

Get ready!

1 Before you read the passage, talk about these questions.

- 1 What are the parts of a gym or health club?
- 2 What services do gyms and health clubs offer?



group fitness studio



cardio theater



cycling studio



weight room

Who We Are

We have forty **health clubs** across the country. We're serious about fitness. We're also serious about providing the best services.



What We Offer

All **gyms** have **locker rooms**, saunas, and snack bars. Our **weight rooms** house 50 machines.

Warm up in one of two **cardio theaters**. Our machines offer personalized workouts to fit your needs.

Check out our **group fitness studios**. Sign up for yoga, Pilates, martial arts, or aerobics. Head to the **cycling studio** for spin classes. Schedules and details are available at our **front desks**.

We address every need with excellence. There are no traditional **water fountains** here. Instead, we offer water coolers. **Restrooms** are located within the locker rooms.

Reading

2 Read the brochure. Then, mark the following statements as true (T) or false (F).

- 1 ___ Galaxy Gyms offer locker rooms, saunas, and snack bars.
- 2 ___ Members take yoga classes in the cardio theaters.
- 3 ___ Schedules are posted on the walls of the gym.

Vocabulary

3 Place the words and phrases from the word bank under the correct headings.

Word BANK

weight room **cycling studio**
locker room **group fitness studio**
cardio theater **restroom**

Spaces for Exercise	Spaces for Changing
_____	_____
_____	_____
_____	_____

4 Read the sentence pairs. Choose which word or phrase best fits each blank.

1 front desk / health club

- A** The monthly membership fee at the _____ is sixty dollars.
B I signed my name on a clipboard at the _____.

2 gym / water fountain

- A** Sally works out at a _____ near her office.
B Brian went to the _____ to refill his bottle.

5  Listen and read the brochure again. How do gym or health club members get information about classes?

Listening

6  Listen to a conversation between a personal trainer and a client. Choose the correct answers.

- 1** Where do most of the classes take place?
A in the weight rooms **C** in the group fitness studios
B in the yoga studio **D** in the cycling studio
- 2** What will the man likely do next?
A begin his workout **C** sign up for weightlifting
B change his clothes **D** go to the cycling studio

7  Listen again and complete the conversation.

Trainer: We have two **1** _____ on the first and second floors.

Client: Do you have **2** _____ ?

Trainer: Yes. Four. The group fitness studios are for yoga, Pilates, kickboxing, and dance classes, and step aerobics.

Client: What about spin cycling?

Trainer: We have **3** _____ for that.

Client: When do you offer yoga?

Trainer: Most classes are in the morning. You can check with the **4** _____ for the schedule.

Client: Well, I'm ready to get started. Where are the **5** _____ ?

Trainer: Just to the left of the **6** _____ .

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

The group fitness studios are for ...

When do you offer ...?

You can check with the front desk for ...

Student A: You are a personal trainer. Talk to Student B about:

- exercise rooms
- fitness classes
- locker rooms

Student B: You are a client at a gym. Talk to Student A about the gym and its services.

Writing

9 Use the brochure and the conversation from Task 8 to design the gym's class schedule.



Galaxy Gym

Galaxy Gym Class Schedule

Class	Location	Day and Time

14 Building a Client Base

Get ready!

1 Before you read the passage, talk about these questions.

- 1 What are some ways trainers can meet prospective clients?
- 2 Why shouldn't trainers overeducate prospective clients?

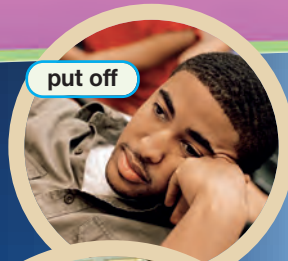


demonstration

Build Your Client Base!



greet



put off



roam

Katrina Scott, personal trainer to professional athletes and movie stars, can help you build your client base. She'll tell you the best **self-promotion** techniques to reach **potential** clients. Some of the things she will discuss are:

- **Greeting** people and **introducing** yourself
- Coming up with a memorable **opening line**
- How to be **proactive** – **roaming** the facility, **assisting** potential clients, etc.
- Creating **explanations** and **demonstrations** to show potential clients the **value** of working with you
- Why **overeducating** potential clients will **put them off**

Katrina's seminars have helped numerous personal trainers expand their client bases. Here's how her seminar has **benefited** trainers just like you.

"Katrina's seminar is amazing! By following her advice, I have doubled the number of clients I have." – M. Lewis, Fairmont Heights, Vermont

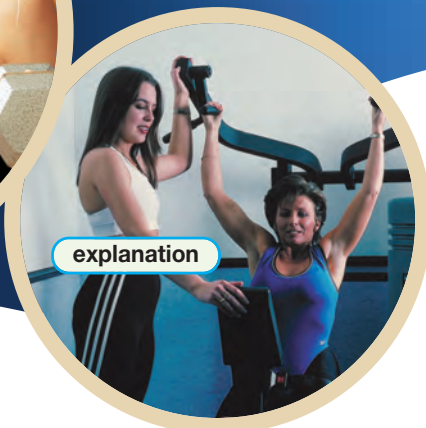
"Katrina's seminar gave me the tips I needed to promote myself and begin interactions with potential clients. I tell all my fellow trainers they have to take this seminar!"

P. Amundsen, Los Angeles, California

The seminar is being held at the City Library on 7th Street on May 13 at 7:00 pm. Admission is \$10 per person and seating is limited to 100 guests.



assist



explanation

Reading

2 Read the advertisement. Then, mark the following statements as true (T) or false (F).

- 1 ___ The seminar gives trainers ideas for advertising their services.
- 2 ___ Being proactive includes overeducating potential clients.
- 3 ___ The advertisement contains testimonials from previous seminar attendees.

Vocabulary

3 Read the sentences and choose the correct words or phrases.

- 1 Grace uses **self-promotion** / **value** as a way to attract new clients.
- 2 Daniel **benefits** / **roams** the facility to make sure members don't need assistance.
- 3 The trainer **introduced** / **overeducated** himself to the new gym members.
- 4 Frieda gives a **demonstration** / **opening line** before having clients do a new exercise.
- 5 The receptionist at the health club **puts off** / **greet**s people with a cheerful smile.
- 6 Heather decided there was **value** / **explanation** in working out with a trainer.
- 7 Trainers should be **potential** / **proactive** in marketing their services.

4 Match the words and phrases (1-8) with the definitions (A-H).

- | | |
|-------------------|------------------|
| 1 __ benefit | 5 __ potential |
| 2 __ overeducate | 6 __ assist |
| 3 __ opening line | 7 __ put off |
| 4 __ explanation | 8 __ interaction |

- A** to help someone
B being possible in the future
C a statement that gives reasons for something
D keep someone or something away due to a certain behavior or manner
E a sentence used to start a conversation with a potential client
F to give someone too much information about a topic
G to give someone help or an advantage
H the communication between two or more people

5 Listen and read the advertisement again. What are a few ways trainers can be proactive in order to find new clients?

Listening

6 Listen to a conversation between two personal trainers. Choose the correct answers.

- 1** What is the purpose of the conversation?
A to discuss the tips presented in the seminar
B to decide whether or not to attend a seminar
C to debate on the best ways to get new clients
D to inform someone about an upcoming seminar
- 2** What bet do the speakers make?
A who will have the most new clients by the end of the month
B who can go the longest without overeducating potential clients
C who will put the tips from the seminar to the best use
D who can convince the gym owner to advertise the speakers' services

7 Listen again and complete the conversation.

- Trainer 2:** It just seems silly. I mean, **1** _____ the gym aimlessly ...
- Trainer 1:** You're not supposed to just walk around aimlessly. You **2** _____ people by giving a demonstration of correct form or giving an explanation on how a machine works.
- Trainer 2:** I don't see what good it does. I'd rather do something else.
- Trainer 1:** It allows **3** _____ to see they can benefit from working with a trainer.
- Trainer 2:** You really **4** _____ the stuff she said, don't you?
- Trainer 1:** It makes sense to me. The gym we work for doesn't advertise our services, so I quite like the idea of **5** _____ - _____.
- Trainer 2:** The only thing that made sense to me was not **6** _____ people.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

*Did you like it? / I rather do something else.
 I quite like the idea ...*

Student A: You are a trainer. Talk to Student B about:

- your opinion on the seminar
- your preference on the tips presented in the seminar
- making a bet

Student B: You are a trainer. Talk to Student A about the seminar.

Writing

9 Use the advertisement and the conversation from Task 8 to create notes on the seminar. Include tips for being proactive, why overeducating potential clients might put them off, and how to make potential clients see the value in working with a trainer.

Glossary

- ankle** [N-COUNT-U3] An **ankle** is the joint where the leg connects to the foot.
- ankle weight** [N-COUNT-U10] An **ankle weight** is a strip of fabric containing weights that is worn around the ankle.
- appearance** [N-UNCOUNT-U7] **Appearance** is the way someone or something looks.
- balance trainer** [N-COUNT-U12] A **balance trainer** is an exercise tool consisting of half a rubber ball and a rounded platform attached to the flat side of the ball. It can be used with the ball side up or the platform side up to improve balance.
- barbell** [N-COUNT-U10] A **barbell** is a long, metal bar with weights attached to each end, that you lift in order to become stronger.
- basketball court** [N-COUNT-U9] A **basketball court** is an indoor or outdoor space designed for players of basketball. Outdoor courts are usually covered with concrete or asphalt. Indoor courts are rectangular surfaces covered in highly polished wood.
- bend** [V-T-U13] To **bend** is to curve something so that it is no longer in a straight or upright position.
- bicep** [N-COUNT-U2] A **bicep** is the big muscle between your shoulder and elbow on the front of your upper arm.
- BMI (body mass index)** [N-UNCOUNT-U6] **BMI (body mass index)** is a measure of body fat that is the ratio of weight (in kilograms) to height (in meters).
- calf** [N-COUNT-U3] The **calf** is the lower back region of the leg between the knee and the foot.
- cardio theater** [N-COUNT-U8] A **cardio theater** is an area in a health club or gym that offers types of cardiovascular training equipment. Equipment includes treadmills, stationary bicycles, elliptical trainers, and rowing machines.
- cardiovascular disease** [N-UNCOUNT-U6] **Cardiovascular disease** refers to any illness that affects the heart or the blood system.
- carry** [V-T-U5] To **carry** extra weight is to weigh an excessive amount.
- certification** [N-UNCOUNT-U1] **Certification** is a document that recognizes an individual's qualification, based on having met certain standards, to perform a job within a particular field.
- chest** [N-COUNT-U2] The **chest** is the upper, front section of your body that is between your neck and your stomach.
- childcare center** [N-COUNT-U9] A **childcare center** is a space in which small children are cared for or supervised.
- classify** [V-T-U5] To **classify** is to sort something into a specific category.
- combination** [N-COUNT-U5] A **combination** is a mixture of various components together.
- core** [N-COUNT-U4] The **core** is the central portion of the trunk which includes many groups of muscles.
- corporation** [N-COUNT-U15] A **corporation** is a group of people given certain rights and duties by law.
- cruise ship** [N-COUNT-U15] A **cruise ship** is a large ship that carries passengers on pleasure cruises.
- cycling studio** [N-COUNT-U8] A **cycling studio** is a group fitness studio in which stationary bikes are installed for spin-cycling classes.
- deltoid (delts)** [N-PLURAL-U2] **Deltoids (delts)** are the muscles that go around the top of the shoulder. There are three types of deltoids: anterior, lateral and posterior.
- drop** [V-T-U7] To **drop** something is to have it decrease to a lower amount or level.
- dual-action bike** [N-COUNT-U11] A **dual-action bike** is an exercise machine that allows for stationary cycling with moving handle bars.
- dumbbell** [N-COUNT-U10] A **dumbbell** is a short, metal bar, with weights attached to either end, that you lift in order to become stronger.
- ectomorph** [N-COUNT-U5] An **ectomorph** is a person with an exceedingly thin body type.
- elliptical trainer** [N-COUNT-U11] An **elliptical trainer** is an exercise machine with pedals that move in an elliptical circuit, allowing the user to exercise with minimal joint strain in a standing position.
- emergency stop key** [N-COUNT-U11] An **emergency stop key** is a button that allows the user to immediately stop an exercise machine in case of emergency.
- employee** [N-COUNT-U15] An **employee** is a person working for another person or an institution.
- endomorph** [N-COUNT-U5] An **endomorph** is a person with a body type that tends to store an excess amount of fat.