



The 7 Biggest Mistakes Bootcamp Owners Make

By BJ Gaddour, CSCS, YFS

1.) Running Personality-Based Group Workouts

Personality-based group workouts revolve around one individual- the “fitness bootcamp rockstar.” Usually this person is truly one-of-a-kind- extremely extroverted, super intense and motivating, and loves the spotlight. It’s all good, just as long as this person intends to be the SOLE bootcamp instructor for the rest of his or her life.

But, as soon as the “rockstar” wants to do something else with his or her life or career and have somebody else run the workouts for them, the proverbial sh\$t will hit the fan because NOBODY will be able to live up to the rockstar’s God-like status that campers have grown accustomed to. It would be like first going to a legendary Michael Jackson concert where half of the audience passes out from shock and awe and then painfully watching William Hung perform some cover songs at a local bar and grill.



From an unforgettable experience... to a tragic encounter!

If you have a true training system in place, your workouts ran by someone else MUST be able to provide AT LEAST 80% of the same experience your campers received under your instruction or you can kiss your bootcamp business goodbye.

Strive to be like the MacDonaldis of fitness bootcamps- build a tasty workout that keeps people wanting more and replicate the hell out of it.

To learn more about automating your monthly fitness bootcamp workouts with custom interval workout music mp3 soundtracks that tell your campers exactly what to do AND instructional smartphone-compatible mp4 workout videos that tell your staff exactly what to do, please visit <http://bootcampinnercircle.workoutmuse.com/product/details/80>



2.) Using Repetition-Based Parameters in a Group Setting

Repetition-based parameters simply do not work well in a large group setting with a wide range of fitness levels. Everyone will perform 20 reps of an exercise in a different amount of time adding too many variables to effectively ensure a smooth, turnkey bootcamp workout.



If you want your workouts to run like clockwork, then you need to put them on the clock. Timed sets allow for everyone to work at their own pace and the best part is the workout starts and stops at the same time, every time for everyone. Now that is a true group training system.

Whether you run corporate or community bootcamps you need to be able to get people in and out in a timely fashion so they can get on with their busy lives.

3.) Looking At Your Clock Instead Of Your Campers

As I just mentioned, if you're trying to run a professional program that starts and ends at the same time every time, interval training is the way to go for bootcamp-style workouts.

But interval training is a bit of a catch 22. Sure the program will run like a well-oiled machine, but you'll have to be constantly looking at the clock and be the human stopwatch announcing "go... halfway... stop..."

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If you're looking at this... HOW can you be looking at your clients??

That's why we created the world's first interval workout music powered by Workout Muse. Hundreds of trainers all over the world are now better coaches today because our interval training music tells their clients exactly what to do so they can focus on what they do best: coach, motivate, and supervise.

You no longer have to be a prisoner to your stopwatch, so just make your life (and the life of your staff) easier... and don't! I personally guarantee you better client results and reduced rates of injuries.

4.) Using Your Own Music with Controversial Lyrics

As the co-creator and fitness director for the world's premier fitness music and media production company, I know firsthand that music boosts exercise motivation and performance.

However, on the other side of the spectrum, the wrong music can burn bridges for your fitness business that will cost you hundreds if not thousands of dollars. All it takes is one racial slur or profanity from a popular song playing during your group workout to turn a raving fan into your biggest critic.

You need to be more than a just a typical meathead trainer... you need to be a true fitness professional. And a true fitness professional DOES NOT use music with offensive lyrics, especially in a corporate bootcamp setting (and that's where the real big money in group exercise awaits you).

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I personally guarantee you that one or more of your clients will NOT like this guy's music (or any other controversial music for that matter) and it WILL cost you big money!

Studies show for a better workout you must choose the right workout music. When it comes to selecting the right music the two most important factors are listening to workout tunes with the appropriate tempo (or beats per minute) for your selected activity of choice and then building a play list that falls within your preferred musical genre(s).

That's why Workout Muse creates original musical compositions for a wide range of musical genres with the right tempo for the task at hand. The only words you will hear are the audio instructions that tell your campers what to do and automate your bootcamp workouts. This allows you to provide all of the benefits of workout music without any of the potential downfalls that come from using traditional music with questionable lyrics.

And at the end of the day, you will never please the musical preferences of all of your campers, no matter what you do. So, do you and your staff a favor and enjoy the peace of mind that comes with powering your bootcamps with safe and effective interval workout music.

5.) Programming Workouts That Are Longer Than 30 Minutes

Most people know me for popularizing 30-minute express bootcamp-style workouts and one of the most annoying questions I am forced to answer on a weekly basis is "What if I do 45-60 minute workouts?"

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People, what is it with the hang-up on the need to provide an hour-long workout? Do you really want to be like those aerobic classes that every real deal 21st century fitness professional makes fun of?



If you are doing exercises like this in your camp... then you probably do need to take a full hour to break a sweat!

In the words of fitness legend Alwyn Cosgrove “If I can provide a better result in 30 minutes than somebody else can in 60 minutes, aren’t my services worth more money? After all, fitness consumers find the most value in a program that provides the fastest results.”

The group exercise crowd consists of busy professionals who most likely only have 30-minute to exercise 3 days per week before or after work, so build your program around meeting their needs.

In reality, 20-minutes of high-intensity interval training provides all of the benefits needed for general fitness- anything longer results in diminishing returns and client burnout.

Furthermore, if you are serious about getting into the corporate fitness arena, it becomes even more critical to run quick and efficient workouts that get employees in and out and back to their desks in 30 minutes or less.

6.) Lack of Level I, II, AND III Exercise Progressions to Accommodate Campers of All Fitness Levels

One of the things I am most proud of in my fitness career is that I popularized the concept of implementing exercise progressions and regressions within hardcore bootcamp-style workouts for adults.

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In an industry filled with one-size fits all exercise selection I saw the need to create custom exercise variations for all fitness levels within the same group workout.

From start to finish, my bootcamp training system features Level I, II, and III variations for each exercise so that everyone can safely and effectively work at their own pace.

See below for an outline of my 5-minute dynamic warm-up to better demonstrate my systematic exercise progression system:

Pre-Workout Routine- *Alternate between 50 seconds work and 10 seconds of rest for each exercise in the following circuit:*

Order	Exercise Variation	Level I	Level II	Level III
1	Squat	Squat to Stand	Squat to Stand + Extension	Squat to Stand + Extension-Rotation
2	Sagittal Lunge	Split Squat	Reverse Lunge	Forward Lunge
3	Frontal/Transverse Lunge	Lateral Squat	Lateral Lunge	Rotational Lunge
4	Stiff-Legged Deadlift (SLDL)	2-Leg SLDL	1-Leg SLDL with Reach	1-Leg Asymmetrical SLDL
5	Push-up	Calf-Hamstring Push-up Hold	Calf-Hamstring Push-up+	1-Leg Calf-Hamstring Push-up+

To run an elite fitness bootcamp, it's critical to be able to both effectively challenge veteran clients of advanced fitness levels without overwhelming de-conditioned/sedentary/over weight beginners at the same time.

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7.) NOT Having a DIGITALLY Automated Bootcamp Training System in Place For Your Staff

Lots of bootcamp owners design workouts for their staff to follow (and many don't), but it's typically done in the form of written workouts. When it comes to fitness programming, your staff needs to actually see the exercises in order to properly implement a sound workout. And frankly, still pictures just won't get the job done since exercise is so dynamic and motion-based.

So you have a couple of options: you can meet with your staff and go through the workouts in person and take time out of both you and your staff's busy schedules or you can produce instructional videos of the workouts that you can seamlessly hand over to your staff. Trust me when I say that both you and your staff will prefer the latter.

This is an exciting time for the fitness industry- everything is going digital and you need to embrace this to keep up with the times. Each month I create instructional bootcamp workout mp4 videos that are smartphone and video iPod compatible. They come complete with exercise progressions and regressions for all fitness levels and expert voiceover regarding exercise form and technique and coaching cues.



It's as simple as providing the download links to my staff so they can watch me demo the workouts step by step on their iPhone, iPod, or on their computer, making it super easy for them to implement the workouts without me being there. Combined with the automaton of the custom interval workout music mp3 soundtracks, the Bootcamp Automator is in full effect! That's what a true digital training system is all about.

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Automating your monthly fitness bootcamp workouts is as simple as **1-2-3:**

- 1-** The mp4 instructional workout videos show your staff EXACTLY what to do
- 2-** The interval workout music mp3 soundtracks tell your campers EXACTLY what to do
- 3-** Press PLAY and CRANK IT!

***Smartphone and Video iPod
Compatible**

Click **HERE** to learn more!

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