



A PERSONAL TRAINER'S GUIDE

Get More Clients

with ROM Measurements



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Listen to an [audio recording here](#).

Introduction

When you're a personal trainer, getting clients can feel intimidating. Where do people who want personal training hang out? How do you approach these people without coming off as pushy or desperate? Why is it so hard to do what you love for work?!

In this ebook, I share a multi-tactical approach to fill your schedule, even the day time hours! There's just one thing—you'll have to be willing to learn how to take range of motion (ROM) measurements. Range of motion assessments are the center of this business model. Everything you do from the sales pitch to working with a client revolves around the data you collect from ROM assessments.

The world is evolving and it's all about data now. The personal training industry is no different. There is a growing demand for objective assessments and data-driven programs. This one skill, ROM assessments, will provide you with a unique edge to build a lucrative personal training business.

Don't worry if you don't know how to take ROM measurements, it's easy to learn and I'll give you some resources at the end of this ebook so you can teach yourself online or from a book. Seriously, in less time than it takes to binge watch a few movies, you'll be conducting ROM assessments.

Beyond learning the skill, this ebook will show you how to capitalize on ROM and build a lucrative business.

In this eBook you'll learn how to:

- Increase your value + professional edge
- Find clients who are happy to pay for your services
- Integrate remote work into your schedule

You can build a business with secure income doing what you love! Let's get started...

Best,
Niki



The right hamstring measured at 90° degrees, the left hamstring measured at 40°

Why do ROM measurements make client acquisition easier?

Let's face it, there are a lot of personal trainers that say they design personalized programs for their clients. You need a skill set that makes you stand out from the rest, enables you to actually design personalized program, and allows you to charge a rate that communicates, *"I am not a regular personal trainer."* The ability to take range of motion measurements is that skill set.

Every joint has an optimal range of motion, measured in degrees. If the measurement isn't within the normal range, then you'll know the muscle is tight and needs to be stretched—and it might not be the same on the right and left sides of the body. ROM assessments give you information (data) on exactly what to stretch and what not to.

Kinesics Classifications for ROM measurements



Facts are easy to sell.

There are plenty of personal training assessments and you might decide to provide your clients with multiple assessments, such as a Functional Movement Screen to determine if faulty movement patterns exist so you know which muscles need cueing or neuromuscular retraining. I use this in my own practice! But, the problem I see is that trainers are using visual assessments to assign stretches and exercises. This is merely a best-guess approach. ROM assessments gives you data, or fact-based, results.

What are the benefits of a Flexibility and Mobility Program that is designed using ROM data?

- Reduce the risk of injury
- Improve biomechanics
- Enhance performance
- Improve muscle balance and postural alignment
- Improve aesthetics



How do you conduct ROM Assessments?

Super simple—anyone can learn!

You'll need a measurement device and a treatment table.

[This \\$7 goniometer](#) or this [\\$24.99 digital goniometer](#) – either one is a worthy investment. Goniometers can almost take any measurement, **almost**. [This digital measurement](#) device takes every measurement ever, \$350.

Learn to conduct ROM measurements using a goniometer on our [Youtube Channel](#), Kinesics Humans Movement Systems.

We also have a course using a digital goniometer that comes free with a Kinesics App subscription. The course is approved for 8 hours of continuing education by NSCA, ACSM, ACE, NASM, AFAA, Canfitpro, BOC.

You might be wondering...

What do the sessions look like? How do you roll this out with an actual client?

Session 1: ROM Assessment

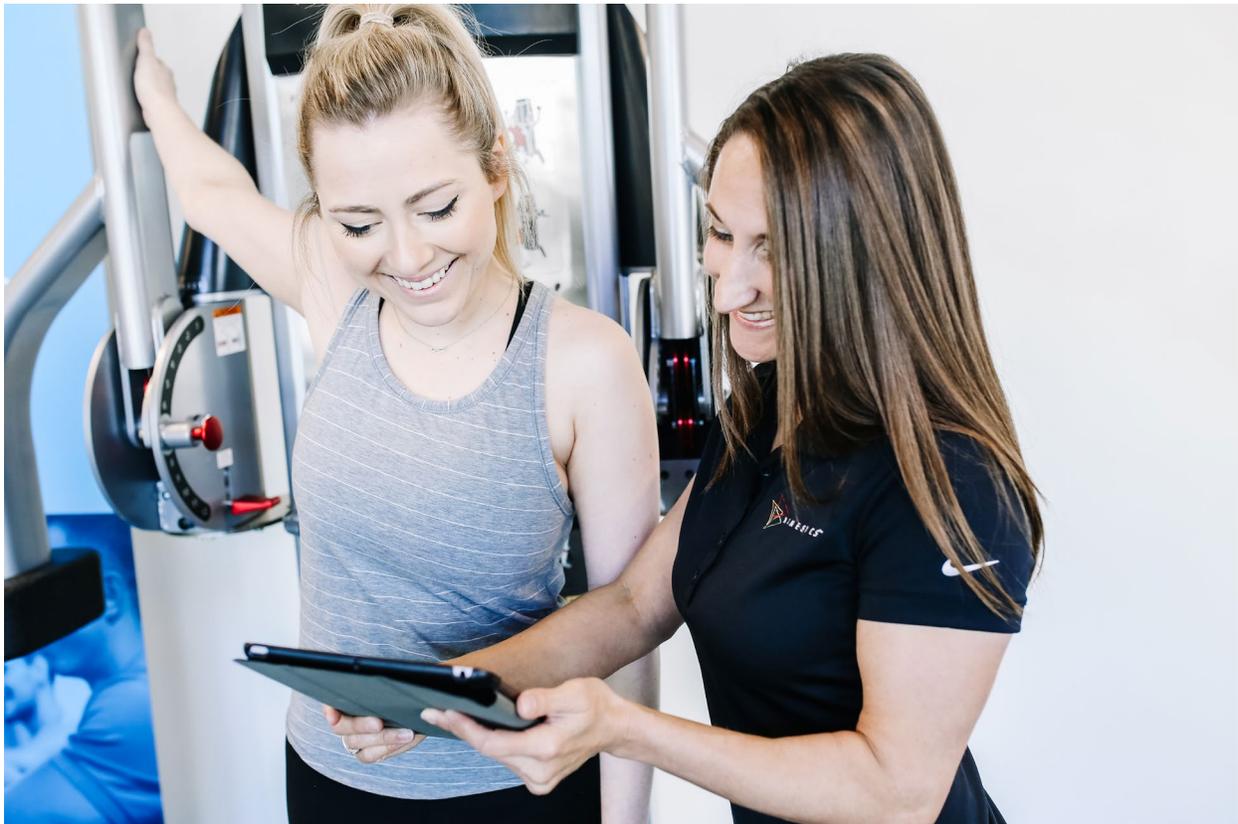
Every new client begins their journey with a ROM assessment. This is a proactive assessment used to determine which stretches and self-myofascial releases (SMFR) your client needs for their unique body. This is not designed to diagnose or treat pain or injury. It does have the benefit of reducing the risk of injury.

90/90 Hamstring



Session 2: Flexibility and Mobility Program Design

Compare the ROM data you collect in the assessment to the reference range. Determine which measurements need to be assigned a stretch and self-myofascial release and design a Flexibility and Mobility Program. This is a remote work opportunity! You can design a program from anywhere, at any time of day you want :)



Session 3: Result Review

In this session, you review the results of the assessment. Show your client their measurement results as compared to the reference range followed by your reasoning for the stretch or self-myofascial release assigned to their program.

This is the session where you'll deliver and teach the Flexibility and Mobility Program. The delivery of the program is very important because it's the only tangible thing they will get from you. Service based businesses can be tricky because at the end of the day, the client doesn't have anything to show for the money spent. So give them something to hold and tie a bow on it!

Make the program visually attractive. If you decide to sign up for **the Kinesics App**, you will get beautifully designed data reports and a printable version of the programs you design in-app.

Print, email the program, and provide in-app access. This gives clients all the feels.

Now is a great time to explain **the power in re-assessments** every 6 weeks. You would tell your client, "I've designed this program to help improve your muscle balance and alignment. But, if you keep doing this program after you've achieved balance, the program will actually move you out of balance in the other direction. That's why it's important to re-assess and make sure your program addresses your body's needs as it changes."

Rinse and Repeat Every 6 Weeks for Best Results + Recurring Revenue



How do ROM Assessments support a personal training business?



Offering objective ROM Assessments and data-driven Flexibility and Mobility programs provides you with

- A structured process for the client's journey with you
- Additional service lines
- Additional revenue

Why clients love it...

Clients love this model because the concept is logical and the process is organized and professional.

Why you love it...

You present as a highly competent and professional personal trainer that offers more than just personal training.

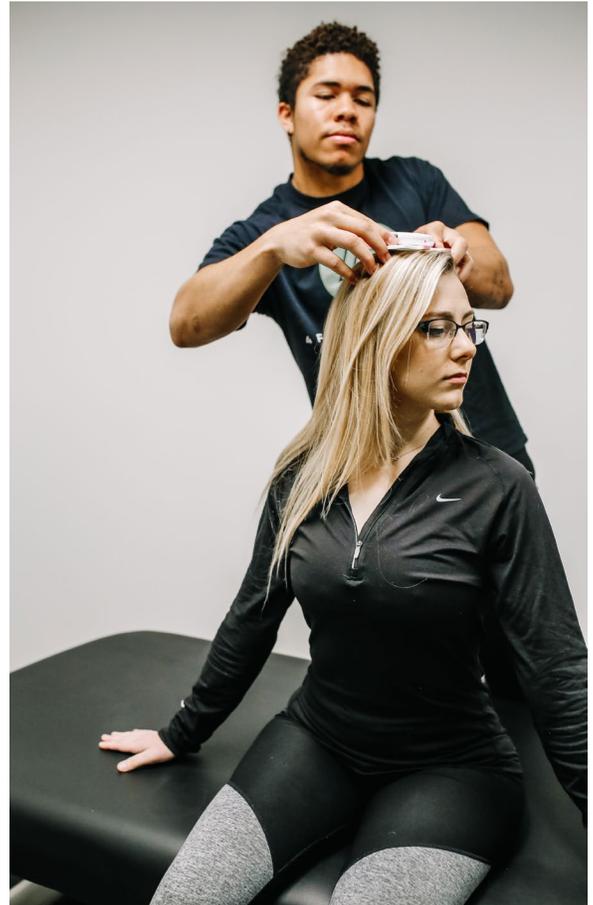
Now you have a novel business model that offers a much needed service that can help a lot of people.

1. Start With Existing Clients

You probably already have clients. Why not start where you are? Offer them a short evaluation as a teaser so they can experience the value first hand.

We offer a wide range of templates to assess movement patterns such as squat, lunge, bend, push, pull, and rotate. You could select a movement pattern assessment and show your client where they have joint and muscle restrictions that are affecting the correct execution of the related exercises. After you've captured their interest, ask them if they are interested in a full body assessment to identify any other restrictions that may increase their risk of injury, limit their full performance potential, and even create asymmetrical aesthetics.

Testimonials in support of the quality of your work are important. Start with your existing clients, wow them, and get some experience under your belt with people who already love you.



2. Get New Clients

In order to get new clients and promote your services, you'll have to get out and talk to people. Make sure everyone knows about you. Surround the dragon. Talk to everyone. Give presentations. Document it all on social media. Be patient, you will gain traction. The worst mistake you can make is to give up after a few tries and say it didn't work. The more people you talk to, the more people will talk about you. That's an indirect affect that is just as valuable as a direct sign-on.



Here are some markets who are already open to this service:

Your gym or facility

You can present the idea to the gym/facility owner. Offer to conduct a free short assessment on all new members. In exchange, you'll have the opportunity to create a short Flexibility and Mobility program as a teaser. The real value is in the personal contact you create.

You can call them after a few weeks and ask, *"How's your training going? Do you feel like you're on the right track to meet your goals? Would you like to schedule a full body assessment to make sure the stretches and exercises you're doing are the right ones for your body and are helping you to meet your goals?"*

Local recreational groups such as running clubs, Crossfit, etc.

Call or drop-in and introduce yourself to the leader of the group. You could say, "Wouldn't it be great if your members could prevent injury?" Then go on to explain how you can help. Ask if the group might be interested in learning more through a short presentation just prior to their next meeting.

Local school athletic teams

Identify some teams and the coaches that you would like to work with. Position yourself to meet the coach. Attend a game and introduce yourself. Follow up with the coach and set an appointment to talk more about how you can help the team prevent injury and enhance performance.

Local businesses for employee wellness

Start with your own contact list. Is there anyone you know that works for a company that might be interested in offering employee wellness? Ask your gym if they sell corporate memberships. If so, then ask if you could contact their current corporate members to add an injury prevention component to their package.

***Kinesics subscribers have the opportunity to service Kinesics Enterprise accounts with assessments.**



Create a referral network of other professionals such as physical therapists, chiropractors, massage therapists

Developing a referral network of like-minded professionals who are complimentary but not competitive is essential to running a successful business. Find a physical therapist, chiropractor or massage therapist who works with a population that interests you. Present yourself as a post-therapy solution using range of motion assessments to validate the stretches and exercises you choose. Explain that you are looking to develop a cross-referral relationship—someone you can trust to send your clients to if they get injured.

Facilities, gyms, or personal trainers that do not offer a comparable service

You can offer your ROM assessments to any gym, facility or even other personal trainers who don't do ROM assessments and Flexibility and Mobility program design. In this case, you might choose to make your entire career off of ROM assessment and Flexibility and Mobility programs, so you're not a competitive threat to other trainers. Obviously, no one will refer you their clients if you could potentially steal them.

Materials You'll Need To Get Started Promoting + Speaking

- Promotional Handouts
- A Presentation Slide Deck
- New Client Handouts

Of course, you can create your own but if you become a Kinesics subscriber, you'll have full access to all of these resources. Check out the [resources here](#).

Signing Off

You have everything you need to build a lucrative business. Trust yourself, get out there, and be confident knowing that you will help many people take proactive care of their bodies!

I hope you enjoyed this book, go get 'em while doing what you love!

In health and happiness,
The Kinesics Team

Get The Latest

Follow us on [Instagram](#), hop on over to [the blog](#), and be on the lookout for our webinars where we share educational content relevant to today's personal trainers.

Kinesics Academy

Kinesics Academy consists of **3 courses** designed to help you implement a range of motion assessment and program design model into your practice.

Kinesics Evaluation eCourse

In this course you will learn...

ROM measurements allow you to discover exactly which muscles and joints are restricted or tight. Learn how to conduct 43 ROM measurements using a digital goniometer. This is the most comprehensive course on ROM—from the cervical spine to the ankle, the whole body is covered!

- 47 short video tutorials
- 1 Hour run time
- 3 printable manuals
- 3-5 quiz questions per video
- 8 CEU credits for NSCA, ACSM, ACE, NASM, AFAA, Canfitpro, BOC

Flexibility and Mobility Program Design eCourse

In this course you will learn...

- The correlation between muscle-length tension, posture and movement mechanics
- 4 types of flexibility and mobility activities—as well as the benefits, indications, and contraindications for each
- How to design a Flexibility and Mobility program using the Kinesics ROM measurement data
- How to conduct a Kinesics ROM results review session

7 videos

1 Hour run time

1 printable manual

Revenue Generation

In this course you will learn...

- The process, the sales pitch, and supportive business materials to market range of motion evaluations using the Kinesics App
- Capture new clients and improve client retention
- Offer new service lines to diversify your business
- Land accounts in corporate wellness, athletics, and build a strong referral network with healthcare professionals
- Get access to a multi-media library of video links, printouts, and pre-written email templates
- Increase your value and professionalism with high-quality handouts to prepare your participants for their evaluation

7 Videos

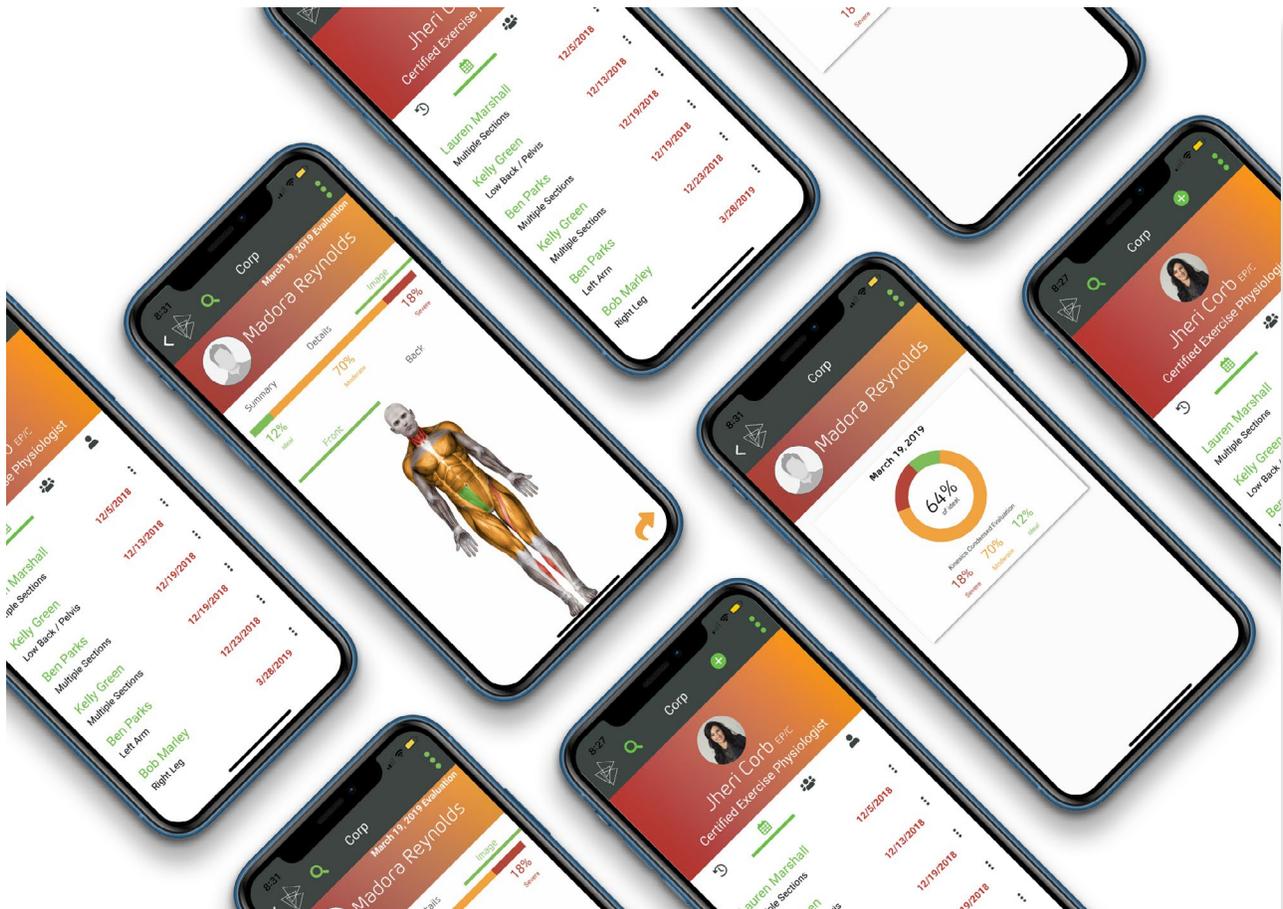
1 Hour run time

ABOUT THE COMPANY

We Are The Range of Motion People.

Kinesics is a health technology company promoting musculoskeletal health to the marketplace via **Kinesics App** and Kinesics Academy eLearning.

The Kinesics Team is made up of personal trainers, athletic trainers, and neuromuscular massage therapists.



Follow us! Instagram: @kinesicshms | Twitter: @kinesicshms | www.kinesicshms.com

ABOUT THE AUTHOR

Niki Driscoll is an author and speaker in the fitness and self-help genres, and has over 15 years of experience as an NSCA CSCS, CHEK Practitioner, and Licensed Massage Therapist. She currently serves as the NSCA's Louisiana State Director and is a former collegiate athlete.

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