



THE TRAINIAC TRIBUNE

Shaping the Gympass User Experience

A MESSAGE FROM THE LEADS

Andi Nguyen



We're officially halfway through 2022, and it's been a growing year for all of us. Three years ago, I started with Trainiac and asked, "Where are we going?". Since then, we've tripled our Trainer Partners and continued to provide high-quality training for a diverse user base.

Our client success is a direct result of our Partnerships' growth and the quality YOU provide to your clients. As our client base and reach continues to grow, the need to build out our partners increases. As you're reading this, Gympass is preparing to attend the IHRSA conference in Miami. There we will promote Trainiac in our booth, speak on panels, and meet with ACE, ACSM, and NASM to help us build stronger relationships in the industry, as well as credibility.

Max Oldani has also been the mastermind behind promoting our amazing trainer team through social channels. We have been posting trainer features and testimonials to help educate trainers on our unique business model and how it's helped trainers on our team grow their own business and client reach.

We also know that great trainers know other great trainers. You can share your own experience with your network, share Trainiac's Instagram and LinkedIn posts within your digital network or direct them straight to our landing page. You never know who might be interested in an additional opportunity.

Let's grow this team together and in the famous words of The Notorious BIG, "Sky is the limit, and you know that you can, Have what you want, be what you want."

NEWSLETTER HIGHLIGHTS

NEW WEEKLY
MINI-MODULES

"HOW MUCH PROTEIN
SHOULD YOUR CLIENTS
REALLY EAT?"

"EXERCISE AND DIGESTIVE
DISCOMFORT"

"MINDING THE INTENTION-
ACTION GAP"

"THE NEW WELCOME
MESSAGE"

CURRENT STATE OF AFFAIRS

From the Trainer Success Team



ICYMI, here are some of last month's Current State of Affairs updates:

- We partnered with 30+ new personal trainers during Q1 and launched new opportunities, including the Fitness Consultant Pilot.
- To date, Trainiac is the best-performing Gympass app launch campaign ever! New waves of marketing campaigns will be a priority in Q2.
- Trainiac has gone global, with a recent launch in Brazil and more to come in Europe.

This year has been full of rapid changes, and it has become apparent that the trainer team needs updated learning resources to stay on top of everything! This past month, the Trainer Success team started releasing new weekly Lessonly content.

These “mini-modules” aim to provide timely information to the trainer team to help everyone be as successful as possible with their clients! These topics are chosen based on the Trainer Success Team’s monthly team audits, new trends we identify with clients, and feedback from the trainer team.

How to Access the New Weekly “Mini-Modules”:

- A link to the Lessonly mini-module will be posted every Wednesday in the #general Slack channel. These posts will also be pinned to the channel so they can be easily found later.
- Monthly in the Trainiac Tribune newsletter, the mini-modules from the previous month will be compiled into a “Learning Content Round-up”. Remember that all previous editions of the newsletter can be accessed at any time through the Trainer Hub at the bottom of the Stats Tab in the Trainiac Dashboard app.
- The mini-modules can also be found by going to the “My Learning Content” tab on Lessonly. If you scroll down, all Mini-Modules will be saved under “Topics.”

[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

"How Much Protein Should Your Clients Really Eat?"

By: Max Oldani, MPH, ACSM, PN1



How to Implement with Your Gympass Clients:

- Understand the basics of a high-protein diet and why it can benefit your clients.
- Use the "Select a Diet Plan in Lifesum" Action to direct your clients to the "Food for Strength" Meal Plan so they can reach their goals, but allow you to stay within your scope of practice.
- Create a "Log Food in Lifesum" Action every week asking them to debrief you on their progress by sending their macros.

How much protein do we need? The short answer is... it depends.

First, let's review the Recommended Daily Allowance (RDA) for protein. Currently, it's 0.8 g/kg (0.36 g/lb). Thus, the more you weigh, the more protein you need. For example, a person who weighs 150 lb (68 kg) would need 68×0.8 , or about 54 g/protein/day (or a 10% ratio of a day's worth of calories). However, these RDAs were originally created to define the least amount of nutrients we need in order to reduce mortality rates.

The Institute of Medicine (IOM) suggests that up to 35% of total calories is an acceptable macronutrient ratio of protein for most adults in good health. The tolerable upper intake level (UL) of something tells you how much you can eat without having health problems. Currently, there's no established UL for protein. Does that mean you can eat as much protein as you'd like without any adverse side effects? No. It just means researchers haven't figured it out yet. But we do know that eating up to 4.4 g/kg (2 g/lb) body weight didn't cause any short-term health problems in clinical studies.

Here are three reasons why consuming higher protein will aid your clients in healthy fat loss:

#1 It Enables Body "Recomposition"

When your client is in a significant energy deficit, their body tries to utilize everything, including fat, muscle, bone, etc. But if they eat a lot of protein, their body will naturally spare its muscle tissue and burn fat instead.

#2 It Makes Your Clients Feel Fuller for a Longer Period

Protein initiates the release of satiety hormones in the digestive system. So when your clients eat protein, they naturally tend to eat less without feeling hungry.

#3 It Expend Energy via Digestion

Not all macronutrients take the same amount of energy to process in the digestive system. Carbs and fats are relatively easy for the body to digest and absorb, but protein takes more energy for such processes.

References:

<https://www.precisionnutrition.com/will-a-high-protein-diet-harm-your-health>

HEALTH TIP OF THE MONTH

"Exercise & Digestive Discomfort"

By: Melanie Payne, NASM



How to Implement with Your Gympass Clients:

- Send a Lifesum Action Template to any clients looking to track their meal and water timing.
- Encourage feedback from your client on how Lifesum improved their awareness.
- Follow up with them about utilizing the best nutrition timing methods for their workouts.

It's no secret that intense exercise can set off digestive discomfort, especially in endurance athletes. The famous "runner's stomach" can mean bloating, nausea, and stomach cramps during and after exercise. But athletes are certainly not the only ones to suffer from exercise-related stomach issues. Females during certain times of the month, people with IBS and other digestive conditions, clients under a lot of stress, and people unaccustomed to vigorous exercise are just as likely as athletes to experience this. Here is what you can advise:

#1 Eat A Light Meal at Times That Work for You

It's obvious that a heavy meal too close to a workout might make for an uncomfortable stomach, but what and when is best to eat to fuel someone's workout can be a very individual thing. It's best to try a lighter meal or snack (e.g., fruit and yogurt) a couple of hours before exercise and see how it goes. Some people can have a big meal soon after exercise; others should have a smaller snack soon after and wait a few hours before eating. Advise clients to monitor their food intake and symptoms, and try out what works best for them.

#2 Modify Workouts By Symptoms

The workout may simply be too intense, in which case an easier version might be the answer, eliminating jumps or dynamic movements. Sometimes it might be just certain exercises that cause issues. Clients with heartburn, for example, might not appreciate exercises that put them into a head-down position. Clients prone to abdominal cramps might benefit from upright core exercises that challenge the stabilizing ability of the core muscles rather than trunk flexion and rotation exercises when they notice issues.

#3 Stay Hydrated - But Don't Drink Too Much!

Dehydration can lead to a depletion of muscle-glycogen and upset the digestive system. To aid rehydration, sports drinks with added sodium and carbohydrates can help, though these can slow down the digestive tract for some, leading to uncomfortable symptoms of indigestion, so frequent sips of plain water might be best. Overhydration can pose its' own dangers and, although these are rare, drinking too much can simply make for too much content in the exerciser's stomach. Thus, small sips throughout the workout are better than gulping down half a water bottle once or twice.

TRAINING TIP OF THE MONTH

"Minding the Intention-Action Gap"

By: Melissa Aycock, MS, ACE



How to Implement with Your Gympass Clients:

- When working with a client who needs to improve their nutrition, ask them to work with you on setting an Implementation Intention with one of their least favorable nutrition habits.
- Recommend the Fabulous app, which is offered through their Gympass Membership and created by Duke University, to track their habits over time.

A client intends to keep a daily food log, begin a meal prep routine, log daily hydration, or eat more fruits and vegetables, but...

Humans tend to be responsible when our intentions and actions involve others.

However, we are less likely to show that same responsibility to ourselves. As trainers, how can we help clients understand the importance of being responsible for themselves, especially regarding their nutrition? Creating habits that are part of our daily routine and not a “choice” we have to make every day is critical (Pychyl, 2009). Two techniques we can teach clients about habit-building are implementation intentions and creative commitment devices.

Implementation Intentions

These put the stimulus for action directly into the environment, so energy is not wasted on thinking or choosing (Pychyl, 2009). Implementation intentions use if-then scenarios that point the way towards goal achievement. Implementation intentions can also help clients formulate plans for overcoming obstacles or roadblocks with nutrition or exercise. For example, “If I feel tempted to eat a cookie, I will put it away and choose a piece of fruit first” or “If I feel like giving up on nutrition goals, I will reach out to my trainer for advice”.

Creative Commitment Devices

These are decisions or behaviors made in the present and used in the future to stick with long-term goals versus short-term rewards. For example, not keeping sweets or salty snacks in the home to avoid eating them, especially if our behavioral patterns revolve around emotional eating. Helping clients get creative about their commitment devices can strengthen client-trainer relationships and emphasize the importance of long-term behaviors (i.e., lifestyle goals).

Our strength and willpower can fluctuate in the moment, and creative commitment devices pick up the slack when willpower falls off. These two valuable strategies provide moments for clients to be creative in their thinking and help bolster confidence that they can achieve and maintain their long-term commitments. They also offer fun avenues for client connection, especially when nutrition questions or concerns arise.

References:

Pychyl, T. A. (11 March, 2009). Closing the intention-action gap. Psychology Today.

TRAINER RESOURCE ROUND-UP

ICYMI, here are this month's modules in Lessonly:

- "The New Welcome Message"
- "Be the Expert: "The Backseat Trainer"
- "Be the Expert: "The Cheerleader"
- "Be the Expert: "The "DIY Trainer"

Modules in Summary

#1 "The New Welcome Message: Add Immediate Value with a Quick Video Message"

We have found that trainers who use a video as their first message have a better success rate with new clients! It can be challenging to share a lot of information with a new client in a long video, so we are now recommending a quick video message followed by a written message later on. This brief video can be done wherever you are without much preparation - even before you review the client's Intake Form!

#2 "Be the Expert: "The Backseat Trainer" - How to Guide Your Client in Creating Their Program"

It is essential to incorporate your client's workout preferences when building a program for them, but this doesn't mean that you should lose your position as the fitness expert! Your client has chosen to work with a personal trainer to benefit from your knowledge and expertise. It is critical for you to "be the expert" and guide your client in the creation of their program.

#3 "Be the Expert - "The Cheerleader" - How to Encourage your Client AND Provide Value"

We all want to be our clients' biggest fans - cheering them on as they work towards their goals! However, being a trainer means providing direction, education, structure, and encouragement. In this mini-module, we'll go over examples of a trainer who's exclusively being a "cheerleader," along with examples of how to provide more value for your client.

#4 "Be the Expert: The "DIY Trainer"

In order to offer the best service possible for our clients, it's essential to be responsive and provide them with the information they need to succeed. Some clients are more independent, while others may require more attention from you. Either way, we want our clients to know we are there to guide and support them! Taking too much of a "hands-off" approach can make a client feel that their program is a "DIY" project they aren't prepared for.

TRAINER OF THE MONTH

Garrett Ryan, ACSM



Here are Garrett's Top Tips to Being More Successful With Your Gympass Clients:

Finding Your Style of Coaching

This can be difficult for trainers who like to build friendships with their clients. Suppose you are like me and want your clients to view you as a trusted and knowledgeable professional, as well as a friend. In that case, you may struggle to define what that entails. Here are a few things I try to think about during conversations with my in-person and online clients.

What A Client's Choice In You Means

When clients choose you as a personal trainer, they put extraordinary trust in you. They trust that your conversations stay private, they trust you with their health and safety, and they trust that you are a person with a pure heart that has the knowledge to help them achieve their goals. With all of this involved, you must understand the level of vulnerability they can feel in the first interactions as you navigate each other's personalities, senses of humor, past accomplishments and failures, and life experiences.

Lead With Empathy & Cultivate Trust

You have to put yourself in their position to understand their mindset coming into training. Asking for help can be a very vulnerable feeling, and assuring your client that you can be trusted, is the most important start to any relationship. Building a relationship with a client should resemble building a relationship with a new friend. Being open, honest, and vulnerable will yield you a motivated, trusting client and friend that you will look forward to training.

Approach Each Client As the Unique Individual That They Are

Now, this doesn't cover all clients. Some are strictly in training for results and progress alone, and they may not feel comfortable initiating such a close relationship with you. You have to be okay with that!

In my experience, the following will open a pipeline of trust from a business and professional level:

- Maintain a friendly and approachable demeanor.
- Provide detailed explanations of your training process, the adaptations they can expect to see, and how it pertains to their goals.

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