

# THE #1 FITNESS TRAINING SECRET



HELP YOUR CLIENTS OVERCOME  
INJURIES, BUST THROUGH  
FITNESS PLATEAUS AND STAY  
INJURY-FREE!



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# Getting Started

This is Rick Kaselj. I really want to thank you for joining me.

So, the title of this report is **#1 Fitness Training Secret**.

I am very excited to share with you the number one secret your clients are not overcoming their injuries, busting through their fitness plateaus and achieving maximal results.

Before I go into why fitness professional are not getting the results their clients want. Let's me start with a little bit of a background in my story and who I was.



# Who is this Rick Guy?



If you want to get to the meat and potatoes of this report, skip this section.

If you want to learn more about the guy who wrote this report, read on.

My name is **Rick Kaselj**. I have an academic background and done some university education. So, I've got my bachelor's degree in kinesiology, a master's of science in exercise science with a focus on therapeutic exercising, corrective exercise.

I work in Surrey, British Columbia, Canada.

Over the last 16 years I've kind of worked in a variety of settings, physical therapy clinics, personal training studios, gyms, fitness center, recreation center, large rehab center. So, I worked in all kinds of places when it comes to designing exercise programs for people, and **my big focus is designing exercise programs for people with injuries.**

Now, I also run all kinds of courses live and webinars when it relates to exercise and injuries. I've done that for about 11 years and presented it to over 5, 000 fitness professionals. I do a ton of writing

when it comes to books and manuals for the public and fitness professionals when it relates to exercise and injuries.



Plus I run a very popular blog called "Exercises for Injuries" which I encourage you to kind of swing by and visit. It gives tons of free information to help you with your clients that have injuries.

And then again, **who doesn't have an old nagging injury?**

# Getting Into the Meat & Potatoes



Let's get into the meat and potatoes of the report. So, looking at the problem, I want to ask you this.

Do you have these problems when it relates to your clients?

## **#1 - Do your clients have problems overcoming injuries?**

Do they have these nagging injuries that just don't seem to go away or go away for a little bit, and then they end up coming back again?

Are these nagging injuries kind of slowing them down on how hard they can work, how hard they can end up pushing themselves in your workouts and in their exercise fitness health endeavors?

## **#2 - Do you have clients that are kind of hitting fitness plateaus?**

They've been with you for a while. They've been working hard, training hard, being consistent, but they're just plateauing out, and they're just not getting the results that they want. The results have kind of stopped.



## **#3 - Do you have clients that are getting injuries with training with you or doing your exercise program?**

They're starting to get aches and pains and nagging injuries that are kind of slowing them down from working hard with you and getting the fitness results that they want.

So, with me those things are problems that I was having. I was having clients that were having a difficult time overcoming those

nagging injuries. They're hitting fitness plateaus, and sometimes with that training they would end up getting a nagging injury.

I've kind of explained the problem that I was having, and I'm wondering if you have the same problem as I had. Like I mentioned before, I have all kinds of academic background, gone to school four years for an undergraduate degree and then a year for a master's degree. So, I've done all this education.

When I started, I was in university. I was training people while I was going to university, and then when I finished up university I **got my personal training certification**. I was training clients, and I was doing good, and I was getting good results but not 100 percent results, not getting all the results that my clients wanted.



So, what ended up leading me to go **get my master's degree** was I wanted to learn more, get more tools and skills in order to help my clients get the fastest and best results. So, I went and did my

master's degree, focused on corrective exercise and therapeutic exercise in hopes that that was the missing piece to my exercise toolbox.

With all that schooling, **I did find things helped, but still I was not getting all the results my clients wanted.**

So, I knew I was missing something, missing something from my exercise toolbox.

So what did I do?

I ended up doing is I went out there searching.

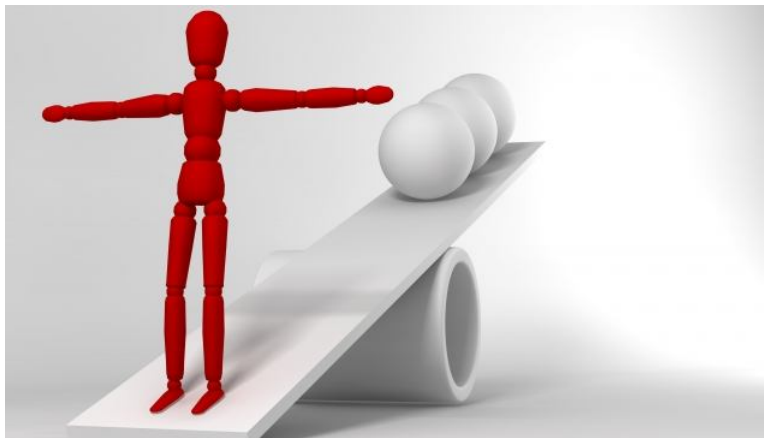


I ended up going to the research articles and journals and looking for solutions.

From my search in looking out there, I ended up finding the answer. I ended up finding the missing piece to my exercise toolbox.

What I found that **missing piece was muscle imbalances**. So, I was focusing in on strength, cardiovascular and flexibility with my clients, and I was doing good. I was getting good results, but still the best results or the maximum results just weren't happening. And even with my master's degree and focus on corrective exercise and therapeutic exercise, it still wasn't that piece that I was missing.

After searching and fully understanding what muscle imbalances are, that's been the piece that's kind of given my clients the best and maximal results when it comes to training with myself. I want to clarify what muscle imbalance is. **I'm not just talking about stretching tight muscles or strengthening weak muscles or just doing corrective exercises.**



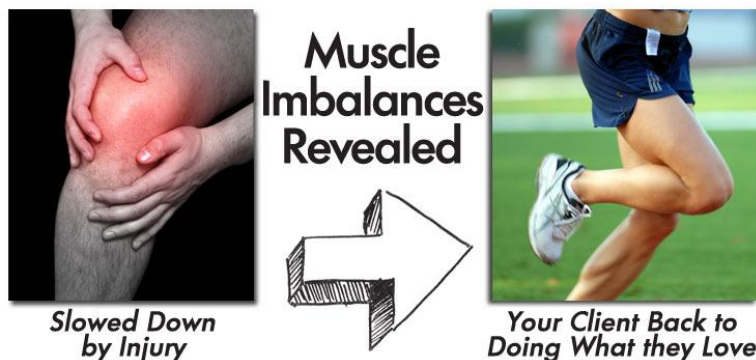
I've taught those principles, stretching tight muscles and strengthening weak muscles. You get some results, but you don't get the best results doing it that way.

Even with corrective exercise, I spent a year learning the ins and outs of it. It did help, but still there was a number of things that were missing from corrective exercise.

So, I built on my three main pieces of strength, cardiovascular, and flexibility. Then I've also built on that stretching tight muscles, strengthening weak muscles and corrective exercise in order for it to be a larger piece and more encompassing addressing muscle imbalances.

## How Can Muscle Imbalances Be the Issue?

So let's kind of go through how muscle imbalances can be affecting your client.

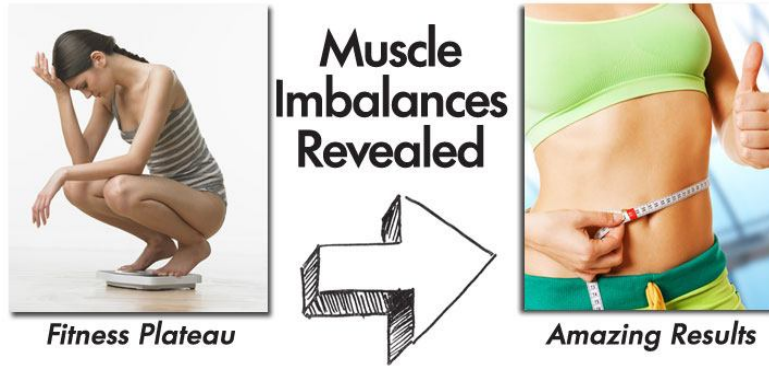


**If we look at the injuries** - it could be aches and pains, an old injury, an injury that your client has had. They've seen a physical therapist, a doctor. Now they've been kind cleared to start an exercise program. They want to fully overcome that old injury. It's that nagging injury that goes and comes back. It's those aches and pains that are not allowing your client to push a little bit harder.

Now, what I've found is if I focused on muscle imbalances and identify muscle imbalances within my clients and address those muscle imbalances, I was able to get my clients back to doing what they loved doing.

For example, I have a number of clients that love recreationally running and they weren't able to run because of sore knees or sloppy ankles, and with me incorporating a couple principles when it comes to muscle imbalances and incorporating just a couple exercises in their exercise program and being very specific on where I put those exercises in their exercise program; what time during the day and how many times during the week, that ended up helping them get back to running.

I'm quite sure you can think of a client or two that is being slowed down by injuries, and you might want to think - looking at muscle imbalances, that might be the piece that you're missing that can help your client get back to what they love doing.



**Fitness plateaus** - I see this often a lot. One of the big reasons why fitness professionals aren't seeing the results with their clients is fitness plateaus.

So the client, they're working hard, they're doing all the things that you say, they're consistent, they're doing great things away from you, they're doing great things when it comes to nutrition, but they're not getting the results as quickly as they want, looking at muscle imbalances, that might be one of the reasons why they're not getting amazing results.

You've got to look and see what their stability is within their bodies?

How is the endurance when it relates to their bodies?

How is their alignment when it relates to their bodies?

How is the mobility when it relates to their bodies?

So addressing all these things will improve their body and allow them to bust through fitness plateaus.



**Risk of injury** - a lot of times, let's say with our older clients, they're kind of fearful of starting an exercise program and potentially having it lead to injuries or they're fearful of them being de-conditioned and that de-conditioning leading to potential injury.

And looking at these clients, when it relates to muscle imbalances, this is something that's definitely going to help them live injury free.

I am going to ask these questions:

How is their balance when it relates to ankle, knee, and hip movement?

How is their alignment when it comes to their lower leg?

How is the stability when it relates to their knee?

So you need to end up looking at all of these things and adding a couple exercises here and there to their exercise program to kind of help them out, to overcome these muscle imbalances so they can live injury free.

## What About Bootcampers and Muscle Imbalances?



And even when it comes to bootcamps, your boot campers might have aches and pains and these aches and pains are slowing them down from pushing harder. These aches and pains might be coming from your workouts.

They're working hard and their bodies aren't recovering fast enough so that they can push their body hard enough. They might end up having trigger points within their calves or their quads that aren't recovering quick enough in order to allow them to push harder in the next boot camp class.

They might not have the mobility when it comes to in their ankles and in their hips to get full range of motion when it comes to squats and lunges in order to burn the most calories, get the most benefit out of those exercises - or they might end up having poor alignment when it comes to their foot, ankle, and hip.

It's important to address muscle imbalances when it relates to your boot campers.

Now, I'm not saying doing a 45-minute session when it comes to addressing muscle imbalances. But a lot of times, you can end up doing it in the warm up, you can end up doing it in the cool down part of the boot camp or you can end up doing a 5-minute quick assessment with one of your boot camps or a group of your boot camps.

Or you can end up doing a self-assessment, a daily self-assessment for your boot campers and if they fail the self-assessment, you give them an exercise that they need to do at home in the evening in order to help prepare their bodies for the next day.



## ***How to Fix it All?***

Now, getting to, how to fix all of this; how to fix the number one mistakes that fitness professionals make when it comes to their clients. As we've kind of talked about, it's muscle imbalances.

Now let's end up breaking it down a little bit more for you and giving you a really good analogy that makes it simple and easy for you to understand this concept.

**So the number one secret - what we want to try to do is move our clients from imbalanced to balanced.**

**So remember that - **imbalanced**.**

Most of our clients come to us imbalanced and we want to move them to balanced.



# ***I = Identification***

So breaking imbalanced into the ten points that you need to end up focusing in on. Let's start off with the first point, point number one.

Now, looking at point number one, we've got identification.

So "I" is identification.

So, a lot of people might end up saying "Well, Rick, why don't you just call it assessment?" I

Was, and this is kind of a common term that I end up using in my courses and a common term that I end up seeing when I'm reading the research, reading other gurus works, they kind of talk about assessment. But when you kind of look at the definition of "assessment", what it is" is the act of ascertaining or fixing the value or worth of".

So, that kind of sounds like what I do, but what if we look at the word "identification"? "The act of designating or identifying something." That probably sounds a little more accurate at what I end up doing.

## **When is it an Assessment?**

So how I've ended up separating both of them, when it comes to assessment and identification...If I have a client, where I'm doing a

detailed assessment, you know, I'm taking ranges of motion, I'm doing qualitative data, I've got a goniometer and I'm measuring all kinds of stuff with that client, then I end up calling it assessment. So I'm getting what their ranges of motion are at this time, I'm comparing it to normative data, that would end up being an assessment.

### **When is it Identification?**

Now, I find I don't do that a ton when it comes to working with my clients. I'm focusing more on identification.

*Identifying things that are imbalanced. Identifying things that aren't looking right.*

*Identifying things that I need to address in the exercise program.*

*Identifying things that are going to show me what I don't want them to do in the exercise program.*

# ***M = Mobility***

Now, getting to "M".

"M" is mobility.

So, we've got imbalance, we've talked about "I", we're going to talk about "M". Mobility a big thing.

Now, you might have not heard of mobility. I know if you're in a performance round, if you work with athletes, if you're a strength and conditioning coach, mobility is a very common practice with the clientele you work with and within your profession.

It's not as well known when it comes to fitness professionals and incorporating mobility identification techniques and mobility exercises.

## **What is Mobility?**

Mobility is the proper movement of a joint. So a lot of times, with our awkward postures, with our prolonged sitting, with our prolonged driving, with activities that we do over and over again, this ends up effecting our bodies.

And a lot of times, what we end up losing is the mobility in specific joints. The ones that are the worst, I mean all joints that are in the body can be affected, but the most common ones that are affected

are in the thoracic spine. So in fitness you might end up using the full foam roller to roll over your thoracic spine in order to help the mobility in your thoracic spine.

Well, that's one technique when it comes to improving thoracic spine mobility. There are two more techniques that you should end up doing when it comes to the thoracic spine.

Other joints are the hip, working on the mobility of the hip. How many clients have we seen like this? They tend to be a little bit flexed.

That's an observation or identification in doing an exercise, and might be a sign that that individual has poor mobility in the hip. And then the ankle as well. Ankle is overlooked, but it is very important.

## ***B = Breathing / Balance***

Now we've talked about the "I: Identification", we've talked about "M: Mobility."

Now we're getting to "B: Breathing and Balance".

It really depends on the area you're focusing in on.

### **In the Upper Body, Breathing is Important**

Upper body, I find that breathing tends to be a really big thing when it comes to the upper body. If you think about it, how it is your posture changes when you're hyperventilating.

How does your posture change when you've done a really hard interval and you're breathing heavy?

It ends up changing. Heavy breathing ends up changing things. If you have poor breathing that's going to change your posture. It's going to affect the firing patterns in your upper body.

Now looking at the lower body, balance ends up being important.

### **In the Lower Body, Balance is Important**

I know there's been lots of debate out there when it relates to balance and performance. It's understood now that focusing in on balance does not help when it relates to performance. But still, it's important to focus on balance, especially with those unfit clients, the healthy population, and even the fit individual.

Incorporating some balance work is important in order to work on alignment in the lower body--in order to identify imbalances in the lower body, in order to check when it relates to mobility in the body, in order to identify different weaknesses in the body, in order to identify potential weaknesses in stability.

Balance is definitely something that's important to incorporate. And I go through this a little bit more. I go through some great information; I'll talk about that a little bit more.

So you're getting lots of information when it comes to balance.

Balance ends up being a very important thing that you need to use to identify potential muscle imbalances, but it's also a group of exercise that you do need to incorporate in your client's exercise program in order to help them overcome imbalances.

# ***A = Alignment***

Now we're getting to "A: Alignment."

## **Why Not Just Call it Posture?**

Now why didn't I just call it "posture"? We are switching things up with "identification" instead of "assessment", now I'm going "alignment" instead of "posture."

And once again, if you look and go back and look at the definition of what "posture" is, it's a position of the body or of body parts.

That makes sense if I'm going to assess posture or if I'm going to identify postural deviations.

The big thing is, our bodies tend to be in movement, so we might have our clients be static in order for identification, in order to highlight muscle imbalances.

A lot of times, our bodies are in movement when we're doing exercise, when we're doing activities of daily living, when we're doing things that we love, when we're doing sports, our body is always changing.

So I find "alignment" ends up being a better word. The process of adjusting parts so that they are in proper relative position. That sounds a lot better than "posture, " and it really complements that "identification" that we talked about when it comes to the "I".

Posture tends to be more static, but alignment tends to be more important. You might identify things when it comes to a person being in a static posture, but really the important stuff comes out when you're looking at alignment, or getting them to do movement.

# ***L = Lengthening***

Now we get to "L: Lengthening."

## **Why Not Just Call it Stretching?**

Now once again, we're saying, Rick, why didn't you just calling it "stretching?"

I find "stretching" is beneficial and helpful, but it doesn't cover everything. A lot of times when it comes to the fitness professional, we think of this, like a static stretch. Supporting the upper body, getting the body in good alignment, getting the foot position in good alignment, holding the position for a period of time, and working on static stretching.

I find static stretching ends up being beneficial, and you often get an acute effect, a positive acute effect when it comes to static stretching.

It's something that I do, and it's something I get my clients to do.

But it's not the only thing that I do in order to help lengthen the muscles.

If we look at why we end up stretching, we end up having a muscle that's tight. It might have decreased its length, and what we're trying to do is increase that length, so it ends up being a normal level. Static stretching is one of those things that will help lengthen, but it's not the only thing.

Dynamic flexibility is important. Static stretching is holding a position for a period of time, where the muscle is lengthened, but dynamic flexibility is taking the body through ranges of motion to a point where you end up feeling a light stretch. This might be like leg swings in the sagittal plane, in the frontal plane, or in a diagonal, where you're bringing it to a point where get a light stretch.

As you do more and more repetitions, you're trying to bring it further and further. This ends up helping with lengthening. It ends up helping increase the length of the muscle that ends up being short, and it's not just muscle; that's what our clients feel. There are other tissues within the muscle.

**Now how is dynamic warm-up different from dynamic flexibility?**

A dynamic warm-up is taking the joints through a range of motion prior to the workout or the stress that you're going to put through the body. You're moving the joints through a range of motion that the client can do without any type of misalignment--in order to lubricate the joints, in order to lightly stretch the joints, in order to warm up the muscles, so you get better lengthening.

It ends up being different.

Dynamic warm-up might be during your first set with your client. What you're doing is, you're taking them through a low load when it comes to the exercise and getting them to go through that movement with the low load, so you lubricate the joints that you're working, warming up the muscle, lightly increasing the length of the tissue and the muscle.

Now looking at **tissue resistance**, I find this is an interesting one.

With movements, let's say when it comes to flexion of the hip. If I'm trying to flex the hip, I'm going to reach some sort of point where I'm going to get tissue resistance from the hip extensors. The hip extensors are going to be lengthened, and if their length is shorter than ideal, I am going to have to create more force in the hip flexion muscles in order to overcome that tissue resistance in the hip extensors.

I find often times that that is ignored. So that's important to address. I find kneading the tissue ends up being a very important thing, and we'll go through that in a minute.

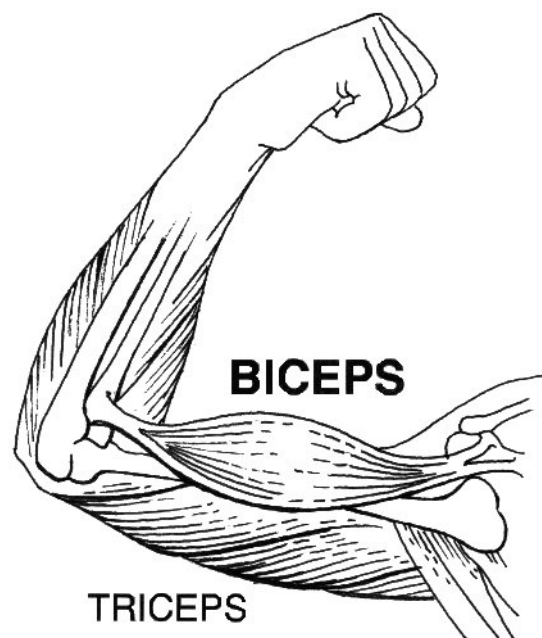
And then lastly, fascia. So we can stretch the muscles, but we also need to address the fascia.

## **A = Activation**

Now moving from "L" we go to "A: Activation."

We want to make sure we're getting proper activation of different muscles in the body.

If we think about it, we have primary movers within the body and many times those muscles don't have issues when it relates to activation. Many times, it ends up being the stability muscles.



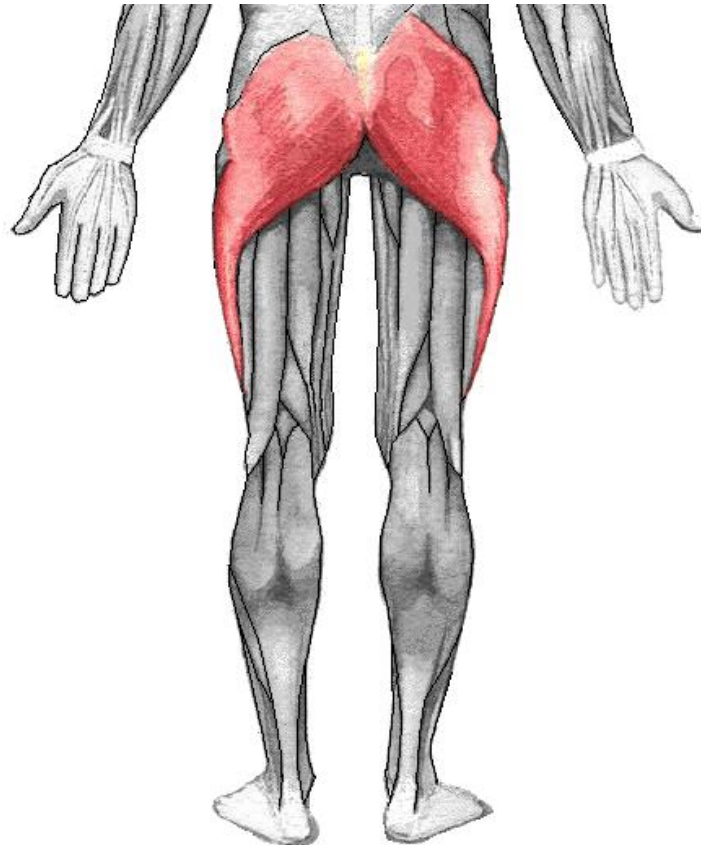
Many of the stabilizing muscles have poor activation. We want to make sure the proper muscles are firing during the movement or during the exercise. We want to make sure that there is proper sequence of muscle firing. You can definitely see this when it comes to hip extension and hip abduction. A big thing when it comes to activation is isometric activation.

The example I was talking about before, you need stability in that frontal plane, side-to-side, and that stability occurs because of isometric contraction of the stabilizers in the frontal plane.

A big one in the frontal plane ends up being gluteus medius.

Gluteus medius needs to have the activation and the endurance in order to stabilize that frontal plane.

I talked about hip extension and hip abductions. It is very important in these movements to observe and see how the isometric contraction is in this movement. There's proper sequence of muscle firing in these movements.

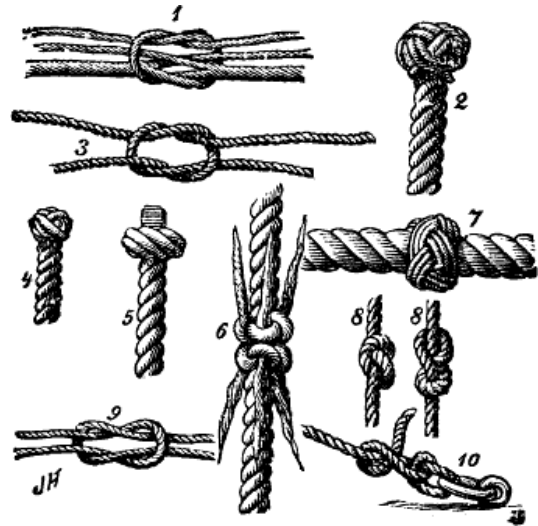


## ***K – Kneading / Knots***

Now we go from "A" to "N: Kneading or Knots".

Sorry, I couldn't find a good "N" word.

If your clients often end up having knots in their muscles, especially in the lower body, this happens in the calf, in the hamstring, they'll feel hot spots.



Some people will end up calling them trigger points, some people will end up calling them overactive tissue, but I find these trigger points or overactive tissue affect an individual when it relates to injuries, fitness plateaus, and injury prevention.

It's a key thing when it comes to muscle imbalances.

We need to address self-massage, rolling with the client, addressing these trigger points, and trying to improve the tissue quality of the muscle of my client. It's not just muscle, but that tends to be the primary tissue that the individual will feel. You're addressing the muscle, but then you're also working on the fascia.

I find with this self-massage, once again, it tends to be quite standard in the athletic population, the professionals that work with athletes, for example, sports medicine doctors, sports physical therapists, sports chiropractors, strength and conditioning coaches--it tends to be common practice with athletes and those professions, but a lot of times it is ignored or not done when it comes to the fitness profession.



## **C = Core Stability**

Now moving on to "C: Core Stability".

Looking at the stability of key areas when it comes to the body.



### **In the Shoulder, Scapular Stabilization Exercises are Vital**

When it comes to the shoulder, specifically the scapula, many times there is muscle imbalances in these areas that end up affecting your client. Lower back, inner unit, outer unit need to be addressed, so it might end up being activation of the inner unit, or activation and endurance of the outer unit, or like I've been talking about when it comes to the hip--core stability of the hip, especially in that frontal plane and that transverse plane.

A little bit more when it comes to core stability we have the stability when it comes to the knee, so VMO activation, and proper activation of VMO. I just read a great article about three different exercises when it comes to which is the best one to work on the VMO. So we ended up having like static stability, static course stability and dynamic stabilization. How your client is within movement.

So, once again, you might end up starting them off when it comes to static movements but you definitely want them to move to dynamic. And who should really kind of focus in this core stability. I think every population to some degree should end up focusing in on this. For example, fit and healthy populations might end up doing it more as preventative, to prevent injuries.

A lot of times when it comes to unfit, it is something that they need to do in order to prepare their bodies for a more intense exercise program like in boot camp. And rehabilitation and post rehab is definitely important a lot of times. This core stability muscles end up turning off or not working because of pain, because of the injury. And I end up going through some great information and I'll show you where that great information is later on.

*Do you train the core like this?*



## ***E = Endurance***



And then we get to E, so we get to endurance.

I find a lot of times the endurance part is kind of missing and ends up being an issue and ends up leading to injuries, fitness plateaus and ends up potential leading to injury.

You're now focusing on the temple that we often focus on as a 2-112.

Switching up the tempo ends up helping your clients to address muscle imbalances.

Focusing on higher repetitions, a little lower load and I find this endurance part as a very important...Let's say when it comes to the general population, unfit population end of rehab population. And this endurance component when it comes to muscle imbalance is very important especially when it comes to the stability.

## ***D = Dimensional***

OK. Now, getting to “D”.

“D” is the tenth step in “imbalance” or moving your client from imbalance to balance.

So, D dimensional training.

So if you look at our kind of our core movements, push, pull, squat, lunge, crunch. I put the crunch in there kind of fun.

But if you look at the four-core movement, push, pull squat and lunge, I mean they are all done in the sagittal plane.

The movements end up being in the sagittal plane. We might end up having stability in the frontal transverse plane. But we need to end up working those other two planes. And looking at those core movements, we want to look at the quality of movements that the individual is having. And how their motor control is when it comes to different planes of movements.

So most exercises are one-dimensional when it kind of talked about. And you need to kind of look and train and address muscle



imbalances when it comes to the three dimensions, sagittal, frontal and transverse.

## ***#1 Fitness Training Secret***



The #1 Fitness Training Secret is identifying and addressing muscle imbalances. Hopefully I have shown you from the ten points we went through from the typical person that is imbalance.

You can see how this is affecting your clients and not helping them overcome injuries, bust through fitness plateaus and keep them injury free.

Also earlier in the report, we kind of talked in more detail of how the number one mistake is affecting your clients and affecting them in those three areas.

We also talked about how the bootcamp individual is not getting the maximal result from the boot camp.

In a few of the page we talked about the ten points within the word imbalance that are things that you need to address in order to move Your clients from imbalanced to balanced.

## ***Last Word***

I want to thank you for downloading this special report and reading it.

I hope it opened your eyes to how you can start getting better results with your clients.

If you have any questions, feel free to email me at rick  
(at)exerciseforinjuries.com

Talk to you soon.

Rick Kaselj

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