



Pack Up the Gym- and Take it With You!

taking personal training to the next level- your clients' home or office

Tools for fitness • Knowledge for health

OPTP

What is Mobile Training?

Mobile Training is a growing (and potentially lucrative) branch of personal training. In a world where “*time is of the essence*” it’s becoming more difficult for individuals to commit to a training program that requires them to be at the gym 2-3 days a week. Evidence of this dilemma is supported by the fact that we in the United States are now facing an “obesity epidemic”. Our lives have become so busy that it’s difficult to take time out for a disciplined workout program. Unless, the program can come to us!

“What if you could give your training business a shot of adrenaline for an investment of \$500 or less?”
-Tim Borys

“What if you could give your training business a shot of adrenaline for an investment of \$500 or less?”¹ This question posed by Tim Borys, CSCS, in his article, *Trainer in a Bag*, should pique the interest of any personal trainer looking to get more out of their profession. In fact, Borys goes on to say that “Launching a full-time or sideline mobile training business may be just the jolt you need to pop out of a rut and breathe fresh air into a stale balance sheet.”¹

What’s the Benefit?

Health clubs are popping up in every neighborhood across the U.S., and even though memberships have stayed steady throughout the years, so have cancellations. Club owners are having a difficult time retaining long-term members, especially the New Year’s resolution crowd who typically leave after their three month personal training session has ended. One reason for this departure is that personal training doesn’t feel so personal anymore. Bigger gyms lead to more bodies, which in turn leads to overcrowding of both the facility and the parking lot.

This is one particular trend that will definitely drive away your borderline exercise enthusiasts, but it also presents a huge opportunity for mobile trainers.

The convenience of in-home activities, of all sorts, is no secret. People tend to be more comfortable in the familiar, and safe, environments of their choosing. This couldn’t be more true when it comes to exercising! Individuals who perceive themselves as overweight have a hard time getting motivated to go to a gym that is filled with intimidating equipment and pretty people. But these same people know they need to change their lifestyle, and are aware that they’ll need help doing so. They come from all different backgrounds and have a diverse set of needs, but this is where the flexibility of a mobile trainer is beneficial. In fact, “For mobile trainers the mainstream acceptance of our profession has opened the door to a broad clientele that includes business executives, stay-at-home parents, people with home gyms, outdoor clients and athletic teams, to name a few.”¹ With the right set of tools a personal trainer can go mobile at a moment’s notice.

Functional training tools have long been the choice for fitness and rehab professionals because they’re inexpensive, fun and easy to use, they allow for multiple progressions, and are convenient to transport. Plus, “Your expertise- including the customized application of anatomical and biomechanical resistance exercise principles- and a strategic mix of mobile tools enables clients to duplicate most exercises performed on expensive gym equipment.”¹ Just throw in a pinch of creativity and you can train your clients in a way that is effective and will keep them interested, and comfortable, for years to come.

What Will I Need?

The great thing about functional training tools is that they are inexpensive and extremely versatile. A duffle bag and spacious back seat is all that is required to transport your functional gym!

Tools such as stability balls, foam rollers, and exercise tubing are well-known and extremely versatile.



For instance, the **FitBall® “Burst Resistant Quality” stability balls** can be used to promote flexibility, balance, strength, and coordination. They’re also ideal for targeting the

core, upper body, or lower body, and can be used to challenge individuals of any age or fitness level.

Foam Rollers, on the other hand, are cylindrical in shape and made of lightweight, high quality foam for lasting durability. They come in a variety of sizes, the most popular being 36” long x 6” in diameter, and are



excellent for myofascial release, muscular flexibility, and dynamic strengthening. These tools can be used to improve an individual’s balance reaction, body awareness, proprioception, and core stability.

A recent hybrid that combines many of the properties of both the stability ball and foam roller is the **inflatable Fitball® Roller**. The new inflatable



FitBall Roller combines all the strength, balance, coordination, stability, and core benefits of both foam rollers and stability balls into one compact and convenient roll.

It’s suitable for all fitness levels, allows for multiple progressions, and easily adapts with other tools.

Exercise tubing is a terrific option for resistance training that simulates exercises performed on cable machines. **Deluxe Exercise Tubing**, for example, is ideal for strengthening



and toning the arms, legs, or trunk. Deluxe tubing is available in four resistances and comes in convenient

pre-cut lengths of 4 1/2 feet, and with handles. Secure your tubing underneath a ball base or with a door anchor for additional challenges.

Other tools to consider adding to your “portable gym” are the **Multi-Challenge Board**, for balance and ankle training, the **Disc-O-Sit**, for balance and stability, medicine balls, for strength, and exercise mats for floor exercises.



Together with the tools mentioned above you can have a complete, and portable, gym that can travel with you to wherever your clients wish to train.

Perhaps one day it’s running at the beach, or next hiking in the woods. The possibilities are endless- and the potential for this type of training is limitless!

Product Mentions

All products mentioned in this newsletter can be purchased from OPTP. Shop online at OPTP.com to see our vast selection of Foam Rollers, Stability Balls, Wobble Boards, Exercise Tubing, and more! Or you can talk to one of our knowledgeable customer service representatives Monday-Friday from 8AM-5PM CST. Call us today at 1-800-367-7393, and we’ll be happy to assist you with all your health and fitness product needs.

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References:

1) Borys, Tim, CSCS. “Trainer in a Bag.” *Idea Personal Trainer*, September 2003, pp. 19-25.

Disclaimer:

Always remember to consult with your healthcare professional before starting any exercise program. If you have questions or concerns regarding your exercise program, please consult with your healthcare professional or a professional fitness trainer.