



The Between Sets Newsletter

The KSI Newsletter

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We trust you enjoy the April 2014 issue of the KSI newsletter! If you would like a friend to receive future newsletters, share this link with them!

<http://www.1shoppingcart.com/app/join.asp?merchantid=197081>

Ian King, on behalf of Team KSI

1. Reflections on a quarter of a century of travelling to North America

I first travelled to North America in 1989, and have done so on average twice a year since. This year makes 25 years, and approximately 50 trips later. Having just finished another tour, I was reflecting on what's changed and what hasn't. Here are seven of my reflections

i. It's just as easy to succeed. This is one thing that has not changed in all that time. So few people are willing to make that extra effort, which means there are fewer competing at the higher levels. I know from years of experience that for many, one suburb away for the seminar venue is one suburb too far. When I see people travelling a longer distance, I know they are driven. I know they will be competing in a small market if they continue with this willingness to do what others aren't. Convenient learning is repellent to me, and I usually conclude who the 'convenient' learners are when we move the subsequent seminar one suburb or so further away and they don't show up. This is what I teach – success is never going to come knocking on your door, walk down the hallway, and pull you up off your couch. You actually have to move towards. So this is really great news for the 5% who are willing to be different and do more than the 95% who aren't.

ii. The word easy has slipped into the psychology of the industry. There has been a trend towards easy in training program design, never more apparent than in strength training. I know of at least one ‘book’ where I could count numerous references to ‘I do this because it’s too hard to do it the other way’. This is not a valid reason if your goal is to optimize performance or even function. If there is a limiting factor, improve or remove that limiting factor. If back squats are too ‘hard’, don’t default to front squats. Improve your ability to coach the back squat. If the shoulders are so tight the athlete cannot shoulder press behind the neck, improve the shoulder the shoulder flexibility – don’t simply default to military press. If the sport involves the ball being on the ground or court, nothing is going to change that – the athlete is going to need to be able to bend down and execute at that level. The great news is that this trend towards easy is again creating less competition for those who are committed to optimal outcomes.

iii. What is wanted vs. what is needed. This is an age old conundrum that is being what by the want, not the need. And industry professionals are the last line of defence and appear to be throwing their hands in the air and too often allow the ‘wants’ to over-ride the ‘needs’. This applies in program design as well as equipment selection in the gym. Even when they may know better, I believe the scarcity mentality of ‘what if they left me’ over-rides better practices. You can get away with this ‘want over need’ for longer in general population training, however it will still catch up with you and there will be a price to pay, particularly in injury incidence and severity. You don’t get away with this approach for as long in sport, and the price is both performance decrement and increased injury incidence.

iv. The trends of physical preparation doing more harm than good is growing. I have spoken and written about since the 1980s my belief that most of the physical training being conducted is doing more harm than good. You can get a greater insight into my history of discussing this subject in the KSI Level 1 Coaching Course. Obviously what I have been saying is having little impact, because this trend is, in my opinion, reaching epidemic proportions. I am talking about performance decrements and increased incidence and severity of injury due to the dryland (physical) training. Not only has the industry globally advanced enough to reduce the negative impact of the training, the training is being progressively applied to younger and younger age groups. We are creating a generation of people who if they play sport and engage in ‘strength and conditioning’ are odd’s on to have surgery on their bones and connective tissue before they turn 20 years of age. Fast forward in time to the impact when these young athletes are 60 plus years of age. We are creating industry growth in pharmaceutical and joint replacement sectors. One of the factors that will serve to suppress this trend is the reduced health status in the populace, where conditions such as diabetes, heart condition, cancer and so on have already reached epidemic levels.

v. Training is now determined by marketing. I am very confident that the early physical culture and military influences were based on needs analysis, albeit subjective. Now I am equally confident that training decisions are driven by the power of marketing. Your body, the body of your client or athlete, should not be shaped by marketing. This is one of the most disgraceful trends I have watched grow. Let’s be very clear – for example, the ‘functional movement’ trend was not based on a needs basis – it was driven by a company or companies who found they could

increase turnover by selling lots of small ticket item 'toy's. Stretching will only become acceptable and endorsed when companies such as these work out how to make a buck. And as dominant marketing driven trends change every six to twenty four months, let me assure you – your body doesn't. What served Reg Park and earlier examples in the 1940s still serves you today – you just won't do it because it is no longer the focus of commercially driven trends. I walk into small training facilities around the world and see the same commercially driven trends, and dream of walking into a training facility where rational, objective, client-based equipment and training programs are the bread and butter.

vi. Lying, cheating and stealing now dominant. I'm not going to claim integrity has exclusivity in the 1980s, but I am going to tell you about the rapid shift to dishonesty and deceit I have witnessed during the last quarter of a century, in particular post 2000. I write about this extensively in my book 'Barbell's and Bullshit'. Not only is lying cheating and stealing dominant, acceptable and supported practice, the same leading proponents openly boast and extol the virtues of these traits. I see these behaviours as the desperate acts of certain people hell-bent on meeting their ego and commercial needs. What I don't see is how this serves the industry? How a person who in the year 2000 could not write a strength program to save themselves can successfully market themselves as program design being their forte. How a person who failed to attract athletes can successfully market themselves as having 'stable full of Olympic level athletes'. How a person who never competed in sport can successfully market to the contrary. And I haven't even got the part about how a person can totally rape and pillage the intellectual property of others and still be a member of the dominant professional organization when the evidence is blatantly clear. This is one trend that has in itself single-handedly guaranteed the inability of dominant physical preparation influences to serve any person in their highest and best interests. If you knew what I know about the specifics of the training methods these people 'write' about, you would burn everything on your library shelf.

vii. There are great people in the industry. This is one constant factor – there are still great people in the industry. Now let me make this very clear – I don't care whether you are a 'kettle-bell person' or whether you don't believe in stretching. The only thing that matters is that you are a person whose actions and integrity will advance and serve the industry and market. A person who believes plagiarism is unacceptable and refuses to support and endorse it and the perpetrators. A person who is willing to say they don't agree with the trend based influences shaping the bodies in the world today. The person who doesn't not agree that it is acceptable to tell a lie, even if it is just a 'little white lie', to get a sale. They do exist, and I appreciate them. Their light may be overwhelmed by the noise of those who seek to gain your support for their lying cheating and stealing. But they do exist, and I will support them any day, irrespective of our varied preferences in training modalities.

viii. The industry remains busted arse. I will always remember driving through the rural areas on an interstate car trip with my American host in 1989. He told me that strength and conditioning coaching in his country was basically a community service, and received relatively low pay. Nothing has changed. It is still a low paid occupation for the masses, with one statistic suggesting that the average salary for a strength and conditioning coach in the US was \$36,000. I like to test the reality of this statistic by

asking those in the industry how many self-made millionaires do they know in physical preparation. The answer is almost exclusively none. I take great delight in teaching physical preparation coaches financial education in our holistic approach to professional development, and enjoy even more when the leveraged income in have taught them to make in their spare time with existing clients equals or exceeds the average fulltime income in the industry. Of course not everyone wants this, and I respect that. Many will be happy to live a low standard of living and struggle to maintain that in the event of have dependants. That's their choice. If you are looking for more financially than your colleagues and are driven to achieve it, email us at question@kingsports.net.

ix. America's a great country. I have appreciated the opportunity to spend as much time in North America as I have. It's a great country. I do have concerns about its direction, both within the physical preparation industry as well as in a more broader sense. The country has been travelling on an economic path that has no easy solution to fix, and I believe there will be a lot of short term pain in getting out from under this, that will be borne by the people. Taxes alone are a great example, as is the rising cost of living. The lowered quality of food and the disparity between income and cost of higher quality food such as organic food is leaving the country with a rapidly increasing sick or disease populace, and feeding the sickness industry, as I am prone to calling what many describe as the health industry. The health and wellness industry is also growing, and this brings hope to many in physical preparation – provided what they are doing is actually serving people in getting well and healthy. The values of the business sector in the US has been inclined to turn a blind eye to unscrupulous operators, which is damaging to the broader industry. However perhaps we are at a crossroads where we will see a shift back to higher levels of consciousness and a lowered tolerance to those who seek to lie, cheat and steal. I see great hope for Americans who realize economy has changed, the old economy has gone and the new economy requires learning new skills in the mind and body.

ix. The KSI Coaching Program is growing. In 1989 I was involved in coach education with national government funded sporting bodies. By 1999 I have created our own 'KSI University', delivering our unique brand of holistic, original and real world content to a global audience. We now have coaches in the KSI coaching program representing most countries of the world. We may not be the largest in numbers, but I believe we are the most consistent and have the longest average time involved in the program. After I introduced professional development boot camps in the late 1990s and coach mentoring programs in the early 2000s, many have sought to produce similar. With all due respect my goal is to remain at the forefront of innovation and continue to lead the world in physical preparation coach education.

I want to thank all those who have supported my visits to North America during the last twenty five years, and make special mention of those who are long term participants in the KSI Coaching Program.

2. Ask the Master?

Would you recommend the plyo book before the DVD?

Would you recommend the plyo book before the DVD. Finally how strict are you about completing the KSI courses before releasing the speed specialisation series.

Regards,
--Bill

Bill - Book vs dvd (plyo) – if it's one or the other, depends on your preferred learning modality. The book goes into depth more about theory and program design, the dvds are more about prac demos.

Pre-reqs on specialization dvds. We hold pretty firm on these.

Thanks!
--Ian King

Why are the shipping costs so high?

Hello, I was looking to place an order for several books today. I live in the U.S. (Columbus, Ohio) and was wondering why the shipping costs were so high (\$119)? Do the orders come from overseas? If so, how long does it typically take to receive orders? I appreciate any feedback as I would love to get these resources. Thank you.
-Anthony

Anthony – thanks for your email. Yes, we wonder why shipping costs so much, but unfortunately it does. We ship from Australia. You can check out what we page which is weight based at the <http://auspost.com.au/apps/postage-calculator.html>

Fyi the books range from about 0.5kg to 1 kgs. The GB books are 1kg each. Obviously DVDs are lighter.

You can also learn more at.

<http://www.kingsports.net/ksi/faqs.htm>

<http://www.kingsports.net/ksi/faqs.htm#POSTAGE>

Q. Why are the postage costs higher than I am used to?

A. We are shipping all our products from Australia. Most of the purchases you would make, say if you were living in America, would be from an American supplier shipping from within America. We have arranged great rates with all our shipping suppliers, due to the size and age of our account. Some don't believe us and seek to get better quotes. Good luck. We have seen some of the biggest companies in this industry in America come back to us and say 'Looks like we can't beat your shipping rates', even though they had bigger accounts with their US shipping suppliers.
In relation to the second part of your question:

Q. How long will my order take to arrive?

A. That depends on which option you selected and where you live. For example, if you live on the West Coast of the US, and selected Air Mail, you can expect it to

arrive in 10-14 working days (2-3 wks). Anything faster is a bonus. If you live on the North-East Coast of the US, you should allow 15-20 working days (3-4 wks). Again, anything faster is a bonus. Trust this helps.

Teresa and Ian King

[Want more? Order 'Ask the Master - An Anthology of Q & A's by Ian King](#)

3. Your Say

[Level 5 Coach comment about the 'So You Want to Become...' book](#)

KSI Level 5 student coach feedback – here's what one of our more advanced coaches had to say about the So You Want to Become book...

<http://www.kingsports.net/Download/Audio/SYWTB.WMA>

[The KSI Level 1 Legacy Course](#)

Really enjoying the Legacy course so far!
--Ryan

4. Athlete preparation

[I learnt your lessons the hard way](#)

Hi there, Don't worry, it's not another hair brained question from Kev (or is it). I want to buy some more books from you. I've only read the How to write strength training programs, which is a cracker, I also read Speed trap as I saw on one of your clips that it was recommended reading, it was awesome by the way. On your site there is a book package, but was more interested in your coaching books at this stage, not the Buffed books and Book of muscle, although I'll eventually get to them. The long winded question is; do you do a package of "So you want to become a phys prep coach", "Winning and Losing" and the "Plyometrics book". I will quickly knock over L2, I will keep reading your work along the way.

Big thanks once again for all the "bread crumbs" you've left through T Nation and other places to find some insights.

"The master will appear when the student is ready"

...very embarrassingly true for me. Being an immature dickhead under your wing at the Australian Institute of Sport [over 20 years ago], I thought, bugger all this time under tension well planned programming, I just want to get a pump, lift heavy and do it my way. Well my way got me multiple surgeries and some crappy results.

Ironically, at 43 I now find your previously boring time under tension, periodised programming is getting me pretty big and strong. The life lesson has been humility which I'm sure will help my coaching. Regards,
--Kevin

5. Coach education – The KSI Way

KSI Level 1 Graduate phone chat - I chatted on skype today with a L1 graduate. Here's part of that call...<http://www.kingsports.net/Download/Audio/ChatwithaPT.wma>

Please clarify specifically what LST provides, and the monthly investment. My goal is completion of L1 and moving forward. Ian, would you please briefly outline L2, L3, and L4 with the investment needed? Thank you.

--Jeff

Jeff - we are moving to a system of all inclusive content. So for example, we want coaches at each level to see more of the extensive video footage we have now, delivered electronically. Basically there is too much value being left on the table because in part coaches don't even know it is there.

So here is the plan - at L1 you would currently pay 9.97 a month. For this you would get:

- * access to the L1 evideo library housed at our Viddler site*
- * access to the Bronze Membership level*
- * continued access to the KSI L1 student forum*

When you go to level 2 we cancel that monthly payment, and you enter the 2014 version of L2.

As you may know, L2 is again a correspondence course, just a lot deeper and more targeted to what we want you to know, and how we want you to scaffold it in your mind. Its about 17 units in length, and comes with similar methods of delivery - video, audio and text. Then of course there is the L2 Learning Support Tools.

The upfront cost of L2 is \$997 and the LST Program is \$19.97/month. There is a progressive payment option also for Level 2.

Level 3 is the first in-person program, which means you travel to a location such as Park City in August for a 3 day course.

The upfront for L3 is \$1,497 and the ongoing LST is \$29.97/month.

There is a progressive payment option which needs to be completed before the

course start date.

Level 4 is also an in-person course, and many do this immediately following the L3 in Park City. The upfront for the L4 is \$39.97/month.

There is a progressive payment option which needs to be completed before the course start date.

I trust that answers your questions and I trust it makes sense. Let me know.

--Ian King

[Start your KSI coach education journey here](#)

6. Get Buffed!™ Q&A

Blue Collar Radio with Shelby Starnes & John Meadows (03/21/14) This week John and Shelby talk to Elite Strength Coach Ian King <http://bit.ly/1f23k2H>

[Follow Get Buffed!™ on Face book](#)

[Order your own Get Buffed!™ material](#)

7. Book of Muscle Q&A

I sincerely hope that you will have a chance to respond to my question. I was diagnosed with a spondylolisthesis Grade 1 at the L5-L4. I have been using your Book Of Muscle and was using it at the time (performing hang above knee deadlifts) when my back gave me the severe pain the first time around and so i went and got an MRI and that's when they found the injury (if it was old or new they weren't sure). Anyways my question comes down to this... are there any exercises that you would recommend I not perform out of the book? I decided to start all over from the beginning... so far feeling pretty well. I'm doing weeks 8-10 now and I see that you have me doing prone thigh extensions i believe they were called (the ones where i lay face down and lift my lower body), that one I was sort of worried about doing... and furthermore, do you recommend something entirely different? another book or workout routine? I hope you have time to respond I don't want to further hurt myself or hinder healing... I know there must be some course of action but doctors aren't much help. Thank you for your time,
--William

William – thanks for your email. If you have read my works I am an advocate of individualized training programs i.e. programs that are prepared by a competent professional that reflect an individuals needs and challenges. The BOM is a generic program and this breaches this concept. I have dedicated considerable time and effort to explaining why I have produced and published the few generic programs that I have, and how I have not fully enjoyed the experience.

Your experience is an example of why I believe programs should be individualized. It's great that you are asking questions. You have more than enough evidence that you need a program designed for you and your unique, specific needs, challenges and goals.

On this basis I would not recommend any exercises that you 'can' or 'should not' do. I don't want you to hurt yourself either, which is why I am recommending you receive the appropriate individualized program from a suitably qualified person. I teach my KSI coaching program for this very reason – that there are more coaches out there trained to the level of rare competence needed to individualize a safe and effective program.

I trust you can effectively learn from your recent experiences and make decisions that are best for you, that allow you to avoid this and any other injury.

—Ian King

[Book of Muscle Facebook Page](#)

8. 2014 KSI Seminars

A quick heads up to let you know to keep an eye out for the progressive release of a number of videos from the recent KSI 2014 World Tour (North American Leg) - starting with

10 Keys to Building a Body That Lasts - LA Wed 2 Apr 2014 - Pts 1 and 2

The above is available only to KSI Coaching Program L1 and above who are in the Learning Support Tools stream. Enjoy!

Ian King

Register / More info - <http://www.kingsports.net/ksi/seminars.htm>

ADELAIDE, AUS

Mar 14 2014 Friday Adelaide AUS 10 Keys to Building a Body that Lasts! 7pm-9pm
E-\$47/L-\$57 Mar 15 2014 Saturday Adelaide AUS Run Faster Run Better! 9am-
5pm E-\$197/L-\$217

Mar 15 2014 Saturday Adelaide AUS DTI Business School Introduction Evening
Seminar - Your health, your life, your way 7pm-9pm KSI Guests Free

Mar 16 2014 Sunday Adelaide AUS Get Bigger, Stronger and Leaner - SMARTER!!
A guide for women & men to Get Buffed!TM 8am-4pm E-\$197/L-\$217

PARKCITY, USA

Mar 29 2014 Saturday Park City, UT USA Child to Champion – how to fulfill the
cradle to grave athletic potential of the young athlete! A seminar for young athletes,
parents and coaches 1pm-5pm E-\$97/L-\$117

LOS ANGELES, USA

April 2 2014 Wednesday Los Angeles USA 10 Keys to Building a Body that Lasts!
7pm-9pm E-\$47/L-\$57

April 3 2014 Thursday Los Angeles USA DTI Business School (Introduction
Evening) 7pm-9pm

\$47/KSI Guests Free

April 4-5 2014 Fri-Sat Los Angeles USA DTI Business School (2 Day Training)
9am-5pm KSI Business Partners Only

April 6 2014 Sunday Los Angeles USA Get Bigger, Stronger and Leaner -
SMARTER! A guide for women & men to Get Buffed!TM 9am-5pm E-\$197/L-\$217

TORONTO/BARRIE, CAN

April 10 2014 Thurs Toronto CAN 7 Keys to guiding the young athlete from Child to
Champion - Optimal strategies for Athletes, Parents & Coaches 7pm-9pm E-\$47/L-
\$57

April 11 2014 Friday Toronto CAN Get Bigger, Stronger and Leaner - SMARTER! A
guide for women & men to Get Buffed!TM 9am-5pm E-\$197/L-\$217

April 11 2014 Friday Toronto CAN DTI Business School Introduction Evening
Seminar - Your health, your life, your way 7pm-9pm \$47/KSI Guests Free

April 12 2014 Satur Toronto CAN Run Faster Run Better! 8am-4pm E-\$197/L-
\$217

April 12 2014 Satur Toronto CAN Women's Health & Freedom 1pm-3pm \$47/KSI
Guests Free

BOSTON/CAPE COD, USA

April 13 & 14 2014 Sunday & Monday Cape Cod USA How to become a Super
Coach! - Coaching Mastery for Sports Coaches 9am-5pm Sunday only- E=\$227/-
247 Both Days - E-\$347/L-\$397

April 13 2014 Sunday Cape Cod USA 7 Keys to guiding the young athlete from
Child to Champion - Optimal strategies for Athletes, Parents & Coaches 7pm-9pm
E-\$47/L-\$57

April 14 2014 Mon Cape Cod USA DTI Business School Introduction Evening
Seminar - Your health, your life, your way 7pm-9pm \$47/KSI Guests Free

April 15 2014 Tues Boston USA Presentation at Tufts University 9am-5pm
Invitation only

April 15 2014 Tues Boston USA DTI Business School Introduction Evening
Seminar - Your health, your life, your way 7pm-9pm \$47/KSI Guests Free

LOS ANGELES, USA

April 19 2014 Saturday Los Angeles USA Child to Champion – how to fulfill the
cradle to grave athletic potential of the young athlete! A seminar for young athletes,
parents and coaches 1pm-5pm E-\$97/L-\$117

SINGAPORE

May 2 2014 Friday Singapore 7pm-9pm

May 3 2014 Saturday Singapore 9am-5pm

May 3 2014 Saturday Singapore 7pm-9pm

May 4 2014 Sunday Singapore 8am-4pm

PARK CITY, USA

Aug 21-23 2014 Thu - Sat Park City USA KSI Level 3 Coaching Course Thu 7-10pm / Fri-Sat all day
Aug 23-26 2014 Sat - Tue Park City USA KSI Level 4 Coaching Course Sat 7-10pm / Sun-Tue all day
Aug 21-26 2014 Thu - Tue Park City USA KSI Level 5 Coaching Course Thu 7-10pm/Fri-Tue all day
Aug 21-26 2014 Thu - Tue Park City USA KSI Athlete Train Camp Thu 7-10pm / Fri-Tue all day
Aug 27-30 2014 Wed-Sat Salt Lake City USA International Convention All day

Register / More info - <http://www.kingsports.net/ksi/seminars.htm>

I'm going to make a point of attending the next time or even in the UK.....like Ian's philosophies and ability to critically think....not too common these days!! Also I'm a big fan of the more holistic approach to performance and coaching the person rather than the player. Chat soon.

--PC

9. Nutrition & Nutritional Supplementation

Here's a video about the nutritional supplements that more Olympians are using than any other brand.

<http://subscriptions.viddler.com/kingsports/jlcy2z>

Enjoy!

Ian King

10. The KSI 90 Day Leveraged Income Challenge

We are now a few weeks into the 90 Day Leveraged Income Game Plan where 12 people from around the world are receiving incredible training with Teresa and myself and vying for the title of winner of the 1st Series, and take home the \$1,000* prize along with their profit. We'll keep you updated with their progress as we move further into the program!

First, I want to thank you for all of your support, guidance and "mentorship" in helping me build my business. This is so completely out of my box and comfort zone but I am absolutely giving it my all, stepping out of my box and determined to make it succeed.

--Nancy, USA

Not yet part of this growth? Contact us at info@kingsports.net to register your interest.

11. Strength coaches and personal trainers don't need to be broke

Recently we offered to share some interesting economic predictions with our database, and this is one of the responses we received:

Ian, I guess in forecasted times like this the old saying "Cash is King" will be something to fall back on?

I don't have real estate investments other than the house I live in, so I'll be sitting tight with that one. Other than that, moving other investments into cash would probably be the safest thing to do.

From a business point of view I don't really know what strategy would be the correct one as I don't have experience in this area. The thing to consider is that if other people are affected by this, they won't have the cash to spend.... and this will impact on business.

As much as I am passionate about fitness I don't think the fitness industry will weather this too well. There is already an oversupply of personal trainers out there with a fickle customer base. Once these customers lose their money I don't see the fitness industry surviving this.

I was considering getting into PT but I don't think it would be a sensible move, so I'm not sure what move to make in regards to that.

--XXXX

XXXX - great to receive you response, and to see you engaging in dialogue on this very important topic.

I share some of my thoughts below in response to your well thought out response.

Cash flow is definitely more important moving forward as the more traditional investment classes either lack capital gain or lack consistent capital gain. As to whether cash itself is king, that may depend on the conditions in which we find ourselves, an unknown to be exact at this stage.

"I don't have real estate investments other than the house I live in, so I'll be sitting tight with that one."

I personally teach my inner circle that there is still opportunity in real estate, and am not as bearish as Harry Dent in this area. What I do stress is the need to be very, very careful and wise in your real estate moves.

"Other than that, moving other investments into cash would probably be the safest thing to do."

Harry Dent would agree I suspect, but personally I believe it is not that simple. So it really comes down to whose guidance you are going to rely on.

"From a business point of view I don't really know what strategy would be the correct one as I don't have experience in this area."

I have a little bit of this experience you acknowledge you lack - 34 years in the industry actually. And I have reached certain conclusions about how to invest my time and money, and teach these to my inner circle. I have experienced a level of success in this that allows me to live life on my terms and have watched my inner circle successfully model this.

"The thing to consider is that if other people are affected by this, they won't have the cash to spend.... and this will impact on business."

This is a critical point. Another aspect to this is that money never really disappears, it just changes the way it moves and to some extent who holds it. So if these predictions pan out there are many whose cash flow will dry up and place them at risk of financial collapse. This is why a plan to not only survive but to thrive in the years ahead is critical. Following the old world popular strategies will not provide this, in my opinion.

"As much as I am passionate about fitness I don't think the fitness industry will weather this too well."

Now you are really showing your astuteness. I am impressed. There is too much old world thinking in this industry, which will leave many in the predicament you envisage. There is upside in the industry however - the key is knowing what that is.

"There is already an oversupply of personal trainers out there with a fickle customer base. Once these customers lose their money I don't see the fitness industry surviving this."

Again you continue to impress me. I predict the PT industry is going to go through massive upheaval and change. Ultimately for the better, but there will be pain for many in the interim. I see little future in this scarcity mentality group struggling day by day with no certainly or adequate income.

The interesting thing is watching all the service providers in the PT educational space continuing to take money from prospective personal trainers and in return give them skills that will not support them moving into the new economy.

"I was considering getting into PT but I don't think it would be a sensible move, so I'm not sure what move to make in regards to that."

I am again impressed with your candidness. I have been building up a group of physical preparation coaches (as I call them) globally who work together to support and mentor, yet are independent in their distributor roles. I have been developing this for nearly 15 years, which means we have refined it and got it flying, and I believe it gives people in the fitness industry the best chance of coming through the impending economic challenges with prosperity.

As you know the physical training industry is growing rapidly, however few really achieve financial comfort from this industry, let alone become financially independent. I know what I have developed and refined will be a welcome lifeline to so many in this industry. For the most part, those who are willing to acknowledge that times are changing, that they need to open their eyes to new possibilities, and be willing to take on and develop new habits of mind and habits of the body.

I will be running a webinar about this next Tuesday night (US date) if you would like to join in. Let me know. And again, I am happy for you that you took the time to review the material I offered, and that you have the courage to dialogue with me openly and honestly. I trust our exchange will serve you well into the future.

-- Ian King

Here's some income statistics for physical preparation coach income:

The average income in for a gym instructor is \$14-\$55 per hour or \$23,000-\$50,000 per annum...

The average income for a personal trainer is \$40-\$80 per hour or \$10,000-\$136,000 per annum...

"The average annual salary for strength and conditioning coaches was \$37,000 as of 2013..."

These kinds of incomes may suit a young single person early in their working life. However what about older married professionals with children? If this is something that concerns you, you may be interested in hearing more about this.

Opt in below if you would like to learn more about why I believe you don't need to be broke through a short video presentation.....

Learn more - <http://www.kingsports.net/Coach/money/interest.htm>

12. KSI Global Network

I have completed this course and I am very impressed with the contents especially the topics that involved planning a training and injury prevention. As a soft tissue therapist/personal trainer, I have witnessed many of my clients who went through poorly planned training and ended up with muscular imbalances. The methods prescribed in the course was easy to implement and my clients were surprised with the results too. The course was also presented in a way that a lot of common sense was involved which clicks with my personal philosophies as well. I will definitely be signing up for the level 2 cert to improve myself as a therapist and a personal trainer.
--Chee (Singapore)

Hello All, I have just finished the Legacy Course. I was very impressed with the materials and how they relate to my personal training and also to my coaching of athletes. Particularly useful for me was the injury prevention and the technique before loading information. I realize now that my own training and some of my coaching techniques were not optimal in achieving the desired results. I am looking forward to continuing on to the next level in the KSI training.

--Phil, USA

Hi Ian, Hope all is good with you and that you are enjoying continued success. My name is Paul and I recently completed the KSI Legacy 1. I found it a most rewarding and enjoyable course. It helped me join some of the many dots that existed after 10 years of reading and studying a variety of things health and fitness, I intend to undertake Level 2 in the near future.

--Paul

Join the KSI Global Network of Coaches – the original global network of physical preparation coaches!

Learn more: <http://www.kingsports.net/Coach/courses/menu.htm>
