

TRAINER MANUAL

Welcome to Digman Fitness! We all have different upbringings and journeys that lead us to where we are now, for a reason. Let's take today and make a difference in people's lives! Our goal at Digman Fitness is to help you become the best coach possible by mentoring you in areas related to business development, entrepreneurship and technical skills on how to help an individual with his/her fitness goals.

Welcome to the team and I look forward to our New Journey Making a difference in people's lives!

HERE ARE 10 WAYS TO MAKE SURE YOU ARE SUCCESSFUL AT DIGMAN FITNESS:

- 1. **KEEP DIGMAN FITNESS CLEAN.** EVERYWHERE. GYM FLOOR, RE-RACK WEIGHTS, COMMON AREA, BATHROOMS AND PARKING LOT.
- 2. Get to know the history and culture of Digman Fitness. When we were founded, what services do we provide and what is our MISSION.
- 3. **Smile and add energy.** Be sure to add encouragement as the coach directs the class.
- 4. Get to know everyone's name. This even applies to their family members, pets, job, etc.
- 5. Serve. How well can we make a difference everyday at making each session the best session?
- 6. LISTEN AND WATCH. WHAT IS THE COACH SAYING? HOW ARE THEY COACHING? ARE YOU FULLY ENGAGED?
- 7. WRITE. MAKE A JOURNAL OF YOUR EXPERIENCES AND TAKE NOTES ON HOW THINGS CAN BE DONE DIFFERENTLY OR BETTER.
- 8. **Represent your brand well.** How you present yourself by how you dress, what you say, how you say it and your body language speaks loud!
- 9. **DOWN TIME.** IF THERE ARE NO SESSIONS TAKING PLACE, ASK THE COACH WHAT DUTIES ARE TO BE DONE: CLEANING, STUDYING, JOURNALING, ETC.
- 10. **BE ABLE TO GIVE A TOUR.** AFTER 2 WEEKS YOU SHOULD BE ABLE TO GIVE SOMEONE ELSE A TOUR AND EXCITE THEM ABOUT WHY WE ARE SPECIAL AND WHAT MAKES US UNIQUE.

TABLE OF CONTENTS

DIGMAN FITNESS SOCIAL MEDIA AND EMAIL	Page 3
Marketing Strategies	Page 3
DIGMAN FITNESS INTERNSHIP CONTRACT	Page 4
DIGMAN FITNESS ITINERARY AND OBJECTIVES	Page 5
DIGMAN FITNESS INTERNSHIP EXPECTATIONS	Page 6
WRITING ASSIGNMENTS & WEEKLY MEETING AGENDA	Page 7
How to be a world Class Intern	Page 8
CHECKLIST FOR FIRST TWO WEEKS	Page 9
INTRODUCTION TO DIGMAN FITNESS & MISSION	Page 10
COMPONENTS OF TRAINING	Page 11-14
FOAM ROLL/TISSUE RELEASE	
Mobility/Corrective Exercises	
Dynamic Stretching	
Core Activation Exercises	
Functional Strength Training Exercises	
Assessments	Page 14
Pay rate Scale	Page 15

DIGMAN FITNESS SOCIAL MEDIA & EMAIL

I ALWAYS LOVE TO STAY CONNECTED BY POSTING TRAINING INFORMATION, VIDEO CONTENT AND EVERYTHING THAT HAS TO DO WITH DIGMAN FITNESS BELOW:

FACEBOOK PAGE: www.facebook.com/digmanfitness

INSTAGRAM: DIGMAN FITNESS

YOUTUBE: DIGMAN FITNESS

LINKEDIN: COREY DIGMAN

IF THERE ARE ANY QUESTIONS REGARDING SPECIFICS TO TRAINING OR CLASS INFORMATION CONTACT ME AT:

corey@digmanfitness.com

OFFICE/PHONE NUMBER: 608-732-0306

MARKETING STRATEGIES

- 1. CLASSPASS APP- BEGAN USAGE IN 2019
- 2. SOCIAL MEDIA POSTS AND ENGAGEMENTS- DAILY/WEEKLY
- 3. QUARTERLY EVENTS (STRONGMAN AND FITNESS COMPETITIONS
- 4. CLINICS (SET UP WITH LOCAL COMPANIES OR AT THE GYM)
- 5. LUNCH & LEARNS (AT THE GYM/VIRTUAL VIA ZOOM)
- 6. DANE BUY LOCAL MEMBER- BEGAN IN 2020

DIGMAN FITNESS INTERNSHIP CONTRACT

I, ______ AGREE TO ABIDE BY ALL OF THE PROCEDURES OF DIGMAN FITNESS INTERNSHIP PROGRAM AS OUTLINED IN THE INTERNSHIP ITINERARY, OBJECTIVES AND EXPECTATIONS. I AM AWARE THAT THIS INTERNSHIP IS UNPAID, AND DIGMAN FITNESS HAS OFFERED NO FINANCIAL COMPENSATION FOR THIS PROGRAM.

THIS INTERNSHIP WILL BEGIN ON	AND END UPON COMPLETION O
HOURS.	-

INTERN SIGNATURE

_

Address

Cell Phone _____

Email _____

DIGMAN FITNESS ITINERARY & OBJECTIVES

- 1. DIGMAN FITNESS ORIENTATION
 - A. ORIENTATION OF STUDIO
 - B. REVIEW INTERNSHIP OBJECTIVES
 - C. REVIEW EMPLOYEE MANUAL & WEBSITE
 - D. REVIEW INTERNSHIP SCHEDULE
- 2. DIGMAN FITNESS OPERATIONS & MAINTENANCE
 - A. SPEED ROPES, LADDER, CONES, BOXES
 - B. MEDICINE BALLS, KETTLEBELLS, DUMBBELLS, WEIGHTS
 - C. BATTLE ROPES, SLIDERS, ETC.
 - D. NUMBER CARDS & STATION CARDS
 - OPENING AND CLOSING OF GYM
 - RESPONSIBILITIES
 - REVIEW OF MEMBER TOUR
 - SIGNUP NEW CLIENT
 - Music
 - EMERGENCY PROTOCOL
- 3. PROFESSIONAL DEVELOPMENT & EDUCATION
 - A. WATCH AND FAMILIARIZE YOURSELF WITH DF YOUTUBE & MEMBER VIDEOS
 - B. BECOME FAMILIAR WITH APPLICABLE SOFTWARE (EXCEL, WORD, INTERNET)
 - c. Review Fitness Information websites
 - NSCA
 - ACSM
 - NASM
- 4. PERSONAL TRAINING & PROGRAMMING
 - A. BECOME FAMILIAR WITH HOW AND WHY DF selects certain exercises and workouts
 - B. OBSERVE ASSESSMENTS ON CLIENTS
 - C. PERFORM ASSESSMENTS ON CLIENTS
 - D. Observe and perform training for group & Individual Clients

DIGMAN FITNESS INTERNSHIP EXPECTATIONS

WELCOME TO DIGMAN FITNESS! WE WANT YOU TO TREAT THIS INTERNSHIP AS IF IT WAS YOUR JOB! WE TAKE GREAT PRIDE IN THE CULTURE AND ATMOSPHERE AT WHICH WE PROVIDE TO CLIENTS SO THAT THEY CAN REACH A TOP LEVEL. LISTED BELOW ARE SOME EXPECTATIONS WE HAVE OF YOU DURING THIS TIME WITH US. YOU WILL RECEIVE MORE SPECIFIC EXPECTATIONS AND ASSIGNMENTS THROUGHOUT YOUR INTERNSHIP THAT WILL INCLUDE: CLEANING, MARKETING PROJECTS, CLASS PROJECTS AND MORE!

IF THERE ARE ANY QUESTIONS, PLEASE ASK. I WANT TO MAKE THIS A GREAT EXPERIENCE FOR YOU TO CARRY OVER TO YOUR CAREER!

- KNOW YOUR CLASS SCHEDULE AND BE TIMELY WITH YOUR ARRIVAL. WE EXPECT YOU TO BE READY TO GO ON YOUR START TIME, SO I RECOMMEND SHOWING UP 10 MINUTES EARLY.
- IF YOU ARE ILL OR HAVE A CONFLICT WITH TIME, PLEASE LET ME KNOW ASAP.
- PLEASE KEEP TRACK OF YOUR OWN INTERN HOURS. KEEP TRACK AND LOG DURING NON-BUSY HOURS.
- Getting involved in the community is important, so we will network. Get to know people and talk about your goals as a coach and be as human as possible without selling all the time.
- EACH DAY WHEN THERE ARE NO CLIENTS IN THE BUILDING AND IF WE HAVE NO SCHEDULED EVENTS FEEL FREE TO TAKE A LOOK AT YOUR NOTES (CLEANING, CONTINUING EDUCATION, ETC.).
- LEARN VALUABLE INFORMATION EACH DAY IN THE TRENCHES BECAUSE YOU NEVER KNOW WHEN I WILL CALL ON YOU TO LEAD THE GROUP/INDIVIDUAL.
- DRESS APPROPRIATELY (MATCHING EXERCISE CLOTHES- NO BAR CLOTHES OR NEGATIVE MEDIA). I WILL PROVIDE A SHIRT TO WEAR COMPLIMENTARY FOR YOUR INTERNSHIP IF YOU WOULD LIKE.
- IF YOU HAVE ANY QUESTIONS OR HOW DIGMAN FITNESS CAN BE IMPROVED, LET ME KNOW!
- LET'S HAVE FUN & GET AFTER IT!

WRITING ASSIGNMENTS EACH WEEK

Each week on Friday, we will complete the following agenda besides what you are required for your particular University/School:

CHECKLIST (FOR YOU)

- WHAT IS YOUR INTENTION FOR THE WEEK?
- WHAT ARE THREE THINGS YOU NEED TO IMPROVE ON THIS WEEK?
- WHAT ARE THINGS THAT YOU WOULD LIKE TO LEARN NEXT WEEK?

MARKETING ASSIGNMENTS—HOW WE CAN IMPROVE ON OUR NEWSLETTER, SOCIAL MEDIA PAGES, ETC.

IN THE CONCLUSION OF OUR INTERNSHIP, WE WILL SCHEDULE AN EXIT INTERVIEW/APPRAISAL.

THANK YOU AND LET'S HAVE SOME FUN!

HOW TO BE A WORLD CLASS INTERN

- 1. CHECK WITH ME PRIOR TO THE SESSION TO MAKE SURE THAT THE CLIENT IS COMFORTABLE WITH BEING OBSERVED.
- 2. TAKE NOTES IF NEEDED (NOT MANDATORY DURING SESSION BUT WAITING UNTIL AFTER THE SESSION IS OK).
- 3. Use positive body language throughout the session
 - A. MAINTAIN EYE CONTACT
 - B. STAND AT ALL TIMES WITH GOOD/ENGAGED POSTURE
 - c. Smile
 - D. ENGAGE WITH CLIENT ASKING QUESTIONS AND ALWAYS LOOK FOR WAYS TO MODIFY/ADVANCE THEM
- 4. AVOID NEGATIVE BODY LANGUAGE
 - A. LOOKING AROUND DURING THE SESSION
 - B. SITTING DOWN OR LEANING AGAINST THE WALL DURING A SESSION
 - C. CROSSING YOUR ARMS OR LEGS
 - D. HANDS IN YOUR POCKETS
- 5. BE CLOSE ENOUGH TO OBSERVE THE CLASS BUT DON'T IMPEDE THE FLOW
- 6. Get to know names and as much information as possible about clients
- 7. KEEP TALKING TO MINIMUM ABOUT NEGATIVE OUTSIDE FACTORS (CHANGE SUBJECT TO SOMETHING FUNNY OR POSITIVE IF CLIENT IS HAVING A BAD DAY—THIS CAN BE TOUGH WHEN YOU WANT TO BE EMPATHETIC BUT YOU HAVE TO BE A ROLE MODEL)

CHECKLIST FOR FIRST TWO WEEKS

- 1. CLASS PARTICIPATION:
 - A. PARTICIPATE IN AT LEAST ONE STRENGTH & CONDITIONING CLASS
 - B. PARTICIPATE IN AT LEAST ONE VIRTUAL CLASS
- 2. CLEANING (WEEKLY/DAILY AS NEEDED):
 - A. VACUUM FLOOR (GENERAL AND COMMONS AREA)
 - B. SWEEP SIDEWALK
 - C. WINDEX WINDOWS AND MIRRORS IN BATHROOMS & EXTERIOR WINDOWS
 - D. DUST
 - E. MOP MATS
 - F. DISINFECT MATS AND EQUIPMENT
 - G. CLEAN BATHROOMS
 - H. HELP RESTOCK DRINKS (MAKE SURE THERE IS ENOUGH)
 - I. NOTES/WORKOUTS ON BOARD (UPDATE WEEKLY/BI-WEEKLY) & WORKOUTS (LAST DAY OF EA. WEEK)
- 3. Get to know the Class Schedule
- 4. Get to know the services and prices
- 5. Take notes on what is being done with clients and how things could change for the better or how they are helping
 - A. EMAIL/CALL POTENTIAL & OLD CLIENTS (5-10 PER WEEK GOAL)
 - B. ONLINE ENGAGEMENT (HOW CAN DIGMAN FITNESS BE A GREAT GUIDE?)
 - C. POWER GOAL SHEET (FILL OUT EVERY FRIDAY FOR FOLLOWING WEEK)
- 6. PRACTICE STRETCHING AND BODY WORK TECHNIQUES WITH STRAPS, FOAM ROLLS AND THE STICK
- 7. PRACTICE ASSESSMENTS & INTAKE EVALUATIONS
- 8. LEAD A GROUP

INTRODUCTION TO DIGMAN FITNESS FOR NEW TEAMMATES

Welcome aboard to the Digman Fitness Team! Congratulations on your recent achievements through education! Our services include an assessment (every 2-3 months), strength, conditioning, mobility, balance, agility and power exercises that are centered around NASM standards.

WE SPECIALIZE IN:

- SUPERIOR HEALTH AND FITNESS PROGRAMS
- INJURY PREVENTION TECHNIQUES TO GET YOU "BACK IN THE GAME"
- PROFESSIONALISM
- CLEANLINESS
- QUALITY SERVICE- ATTENTIVENESS!
- PROVIDING A SAFE, CLEAN AND ENJOYABLE ATMOSPHERE

WE ARE UNIQUE IN A SENSE THAT WE:

- WORK BY APPOINTMENT IN A CLASS SETTING OR ONE-ONE
- SPECIALIZED WORKOUTS AS MUCH AS POSSIBLE
- Pride our sense of knowledge (continuing education/research)

MISSION:

DIGMAN FITNESS IS A PERSONALIZED STRENGTH & CONDITIONING STUDIO THAT FOCUSES ON QUALITY SERVICE, ATTENTIVENESS, PERSONALIZED TRAINING AND FUN CHALLENGES. THIS PASSION FOR IMPROVEMENT AND ATTENTION TO DETAIL STEMS FROM THE FACT THAT MOST AMERICANS ARE BATTLING INJURIES AND AILMENTS, SO WE NEED TO BE ON THE TOP OF OUR GAME SO THAT FOLKS CAN GET BETTER. WE NEED TO BE THE BEST RESOURCE FOR THE INDIVIDUAL AS POSSIBLE.

COMPONENTS OF TRAINING

EACH OF THE FOLLOWING COMPONENTS ARE BASED OFF NASM'S ESSENTIALS OF CORRECTIVE EXERCISE TRAINING MODEL:

- 1. FOAM ROLL/TISSUE RELEASE (5-7 MINUTES)
- 2. MOBILITY, STATIC/DYNAMIC STRETCHING (3 MIN)
- 3. CORE ACTIVATION (1-2 MIN)
- 4. STRENGTH, CONDITIONING, POWER & AGILITY (30 MIN)
- 5. FINISHER EXERCISES (CHOICE OF CLIENT- 1-3 MIN)
- 6. CORRECTIVE STRETCHING (5-7 MIN)

Each phase is based on how the individual has assessed originally and what their goals are throughout the program. We should be able to adjust on the FLY without disrupting flow of the class/session.

1. FOAM ROLL/TISSUE RELEASE:

Each area of the body has a function and is involved with proper control. Through the screening process, we can find areas that need closer attention to as far as releasing and strengthening. The areas that need releasing are highlighted specifically for each individual and performed during this period

A. UPPER BODY

- i. Lats
- II. PECS
- III. POSTERIOR CAPSULE OF THE SHOULDER
- IV. SHOULDER BLADES

B. LOWER BODY

- I. GLUTES
- II. TFL
- III. Psoas
- IV. ADDUCTORS
- V. HAMSTRING MUSCLES
- VI. QUAD MUSCLES
- VII. CALF MUSCLES

VIII.

2. MOBILITY:

MOBILITY IS A HUGE INDICATOR OF PROPER FUNCTION AND MOVEMENT THROUGHOUT THE BODY. IF AN INDIVIDUAL DISPLAYS POOR MOBILITY THEN INJURIES CAN MORE EASILY OCCUR AND PERFORMANCE DROPS CONSIDERABLY. THIS IS THE MOST IMPORTANT COMPONENT THAT SHOULD BE WORKED ON DAILY FOR

MOST FOLKS TO IMPROVE ROM. RESEARCH SUGGESTS PERFORMING EACH MOBILITY DRILL FOR 30-60 SECONDS IN LENGTH.

A. UPPER BODY

A. NECK

- A. NECK TILTS
- B. ROTATIONS

B. THORACIC SPINE

- A. CAT/COW
- B. THORACIC CARs
- C. FOAM ROLL EXTENSIONS
- D. PROTRACTIONS/RETRACTIONS
- E. QUADRUPED THORACIC ROTATIONS
- F. SEATED/STANDING THORACIC ROTATIONS
- G. SIDE-LYING WINDMILL/WALL WINDMILL

c. Shoulder

- A. SIDE-LYING/WALL WINDMILL
- B. ARM CARs
- C. OH STICK (BACK SCRATCHER)
- D. EXTERNAL STICK

B. LOWER BODY

- a. Hips
- A. KNEELING/STANDING ACTIVE HIP FLEXOR
- B. HIP CARS
- C. PRETZEL STRETCH
- D. LYING/STANDING HAMSTRING STRETCH
- E. STANDING QUAD/BENCH QUAD STRETCH
- F. DEEP SQUAT WALL SERIES (SQUAT, SPLITS, CROSS OVER)

B. ANKLES

- A. ANKLE DORSI/PLANTAR FLEXION
- B. ANKLE CARS
- C. EVERSION/INVERSION

3. DYNAMIC STRETCHING:

DYNAMIC MOVEMENTS BEFORE A ROUTINE IS TREMENDOUSLY NECESSARY FOR INJURY PREVENTION.

Those movements are to be as specific to the routine as possible as not to waste any time.

THERE IS A *SLOW-FAST* AND *GENERAL-SPECIFIC* APPROACH TO EACH DYNAMIC ROUTINE.

A. SLOW-FAST

- A. BEGINS WITH A QUICK MARCH OR WALK
 - I. MARCH IN PLACE
 - II. WALK TO LIGHT JOG
- B. PROGRESSES TO EACH MOBILITY AREA OF THE BODY IN A STATION FORMAT ALTERNATING WITH A WALK/JOG
 - I. STATIONARY
 - II. MOVEMENT DOWN RUNWAY

B. GENERAL-SPECIFIC

- A. WARM-UP FOLLOWS THE FOLLOWING PROGRESSION:
 - I. BODY WEIGHT
 - II. BANDS
 - III. WEIGHTS- SPECIFIC TO THE ROUTINE (I.E. DB/BAR SQUAT WARMUP)
- B. PROGRESSES TO EXPLOSIVE MOVEMENTS RELATED TO ROUTINE
 - I. BODY WEIGHT
 - II. Boxes
 - III. CONES
 - IV. LADDER
 - v. Band

4. CORE ACTIVATION:

Core activation is a period that is spent "recruiting" and firing up muscles necessary for the specific strength routine to follow. These exercises are both general and specific to not only the routine but the individual. For example, if one tests through the assessment and there are areas that are exposed as *Long & Underactive* then these are groups of muscles that need more attention.

A. SEGMENTAL

- A. THORACIC/SCAPULA
 - I. COBRAS, SCARECROWS, EXTERNAL ROTATIONS (PRONE/STANDING)
 - II. BANDS THROUGH SCARECROWS & COBRAS
 - III. SERRATUS PUNCH PROGRESSIONS
- b. Core
 - I. PRONE PLANK PROGRESSIONS
 - II. SIDE PLANK PROGRESSIONS
 - III. QUADRUPED PROGRESSIONS
 - IV. ANTI-ROTATION PROGRESSIONS
- C. GLUTES/POSTERIOR CHAIN
 - I. HIP UP PROGRESSION
 - II. SUPERMANS (PRONE ON STOMACH OR QUADRUPED)
 - III. STANDING KICKBACKS & ABDUCTIONS

- $\mathsf{D.} \quad \mathsf{SHINS} \ \& \ \mathsf{CALVES}$
 - I. STANDING/SEATED TOE RAISES (TIBIALIS ANTERIOR)
 - II. CALF RAISES

5. STRENGTH & CONDITIONING:

Our strength & Conditioning routines are both fun and challenging in ways which are functional and specific to our daily lives. The exercises that are selected all have modifications and progressions to them for all fitness levels and abilities. Each Quarter (end of March, June, September and December) we test out to see progress as well as measure specific goals of each client.

A. STRENGTH

- A. PUSH EXERCISES (BODY WEIGHT, DB, KB, TRX, MB, SANDBAG, BANDS)
- B. PULL EXERCISES (BODY WEIGHT, DB, KB, TRX, SANDBAG, BANDS)

B. CONDITIONING

- A. BODY WEIGHT
- B. IMPLEMENTS (ROPES, KB'S, SLEDS, SLIDERS, MB'S, ETC.)

7. Assessments:

CORRECTIVE EXERCISES ARE A NECESSARY AND INTEGRAL PART OF A SMART ROUTINE. AFTER AN INDIVIDUAL COMPLETES THEIR ASSESSMENT, THERE ARE AREAS THROUGHOUT THE BODY THAT ARE EITHER SHORT/OVERACTIVE OR LONG/UNDERACTIVE. THOSE AREAS SHOW WHICH ROUTINE TO TAKE AS FAR AS EXERCISES ARE CONCERNED SO THAT THE INDIVIDUAL CAN PREVENT PAIN, INCREASE FUNCTION AND PERFORMANCE. BELOW ARE THE COMMON TESTS THAT ARE DONE MOST OFTEN, BUT DEPENDING ON THE GOAL OF THE CLIENT WE CAN DO MORE IN DEPTH TESTS COVERED BY NASM.

A. OVERHEAD SQUAT ASSESSMENT (SEE ASSESSMENT CHECKLIST SHEET)

- A. FRONT VIEW
- B. SIDE VIEW
- c. Posterior View

B. UPPER EXTREMITY (SEE ASSESSMENT CHECKLIST SHEET)

- A. WALL SHOULDER FLEXION TEST
- B. WALL SHOULDER ABDUCTION TEST
- C. WALL SHOULDER INTERNAL/EXTERNAL ROTATION

C. SEGMENTAL TESTS

- A. 90/90 HAMSTRING LENGTH TEST
- B. THOMAS TEST (HIP FLEXOR/QUAD LENGTH)
- C. WALL ANKLE TEST
- D. FABER/FADIR TESTS (GROIN/GLUTE)

PAY RATE SCALE

INTERNS:

- A. 12- WEEK INTERNSHIP (MARCH, JUNE OR SEPTEMBER)
- B. PAY- TBD BASED ON WHAT YOUR UNIVERSITY/SCHOOL ALLOWS (\$1,000 FOR WHOLE INTERN PROGRAM)
- C. OPPORTUNITY TO MAKE COMMISSION DURING INTERNSHIP (IF YOUR UNIVERSITY/SCHOOL ALLOWS)

SUB-CONTRACTORS:

- A. 50% commission on all sessions
- B. \$20/SESSION STARTING ON GROUP SESSIONS
- C. 20% BONUS on all outside sales contracts (per individual)
- D. 10% Pay raise on commission if client renews (80% max commission)

MORE DETAILS:

- Pay rate stays at higher commission as long as that particular individual client stays with the gym
- Pay rate increases are administered upon performance (50%, 60%, 70% and 80%)
- PACKAGES FOR MEMBERS ARE MONTHLY
- KEEP TRACK OF HOURS AND HAND IN WEEKLY COMMISSION SPREADSHEET (GOOGLE DOCS)- THIS WILL BE ADMINISTERED BY OWNER