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Introduction



Media



100 BEST TRAINERS IN AMERICA
 PLUS OUR DREAM TEAM GIVES YOU THE ULTIMATE WORKOUT

Men's Journal

SPECIAL READERS POLL ISSUE

Live the Interesting Life

THE
Best
 ISSUE

256 Adventures,
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DREAM GIFTS
**BEST GEAR OF
 THE YEAR**

DECEMBER 2004



Peak Performance

**THE 100
 BEST TRAINERS
 IN AMERICA**

For the first time ever: the definitive list of America's top fitness gurus. Plus, our trainer dream team designs a weeklong program of personal training sessions just for you. BY STEVE STEINBERG

**Men's Journal
 Readers Poll**

If money were no object, who would you prefer to work out with?

A top personal trainer **51%**

My wife/partner 19%
 A friend 16%
 Myself 14%

If you've ever tried to pick a trainer, you know that there is no Zagat guide that tells you which ones are the very best. That is, until now. This summer *Men's Journal* polled 11,000 certified trainers in the 20 largest cities in the country. After we tallied the votes, we got off almost a thousand phone calls and e-mails to researchers, fitness

directors, gym managers, doctors, and physical therapists, double- and triple-check the nominees. Even then we were done. After finalizing the first definitive list of America's trainers, we asked them to craft a regimen specifically for readers. The result? On the next eight pages the best of the country will accompany you to the gym. For free.

Every Vote Counts: To comment, ask questions, or vote in next year's "100 Best Trainers in America" go to mensjournal.com

80 MEN'S JOURNAL DECEMBER 2004

PHOTOGRAPH

CHICAGO

Mark Cibrario *the Trainer's Club, Northbrook, IL 847-562-1611* So good at functional training that other trainers seek him out for advice.

CC Cunningham *Perform Enhance, Evanston, IL 847-288-3870* Cunningham's expertise: prepping adventure travelers for their next extreme vacations.

Clint Phillips *Fit Chicago 312-371-6107* Uses unorthodox techniques, such as having you push his car, to keep workouts varied and fun.

Michael Sena *Energy Training Center 312-965-4506* Shows how to fit good nutrition and strength training into even the most hectic lifestyle.

Michael J. Sokol *One-On-One Fitness 312-642-4235* A former tax lawyer, he focuses on creating doable, functional workouts for the regular guy.

BEST 30-MINUTE WORKOUT EVER
PLUS THE 100 BEST TRAINERS IN AMERICA

Men's Journal

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December 2005 | mensjournal.com



THE BEST GEAR OF THE YEAR

100 BEST TRAINERS

and effective certified trainers in the country — every one of them currently accepting new clients

MIDWEST

CHICAGO

Mark Cibrario *Trainers Club (Northbrook, IL)* Chicago's balls and bands guru. 847-562-1611

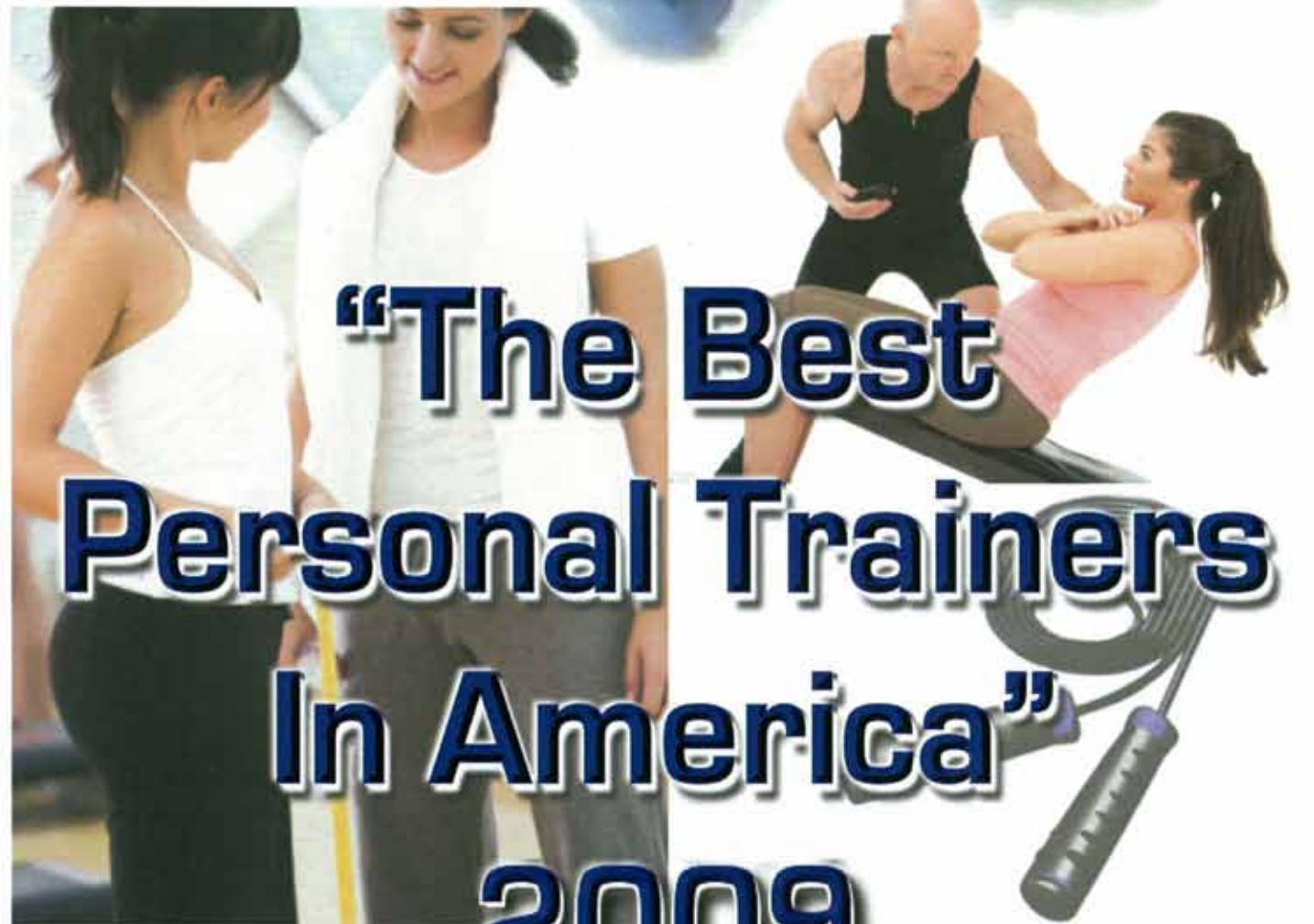
Christine "CC" Cunningham *PerformEnhance (Evanston, IL)* Designs custom programs for your next kayaking, climbing, or heliskiing trip. 847-733-9066

Tim Day *Independent* Starts with "corrective strategy" to get neuromuscular connections down before adding brawn. 312-377-4170

Clint Phillips *FitChicago.com* This fitness drill sergeant keeps you sweating bullets with balls, boxing, and traditional weights. 312-371-6107



The National Fitness Hall Of Fame Presents



"The Best Personal Trainers In America" 2009

A Showcase of Today's Top Trainers!

Clint Phillips



For more than 25 years Clint has been in the forefront of fitness. He has taught classes for people who want to be personal trainers, lectured at several universities and hosted talk radio shows on fitness. Clint has been interviewed by several university researchers and has been asked to speak about exercise, weight loss and nutrition to Mensa, the Girl Scouts, the National Electrical Contractors Association and several other organizations and businesses. Recently, he had the pleasure of working with the Chicago Black Hawks hockey team conducting fitness testing & conditioning.

Personal training is all Clint does and very good at it. In fact he is so good that he promises; if someone is serious about making a change and ready to work at it, he will get them in the best shape of their life.

On a personal level, Clint holds the American record for the Bench press (ADFPF) and the Illinois record for the 100% Raw Powerlifting Federation.

Training Philosophy

"The body adapts quickly to any routine, so we never do the same workout twice."

Client Testimonial

"Clint is the best personal trainer on the planet." - --- Carolyn Pomykala

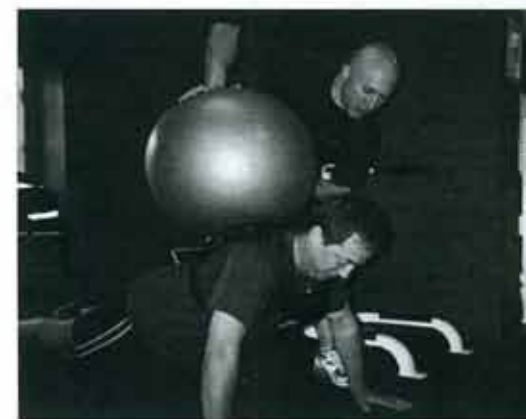
Ranking Points

9,150

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fitchicago.com

Chicago, IL



MIND & BODY

WEDNESDAY, JANUARY 20, 2010

CHICAGO'S TOP TRAINERS

BEST OF THE BEST ARE READY TO PUMP! YOU! UP! | PAGES 6-7



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Resuscitate your sex life before it's too late!

FIRST TRAINER | 7



Learn from Obama and first lady's fitness guru

YOU DOCS | 9
Are carbonated drinks bad for the bones, heart?



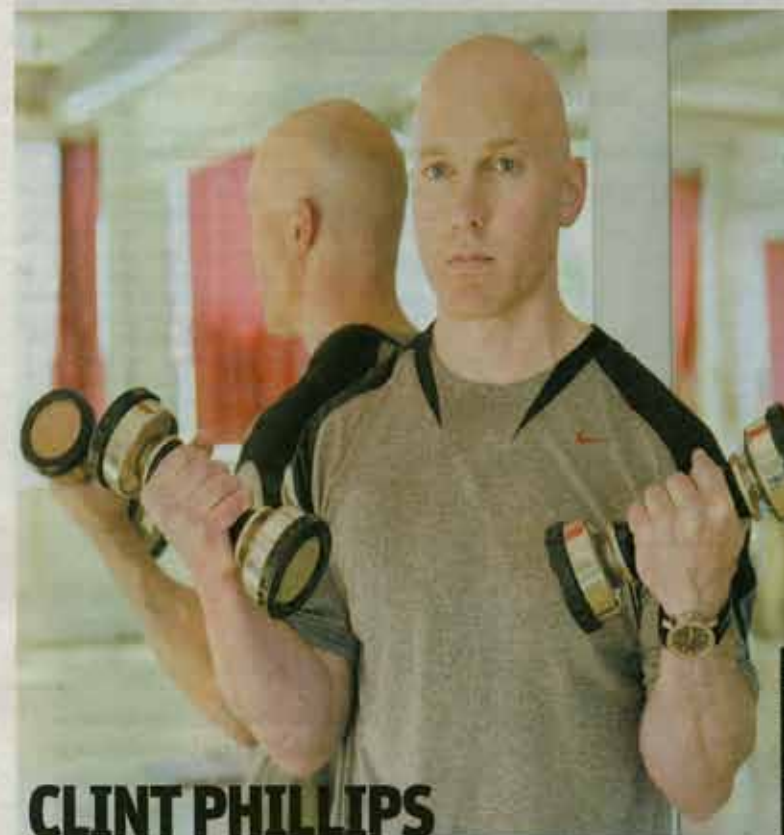
FROM THE COVER

TOP-NOTCH TRAINERS

Chicago's best fitness gurus tell what they do to motivate all kinds of clients

BY MONIFA THOMAS | MTHOMAS@SUNTIMES.COM

Having a personal trainer can make the difference between saying you're going to get in better shape and actually doing it. † But just because a trainer looks good in a tank top doesn't mean he knows how to help you meet your goals. † The Sun-Times did an informal poll of fitness professionals in the Chicago area to see who they'd rate among the top personal trainers, based on factors such as experience, approach to fitness and ability to motivate clients. † Here are some of the names that stood out:



CLINT PHILLIPS

Fit Chicago, Chicago and suburbs, (312) 371-6107

Fun, creative workouts are Phillips' forte. The former Army sergeant knows how hard it is to keep people energized about doing the same exercises over and over again. So, he likes to throw in "oddball" twists to spice things up, he says. "A lot of times in clubs, you see trainers who have the entire routine written out on a clipboard, and it's probably the same routine they gave just about every other client," Phillips says. "Our clients, they never know what's coming next."

DUANE MALO

Defined Fitness, Chicago, (773) 251-0095

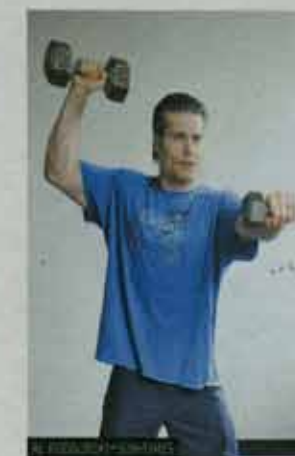
A triathlete and body-builder who also does martial arts, Malo is a well-rounded trainer who "works with professional athletes down to little old ladies," he says. He also has a background in physical therapy, so he knows how to deal with clients who have pre-existing injuries. "My first approach is to really understand where the client is coming from," Malo says. "You really need to know [that] before you know where they're going to go."



HOW TO CHOOSE A PERSONAL TRAINER

- **Ask for references:** If a trainer can't or won't put you in touch with satisfied customers, there's probably a reason.
- **Check their credentials:** Look for certification from reputable organizations such as the National Academy of Sports Medicine, the American College of Sports Medicine and the National Strength and Conditioning Association.
- **Don't shop by price:** Experienced trainers usually charge at least \$70 a session. Those who charge less tend to be less experienced. But that doesn't mean the most expensive trainer is the best, either.
- **Be wary of promises:** Some trainers may try to rope you into a long-term commitment by promising to turn you into David Beckham in two weeks.
- **Make sure they're interested in you:** A good trainer asks you detailed questions about your medical history and lifestyle before you even touch a treadmill. And during workouts, they're keeping an eye on you, not the clock or their cell phone.
- **See if you click:** They're called personal trainers for a reason. Similar personalities are an obvious plus in getting the most out of your relationship with a trainer.

Monifa Thomas



JOHN TURK

Fearless Fitness, Chicago and suburbs, info@johnturk.net

Turk is an actor who's had bit parts in "The Dark Knight" and "Prison Break." But in his day job, he trains fellow bodybuilders and also businesspeople. Turk says he "stresses to people that working out isn't just about looking in the mirror and wanting to look better. It's about how you feel and how you live your life." By the same token, he's also a stickler about proper nutrition, which he says is half of the equation.

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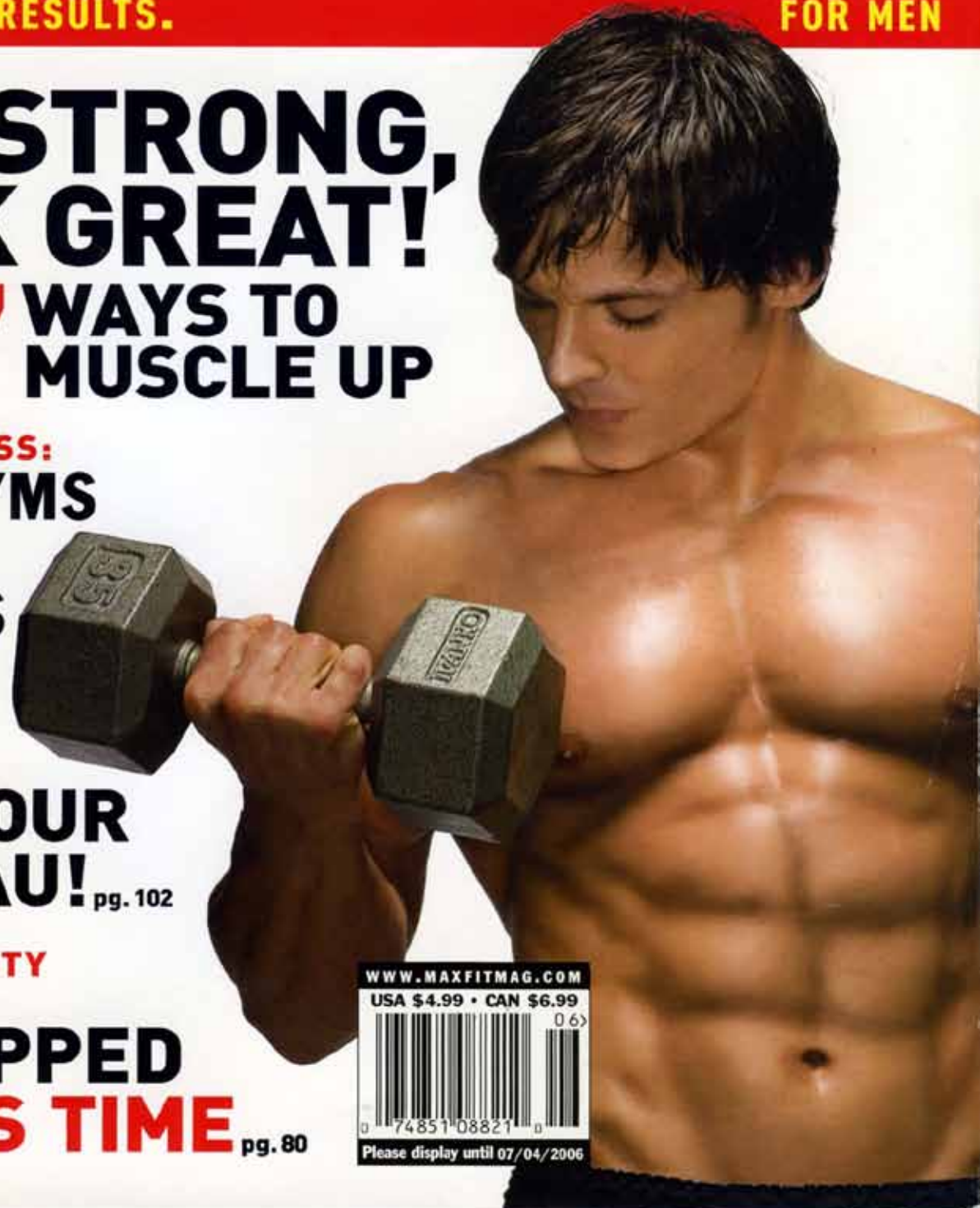
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FOR ALL
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**NO LIMITS:
BLAST
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IN LESS TIME** pg. 80



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The inside track

Personal training is a great first fitness career

By Jessica Lawson - jlawson@militarytimes.com
Posted : Wednesday Jul 2, 2008 16:38:41 EDT

Clint Phillips gets paid to do what he loves — working out.

The 46-year-old former Air National Guard staff sergeant is a Chicago-area personal fitness trainer who has helped many clients build biceps while on his way to establishing a successful exercise business.

Phillips went from being a \$15-an-hour personal trainer for a health club to employing 14 trainers, operating 20 Web sites to attract clients and commanding an hourly rate of \$70 to \$80 over the course of his decade-long career.

Best of all? Phillips said it's the best job he's ever had. "I love what I'm doing now," he said.

If you're like Phillips and think there's no "work" in working out, consider an after-military career in the exercise industry. The military's emphasis on discipline and staying in shape makes former service members ideal candidates for careers in fitness, where those qualities also are crucial to success, said Richard Cotton, an exercise physiologist and the national director of certification for the American College of Sports Medicine.

What's more, the job outlook is bright. Employment is projected to rise 27 percent through 2016 — much faster than the projected average of 7 percent to 13 percent for all occupations, according to the Bureau of Labor Statistics.

And as Phillips' career demonstrates, becoming a certified personal trainer is a great start toward a lifelong career in fitness.

PERSONAL TRAINING 101

Personal trainers work one on one with clients to help them achieve their physical fitness goals. Some trainers earn credentials through self-paced study for a certification test. Others learn through one-year certificate programs at colleges or pursue bachelor's or advanced degrees in exercise science, physical education or kinesiology (the study of muscles).

Cotton recommends at least an associate degree.

"Just because you are an exerciser all your life doesn't mean you are going to be a good trainer," said Fabio Comana, exercise physiologist and spokesperson for the American Council on Exercise. "There are so many things that the education teaches you that the experience doesn't."

The most crucial step in starting a fitness career quickly, however, is becoming certified. There's no law requiring it, but most employers require their fitness instructors at least to be working toward certification, according to the Bureau of Labor Statistics.

The industry's certification process is self-regulated. Most legitimate fitness organizations such as the American Council on Exercise, American College of Sports Medicine and the International Health, Racquet and Sportsclub Association — the fitness industry's largest nonprofit trade organization — recognize certifications accredited by the National Commission for Certifying Agencies.

Certification lasts two years, and trainers become re-certified by attending continuing education courses and conferences.

Personal training is a good start toward other fitness careers, Comana said, including strength and conditioning coach, fitness manufacturing and sales and wellness coach.

BENEFITS AND MISCONCEPTIONS

Becoming a personal trainer may hold much allure for people who want flexibility — including the ability to set their own work schedules — in their civilian careers.

But flexibility has limits, Comana said, because trainers work at their clients' mercy. Not a morning person? You'll still hit the gym at 5:30 a.m. if you're training an early bird. And because most fitness centers are open long hours, personal trainers often work nights and weekends and even occasional holidays.

Further, you may not be able to support a family on a gym employee's pay of about \$10 to \$20 an hour, Cotton said. Personal trainers who contract with fitness centers and set their own hourly rates earn a lot more, as Phillips' example demonstrates.

Phillips and his trainers work from clients' homes or one of the seven gyms around Chicago with whom he has an arrangement to pay a "head fee" in exchange for permission to train his clients in their facilities.

He'd originally looked into opening a gym. "But the cost analysis didn't really make sense," Phillips said. "It might be a long-range goal someday."



MODEL FOR SUCCESS

Phillips' career is a textbook example. He earned his exercise science degrees from the University of Illinois at Chicago, where fitness was his passion. But it was his vision for the future that led to true success.

"When people get into personal training, they're often young people," Comana said. "It's fun for someone in their 20s, but they might not want to do it in your 40s and 50s."

"I always tell people, 'Start thinking. Create your own future. Do you want to be five or 10 years from now? Start now.'"

3 SKILLS EVERY TRAINER NEEDS

Personal trainer and Air National Guard veteran Phillips lists three important skills if you want to succeed in the fitness trainer.

- Training skills. You need solid exercise technique and also need to be able to lead, instruct and motivate.

- People skills. The best trainers are friendly, outgoing and are a good trainer but you are boring, people are not interested, Phillips said.

- Business skills. There's a trick to finding the right clients and keeping down costs, which can range from various approaches to doing business. For Phillips, that means using the Web, through sites such as <http://www.fitichicago.com>, <http://www.trainerchicago.com> and <http://www.clintphillips.com>.