

# RAISING

INSPIRATION FOR EXTRAORDINARY FITNESS CAREERS

ISSUE 2

# THE BAR

**HOW TO CREATE**  
A HAPPIER & MORE  
PRODUCTIVE TEAM

**TOP TIPS FOR  
START UPS**

HOW  
**BREATH  
TRAINING**  
IS CHANGING THE  
GAME OF SPORT

**HOW TO  
WRITE  
A GREAT  
JOB AD**

## WELCOME FROM DENNIS HOSKING



Hello and welcome to our second edition of Raising the Bar!

We were so stoked to receive all your great feedback in response to the debut issue, so we're excited to deliver this edition to help your fitness career and /or business remain on the trajectory of success.

In the following pages you'll discover how breath training is creating some winning results in sport, the secrets to success for start-ups, how to create a high performance team through happiness, and lots more! Special thanks to our FITREC Ambassador Mel Tempest, who connected us with two of the authors in this edition via her Ignite Women's Fitness Business event.

Remember, we're ready and waiting in FITREC HQ, to receive your requests and suggestions as to what you'd like to read about in future editions, so don't be backward in coming forwards with your ideas – you can share your thoughts with us via the email form on page 14.

We look forward to hearing from you, but for now please dive in and enjoy!

*D Hosking*

**Dennis Hosking**

Founder & Managing Director  
FITREC & HealthyPeople

Before trying any new exercise, nutrition or health regimes you should consult an appropriate health or fitness professional for clearance. The information in this publication is not a substitute for advice or consultation with any health, medical or fitness professional. The health and fitness industries often provide conflicting – sometimes even contradictory – information; as the reader it is your responsibility to safely determine what does or does not work for you. Any prices stated are the recommended retail prices in Australian currency and may be subject to change. While every effort is made to ensure accuracy, all parties associated with the production and publishing of this magazine accept no responsibility for the correctness of any facts and the copyright responsibility of all articles lies with individual contributors. Opinions expressed by the authors in this magazine do not necessarily reflect those of other authors, the publisher or any of its production or publishing team. No material in this magazine may be reproduced without written consent from the publisher.

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# FITREC TO ASSIST UNIVERSITY OF CANBERRA STUDENTS INTO WORK

In a move to support ACT fitness employers and University of Canberra students, FITREC is now providing certificates of Gym Instructing and Personal Training for undergrad students who have completed key units in the Discipline of Sport and Exercise Science degree. With these certifications, FITREC can then provide students with the registration they need to be able to work as a fitness professional in the ACT. For fitness employers, this represents a wealth of new talent.



## FITREC IS LOOKING TO ALIGN WITH THE NSW GOVERNMENT AND THE SENIORS CARD PROGRAM

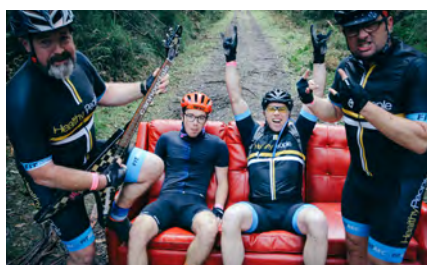


We're huge believers in the value of activity and strength training for seniors - and we know you are too. For this reason, FITREC is looking to align with the NSW Government and the NSW Seniors Card Program to increase access to health and fitness services. Our goal is to get 500 NSW fitness businesses registered with the Seniors Card program. This includes Sole Traders (hello, contract Trainers!), Studios, Franchises and Big Box clubs. We would very much like to see ALL NSW FITREC members get on board the program. As a participating business, your reach will increase to more than 1.6 million members in NSW. Plus, as a vetted business, you'll have the additional kudos of an affiliation with the NSW Government (along with the badge to prove it). The only proviso, you must make available a genuine discount for Seniors - a minimum of 10% off your best price. Want in? Please fill out the form on [this page](#).



THE TRIBE VIBE

Got a photo from a FITREC event? Share it with us via [editor@fitrec.org](mailto:editor@fitrec.org)

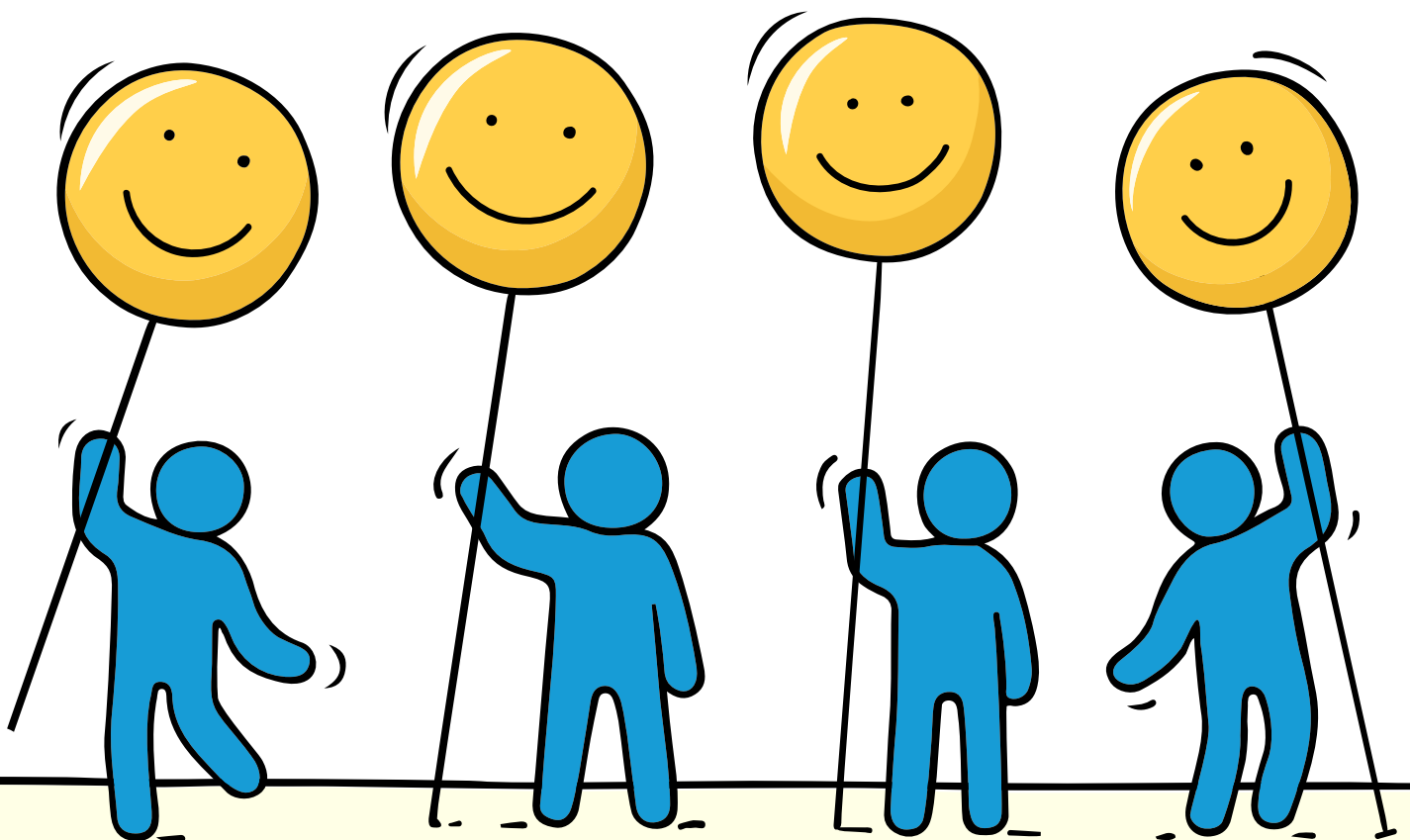




# 4 TIPS FOR A HAPPIER & MORE PRODUCTIVE TEAM

*By Flic Manning*

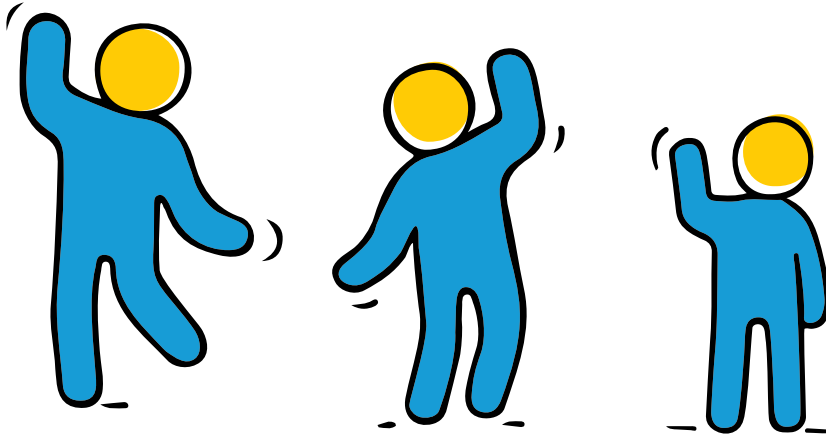
Working in the fitness industry can involve long hours and regular challenges from clients and staff. These simple but effective tips from Flic, will help you get the most out of your team and stay in control of your own wellbeing.





## About Flic Manning

Flic is a wellness coach, personal trainer, dance educator, neuroplastician, meditation guide and a popular keynote speaker. She's the founder of Corethentic, a holistic Wellness System that brings the body and mind into alignment via specific workouts, wellness coaching and mindfulness podcasts & videos.



### TIP 1 REMEMBER, WE'RE ALL HUMANS

Humans are mammals. And mammals need a community to thrive, because the community is where mammals nurture and care for each other. They make each other feel valued, safe and seen. The most successful leaders create an authentic sense of community within their workplace. So embrace being human and create a workplace that encourages and supports your team to be humans as well.

### TIP 2 COMMIT TO SELF-CARE

You absolutely must take care of your mental, emotional and physical health in order to perform well at work and to set an example for your team. Schedule the required time into your calendar and treat it as a non-negotiable. You cannot reach your potential as a leader without being the best human that you can be. This concept should be promoted among your staff.

### TIP 3 CHECK THE ENVIRONMENT YOU'RE CREATING

We all mirror the environment we are in so it's important to ensure the workplace environment you're creating is one that encourages and supports your team to feel comfortable being human and living a full life (outside of work). This means you need to stop contacting your team outside work hours. It also means you need to take time off when you are sick (and encourage your team to do the same).

Consider introducing a basic [Vagus Nerve Breathing](#) exercise into your workday to speed up meetings and streamline efficiencies. The technique takes just a couple of minutes to do, and will calm your emotional centre and get your parasympathetic nervous system (i.e. your cognitive function) working higher, faster and more efficiently. It's a great way to lead into effective and quick team meetings.

### TIP 4 EMBRACE EMPATHY

Empathy is about connection. It's essentially looking someone in the eye and saying to them "Hi. I genuinely see you." And when someone feels truly seen by another, the effect can be powerful. Imagine how much better your team will perform when they feel truly seen.

In your regular meetings with employees (you have these, don't you?), actively listen to what they have to say. Put yourself in their shoes. This doesn't mean agreeing with everything they say, it's more about doing your best to understand their motivations.

With empathy, you'll be creating an environment that feels safe. And when employees feel safe and supported, you are more likely to receive the information you need to make better informed decisions. You'll save money, time, resources and get a jump on any potential problems that may be headed your way. Plus you'll more easily learn of the goals, dreams, desires of each of your team members – information that can help ensure they are doing the jobs most suited to them, to the benefit of your business.

By creating and sustaining a workplace culture that encourages and supports humans to behave like humans, you'll more likely to see superhuman results from the performance of your team. Good luck! ♦



1

## FITTER ADULTS HAVE FITTER BRAINS

### The research

German scientists at the European College of Neuropsychopharmacology have shown that in young adults, physical fitness is associated with better brain structure and brain functioning.

### The findings

Through studying MRI brain scans and having subjects perform a two-minute walk and further cognitive testing, researchers discovered that those who performed well in both tests also had healthy white matter in the brain (known to improve the speed and quality of nerve connections). They found as fitness levels drop, so too does cognitive performance, proving that

a basic level of fitness may be a preventable risk factor for brain health.

### What this means

Through this study we know that fit people have healthier brain function, but further research needs to be done to determine whether making people fitter will actually improve their brain health. Of course, if being fit leads to better cognitive health such as a sharper memory and improved problem solving, it will be another of the many benefits you can spruik to your current and potential clients, to reinforce why they need to continue to be fit and active through all stages of life. ♦

THE STUDY

THE SOURCE

2

## IT'S NEVER TOO LATE TO START EXERCISING

### The research

The University of Birmingham's School of Sport and Exercise Science research team has studied whether older adults (aged 70-80 years), who have never taken part in a sustained exercise program, have the ability to build the same muscle mass as highly trained master athletes (of a similar age).

### The findings

The researchers had expected that the master athletes would have an increased ability to build muscle due to their superior levels of fitness over a prolonged period of time. In fact, the results showed that both groups had an equal capacity to build muscle in response to exercise.

### What this means

This research provides great news for late starters who might be worried that they've 'missed the boat' when it comes to creating meaningful change with exercise. It also illustrates that encouraging older adults unaccustomed to exercise to take up any type of resistance or weight training is beneficial, especially when coupled with further guidance for things they can do at home, such as walking up and down stairs, lifting up shopping bags or gardening. A long-term 'whole body health' commitment is the best approach, but it's never too late for older adults to begin delaying age-related muscle weakness and frailty. ♦

THE STUDY

THE SOURCE



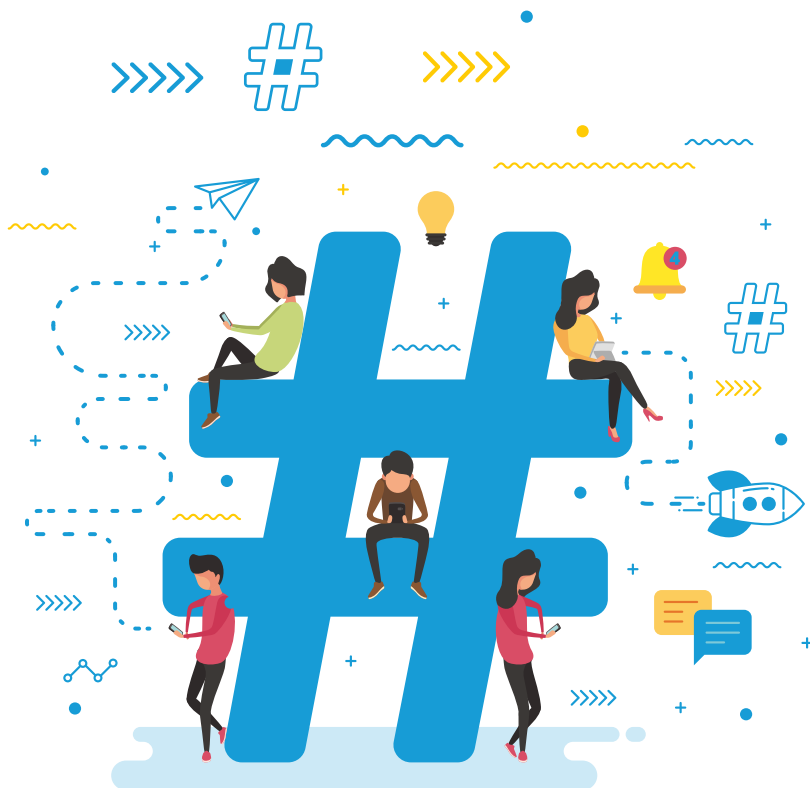




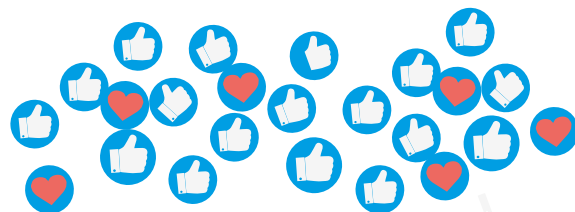
# HASHTAG HACKS

If there's one thing you can count on it's that the rules for social media will change. Earlier this year, the rules for Instagram hashtags changed and that means the best practices that worked in the past just aren't as effective anymore. The thing is, when done right you can actually use hashtags to grow your brand and meet your marketing goals. For example, did you know you can now follow hashtags as well as actual pages? And that simply copying and pasting the exact same list of Instagram hashtags into every single post you publish is considered spammy and will impact your engagement! Check out the updated rules for Instagram hashtags including how you can find the right hashtags for your business below. ♦

[READ MORE](#)



# HOW TO ADVERTISE ON FACEBOOK IN 2020



Facebook advertising remains a valid way to connect with your audience on the world's largest social network. However, the constantly changing algorithm can make it a challenge to organically connect with your fans. But Facebook's micro-targeting features allow you to reach your exact desired audience, which means Facebook ads can get your message in front of the people who are most likely to want to use your services. In theory this is great for your budget, conversion rates and return on investment because you only pay to reach the most valuable potential customers; but to achieve it, you need to have a good understanding of the different Facebook ad types and targeting options. We stumbled across this [Definitive Guide to Facebook Ads](#), which walks you through everything you need to know, from planning your first ad to developing advanced campaign strategies. Check it out below. ♦

[READ MORE](#)

# TOP TIPS FOR START UPS

*By Kelly Weideman*

Kelly openly admits to experiencing many of the challenges commonly faced by people starting a new business. Following are her top tips that will significantly increase your odds of succeeding.



## Make sure your service or product is solving a problem

Getting any sort of traction will be impossible if no one sees the point of what you're trying to do. So be wary of creating a service/product in a saturated market, or in a market where you cannot be easily differentiated. The key to ensure your product or service will be well received is to test and know your market. Doing so will ensure you learn who your competitors are, which will make it easier to identify exactly how you are different (i.e. your USP).

A large part of your success will lie in your ability to stand out from the crowd and be dynamic. This can be achieved with smart marketing, a passionate and committed team who have very clear and thorough product knowledge, as well as a clear company vision.

Don't be scared to be a disruptor. The most successful businesses are often those who remain forward-thinking and stay ahead of your competitors.

## Surround yourself with the right people

When the time comes to hire people, make sure you choose those who have a clear 'team player' mentality. The best candidates will share your passion and core values, so bypass anyone who's not a go-getter, lacks initiative or who can't work independently (as well as part of a team).

Your goal should be to create a team who can handle high stress, adapt with little notice, work hard, work independently and have a great sense of humour!

Of course, as a manager, part of your role is to uplift and inspire your team. You can do this by bringing the energy, excitement and know-how. Be quick-thinking and efficient, and have

confidence in what you're doing by steadfastly believing in your dream.

To ensure you are constantly expanding your connections, commit to networking. You can achieve this by attending expos and other industry events. Try and keep an open mind at all times because you never know what can come from a casual conversation with someone new.

## Accept that starting a new business is tough

As a start up, you need to be prepared to work long hours and endure a decent amount of stress. The tough times won't last forever, but they will be there.

It's equally important to take measures to avoid burning yourself out. All start ups will demand long working hours, especially in the first few years (or longer). While this is necessary, you must find ways to let go and switch off in order to be able to play the long game!

You should also accept that you will make errors and mistakes along the way. But the good news is, one day you will look back and be grateful for the errors as most often they will have become your most valuable lessons.

And finally, always stay true to who you are and the values you hold. A new business will test you, but if you maintain authenticity and keep your eye on the prize then you'll be able to minimise self-doubt and overcome any challenges.

## Be adaptable

As a new business owner, rigidity is the enemy. You need to remain ready and agile to respond at all times because you never know what's around the corner! If something is not working then you'll need to find a better way to do it, so be prepared to pivot. If you're too set in your ways you may struggle to adjust quickly to changes and your business will bear the brunt.



## About Kelly Weideman

Kelly Weideman is the Business Development Manager and Co-Founder of Evolt, a body composition analyser offering advanced metrics for fitness professionals and their clients. While based in Australia, since beginning in 2015, Evolt has grown to include an international client base.

While you should expect problems to crop up, stay strong and fight smart when they do. People and competitors may try to bring you down along the way, but remain calm and react sensibly rather than emotionally.

## Take control of the details and push to grow

Remember to register your IP and trademark; in our early days, one of our competitors registered ours before we did which proved extremely stressful, as you can imagine! You can check out some key business resources [here](#).

To ensure all your contracts and agreements are watertight, engage a great lawyer. It usually costs quite a lot, but it's 100 per cent worth it in the end.

And finally, reinvest, reinvest, reinvest! Put your profits back into the business as much as you can for as long as you can, so you can build the brand and grow the business to the level you want, as quickly as you can.

Starting a business in the health, fitness and wellness sectors is a great idea. There are already billion dollar businesses in our industry, with forecasts of steady growth over the next few years. Just remember to find laughter, fun and smiles amongst all the hard work. When you do this, you'll do great! Good luck! ♦



## MEET EDUARDO SACCO CAPROTTI



*"Looking at others can be inspirational.*

*Looking after others can be educational."*

"I am a Sport Scientist by trade and an eager researcher at heart. I believe that we can learn way more than exercises through physical training. Moving our body is life experience in itself. Through the motion of our body we can look at living in its entire meaning. I aim to improve lives through movement delivering physical training with genuine care. I invite clients to explore and broaden their physical possibilities in a safe environment and with a playful attitude. I promote ageless athleticism, a way of building long-lasting results through sustainable yet developmental physical training.

I am currently based in Adelaide where I provide individual and interactive training sessions. I also run workshops interstate based on my experience with the movement research group Fighting Monkey (FM)."

### WHERE DID THE FM STYLE OF TRAINING ORIGINATE FROM?

My training practice has dramatically changed since I started working as a trainer and I am sure that it will keep

changing over time. I am a sport scientist by trade and I have been running individual and group training sessions for over a decade now. I have explored and integrated ideas from numerous practices: performance and therapy focused.

About four years ago I came across the Fighting Monkey / Rootlessroot practice and it has dramatically changed the way I train and live. The FM practice works on the underlying principles and ideas that have brought about the creation of scientific theories and ancient disciplines. This means that it offers a platform on which every practitioner can tap in and create meaningful training sessions.

### WHAT IS THE METHODOLOGY BEHIND IT?

The way I share the material is an essential point of the physical education I propose. I adopt different pedagogical methods depending on the context but one common aim is leaving space for self-learning. This means purposefully leaving certain things untold allowing the athletes to solve problems by themselves. This practice exposes ourselves to how we deal with something unknown and complex, a metaphor for "life" if you wish.

"Ageless athleticism" is a term that I currently use to easily communicate what I offer. It is an approach that focuses on structural integrity, muscle elasticity and joint articulation. I work on those qualities refining one's observation, coordination, rhythm, manipulation of abstract tools and interactive movement situations. Foundational elements are given and experienced under pressure so to test one's ability to maintain basic qualities in

### WATCH EDUARDO IN ACTION ▼



**MORE ABOUT EDUARDO**

# BREATH TRAINING FOR SPORTS PERFORMANCE

Discover the secret weapon that's changing the game of sport.

**B**reathing has been described by leading sports doctors as the “last uncharted frontier of exploration for sporting performance”, and has certainly started to attract more attention of late, with increasing amounts of research supporting the benefits of breath training. The popular Trek cycling team, for example, has just employed a breath coach to work with their professional cyclists.

One of the reasons breathing as a modality for improving performance has started to attract interest, stems from the fact that we know that the average person breathes way below diagnostic norms for breathing – the average person breathes twice as often as they should; and with far too much volume than they should – using the mouth instead of, or in addition to only the nose, and using chest and shoulders instead of the diaphragm.

In other words, we over-breathe.

Correcting this dysfunction in clinic and the lab has resulted in a consistent flow of research and clinical evidence as to the efficacy of breath work in treating ailments such as asthma and breathing difficulties, snoring and apnoea, anxiety and depression, fatigue, headaches and migraines, IBS, reflux and other digestive issues, chronic pain, etc. Similarly, by enhancing breathing function beyond norms, we can create significant improvements in sporting performance. Specifically, by (1) learning to breathe in and out through the nose only and (2) by using the diaphragm to drive breathing, you can slow the rate and volume of breathing at any level of exercise.



## About Tim Altman

Tim Altman is a passionate advocate and presenter on breathing techniques for the improvement of health and performance. You can connect with Tim via [timaltman.com.au](http://timaltman.com.au)

## THE BENEFITS INCLUDE...

- 1 Greater surface area of the lung used for gas exchange results in increased oxygen uptake, leading to...
- 2 Increased oxygen delivery to cells, and therefore, energy production – It's all about the Bohr Effect, which is a reduced rate and volume of breathing increases blood CO<sub>2</sub> and, therefore, delivery of O<sub>2</sub> to cells. We have found that you can learn to breathe with nose only during exercise close to anaerobic threshold (or roughly 90% of maximum heart rate). But it takes time for the brain to accept higher levels of CO<sub>2</sub> – so be patient.
- 3 As a result of increased O<sub>2</sub> delivery to cells, lactic acid onset is delayed.
- 4 There is the potential buffering of lactic acid with the increased CO<sub>2</sub> – as it can be converted to bicarbonate as well as carbonic acid.
- 5 An increased brain tolerance to CO<sub>2</sub> allows for longer breath holds (ideal for surfers, etc), reduced breathing rate and volume, leading to greater breathing efficiency.
- 6 Increased core stability via the role the diaphragm plays in core stability.
- 7 Reduced heart rate during exertion resulting in further efficiency benefits – because, of all of the automatic functions in our body (controlled by the autonomic nervous system), breathing via the diaphragm is the one function we can consciously control with ease. As such, diaphragm breathing at a reduced rate, will influence the ANS and lead to reduced heart rate (via increased parasympathetic enervation).
- 8 Quicker recovery between intervals – due to increased breathing efficiency, and increased parasympathetic enervation.
- 9 Greater access to zone states or alpha brain wave activity whilst exercising – because of increased parasympathetic activity. ♦





# HOW TO WRITE A GREAT JOB AD

When you're ready to recruit staff, here's how to write an ad that will get the job done right!



**W**hen looking for staff, the first interaction you'll have with a candidate is often via your job ad. As ever, first impressions count.

For our part, HealthyPeople works to ensure consistent branding of your business with good looking and spell-checked ads. We also ensure that interactions we have with your potential candidates are professional. And where required (or requested) we provide recommendations on ad content to help deliver the best possible result.

Our advice on ad content usually consists of the following suggestions:

## **The purpose of the job ad is to sell the role, not fill it**

Obviously, we're trying to fill a role. But no one is going to be given a job offer from their application alone. The purpose of a job ad, therefore, is to sell the role to suitable candidates.

**Tip:** Your job ad must be short, to the point and clearly highlight the benefits to the candidate.

## **Following are a few general points to keep in mind**

You're not just competing with other facilities for good staff. You're also competing with other industries.

Keep in mind how your ad is likely to be viewed. That is, the majority of candidates browse job ads on their phones.

Ads are often viewed in transit or in-between other activities, so it's important your job ad is easily skimmable<sup>^</sup>. Formatting goes a long



way towards achieving this, so make sure you keep the content grouped under clear sections and keep the copy short and use short bullet points where possible.

## Here's how we recommend you structure your job ad

### About us

About your business and what you do as it relates to the candidate – DO NOT just copy and paste your pitch to members/clients.

### About the role

Outline what's on offer. For a candidate to figure out if they are suitable for the role (and in turn, if the role is suitable for them) they need a few key details.

- ▶ Full-time/part-time/casual/rental?
- ▶ What kind of hours? How many? Split shifts? Flexible?
- ▶ 1 on 1 sessions only? Sales required? Group Classes?

### What we offer

- ▶ Use dot points
- ▶ What kind of training and development do you offer?
- ▶ Are there career progression opportunities? What are they?

**When it comes to recruiting right, first impressions count! HealthyPeople can ensure your job ads are 100% reflective of your brand, so you can attract the best people for the job.**

- ▶ What is the team/culture like? (social events, regular meetings, etc)
- ▶ Paid hours available? Flexible hours?
- ▶ Do you provide leads?
- ▶ Any special equipment, types of clients or another point of difference?

It helps to try and answer the question 'Why would a great candidate want this role at your gym versus the one down the road?' This is especially relevant for rental trainer roles.

### Requirements

Keep this to core requirements. The 'must haves.' If your bullet list is longer than a few points, you may want to revisit what is actually a must-have for the initial expression of interest.

Remember, this isn't the be all end all,

you can still screen for certain skills and qualities later in the recruitment process but listing too many here could put a good candidate off.

### Apply today!

Be clear who they are applying to and how. e.g Please submit your cover letter and CV to our Club Manager, Dennis, via the APPLY button.

Tip: Ask your current team what they think should be under each section, you may be surprised by what you learn.

By its very nature, job advertising works on the principle that the right candidate(s) are looking for (or open to) an opportunity with you, in the four week period that you happen to be advertising. While no one can guarantee the success of every ad on every occasion, for those employers that choose to follow the above tips, the likelihood of success will be far greater. ♦

^ Sure, some employers would say they only want to talk to candidates that go through everything in detail. By all means, include hurdles to clear, but as with any writing, we want to ensure the relevance and benefit to good candidates is immediately obvious.

\* Bullet points should not be more than 1-line long. This defeats the purpose.

## Watch this video to learn more!



# THANKS FOR READING!

## TELL US WHAT YOU THINK

### SHARE YOUR THOUGHTS HERE

We'd love to hear your feedback, suggestions or contributions.  
To share them, simply use the form below or email [editor@fitrec.org](mailto:editor@fitrec.org)

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