with your "why", implement some "real world" strategies immediately,

and continue to build your career even in a time of adversity.

- The [American Council on Exercise \(ACE\)](#) has a free webinar on how to quickly convert your business and revenue to an online service model.
- [Club Industry](#) will be hosting weekly town hall meetings to discuss the concerns of coaches and trainers.
- Renowned behavior change expert BJ Fogg will offer [free online “TinyHabits” sessions](#) covering topics like remote sales teams, working from home, and staying calm during a time of uncertainty.

Tools & Software

- Trainerize is offering 50% off [their software](#) for 60 days on top of their 30-day free trial. Coaches can train up to 15 clients free. Use the code “strongtogether50” at checkout.
- Precision Nutrition is making their [ProCoach](#) software and curriculum for online nutrition coaching freely available for 30 days.

“Done-for-You” Workout Plans

- From Girls Gone Strong, [over 60 free, time-saving “done for you” workouts and goal-specific 6-week training programs for men and women](#) (including your pregnant and postpartum clients)

Other Available Tools

Here are some other options for online coaching software, all of whom offer a free 30-day trial.

- PTDistinction <https://www.ptdistinction.com>
- TrueCoach <https://truecoach.co>
- MyPTHub <https://www.mypthub.net>

HOW DO YOU ANSWER COMMON CLIENT QUESTIONS?

Q SHOULD I KEEP GOING TO THE GYM?

A No. COVID-19 is highly contagious, and virus particles can live on surfaces for days. **Don't go to the gym if you have symptoms, or have been exposed to a known carrier.** Right now, our best approach is preventing and slowing the disease spread through social distancing, or avoiding physical contact. That means avoiding public spaces and other people.

That doesn't mean you stop being active. Whatever you do, keep doing something.

■ [How to Keep Making Progress When Life Gets Crazy](#)

However, for minor illness, see:

■ [Should You Exercise When Sick?](#)

Q WHAT DO I DO IF I CAN'T GO TO THE GYM?

A “No problem, I've got some home workout suggestions. We can stay in touch via [*insert communication method*].”

■ [How To Work Out At Home](#)

■ [“Done-for-you” workouts and training programs](#)

A “Let's work together to brainstorm some options. What outdoor activities do you like?”

A “I'm offering virtual training sessions via videoconference. Would that work for you?”

A “I'm offering no-equipment sessions in the local park / at the outdoor track. Come join me.”

A “I'm using an app like [Trainerize](#) that lets me deliver your program virtually. There are lots of at-home and minimal-equipment options”

Q ARE THERE ANY SPECIAL FOODS I SHOULD EAT?

A No special foods, but I encourage you to keep up your basic healthy nutrition practices. This is a good opportunity to boost the quality of your nutrition.

- [Protein](#) can help with repair and recovery.
- [Colorful fruits and vegetables](#) can provide beneficial nutrients.
- Eating plenty of fiber from fruits, vegetables, whole grains, and beans/legumes can keep your gastrointestinal microbiome robust (which also maintains your immune system).

If you are sick, here's some guidance.

- [What Should You Eat When Sick?](#)
- [Nutrition for Injury Recovery](#)

Q WHAT ELSE CAN I DO?

A This is a good opportunity to improve and solidify your existing health behaviors, or work on new ones. Let's work together to identify how that could look for you. For instance:

- [Get proper sleep](#)
- [Eat adequate protein](#), which can help with repair and recovery.

- [Eat plenty of colorful fruits and vegetables](#), which can provide beneficial nutrients.
- [Get regular movement.](#)
- [Manage your stress.](#)

Also, we can think about how a [deep health approach](#) might look for you. Maybe this is a chance for you to focus on some other dimensions of health, function, and performance?

Q CAN I TAKE A SUPPLEMENT FOR THIS?

A Although you can certainly keep up your regular supplement regime, there's NO evidence that ANY supplement is effective against COVID-19. That includes "superfoods".

- ['Superfoods' vs 'regular' foods: Why nutrition facts don't tell the whole story.](#)

Q I FEEL SO STRESSED OUT AND ANXIOUS ABOUT THIS!

A That's very normal. All of us are worried about what might happen. However, this is a good opportunity to improve and solidify your existing health behaviors, or work on new ones. That includes working actively on managing

your stress and taking small actions every day. Remember that I'm here to support you, even if we might need to connect virtually for a while.

- [How To Manage Stress](#)
- [How to Keep Making Progress When Life Gets Crazy](#)
- [Overstressed and overeating](#) (for women) and [Stressed and Out of Shape](#) (for men)

Q HOW DO I LEARN MORE ABOUT THIS WHOLE THING?

A It's important that we all refer to reputable, evidence-based information sources. Here are some options.

AUSTRALIA [Australian Government Dept. of Health: Coronavirus](#)

UNITED STATES [Centers for Disease Control: Coronavirus](#)

CANADA [Government of Canada Public Health: Coronavirus](#)

EU/UK [EU Centre for Disease Prevention and Control](#)

Q WHAT ARE YOU EXPERTS DOING?

A We're getting creative and staying safe.

- **We're cleaning everything.** Like, *everything*. Hands, face, surfaces. Anything we touch, we wash or wipe with disinfectant.

- **We're treating our house as a gym.** Household objects (like 5-gallon water jugs) are getting lifted, pushed, and pulled.
- **We're outside in nature, if we can be.** Hiking, biking, walking and other outdoor activities are a great way to stay 6 feet away from other people. Even if you just have a yard, you can get out and move around in it.
- **We're cooking like our great-grandparents did.** They lived through the Depression, wars, famines, and other challenges... what were their secrets for feeding a family in uncertain and difficult times? (Hint: Potatoes, dried beans, grains, root vegetables...)
- **We're learning along with our kids.** Maybe now's the time to watch that free science video from [Khan Academy](#), or tackle the tough chapter in the PN Certification textbook.
- **We're calming ourselves down.** Whether it's a meditation app or simply taking a few moments to breathe, we're trying to stay focused and grounded.
- **We're connecting.** Social isolation doesn't have to mean solitary confinement. We're picking up the phone, turning on the video chat, calling family, checking on neighbors, and staying in touch as much as possible.

WANT MORE?

Still have questions? Didn't see something you wanted to know about?

Again, [let us know](#). We're here to help.