



Successful Fitness Motivation Strategies

Barbara Brehm

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Successful Fitness Motivation Strategies will teach you motivational strategies that will help you structure effective exercise programs for all of your clients. You will learn the tools to help non-exercisers, habitual exercisers, and clinical populations stick with and succeed in their fitness programs.

The concepts and underlying psychology of *Successful Fitness Motivation Strategies* are geared toward personal trainers, exercise instructors, and others working in fitness center settings. The book is also a solid resource for allied health professionals in physical therapy, cardiac rehabilitation, and other environments where exercise is prescribed for therapeutic purposes.

Author Barbara A. Brehm, EdD, has studied exercise motivation and adherence for 25 years as a professor and as a working fitness professional. She thoroughly examines the many factors that affect exercise adherence and provides fresh insight into how readers can use this knowledge to improve program design.

Written in an easy-to-understand style and solidly grounded in research, *Successful Fitness Motivation Strategies* features the following:

- Numerous applied examples help you understand and relate the concepts to personal experience.

- Narratives document how instructors have successfully used the strategies presented.

- Question-and-answer sections in each chapter address questions from real personal trainers and offer solutions to the real-life situations that personal trainers address daily.

Successful Fitness Motivation Strategies will help you to design and implement programs that benefit all of your clients and ultimately improve your effectiveness as a fitness professional.

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