



KING Strength Collective Trainer Apprenticeship Program Syllabus

Duration: January 15th – June 30th, 2025

Location: KING Strength Metuchen

Program Hours: 200 hours (approx. 8 hours per week)

Program Leadership

The program is led by **Gerrick King**, founder of KING Strength, alongside key players of the KING Strength & Performance Leadership Team:

- **Anthony Berardi, Director of Sales:** Leads "offense" activities, including sales, marketing, referrals, and money generation.
- **Denise Sulit, Director of Operations:** Leads "defense" activities, including customer service, community outreach, HR, recognition, team building, client retention, operational organization, and financial literacy/budgeting.

This apprenticeship embodies an **abundance and collaborative mindset**, featuring **guest speakers** tailored to weekly topics to provide diverse perspectives and expertise.

Program Goals

1. Equip apprentices with real-world knowledge and practical skills not covered in traditional fitness certifications.
2. Provide hands-on experience through shadowing, mentorship, and practical assignments.
3. Foster collaboration and engagement through a buddy system, Facebook discussions, and leadership-driven sessions.
4. Ensure apprentices stay on track to complete NASM certification (self-purchased).

Weekly Time Allocation and Breakdown

Activity	Hours
In-Person Lessons	2 hours
Shadowing/Observation	2 hours
Practical Assignments	1-2 hours
NASM Self-Study (if not actively certified)	3 hours
Facebook Group Discussions	Integrated
Buddy System Mentorship	Integrated
Guest Speaker Engagements	Integrated
Total Weekly Commitment	8 hours

Detailed Weekly Breakdown with Dates

Week 1: Orientation (January 15–19, 2025)

- **In-Person Lesson (2 Hours):**
 - Program overview, expectations, and timeline.
 - Introduction to KING Strength culture, values, and vision.
 - Buddy system pairing with veteran trainers for ongoing mentorship.
 - Personal and professional goal setting.
 - **Shadowing (2 Hours):** Observe daily operations, gym flow, and initial client interactions.
 - **Facebook Group:** Introductions and personal goal-sharing activities.
 - **NASM Self-Study:** Set up a study schedule and review materials for exam preparation.
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Weeks 2–6: Foundations of Fitness & Communication (January 20 – February 23, 2025)

- **In-Person Lesson (2 Hours):**
 - Fundamentals of exercise science and client assessments.
 - Building trust and rapport with clients.
 - Introduction to program design and effective communication.

- **Shadowing (2 Hours):** Observe training sessions, assessments, and team-client interactions.
 - **Practical Assignment (1 Hour):** Create sample training programs and practice communication skills.
 - **Facebook Group:** Weekly discussions on case studies and assigned videos.
 - **NASM Self-Study (3 Hours):** Study anatomy, physiology, and movement assessments.
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Weeks 7–10: Sales, Marketing & Customer Service (February 24 – March 23, 2025)

- **In-Person Lesson (2 Hours):**
 - **Sales & Marketing:** Led by Anthony Berardi, focusing on generating leads and personal branding.
 - **Customer Service:** Led by Denise Sulit, covering client retention and operational touchpoints.
 - **Shadowing (2 Hours):** Observe consultations, sales strategies, and retention techniques.
 - **Practical Assignment (1 Hour):** Develop a mock sales pitch or client retention strategy.
 - **Facebook Group:** Case studies and prompts on marketing and customer retention.
 - **NASM Self-Study (3 Hours):** Study special populations and corrective exercise.
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Weeks 11–14: Leadership & Time Management (March 24 – April 20, 2025)

- **In-Person Lesson (2 Hours):**
 - Leadership principles and team collaboration.
 - Time and stress management for fitness professionals.
 - **Shadowing (2 Hours):** Observe leadership during busy gym hours and operational planning.
 - **Practical Assignment (1 Hour):** Create a time management plan or lead a mock session.
 - **Facebook Group:** Discussions on leadership challenges and shared strategies.
 - **NASM Self-Study (3 Hours):** Focus on program design and acute training variables.
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Weeks 15–18: Financial Literacy & Business Operations (April 21 – May 18, 2025)

- **In-Person Lesson (2 Hours):**
 - **Financial Skills:** Led by Denise Sulit, focusing on personal budgeting, pricing services, and understanding financial strategies in the fitness business.
 - **Operations Management:** Led by Denise Sulit on gym flow, team management, and scalability.

- **Shadowing (2 Hours):** Observe financial planning processes, client payment strategies, and operational adjustments.
 - **Practical Assignment (1 Hour):** Develop a sample budget for a personal training business or create a financial plan for client services.
 - **Facebook Group:** Share insights from Denise's sessions and reflect on guest speaker discussions on financial literacy.
 - **NASM Self-Study (3 Hours):** Study professional ethics, legal responsibilities, and operational considerations.
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Weeks 19–22: Advanced Skills & Practical Development (May 19 – June 15, 2025)

- **In-Person Lesson (2 Hours):**
 - Advanced program design techniques and client-specific modifications.
 - Coaching drills and practical scenarios.
 - **Shadowing (2 Hours):** Observe advanced client training and problem-solving.
 - **Practical Assignment (1 Hour):** Design and present an advanced client program.
 - **Facebook Group:** Reflect on assigned videos and problem-solving exercises.
 - **NASM Self-Study (3 Hours):** Complete practice exams and focus on weak areas.
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Weeks 23–24: Career Development & Graduation (June 16 – June 30, 2025)

- **In-Person Lesson (2 Hours):**
 - Mock client assessments and career planning.
 - Final reflections and Q&A with the leadership team.
 - **Shadowing (2 Hours):** Observe graduation sessions and program reflections.
 - **Practical Assignment (1 Hour):** Deliver a professional presentation summarizing growth.
 - **Facebook Group:** Share final reflections, goal updates, and celebrate accomplishments.
 - **NASM Self-Study (3 Hours):** Finalize certification exam preparation.
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Program Outcomes

- **Offense Skills:** Sales, marketing, and money generation led by Anthony Berardi.
- **Defense Skills:** Customer service, retention, operational management, and financial literacy led by Denise Sulit.
- **Real-World Experience:** Shadowing, mentorship, and practical assignments.
- **Collaborative Engagement:** Active participation in Facebook discussions, buddy system, and leadership-driven sessions.
- **NASM Certification Progress:** Complete or near-completion of NASM certification

