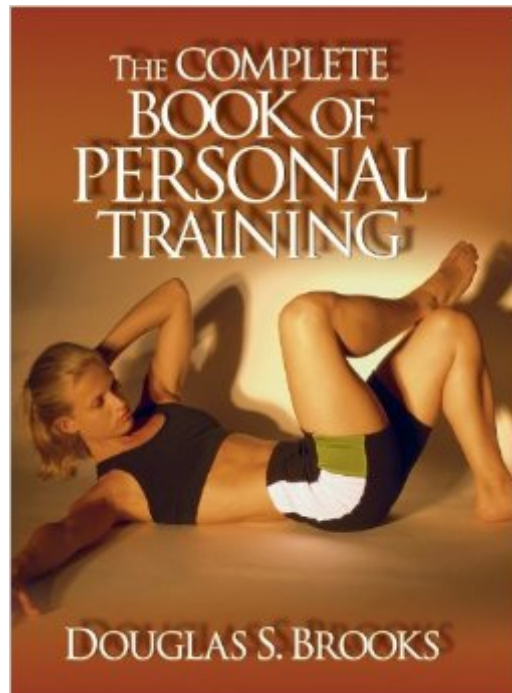


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The Complete Book Of Personal Training



Synopsis

The Complete Book of Personal Training delivers exactly what the title promises and more, making it the most comprehensive and authoritative resource for you as a personal trainer, whether you are a newcomer to the field or have a well-established business. The book is truly a complete resource. It's full of information about working with clients and designing programs, and it's also a practical guide to all aspects of the personal training business. The Complete Book of Personal Training will help you in the all aspects of your profession:-Learn applicable information on fitness testing and assessment.-Identify your clients' goals and create fitness tests specifically for them.-Properly train and help special populations.-Understand the business side of personal training, including marketing yourself as a trainer, getting and retaining clients, and learning time management.-Learn how to expand your business. Noted author, educator, and personal trainer Douglas Brooks digs deep into the world of personal training, offering solutions to the challenges that trainers face in daily life and providing answers to many of the questions personal trainers ask throughout their careers. More than just a training manual, this text explores the best ways to run your business "from marketing and promotions to record keeping and retirement planning. The book includes a thorough index to help readers quickly locate any topic, and more than 100 photos accurately illustrate proper techniques for dozens of exercises. The Complete Book of Personal Training contains something for every personal trainer. It's the first reference of its kind to provide all the information you need to start, run, and grow a personal training business or career. The text is an essential tool to help you solve the daily organizational and business challenges of personal training. v

Book Information

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Customer Reviews

I purchased this book 1.5 years ago from a convention I attended in Philly. I have seen Douglas Brooks speak on several occasions and I highly recommended any personal fitness trainer to seek him out. This book is comprehensive, easy to read, and written according to the guidelines of the ACSM and NCSA (and ACE and other well known organizations). I really liked that he has "copy approved" worksheets and forms throughout the book to use with your clients. It is a bit more expensive than other PT books, but as they always say, you pay for what you get. Enjoy!

I'm studying for the ACE personal Trainer exam and found Mr Brooks book an easy read. He tries to explain difficult concepts, simply. His many years of experience shine through. If your just starting out in this field, buy this book.

I have been looking for a 'guidebook' with my personal training...I am certified with ACE and ASCM and have the books they require for this kind of work, but I happened to stumble across this book on , and almost did NOT buy it. What a mistake that would have been. This guy really knows how to reach out and touch you thru this book! He gives you the confidence you need, and tells you the mistakes he made in the beginning and how to avoid them....lots of REALLY good info...I am still reading thru it...and it will be a key manual for me as long as I do personal training...a must have, order it, and be happy :)

It's a good book more the most part. If you are not a certified personal trainer or are contemplating becoming one than this book is for you. If you already are a personal trainer there is good information but most likely you already know it. The first half of the book is almost entirely on the business aspect of it. While I agree that there are methods that will always be successful when it comes to selling/client retention/getting clients; the book needs to be updated badly. then in my opinion it would be a great resource. The most current edition was written in 2003. Since the internet played a minimal role than (and social media wasn't around,) There is little covered on that and I found myself just skimming through this whole section since things have changed so drastically since then. Its a good book to have as a reference and if you work in a corporate gym then it might be more beneficial to you. But if you're independent I just don't think its for you.

No matter where you come from, once you mastered the science and acquired the knowledge of body mechanics, anatomy, kinesiology and physiology, you need a down-to-earth book that will cover the business side of personal training: How to market yourself, how to manage your business, in other words, how to be a successful entrepreneur in the fitness industry. Bravo.

I have not read this entire book as I have not had it long enough. But, I bought it as a reference resource. It has just about everything in it concerning personal training. From the business end of training to managing your time, assessments, tracking client progress, equipment, program designing, working with different populations of clients. Everything you could possibly need information on if you plan on becoming a Personal trainer. It gives readers examples of forms for different needs. There are only photos when necessary, but it's in an easy format to read or just refer to when you need only a certain piece of information. I expect to use this book for a long time, as I get started in the personal training field.

THIS IS GREAT 4 ME TO STUDY B4 I GO TO SCHOOL!!! PERFECT! THERE IS SO MUCH INFORMATION AND GREAT PICTURES WHICH MAKES IT EASIER TO UNDERSTAND! MY ONLY PROBLEM WITH ALL THE ANATOMY WORDS, IS THAT I DON'T KNOW HOW TO PRONOUNCE THEM!!! WISH THEY HAD A BOOK TO SHOW U HOW TO PRONOUNCE THE MUSCLES!!! I WOULD BUY IT!!!

Douglass Brooks shows a complete understanding of the full gamut for Personal Trainers. His "Complete Book of Personal Training" covers A-Z of the subject. I especially like that he focuses so much on the goals of his customers, rather than how to fit your own intentions into their true needs. I recommend this book to anyone in the field, whether starting out, stepping up to the next level or just trying to be better in this profession. The only improvement I can recommend is an update to the book. I hope Mr. Brooks can find the time to issue a revised guide that addresses more recent changes in the field.

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