



THE TRAINIAC TRIBUNE

Shaping the Gympass User Experience

NEWSLETTER HIGHLIGHTS

GYMPASS APP ACCESS FOR TRAINERS

WHAT'S THE BEST METHOD TO HELP YOUR CLIENT REACH THEIR NUTRITION GOALS?

CARBS AREN'T THE PROBLEM. IT'S YOUR DISCIPLINE TO CONTROL CARB INTAKE!

ADDRESSING NUTRITION AT FOUR-WEEK CHECK-INS

A MESSAGE FROM THE LEADS



Max Oldani

Hey team,

Well, here we are, the second publication of our monthly newsletter! We're so excited to continue bringing you excellent content to help you improve your skills as a Trainer and Partner with Trainiac by Gympass.

So what better way to keep the ball rolling than by diving into the Gympass app! Our Performance Management Team will talk more about the benefits of creating your account in the Current State of Affairs. We all must take advantage of this opportunity, so please sign up ASAP!

This month we'll dive into nutrition-related content and how to use apps like Lifesum to ingratiate each one of your Gympass clients even further into the Gympass ecosystem. As you know, nutrition is vital for creating the healthy lifestyles for which we're striving, and referring clients to a FREE resource that can help them get to the next level is a gamechanger.

Also, don't forget to finish the new Lessonly Module: "Gympass Client Archetypes." Not only does it give some solid strategies on how to get common client personalities working with you efficiently, but it also includes an excellent flowchart on how to effectively onboard a Gympass Client!

Finally, please reach out to us about what you are interested in seeing and learning in upcoming newsletters! All feedback is appreciated. You can email me at max@trainiac.fit or Slack message me anytime.

CURRENT STATE OF AFFAIRS

From the Performance Management Team



You've been asking for it, and now the Trainiac Team is getting access to Gympass! All trainers can now access Gympass at discounted membership rates, including the Starter Plan, for free until **June 30, 2022**. This plan gives you access to more than 1,900 gyms and studios in the U.S., and 20+ Apps.

This deal is not only an excellent opportunity for us as trainers to learn more about the Gympass ecosystem, but it's also a great way to add value for our clients. Check out the Trainer Performance Tips below to get ideas on leveraging this new resource to improve your client's experience!

Trainer Performance Tips: How to use the Gympass app to improve the client experience

#1 Add Variety

Gympass provides access to thousands of in-person, digital, and on-demand classes using many workout styles. This adds limitless variety for your clients in addition to the Trainiac HIIT, Weighted, and Activity workout styles.

#2 Program More Efficiently

Rather than recording your own videos or spending tons of time scouring YouTube for free workout videos, you can refer clients directly to other apps available to them in Gympass! Apps like Neou, Les Mills, and Yogaia give your clients access to HIIT, Dance, Mobility, and Yoga workouts with a simple search.

#3 New Client Resources

Go beyond exercise and offer more value to your clients! Through apps like LifeSum, Calm, and Fabulous, you can direct your clients to nutrition, mental health, and habit-building resources without going outside your scope of practice.

#4 Live the Client Experience

What better way to understand the client experience than by activating your own Gympass account? When your clients ask you for recommendations, you will be able to speak confidently from your perspective!

After activating your own Gympass account, **send your feedback directly to your Performance Manager or Onboarding Manager**. Your perspective of using your Gympass access to improve your clients' experience will be critical to us in gaining long-term access for the team.

[Got a performance tip that's working well for you?](#)

Message Katherine or Andi in Slack or send them an email titled "Newsletter Performance Tip" to benefit the whole team!

katherine@trainiac.fit; andi@trainiac.fit

WHAT'S NEW IN THE FITNESS INDUSTRY



"What's the Best Method to Help Your Client Reach Their Nutrition Goals?"

By: Max Oldani, MPH, EP-C, PN1

How to Implement with Your Gympass Clients:

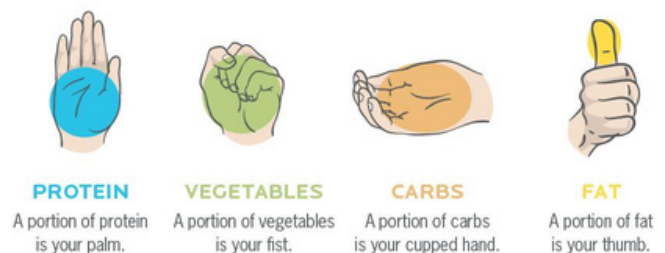
- Send a Lifesum Action Template to any clients looking to improve their nutrition.
- Encourage feedback from your client on how Lifesum improved their recipe and meal planning.
- Follow up with them about utilizing the best nutrition tracking method for their lifestyle.

Method #1: Calorie and Macro Counting

With this, your client has a set number of calories and macros to eat each day based on their height, weight, age, physical activity level, and fitness goals. This works well for the short term and with technical clients, especially those with advanced goals.

Method #2: Hand Portions

Have your client use their hand to gauge portion sizes: This works well for busy people and most body composition goals.



Method #3: Mindful & Intuitive Eating

Mindful and Intuitive eating means paying attention to the experience, feelings, and sensations your client has around eating to improve their overall relationship with food. It works well for anyone whose primary goal is to improve their relationship with food and is ready to move away from food monitoring methods.

How to make this a part of your workflow:

Step 1: Start From Where Your Client Is

Determine the approach that best matches your client's experience, lifestyle, and goals. You can even use a combo of methods to learn how to gauge portion sizes better, build quality meals, & optimize their progress.

Step 2: Monitor and Adjust Their Progress

Consistency is what's most important. Even though calorie counters aren't 100% accurate, you've still established a solid, repeatable foundation. Continue to monitor their progress by asking yourself, "Is my client losing, gaining, or maintaining weight?" From here, you use your preferred tracking method to adjust their food intake to achieve their desired outcome.

Step 3: Aim for Automation

As your clients reach their goals, you can transition them to become more autonomous. They'll better understand how many calories and macros they're eating, understand appropriate portion sizes, and increase awareness of food quality.

References

<https://www.precisionnutrition.com/macros-vs-calories>

HEALTH TIP OF THE MONTH



"Carbs Aren't the Problem. It's Your Discipline to Control Carb Intake!"

By: Deanna Brolly, CPT, FNS, CES

How to Implement with Your Gympass Clients:

- Review each of your client's respective Custom Plans for their macronutrient ratios and make sure they're in a healthy range.
- Remind your client of their macronutrient goal and refer them to the Lifesum app to start tracking.
- You can even do this by creating an Action called "Check Your Macros" and adding a description asking your client to leave reflective notes that you two can discuss.

I know you have heard it, read it, and maybe even personally experienced some of Carbohydrate's adverse effects on your body. But I'm here to tell you that not all Carbohydrates, better known as "carbs," are harmful. If you know which carbs are better for you and when to eat them, then you can benefit from them in your diet. After all, they are an essential macronutrient!

What Are Carbs?

First, let's define carbohydrates to understand better what they are. They're one of the three main macronutrients, including protein and fats. A carbohydrate, in simplest terms, is a sugar molecule. The three main types of carbs are sugar, starches, and fiber. Your body breaks down these carbs into glucose, which can be used immediately for energy or stored in the liver and muscles for later use. Consuming too many carbs creates a heightened storage response, where the body can experience an imbalance in metabolic function. This imbalance can lead to unnecessary weight gain and other chronic issues in the future.

Not All Carbs Are Created Equal

But they're not all necessarily bad for you. Carbohydrates are a staple macronutrient in your diet and, unless you have a medical diagnosis that requires you to limit certain carbs (i.e., wheat, due to its inflammatory response), you should consume them with every meal. Additionally, carbs are crucial for healthy brain function and fuel muscle tissue effectively in activities like resistance training and endurance sports. The problem is not the carb itself; it's the type of carbs we eat and not limiting carbs. That way, we can reach a healthy intake for optimal muscle and brain function or weight maintenance.

What's the Recommended Intake?

The Institute of Medicine (IOM) determined an acceptable macronutrient distribution range for carbs as 45-65% of an adult's daily allowance. However, this number is based on a broad measure for most active individuals. Depending on lifestyle factors, activity levels, and fitness goals, specific numbers will vary per person. We recommend using the Macronutrient Calculator in your Client's Plan to determine their macronutrient ratio and visit the Lifesum app to better stay on track for achieving this goal!

References

<https://pubmed.ncbi.nlm.nih.gov/16004827/>

TRAINING TIP OF THE MONTH

"Addressing Nutrition at Four-Week Check-Ins"

By: Ben Palocko, MEd, BS, EP-C



How to Implement with Your Gympass Clients:

- Once you see a client has completed their Four-Week Check-In, send an Action entitled "Nutrition Check-In."
- Consider adding one or more of the questions in the article below and call to attention this Action by messaging your client in the Connect Feed.
- Once completed, duplicate the Action and place a draft for exactly four weeks in the future so you don't forget.

Although Trainiac focuses primarily on the exercise component of fitness habit building, we know, as trainers, that is only half the battle when it comes to total wellness. Nutrition plays a massive role in anybody's transformation, athletic event, or simply feeling like one's best self.

The Custom Plan allows us to give clients some nutritional guidance with daily calorie, macronutrient, and water targets. However, that information can easily fall to the wayside if not touched upon in your coaching. We can remember to ask about nutrition during our daily or weekly check-ins, but is there a better way to use the current tools? We can create and send an Action corresponding to the automated 4-week progress check-in!

Automation is a beautiful thing. We already know that the app will prompt clients to complete a check-in every four weeks, including the following questions:

1. How do you feel about your progress?
2. What can I do to improve your experience?
3. What adjustments can I make to your plan?

This opportunity serves as an excellent touchpoint for nutrition as well! In your Action, consider adding one or more of the following questions:

1. How closely have you been following the nutrition targets?
2. What are you struggling with (if anything) regarding nutrition?
3. Tell me about your day-to-day energy levels, water consumption, and any cravings you are having.

As a quick reminder on how to create this specific Action prompt:

Build workout → Action → (Default) Start from Scratch → Log Food → Change the title to "Nutrition Check-In" → Add the questions stated above into the description → Save and Send

Once you see a client has completed their Four-Week Check-In, get into the habit of sending this "Nutrition Check-In." The added value will be massive for the client and, in return, you'll have significant new information to work with that otherwise may not have come up.

CLIENT SPOTLIGHT

Ellen Hochberg

"Trainiac has been great for me because with my work and kid's schedule, I don't have the kind of routine where I can plan when I'm going to work out or make it to a gym.

Trainiac has been amazing because my Trainer, Stephen, customizes my workouts, so they work for me. They're the kind of workouts I want to do. He responds to my feedback and designs sessions that give me a great workout that I can do at home with my weights. So two months in, going strong, getting stronger. Thanks, Trainiac!"

Have a Gympass Client whom you think would be great for a Spotlight?

Message Max in Slack or send him an email with the title, "New Client Spotlight" so the whole team can hear their story!

max@trainiac.fit

TRAINER OF THE MONTH

Rosie Mascoli, CPT, CSCS



Rosie has shown her dedication to coaching since the start of her journey. She failed swimming lessons three times in a row, so she decided she wanted to commit to improving by joining the swim team. The great coaches she encountered helped shape her passion for being a great trainer and coach with the U.S. Navy and Trainiac. Her approach to training is to work hard with an open mind. She's hoping she can help you be the best with some Gympass coaching strategies below!

#1 Overcommunication

Many of my Gympass clients have a set routine. Still, they are coming to me to add a different element (i.e., running). They need the accountability to get them to adhere to this new addition. I ensure that I am constantly reaching out to encourage them to do the workout or figure out what barrier is holding them back from it. Once I get their routine and habit in place, it starts to flow along with what they already do!

#2 The Fortune Is In The Follow-Up

I am constantly asking for tons of feedback and set that as precedence in our consultation call as the way they will get the most out of training with me and by using Trainiac. This mindset has allowed them to interact with me more. My Gympass clients are telling me some of the most minute details of what they felt in a specific exercise for which I can give a coaching perspective.

It allowed me to notice that a particular client's form is different on a treadmill versus outside and that the aches she felt were related to how she ran on the treadmill. So we made an easy suggestion to fix it. She saw immediate improvement, which creates the wow factor of our specialized Trainiac coaching platform. If I didn't request as much feedback from my clients as I do, I might not have picked up on this trend, and she would still experience discomfort running.