

[230 – Diana Del Garbino – How to Create Unique Client Training Prescriptions](#)

Lawrence: Lawrence Neal here. Welcome back to highintensitybusiness.com. This is episode 230 and today's guest is Diana Del Garbino. Diana has a background in martial arts and law enforcement and uses that experience to inspire her clients to reach their full potential. In today's fitness world, there is so much information that it can be difficult to sift through it all and find what is truly best for your body. Diana is a practitioner, speaker, and author on the topic of strength training and evidence-based exercise programs. She is the owner of Muscles In Motion, a private personal training studio in Lake Oswego, did I say that correctly?

Diana: Yes you did.

Lawrence: I'm glad. Her highly-trained staff use evidence-based high-intensity training in all their specialized programs such as 30-minute full-body workouts, golf fitness, runner performance, and concussion prevention. Diana lives by her core purpose, leave the world in better shape than you found it. Diana, welcome to the show.

Diana: Hello, Lawrence. Thank you.

Lawrence: Great to [crosstalk 00:01:22]-

Diana: Good morning.

Lawrence: Good morning, good afternoon. It's half to my time, but very, very early where you are. 6:30, 7 where you are, isn't it?

Diana: 6:30, yeah, 6:37 right now.

Lawrence: Cool, cool. No, I appreciate you getting up early, although being a HIT studio owner, getting up early comes with the territory, doesn't it?

Diana: Yes it does. On a Monday... Today's our holiday, Labor Day, but normally I already would have been training someone at 6 o'clock, so yeah.

Lawrence: How are you? I saw you briefly at the Resistance Exercise Conference earlier this year. You seemed super involved in that. You had some of your team there. I'm sure you had a great time, but how has things been since the conference? How is business? How are you doing?

Diana: Oh, business is fantastic. We are just growing and growing. I've hired two people since the conference and have an application process starting right now for a third trainer, also another front desk client services person. We are just growing in leaps and bounds right now. Fantastic.

Lawrence: That's so cool. Well, good for you. Congratulations. Sounds like business [crosstalk 00:02:28]-

Diana: Thank you.

Lawrence: Is good. Would I be correct in saying, because I thought Luke's presentation, The Goose's Golden Egg was just fantastic and I'm not sure if you saw but we did cover it in two parts as well on the podcast recently. Was that pivotal in that? It sounds like you've gone on kind of a hiring surge and you're developing your people. Was that impactful in that regard at all for you?

Diana: Yeah, it was impactful in just reminding us why we do stuff like networking groups and trying to find and meet those people that are really going to help grow our business and we can help grow their business. We have quite a list of referral partners that we use and we actually have a whole sheet two-sided that breaks it down by acupuncturists, chiropractor, naturopath, osteos, everybody. We put that on there and we can pass that out to our clients. You always want to try and find those different sources to help you.

Lawrence: Wow, and so they're like strategic partnerships, right? They refer clients to you, right?

Diana: Yes, absolutely.

Lawrence: In some cases are clients of yours, is that right?

Diana: Correct.

Lawrence: You have chiropractors on your... That's again a common theme isn't it in the high-intensity training industry to develop those relationships with people like that where you can help each other refer clients back and forth? That seems really quite a common theme in the success stories in here.

Diana: Absolutely. I think if you want to be successful you have to partner with people. We have some really great nutritionists and registered dieticians that we use and some chefs. We also partner with a chef that helps us and we've just had incredible feedback from that and just great results in growing our business that way.

Lawrence: Awesome. Diana, how did you get into high-intensity training? Tell us that story.

Diana: Let's see. I met someone in 2004 that was training in high-intensity training in the Midwest and I started training that way. I was a 24-hour fitness, take my magazine to the gym, do my sets and reps, and then wonder, "Is this really working? I don't know if this is what I really need." I was a police officer at the time, so I was in and out of a car 50 times a day, 50 times a night depending on what shift I was on and my knees and my back were hurting pretty badly just from wear and tear. My gun belt made me weigh about 30 pounds more and then I was also a SWAT operator, and so that gear was up to 50 pounds more with the rifles and extra ammo. I had to be able to jump fences and climb up on houses and things like that.

Lawrence: You were in [crosstalk 00:05:16]-

Diana: It was a lot [crosstalk 00:05:16]-

Lawrence: The SWAT team?

Diana: Yeah, I was [crosstalk 00:05:18]-

Lawrence: Oh my God.

Diana: In California, yeah.

Lawrence: Tell us more about that. I'll stop interrupting.

Diana: Oh my gosh. It was so much fun. I just loved being a police officer. It was one of the greatest things I've ever done. It was just fantastic. I got to help people and rescue people and take a lot of bad people to jail and SWAT was awesome. Just kicking down doors and I was always first one in because I was smaller than the rest of the guys on my team, so I was always the first one in the door. Got to take lots of bad guys to jail.

Lawrence: Were there any particularly hairy moments?

Diana: Oh yeah, I've been shot at. I was up on a roof and there was a guy that tried to kill his wife and he was shooting and bullets were going right by our heads. There were lots of scary... You just do it. You just [crosstalk 00:06:12]-

Lawrence: Wow.

Diana: Rely on your training and you just keep going.

Lawrence: That's so interesting [crosstalk 00:06:16]-

Diana: There were lots and lots of fights. Lots of fights.

Lawrence: Well, look, we're going to have to do a whole nother podcast on that at some point because some of the stuff we obviously want to cover, but that is fascinating. I had no idea about that.

Diana: Yeah [crosstalk 00:06:34]-

Lawrence: You were [crosstalk 00:06:34]-

Diana: Anyways [crosstalk 00:06:34]-

Lawrence: I'll let you continue [crosstalk 00:06:34]-

Diana: I started working out and I was always working out. I've been working out since I was about 15. I was a martial artist before that, before I became a police officer, and so learning how to train my body properly to be stronger and faster just really set the stage for me about how important it is to be strong. Getting in and out of the car, my knees were hurting, my back was hurting, and I met this person who did high-intensity training and he taught me how to move slowly, which I thought was absolutely impossible.

Diana: I had such a hard time trying to move slowly and do it properly, but we did one set to failure. I threw up probably the first three times I worked out he was working me so hard, and then I was hooked. I only had to work out three days a week. That's how many times I like to work out. I would work out three days a week. Work as hard as I could. I was absolutely in the best shape that I'm still in, and I didn't have the pain in my knees. It healed my knee injuries, it healed my back. I didn't have any trouble anymore and I've been doing this since 2004 and have never looked back.

Lawrence: Wow. That's awesome. What was the genesis of Muscles In Motion? When was the moment you decided to start that business?

Diana: It was about 2006 and I just felt like this was so important because I knew so many people that were doing the same thing I was doing. Going to the gym with their magazine and trying these new fad things and just getting

hurt and not getting the results that they wanted. Here was a program that I only had to do for a half an hour, three times a week. I could go do all the other things I wanted to do. I could go run, I could go hike, bike, whatever I wanted to do and it just made everything better, so I just felt this was so important to bring to people. Everybody needs to be doing this.

Lawrence: What do you think? For those who are listening to this, you might not be familiar with high-intensity training and how it differs from more traditional training, what were the differences that made a difference for you in terms of the programming?

Diana: For me, it was so targeted and it was so specific. You're going to work out until you can't do it anymore, like on a chest press. You're going to press until you're pressing and it's not moving, but you're not changing your form, you're not hurting yourself. You are just trying to get to that last bit of momentary... what we now know as momentary muscular failure and fatigue, and then you stop and then you go do another exercise. That to me is just fantastic because I can be a little ADD. I'm always go, go, go, so I don't want to sit there and do the same thing over and over and over again. I want to get one done and I want to go to the next. It's efficient. I'm done in half an hour and I have the rest of my day.

Lawrence: Awesome. Muscles In Motion, your business, has done obviously fantastically well. You're recognized as one of the more established businesses in high-intensity training. You're growing. Can you just give an idea to the listeners the type of scale that you're at in terms of workouts and people and things like that?

Diana: Yeah. Right now, I have six employees and looking to hire another one. We do about 200 appointments a week right now, and that's including golf fitness and our group classes, and then we're a six-figure business. Working towards that million. That's our big goal is to be a million-dollar company and I believe we can do that by... hopefully by next year we'll be there.

Lawrence: Absolutely, no doubt. One of the things that you notice that you guys do really well, and I can see by just... When I was looking at the testimonials on your website, it's kind of clear to me that your clients certainly feel like what you do is really tailored to them. I asked you kind of those questions around what is your strengths and you were saying about your unique prescriptions for clients. I thought this would be a really good opportunity to talk about this subject and I think it would be really useful to high-intensity training business owners and those who are kind of just thinking about starting a business. I wanted to learn about that from you. Talk to me about the unique prescriptions for your clients, how you meet them where they are, and as you go through that we'll sort of dig into your process and principles around that.

Diana: No problem. This is one of the things that I really love. I was a detective, so I love to dig and figure out what's going on with somebody. I do all our first free workouts. That's my role is that I get to do all the first free workouts. We call it a Real Results Consultation and I sit down with the new client and give them briefly what makes us unique, what high intensity is, and then I go right into, "What are you looking for? What have you been doing?" I have specific questions that I ask them like, did they

do any sports as a kid? I want to know what's their expertise in working out? Do they even know what it feels like to get that muscle burn and start feeling, "Wow, I've never done that before. No, I was not an athlete as a kid." They're not going to have any idea. "Did you do anything later in life?"

Diana: I'll start digging a little bit more and just trying to figure out what is their possible background. If I've got someone who said, "Yeah, I did basketball, football, soccer, baseball, and then I went to college and I was on the track team", well, they're going to know what it feels like to have that burn. Then, the next most important thing is, "Let's go over every single injury you've ever had. I want to know all of it. How are your shoulders? Do you have clicking? How are your knees? Do you have pain? What about your hips? Your wrists? Your elbows? Your neck?" We go down the whole body and just try to figure out what it is that they have or don't have.

Diana: Now, if I've got somebody who has no injuries, then we're going to go in the gym and we're just going to work as hard as possible. One of the first things I tell them after I've told them a little bit about high intensity is I say, "Okay, communication between you and I is the most important thing that's going to happen today. I'm going to show you what I want you to do and then I'm going to have you do it, but you have to tell me how it feels. Does it feel too heavy? Does it feel too light? Here's the criteria. It should feel challenging, but doable."

Lawrence: How [crosstalk 00:13:41]-

Diana: Now, they have an expectation, right? They can say, "Okay, well, this feels doable but it's not really challenging me." We'll go in the gym and I'll set something up. We do the Big 5 on our first session with people unless they have something going on in their knees or their shoulders or something. I'll put them on the chest press. I'll start with that and we'll go through it and they'll say, "Wow, this is not challenging", or, "Whoa, this is too heavy." Now, I can look at them and know they can do it, but if the client doesn't buy in, then I'm just fighting an uphill battle.

Diana: I'm going to put that weight to a weight that they feel is comfortable for them, whether it's too light, and I have ways to try to get them to go a little bit heavier. We have quarter-pound weights and I'm just trying to build their trust right off the bat. "Look, if you tell me that it's too heavy, I'm going to believe you and we're going to go with that. I'm going to ask you, 'Hey, do you think it would be okay if I put just two and a half pounds on there?'" They'll say, "Yeah, I think I could try that." I said, "If you don't like it, we'll take it off. Not a big deal."

Diana: Right there, they're already seeing, "Okay, well, she's going to listen to what I have to say and I'm part of this equation. It's not that I come in and I just get told what to do completely and I have no say in what's happening to my body." We just start right off the bat with, "Hey, let's build trust and let's make this a partnership and work together." What I find is that as soon as they start seeing that they can do it and they're not going to get broken in some way, that they immediately are like, "Okay, I think I can do a little bit heavier. This one is a little bit light." Right there, we're building a rapport.

Diana: Now, I'm seeing all throughout this how they're able to workout, what's happening. Is their shoulder coming up on that bench press? Are they leaning over to one side? Is their form terrible on something else? Are they throwing the weight? Now, I'm making notes while this is happening. Sometimes they're mental notes, sometimes I'm writing them down, but most of the time I'm writing them down. Then, this way I can determine what's going to be next for them. We have a lot of people... We train a lot of Baby Boomers, so anywhere from 45 to 70, and they have that hunched over rounded posture.

Diana: I'm looking at their whole body. I'm looking at how they stand. Do they have glutes? That's a big one for me. If you can't see your glutes, we have a problem because that's going to hurt your back. You're going to overwork your hamstrings. Your hips are not going to function properly. I'm telling them this the whole time. I'm upfront with them. I'm not rude but I'm going to tell them, "Hey, we're going to work on getting you those glutes back again like you had when you were in college." There's a reason for it and I'm explaining that to them. Then, I'm creating their workout, so I'm going to put the notes on there, "Needs more glute work, needs more lower back. Don't overwork the hamstrings. They're already too tight or cramping."

Diana: I train all of my staff on that on how to do that so then when they come back for their second workout, it isn't just a generic, "Hey, here's the workout that we have for this session. It's the same one that everybody does on their second." It's going to be unique to this person and we're going to work those glutes, we're going to work on bringing that shoulder

on. We're going to make sure their posture is really good. We're going to adjust everything, not to where they should be but where they are, and then slowly start working them towards where we want them to be.

Lawrence: That was awesome. Just a couple of questions on that. The initial assessment that you do, is that also basically your client intake form? You're [crosstalk 00:17:50]-

Diana: Yes.

Lawrence: Assessing them, right?

Diana: Correct.

Lawrence: I guess just like... Well, firstly, what are your certifications personally?

Diana: I'm certified through Titleist. I'm also FMS certified, so Titleist's golf fitness. I'm certified through NESTA. I'm working on another certification right now through ACE. I've been [crosstalk 00:18:17]-

Lawrence: FMS is Functional Movement Screening, right?

Diana: Yeah, Functional Movement Screening. I love that one. We have all the systems to do the screening, but it takes just... it's another time. It's more time for people to have to come in and do that, but I like all my staff to go through that so they start learning how the body works. I want them to see biomechanically how it's working and just have more information that they can pull from.

Lawrence: If someone has a requirement for physical therapy and rehab, would you often defer that person to a specialist in that [crosstalk 00:18:54]-

Diana: We-

Lawrence: Particular instance?

Diana: Absolutely. We have a woman right now that had frozen shoulder, so she went to a physical therapist for her shoulder but she never stopped working out. All we did was we just... we have machines that we can use single arm, so we just took that arm out of it. She is working on physical therapy with that. We let her work on that, but we can work all three quarters of the rest of her to keep her strong, and as you know, there's research that backs up if you're injured on one side, keep working out the other side. It's going to help you maintain that muscle structure on both sides and help you heal faster.

Diana: We talk to them about that. We're friends with lots of physical therapy places and that way we work together, and the therapists know we're not going to overwork them. We're just going to stop. We're just going to leave that arm alone, let her do her thing with them, and then when it's time to bring her back in to start using that arm, then we'll be talking to her physical therapist.

Lawrence: Cool. Just on what you said there, so I have heard some things similar to that before where if you work one side it's going to help maintain the muscle mass on the other side. Do you know why that is? Is that

something to do with the body trying to maintain some kind of equal balance across limbs or something like that?

Diana: Yeah, it's trying to balance across limbs, but also you have to brace on one side, but instead of just working through that range of motion that it's not able to do it, it's more of an isometric hold. We have two hemispheres of our brain and they're going to work simultaneously to try to maintain that balance from both sides, so if you're working the right side, the left side is still trying to brace and hold and stabilize through there. I find this a lot in my golf fitness program is I'll have people swing right-handed, and then I will always have them swing left-handed. What happens is they start trying to figure out, "What is it that I did with the right side that I know need to do over here?" Then, we go back and train their right side and it got better immediately, so-

Lawrence: Wow.

Diana: The same thing is happening when they're training.

Lawrence: Cool. Awesome. We forgot the record keeping and you mentioned you're taking notes as the client is going through their initial workout. How do you keep track of people's performance and programming? What tools do you use for that in your business?

Diana: We have charts, just regular charts that are specific to our equipment. We have some different pieces of equipment, the Gluteator and we have a Surge 360. We have Pendulum [crosstalk 00:21:45]-

Lawrence: What is that?

Diana: And Nautilus?

Lawrence: What's a Surge 360?

Diana: Surge 360 is awesome. I saw it in Austin. I went to Efficient Exercise and worked out with Keith Norris and he had a Surge 360. This is my joke, okay, because I'm a girl and I can do this. I say that it was obviously made by a man because it's all made out of metal and hydraulics and it's got three giant hydraulics on it and you can move the bars and it's two long poles that are on a metal platform.

Diana: You can move the poles in any direction that you want, so you can make circles with your arms, but the harder and faster you push, the harder the resistance is. The slower you go, the less resistance you get, so it's a great way to... you can do single leg, you can work your arms, you can work your abs, so we'll move them straight across this from side to side. You have to stabilize through your legs, so it's all ab work. You can do one arm at a time. You can go back and forth. You can rotate, so I use it a lot with golfers and it's [crosstalk 00:22:50]-

Lawrence: Cool.

Diana: It's super cool.

Lawrence: I think I saw a video of one of your clients using it actually on your website. I had not seen that before and that sounds interesting. You were saying about record keeping, you were saying of all the different [crosstalk 00:23:01]-

Diana: Yeah, so [crosstalk 00:23:01]-

Lawrence: Machines you have that you have to account for,

Diana: We have all the different machines on there that we account for and we break it up from upper body or lower body and upper body on our sheet, and then I give the trainer the freedom to put whatever exercises they want for that person for that day. Our charts are all the same for every single person and if we... let's say we have someone who cannot go overhead, they cannot do an overhead press, we'll mark that off. That's not going to be good for them, it's going to damage their shoulder. Maybe they've had shoulder replacements and it just never quite came back or they have too much pain because they haven't had a shoulder replacement yet, so we'll just eliminate that. Now, they have more freedom to design the program specifically for that person.

Diana: Then, we ask our clients, "What is it that you like to do? What is something that you really like?" We'll always try to incorporate in there and we have one guy that loves doing abs. He just always wants to end with this one specific ab exercise every single session. Okay, well, we keep him balanced enough that it's fine if he does that. We always end him with that, and that's for him. That makes him happy. He enjoys it and that's how we do it.

Lawrence: That's interesting because I remember talking to Luke about the importance of novelty and it's a bit of a controversial topic in HIT because a lot of people will just do Big 5 or some type of standard exercise regimen for their entire client's time with them. The problem with that is in

some cases that might cause people to get bored of their routine and I know that's a controversial topic.

Lawrence: Some people think that's not true and it's down to other things, but Luke's view is certainly that we need to understand that and maybe throw in some novelty in certain ways. I feel like you're allowing for that and you're sort of seeing what clients enjoy and even if it's not going to deliver any additional benefit, enjoying what they're doing is so key to them adhering to over the longterm, so that makes a lot of sense. I like the idea.

Diana: There's just so much research that if you're doing something that you don't like you're not going to continue doing it, but if you like what you're doing and there's so much variety... We can do leg press, leg extension, hamstring curl, Gluteator one day, and then the next time we can do inner and outer thigh, we can do band walks, we can do body weight squats, we can do weighted squats. We have so many different ways that we can incorporate working out the same muscle groups and getting them really great results, but giving them lots of variety. We have fun with it.

Diana: Most importantly, I want my staff to have fun. I want them to enjoy what they're doing so they stay for a long time. I don't want them just going, "Oh my gosh, I have no say in any of this. I went to school to get an exercise science degree but I don't actually get to use it because it's all so structured." This way, it allows them to really use the knowledge that they have and then the knowledge that they learn here because we train on injuries and how to work around them. It just really gives them a sense of ownership.

Lawrence: Sure. Do you think you'll end up going digital with record keeping at some point? Or do you prefer this method?

Diana: We have tried, it is just it's so much faster for us to just write stuff down and go... we call it going on the fly. I have done this for 12 years now writing everything down and it's just really quick for me. I can just write and I know exactly what I'm going to do. We're trying to wrap our head around it and trying to find a program that's going to work for us that's going to facilitate that ability to, "Hey, I've got somebody who over the weekend rolled their mountain bike and tore up their shoulder, so now the whole upper body exercises that I know would be in their prescription for today, I got to scrap all of that and do something to work around that injury or help start to rehab that injury." It needs some way and some ability to be able to be really quick with it and not trying to find, "Oh, what is it that I'm looking for on this app." We're working on it.

Lawrence: Yeah. No, I hear you. It's a difficult one because obviously the position I'm in with the website and the blog and the podcast is I hear about different developments going on regarding people trying to design the perfect app for this kind of thing. I've seen a few things and nothing has really cut the mustard in terms of something that's like you say going to be completely flexible and tailored certainly for your type of business. There is one that I was trialing for a listener who has a gym I think in Germany or close somewhere in Europe and theirs was great actually, but it's more for... Well, it felt at this time more appropriately for perhaps personal use doing workouts at the gym tracking around your own stuff, but I know that trying to iterate and make it more appropriate for your type of business.

Lawrence: I also know Luke is beta testing an app of their own, which I think they've put a lot of money in and spent a lot of time trying to refine. He might be open to releasing that as kind of a white label product for other trainers in the future. Perhaps maybe, I can't guarantee anything on that because I'm not sucking up to Luke and his business, but I don't know if you knew that. It seems to me it's probably just a matter of time until someone creates something that's going to be more suitable for this that's electronic because paper and pen has its cons, too, right?

Diana: Yeah, it does, and we have done the same thing. We worked with a company I want to say back in 2010, 2011 working on an app. We worked on it and we worked on it and we worked on it and couldn't get it to work. We're again in the process of the same thing of working with someone trying to get an app that has dropdowns and trying to figure out how and yes, I did know Luke had that, so I'm excited to see how his turns out.

Lawrence: I hope that's public and Luke won't scold me for saying that on the podcast, but it's tough because you want to account for advanced techniques, time under load. There's so many variables that just your typical app will... People might be listening to this saying, "Lawrence, what are you talking about?" There's thousands of apps for resistance training, but they're just not granular enough I feel for this industry and probably not suitable at the moment for tracking clients and scaling that out. It would be interesting to see what you design on that with the partner you're using or what Luke comes out with. That would be cool.

Lawrence: Just going back to prescriptions for a moment, one of the things that was interesting to me is you do all of the intro sessions at the moment. Now, do you think as you scale and get closer to your revenue goals as a business, you're going to have to empower others to do that? Is that something you've thought about clearly?

Diana: Oh yeah. No, we've talked about it in our leadership meeting and eventually we'll have a whole sales team. I really enjoy meeting everybody. I don't want to grow to the point where that I don't get to meet the people that come and spend their money with me. I find that to me it's very important to know people. I'm all about understanding what makes people tick and why they're here and getting to know them really well, and even if it's just... some of these people I've only seen one time. I did their intro and they go off with the other trainers and they have great relationships with them and that's very important to me that our clients have a good community to grow into, but I do.

Diana: I really, really love meeting people for the first time, but that's eventually going to have to go because I can't be available all of the time. I can't be available 6 AM, 7 PM and everything in between because I have other clients and I have other responsibilities. That's coming, but for now, we have it where it works and it's going [crosstalk 00:32:29] really good.

Lawrence: It might have to be one of those compromises you make, or maybe you'll just put a cap on your growth, but you'll be happy. Like you say, if you exceed or get to the million or exceed that, it might be that you say "Okay, if we're going to go beyond X, then I won't be able to do this anymore and

I love this." It's striking that balance for you perhaps and where this becomes more of a... I hate to say lifestyle business because I think that level of revenue is perhaps beyond that, but you're not necessarily going, "Okay, we need to turn this into a hundred-million-dollar business", where you definitely could not do any of the free workouts. It is perhaps striking a balance there for you.

Diana: Correct. It's a work in progress and as we grow we kind of find, "Oh, well, this doesn't fit anymore and I've got to step this back a little bit." I do all the golf fitness as well, so that's kind of my specialty is the golf fitness. We do the high-intensity training into golf-specific exercises as well. What we're trying to get to is where those are the only things I do are the intros and the golf fitness, and the the rest of the clients go with everyone else, but I love people. I love dealing with people and I love my clients and so it's hard.

Lawrence: I appreciate what you are saying. That's interesting. The golf strength training, that's something I've not heard of anyone else doing in high-intensity training. Do you find that that helps you stand out a fair bit?

Diana: Oh yeah, definitely. Most golf fitness instructors, there are lots of them and I have just tons of friends across the world that do golf fitness. They incorporate just the basic rotating exercises and not a lot of strength training in there. There are a few that do but definitely there are none that do high-intensity and what I find with my clients that do the high-intensity is they're very powerful. They have very powerful swings. They have more distance. They have way less injury, if any.

Diana: They really don't hurt themselves because, well, as you know, the basis of high intensity is that we're working all of the muscle fibers and working slowly through the range of motion, so there's just strength through every aspect of their swing and there's no weak spots and there isn't any, "Oh, my back is going to tweak because there's no strength back there, there's no muscle tissue back there." All my golfers have a but, so that's a requirement. They have to have a shelf I tell them.

Lawrence: Just jumping back a moment to the prescription side of things, it occurred to me when you mentioned that's something that you guys are strong at. Did you think of that because you also see a lot of mistakes maybe in other personal training facilities where unique prescriptions are foreign to them and something other businesses don't focus on? Do you see that at all?

Diana: I see that a lot. We happen to get a lot of people that come to us because they've been injured with a trainer. I had a woman in her 50s come to me and she started training with me and then she said, "Oh, I have some personal training sessions at this other place, this other big box gym that I just need to go use." I said, "Well, just be really careful." She had back problems, and the next phone call I got she's like, "I'm in traction." The guy gave her a kettle bell to swing over her head and she went to pick it up and she said, "It's too heavy", and he said, "Well, that's the only one I have. Just do it." Unfortunately, she did it and really severely hurt her back. Then, I had another woman who came in who trained with someone that actually broke her femur, so yeah.

Lawrence: Wow. That's awful.

Diana: Broke her femur and she was so scared to work out, but our prescriptions that are unique to her, I just worked with her along the way and what she would [crosstalk 00:37:02]-

Lawrence: How do you break a femur?

Diana: She was in a TRX machine, the bands, the TRX system and he had her doing something with her leg and it spiral fractured her femur.

Lawrence: Wow.

Diana: It was really bad.

Lawrence: That's awful.

Diana: She was really scared, but she was able to work out. She was so happy that she could work out and not get injured and knew she had control to say, "Diana, that's enough. I can't do anymore." Okay, no problem. Next time, we'll go a little bit more. Most of the time I don't tell people when I increase their weights because I don't want to scare... I don't want them to limit themselves. I want to tell them afterwards when they say, "Was that heavier?" I say, "Well, of course, it was heavier. Why wouldn't it be?" They laugh and they go, "Oh, man, you always trick me." I said, "No, I don't want you to limit yourself. I don't want you to stop yourself when you think it's too heavy."

Lawrence: That seems like a common tactic in high-intensity training, increasing the resistance about... It makes total sense, right? I recently finally passed my own [HITuni Personal Training Certification](#) six years later. Well, it's funny because I bought it so long ago, but other priorities have taken the forefront. I've always been facilitated doing this stuff and only recently finally got back into it and finished it because it's quite funny because you could probably... if you intentionally planned it out, you could complete the course in a number of months, and six months later here we are.

Lawrence: In doing the video workout, I trained a friend locally and he is a bit of a novice when it comes to resistance training and I noticed that he massively underestimated his strength where his time under load was so long on the various exercises that I'm like... I'm sitting there going, "This video is terrible because all it looks like I'm doing is making you suffer because it's so long." I started this seeing. Halfway through the workout I went, "You know what? We're not going to do this on the overhead press." I jumped it by two increments and he still did over two minutes. That was a big [crosstalk 00:39:17]-

Diana: Well, congratulations. Congratulations [crosstalk 00:39:19]-

Lawrence: Thank you.

Diana: To you on getting that. That's what you'll find is people want to go to the lower amount because they know they can do that, and our job as trainers I feel is that we need to be able to find where their limit is and then just put them 1% over that. That's it.

Lawrence: Again, it's something I remember hearing Owen says. He believes, this is Owen Dockham, that their main purpose is helping people build their confidence, and obviously strength and vitality and all of the rest of it is other byproducts, but confidence is one of the important things. I feel like this is the same thing we're talking about here. It's like once people have been doing this for a while they're like, "I want to get stronger, I want to see if I can do that higher resistance." Whereas, in the beginning, they're so scared of lifting a heavy load. That's pretty cool, isn't it?

Diana: It is, it is, and that's where I feel that when you have a system like we have with our prescriptions is that we can really dial it in for that person and get them the goals that they need and work on what is important for them as well as always keeping them balanced. We don't want to have, "Oh, we just work your back and we don't work the front", and we have this giant weakness in the front, but still being mindful of where they are what's necessary for them to be successful and like you said, like Owen said, building their confidence. That is huge here. I can't tell you how many clients come in and say, "I just have so much more confidence", or their spouse. That's really fun is when their spouse comes in and says, "I couldn't even imagine the confidence that my spouse now has from doing this. It's just changed their life."

Lawrence: I imagine [crosstalk 00:41:15] that would motivate them to train as well, the spouse, if they're not already.

Diana: It does. It does.

Lawrence: Cool. I guess one of the things I'm also curious about is, so once you have someone come in, you do an intake, you assess them, you went over all of that earlier which is great, and then you create what is basically a unique prescription for them. How do you systematize that in your business and streamline that so that becomes a constant or an evolving working document for that individual?

Diana: Our sheets have 10 sessions on them, so the first... actually, our first sheet is what we call a Real Results Consultation. That's the first one, and then we have our Fitness Jumpstart. Our Fitness Jumpstart is seven sessions, so it's about two times a week if you include their free one, so eight sessions. They have to use them up within 30 days and it's a different colored sheet. We have a completely different color on there. It has what all of their injuries are, so we went through all of the body parts. It'll have that on the back so you can always look at that.

Diana: It'll have notes at the bottom, and then at the very top of each sheet it has, "Did they do their in-body? Did they do their health history?" You have check marks on there. "Did you talk to them about referrals? Did you talk to them about going to the website and looking at this video? Did you talk about the next step of how many sessions per week they're going to come in?" It just gives all of us a way to stay on top of it and make sure that we're not missing anything and they're getting the care and the service that they need and want.

Lawrence: Also, is it like... I imagine because Kieser had workout cards that I remember using, Kieser Training. Are the cards like in a folder? Or is it like

a draw? I suppose if you draw it out of the customer's reach box behind the reception desk somewhere and then a trainer just needs to go in there and get that person's card behind that letter of their name? Is that kind of how it works?

Diana: We have a Client Success Specialist that works up front. Her name is Jess. She takes the schedule. She prints out each trainer's list of clients and then she pulls all of their workout charts. We have two full charts if they've been here that long. We have two full charts so you can always look back and see what they did two months ago and, "Okay, are we still making progress?" Every 20 sessions we do an assessment. We do the Big 5 as an assessment and this is how we tell our clients.

Diana: We do this assessment for two reasons. One, to make sure that we're doing our job, and number two, to make sure that it's the right thing for you and that that's where the client gets to say, "Hey, it's too much intensity. It's not enough intensity. The lower body is good but the upper body is not enough." We don't help on the assessment. They do the whole thing themselves. We do a specific count. It's a 2/2/4 count and we don't help. I tell the client, "Okay, we're going to do your assessment today", and we have five questions that we ask them every single time, same ones. Do you have pain? What are your goals? Is the intensity too much? Is there anything we can do differently? I think... so it's four questions. Then, we put them through the workout.

Diana: Let's say we start with the row, they'll start with that and I'll say, "Okay, you just go until you feel like you want to stop. You go as far as you want

to go and I want you to push yourself but I'm not going to help you. I'm not going to tell you to do two more. I want you to go till you feel like you can't go anymore." I tell you what, you get so much information off that. I have some people who can't go 45 seconds, and then I look at their chart and we're pushing them farther and farther and farther, but they don't think they're capable of that. Then, I have some people who want an upper body who are going a minute 45 or two minutes, so then I know, "Oh, we're stopping them short." It helps us to kind of calibrate to make sure that we're both on the same page.

Lawrence: After you've done your initial session, you have someone come back for their first normal session, if you want to call it that, do you have a checklist of things you might ask them when they first come in? Sorry, for the second time, like, "How are you feeling? Is there any injuries we should know about?" Do you have anything like that in place so that you... Okay, go on.

Diana: Yeah. Number one thing is we ask, "How are you?" It's not a nicety. It's not because we just want to know, "Hey, how's it going?" It's because we want to know, how are you today? What's happening in your world today? We all say it a little bit different. How's the body? How is your body doing today? How did you feel after your last workout? Are you sore anywhere? Now, I always ask that one. "Are you sore anywhere?" They're like, "Oh yeah. My glutes are sore." I'm like, "Great. Guess where we're going to start?"

Diana: That's the first place we start is on the glutes because I don't want people afraid of being sore. Now, I might not push them as hard on that first one, but I want to get that muscle tissue moving. I want that fascia to get unstuck and I want things to start sliding properly, and guaranteed every single time they get done with that and they're like, "Oh wow, I'm not as sore."

Lawrence: Is that like an active recovery type of thing?

Diana: Yes.

Lawrence: That you were initially [crosstalk 00:47:10] pushing them to failure on it?

Diana: I won't necessarily. It depends and I'll kind of see how they're doing. Someone saying, "I'm sore", and someone who is really sore and can't go very long are two different things. I wanted to see how they're going. I may push them to failure. I may just see how their form is. If they start throwing the weights, then I'll probably back it down a little bit, but just being really present with them in the moment and watching what they're doing and how they're doing it. They always say, "What do you mean we're going to do that first?" I said, "Well, yeah, we need to get that muscle tissue moving."

Diana: Really, it's I don't want them afraid of being sore and trying to escape that. Just, "Hey, we're going to hit that one first", and then from there on they're like, "Oh yeah, I don't feel any worse. Actually feel better." It just sets the tone for the rest of the workout, but those are the questions that

we always ask. How are you? How's your body? Are you sore? Just some sort of variation of that.

Lawrence: Yeah [crosstalk 00:48:15]. Sorry [crosstalk 00:48:16]

Diana: Give them an opportunity, that's okay, give them an opportunity to be heard because everybody wants to be heard.

Lawrence: Absolutely. That's great. It's so useful to people listening to this. It's useful to me. I wanted to sort of begin to wrap up, but anything else that you want to add that you think is really important in regard to creating a unique prescription for clients? Anything around that you think we haven't touched on that's important?

Diana: I feel that it's very, very important to educate yourself on the different types of injuries. We have worked with people from... I've had people come in here with full casts on their legs, full casts. I had a guy come in with a full cast from his hip to his foot. He never missed a workout. Another guy that brought his scooter in here because he broke his foot and had to have surgery. He never missed a workout. It's really educating yourself on working around shoulder replacements, hip replacements, knee replacements, back injuries. We have a whole back protocol that we do for people that overdo it. "Well, I worked in the garden for 10 hours and my back hurts and I can't hardly stand up straight." We bring them in here, do our back protocol, and they work out of here feeling great.

Diana: It's really just getting that education on how to work around injuries and not to be afraid of them. That's one of the first things I teach my trainers is

if someone is like, "Ow, that hurts", don't say, "Set the wait down. Stop!" Where does it hurt? Walk me through it. If you're afraid of what's happening to your client, you're just going to put that on them. It's owning your own knowledge. It's owning how to do it and what to do and not to be afraid of it, and the same with all the prescriptions that we do. Don't be afraid to try to push them a little bit, but also don't be afraid to back down if you know like, "Oh, that's probably just too far for them", and really trusting the instincts that you have and the education and the knowledge base.

Lawrence: You just sort of reminded me of the importance obviously investing in your education much like you do in terms of additional certifications and things. I'm doing a lot more content recently which will be coming out over the next few weeks just on personal training, biomechanics, some of the myths out there because... Still, obviously, we do a lot of content that's focused on helping the HIT business owner, but personal training is the core of the business and being able to go into these topics in these various episodes is going to be so useful to people so I'm excited to get those out as well. Will you be at the conference again next year do you think this time?

Diana: Yeah. I was a speaker this last one, so that was really fun [crosstalk 00:51:07]-

Lawrence: You were great [crosstalk 00:51:08]-

Diana: I did one of the quick ones. That was really cool. I really enjoyed going to the conference for several reasons, mostly the relationships. I loved

seeing all my friends and hanging out with everybody. I loved taking my team because it's a great bonding time for us and it just really helps them feel like they're part of this bigger community, not just what we have going on here within our four walls, but to really help them see, "Look, there are people across the world that are doing this that believe in the same thing that we believe in and are having great success. You can build friendships and learn from them." Like you, you're over in Ireland and I'm here in Portland, Oregon, in the USA and I can still refer to you and look up everything that I need or call you or write and say, "Hey, I have this question." It's just a great community and a great network of people and I love it, so yeah.

Lawrence: Totally. A hundred [crosstalk 00:52:14] percent agree. Unfortunately, I can't commit at all at the moment because, again, I probably shouldn't keep saying this on every episode because I always feel like I'm talking about me too much, but we're due a baby in November, so-

Diana: Oh, that's so exciting. Wonderful.

Lawrence: It's great news, and that's on the 29th is the due date, so I am pretty much just not scheduling anything after that and just figure out as we go as this is our first. We have absolutely no idea what we're getting ourselves into. I'm going to have to... I'm not sure yet. We'll have to see how things play out, but I'm hoping I can come, but we'll have to see. I'll have to sort of play it by ear for now.

Lawrence: I remember actually when we first met at REC 2018 I think it was, and I bumped into you and you were so... I just want to say, you were so

friendly and I felt really bad because I was stressing out trying to schedule my interviews for that day. If you remember, it was right at the start of the day and I was talking to you and you were talking and I was kind of like, "Oh, I want to connect but I got to make sure I schedule these now because this is the only chance I'm going to get." I was trying to speak to Mike Gittleson and he was off talking to other people and everyone was trying to talk to him. Sorry if I came across like I wasn't being very attentive, but I was just stressing out.

Diana: I do remember that and, yeah, you were stressed. I could tell and that's okay. It's okay.

Lawrence: Thank you. It was quite out of my comfort zone, but that was a great conference as well. We'll see. Hopefully we can make next year work. I just also want to say, I made a note here because I was doing some research before this and I was on your website and I really like your website. I think you're one of the few high-intensity training businesses that does the website right. One of your testimonials is amazing. It's this chap and he talks about how he could put his luggage in the overhead compartment on the plane with one hand and I think that's the best testimonial. I don't why, but it's something, I don't know, that's so practical and not your [crosstalk 00:54:24]-

Diana: That's awesome.

Lawrence: Not your kind of run-of-the-mill story, just the way that he was so shocked that he could rather than obviously using both hands to lift his luggage,

he'd just take it with one hand and put it in the overhead, so that was awesome.

Diana: Can I tell you a quick, funny story about him?

Lawrence: Yeah, go for it.

Diana: His wife was a client and we do outings, so we go river rafting and hiking and we were doing all sorts of stuff. We went on this flower hike way out in the gorge, which is just beautiful, and he felt that he was in much better shape than his wife, but his wife was kicking his butt on this hike. He was like, "What is happening here? Why is she beating me up the hill?" She turned around, she looked at him and she goes, "Because I work out at Muscles In Motion." He said, "All right, well, I'm going to come work out." He started working out and he said this is one of the best things he has done. He now plays soccer and he'd never been a sports kid or anything and now he is playing soccer and he is having so much fun, but when he was able to put that in the overhead bin, he said, "That's when I knew I was strong."

Lawrence: That's so cool. That's so cool. I love that. It's just so inspiring to hear more and more people finding out about this, finding out about high-intensity strength training and really committing to it. It's just one thing I've realized talking to you is there's so many other avenues we could go down and I think I'd love to have you back in the future in order to be able to do that. Talk about other I think principles of personal training or improving high-intensity training business because I think there's so much value there. What's the best way, Diana, for people to find out more about you?

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Diana: Well, you can go on... I have a Facebook page, I have an Instagram page, dianadelgar Instagram and Diana Del Garbino on Facebook. They can email me at diana@mymusclesinmotion.com. If you have any questions I'd be happy to answer your questions or connect.

Lawrence: Awesome, and what's the website again for Muscles In Motion?

Diana: It's www.mymusclesinmotion.com.

Lawrence: Okay, so actually I should have been saying My Muscles In Motion, not just Muscles In Motion. Or do people [crosstalk 00:56:34]-

Diana: No, the company is Muscles In Motion, but our website is My Muscles In Motion.

Lawrence: Good. I thought I was making a serious mistake there, so [crosstalk 00:56:43]-

Diana: No, you're good [crosstalk 00:56:43]-

Lawrence: Appreciate it. Cool. Well, thank you so much for joining me today. For everyone listening, to find the blog post for this episode, please go to highintensitybusiness.com/diana, and for all episodes, please go to highintensitybusiness.com/podcast. Until next time, thank you very much for listening.

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