

# **The International Youth Conditioning Association, Inc.**



**Welcome to the 2009 International Summit**

**February 20-21, 2009**

**The Brown Hotel**

**Louisville, Ky**

## **Schedule of Events**

### **Thursday, February 19**

9am-7pm IYCA University

### **Friday, February 20**

8:00am-	Registration	
9:00-9:50	Billy Corbett	About the IYCA
	Brian Grasso	Keynote
10:00-10:50	Lee Taft	<i>Rethinking Multi-Directional Speed</i>
11:00-11:50	IYCA	IYCA Graduate Ceremony (Level 1)
12:00-12:50	Lunch	
	BOD Acknowledgements	
1:00-1:50	David Jack	<i>Leadership</i>
2:00-2:50	Dr. Chris Mohr	<i>Fuel Like a Champion</i>
3:00-3:50	Experts Q & A	
4:00-4:50	Pat Rigsby	<i>Your Blueprint For Adding a \$2500/Month Youth Fitness Profit Center to Any Fitness Business</i>
5:00-5:50	Carlo Alvarez	<i>Developing a Championship Program</i>
6:00-6:50	IYCA	IYCA University Graduate Ceremony
7:00-	Lobby – Social	

### **Saturday, February 21**

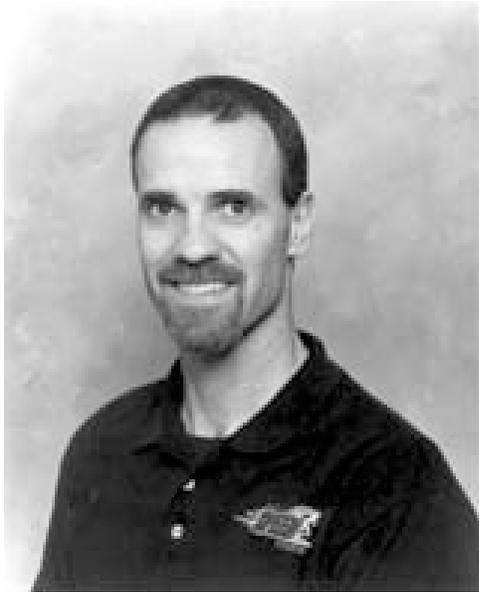
9:00-9:50	Pat Beith	<i>Secrets of Online Success</i>
10:00-10:50	Kim McCullough	<i>Find Your Passionate Niche</i>
11:00-11:50	Nick Berry	<i>Business Intervention</i>
12:00-12:50	Lunch	
1:00-1:50	Dr. Kwame Brown	<i>Neuroscience and Play</i>
2:00-2:50	Member Panel	
3:00-3:50	Martha Strathouse	<i>Successful Programming in the Non-Profit Industry</i>
4:00-4:50	IYCA	Member Acknowledgements
5:00-5:50	IYCA	IYCA Graduate Ceremonies (Level 2)
6:00-6:30	Brian Grasso & Pat Rigsby	
6:30-7:00	Brian Grasso	Future of the IYCA
7:00-	Lobby – Social	

### **Sunday, February 22**

9:00am-11:00am Closed Door Speed Camp

## Speaker Bios

# Lee Taft



Highly respected as one of the top athletic movement specialist in the country, Lee is co-owner of Sports Speed, Etc., Inc. and President of Lee Taft Speed Academy, Inc.

Lee earned his B.S. in Physical Education from Cortland State and his M.S. in Sports Science from the United States Sports Academy. He is certified by the National Strength and Conditioning Association (NSCA) as a Certified Strength and Conditioning Specialist (CSCS), a Sports Performance Coach certified by USA Weightlifting (SPC) and he is also a certified Level 1 Track and Field Coach by the USA Track & Field (USATF level I). Lee serves as Executive Vice President for the International Youth Conditioning Association, the

premier international authority with respect to athletic development and young athlete-based conditioning

Over the past 20 years, Lee has worked with many athletes of all ages and abilities. His major focus and passion has been in the athletic development of young athletes. Internationally known as an expert in athletic movement technique, Lee teaches innovative techniques to improve multidirectional speed that are the up and coming teaching methods of many professionals. He has written many articles and e-books on the topic of multilateral speed and youth development, as well as, produced audio CD and DVD programs to assist parents, coaches and athletic development specialist in teaching his proven movement techniques to athletes. Lee recently wrote an inspiration book, 7 Points to a Championship Attitude. He is one of the most sought after speakers and clinician in the U.S. and Canada.

# Dave Jack



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- Men's Health Magazine/Rodale National Advisor and Contributor
  - Men's Health/Rodale FITSchool Founding Faculty Member and Youth Fitness Advisor
  - Co-creator and instructor of "Sports & Life," a wellness curriculum for schools offering kids tools to live to their potential and make healthy, positive decisions in both sport and life.
  - International Youth Conditioning Association (IYCA) University Member and contributor.
  - Over a decade of training experience with athletes at every level & sport, including the NFL, MLB, UFC, MLS and Arena football.
  - Strength and Conditioning with Tampa Bay Bucs Spring 2007
  - Director of Fitness and Advisor for the North American Booster Club Association's (NABCA) wellness council.
  - Developed and executed first ever nutritional supplement trial and education pilot program with the NFL Players' Association
  - Division 1-AA Football All-American at Central Connecticut State University
  - David lives in MA with wife Wendy and their daughters Ava and Ella.

# Dr. Chris Mohr



**Christopher R. Mohr, PhD, RD, CSSD** is a consultant to a number of corporations including The Discovery Health Channel, The Dairy Council, and Clif Bar, among others. He is the sports nutritionist for Under Armour's Performance Training Council and, through his company, Mohr Results, Inc, he also lectures extensively to health care and fitness professionals. As a media spokesperson for a number of companies, Dr. Mohr appears regularly on TV and radio as a nutrition and fitness expert, including a recent appearance on Emeril Green, with Chef Emeril Lagasse. He has co-authored several books, including one with LL Cool J and a current project with fitness celebrity Denise Austin. Dr. Mohr has written over 500 articles for consumer publications, such as *Men's Fitness*, *Men's Health*, *Fitness*, *Prevention*, and is a nutrition advisor for *Men's Fitness Magazine*. Dr. Mohr has BS and MS degrees in Nutrition from The Pennsylvania State University and the University of

Massachusetts, respectively. He earned his PhD in exercise physiology from the University of Pittsburgh, is a registered dietitian, and a board certified specialist in sports dietetics.

# Pat Rigsby

**Chief Marketing Officer, IYCA**



Over the past five years Pat Rigsby has been involved in virtually all aspects of the fitness industry. He has been a Co-Owner of Fit Systems Personal Training which served over 1200 clients in two locations as well as co-owner of a successful health club and fitness retail store. During this time Pat also established himself as one of the leading business and marketing experts in the personal training industry, creating or co-creating over a dozen coaching programs and products, being a regular contributor to many of the industry's most popular trade publications and serving thousands of fitness professionals worldwide. In 2008 Pat became a co-owner in the International Youth Conditioning Association while also serving as the organization's Chief Marketing Officer. During this span he has played a key role in the IYCA's membership growth of over 400% during the past 12 months.

# Carlo Alvarez



Carlo X. Alvarez, founder of Ethos Athletics LLC, is a former college and major league strength and conditioning coach specializing in performance enhancement training for athletes. A noted authority on sports conditioning, Carlo is recognized for his integrated and systematic approach to training, based on a foundation of safe and proven methods that have direct and measurable benefits to performance and wins. He has a long and successful track record based on a proven system that generates results. His commitment to helping athletes excel is demonstrated by his individualized, hands-on instruction and implementation standard of quality vs. quantity.

He began his coaching career at his alma mater, University of Cincinnati as a student assistant. During his studies at the University of Cincinnati, Carlo became strength and conditioning coach at St.

Xavier High School, where he implemented innovative and successful programs. In 1998, Carlo ventured to South Bend, Indiana to the University of Notre Dame under the tutelage of Mickey Marotti, where he evaluated, designed and implemented programs for male and female varsity athletes. He left the University of Notre Dame to become Assistant Strength and Conditioning Coordinator for the Cleveland Indians under Head Coordinator Fernando Montes, where he was responsible for developing player training plans and coordinating Latin American athletic development programs and internships. In 2002, Alvarez became Head Strength and Conditioning Coordinator for the Cincinnati Reds, responsible for the major league, minor league and Latin American operations. During his time with the Reds, he developed one of the most comprehensive and recognized athletic development programs in Major League Baseball and Latin America.

In 2005, Carlo founded, Ethos Athletics, a sports performance training company based on the philosophy that athletes, regardless of age and competitive level, must follow a multi-disciplinary approach to athletic development, based on sound physiological principles, utilizing the latest researched information and training methods. Ethos Athletics provides athletes of all levels the resources necessary to become champions in their respective fields through education, training, discipline, hard work and a commitment to excellence. Carlo is one of fifteen Nike Master trainers, consultant to the LaValle Metabolic Institute, Visual Edge, Wellington Orthopedic, and Sports Nutrition 2 Go. He is a contributing writer for Total Health Breakthroughs and Fitness Editor of The Healing Prescription and The Athlete Report Newsletters.

# Pat Beith



Patrick Beith is co-owner of Athletes' Acceleration Inc. ([www.AthletesAcceleration.com](http://www.AthletesAcceleration.com)) and co-creator of the best selling speed development program Complete Speed Training ([www.CompleteSpeedTraining.com](http://www.CompleteSpeedTraining.com)). Patrick has quietly been helping some of the biggest names in the sports performance and fitness industry develop revenue streams using the internet. Having developed the systems that put Athletes' Acceleration websites on the top of the search engine rankings, Patrick's ability to use internet traffic to generate sales, credibility and leads is one of the Sports Performance Industry's best kept secrets.

# Kim McCullough



After spending the majority of her hockey career tired, injured and frustrated, player development expert, Kim McCullough, recently retired from playing at the elite level to help girls avoid making the same mistakes she made as an aspiring female hockey player.

As the Director of Total Female Hockey, Kim has trained, coached and consulted with thousands of players, parents and coaches, from novice to National teams, on how to take their performance to the next level through complete player development. She has traveled throughout North America as a speaker, sharing her experiences and expertise with the female hockey world and defining herself as the go-to expert in her niche.

Blog: [www.totalfemalehockeyclub.com](http://www.totalfemalehockeyclub.com)

Website: [www.totalfemalehockey.com](http://www.totalfemalehockey.com)

# Nick Berry

## Chief Financial/Operations Officer, IYCA



Nick Berry joined the IYCA in early 2008 as co-owner and Chief Financial and Operations Officer. Having spent his entire career an Entrepreneur, his experience has given him the opportunity to become a Business Coach and Consultant, allowing him to help thousands of other small business owners, both in and out of the fitness industry.

Currently, along with his position with the IYCA, Nick is heavily involved in the development of multiple franchise business models which will each come to market in 2009. He, along with Pat Rigsby, formed the Fitness Consulting Group, and are internationally known as the 'systems guys'. They also co-own several other businesses, including a health club in Owensboro, Ky.

Nick is married to Kelly Berry, who is the Marketing Director for her family's local chain of retail stores in the pool/spa and outdoor furniture industry.

# Dr. Kwame Brown



The son of educators, Dr. Brown has been discussing issues surrounding child development his entire life. After receiving his Ph.D. in neural development from Georgetown, he set out to infuse his knowledge of developmental neuroscience into physical education and youth sports. A published scientist, he has explored principles of neural development and plasticity both in the laboratory and in clinical settings. For both governmental and private organizations, he has created fitness programs that have served thousands of children. Part of the Founding Board of Directors for the IYCA, he is dedicated to forming educational and beneficial partnerships with those who serve children around the world. He continues to advise government agencies and individuals on child development, and still works with children and parents daily.

# Martha Strathouse



I have been in the fitness industry since 1991. I began in group fitness and have explored body building through Pilates. In this time, I became a mother and discovered children really are our future. I have dedicated my life to youth wellness and being part of the solution to childhood obesity. I compete in ultra marathon events as an inspiration to my own children and those around me to prove that any goal is attainable with the right coaching, dedication and focus.

I have studied anatomy and physiology, currently holding certifications with AFAA, BBU, and NASM. My goal with IYCA is to share my passion for youth wellness and educate an army of instructors to address the youth obesity crisis head on.

# **Re-Thinking Multi- Directional Speed**

**Lee Taft**

**[www.SportsSpeedEtc.com](http://www.SportsSpeedEtc.com)**

# How It Started:

- When in college I started to question how speed was being taught.
- I felt I was being coached out of it!
- I knew I was moving correctly and wanted to know why I was being coached differently.

# I Began Searching...

- How should I really be moving?
- Why are coaches teaching what they are teaching?
- How do other good athletes move?
- What will certain laws of force production and movement tell me?

I was Preparing Myself for Battle.



# What I Found Was...

- **No one could give me a Good Answer as to why they were teaching the things they were (false step concept, pivoting...)**

# I Discovered That...

- 1. The feet re-position from under the hips most of the time to accelerate or decelerate quickly.
- 2. The shoulders are super important in multi-directional acceleration and deceleration. They help determine force production and how the body receives and controls power.
- 3. Planting and push off angles must be appropriate to meet horizontal forces to be quick and safe.
- 4. We must integrate Random Reaction into the training program to get a true assessment of how an athlete moves.

# I Found Ways To Improve Athletes “Intensity of Speed”

- The intensity of effort on a specific drill can totally change the mechanics of how well or poorly the drill was executed.
- When you focus on re-acceleration and not deceleration the skill gets better.
- When you make the athlete understand the ultimate goal of finishing the drill- the skill gets better.
- Of course they must understand the skill first!

# Let's Not Take One Step Forward and Two Steps Back

- We need to Stop THINKING we are seeing something that isn't occurring.
  - FALSE STEP?!?!  
No one really took the time to ask the question:
  - PLYO STEP!!!  
“Why does the brain trigger the body to do this”

# The Plyo Step (It is not a step)



# Attempting not to take the Plyo Step



# Hip Turn- “Plyo Step behind the Frontal Plane”



# What Are We Actually Seeing.... Directional Step, not pulling!



# Slow Motion Stealing



# How The Body Functions During This Lateral Speed Skill (Base Stealing)

- The body figures out how one side of the body **stabilizes and produces** force while the other side **moves and prepares** to be forceful- and continue the movement of the center of mass.

# Understand This...

- The human body was designed to move. It will figure out how to move best.
- We need to address poor mobility and stability, and force production issues when they arise and hinder movement economy.

# Watch The Feet Re-Position To Move The Body....



# Know What you Are Looking For

- Can you recognize what these athletes are doing correct and incorrect?

# Learn To Look For The Obvious:



# 3 Cone Reaction Drill



# 3 Cone Reaction Drill #2



# 5-10-5 Test



# 555 Shuffle



# Vertical Jump Test



- What would you correct in this next slide?

**What needs to be corrected on this lateral shuffle change of direction.**



- How about this wall run drill?

**If you understand the basics of movement things start to stick out.**



# Lateral Gait System

## The Lateral Shuffle

- When we move laterally each leg has a job to complete.
- Depending on how fast and far the lateral shuffle is the feet will automatically adjust
  - **DON'T CHANGE IT!**

# The “Lateral Gait Cycle”



# The Heel is preparing to pull



# Watch and Learn



# Decelerate With A Purpose!



# If You Are Serious About Training Young Athletes:

- 1. You will continue to invest in your knowledge to be the best coach you can be.
- 2. You will become a serious investigator of human movement, program design, and the development of young people.
- 3. You will be generous with your time and help those in need.

# Thank You!

- Attendees
- IYCA

Leadership:

Thoughts on Coaching

David Jack

# Leadership Definitions

“Stand by YOURS”

# Why Lead? OUR CHALLENGE

## Our Youth at a Glance

- “A day in the life”
- Youth Sports
- Obesity
- School focus
- Peer Pressure/worldly pull
- Youth training

# Understanding YOUR influence

- The power of a coach
- The parents challenge and your role in it
- Our dependence on their contribution

# My Dynamic Duo of Leadership

## PURPOSE/VISION

“Developing vision and living it vigorously are essential elements of leadership.” – Tom Peters.

Your relationship with your purpose becomes your *VOICE*.

## TRUST

1a) Assured reliance on the character, ability, strength, or truth of somebody, or something; b) one in which confidence is placed.

# The Leader Within:

# Using *Your* influence...Purpose in Action

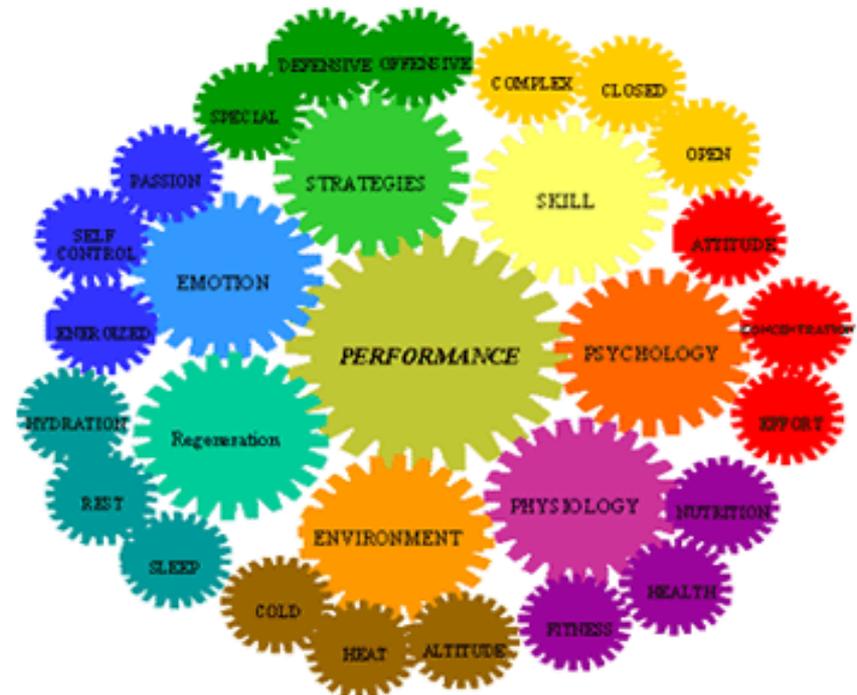
- Live from your Purpose – it's your voice
- Be an advocate for others
- Everyone matters – the center of your world
- Let them lead (when appropriate)
- Getting beyond the x's and o's

# Creating a Culture...Building Trust

- Set the tone early and often:
  - First impressions, the little things, follow up, reports, calls, etc...over-deliver
- Understand your “family”
  - Athlete, parents, siblings, coaches, co-workers
- Decide what is “*OUT*”:
  - Being late (you), nicknames, exercise as punishment, explicit music/swearing, spitting on floors, etc

# The Leader's Needs

- Battery
- Learning
- Golden Rule
- Systems
- Mentors and Advisors
- The “Watch”



Dr. Wenger's Gears Model -

Diagram 1.1

# My Thoughts on Leadership

I want *people* to know that I will do anything in my power for their good; and that I have the capacity to do whatever is necessary to make that happen; AND,

I believe that: Inspired people inspire others.

# My Thoughts on Coaching:

Understanding leadership help us coach better; better coaching shapes leaders worth  
*FOLLOWING*

# Closing Thoughts:

Tony Pacy's reminder to me:

- As you become the David Jack you were created to be, you will be able to do the “what” you were created to do.

## *Simply stated:*

We need to become the who before we can do the what!

P.S. Sometimes the “what” helps shape the “who”

- 
- *Freedom of choice* – It stands between the stimulus in our lives and our response to it

## *Simply Stated:*

“Life is 10% what happens to us and 90% how we react to it” –  
Charles Swindoll



# **Fuel Like a Champion: Eating and Supplement Strategies for Optimal Success**

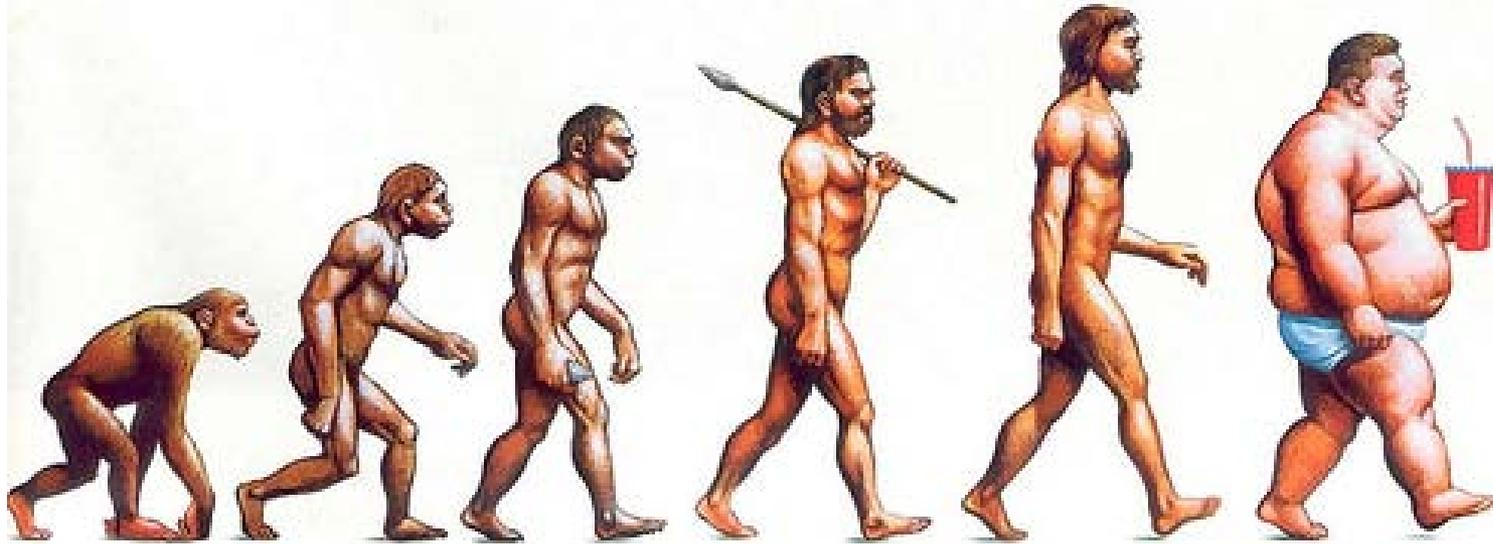


**Christopher R. Mohr, PhD, RD**

**Mohr Results, Inc**

**[www.MohrResults.com](http://www.MohrResults.com)**

# Nutrition



Bridges the gap between mediocre and extraordinary

Exercise  
doesn't  
work



# What is a calorie?

- A calorie is the amount or measurement of heat necessary to raise the temperature of one gram of water one degree on the Celsius scale

Are carbohydrates  
essential nutrients?

- Why are cold water fish highest in omega-3 fats?



# The Importance of Nutrition



- Keep healthy
  - Free of illness
  - Free of injury
- Optimal performance
- Fat loss/lean mass gains
- Improve energy, endurance, power, etc

# Energy=Calories=Fuel

Carbohydrate

Protein

Fat



# Basic Principles

- Carbohydrates are not the enemy
- Protein isn't the answer to all fat loss or lean body mass gain needs
- Healthy fat *IS* necessary
- Supplements aren't a quick fix

# Carbohydrates

- Optimal source of energy
- Important fuel for brain and muscles
- Quality source of nutrients that cannot otherwise be obtained via the diet
- **Carbohydrate quality** is the focus

# Mohr Results Carbohydrate Rules of Thumb

- **ALL carbohydrates you eat, outside of dairy products, should:**
  - Provide at least 3 grams of fiber per serving
  - Offer less than 10 grams of sugar per serving
- Think fiber, not carbs

# Mohr Results Protein Rules of Thumb

1. The less legs, the better!
2. Include some protein with EACH meal  
(helps fill you)
3. Have protein with snacks
4. Enjoy a variety of low fat proteins

# Classification of Fatty Acids

## SATURATED

Solid at room temperature

- \* animal fats
- \* tropical oils

## UNSATURATED

Liquid at room temperature

*Trans Fats* ← ..... Processing

partially hydrogenated ←

## PUFA

(poly-unsaturated)

### Omega 3

- \* fish
- \* flaxseed
- \* walnuts

### Omega 6

- \* corn
- \* safflower
- \* sunflower

## MUFA

(mono-unsaturated)

- \* olive
- \* canola
- \* nuts
- \* avocado

# Mohr Results Fat Rules of Thumb

1. Stick to fats that are liquid at room temperature
2. Eat less safflower, sunflower, corn oils
3. Eat more fish, raw nuts, avocado, canola
4. Eliminate trans fats

# Omega-3 for Fat Loss?

- Recent research suggests omega-3 fats *may* play a role with fat loss in humans and animal models
- Further studies need to be conducted to determine the exact mechanism(s)
  - Increase in fat oxidation?
  - Improved fat mobilization?



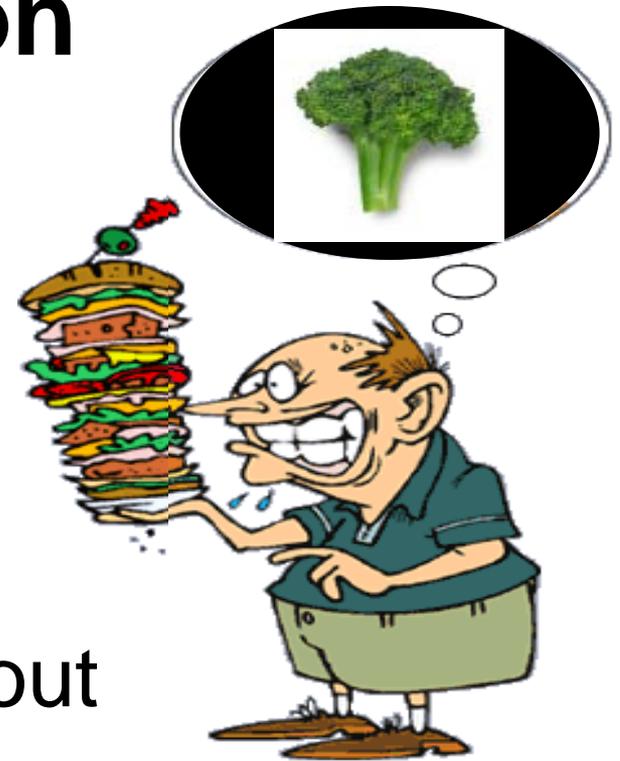
• *International Journal of Obesity* 1997;(21) 637–643

• *International Journal of Obesity* 2007;1–7

• *Circulation* 2003;108(7):820–5

# Common Nutrition Mistakes

1. Skip breakfast
2. Demonize carbohydrates
3. Not eating around a workout
4. Rely too heavily on supplements



**Mistake #1:**

**Skip Breakfast**

# Benefits of Breakfast

- Enhance weight loss
- Improve mental acuity
- Provide additional nutrients
- Improve mental and physical performance



# Breakfast Ideas

- Eggs with mixed vegetables, whole grain toast, fruit
- Cottage cheese and fruit
- Piece of fruit and raw nuts
- Yogurt, fruit, nuts



## **Mistake #2:**

Demonize Carbohydrates

# Importance of Carbohydrates

- Individuals often focus only on protein and limit carbohydrates
- Focus on **carbohydrate quality** which will enhance daily performance

# Fruit

- Aim for **at least** 2-3 servings per day
- Serving Sizes
  - 1 piece of fruit
  - 1/2 cup juice
  - 1/4 cup dried fruit



# Vegetables



- Aim for **at least** 3-5 servings/day
- Try to eat large servings at dinner
- Suggest frozen veggies to clients for ease and convenience
- Serving Sizes
  - 1/2 cup chopped raw or cooked vegetables
  - 1 cup leafy vegetables

**Mistake #3:**

**Not eating around a workout**

# Nutrition and Athletic Performance

- “...physical activity, athletic performance, and recovery from exercise are enhanced by optimal nutrition... recommend appropriate selection of food and fluids, timing of intake, and supplement choices...”

# Eating Around a Workout

- Nutrition is often the missing piece to the puzzle of optimal performance
- Focus of performance nutrition
  - Hydration
  - Meeting energy needs
  - Glycogen resynthesis
  - Nutrient timing

- Food first is an important philosophy to stress
- Nutrition often gets lost in the shuffle in a world of high tech “performance enhancing” gadgets

**Performance nutrition is not a  
sometimes thing, it's an *all the time*  
thing**

# Nutrient Timing

- Pre, during, and post-workout nutrition
  - A proactive approach to performance nutrition

# Performance Zone Nutrition

## Mixed Training

## Nutrient Objectives

30-60 minutes pre-workout

- ✓ Continue to hydrate
- ✓ Raise blood glucose levels
- ✓ Increase time to fatigue
- ✓ Prevent hypoglycemia
- ✓ Provide substrate to prevent decrease in protein breakdown

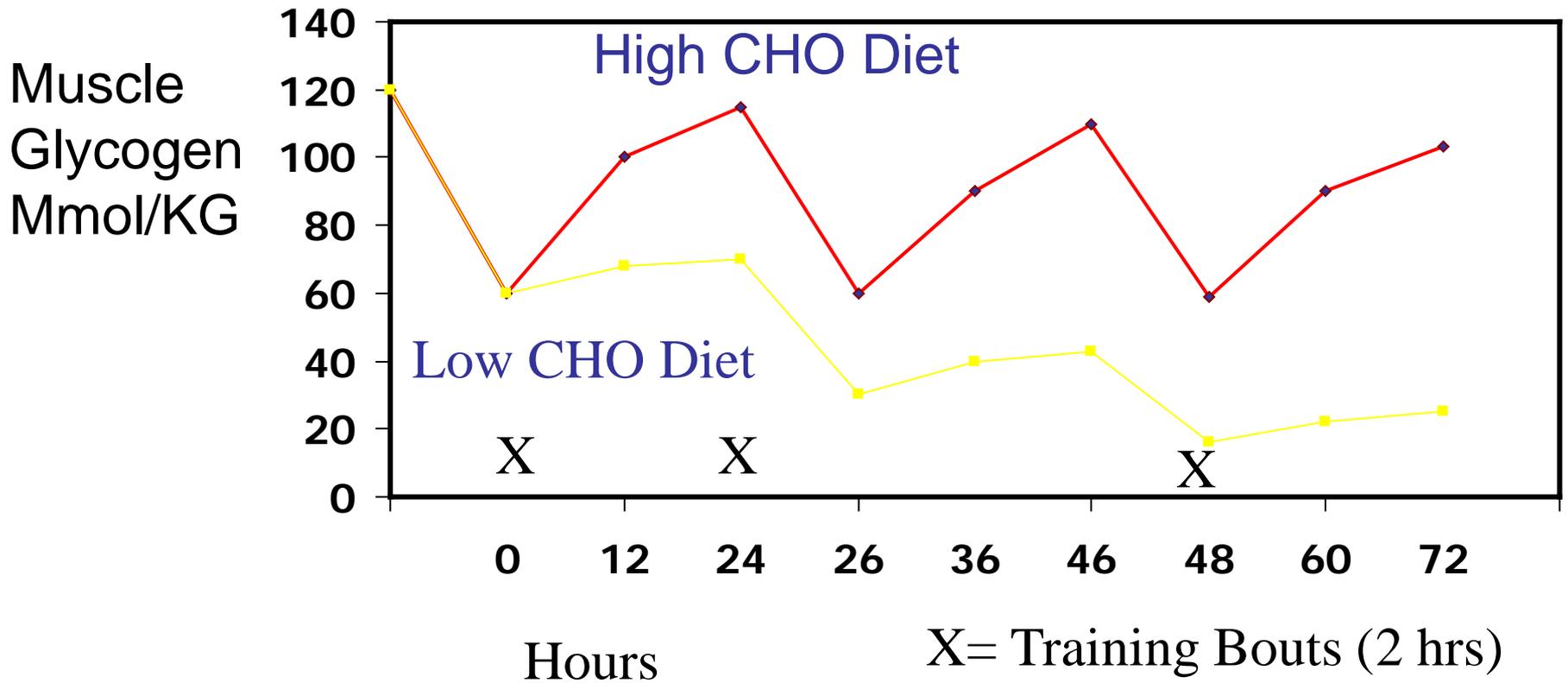
Adapted from "The Performance Zone"

# Preparing the Body for Exercise- Nutritionally Speaking

- Pre-workout nutrition should include easily digestible carbohydrates
  - Helps increase muscle glycogen
  - Raises blood glucose
  - Provides energy to delay the use of the body's own fuel stores

- Focus on fluid intake -- liquid carbohydrates useful
- Should amino acids and/or protein be part of the pre-workout meal?
  - There is a growing body of research with strength athletes and the benefits of added protein in this feeding

# Muscle Glycogen Content During 3 Consecutive Days of Heavy Training with High CHO (70%) and Low CHO (40%) diets



# Why Does Recovery Nutrition Matter?

- Replace energy stores
- Minimize fatigue
- Speed recovery

# Recovery

How soon an athlete eats after exercise is very important!!

Waiting even 2-4 hours impairs recovery!

# Recovery

- Carbohydrate + Protein supplement
  - Increases stored carbohydrate in muscle
  - Enhanced muscle repair following resistance training
  - May reduce muscle soreness

# Recovery – The Science

## **Muscle refueling and repair**

- Consume 30-60 g carbs along with 10-20 grams of protein as soon as possible after finishing a workout (2:4-1 ratio)
- Repeat at 1 hr intervals as needed
- Drink 16-24 oz fluid every pound of body weight lost

# Science Meets Reality

- 1-2 cups low-fat chocolate/strawberry/vanilla milk



Flavored Single Serve Milk

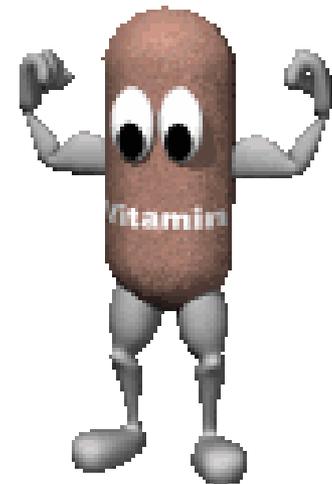
- Sports drink with a scoop of whey protein to meet the 2-4:1 ratio recommended

- Clif Shot



Mistake #4:

Reliant on Dietary Supplements



- What if your client wanted to gain **434 pounds of solid muscle at the end of one year?**

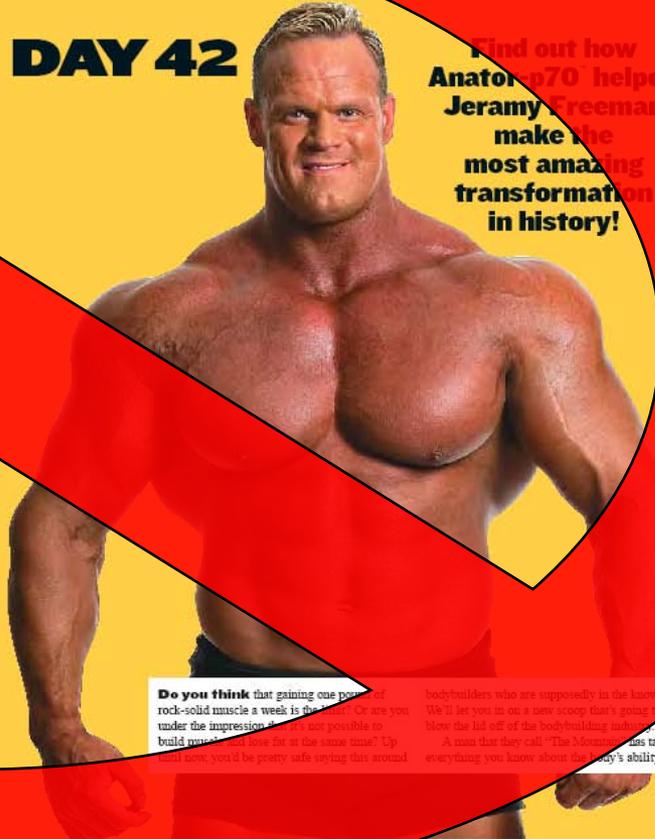
# WORLD EXCLUSIVE!

## HOW I GAINED 50 LBS. OF MUSCLE IN 42 DAYS!

**DAY 1**



**DAY 42**



Find out how **Anatoro70** helped **Jeremy Freeman** make the most amazing transformation in history!

Do you think that gaining one pound of rock-solid muscle a week is the goal? Or are you under the impression that it's not possible to build muscle and lose fat at the same time? Up until now, you'd be pretty safe saying this around

bodybuilders who are supposedly in the know. We'll let you in on a new scoop that's going to blow the lid off of the bodybuilding industry. A man that they call "The Mountain" has taken everything you know about the body's ability

SPECIAL 6-PAGE AD REPORT

# Want to Gain Muscle?

- How does someone build 1 pound of muscle?????
- Combination of weight training and eating more ~ 300-400 additional calories per day (e.g. PB & J and skim milk or 1 yogurt and a handful of mixed nuts)

# Ideas to add calories

- Add 1 cup of yogurt to meals
- Include a handful of raw nuts between meals
- Switch from water to low fat milk
- Make your own smoothie for a snack

# Want to Lose Weight?

- Eat a little less...portion control
- Avoid high calorie drinks
- Stop eating when satisfied
- Avoid “Clean Plate Syndrome”
- Eat more slowly
- Never skip a meal
- Focus on the foods that you need

# Normalize Eating Habits

- Eat foods you like
- Give self permission to eat
- Eat attentively
- Give thought to food selection
- Eat when hungry
- Use moderation but do not be too restrictive
- Trust body's signals of hunger and satiety



**Christopher R. Mohr, PhD, RD**  
**[www.MohrResults.com](http://www.MohrResults.com)**

*Your Blueprint For Adding A \$2500  
Per Month Youth Fitness Profit  
Center To Any Fitness Business*

Pat Rigsby

Chief Marketing Officer

IYCA

# The \$2500 Per Month Blueprint

- *Why Add A Youth Fitness Profit Center?*
- According to the Wall Street Journal, the youth fitness market is a whopping four billion dollar industry and is poised to become the highest grossing segment of the entire wellness marketplace over the next five years.
- Currently, there are more than 44 million children between the ages of 7 and 17 that participate in competitive athletics, according to the National Sporting Goods Association (NSGA).

# The \$2500 Per Month Blueprint

## *The Road To \$2500 Per Month*

- 20 x \$125 per month
- \$125 per month = 8 sessions
- 2 sessions per week

## *You need:*

- 4 Groups of 5 athletes
- 8 hours per week of coaching time

*\*Doesn't count additional clinics, camps or back end sales*

# The \$2500 Per Month Blueprint

## *Who's Your Niche?*

- Baseball
- Basketball
- Volleyball
- Softball
- Home School
- Soccer
- Golf
- Tennis
- Wrestling
- General Fitness

# The \$2500 Per Month Blueprint

## *Getting In The Door*

- Local Coaches
- Youth Leagues
- Booster Clubs
- Private Instructors /  
Camps
- Sporting Goods Stores
- Your Network
- Orthopedic Physicians

# The \$2500 Per Month Blueprint

## *Becoming The Expert*

- Speak to Local Teams / Leagues
- Speak at Camps
- Free or Charity Seminars
- Free or Charity Clinics
- Capture Leads

# The \$2500 Per Month Blueprint

## *Turning Leads Into Cash With Clinics*

- Low Cost (\$35 or Less)
- Hot Topic
- Group by Ages
- Have a Back End Offer

# The \$2500 Per Month Blueprint

## *From One Time Sales To Long Term Clients*

- Special Offer at Beginning and End of Clinic
- 6-12 Week Program
- Today Only Discount
- Takeaway Selling

# The \$2500 Per Month Blueprint

## *The Magic of Follow Up*

- Email Newsletter to All
- Free Trials
- Special Offers

# The \$2500 Per Month Blueprint

## *Bonus Strategies For Success*

- Long Term Agreements After 'You're in the Door'
- Leverage Your Athletes' Connections
- Back End Offers
- Social Proof Sells

# The \$2500 Per Month Blueprint

## *Seeing It In Action*

- Location: Louisville, KY
- Target Market: Baseball
- New To Area

# The \$2500 Per Month Blueprint



Already a member? [log in](#)

home

tour

sports

community

faqs

sign up



## Build a Team or League Site

Easy, Affordable, FUN!

FREE 3-Week Trial!

### Quick & Easy Team Sports Websites



- CUSTOMIZE** your site with easy-to-use templates
- COMMUNICATE** with players, coaches, parents & fans
- SHARE** accomplishments with news, photos, video & more
- MANAGE** game & practice schedules, rosters & scores
- CONNECT** with other teams, leagues & groups in your area

➔ Get Started!

### eteamz Nation

Welcome! It's easy to access everything eteamz - find a team, post a tournament, connect on message boards, access resources and more!

Check out this month's SnapShotz Winner!

#### Find a Team or League

- Select your sport -

Enter your keywords

Go

#### Search Sports Communities

- Select your sport -

Sport Home

Go

#### Resources

- Online Registration
- Team Fundraising

#### eNation Newsletter

Enter your email

Go



# The \$2500 Per Month Blueprint

eteamz is part of the 



PICK YOUR SPORT

General

Web Sites

Online Registration

Fundraising

Community

Shopping

eteamz Login

Baseball

Home

Web Sites

build a site

site finder

spotlight sites

Instruction

tips and drills

art of catching

pitching clinic

workout clinic

coaching tee ball

sports psych

Rules

OBR rules

FED rules

basic rules

Community

## Site Finder

Build Your Site Now!

### Baseball Sites Search Results

1-25 of 49 Sites

Sort By: Name | City/State | Site Type

next 25 >>

\*2009 LOUISVILLE HEAT +

[eteamz.active.com/louisvilleheat](http://eteamz.active.com/louisvilleheat)

Team Site

Louisville,  
Kentucky

East Louisville Sports +

[eteamz.active.com/middletown](http://eteamz.active.com/middletown)

League Site

Louisville,  
Kentucky

Greater Louisville Competitive League

[eteamz.active.com/all](http://eteamz.active.com/all)

League Site

Louisville,  
Kentucky

HIGHVIEW HEAT-Louisville KY

[eteamz.active.com/highviewal](http://eteamz.active.com/highviewal)

Team Site

Louisville,  
Kentucky

Louisville

[eteamz.active.com/LouisvilleNE](http://eteamz.active.com/LouisvilleNE)

Organization Site

Louisville,  
Nebraska

Louisville Baseball Club

[eteamz.active.com/Louisvillebasealldub](http://eteamz.active.com/Louisvillebasealldub)

Team Site

Mt Washington,

Louisville Baseball Club

Team Site

### Site Finder

Name:

or Zip:

or Level:

Go!

### Find by State

#### USA by State:

- >
- > [Alabama](#)
- > [Alaska](#)
- > [Arizona](#)
- > [Arkansas](#)
- > [CA](#)
- > [California](#)
- > [Colorado](#)
- > [Connecticut](#)
- > [Delaware](#)
- > [District of Columbia](#)
- > [Florida](#)
- > [Ga](#)

Sponsored

Flat Stomach  
Rule: (obey)



# The \$2500 Per Month Blueprint



Special Thanks to KHSAA Partner and Sponsor



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Baseball Basketball Cross Country Fast Pitch Softball Football Golf Soccer Swimming Tennis Track Volleyball Wrestling Cheer

## List of Current Coaches, Athletic Directors, Administrators

<p>School Principal and A.D. Fax and Phone Listing</p> <p>KHSAA - HOT NEWS ON LINE - SEE DETAILS BELOW</p> <p>Pannell Swim Shop/KHSAA State Swimming &amp; Diving Information</p> <p>Selected Rules Clinics in Baseball, Track and Softball rescheduled due to weather conditions - Click Here for Details!</p> <p>Apply for one of the 32 National City Sweet 16 Scholarships Now! Application Online! - Open to all sports</p> <p>Order your Boys' Sweet 16 Basketball Tickets Online NOW! Click Here!</p> <p>Order your Girls' Sweet 16 Basketball Tickets Online NOW! Click Here!</p> <p>Watch Video Streaming of KHSAA Events</p> <p>2009 Dawahares/KHSAA</p>	<p><b>** Listings in Table Format **</b></p> <p>Superintendents</p> <p>Principals</p> <p><b>Baseball Coaches</b></p> <p>Boys Basketball Coaches</p> <p>Girls Basketball Coaches</p> <p>Boys Cross Country Coaches</p> <p>Girls Cross Country Coaches</p> <p>Fast Pitch Softball Coaches</p> <p>Football Coaches</p> <p>Boys Golf Coaches</p> <p>Girls Golf Coaches</p> <p>Boys Soccer Coaches</p> <p>Girls Soccer Coaches</p> <p>Slow Pitch Softball Coaches</p> <p>Swimming Coaches</p> <p>Boys Tennis Coaches</p> <p>Girls Tennis Coaches</p> <p>Boys Track Coaches</p> <p>Girls Track Coaches</p> <p>Volleyball Coaches</p> <p>Wrestling Coaches</p>	<p><b>** Listings in CSV Format **</b></p> <p>Superintendents</p> <p>Principals</p> <p>Athletic Directors</p> <p>Baseball Coaches</p> <p>Boys Basketball Coaches</p> <p>Girls Basketball Coaches</p> <p>Boys Cross Country Coaches</p> <p>Girls Cross Country Coaches</p> <p>Fast Pitch Softball Coaches</p> <p>Football Coaches</p> <p>Boys Golf Coaches</p> <p>Girls Golf Coaches</p> <p>Boys Soccer Coaches</p> <p>Girls Soccer Coaches</p> <p>Slow Pitch Softball Coaches</p> <p>Swimming Coaches</p> <p>Boys Tennis Coaches</p> <p>Girls Tennis Coaches</p> <p>Boys Track Coaches</p> <p>Girls Track Coaches</p> <p>Volleyball Coaches</p> <p>Wrestling Coaches</p>	<p><b>** Listings in Excel Format **</b></p> <p>Superintendents</p> <p>Principals</p> <p>Athletic Directors</p> <p>Baseball Coaches</p> <p>Boys Basketball Coaches</p> <p>Girls Basketball Coaches</p> <p>Boys Cross Country Coaches</p> <p>Girls Cross Country Coaches</p> <p>Fast Pitch Softball Coaches</p> <p>Football Coaches</p> <p>Boys Golf Coaches</p> <p>Girls Golf Coaches</p> <p>Boys Soccer Coaches</p> <p>Girls Soccer Coaches</p> <p>Slow Pitch Softball Coaches</p> <p>Swimming Coaches</p> <p>Boys Tennis Coaches</p> <p>Girls Tennis Coaches</p> <p>Boys Track Coaches</p> <p>Girls Track Coaches</p> <p>Volleyball Coaches</p> <p>Wrestling Coaches</p>	<p>Web <input type="radio"/> www.khsaa.org</p> <p>Google Search</p>
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# The \$2500 Per Month Blueprint

[Web](#) [Images](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▾

[ajroberts1234@gmail.com](mailto:ajroberts1234@gmail.com) | [My Profile](#) | [Help](#) | [My Account](#) | [Sign out](#)

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Sponsored Links

## Louisville Parks

Your Guide to Local **Louisville Parks**. Maps, Reviews & More!  
[www.AreaGuides.net](http://www.AreaGuides.net)  
Kentucky

Results 1-10 of about 552 for **Baseball Clubs & Parks**<sup>™</sup> near **Louisville, KY**

Categories: [Baseball Clubs & Parks](#), [Baseball Clubs & Instruction](#)

- A** [German Town Baseball Park](#) - [more info](#) >  
1537 Poplar Level Rd, Louisville, KY - (502) 635-2282  
[Write a review](#)
- B** [Baseball Camp Kentuckiana](#) - [more info](#) >  
507 Nickleby Pl, Louisville, KY - (502) 245-9094  
[Write a review](#)
- C** [Southwest Baseball Inc](#) - [more info](#) >  
6614 Ashby Ln, Louisville, KY - (502) 935-3840  
[Write a review](#)
- D** [Buechel Little League](#) - [more info](#) >  
3510 Goldsmith Ln, Louisville, KY - (502) 456-9431  
Category: [Baseball Clubs](#)  
[Write a review](#)
- E** [Midwest Baseball Academy Inc](#) - [more info](#) >  
10423 Worthington Ln, Prospect, KY - (502) 290-5331  
[Write a review](#)

The map displays the Louisville, Kentucky area with several baseball clubs and parks marked with colored pins and labeled with letters A through E. The pins are located in various parts of the city, including areas like German Town, Camp Kentuckiana, Southwest, Buechel, and Midwest. The map also shows major roads, highways, and landmarks like the Louisville International Airport. A scale bar at the bottom left indicates 2 miles and 5 kilometers. The bottom right corner shows copyright information for Google and Tele Atlas.

[DC Clubbing](#) - [www.DcClubbing.com](http://www.DcClubbing.com) - DC Nightclubs, Lounges, Bars, Fur, Ibiza, Ultrabar, Glow Clubs

Sponsored Link < >

# The \$2500 Per Month Blueprint

## ***Example Seminar Topics:***

*“How To Make College Coaches and Pro Scouts Notice You”*

*“The 7 Things You Need to Know About Getting a Baseball Scholarship”*

## ***Example Guest Speaker Topic:***

*“The 7 Minute Baseball Warm Up”*

# The \$2500 Per Month Blueprint

***Example Clinic Topic:***

*“The Ultimate Baseball Speed Clinic”*

*In this 3 hour clinic you'll:*

- *Discover how to cut your 60 time by .2 a second*
- *Learn how to dramatically improve times going Home to 1<sup>st</sup>*
- *Find out how you can get better jumps, improve your first step quickness and become a great baserunner*
- *Finally know how you can show the college coaches and scouts what they're looking for in prospects*

# The \$2500 Per Month Blueprint

## *Special Offer:*

## *“12 Week Off Season Baseball Performance Training Program”*

- *2 Sessions Per Week*
- *Not for Everyone – Only Those Serious About Playing At The Next Level*
- *10 Spots Available*
- *Normally \$249 per month*
- *For Clinic Attendees Today Only - \$149 per month*

# The \$2500 Per Month Blueprint

## *Your 3 Step Action Plan:*

- 1. Choose Your First Niche*
- 2. Develop Your Target List Of Contacts*
- 3. Schedule First Seminar, Talk or Clinic*

# DEVELOPING A CHAMPIONSHIP PROGRAM



**ETHOS** ATHLETICS

**IYCA  
International Summit**

**February 20-21, 2009**

**Louisville, KY**

**Carlo Alvarez, CSCS**

# Special Thanks to...

- Brian Grasso, Pat Rigsby, Nick Berry and the IYCA for allowing me to speak at this event
- All of you who are doing your part to make sure today's young athletes are learning properly about fitness

# THINGS TO COME....



- 1. Provide ideas on how to organize, structure and systemize your program**
- 2. Stimulate coaches, trainers and administrators to rethink their approach**

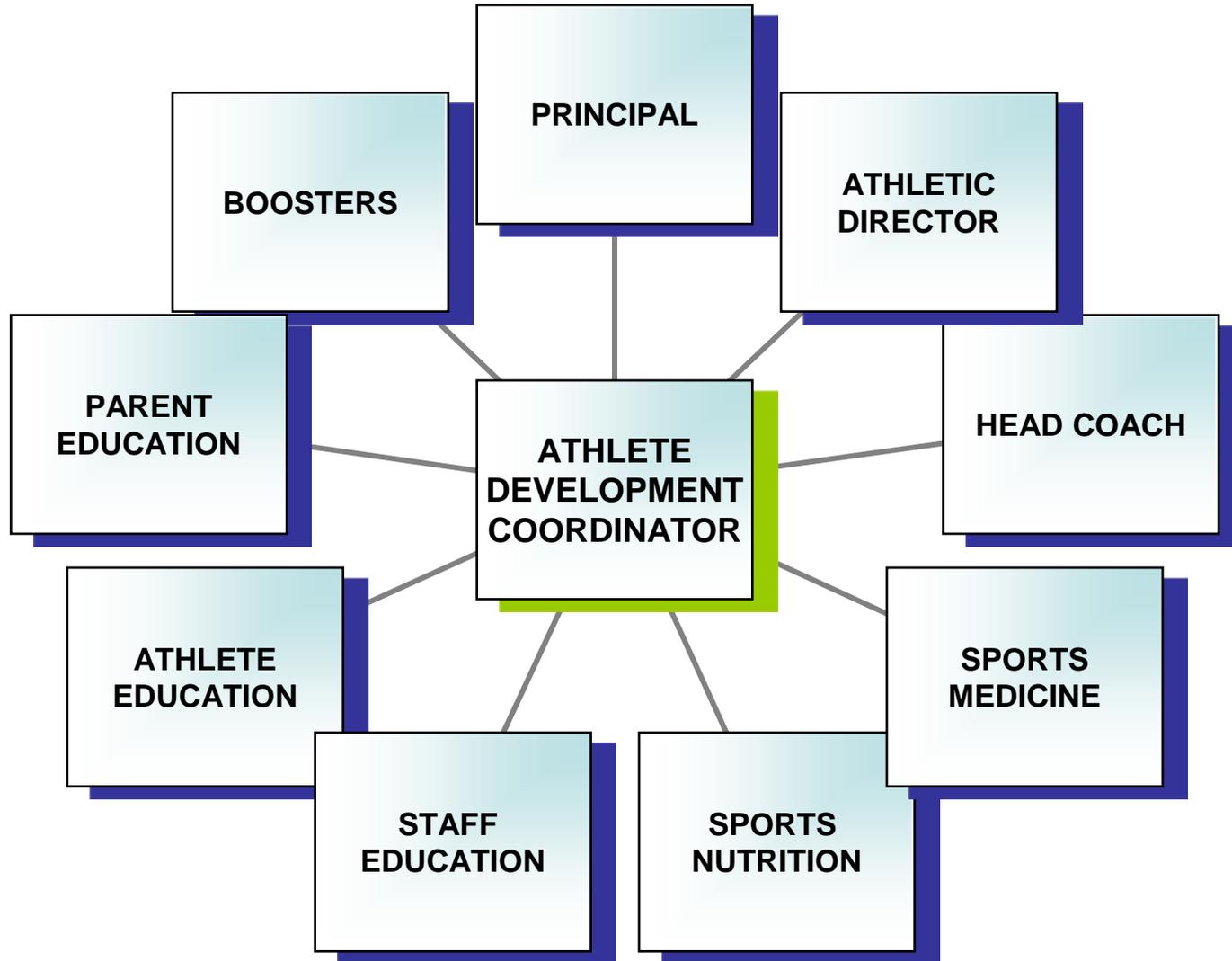
**FAILING TO PLAN  
IS  
PLANNING TO FAIL**

# What do most programs look like?

- Coaches do it all
- Limited staff
- Limited budgets
- Limited time
- Limited resources
- Increased pressure



# What programs should look like!!



# 3 KEYS TO SUCCESS



**Understand the:**

## **1. Organizational Culture**

- Challenges
- Audience
- Resources

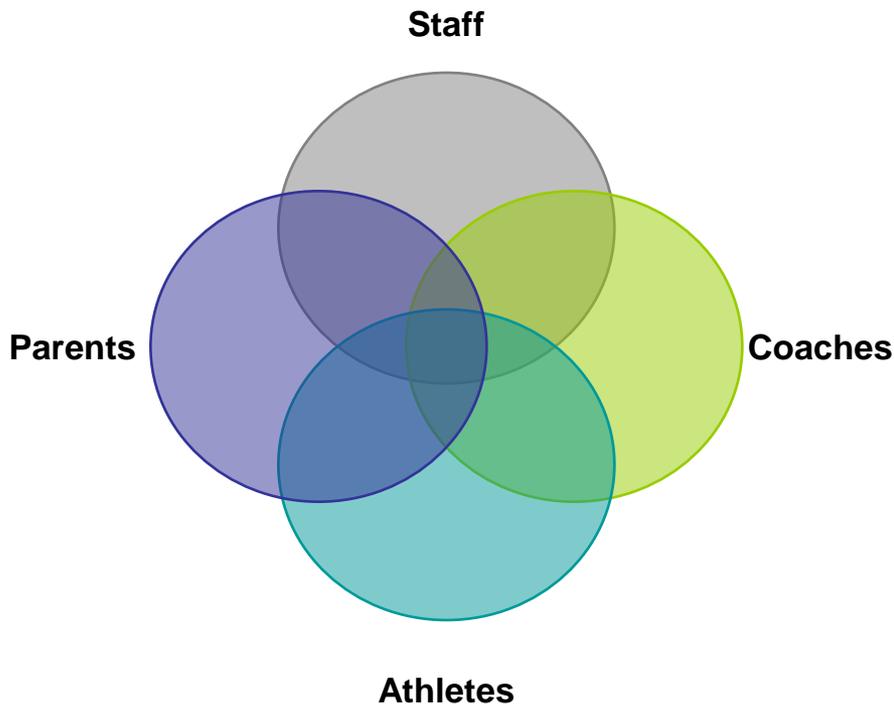
## **2. Program Structure**

- Program Goals
- Annual Plan

## **3. Implementation Systems**

- Assessment
- Program Design
- Implementation
- Evaluation

# ORGANIZATIONAL STRUCTURE



- How serious are they?
- Build your power base
- Define the position
- Parents: Liability or Blessing?
- Educate to Motivate

# CHALLENGES

- **Pressure to Win Now**
- **Adequate Training Time**
- **Coordinating Staff**
- **Knowledge Base**
- **Facility Safety**



# UNDERSTANDING YOUR AUDIENCE

- Growth and Development
- Training Experience
- Demands of the Sport
- Injury Prone Areas



# RESOURCES

1. Determine total time allotted for training sessions
2. Is the facility big enough to structure efficient team training?
3. Will the equipment available match your program philosophy?
4. Will there be available assistance from coaching staff?

*\*\*\* Only once you have finalized understanding the specific situation you will be dealing with, can you structure your training plan. \*\*\**

# PROGRAM STRUCTURE

## *OVERVIEW*

- The development of a yearly strength and conditioning program has become a crucial component in the success of individuals as well as teams.
- Due to the increased importance of an athlete and team being conditioned year-round, a properly planned program has increased the role of the strength and conditioning coach
- A team or individual that is functionally stronger and in better condition generally wins the competition. Stronger athletes usually have followed a structured yearly training program, which includes all aspects of mobility, flexibility, strength, conditioning, agility, speed development and nutrition

# PROGRAM STRUCTURE

## Program Goals

1. Build Team Bond – WE
2. Injury Prevention
3. Enhance Performance
4. Increase Work Capacity



"If you want to play in this league, Wilson, you've got to learn to play with pain!"

# ANNUAL PLAN

- **Post-Season - Active Rest**
- **Off-Season - Train to Compete**
- **Pre-Season - Train to Play**
- **In-Season - Train to Win**



# POST SEASON

## Program Evaluations

- Injury Report
- Rehabilitation Protocols
- Surgeries or Major Injury
- Individual Athlete – Prehb Programs
- Program Assessment, Execution and Process

# OFF-SEASON

## Developmental Phase

- This stage follows the active rest phase and is the second stage in the annual plan
- This level can last from 20-30 weeks in duration depending on the how far into the playoffs your team made it last year. A total of 54 workouts during a six month period.
- The objectives of this phase are to determine player strengths and limitations, enhance athlete's level of fitness, strength, flexibility, conditioning, agility and speed

# OFF-SEASON

## Development Phase: Program Design

- Orientation process will allow athlete understanding
- Work adaptation is a function of individual capacity
- Increase work capacity and general physical preparation
- Exercises should facilitate a general transfer of movement patterns for the individual to have maximum training effect

# PRE-SEASON

## Peak Phase / Sports-Specific

- You should continue to improve your physical preparation developed during the developmental stage, but the volume of work for strength-training program is reduced
- Training, conditioning, speed, agility and plyometrics become more sports and energy-specific
- Volume drops progressively, allowing for an elevation of training intensity. The volume of training is reduced by 20 to 40%
- Improve and perfect technique and tactical elements
- Exercises must be of high quality and have a maximum training effect
- Training intensity is maximized

# IN-SEASON

## Competitive Phase

- Relationship with medical and training staff is critical
- Daily injury reports allow for individual training plans
- Everyone on the same page for the benefit of the team
- Injured body part does not mean injured body
- No-hands training, Manual Resistance, Iso-lateral training

# IN-SEASON

## Competitive Phase

- Exercises are geared towards speed and strength development
- Strength training sessions are scheduled two times per week
- No more than 30 minute lifts during the in-season
- Conditioning is scheduled two to three times per week
- Conditioning should be energy system specific
- Total training volume should complement fundamental work

# MULTI-SPORT ATHLETES

## Responsibilities

- Make program safe and productive
- Know your athletes developmental phase
- What structural and psychological stage?
- What can the athlete handle?
- What season of year or sport?

# MULTI-SPORT ATHLETES

- Make no major difference between athletic competitions make the difference in the athlete
- The football athlete will be doing the same exercises as a baseball athlete
- Don't change your philosophy or program.
- Make adjustments based on individual sport, injury prone body parts or muscles

# IMPLEMENTING SYSTEMS

## PRINCIPLES

### 1. TRAIN SMART

- Have a plan. Make consistent gains, and give best effort

### 2. TRAIN HARD

- Attack workouts. Discipline, attitude, hard work

### 3. CONSISTENCY

- Avoid extremes in training by training consistently

### 4. COST TO BENEFIT RATIO

- The benefit of each exercise must outweigh the potential for injury

### 5. PROGRESSIVE OVERLOAD

- Athletes should try to improve during every training session

### 6. SPECIFICITY

- Most sports are games involving of speed, reaction and power, not aerobic endurance

### 7. REST AND RECOVERY

- Training without adequate recovery yields poor results and injury

# ASSESSMENT

Every sports conditioning and training program should begin with testing and evaluation of athletes participating in the program. By learning athlete's strength and weaknesses, it is much easier to direct their training and achieve maximum results

## *Important Points:*

1. Many athletes' and coaches misconstrue the purpose of sports performance testing by believing the results obtained are a measure of prediction of future success.
2. Tests merely represent a means of checking the various components, which contribute to the success of any given sport; components which athletes' should try to improve through athletic development

# PROGRAM DESIGN

Once you have assessed an individual or team, a program can be designed to accomplish the necessary needs of the athletes. Drills and exercises must be combined systematically to improve the strength, conditioning, speed and agility necessary to play at a championship level.

***When designing programs for young athletes your goals should be to:***

- Develop the athlete's function and versatility through proper movement
- Raise the level of motor abilities, coordination and balance
- Improve the overall physical development of the athlete

# PROGRAM DESIGN

## *Important Points:*

- Take into consideration the athlete's age, pace of individual development, the demands of the sports discipline, and level of physical fitness.
- At any level of competition, athletes must possess the right physical tools in order to compete at the next level.
- A well-rounded program should implement a safe, competitive, fun, and educational training atmosphere to allow the young athlete to improve

# IMPLEMENTATION

Exercises and drills must be organized into a plan on a yearly, monthly, weekly, and daily basis to peak players as they go into the season. The year is divided into four phases, in a building block procedure. Each phase should have specific conditioning objectives that lay the foundation for the next more intense phase.

## ***Important Points:***

1. Orientation process will allow athlete understanding
1. Work adaptation is a function of individual capacity
1. Increase work capacity and general physical preparation
1. Exercises should facilitate a general transfer of movement patterns for the individual to have maximum training effect

# EVALUATE

The purpose of evaluating is to understand and verify the impact of the specific program. This will allow us to improve specific delivery mechanisms, to be more efficient, produce data and valid comparisons between current programs, as well as, examine how successful the implementation process was in educating you, the athlete.

Many people believe that evaluation is about proving the success or failure of a program. This myth assumes that success is implementing the perfect program and never having to hear from organizations, coaches or players again. This doesn't really happen. Success is remaining open to continuing feedback and adjusting the program accordingly.

# MOTIVATE

Coming together is a beginning  
Keeping together is progress  
Working together is success

*Henry Ford*

Show me a thoroughly satisfied man and I will show you a failure.

*Edison*

To dream anything that you want to dream. That is the beauty of the human mind. To do anything that you want to do. That is the strength of the human will. To trust yourself to test your limits. That is the courage to succeed.

*Bernard Edmonds*

# CONCLUSION

- Understand your situation
- Be able to explain your program
- Organize, structure and implement
- Education is the key
- IYCA resources



# THANK YOU



carlo@ethosathletics.com  
+1.513.509.9642



# SECRETS OF ONLINE SUCCESS

**PATRICK BEITH**



**WWW.ATHLETESACCELERATION.COM**



# My Background

- B.S. in Exercise Physiology
- Co-owner of Athletes' Acceleration Sports Training  
[www.AthletesAcceleration.com](http://www.AthletesAcceleration.com)
- Co-creator , with Latif Thomas, of the best selling athletic speed training product – Complete Speed Training system  
[www.CompleteSpeedTraining.com](http://www.CompleteSpeedTraining.com)
- Certified by NSCA (CSCS), ACSM (HFI), NASM (PES), USATF Lv. II (Jumps, Sprints, Hurdles and Relays)



# Some Scary Stats....





# Average Fitness Professional Salary \$37,872

## - CNN Money – January 2009

- Make \$100/hour when working independently, with the average hourly fee of \$48.75
- On average \$25/hour in corporate fitness centers (IHRSA, 2007)
- Most fitness professionals are working HOURLY (if you have an hour 'off' you don't get paid)



- With the economy - less clients available to train and current clients are training less often
- High trainer burnout and turnover



# Fitness Clubs and Facilities are the second leading businesses to fail (behind restaurants)

## [YWCA Fitness Centers Closing](#)

NATIONWIDE -- Two YWCA **fitness** centers are **closing**, and another one may be on the verge of **closing**, according to multiple media reports.

[fitnessbusinesspro.com/nonprofits/ywca-fitness-centers-closing-0811/](#) - 48k - [Cached](#) - [Similar pages](#)

## [Snap Fitness Club Charged Monthly Dues After Closing Down ...](#)

Members of a North Texas **fitness club** want their money back. They say the **club** they attended suddenly **closed** and then charged them for the next month's ...

[cbs11tv.com/local/snap.fitness.club.2.838065.html](#) - 59k - [Cached](#) - [Similar pages](#)

## [Fitness center forced to close - Topix](#)

20 posts - Last post: Dec 12, 2008

I sit here today feeling a sense of relief that this abomination of a **club** is **closing**. I joined Bally's many years ago at the urging of a ...

[www.topix.com/forum/business/recreation/T5RU8UQ9A38RBVRHV](#) - 92k - [Cached](#) - [Similar pages](#)

## [Shuttered fitness club to repay membership dues - News |](#)

Feb 5, 2009 ... A Rocky Mount health **club** that abruptly **closed** its doors in September has ... **Fitness Express** **closed** its doors at 3018 Sunset Ave. on Sept. ...

[www.rockymounttelegram.com/news/shuttered-fitness-club-to-repay-membership-dues-417670.html](#) - 47k - [Cached](#) - [Similar pages](#)

## [Health and fitness clubs](#)

State laws relating to health and **fitness clubs**. ... Some health and **fitness** centers have **closed** without warning members while others never opened for ...

[ago.mo.gov/publications/healthfitness.htm](#) - 16k - [Cached](#) - [Similar pages](#)

## [Fitness center's closing surprises members: The Crossroads New ...](#)

**Fitness** center's **closing** surprises members: The Crossroads New **Fitness** health **club** **closed** with no notice to members or staff. ... find Roanoke Times ...

[www.highbeam.com/doc/1G1-150471445.html](#) - 59k - [Cached](#) - [Similar pages](#)



# What I learned from a video game

- SPORE





# III Fitness Survival of the Fittest

- In the 'down' economy it's the survival of the fittest (and smartest) - the next few years will get rid of the weaker fitness companies
- Too many fitness professionals have only one avenue of making money
- You need to adapt if you want to survive in this economy



# It's not your fault...

- Little hidden secret conspiracy by college professors and most big certification companies (besides the IYCA, obviously since you are here)
  - they only teach coaches and trainers how to be EMPLOYEES  
(even though the goal of almost all coaches & trainers is to start their own company)



OK, how do I make more money in the industry that I love and guarantee success?

- Get started online ASAP
  - People are going less often to stores and personal trainers and buying more products online
  - I truly believe that if you don't have an online presence your fitness business will fail – you need to adapt to the 21<sup>st</sup> century
- 



# My Goal Today...

- To show you how I got started online and to help you understand the importance of PASSIVE income so you can start making money online (and survive in any economy)



# My online business story

From \$1224.00 to \$20,314.43 in first 6 months

Month	Orders Count	Gross Sales
January 2005	6	\$1224.00
February 2005	7	\$1428.00
March 2005	18	\$3708.00
April 2005	23	\$4049.00
May 2005	78	\$9617.93
June 2005	111	\$20314.43

Also, during this down economy, the last quarter of 2008 had my best quarter ever online – practically recession proof



# Success Formula

$$\text{Skill} + \text{Passion} + \text{Planned Hustle} = \text{Success}$$

**Skill** – your abilities as a coach

**Passion** – if you don't love what you do you, it shows, and you won't be successful

**Planned Hustle** – you need to take action but action with purpose



*Product  
(research & creation)*

Website  
(structure, taking  
payments, email  
capture)

Online  
Passive  
Income

*Sales Copy  
Marketing Message*

Traffic  
Getting people to your  
website



# Topic 1 – Create Your Own Products

- You MUST create your own products
- Ebooks, manuals, CD's, DVD's
- This is what holds most trainers back –  
‘Waiting until the product is perfect’  
-Doesn't have to be pretty and it's never going to be perfect



# Creating Products

- What we did – video record, edit, created the images, burned the product, took orders, shipped out
  - If I had to do it over again – outsource [www.Vervante.com](http://www.Vervante.com)
- 

# || First, what does your market want?

Two Mistakes:

- Creating a product that no-one wants
- Creating something that just you are excited about





# How do you do that?

- ASK (be careful because people will lie)
  - Ask them live (your clients, colleagues)  
why are they training with you, what else would they like to learn more about or get better at
  - Webinar – [www.Ustream.tv](http://www.Ustream.tv)
  - Survey your list - [www.SurveyMonkey.com](http://www.SurveyMonkey.com)
- Search Google and see if there are other similar products out there



# Topic 2 – Your Website

1. Sales Message
2. Email capture
3. Taking payments online
- (4. Website Structure)





# Website Recommendations

Should I create my own website?

- Pay someone to put up the initial website
  - Learn to make the changes and updates yourself
  - [www.Elance.com](http://www.Elance.com)  
[www.99Designs.com](http://www.99Designs.com)
- 



# 1). Sales Message – How to Market Your Product or Service

- 90% of sports & fitness websites have no idea how to sell
  - They just give a brief description and it's all features (DVD is 80 minutes long, fundamental exercises, learn offensive football drills)
  - no excitement or emotional attachment to visualize how your product will work for them



# Sales Copy

- My first website & sales copy – all scientific terminology (no one besides me wanted to hear that)
- No one cares about me – they just care about what I can do for them
- Need to use Words that Sell
  - load product description with benefits
  - get them to imagine what it will be like to use your product and succeed



# John Carlton's Tips to Writing Copy

- **Here's What I Got**

- how will your product improve their lives and get rid of their problem?
- how are you unique and different from the competition?

- **Here's What It Will Do For You**

- Benefits of your program (not features)

- **Here's What You Need To Do Next**

- What Action do you want them to take (buy, sign up for your email list)



## 2). Capturing Email Addresses

- 4% is a good conversion from visitors to customers on a website
  - Where are the other 96% of your visitors going?
- Add email capture to your website TODAY
- Offer 'ethical' bribe (more than just a newsletter)
  - 7 Tips to Running a Faster 40
  - Secret Baseball Hitting Drills to Increase Any Players Batting Average (Video)



# ||| Capturing Email Addresses - continued

- Following up with your list to establish you as an expert, let's visitors who are not familiar with you learn about your training philosophy
- It takes about 7 contacts for a person to warm up to you so you need to stay in front of them.
- If they don't buy a product or service immediately then you can sell them future products or services

## 3). Taking Payments Online

- Do it today!  
You are leaving money on the table if you can't accept payments online
- You can take payments (and make money) 24/7



**PayPal**

# || Taking Payments Online - continued

- Most people do not like to order over the phone, email, fax or mail in orders
- People are emotional buyers and they 'want it now' – don't make them wait or they may never buy

[www.1ShoppingCart.com](http://www.1ShoppingCart.com)

[www.PayPal.com](http://www.PayPal.com)



# Topic 3 - Driving Traffic

- How to bring people to your website?
- You can have the greatest site and product in the world but, if no one can find you...



# Website Traffic

PPC

Banner  
Ads

Articles

Press  
Releases

Video

Audio

Blogging

SEO

Linking

# But I want you to make money fast...

- The most powerful and fastest way to make money online is through

Affiliates



# How to get affiliates?

Talk to everyone in this room remotely close to your niche

Search on Google every keyword associated with your niche and call, write and/or email the top 10-20 websites





# How to get affiliates - continued

- Send them your product for FREE for review.
- Promote their product first





# Conclusion

- I hope I have opened your mind a little about the potential online income that you can make by doing something you already love.
- This can be really easy to do if you have a plan in place.
- You **MUST** adapt to 21<sup>st</sup> century in order to survive in today's economy

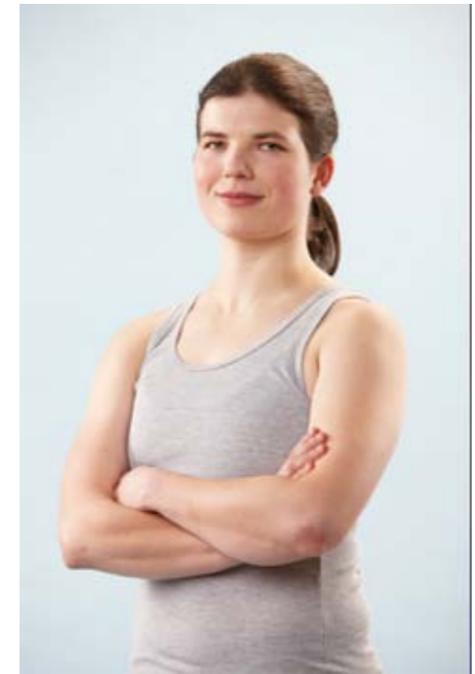


# Sports Training Profit

## 2008 Online Coaching Group - \$1200

- How to write 'Words that Sell'
  - Secrets of Becoming an Expert to your list
  - How to design a profitable website
  - In depth traffic generation to your website
  - List building – How to build your email list
  - Creating your own info products – cheaply
  - How to release your product to the world
  - Case Studies - Reviews of real websites
  - Members Only Area
- 

# Kim McCullough



After spending the majority of her hockey career tired, injured and frustrated, player development expert, Kim McCullough, recently retired from playing at the elite level to help girls avoid making the same mistakes she made as an aspiring female hockey player.

As the Director of Total Female Hockey, Kim has trained, coached and consulted with thousands of players, parents and coaches, from novice to National teams, on how to take their performance to the next level through complete player development. She has traveled throughout North America as a speaker, sharing her experiences and expertise with the female hockey world and defining herself as the go-to expert in her niche.

Blog: [www.totalfemalehockeyclub.com](http://www.totalfemalehockeyclub.com)

Website: [www.totalfemalehockey.com](http://www.totalfemalehockey.com)

# Finding Your Passionate Niche

Kim McCullough

[www.totalfemalehockey.com](http://www.totalfemalehockey.com)



# How Did I Get Here?

- All-Consuming Passion to be the Best
- A Decade of (Stupid) Mistakes (and a chance meeting with greatness)
- The Ultimate Hypocrite



# How Did I Get Here?

- The Sneeze That Changed Everything
- A Timely Reunion
- Bowing Out Gracefully



# Finding Your Niche

- Who do you really want to help?
  - Young athletes?
  - Their coaches?
  - Their parents?
  - The associations that govern them?

**“Can’t see the forest for the trees”**



# Narrowing It Down

Athletes



Young Athletes



Young Hockey Players



Young Female Hockey Players



**“Get Outside To Look Inside”**

# Are You An Exception ?

- NOT fat loss, muscle building, 6 pack
- BUT IT IS...
- The fastest growing sport in the world
- A market without a leader

**Take what “they” are doing,  
and apply it to “your” market**



# Who Is Your Market?

- End User vs Buyer
- Ideal Customer vs. Current Customer

## **Who Will Be Your Raving Fans?**



# Products vs. Community

- ‘AHA’ moment at RLBC II
- You are more than an e-book

**Be the Brand**



# What Do They Want?

## **ASSOCIATIONS & TEAMS:**

- Don't have access/time/money/energy
- “Done for you”

## **PARENTS & PLAYERS:**

- College hockey & Olympic team
- Want to know “secrets” of getting there safely and efficiently (time, money, energy)



**Female Role Model & Female-Specific**

# Filling or Creating A Need?

- Don't Guess => ASK & LISTEN
- SURVEY: 5WH
- First mistake, Second save
- What They WANT Sells...

**What They NEED Gets Them Talking & Brings Them Back**



# How To Deliver It

- Elevator Speech:
  - Help female hockey players get to the next level of performance by providing training and educational opportunities that will allow them to reach their goals on and off the ice.

**LEAVE THE DOOR OPEN**



# Why Should They Listen?

- Give Yourself The Crown
- Say It Louder
- You've been there, you're connected, you're certified.....

**BECAUSE YOU CARE**



# How Will They Know?

- Who do you already know?
- What have you already done?
- Who can you connect with?

**RECIPROCITY**



# Getting The Word Out

- Articles - Ezine
- Blogs & Sites - Google Alerts
- Magazines - What readers need
- Press Releases - Major Market Challenges



**MARKET WANTS IT...**

**LET THEM KNOW THEY CAN HAVE IT**



# Press Releases

- Who cares about your “little” niche?
- le: Concussion Rate In Girls Hockey
  - Sun, Star, CBC - Print, TV, Radio

**Be A Solution To A Problem**



# Create Controversy

- Are you getting them talking?
- Are you pissing people off?
- Should you?



# What Do You Want To Do?

**What the best part of your “job”?**

•For me:

- Educating coaches and parents
- Inspiring players

**My “Best” Way = SEMINARS**



# Seminar Success 101

- 52 seminars since October 2008
- Start With The End Goal In Mind
- Before you can “Sell Them”...



# What's The Point?

- Paid or Unpaid?
- 1st event one year ago = 70% of 1st sales
- 6th seminar of day led to HUGE opportunity
- One team session led to BIG TV story



**Look at LONG-TERM VALUE**

# Create An Event

## 5WH

- *Who?* Pre-existing events & organizations
- *What?* Free or paid?
- *When?* At tournaments - alternate



# Create An Event

## 5WH

- *Where?* Go Anywhere & Be Flexible
- *Why?* Done for them, increase value of their program (WIN - WIN)
- *How?* Promote through them



# Get People There

- Initial Email To Organizations
- Set-up Sample Page
- Initial Email To Prospects
- Follow-up with Prospects (individualize if possible)
- Follow-up with Attendees (referrals)
- Final Email To Prospects & Attendees



# Once They Are In

- “Personalize” Your Compelling Story
- What I Did Wrong, What Know Is Right
- Show Them What They Need
- Show Them What Options They Have (sell)
  - Offer They Can’t Refuse



**Key Question...**

**What Are You There For?**

# Once They Are Gone

- Add Them To Your List
- Consider Them Customers
- Ask for Feedback (testimonials?)
- Future Sessions?
- Referrals?

**FOLLOW-UP ASAP**



# Create Own Reality

WHAT DO YOU LOVE TO DO?

WHAT WOULD YOU DO FOR FREE?

**FIGURE OUT HOW TO MAKE IT A  
COMPLETE BUSINESS**



# Little Things, BIG Difference



# Putting Puzzle Together **PURPOSE**

**drives**

## **PASSION**

**drives**

## **BUSINESS**



# Never Underestimate Your Impact



# **Business Intervention**

Nick Berry  
CFO/COO, IYCA

# Nick Berry

- Career Entrepreneur
- Small Business Consultant
- Health Club Owner
- Developing financial and operational systems for two franchise business models coming to market in 2009.

# Why Intervention?

- Entry into a situation in order prevent undesirable consequences
- ‘What’s holding you back’ in your business?
- There are solutions to these problems

# You Are:

- Passionate Coaches
- World Class
- Want to Coach full-time, or find more financial stability in your Coaching
- Feel directionless about the business side of youth fitness
- Don't understand why you can be so good at what you do, and so passionate, and still not have a thriving business

# Why wouldn't your business thrive?

- Trouble getting new clients (bad marketing)
  - What would you do to get 5 new customers today?
- Trouble keeping clients (poor retention methods) or getting clients to make new purchases
  - What's your attrition rate?
  - What's the lifetime value of your customer?
  - What peripheral needs do they have, that you fill?

# Why wouldn't your business thrive?

- Poor financial structure
  - It's not what you make, it's what you keep.
  - Do you have someone looking out for your financial best interests? Do you have a plan in place if something happens to you?
  - **Do these type tasks eat up the time you should be or would rather be Coaching?**
  - YOU ARE A DECISION MAKER – NOT AN ACCOUNTANT.

# Why wouldn't your business thrive?

- Poor Management/Organization
  - Starts at the top
  - 1) Systems and 2) Accountability
    - Series of events in place to increase the likelihood of a predictable outcome. Start with always and never
    - Set Clear Accountability Points – what's expected
  - Completion Plans
    - Demo completion plans

# Example Completion Plan:

- **Check Payment Status**

- 'Sales' tab
- 'Manage Invoices'
- Set date range
- 'Search'

List of all payments attempted pops up. Click 'Last Payment' column to sort Done, Failed, or blank. Click again to reverse sort.

- Click Name of Customer

- **To Remove from Recurring Billing:**

- 'Account'
- 'Remove' next to product being cancelled.

- **To Check Past Invoice Status:**

- 'Invoice History'

- **To Pay Past Invoices**

- 'Invoice History'
- Click appropriate invoice number
- Select button beside 'Credit card on file'
- Enter Payment Amount
- 'Pay'

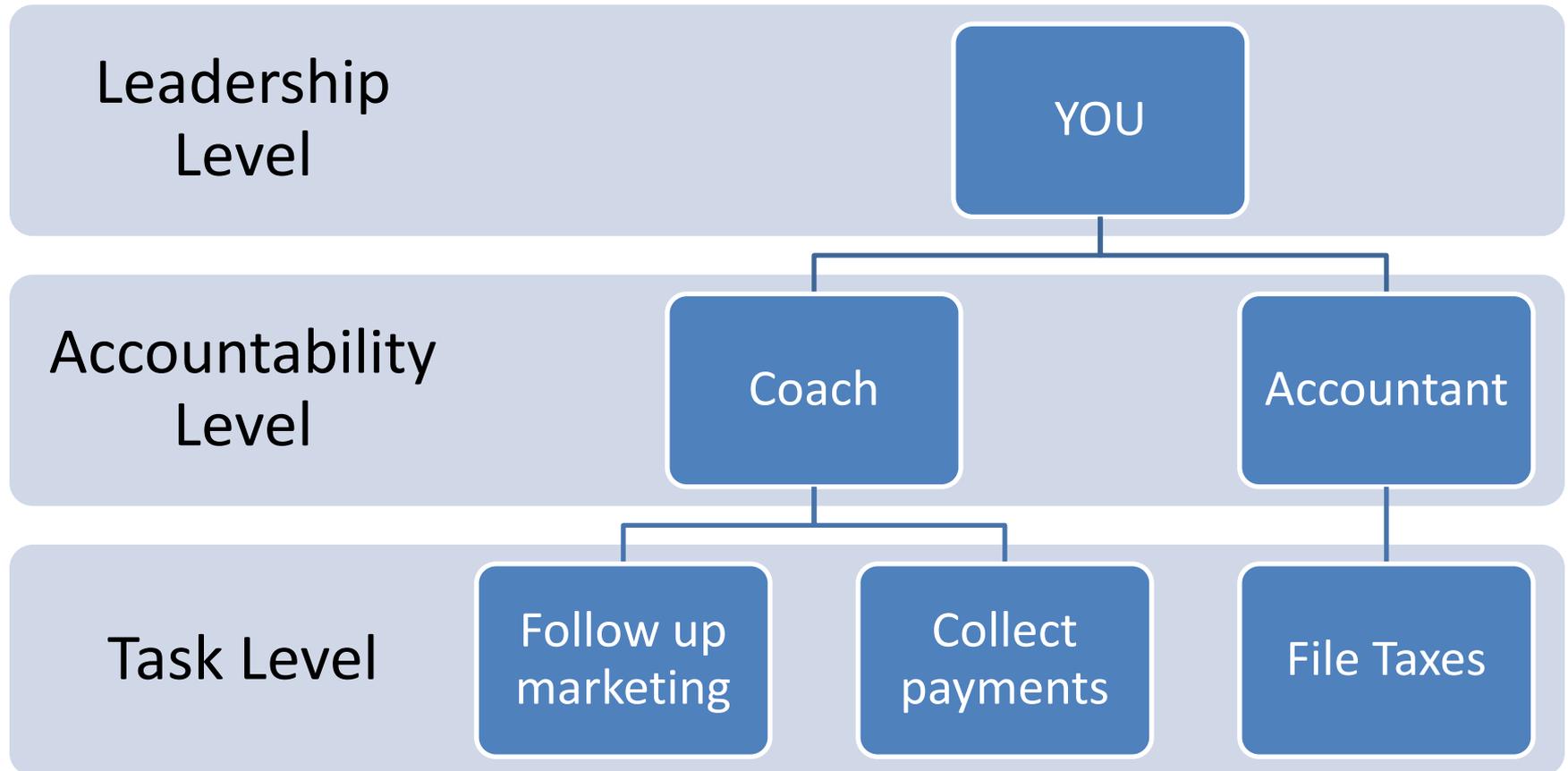
- **To read Error Codes**

- From 'Invoice History' or 'Open Invoice' page, click appropriate invoice number

# Example Completion Plan:

<b>Title:</b> Google Doc Upload	
<b>Result:</b> Upload an Excel spreadsheet or Word document onto Google docs	
<b>Gmail:</b> <a href="http://www.gmail.com">http://www.gmail.com</a>	
<b>#</b>	<b>How To</b>
1	Log into <a href="#">gmail</a> account.
2	Click on "Documents" on top menu.
3	Click on "Upload" on left side of menu.
4	Browse for the document you want to upload and click on it.
5	Click "Upload file."
6	
7	
8	
9	
10	
11	

# Systems, Accountability, Structure



# Why wouldn't your business thrive?

- Lack of Identity
  - Too many names/brands/offers out there to differentiate yourself from
- Lack of Direction
  - Do you know what you really want?
- Lack of Experience
  - Why reinvent the wheel?
  - Is it a rule that you have to learn the hard way?
  - The learning curve is a long, sometimes brutal one
    - Shorten it!

# 3 Action Steps

1. Create a 5 year, 2 year, 6 month plan. What do you want to accomplish? What are your obstacles? Include details. Write it out. Email it to me: [nickberry@iyca.org](mailto:nickberry@iyca.org)

# 3 Action Steps

2. Create a completion plan to accomplish a task. Make someone accountable for routinely performing that task. You now have a system in place.

# 3 Action Steps

3. Begin to create the financial path to your goals. Get help. Go to a professional, tell them you want to plan for your family and your business in the future. Tell them your goals for each and let them HELP you.

If you want to talk to our CFP or Accountant, email me, [nickberry@iyca.org](mailto:nickberry@iyca.org).

# The Neuroscience of Play



## An Eye On The Future



The son of educators, Dr. Brown has been discussing issues surrounding child development his entire life. After receiving his Ph.D. in neural development from Georgetown, he set out to infuse his knowledge of developmental neuroscience into physical education and youth sports. A published scientist, he has explored principles of neural development and plasticity both in the laboratory and in clinical settings. For both governmental and private organizations, he has created fitness programs that have served thousands of children. Part of the Founding Board of Directors for the IYCA, he is dedicated to forming educational and beneficial partnerships with those who serve children around the world. He continues to advise government agencies and individuals on child development, and still works with children and parents daily.

# Why do kids play?

Information!!!



- The system “wants” to grow
- Variety of Information Streams
- Pruning
- Intelligence not “fixed”

# The world without play



- Orphan deprivation data
- Brown: Serial Killers
- Adaptability
- Creativity
- Resilience

# Why do kids NEED play?



- Information → Survival
- Variety → Strong Patterns
- Group Play → Socialization
- Failure → Resilience
- Challenge → Adaptability

# Play → Development

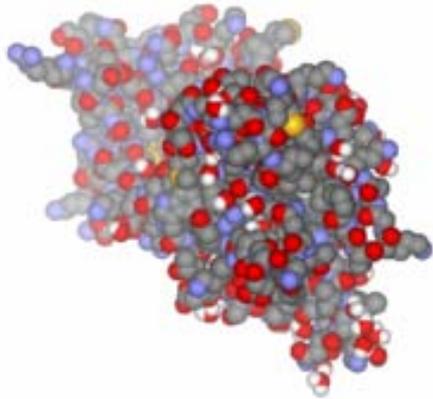
## Mechanisms



- Synapses
  - Synaptic strengthening
  - Pruning

# Play → Development

## Mechanisms



- BDNF
  - Nerve Growth
  - Stimulated by Exercise

# Play → Development

## Mechanisms

- Imaging Data

# Play → Development

## Mechanisms

- Emotional Content

# Progression of Play

## Infants



- Probing
- Reading

# Progression of Play



## Toddlers

- Discovering
- Growing
- Building

# Progression of Play



## School Age

- Developing
- Chaining (Chessen)
- Stringing
- Beginning Independence

# Progression of Play



## Adolescence

- Reinforcing
- Avoid the prune!
- Independence

# Why Do They Need Us?



- Avoid Aberrant Play
- Intergenerational progression
- Learning Continues
- Remove / Circumvent Constraints

# The Future

YFS = Public Health Practitioner

- Disease Preventers
- Social Growers
- Adaptability Guides
- Play Space Strategists



# My IYCA Story

IYCA

Successful programming in the  
Non-Profit Industry

# WHO?

Identifying the differences in participants

- **For Profit**

Conditioning camps to increase skills for their specific sport

Sport/ active family- “soccer moms”

Club or “select” teams

*Training part of life... work not fun*

# WHO?

Identifying the differences in participants

- **Non- Profit**

Most camps used as a “child care” alternative

Single parent or dual-income family

May or may not be active in specific sport at school

Scholarship recipients

***YOU COULD CHANGE A CHILD'S LIFE***

# WHAT makes a successful program?

- Content has to be interesting and educational
- “No pain. No Gain” ... NO WAY!!!
- FUN
- Inspirational
- Sport specific- macro not micro
- Re-creatable
- INSTRUCTORS ARE KEY
- Goals and outcomes of the program

# HOW?

- Identify the needs of the community
  - Participants
  - Season
- Marketing and communications
- Funding
- Definition of success

# What is our impact?

- Human beings have an average of 45,000-55,000 thoughts per day. We talk to ourselves all day long. We impact how a child learns and creates self talk. It is our responsibility to teach self love with every interaction with a child.

# Our task is simple...

- Enhance the knowledge of youth sports/fitness professionals and volunteers throughout the world via intensive educational opportunities as well as continuing education requirements. The main purpose of the IYCA is to assist in the evolution of the youth athletic/fitness industry by regulating the knowledge and skill of the individuals who work within it.
- The International Youth Conditioning Association is the premier international authority with respect to athletic development and youth participant-based conditioning. We validate research and provide appropriate examples of practical application for working with young athletes and youth participants at large.
- **We establish industry norms with respect to safe, effective and clinically sound means of optimally developing injury-free, emotionally sound and functionally gifted young athletes and participants**

# **The International Youth Conditioning Association, Inc.**

**3 Step Action Plans**

# Lee Taft - LTSA Training Outline



1. Warm up:
  - a. Rolling
  - b. Activation
  - c. Dynamics
  
2. Stabilization/ Deceleration/Quickness/Lower plyo:
  - a. Jumps/hops and hold/Plyo progression
  - b. Linear/lateral, angular deceleration
  - c. Line drills, ladder drills, low box drills
  - d. Box jumps/vertec/vertimax
  
3. Multi-Directional Speed:
  - a. Acceleration
  - b. Change of direction
  - c. Sprinting
  - d. Agility/quickness
  - e. Sled work
  
4. Strength Training:
  - a. Body weight
  - b. Free weights
  - c. Tubing/bands/powerbase
  - d. Sled work
  
5. Conditioning
  - a. Slide board
  - b. Interval running
  - c. Line drills
  - d. Jump rope

This is a basic outline of the day to day training.

## Weekly Outline



1. Warm up:
  - a. Every two days the warm up routine changes to new exercises
  - b. Make sure warm up exercises are performed to meet the need of athlete and the training focus of the day. Example; if the athletes will perform many lateral drills in the workout make sure there are lateral based warm ups.
  
2. Stabilization/Deceleration/Quickness/Low Plyo:
  - a. Progress stabilization from in place Jumps and hops to linear jumps and hops to lateral jumps and hops.
  - b. Deceleration starts with ½ speed linear forward and backward lunge stops and jump stops, to linear running angled stops (hockey stop), to lateral shuffle stops. Use these at least 2 times per week with athletes so they grove the proper technique to decelerate with.
    - i. Include medicine ball throw and catches to train deceleration of the core and upper body.
  - c. Quickness exercises should be performed every day. Alternate between line drills, ladder drills, and low box drills (many other choices as well).
  - d. Low plyo can be covered in the quickness section, stabilization section or deceleration section. Emphasis quickness and limited ground contact.

Each group must get covered at least 2 times per week.

3. Multi-Directional Speed:
  - a. At times will be based on the needs of individual athletes that may be training 4 days per week or if they play a specific sport only.
  - b. Basically every 2 days (m-t, w-th, f-sa) will cover a different aspect of speed
  
4. Strength Training:
  - a. Most athletes will follow a template of strength covering the different movement patterns (knee bending, hip bending, pulling, pushing, core work...)
  - b. Each athlete will have different needs and this will be reflected on their program in addition to the template.
  - c. More advanced athletes or athletes already involved in a strength program at their school or college will have a modified program to meet their needs.
  
5. Conditioning:
  - a. In most cases athletes will be gaining metabolic training from the overall training program. On certain occasions the athletes will participate in conditioning using slide boards, intervals, or cone drills.
  
6. **LTSA Scheduling Speed and Agility Training Weekly Outline/4 days**

<b>A Day</b>	<b>B Day</b>	<b>A Day</b>	<b>B Day</b>
Linear warm up and prep -Stability -Quick Plyo -Deceleration	Lateral warm up and prep -Stability -Quick Plyo -Deceleration	Linear warm up and prep -Stability -Quick Plyo -Deceleration	Lateral warm up and prep -Stability -Quick Plyo -Deceleration
-Linear Jump/Plyo  -Linear Acceleration  -Linear Top End Speed	Lateral Jump/Plyo  Lateral Acceleration  Change of direction/Cutting/Agility  Or	-Linear Jump/Plyo  -Linear Acceleration  -Linear Top End Speed	Lateral Jump/Plyo  Lateral Acceleration  Change of direction/Cutting/Agility  Or
Strength Training Program	Strength training  Followed by Conditioning	Strength Training Program	Strength training  Followed by Conditioning
Conditioning  -Shuttle Runs -Slide Board -Intervals	Depending on the intensity of the workout and the previous workouts this 4 day a week group may go into strength and conditioning rather than a hard agility day	Conditioning  -Shuttle Runs -Slide Board -Intervals	Depending on the intensity of the workout and the previous workouts this 4 day a week group may go into strength and conditioning rather than a hard agility day

# David Jack – 3 Steps to Leadership

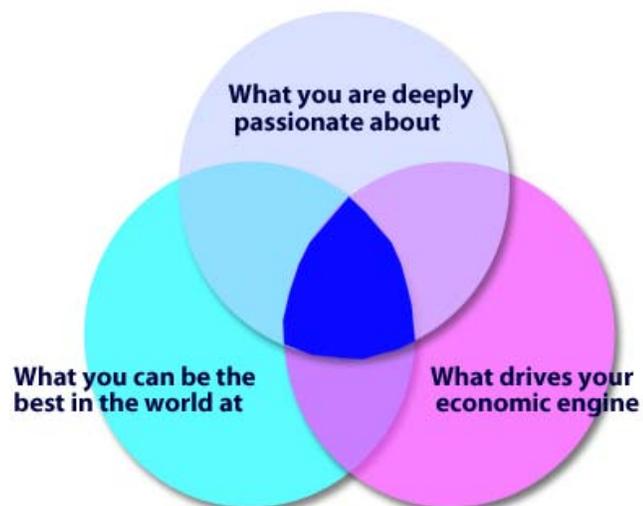
1) Write YOUR definition of Leadership: (and decide whether you want to LIVE it or not):

## 2) The Hedgehog Concept

Leadership enjoys the freedom to thrive in organizations that have simple formulas for success. This chart illustrates one such formula as outlined in Jim Collins' book *Good to Great*:

**Action:** Answer the following:

- 1) What do you LOVE to do?
- 2) What are you GREAT at?
- 3) What drives the engine?



**Three Circles of the Hedgehog Concept**

## 3) Fix Your WATCH!

- 1) Create a desired outcome for any area of interest in your life
- 2) Create the criteria for success of that desired outcome
- 3) Plan your work and work your plan!

# **Dr. Chris Mohr - 3 Take Away Points on Nutrition**

1. **Educate yourself on basic nutrition principles** – even if your area of expertise is outside the field of nutrition, it's important to have the proper information to share with your athletes. Identify products, tools, and continuing education that will help you further your knowledge in the performance nutrition arena.
2. **Discuss nutrition with your young athletes** – simple, basic nutrition principles can make or break your athletic success.
3. **Learn to separate nutrition truth from nutrition hype** – much of what our athletes hear and listen to is incorrect. It's our job as professionals to steer them in the proper direction.

# **Pat Riggsby - Your 3 Step Rapid Action Plan For Building A \$2500 Per Month Youth Fitness Profit Center:**

1. **Choose Your First Niche** – Ultimately you can build programs to serve different youth niche markets, but to make this happen and happen fast you need to start with one. Ideally you'll choose a niche that:
  - You enjoy working with
  - You have the expertise to serve well
  - You have some contacts that can help in getting you started (see step 2)
  - There is a local market for
2. **Develop Your Target List Of Contacts** – Grab a notebook or open an excel document and start listing everyone you know. Neighbors, friends, co-workers, clients, people you go to church with, etc. This list should exceed more than 100 people and likely will reach 200. Now, go through the entire list and reach out to each person via phone, personal email or in person and tell them about your desire to serve the youth (niche) market and ask if they know anyone who could benefit from you holding a free clinic or seminar. People in your network that have children who play sports will know coaches and sometimes be on booster clubs. Some people may be coaches or other centers of influence. After you've contacted that list go directly to leagues, private instructors, etc. This all requires 'hustle', but will pay off big.
3. **Schedule First Seminar, Talk or Clinic** - Once you've made contact with people that are centers of influence in your target market, schedule an event. Whether it's meeting with one team to team proper warm ups, a home school parents association to talk about physical education or an entire community to discuss getting athletic scholarships – just make it happen. At all live events you must capture contact information for kids / parents at the very minimum for future marketing. If you are in an environment that permits making a special offer (anywhere but at a team function like a practice where you're discussing proper warm ups) – make an offer. The worst that can happen is they don't buy.

**\*\*\*Bonus Step – Keep It Up** – Persistence will pay off and you will position yourself as the resident expert for your niche if you keep working the system. Keep looking for opportunities to get in front of teams and organizations, networking and building relationships. As an added bonus – if you are setting up a clinic, camp or seminar and have marketing materials you would like me to review – you can email me at [patrigsby@iyca.org](mailto:patrigsby@iyca.org). I'm always happy to help IYCA Members that are taking action.

# Carlo Alvarez – 3 Steps to a Championship Program

## Step 1 – Organize Your Program

**What's Your Brand?** Don't just copy someone's program; it's important that you set yourself apart from the competition. Is it your brand? Make sure you have a good grasp on your training protocol and are able to present it clearly to administrators, coaches, parents and athletes. The success of your program will be determined by how much your clients understand and support your training system.

## Step 2 – Structure Your Program

Once you have the support necessary to implement your program, determine school, team, and athlete specific goals. Remember, you are an extension of the coaches' or athletes goals. What needs to happen for the team to be successful? Determine your annual plan. This will keep you organized as you plan your training calendar. Break the year into specific phases and focus on developing the specific components necessary to achieve your goals.

## Step 3 – Systemize Your Program

The final piece of the puzzle is to systemize your training plan. Break your program into components. Focus on the **Big Rocks**. Systemizing your training program allows you to be more organized throughout your training sessions. Each component will be included into the training session based on its importance within the training cycle. This will help you prioritize what's important and keep you focused on the monthly, weekly and daily goals.

# **Pat Beith - 3 Take Away Action Steps**

## **1). Create Your Own Product**

If your clients are seeing massive results from your training and skills, you **MUST** create a product(s) to share with more people throughout the World that can also benefit from you. If you have a skill that will help others, you owe it to them to create your product. Remember, your product will never be perfect, so don't let that stop you from getting it out there.

Make sure you first find out what your market wants before you invest the time to create your product. Ask your clients, colleagues, and email list what they type of information that they want to discover more about.

## **2). Your Website**

First, if you don't have a website, get one up **IMMEDIATELY**.

### A). Your sales message:

Use 'words that sell' and add how the potential customer will benefit from using your product (not just list a bunch of features). In your message, State the Problem, Agitate the Problem, Solve the Problem. Remember to include John Carlton's tips:

- Here's What I Got
- Here's What It Will Do For You
- Here's What You Need To Do Next

### B). Add an email capture to your website

Offer visitors an 'ethical' bribe to join your email list

### C). Taking Payments Online

Set up a way for visitors to be able to pay for your services immediately online

## **3). Easiest way to drive traffic to your website**

Get affiliates

Speak to everyone remotely related to your niche/market at the IYCA Summit and find out how you can help each other.

Go to Google and search every keyword related to your niche (top 10-20 websites) and contact them through calling, email or mail. Send them your product free for review and/or promote their product first before you contact them

# **Kim McCullough – 3 Steps to find (and dominate) your niche, figure out:**

## **1) Who You Love Working With and What You Enjoy Most**

Ask yourself which group you enjoy working with the most - this usually means that you enjoy it so much you would do it for free (but you are going to get paid of course). Keep in mind that you can provide an incredible service to a segment of the youth market without training kids every day by doing seminars, coach and parent education or by creating incredible information products.

## **2) How To Solve Their Problems**

You may think you know what your market's problems are. Even if you are 99.9% sure you know what they want, still ASK. Ask them exactly what they want and then listen to them. Don't get caught creating a product or service that you know they need. Giving them what they want sells them, giving them what they need brings them back (and gets them talking about it).

## **3) How To Make It Into A Complete Business**

No matter how big or small your niche is, the reality is that you probably aren't going to make your entire fitness fortune from selling a \$30 e-book. You need to offer many different services and products within your small niche to give people options. The \$30 e-book may get them into your sales funnel with the hopes that they come to a \$300 seminar a year later. Think big and think long-term.

## **Nick Berry – 3 Steps**

1. **Create a 5 year, 2 year, 6 month plan.** What do you want to accomplish professionally and personally? What are your obstacles? Be very specific, and get it written out. Email it to me: [nickberry@iyca.org](mailto:nickberry@iyca.org)
2. **Create a completion plan to accomplish a task.** Make someone accountable for routinely performing that task. Use completion plans as the foundation for your business systems.
3. **Begin to create the financial path to your goals.** Get help with this. Go to a professional, tell them you want to plan for your family and your business in the future. Tell them your goals for each and let them HELP you.

If you want to talk to our CFP or Accountant, email me, [nickberry@iyca.org](mailto:nickberry@iyca.org).

## **Kwame Brown – 3 Takeaway Steps**

1. Spend some time observing children in their natural state of play (away from adults)
2. Become a play facilitator. Find a way to guide them while maintaining their natural state.
3. Don't just start a business or get a job guiding the physical education of kids. Get involved, be active in the community, working to integrate play back into the fabric of society.

# **Martha Strathouse – 3 Steps to Successful Programming in the Non-Profit Industry**

## **1. Identify your participants.**

Recognize the differences between profit and non-profit kids. Most of the time, your non-profit kids are there because their parents needed somewhere to put them not because they need a better fast ball. Get to know what makes the kids “tick” and focus in on it. Find out their love language and fill them up emotionally, the physical aspect will come from nature. NATURE vs. NUTURE.

## **2. What is the definition of your success?**

Once you identify your participants, how do you plan on keeping them? Most of the time, non-profit programs do not have much funding. You will not have top of the line equipment if any and location will not be ideal. Be creative. Remember what it was like to be a child and PLAY!!! If you do not want to participate in your drills and activities, do you think a child will? The participants will grow from any safe, effective range of exercises you put them through but how are you affecting them emotionally. Connect with each child as they are the most important people on the planet. If something is not working during a camp, do not be afraid to change it but believe in what you are doing enough to defend it.

## **3. How do you make the program successful?**

Identify the needs of the community. If soccer season is starting, it is not time to run a basketball camp. These kids are different as it is, they do not need their camps to out of sync too. Marketing is key. Identify your audience; afterschool programs, church youth groups, shelters... market to them, talk to the employees who run the programs and find out what has worked before. Always do a survey at the end of the program as your report card. How will you know what to improve upon if you do not ask?