



Certified is not the same as ready.

A peek inside the 206-page coaching logbook
that builds confident, competent personal trainers
in 10 weeks.



How We Teach Real Coaching

THE DECA FRAMEWORK

(Demonstrate · Explain · Coach · Affirm)



Demonstrate

Show full range, tempo, and posture before asking the client to move.



Explain

1–2 simple cues max. Explain the purpose, not just mechanics.



Coach

Guide in real time. Adjust, direct, and listen—don't talk constantly.



Affirm

Build confidence. Reinforce what went well before correcting.

THE 3 G'S CHECKLIST

(Pressing Mechanics)



Grip

Hand position, torque into floor/bar, neutral wrist position.



Gut

Ribcage stacked over pelvis, core braced, active spinal position.



Glutes

Squeezed and engaged, foot drive locked in.

Explaining Real Client Complexity

COMPOSITE CASE STUDY FOR TEACHING PURPOSES



CLIENT PROFILE

Jamie Collins, 38 | Head of PE (desk-based) ·
History of L4/L5 bulge · Ex-rugby ego
High workplace stress & 6 hrs sleep.

APPLYING THE 9-STEP FOUNDATION OF PROGRAMMING (HOW EPTA STUDENTS EXPLAIN IT):

	CLASSIFICATION	Early Intermediate.
	GOAL	Build single-leg stability and a weight-bearing hinge without lumbar flex.
	FREQUENCY	3 sessions/week.
	SESSION STRUCTURE:	Full body.
	EXERCISE SELECTION	Goblet Box Squat, Landmine Reverse Lunge, Neutral Cable Row.
	LOAD	RPE 6–7.
	VOLUME	2–3 sets × 10–12 reps.
	REST	60–90 seconds.
	TEMPO	3–1–1–0.

The 10 Movement Screening Stations

ASSESSMENT IS NOT TESTING. IT'S LISTENING.



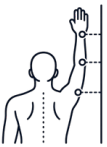
POSTURE ANALYSIS

Pelvic tilt, shoulder elevation, spinal curves



SQUAT ASSESSMENT

Rear, front, and side angle tracking



SHOULDER SCREENING

Flexion ROM & Wall Slide contact points



SEATED BANDED ROW

Scapular retraction vs. upper trap shrugging



HIP HINGE MECHANICS

Posterior chain loading vs. lumbar flexion



CARDIOVASCULAR CAPACITY

500m / 4-Min / 2000m recovery rate



SINGLE-LEG STEP-DOWN

Knee tracking over toes, not collapsing inward



PUSH-UP GLIDE TEST

Core plank integrity & scapular winging



SINGLE-LEG BALANCE

Proprioception eyes open/closed



CORE ANTI-EXTENSION

Deadbug lumbar contact screening

The 10-Week Practical Roadmap



WEEK 1-4

Warm-Up Science · CARS Joint Screening ·
10 Assessment Stations · 9-Step Program Design



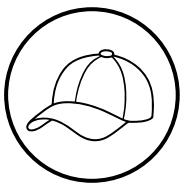
WEEK 5-7

Upper Body Mechanics & 3 G's · Week 6 rotates between
Kettlebell, Calisthenics & Pad Work ·
Business Ethics & Pitching



WEEK 8-10

Lower Body Matrix (30+ Variations) ·
Energy Systems (Gain/Pain/Sustain) ·
15 Advanced Systems (GVT, 5x5, 6-12-25)



Ready to raise your standards?

We cap every intake at **8-12 students maximum** to guarantee
40 hours of direct, mentored gym-floor practice.



[CLICK HERE TO APPLY FOR THE NEXT INTAKE](#)



FITNESS STREET, 545-551 GORGIE RD, EDINBURGH EH11 3AR.