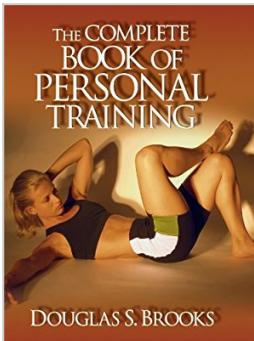


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The Complete Book of Personal Training

By Douglas Brooks

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The Complete Book of Personal Training By Douglas Brooks

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.

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Douglas S. Brooks, MS, is an exercise physiologist and personal fitness trainer with more than 20 years of experience. He co-owns Moves International Fitness, a provider of educational resources, continuing education, and live workshops to fitness professionals.

Acknowledged as one of the country's premier personal trainers, Brooks is a well-known author, lecturer, trainer, and video personality. His counsel and input are sought on an international level, most recently by the International Sports Trainers Association, which appointed him vice president of the organization. He also is a member of IDEA and the American College of Sports Medicine (ACSM).

Brooks is a gold-certified personal trainer by the American Council on Exercise, and he is an IISA-certified in-line skating instructor. He previously operated a personal training facility for nine years; directed a 5,000-member health facility; participated in and coached college-level gymnastics; and was an assistant professor at the University of Michigan Health Science Department.

In his free time, Brooks enjoys fitness activities of all kinds. He is a competitive tennis player, a marathon runner and Ironman triathlete, an avid alpine and Nordic skier, an in-line skater, and a rock climber and mountaineer. He lives in Mammoth Lakes, California, with his wife and two sons.

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