



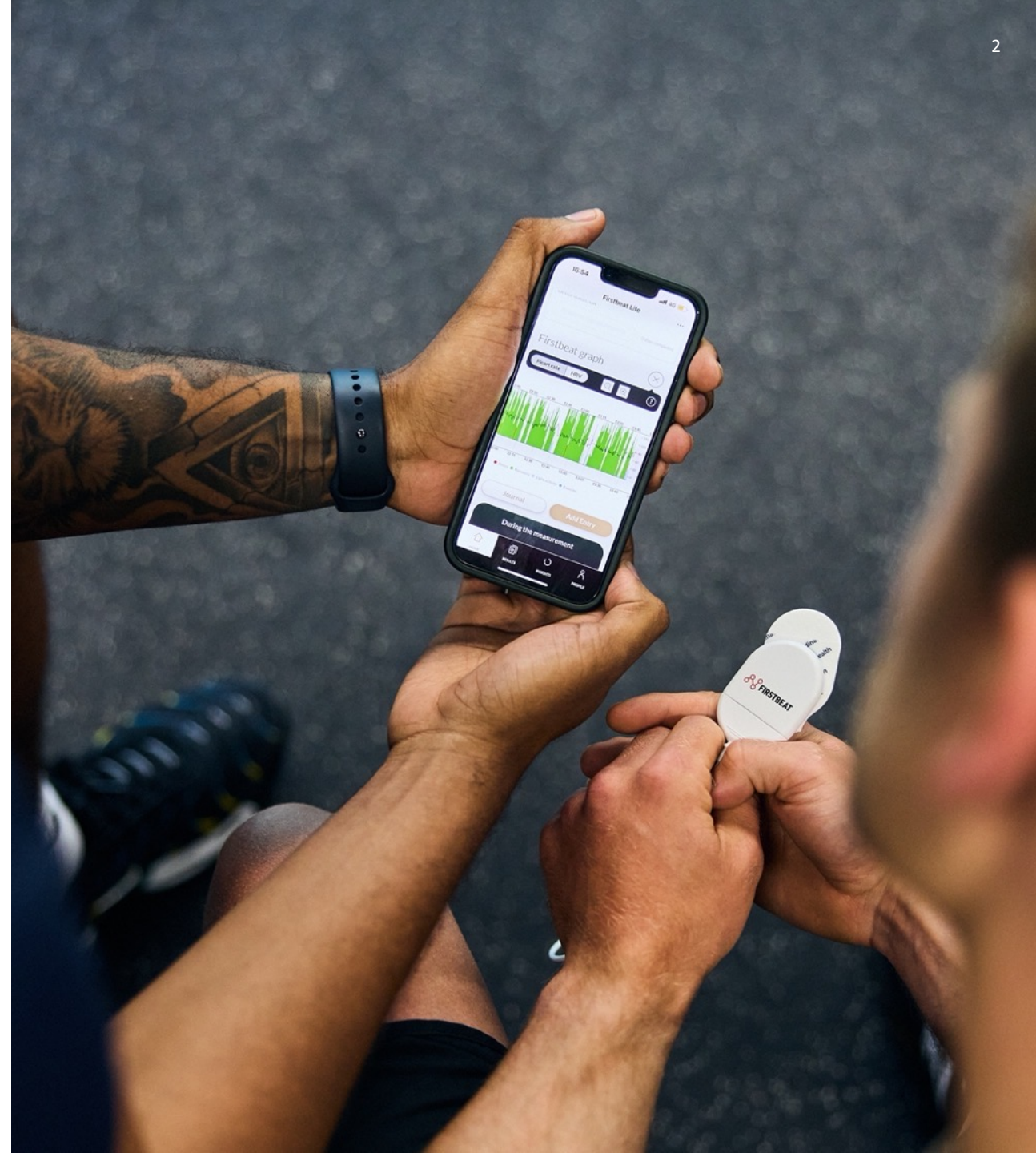
How-to-Guide:

Utilizing Physiological Data in Fitness Coaching

Integrate Firstbeat Life into Fitness Coaching Services:
Longer and deeper customer relationships,
and more impactful services.

Firstbeat Life Helps You to:

- Get accurate physiological data to create the most personalized training programs.
- Deepen and lengthen your client relationships; proven to increase customer retention up to 4 x longer.
- Get more touch points for you as the expert and a chance to check in regularly.
- Create scalable personal training services.



Discover Your Client's



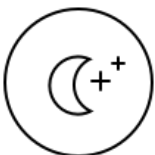
Training Effect

By keeping an eye on the training effect of key workouts, you can see if your client's training is varied enough, and if training intensity should be increased or decreased.



Health Effects of Physical Activity

Check to see if your client's daily physical activity is sufficient to support good health and form a foundation for increasing training volumes.



Restorative Effect of Sleep

By monitoring the restorative effect of sleep, you will know when to ease off on the training program and when to increase the training load.



Fitness level (VO2Max)

You can check your client's aerobic fitness level and track progress with a simple 30-minute fitness level walk.



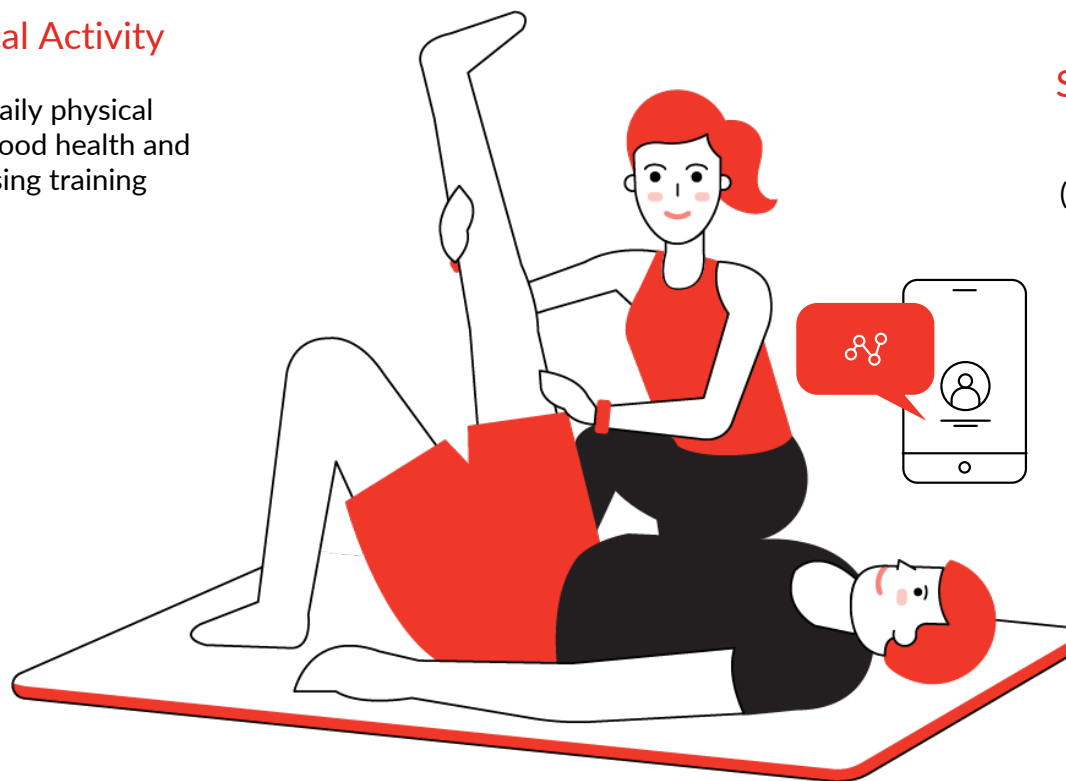
Stress and Recovery Balance

Helps ensure that the overall load (work, training, life) is not excessive.



Body Resources

By keeping an eye on the body resources, you will learn how to balance your client's load and recovery and can prevent overtraining.



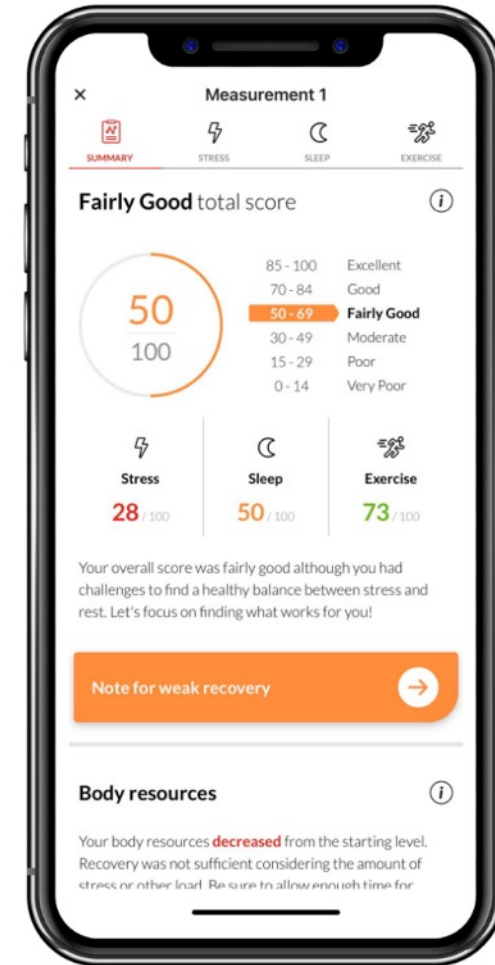
Concrete Examples - How to Utilize the Measurements

Wellness check when starting a new program

Initial status check with a new client (stress and recovery balance, sleep, body resources) helps you plan a safe and effective training program.

Monitoring the client's stress and recovery balance, sleep, and training load helps you to ensure that the overall load doesn't increase too much too fast.

Check your client's aerobic fitness level and track progress with a simple 30-minute fitness level walk.



Client's app view

Concrete Examples - How to Utilize the Measurements

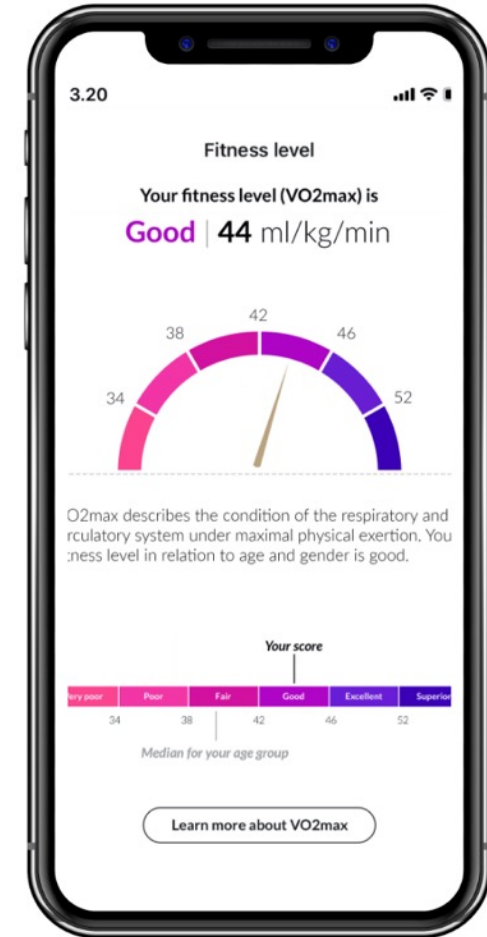
Before or after making changes to the training program

When updating the training program, you might want to ensure that the client's stress tolerance can withstand increasing the training load.

Regular check-ups help you adjust the training program (volume, intensity, recovery status) as needed.

Make sure it is safe to increase training load, and after the increase, check how it affects sleep and recovery.

Training Effect numbers from your client's workouts help finetune the training program to allow them to improve their performance.



Client's app view.

Check your client's fitness level and track progress with a simple 30-minute walk.

Concrete Examples - How to Utilize the Measurements

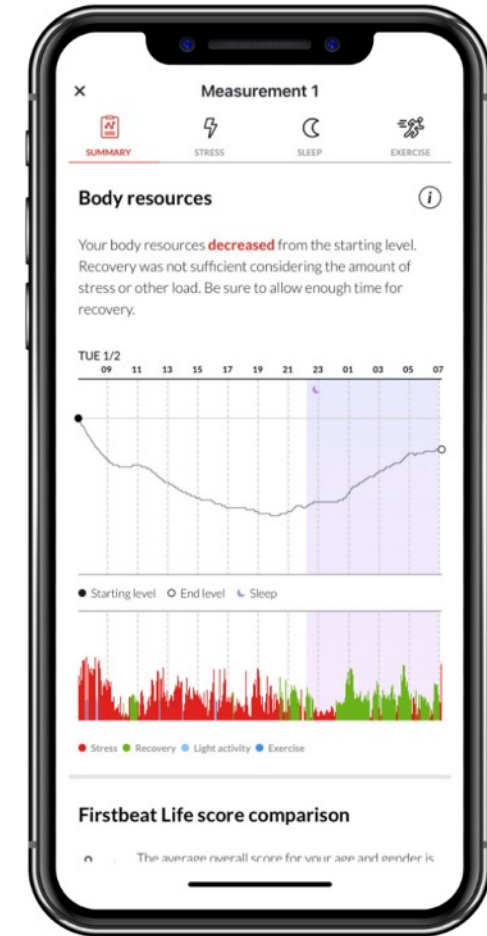
After major changes in training status

When a life situation changes, or when recovering from an illness or injury, it is important to monitor the client's recovery and training status to ensure sufficient resources and capacity for training.

Are the changes in health or life situation affecting the client's recovery status or restorative effect of sleep?

How much training is meaningful in the current situation?

Help you client understand how illness and injuries can affect their ability to recover.



Client's app view

Concrete Examples - How to Utilize the Measurements

Testing new things for better self-knowledge

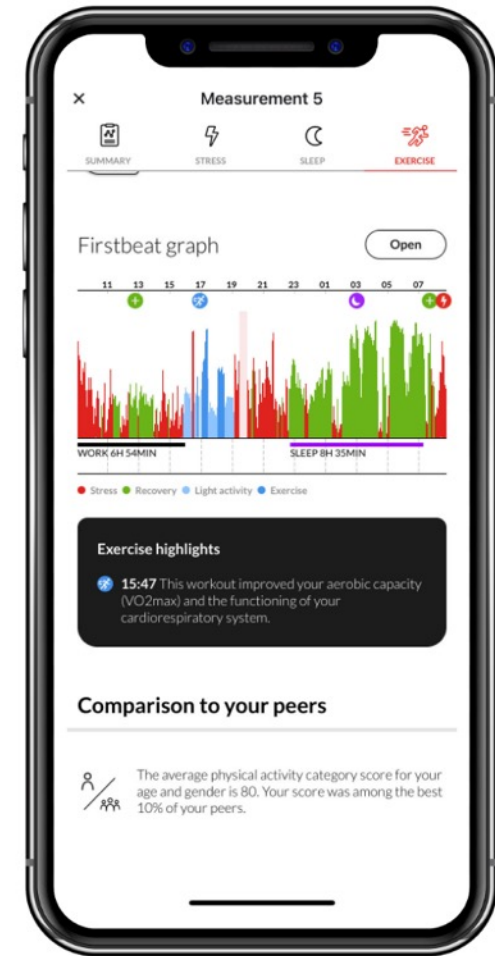
Discover new ways for your client to recover or get more benefits from training.

Test how different methods or workouts affect stress and recovery, e.g. yoga or a new nutrition plan.

What kind of concrete activities promote recovery before and after training, e.g. relaxation exercises, stretching, or power nap?

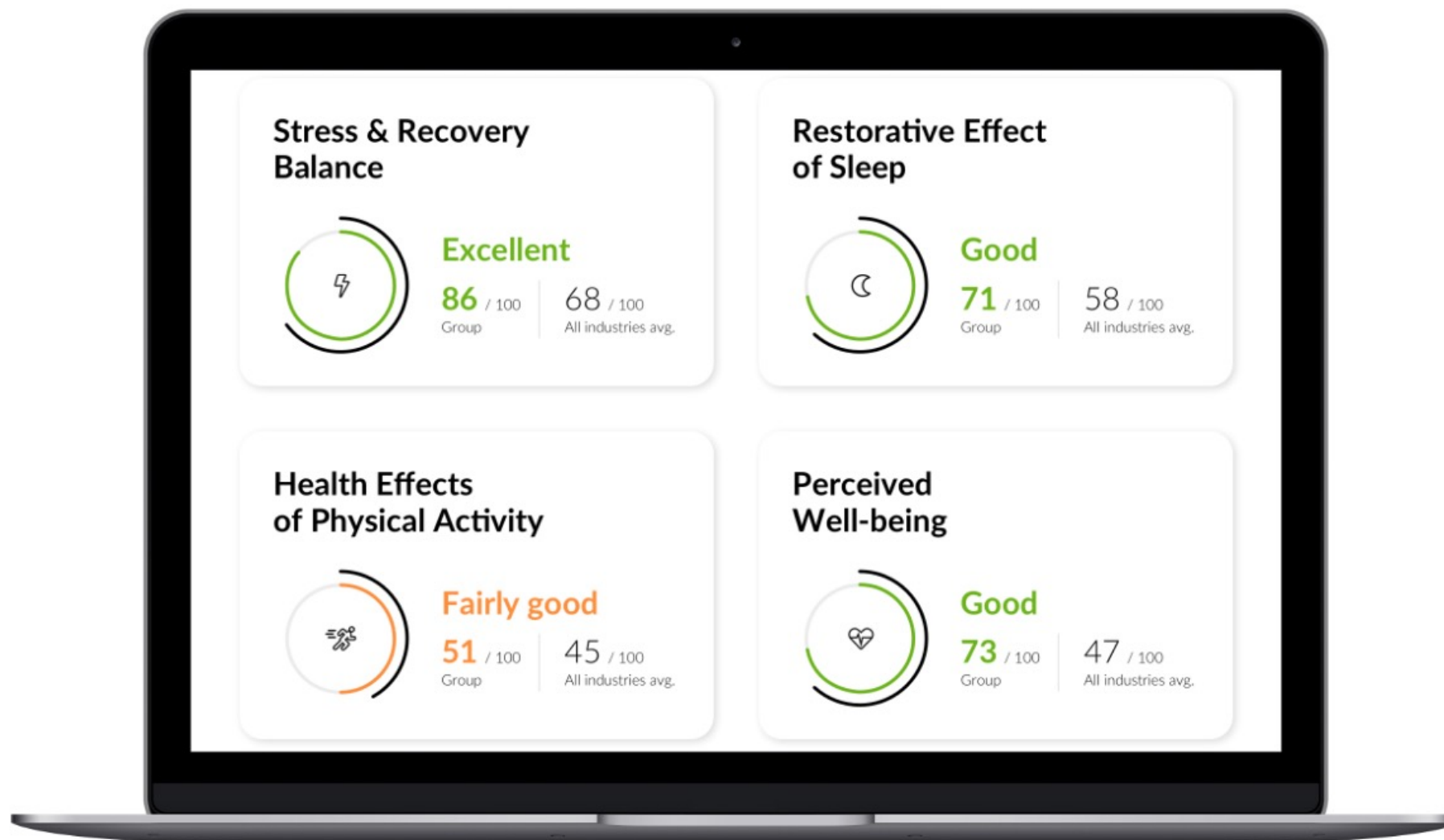
How does alcohol, coffee or heavy meals late in the evening affect the restorative effect of sleep?

Improve your client's self-management skills. Physiological data shows how the body is reacting to life, helping your client understand the effect of lifestyle choices on recovery.



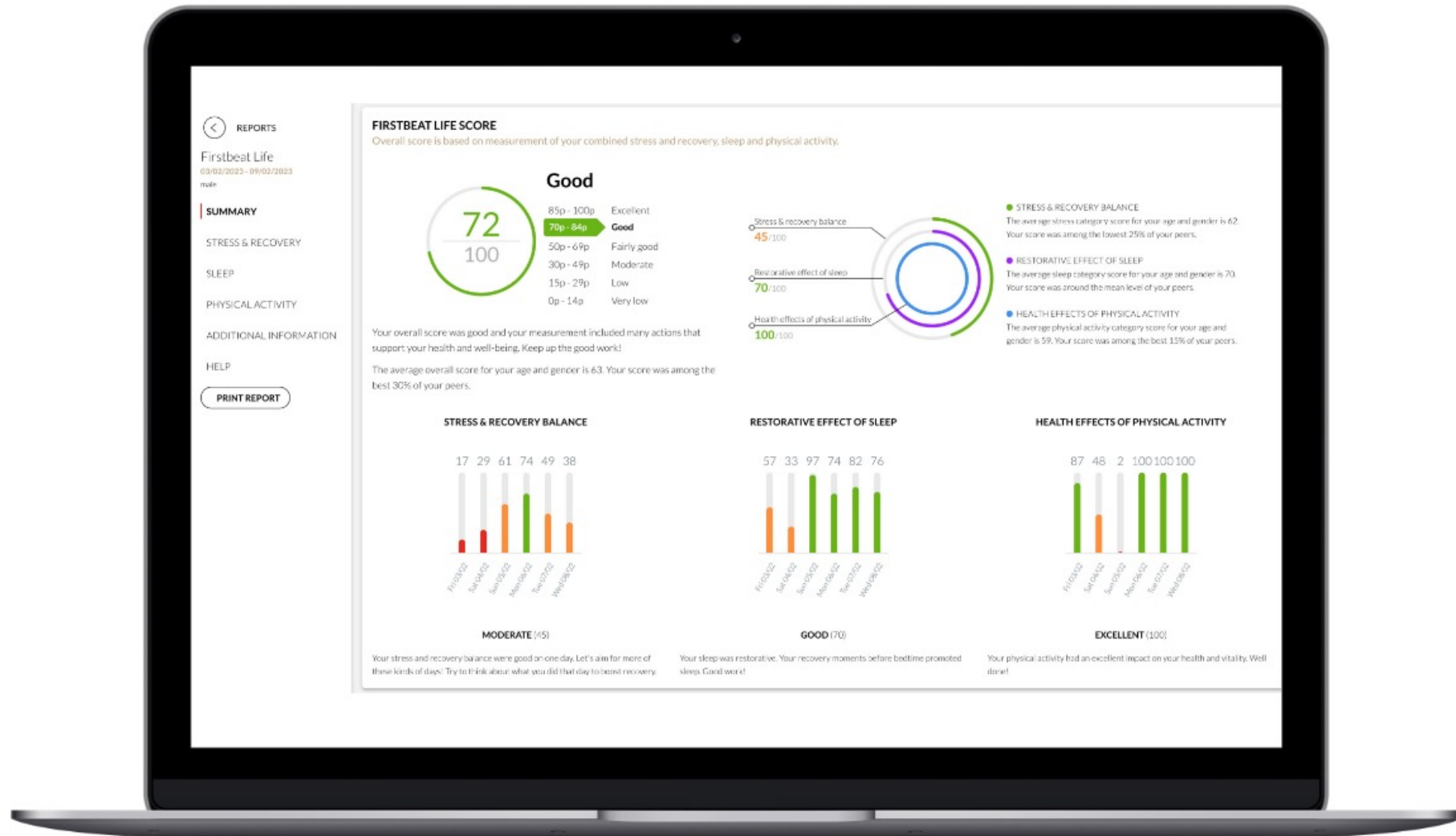
Client's app view

Track results and monitor progress



Your Firstbeat Life Admin view to client's results

Track results and monitor progress



Your Firstbeat Life Admin view to client's results

See the Effect of Daily Choices

Example: Impact of intensive exercise in the evening on recovery.

Stress and recovery balance



The score reveals whether you have enough recovery in your day in relation to the amount of stress.

Health effects of physical activity

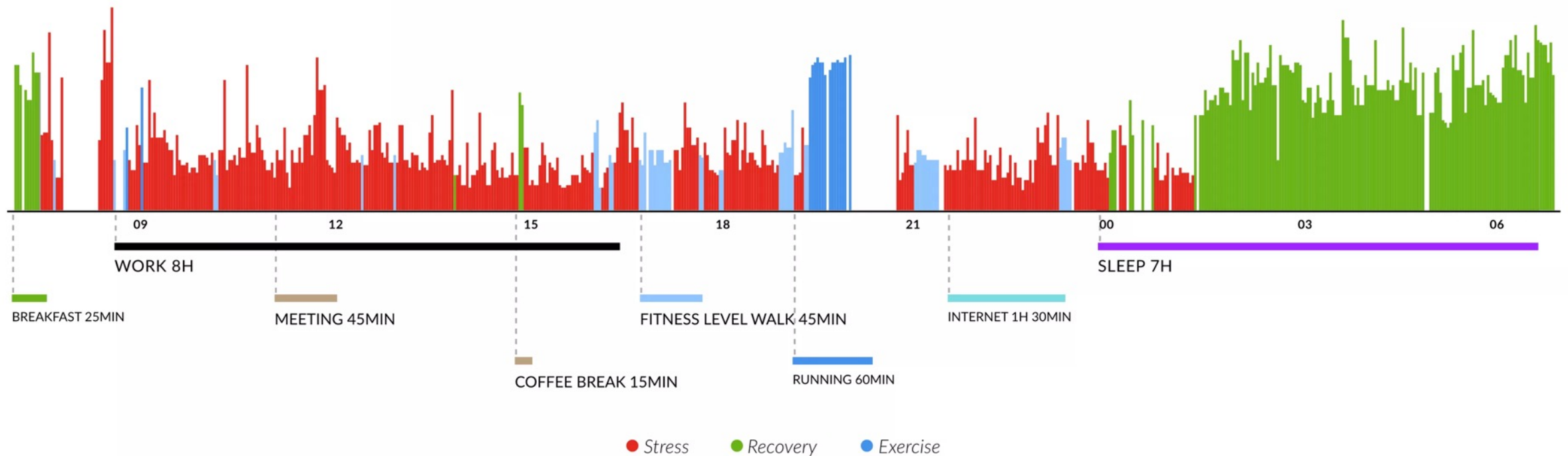


The score reveals whether you had enough physical activity this day to provide good health benefits.

Restorative effect of sleep



The score reveals how well you actually recover during the sleep period.



Examples of Personal Training Services with Firstbeat Life

Create a concept that suits you best –for individuals or groups

Getting started concept

Wellness Check – Get insights

“See if you are training hard enough (or too hard) and recovering from training.”

- Use Firstbeat Life for at least 2 measurements to see client’s initial status and progress.
- Provide feedback on results and key recommendations for further action.
- This allows you to get started with new clients and introduce your personal training services

Duration 3 months

Get Well concept

Lifestyle change

“Let’s check your stress-recovery balance to build a training-program that suits you, take the right steps towards your fitness goal and follow up progress”

- Personal training program
- Coaching meetings to follow-up progress and provide further coaching advise based on data.
- Following the lifestyle change program you can continue with a Sustain and Maintain plan (priced separately or included within package)

Duration 6-12 months

Stay Well concept

Sustain and Maintain

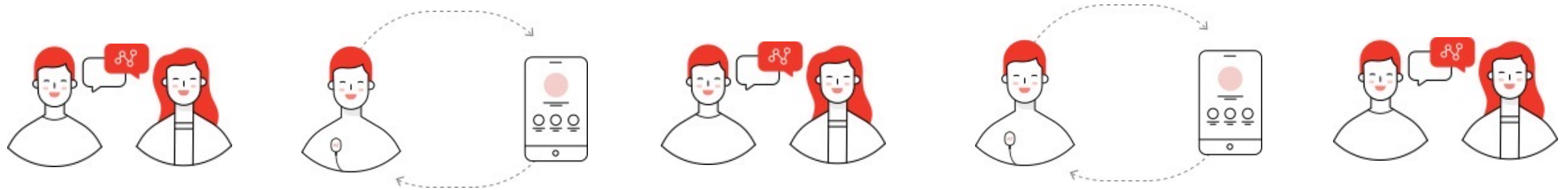
“Ensure the changes made stick”

- Coaching to support client path and adjust personal training program.
- Monitor fitness and ongoing progress and intervene if needed.
- Maintain or continue to improve client’s fitness. Ensure that the lifestyle changes are embedded to improve quality of life.

Duration fixed term or
until further notice

How to integrate Firstbeat Life into your services?

Suitable for face to face or remote coaching



Coaching session: "Status check"

Check client's current situation, needs and goals.
-> personal training plan

Instructions for using Firstbeat Life.

Independent measurements & learning

Client measures independently and learns with the Firstbeat Life App.

Coaching session: "Discuss the results"

Discuss how it is going, view the measurement results and the client's journey so far.

-> New guidelines and updated training plan.

Independent measurements & learning

Client continues to follow the training plan and conducts Firstbeat Life measurements regularly or as agreed.

Coaching session: "Follow-up"

Discuss the journey so far, results and / changes. Make updates to the plan.

Agree on next steps.

Services with Firstbeat embedded: Longer customer relationships and increased revenue

INCREASE CUSTOMER RETENTION
UP TO

4 times longer

2/3 users onboard after 12 months

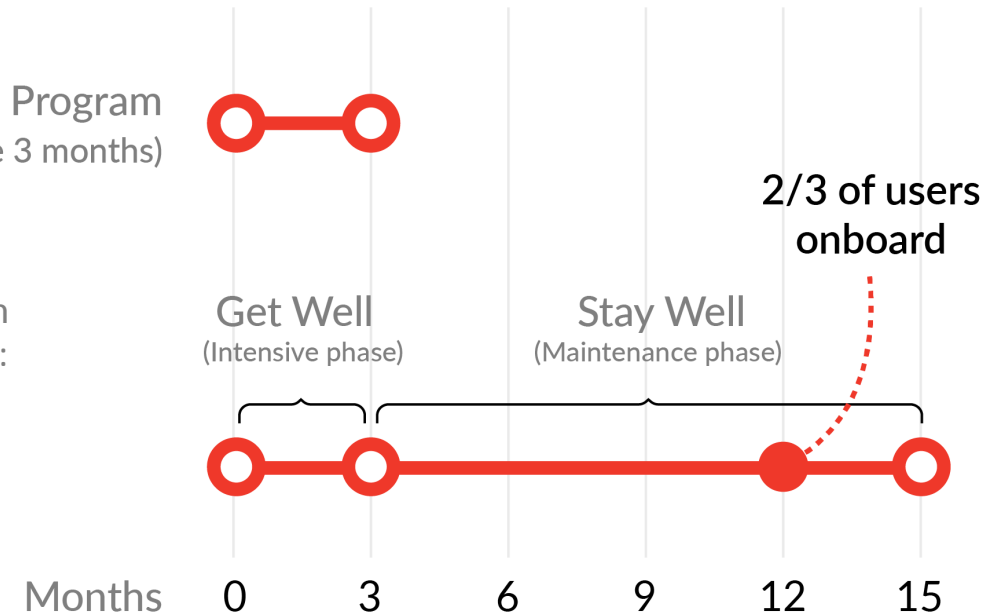
EVEN MORE THAN

50%

MORE SALES

Typical Coaching Program
(Intensive phase 3 months)

Coaching Program
with Firstbeat Life:



How are other fitness professionals utilizing Firstbeat?

Personal Trainer Janika Hautala



- Clientele: 30-50-year-old women aiming for weight loss or other lifestyle changes.
- Utilizing Firstbeat for individual and group coaching.

3-month intensive period, 'Permanent change':

- First a baseline measurement and then at least 2 measurements / month
- Seeing clients face to face once per week. Using Firstbeat data to find suitable exercises for the clients and find ways to promote recovery.
- Janika adjusts client's training program based on the results.

Continuing with a 6-month 'maintenance' period where

- client conducts Firstbeat Life measurements independently on agreed dates and continues to work according to the plan.
- Janika provides feedback on results when needed.

[Read the full story](#)

How are other fitness professionals utilizing Firstbeat?



Personal Trainer Joey Bull

- Clientele: typically 40+ years, balancing demanding jobs, children, schooling, and other demands of life.
- Focus on client's well-being and their self-care.
- Using Firstbeat Life to understand stress triggers and the actions to take to promote recovery.
- “Integrating Firstbeat Life into my training has given me and my clients more than just data. The data is insightful and leads to meaningful changes for the client, helping me to deepen individual client relationships.”

Personal Trainer and Fitness Champion, Joey Bull

[Read the full story](#)

How are other fitness professionals utilizing Firstbeat?



Impulssi PT Training with a focus on lifestyle

- Utilizing Firstbeat Life in a training program for Personal trainers. Each personal trainer student gets Firstbeat Life for a 3-month period and training for leading their own well-being.
- “We want to provide our students with the best modern tools for lifestyle coaching. Firstbeat’s data and insights on daily load and recovery provide valuable content for our training.”

Riku Aalto, CEO Impulssi Valmennus Oy

What Our Clients From the Field Say About Firstbeat Life



My revenue has increased by 50% within a year

“With the help of Firstbeat Life I have created a new and effective service concept, that is not restricted by the number of hours I have in a day. My business can grow and customers get truly valuable additional support. At the moment almost all my clients have purchased the new services, which increased sales nicely. So far, my revenue has increased by 50%. All this within a year!.”

“Also, physiological data allows me to provide individualized coaching for groups. The groups also share their results among each other –which further increases the commitment to the results”

Personal Trainer Janika Hautala

[Read the full story](#)

What Our Clients From the Field Say About Firstbeat Life



“A revolutionary way to track clients’ fitness and wellbeing journeys.”

Personal Trainer and Fitness Champion, Joey Bull

[Read the full story](#)



“A game changer for PTs creating opportunities to get more clients.”

Personal Trainer Shaq Porteous

[Read the full story](#)



“I can see the data before I meet with clients and think right, I’ve already changed the training plan because I already know that you’re not feeling it before I’ve even met you. That is very useful.”

Elite Personal Trainer, Luke Worthington

[Read the full story](#)



Elevate your Fitness Coaching
Services with Physiological Data

Sign up today

