



The Between Sets Newsletter

The KSI Newsletter

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

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

Ian King, on behalf of Team KSI

1. Legendary strength coach Ian King on problems with the fitness industry

Posted Monday, April 21, 2014 by Mike Mahler, <http://strengthbymahler.com/>

Ian King (<http://kingsportsnet.com/>) is a fitness performance pioneer. Ian founded one of the world's original physical preparation services for elite athlete in 1986 and has trained elite athletes in over 20 different sports in over 10 different countries.

Ian is one of the most respected strength coaches in the field. Yet due to his commitment to detailed research, and unwavering distaste for gimmicky trends in the sports performance, Ian is not as visible as most self-proclaimed strength & conditioning coaches. However, anyone in the past 25+ years who claim to be a strength coach, know and respect the name Ian King.

The author of the training classic, "Get Buffed," "The Book of Muscle," and several other books, e-books, and DVDs, continues to focus on athlete preparation for high level athletes, including Olympians, as well as provides top notch education services for some of the most sought-after coaches in the world.

Ian takes time out of his busy schedule to discuss the following with Mike & Sincere:

- Why Ian does not "try stuff out"
- How long does Ian research his training programs before publishing it publicly and what coaches can learn from his philosophy
- Why does Ian find strength-oriented research and training boring
- What is Ian's opinion of Crossfit and why
- What aspects of the fitness industry makes Ian feel embarrassed
- Individualization vs. Randomness and the problem between the two
- Ian shares how many years he feels it takes to create a "scientific" cause-effect relationship to training
- Ian discusses the issues and relationships between marketing, scarcity, fear, and impatience in the fitness industry
- How does Ian avoid clients who have the instant gratification mindset
- Why most high profile fitness marketers are the least competent coaches
- Ian shares how he would help a client improve on the power lifts (i.e. squats/bench/deadlifts)
- Why injury can actually be a good thing
- Why there really is no difference in training for the high level athlete and the everyday Joe & Jane
- Why should trainees address unilateral training and correcting imbalances

iTunes: <https://itunes.apple.com/us/podcast/ep.-72-ian-king-is-fitness/id646524617?i=305148159&mt=2>

Stitcher: <http://www.stitcher.com/podcast/live-life-aggressively-podcast-wmike-mahler-sincere-hogan/episode/33489830?autoplay=true>

2. Ask the Master?

Your opinion on 'cardio'

Hi Ian, I just ordered book III. In your previous books you downplayed the role of cardio, or so it seemed. As I have got older (I'm 52) cardio has taken a larger role in my training – I want to stay in the same size pants! I also am active in other sports – hiking, running, mountain biking – and am currently gearing up to climb 14,442' Mt. Rainier in June.

So the question is how will cardio work with the next book's programs? I have to say that I've been pleased with the progression I have seen as I have gone through the Book of Muscle programs and then the GB I and II. At 52 and 160lbs I'm still squatting and deadlifting 400lbs for 1 rep max. Bench is a little off but that's a function of shoulder pain. I imagine the cardio has limited my lifts, especially the squat, but wanted your opinion. I'm not ready to give up on my other activities and wanted some input on how to combine the two most effectively.

--Ken

Ken – great to hear you are continuing your education with our books! Let me give you some historic perspective about my published comments on what you call ‘cardio’.

I noted during the 1980s the promotion of the ‘aerobic base’ in sport. I tried it, and for the most part found it flawed, and certainly lacking in any evidence to support the level of rhetoric.

I also noted the rise of aerobic training post the late James Fixx and Kenneth Cooper influence, in the general population, during the same period. Again, I felt it was exaggerated.

I sought during the 1980s and 1990s to balance the published information, sharing an alternative view.

Post my comments which many perceived were ‘anti-cardio’ (because there were at the other end of the continuum than the dominant paradigm), many trend-spotters jumped on the bandwagon and over-reacted.

The new paradigm driven by these over-reactors was that endurance or cardio was useless. One of the specific over-reactions and questionable claims was that the best way to lower body fat was by high intensity anaerobic type circuits. Now personally I have done both, in my personal training, in my professional coaching of elite athletes, and in vocational training – and certainly didn’t share these ‘new conclusions’.

So what you have is general population clients lacking the preparation and conditioning, engaging in high intensity circuits (boot camps, trendy toy based circuits like swinging ropes and flipping tyres, and ‘cross-fit’ like methodology) and creating a new wave of injuries leaving the physical therapy and joint replacement industries licking their lips. And by the way, typically failing to produce the marketing claims of ‘melting your fat off like butter in a frypan’, and other clinically crafted emotionally-effective marketing scripts.

I have written at length about my conclusion that ‘human over-react in the short term and under-react in the long term’. (Not to be confused with the repetitive use of my saying by the industry’s greatest plagiarist).

I have also written at length about the industry direction of lying, cheating and stealing, where how you train and what you think is secondary to the immediate cash flow and perception of greatness sought by certain class-leading bullshitters.

I have also since sought to publish to once again correct the unbalanced influences, however the size of the wave triggered by my original ‘anti-aerobic’ statements is such that is unlikely a person lacking the motive to compete in the bs-marketing stakes can ever really effectively suppress or correct in the short term.

So after a long winded intro, to answer your question... So the question is how will cardio work with the next book’s programs?

Why not? Now of course it really depends on all the variables involved and as such I don't make guru-like assumptions. What I suggest you do is understand that any training method has many variables that can and should be manipulated and the only way for you to learn what works for you is to record the training and the results over time, and reach your own conclusions. Then share them with others who value objective observations about the cause-effect relationships in training. What I don't want you to do is fear doing or using a training method based on incorrect conclusions or over-reactions about the efficacy of any particular training method.

High intensity cardio has potentially more interference potential with your strength changes, however if you used periodization in the way I teach, you can perform maintenance strength training in periods where you may want to do more intensive energy system training.

--Ian King

What program do I use while I wait for the book to ship?

Hi, I ordered the GB III book and it shipped on 2/16/14. I didn't realize it would take as long as it does to ship it to the US East Coast.

I just finished by last workout in GBII and wondered if you had a suggestion on what/how to train over the next 2-3 weeks while it ships? I hate to lose the momentum built by GB II. Thanks,

--Ken

Ken – yes, shipping from Aust to the East coast can take up to a week long than shipping Aust to the west coast of the US, but you never know – they can surprise us sometimes!

Here are some options for the meantime:

- 1. Repeat another week of the last GB program you were on (provided you weren't getting too flat on it)*
- 2. Take a full recovery week (especially if you were getting flat on it)*
- 3. You may need to apply both depending on real shipping time.*

Trust that is some help!

--Ian King

Surprise! It arrived today. I was doing a recovery week (just some light reps after the heavy weeks at the end of GB II). I'll take a day or two to absorb the new info and get right into GB III. Thanks for the follow up!

--Ken

Great new ken! As I said, the shipping can sometimes surprise us!

--Ian King

Ready to get right into it! First I had to go get a squat suit! Haven't owned one of those since the 1980's!

--Ken

Let us know how you go with this program!

--Ian King

Will do. Book II got my deadlift to an “over 40” PB of 408 lbs. Hopefully III will take it to 425 or so. Squat was 388 – no suit, old wraps, and thin belt. Geared up I’m hopeful for the same. Happy to be throwing that weight around at 160 lbs and age 52!! Thanks for the guidance and training inspiration!

--Ken

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

3. Your Say

A beautiful vision and approach to physical preparation

Hi Ian, Just wanted to say thank you for lifting the veil and exposing me to an entirely beautiful vision and approach to physical preparation. For the first time in my life since I have started training when I was 16 years old do I feel like I truly have real clarity of the training process. I look forward to working with you in the future and progressing through the KSI coaching education programs. Yours sincerely,

--Ryan

KSI Works

Dear Ian, I have enclosed a testimonial from an athlete that I have worked with whom by no fault of his own had historically been poorly managed and as a result suffered a catalogue of injuries that curtailed his career for a number of years. The testimonial speaks for itself in terms of his comeback and it was a pleasure to work with & help him back to doing what he loves & does best. My thanks has to extend to you & the KSI way, for it is your information and methods that have ultimately allowed this athlete to become an athlete again. Kind Regards.

--Jonathan

So You Want to Become...(the book)

It was a great read. There was an angle I didn’t see coming from Ian. I can relate to pretty much all of it. I’m more familiar with Brad Sugars than I may have mentioned. More than ten years ago I had help from Action coach and became obsessed with becoming a better business man. Self help books and seminars are pretty common for me. I’m amazed how many people write off informal education.

--Kev

Your products are the best, hands down, I have come across

First of all.....I would like to start out by saying how pleased I am with your entire line of Get Buffed products. I have been training for 20+ years and your products are the best, hands down, I have come across. There is a wealth of great, usable information in every product that my clients and I have both benefitted from and it is presented in a logical format that makes designing an effective program as easy as going from point A to point B.

--Anthony

Tribute to Charlie Francis

Hi Ian, Enjoyable to see and hear you sharing and discussing so humbly your relationship with Charlie Francis, a real coaching legend.

It was a strange coincidence to receive the email as only late last night I found and read this post :

<http://www.charliefrancis.com/community/showthread.php?20797-AI-Vermeil-and-Ian-King&s=6f6b5898d2c44616472a4853dfb6fc8b>

I have electronic copies of two of Charlie's texts but should really get the original formats too! Thanks,
--Mark.

NB. Just wanted to clear up something from this post online – there was never any issues or fallouts between myself and CF. Just in case anyone got the wrong idea...

I can not thank you enough for the recommendation, the DVD and the books

Hi Ian, Hope you had a wonderful trip in LA! Can't wait to connect with you and Teresa soon I hope you're enjoying or have enjoyed your time out in LA. I have so heard so many great things about you both and was anticipating meeting you during your visit. I hope there will be an opportunity where I can spend more time with you guys in the future.

I can not thank you enough for the recommendation, the DVD and the books. I have not been able to put the book down and am learning so much more every day! It's very motivating as well and I am very excited to learn as I become a better trainer and wellness coach. Many, many thanks!
--Allison

4. Athlete preparation

Preparing for the Asian Cycling Championships

Dear Ian,

Just to refresh, my name is Daryl Woodford from Singapore. Travis my son attended one of your training workshops you conducted in Singapore.

We are now preparing Travis to participate in the Asian Cycling Championships to be held in Kazakhstan in late May 2014.

Travis is now serving his 2nd year of a compulsory 2 year National Service that all male Singaporeans aged 18 and above have to undergo. With limited training time we

have had to dispense with the traditional approaches to training and adopted a more radical approach the use of a "reverse periodization approach" to support our race strategy. Tim Kerrison head sports science at pro cycling Team Sky uses this approach and as I found out more about it found out that it was pioneered by you.

We do hope that this training approach will give Travis the competitive edge at the championships. Best wishes
--Daryl

Daryl – thanks for your email, including the ‘refresher’ – see /talk to a lot of athletes/ coaches so it can become a blur! Great to hear you willing to ‘break from tradition’, and please – let us know how it all goes!

-- Ian King

Ps. Did I get you onto the vitamins we recommend for our athletes? Used by 30 medalists at recent winter OL, so no issues with WADA. Let me know

5. Coach education – The KSI Way

KSI L1 Graduate Profile

My name is Melissa Moziejko, and I am aspiring to be a strength and conditioning coach. I am a type 2 diabetic and decided to get into strength and conditioning a little over a year ago, as it has changed my life completely. I am an NPC bikini competitor, so I enjoy lifting and keeping fit. The KSI Legacy Course has taught me a whole new side of strength and conditioning, from program design to integrity. The strength coach I am currently shadowing is very familiar with the Legacy Course and teaches a lot of the same concepts. I love what KSI has to offer and can't wait to learn more!

--Melissa Moziejko

How would you compare the Legacy Course to course x?

I really like the look of the Legacy course. As I understand it really goes into the how and why of coaching and programming. Just as a point of reference how would it compare to something like this <http://xxxx.com/> which is apparently developed by several well regarded coaches. I won't be quoting anything but would like to know how this compares (if at all). I know that these types of offers and such come around every so often if you're on certain PT information sites, and most are the product of a big name, but certainly we couldn't be buying all of them. Thanks for your time

--Barney

With regard to your question how would it compare to something like this <http://xxxx/> - we are not able to answer that as we have no knowledge of that program, and are not likely as we have really no interest in what others are doing. (unless they are breaching international and federal copyright laws or professional ethics, which appears to be somewhat standard practice in the American fitness industry loosely described as ‘strength coaching’).

Our focus is on what it has been on for 34 years now – helping athletes be the best they can be, and sharing our conclusions about what works in training with selected coaches, specifically those who are committed to mastering the KSI way. Which we know is relatively few as most are drawn to what the majority are doing, which is not long term focus towards mastering in one direction, especially in a direction so devoid of contemporary marketing strategies.

So you are in the same position as all of us – choosing your influences and living with the outcomes. We wish you all the best with this, stay in touch!

--Ian King

Is the How to Write book still up to date?

I'm looking into getting the programming strength training book for now. As far as I can make out it's from 2000 or 2002 - is it still "up to date"? I'm not referring to fads etc but is the information contained still in line with what is taught on the KSI courses and the methods not been superseded?

--Barney

Barney – thanks for clarifying your meaning of ‘up to date’. As you know, trends to us are not relevant. Additionally, unlike ‘others’ we don’t ‘change our mind’ about training information. The book HTW was written after 20 years of professional experience – there are not too many books in the market place where an ‘author’ waits that long to comment. And of course, it is our works – which again makes it very unique in this ‘cut and paste’ ‘New Rules of (Writing about) Lifting’ world.

--Ian King

Just picked up a Men's Health guide to building muscle penned by Ian King as a go between.

As far as the Legacy course goes, would this cover most of what is in the HTW.. book. Just seeing the cost including postage is about a 5th of the course so maybe would make more sense to throw my hat in all the way.

I know the focus is on training athletes (which would be fantastic) but would the principles apply to coaching everyday people too in personal and group training? I'm also very much interested in progressive bodyweight training, would the KSI approach carry over into other training styles such as this? Thanks again

--Barney

Barney – we trust you enjoy the Book of Muscle. Yes, postage costs, its not ideal.

The HTW book is focused only on strength training. The Legacy Course covers all topics relating to physical training, so a much broader content. The Legacy course is about 1500 pages, and then duplicated in audio, and then supported by a short video for each of the 34 units, and the Learning Support Tools, which is now packaged with the program, gives access to a range of otherwise not available videos on a wide range of topics, delivered electronically; the Level 1 forum; and the Bronze KSI Members forum valued at \$197/yr.

If you find a course with more life changing material for less than what we are

charging, you should take that course.

Would our methods apply to training everyday people? We can only point out Ian's methods are the most copied, most plagiarized methods in the world, by fitness industry 'authors', writing for PTs and their end user clients. More people around the world use Ian's methods in their training than any other single person in modern history.

We believe this answers your question. Actually we are amazed at how many people ask this question. Understandably we are know globally for what we have done for 30+ years – train elite athletes to success. However we suspect that if people knew our works more intimately, and saw their impact throughout the world, they would not have to ask this question!

Progressive body weight training – would the KSI approach carry over into other styles such as this. Again, this is an interesting question. You see anyone in the industry from say 1995 onwards would know I introduced and popularized bodyweight exercises in mainstream strength training. If you took Ian's original works out of say 'Functional Training' books, there would be very little left in the books! Every day, in every gym around the world, some one is doing one of Ian's original bodyweight exercises!

So again, we think that may have answered your question, and we believe that upon completion of the L1 course (if you do it) you will realize the redundancy of your questions!

--Ian King

How To Write Strength Training Programs book – is this the latest update?

Hi, I just placed an order for (KSIBK006) How To Write Strength Training Programs (Order ID: 226317441). I'm assuming this is the latest update. Can you tell me about the history of this book? Has it been updated many times? I just want to make sure I get the best and latest information possible. Just looking for a little more info about the book. My friend recommended the book, and I really didn't question him much about the book. Thanks,

--Bert

Bert – thanks for your order and your email. The book undergoes minor upgrades typically yearly, and yes, you are getting the most recent version! Great to hear you friend recommended this great book – you will learn where many of the ideas come from that you may have seen floating around the industry – from this and other works published by Ian. Now you are getting the content from the source.

--Ian King

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

6. Get Buffed!TM Q&A

Would it make sense to repeat the GB programs?

I have a question is about repeating some of the GB programs. I used the neural training/advanced rep scheme in book two. If I wanted to repeat with more emphasis on hypertrophy, would it make sense to repeat – or just progress to book III?

Thanks for your help. Following a progressive routine has really helped me push through some barriers that I thought I would ever see again. It's nice to a small, "old" man outlifting some of the bigger "kids"!

--Ken

I am really impressed with your continuity and commitment in training, so keep this going. I'm not surprised you have received great results using my programs – because they were only published after decades of refining them and confirming their effectiveness (one of the many things that make my works unique – its patiently time based and actually what has worked, as opposed to latching onto a new trend to appear to be 'cutting edge').

With regard to returning to hypertrophy training – I will start every year out doing the program from the GB book or similar. Which makes me smile when people want to bypass this book and program for the more advanced books and program.

I'm proud of you outperforming the youngsters, and encourage to continue with this, because for me, we were born to train, and when we stop training, you know what happens. It's the opposite to being born!

--Ian King

Follow Get Buffed!™ on Face book
Order your own Get Buffed!™ material

7. Book of Muscle Q&A

Insights comparing the Get Buffed! book and The Book of Muscle

Hello, I purchased "The Book of Muscle" and have been using the book and your training program for the past 8 months. I absolutely love your approach to strength training and have learned more in the past 8 months than I have in my whole life. I am very interested in your Get Buffed series of books. I was wondering how the two programs compare. I would really like to get a more in depth knowledge and I am hoping that Get Buffed will expand on what I've learned from The Book of Muscle. Can you provide any suggestions or insight about purchasing any of your Get Buffed books compared to The Book of Muscle? Also, having the foundation of The Book of Muscle, which Get Buffed book should I start with?

Also, I have finished the beginner program from The Book of Muscle and I am looking for a good cutting program to follow. It seems that Get Buffed may provide some insight to becoming leaner, which didn't seem to be the focus of The Book of Muscle. can you provide any insight here? Thank you for your time.

--Daniel

Daniel – not sure if this email was answered so here I go.

Great to hear of the value you found in the BOM. I placed the content with intent to provide massive value, to your credit you found it.

Yes, the GB book series will definitely expand on your knowledge. The main difference is the GB book series is not edited – it is unfiltered writing. Other difference is the GB series has no pictures – just solid content. And finally, the first 4 books in the GB series (more to come) are all based on 4 day a week workouts.

Which book to start with? If I had a dollar for every time I was asked that one...GB one! The first in the series! You will not be disappointed!

There is nutritional content in the GB series, building from vol 1 onwards. FYI my approach to 'cutting' is more about nutrition than training.

Trust this helps, and better late than never!
—Ian King

[Book of Muscle Facebook Page](#)

8. 2014 KSI Seminars

We've just finished loading up all the seminar videos shot live during our North American tour in March-April 2014. These have been loaded at various places at the KSI Coaches E-Video Library.

Only one seminar is currently available for order with no pre-requisite involvement in the KSI Coaching Program.

The Strength Qualities - A 3 Part Lecture Series

3 x 1 hr videos - Pt 1 = Strength Qualities Defined; Pt 2 - Training methods for the Strength Qualities; Pt 3 - Program Design & Review.

Purchase at: <http://subscriptions.viddler.com/kingsports>

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

ADELAIDE, AUS

May 23 2014 Friday	Adelaide AUS	<u>10 Keys to Building a Body that Lasts!</u>	7pm-9pm	E-\$47/L-\$57
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				Register
May 24 2014 Saturday	Adelaide AUS	Run Faster Run Better!	9am-5pm	E-\$197/L-\$217 Register
May 24 2014 Saturday	Adelaide AUS	DTI Business School Introduction Evening Seminar - Your health, your life, your way	7pm-9pm	KSI Guests Free Register
May 25 2014 Sunday	Adelaide AUS	Get Bigger, Stronger and Leaner - SMARTER!! A guide for women & men to Get Buffed!™	9am-5pm	E-\$197/L-\$217 Register

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>

10. The KSI 90 Day Leveraged Income Challenge

Who will win the title of No. 1 Top Leveraged Income Creator in our 90 day challenge Series 1 and take home the \$1,000* prize along with their profit? Results out shortly!

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 are 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>
