



5 Differences to Consider in Virtual Training

Tyler Valenica

Time

- One of the biggest differences we are seeing with online workouts is the time of the session. Depending on the format and the participants attending, the length of each session tends to be less than when in person.
- Think about it...there are more distractions at home and also less health amenities than at a gym. When someone goes to the gym they might take an extra 5-10 minutes stretching on their favorite machine, but at home it's more of a down-to-business workout because they have their kids at home or need to get back to work.

Music Licensing

- If you're teaching formats with music, keep in mind that the popular music that you use at the gym is no longer covered by the gym's music licensing.
- If you want to look into different music licensing, search with Google and decide which would benefit you most. Keep in mind there are several and they typically start around \$370+ per license.

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Music Licensing (cont'd)

- The most popular way of getting around music licensing is using royalty free music. This process might not provide the best music, but there are much more reasonable subscriptions for royalty free music.
- Please note the common myth that exists that if you list in the description that you “don’t own the rights to the song” then it is okay to use. The people who own the music want their piece of the pie and many streaming platforms will boot you from their platform if you don’t have the proper licensing.

Insurance

- Another item that you often overlook when working for a gym is that you are covered by that facility's insurance.
- This is a much more reasonable expenditure compared to music licensing and typically costs around \$110 per year, and some companies now have a per-month installment to help make it more feasible.
- Keep in mind that making your own liability forms is another must-do task. This is another thing that can be quickly accomplished by doing a search on Google for a liability waiver template for personal trainers.

Equipment

- I’m not talking about the equipment you need to workout (which you will most likely need to purchase), but there are a variety of audio and video items that can make your streaming workouts professional.
- Purchasing these items creates value for your clients and helps you stay competitive in a crowded market.

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Equipment (cont'd)

- For those that think online workouts will disappear, keep in mind that many major corporations (Apple) and equipment manufacturers are investing in these services. Standing out in a crowded market is just like working at a busy gym, but altered for the virtual space.

Protocol

- When you work at the gym, you have your protocol for signing new members in, picking up new clients, and keeping them engaged in your program. These items have been altered for a virtual fitness environment but can still exist.
- A fitness professional can still do weight loss challenges, body compositions tests, and provide quality cueing online. Making a quality virtual workout experience for your clients will take some experimenting and brainstorming, but can help you grow a business from home.



Tyler Valencia, PhD(c) - After graduating from California State University Long Beach, Tyler turned an undergraduate internship with the National Exercise & Sports Trainers Association (NESTA) into a full-time position.

Throughout his time at NESTA, he excelled at several positions, developed his skill set with online instructional design, and eventually accepted an executive position with the National Council for Certified Personal Trainers (NCCPT). After working for NCCPT, Tyler decided to start his own online health and fitness company and founded the Kinesiology Institute for Performance Specialists (KIPS). Since 2016, KIPS has been selling and developing online and live education for health and fitness professionals. From 2012 to 2016, Tyler also ran and operated his own fitness bootcamp company in Long Beach which won Best Bootcamp two years in a row (2014-2015) and Best Personal Trainers three years in a row (2013-2015). Tyler is also the Owner of Time 2 Train Fitness, which specializes in live and on demand workouts for those wanting to workout at-home. He currently lives in Chandler, AZ and competes in Scottish Highland Heavy Athletic Games.

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