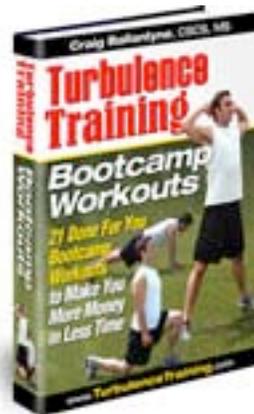




## Secrets of the Turbulence Training Bootcamp Workouts



By: Craig Ballantyne, CSCS, MS  
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Author, [www.TTBootcamp.com](http://www.TTBootcamp.com)

## The Secrets of the World's Best Bodyweight Bootcamp Workouts

Hi!

I can't wait to share some of the best workout and client-attraction secrets of the world's best bootcamps with you. It will help you have better classes, get your clients more results, and help you design the perfect lifestyle. Enjoy!

To your success!

Your friend,

Craig Ballantyne, CSCS, MS  
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Craig Ballantyne, CSCS, M.Sc., is a Strength & Conditioning coach in Toronto, author of Turbulence Training, a contributing author to Men's Health and Women's Health magazines, and a member of the Training Advisory Board for Inside Fitness and Oxygen magazines. Craig also has an advanced research background, completing a Master's of Science Degree in Exercise Physiology from McMaster University in Hamilton, Ontario, Canada. Craig continues to study the latest training, supplementation, and nutrition research that will help improve client's health and wellness as well as their physical and mental performance.

### **Disclaimer:**

These recommendations and predictions are not medical guidelines but are for educational and entertainment purposes only. Please consult your physician prior to starting a new exercise program or diet. The information in this report is meant to supplement, not replace, proper exercise training. All forms of exercise pose some inherent risks. The editors and publishers advise readers to take full responsibility for their safety and know their limits.

## Turbulence Training Bootcamp Workout Guidelines for Trainers

The Turbulence Training Bootcamp Workouts require absolutely NO equipment and can be done inside or outside, but do **NOT perform TT Bootcamp Workouts on pavement or concrete.**

The TT Bootcamp total body warm-up uses a series of multi-muscle exercises to specifically prepare the muscles and joints for the following exercises.

**The strength exercises follow the warm-up and are done at this time when the muscles are not fatigued.** In a few TT Bootcamp Workouts, strength exercises are done later in the workout and you should decrease the intensity accordingly. After the strength exercises comes the circuits focusing on moderately difficult exercises. Three circuit methods have been included, however not all TT Bootcamp Workouts contain all three methods. Most workouts only use 1-2 different circuit methods.

**The first circuit is the classic TT Big 5 Circuit method.** The order of this circuit is squat, push, pull, single-leg, and total body ab exercise. Due to a lack of equipment, the “pull” exercise is often replaced with a squat that also trains the upper back (i.e. Prisoner Squat or Y-Squat) or the Stick-up exercise. If you have equipment such as a kettlebell, dumbbell, or resistance bands, you can use traditional pulling exercises such as rows.

**The second circuit method is the new TT Depletion Workout template.** The order of this circuit is jump, push, squat, push, single leg, total body ab exercise, and finishes with some type of sprint or explosive exercise (i.e. run in place, jumping jacks, etc.).

**The third circuit method is the Tabata protocol using bodyweight exercises such as squats, pushups, planks, lunges, etc.** Each “Tabata” is done for 20 seconds with 10 seconds of recovery. To add difficulty, we can do the 10 seconds of recovery by holding the exercise in a difficult position.

After the circuits comes ab training using total body ab exercises. There are no crunches in the Turbulence Training Bootcamp Workouts. In two of the workouts below, extra abdominal work has been added for variety. Your clients will love those workouts!

**Finally, you have the option of using the Fun’n’Games to finish off the program.** In my experience, clients love the “follow the leader”

game as well as the chance to lead the group for a few moments. Once in a while you can insert the Fun'n'Games after a warm-up, if your clients really love this routine.

**Remember: The key to a great class is to “bring the energy”. Your clients are there for a fun workout and to escape the stress of the real world. They don’t care about equipment – they only care about results and having a great experience!**

## Abs 300 Workout for Your Bootcamps

The other night I finished up filming on my TT for Abs DVD's, and one of the programs we did was the "TT Abs 300" workouts. There were several versions, but I wanted to share the Beginner version with you, because it uses minimal equipment and could be done in most bootcamps.

Plus, every camper loves abs, right – but NOT crunches, and so *this program gives you a lot of different and original ways to train the torso without risking their low back*. You'll look like a super-hero trainer when you bring in this program or your own variation of it.

Oh, and one other thing, most bootcampers also love a challenge or competition style workout, as I've talked about so many times in the past. So you can time this workout, or have teams race through it, or do all sorts of things that will bring even more energy and workout addiction to your bootcamp – therefore making it even better than all of the other camps in your area.

This will ***increase client retention*** and dramatically ***boost client referrals***. Everyone wins with the TT Abs 300 beginner workout.

### **Beginner "TT Abs 300 Workout"**

- Go through the circuit TWO times resting as much as needed between exercises.

- Cross Crawl – 10 reps per side
- Plank – 20 second hold
- Prisoner Squat – 10 reps
- Side Plank – 15 second hold per side
- Mountain Climber – 10 reps per side
- [Beginner} Inverted Row - 10 reps
- Stability Ball Rollout - 5 reps
- 1-Leg Hip Extension - 10 reps per side
- Spiderman Climb - 5 reps per side
- Chop - 10 reps per side
- [Kneeling] Pushup – 15 reps
- Bird Dog – 5 reps per side
- Stability Ball Leg Curl – 10 reps
- Plank with Arms on Ball – 10 second hold

Even your most fit campers will be surprised how hard it is by the mid-way point.

## The 5 C's For Your Bootcamp Success

Bootcamps are still on the way up. Their stock is rising, and as a result, so is yours. Today I want to talk about the “5 C's” that are keys to your success with the TT Bootcamps...

### **#1 – Continuity**

It doesn't matter if you're just starting, or if you have 100 campers per month – you need to structure your business to include an offer for continuity. You don't need a membership site or forum.

It could be some type of supplement (i.e. lots of trainers are doing well with ProGrade supplements). Even if you just add 5 people per month at \$20, that will be an automatic \$1200 per month by the end of 2010.

Also, and this goes without saying, but you must have your campers on EFT on a monthly basis...no more taking checks or taking 2 weeks off your bootcamps every 6 weeks. Get started now!

### **#2 – Confidence/Charisma**

Some days I think the only factor separating the most successful from the struggling is simply their confidence. If a dog can smell fear, I think a prospect can smell a lack of confidence...so you must take a really good long hard look at what image you are conveying to your campers.

Are you confident or insecure? If you're the former, you'll be successful. If the latter, you're going to continue to struggle.

### **#3 – Character**

You must be exciting, entertaining and fun. You need to be a character. You need to set yourself apart. You need to talk about things that no one else in your market is talking about. You need to create a cult of personality around you. Combine character with confidence and its game over for your competition.

### **#4 – Celebrity**

There are more ways to use celebrity than to just hire an actor, so think creatively.

Can you create celebrities among your campers?

Can you be a celebrity?

Can you connect your product to a celebrity?

Can you be “anti-celebrity”? (I.e. anti-celebrity diets?)

Anyone can be a celebrity, and you have to use it in your marketing.

## **#5 – Clients**

Once you have a client, you now have someone who trusts you and is willing to take your recommendations to heart.

So when you’ve solved one of their problems, start solving the rest of them – either by offering more services or referring them to other experts.

Be their top source to solve all of their problems.

Put the 5-C’s into your bootcamp business and you will “CRUSH IT”.

To your success!

**PS – That’s a lot to think about right?**

So let me add in a 6th “C”...

**Craig’s workouts.**

Take all the frustration and time out of workout planning by using the done-for-you TT Bootcamp workouts here:

=> <http://www.ttbootcamp.com>

## 5 Bootcamp Secrets to Get More Fat Burning Results for Your Clients

I was just reviewing a big file of all the new exercise, diet, and research proven fat burning tips I wrote down last year, and I wanted to share 5 BIGGIES that can help your clients get more results AND make your awesome workers even awesome-r..

So here we go:

### **#5 – Recent research shows shuttle-running is tougher than running intervals in a straight line...**

...so if you want to help your clients burn fat faster than ever, make sure you incorporate old-school shuttle runs (i.e. classic suicide type drills) into your fat burning interval programs.

### **#4 – Encourage your clients to use a food log. When they ask why, tell them I said so.**

No seriously, tell them this, “According to Men’s Health (Feb 2009, p 38), keeping a food log helped subjects lose 3.5 more pounds than subjects that didn’t keep the log.”

### **#3 – Demand that your clients hit a personal best in each workout.**

This is an oldie, but a goodie. There are a few reasons you need to do this:

- a) First of all, everyone loves progress, and if you can get them to achieve a record each workout (i.e. could be # of pushups, plank time, etc.), then they will feel a HUGE sense of accomplishment
- b) More personal bests = more results. Plain and simple.
- c) They will get addicted to the workouts, and always want to come back for more attempts at breaking records...thus becoming raving fans of your camps and referral machines.

### **#2 – Remind them that they need you, and here’s the proof:**

“According to Men’s Health magazine, (Dec, 2009), beginners who work with trainers get more results than beginners who workout by themselves”. Guaranteed.

**#1 – Bring a motivational quote to every class.**

You might say it at the start, middle and end of every class, or you might print it out and give everyone the quote to take with them, or you might simply put it on your bootcamp's Facebook fan page every morning.

Regardless of how you deliver the motivation, I promise you that it will keep your campers connected to you AND it will elevate your expert status even more in their eyes.

**Here's the first motivational quote you can share with them:**

“Be loud and proud of the healthy changes you are making in your life. There are many more folks secretly wishing someone will take charge and be a healthy role model for them. It might not happen overnight, but if you continue to lead by healthy example – without preaching or being condescending – you can build an entourage that will help you reach the next level.” – Craig Ballantyne

**PS – What if 1 simple workout style could also help your clients get more results without any equipment?**

I promise you, the TT Bootcamps System can – and will – get your clients more results, without requiring any more work on your part. It will free up even more time and energy for you to fill your bootcamps and build the life you deserve.

## How to Get More Bootcamp Clients

Been getting a lot of emails from bootcamp trainers recently who are loving the TT Bootcamps workouts but still want more clients to take their bootcamps to the next level...so I asked bootcamp marketing guru Chris McCombs for ideas, and here's what he gave me:

### 1) Talk to EVERYONE

Wherever you go in your local area, just start talking to people.

Don't come across as salesy or pushy, but just start the conversation going and SOMEHOW turn it around to your boot camps... like start telling a funny story of something that happened at your boot camp last night... whatever it is, just turn the conversation towards your boot camps, and if they're interested they'll ask more. That's easy and natural.

### 2) Set Up Simple Facebook Ads

Facebook ads are a GREAT way to get clients...just make sure to target your ads as deep as possible. So if you serve 7 different cities, create a separate targeted ad for each one and put the name of the city in each ad... and target your demographics as deep as possible as well...if your biggest audience is 25- 45 single females, then that's who you should target in your ads. **Again, simple and natural.**

### 3 Tips From the Bootcamp Bootcamp Weekend

Recently my good buddy, Pat Rigsby, held a seminar called the “Bootcamp Bootcamp” down in Louisville, Kentucky, and I asked him to give us three of the best darn bootcamp tips from the weekend...

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#### **3 Killer Tips From Bootcamp Bootcamp – By Pat Rigsby**

We just wrapped up an incredible weekend with about 100 of the top Fitness Bootcamp owners in the world at the first ever Bootcamp Bootcamp.

We covered everything from the Top 5 Lead Generation Strategies for Bootcamps to ways camp owners can maximize results for their members using tools like bands, kettlebells and the TRX.

There had to be over 100 tips, tricks and strategies shared that could propel a new camp to the six-figure mark in a hurry, but sharing all 100 would make for a pretty long post – so here are my top 3.

#### **#1 – Pick two lead generation strategies and become epic at them.**

Most mediocre business owners dabble in a bunch of things instead of really committing to anything. Don’t be one of them. Pick two high ROI lead generation strategies like public speaking or power networking – and work them relentlessly.

You’ll get into a rhythm, be able to test and tweak and more than anything else – you’ll get better and more confident at them. So spend the next 90 days focusing on your top two lead generation strategies and watch you business explode.

#### **#2 – Don’t spend all your time chasing new people.**

It’s often been said that it costs 10X as much to acquire a new client as it does to re-sell and existing one. Then why do most bootcamp owners spend all their ‘business growth time’ chasing new prospects?

**I can’t answer that – but I can tell you it’s a mistake.**

Start spending more of your time focusing on internal marketing and less on external marketing and your business will grow twice as fast. Instead

of only offering one month of camp at a time, start selling 3 or 6 month memberships – or at least putting people on auto-renewing memberships.

If you can get people to stay with you for 6 months instead of four, spend \$249 a month with you instead of \$199 through upselling them on Nutritional Coaching programs or supplements and get them to refer someone here and there – your income will multiply right before your eyes.

**#3 – Great marketing is no substitute for a great camp.**

I don't care how good your marketing is, if you're not delivering great workouts with tons of energy – your camp will never become a destination and you'll forever be chasing new campers.

**You have to create an atmosphere that campers love and can't stop raving about.**

Greet them by name, provide better workouts, add music to the workouts and create a competitive environment with Transformation Contests.

If you want your campers to stay longer and refer often – you have to make your camp more than a workout – it has to be an experience.

**There you go – 3 tips that are easy to implement and guaranteed to grow your business.**

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Thanks Pat, awesome stuff!

**Now get out there and apply those tips to your bootcamp!**

## Turbulence Training Bootcamp Template

In the following Turbulence Training Bootcamp Template, you'll discover the simple system I've used time and time again to do bootcamps with men and women for fat loss, seniors for strength training, athletes for sports performance, and even high school kids.

I'm giving you the exact step-by-step template for you to use and insert exercises as you see fit. Of course, there are also the 21 "Done-For-You" Bootcamp workouts that will keep you busy for months of profitable bootcamps. **I can't wait to hear about your success story. But back to the template...**

Each workout should be performed in a specific order (as outlined above) unless I have made an exception (which we do in some cases for variety, but the rest of the workout is adjusted to accommodate for the "pre-fatigue").

In the template below, you'll see how I have built the workouts based on the various exercises that fit each bootcamp training system. For warm-ups, we use moderate intensity total-body exercises. Of course, if your clients need additional warm-up, do not hesitate to provide. The template is flexible.

**The strength portion is a key component lacking or disregarded in the majority of bootcamps.** Strength should be done when the client is "fresh", not "fatigued". But so many trainers get it backwards. That's why I had to put together these workouts. You can sub out jumps and replace with bodyweight squats if needed.

You'll see the exercises that you can and should choose for strength circuits. Of course, you may need to modify the intensity based on the strength level of your campers. When in doubt, choose the most conservative exercise available. You can always increase the difficulty, but there is little you can do if you choose something TOO HARD to start!

**Train hard but safe at ALL times!**

Finally, the Turbulence Training Bootcamp workouts finish off with a variety of circuits, abdominal exercises and even some "Fun'n'Games" that your campers will love.

These are simple ways for you to **"bring the energy!"** and get the campers involved in dictating the workouts to a slight degree. You can also use the Fun'n'Games for competitions and to reward and recognize campers for their effort.

Energy, recognition, and variety are the keys to building an incredible bootcamp experience. Remember, your campers want to come to a place where they can forget about their work and home-life stress. **Make your bootcamp their NEW “3<sup>rd</sup> Place!” in their lives, just as Starbucks did with their stores. BRING THE ENERGY!**

**Attention: If are you looking for fat burning bodyweight bootcamp workouts that require absolutely, positively NO equipment, then read on to discover how you can get over 7 months worth of proven fat loss Turbulence Training BODYWEIGHT-ONLY programs...**

These NO-equipment workouts are perfect if you are just looking for bodyweight workout programs you can do at home, in a hotel room, at the beach, or while at a playground, this is the **ULTIMATE No-Equipment Bodyweight Workout** resource I've ever put together.

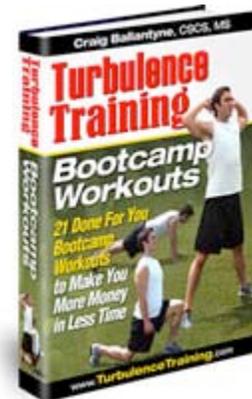
I call these bootcamp workouts, "Desert Island Fat Loss" because you could be stranded in the middle of nowhere, like Tom Hanks in "Cast Away", and you could still do all 21 of these workouts from start to finish with no substitutions!

In the Done-For-You TT Bootcamp Workout Programs, you will get...

### **1) 21 No-Equipment Needed Turbulence Training Bootcamp Workouts**

These workouts have been outlined from start to finish, circuit by circuit, exercise by exercise, and water break by water break to give everyone a fun, fast, safe and effective fat burning workout program.

Plus, you don't need to spend a single penny on equipment, so no matter what your financial situation, you can get started immediately.



### **2) 5 Bonus Turbulence Training Bootcamp Workout Templates for Kettlebells, Medicine Balls, Stability Balls, and Dumbbells**

If you already have equipment, you'll love these Turbulence Training style programs and workout templates that will allow you to use all of your fancy toys.

All that and much, much more. I look forward to your success!

Stay strong!

Craig Ballantyne, CSCS, MS

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