

Personal Trainer Mindset Handbook.

Help your clients get better results by digging a little deeper in their heads.

Understand Where Your Clients Are Coming From...

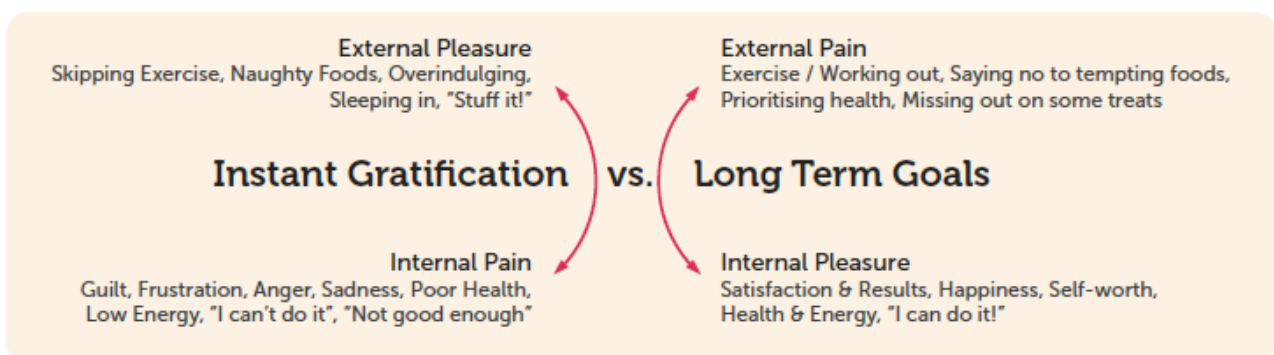
Your clients are coming to you for much more than a workout. They are coming to you to achieve an outcome that they have been unable to achieve by themselves.

The reason they have been unable to achieve it is probably summarized in the table below.

Your clients know what they don't want.

They don't want to be overweight but can't seem to find the motivation to eat healthy or train hard.. They may have been stuck in the instant gratification cycle on the left.

If you are going to retain your clients, and get them AMAZING results, you need to help them switch to the long term goals side. You know about these cycles yourself, everyone has them, even you!



Instant Gratification / Emotional Eating Explained

With emotional eating, the internal, emotional pain: boredom, loneliness, sadness, guilt, frustration, low self-esteem, etc drives the mind to look for instant pleasure, (external pleasure) as a pick-me-up, and you get cravings for comfort foods to get that immediate pleasure and satisfaction. (They're not called comfort foods for nothing!) However, the comfort is only ever short lived, and afterward you may feel guilty about eating that food, which makes you feel worse and so you eat more and feel worse and eat more spiraling downwards and getting fatter.

Focus on Long Term Goals and Delayed Gratification for Happiness and Results

The only way to overcome this short term gain/ long term loss cycle is to switch sides to the External Pain / Internal Pleasure side. The external pain of saying no to comfort foods, exercising and limiting portion sizes comes with the internal pleasure of happiness, self-confidence, positive feelings and increased physical health.

How Can You Help Your Clients Make the Switch?

Initially, especially in the training session, your job is to drown out their own internal voice telling them they can't do one more rep. You say they can. And when they do, they are surprised and shocked that they could do more than they thought they were able to. This builds self-belief.

You could explain this diagram to them. You can help them to set an amazing vision for their bodies that they want to work for. Then you can reinforce the change by asking them about how much better they feel when they do exercise, by asking them to notice how much their energy has improved when they eat well.

You can help your clients link the pain of training to the happiness of looking hot and fitting into their clothes.

Create a SMARTER goal that excites them.

How do you help your clients create a goal that creates excitement, commitment, passion and such a strong desire that they will overcome any obstacle to get it?

You might be familiar with a SMART goal. These questions take SMART goal setting to the next level, to make a really compelling, comprehensive outcome that gets you excited and eager to take action. This is more than just "I want to lose 10kgs." That's not specific or emotional enough to get them motivated. Teach them the smarter formula and take them through these steps. You can use these steps yourself to set smarter goals for your own training or business too!

SPECIFIC	Be as specific as possible about what you want.
MEASURABLE	How will you know when you have it? Your goal must be measurable.
ACCOUNTABLE	Make yourself accountable to yourself or a friend in daily small action steps
REALISTIC	Set big, exciting goals, and make sure that they are realistic.
TIME BOUND	When will you have this by? Set an exact goal achievement date.
EMOTIONAL	Are you emotionally attached to the goal and excited about achieving it?
REVIEWED	Successful goals are reviewed often, visualised daily and continually refined

1) Go through the questions to help them get specific about what they really want. Ask these q's...

- What do you want? What will it look like? Sound like? Feel like?
- Where? In what context do you want this?
- When? When do you want it? How long will it take to get it?
- How? Can you do this? How will you do it? How many steps will it take?
- Do you have the resources to get this? Can you find people to learn from?
- Is it compelling? Do you really want it? How much? Why?
- What will it mean for you and to you?
- Are you willing to say no to other things in your life in order to have this?
- What will you need to say "no" to in order to achieve this?
- Does this fit with other areas of your life?
- Is it ecological? i.e it will be an improvement for you and for others in your life
- How will you know that you have it?
- What kind of person will this make you?
- How will it transform you?
- Do you like that?
- Are you willing to do whatever it takes to achieve this and become that person?

2) Create a goal statement that summarizes the answers in sensory- specific terms.

Use the 3 P's. Make it Personal, Present tense and Positive. Write a statement that describes the ideal moment when you know you have achieved this outcome. What will you be doing, thinking, feeling, saying, hearing, when you know that this has been achieved? When you read the statement can you imagine yourself in your body, in that moment, doing those things?

3) WHY do you want this?

Finding out why is the crucial factor in making this goal compelling. Ask: So if you had that what would that get you? What would be different for you? Why do you want this? Keep asking these three until you get an answer that makes YOU feel something. (or until they cry)

Example of a SMARTER goal

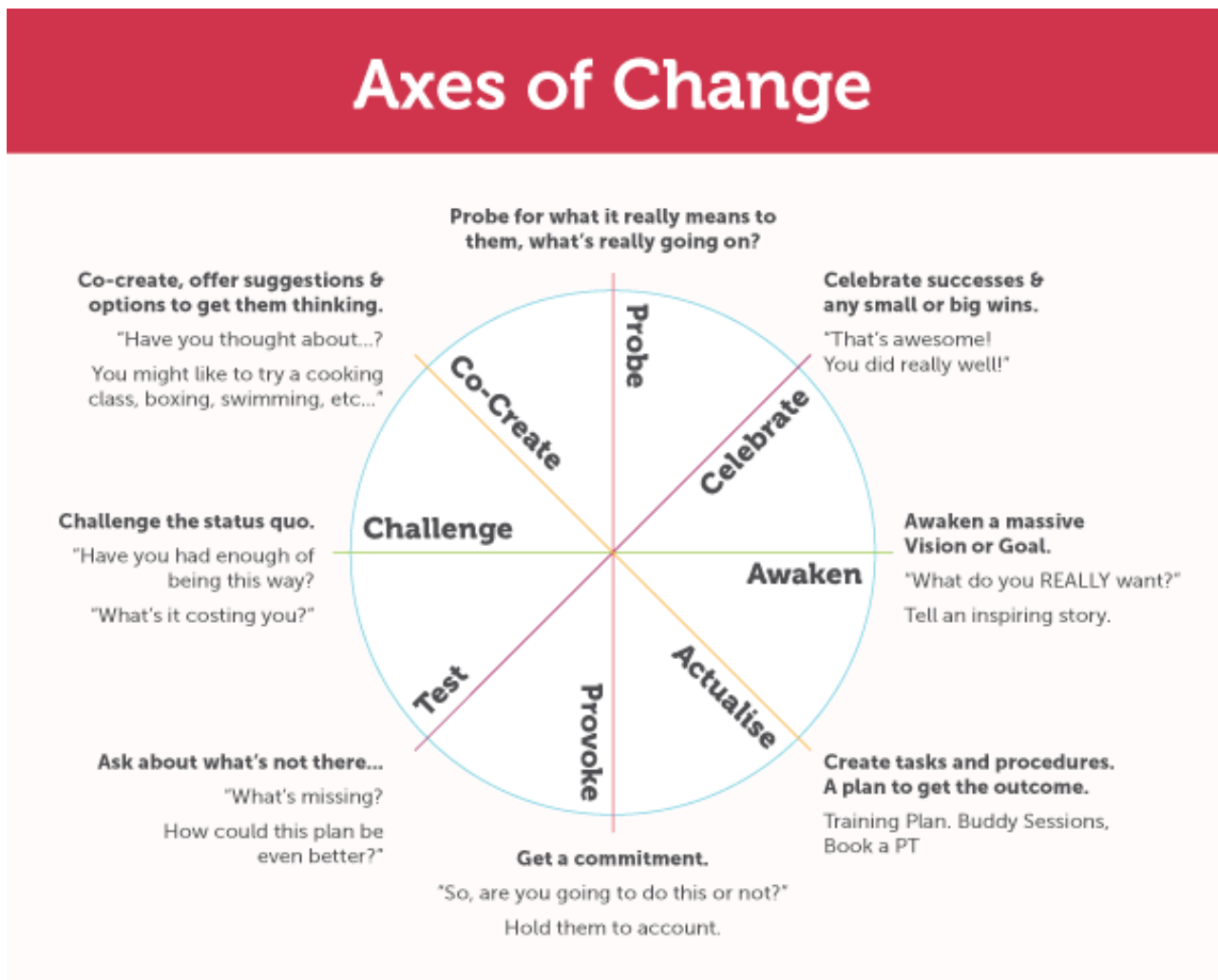
Date: I feel a rush of excitement and happiness as I easily slide on my size 8 jeans. I am now 55kgs and under 17% body fat. I look in the mirror and see my toned, fit body and I grin. I hear myself in my mind saying: "Wow! I really did it, I look awesome!"

How You Can Be an Amazing Trainer and Facilitate Change in your Clients

To be an amazing Personal Trainer, you need to know more than exercises and nutrition. You need to understand how people make internal change and know when to push and when to pull your clients to their outcome. When to be tough on them and when to ease up.

There are 8 different steps in creating change. This means 8 different roles you can take as a trainer. 8 different types of questions you can ask your clients to begin to work their minds as well as their muscles.

You have 30 - 60 mins to talk to your clients. Don't just talk about what they did on the weekend.... Here are some things you can say that will help them to get results.



How to help your clients using the Axes of Change

1. Frame your approach and intention

Initially the most important thing to do is to frame your wanting to help in the way that it truly is; coming from a place of care for them as a person. Many people who struggle with their weight do enough beating themselves up in their own head, and chances are, they already know they are overweight, and are pretty self-conscious about it, so there's no need to dwell on that. It's not helpful or useful. Mention that you are really committed to helping them and would love to support them to make a positive, healthy change in their life.

2. Ask if they want your help

They have come to you for help, but there's help, and there's help. You can give them a program and count their reps, or you can truly support them to make a lasting life change. There's no use trying to help someone who doesn't want help, and everyone is at a different stage of their journey, so just ask: "Would you like me to help and support you to make this change?" So, assuming that they say yes, "help me" you can...

3. Create momentum, and motivation for the change: Challenge – Awaken

Help your client get more motivation to change by helping them to think about the painful consequences of not doing something about their health, and also the inspiring possibilities for their life if they do take action to get healthier. This is the motivation axis and it will create momentum and a drive for forward motion. You need to help them to think about the pain of staying the same, or getting worse: fatness, disease, low energy, poor self-esteem etc. in order to challenge the inertia, and then awaken and inspire them to the possibilities that lie ahead. They will want to move forward to get away from the pain and towards the pleasure.

4. Encourage self-awareness, and commitment: Probe – Provoke

Once there is motivation to change, then you can help your client explore what the problem is really about. Be their confidante; open and supportive for them to talk to you, a real D&M (Deep & Meaningful). Usually a surface problem like weight is just the symptom of a deeper problem, like a lack of self belief, self-worth or past trauma. Because you aren't actually a coach or therapist, the most helpful and easiest way to do this is to be open yourself, share with your friend a time when you have felt vulnerable or faced a big challenge, and what happened for you. If they open up to you, that's great, if not, that's ok too, just knowing that they have a someone who's there for them will be a big motivation and help. If they do really open up and share some emotional stuff; they may cry, this is normal, just listen and be supportive. Remember that crying is ok, just let them tell their story fully, and empty out. Just having someone listen fully to their inner self can be amazingly transformative. Then, the other end of this axis is to ask them for a commitment. Ask them if they have had enough of living with this problem and are willing to do what it takes to change. Playfully provoke them to make a commitment; "Do you really want this? Have you decided? Are you resolved to make this change?"

5. Create a plan for success: Co-create – Actualize

The next step is to create a plan. This is where you will excel. You can help create a plan by thinking about and exploring different options how to change. You could suggest your fitness programs, offer to create a program, take them on a shopping tour, or show them some awesome health, fitness and motivation based websites (ahem, I hear www.MyMindCoach.com.au is pretty cool) Once you've explored some different options it's time to actualize a plan. What's the end point goal? How long will it take to get there? What are the steps in between? What's the first step they can take right now? Book it in.

6. Celebrate and make the change last: Reinforce – Test

The key to making a change last is to celebrate and reinforce every small positive step. Most people who struggle with their weight only focus on what they're doing wrong and never notice what they're doing

right. Help them notice all the things they are doing right, and get them to stop and celebrate those positive steps. Positive reinforcement feels good and encourages more of the same positive actions. Help celebrate every win. You can also really help by solidifying and testing the action plan. Be there to encourage if their actions do not yield immediate results. Be the voice of reason; do they just need to keep at it, or do they need to make a change to the plan, up the ante, or try something else. Keep reinforcing the action steps and testing the plan against the real world results to make sure it is the right plan. If not, go back to co-create and work out a modified plan, tweak it to make it work. Often it is just a matter of keeping at it over time. Health is a lifelong journey. Keep celebrating every positive step.

I know there are a few steps in there, and you may need to go through the cycle on a micro or macro scale many times through the whole journey of supporting them with this change. It will take time.

A really important thing to remember is to totally and wholeheartedly believe that they can make the change and to imagine them as the slim, healthy future person who has already overcome this challenge. When you do this, even without saying a word, your whole approach to them will reinforce their own self-belief and help them uncover their own inner courage to make the change.

When is a Good Time to Refer to Kylie?

There are times when you know your clients need more than you can offer them, when they are really struggling with self-sabotage or emotions and beliefs that aren't serving them. That's where I come in.

I can help with your challenging clients.

I can help transform your most challenging clients into your biggest success stories.

I know you recognize the importance of Emotions, Eating and Exercise as the three pillars of success to achieve and maintain slimness. Often your good advice and work will be sabotaged through the week by the persons emotions and beliefs. If your clients have internal beliefs like: "I can't do it.", "I'll never lose the weight." etc. you are fighting an uphill battle. However, when your clients are internally aligned with their goals then they will easily do everything that you ask and more. They will come to their sessions on time, with their food diaries filled in ready to push themselves to the limit to reach their goal.

Some signs that your client might be a good candidate to refer to me:

- They skip workouts regularly
- There is little or no change in their results from week to week
- History of yo-yoing and gaining weight
- Inability to stick to the nutrition macros and fill in diary
- Full of excuses "I can't do this", "I'll never lose weight"
- Very emotionally attached to their goal.
- Living in a dream world about what it takes to get their goal
- Not putting in the effort in sessions.
- Say they want it but don't follow through.

What Can NLP Coaching do?

NLP is short for Neuro-Linguistic Programming; it is an alternative type of Psychology. It is a way of helping people to make fast and lasting changes in their minds, which then creates instant change in their life. NLP Coaching can help clients to discover and release limiting beliefs and emotions that create self-sabotage and hinder results.

NLP can help people let go of negative emotions and past issues that are stopping them from being who they want to be, doing what they need to do and having the kind of life they want. Here are some common limiting beliefs that NLP Coaching can help people easily let go of.

- "I can't lose weight"
- "I'm just big boned"
- "I don't deserve to have what I want"
- "I don't have the time to do what I want to do"
- "I'll never earn enough money"
- "I don't deserve love"

NLP can help people to make amazing transformations in their lives easily and effortlessly. Becoming slim, stopping addictions, releasing stress and trauma, increasing confidence and self-esteem are all easily accomplished with NLP by changing your thinking patterns and enabling you to easily change your behaviour and actions.

NLP coaching can help turn your worst clients into your best clients. Your under-achieving, almost-about-to-drop-out-of-PT-altogether clients into raving fans. The difference is not in your service, but rather their follow through. You know that for your clients to get amazing results they have to be totally committed, listen to your advice and instructions and take action. I can help them to do just that.

Some Expert Articles You Are Welcome to...

To help us to get started I wanted to let you know that you are totally welcome to link to these articles or any other ones for your client newsletters. Here's 12 great articles that you could add in as content into your monthly newsletter for the next year and add amazing value for your clients. All that I ask is that you include my author bio and a link back to my site below if you copy my content directly into your newsletter.

Or if you have a specific mindset issue that one of your clients is struggling with, email me the question and I will answer it in an article or post just for you! Kylie@MyMindCoach.com.au

Can Negative Thoughts Prevent you Achieving Your Goals.

<http://mymindcoach.com.au/can-negative-thoughts-prevent-you-from-achieving-your-goals/>

Overcoming Emotional Eating

<http://mymindcoach.com.au/overcoming-emotional-eating/>

Accountability & Action: The Key to Success.

<http://mymindcoach.com.au/accountability-action-the-key-to-success/>

10 Motivation Tips to Lose the Last 5kgs (or more)

<http://mymindcoach.com.au/losing-the-last-5kgs/>

How to Process Emotions with Acceptance.

http://mymindcoach.com.au/accepting_emotions/

Do you Eat like Bear Grylls or Matt Preston?

http://mymindcoach.com.au/taste_or_nutrition/

Your Values Shape Your Life

<http://mymindcoach.com.au/your-values-shape-your-life/>

How do I help my Friend make a healthy change? (& Gain a training buddy!)

http://mymindcoach.com.au/help_my_friend/

What do you get out of Staying Fat? The Price of secondary gain.

<http://mymindcoach.com.au/secondary-gain/>

The Power of Your Self-Image. Why Visualisation & Positive Self Talk work.

<http://mymindcoach.com.au/self-image/>

Is Your Mirror Lying to You?

<http://mymindcoach.com.au/is-your-mirror-lying-to-you/>

Why You Can't Stay Motivated to Lose Weight

<http://mymindcoach.com.au/why-you-cant-stay-motivated-to-lose-weight/>

Author Biography

Kylie Ryan is a mindset & motivation expert coach. She struggled with her own weight, body image and self-esteem for many years before discovering that the key to getting slim and staying slim was in her head! Now, she is an expert in the most cutting edge psychological change methods that get fast and lasting results. Kylie delights in helping other women overcome cravings, self-sabotage excuses and low self-esteem to discover how to love their bodies and become, slim, healthy and happy easily. Kylie can help you to let go of the diet mentality, learn to love yourself and get motivated through her blog posts and articles, workshops, audio products, coaching programs and transformation sessions. Find out more at www.MyMindCoach.com.au

Thanks for reading, I hope this was useful. If you have any questions or comments just send them through, I look forward to creating more win-win opportunities for us to work together!

Just so you know I am developing an affiliate program to reward trainers who refer my products and programs.

Talk soon,

Kylie.