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BODYEVOLVER®

Taking training to the next level

BY MIKE D'ANGELO

The business of personal training is one that's full of ups and downs. After 20 years of working in the field, I've come face to face with the problems inherent in getting clients to reach their potential—and as a result, built a successful personal training business. From keeping client files organized and tracking individuals' progress to motivating clients to stay on track, the needs that trainers juggle are many. And that's exactly what drove me to partner with a software developer to create a program that takes care of virtually all of them in one fell swoop.

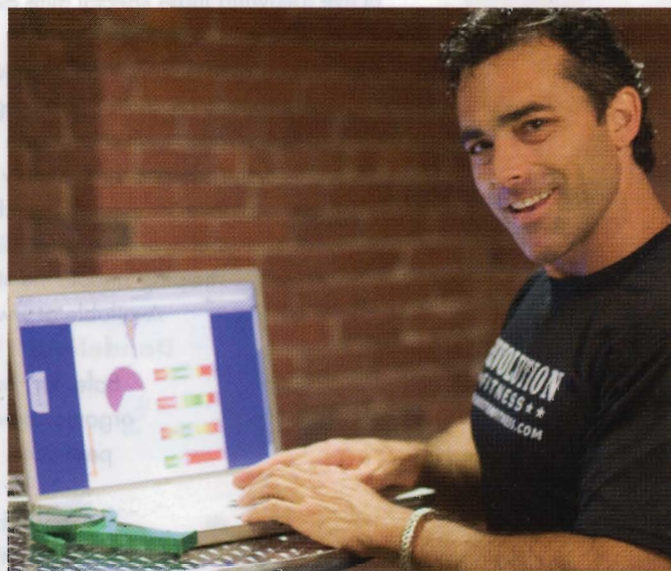
That software is called BodyEvolver®, a Web-based subscription that's accessible from any computer with Internet access. The system allows personal trainers to organize client files without the clutter of paperwork. As a result, it becomes much easier to chart, track, graph, educate and motivate clients. This colorful and informative software provides the framework that most trainers need to be successful.

The software allows the personal trainer to better understand each client's body and specific needs. It has been developed from common sense ideas that are vital for any business to succeed. Using science and educating clients in an exciting way will help change the client's behavioral patterns and understanding of good health. The foundation of the software is grounded in the science of exercise. It provides the facts and still remains simple to use. The formal structure will keep trainers from losing sight of what is necessary to build their businesses. Without this formal structure, many trainers often fail in their attempts to develop an expanding clientele base.

We have patent-pending features that offer a refreshing way to look at statistical data. For instance, our "goal" section breaks down the science behind the program and follows the numbers behind diet and exercise. This revolutionary way of looking at exercise and diet programming deals with the facts and allows for accurate determinations for goal completion dates.

The fact remains that success in training comes from maintaining high levels of communication with clients. One must be able to teach and reinforce all of the necessary training elements for the client to achieve a healthy and active lifestyle. This may include staying on top of your clients' food intake, cardio expenditure, strength training and their overall lifestyles outside of the gym.

Here are a couple examples of how this system can make a trainer's job easier and get better results. This trainer solution will help to organize clients; it helps you to save time leading to more billable hours. It improves communication. It helps both the trainer and client delineate why a client is, or is not, reaching their goals by presenting the science facts behind the process. By using the



system, trainers are able to show the results of training efforts, even if the scale does not move south. One recent example: I was training a woman who was working hard in the gym, but the scale just wasn't moving. She could have done better with her diet and knew it. I sat her down and did her body composition and was able to show her how things changed: She lost fat, and at the same time gained muscle. Giving her the knowledge that she had been making real progress was just the motivation she needed. As a result, she got recharged and energized about what she was doing—and then ramped things up enough to see more results with both the workouts and the weight loss.

She came into the next workout with her best game face and was anxious to work harder, which led to better results. And as a trainer, nothing is more gratifying than to watch your clients go through real positive change, and watch them come alive with an excitement that "nothing can stop" them.

The bottom line is that there is no other system out there like this one and it is exactly what the fitness industry needs. With its database possibilities, we are beginning to explore how our software could be best utilized in the healthcare field. The ultimate goal is for the fitness industry to embrace better ways to advance the field of personal training; BodyEvolver was developed with that in mind.

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MIKE D'ANGELO is certified through the American College of Sports Medicine (ACSM) as an Advanced Personal Trainer and is the Founder of BodyEvolver.