

test questions

CEC Course

Research

Eligibility

Current IDEA members

Total CECs

0.2 CEC from ACE

0.3 CEC from NSCA

0.3 CEC from NASM

Additional credit may be available from other certifications.

CEC-Approved Articles

- Brain-Based Personal Training
- The Science of Water: Nature's Most Important Nutrient
- Exercise and the Inflammation Process

Certification Agencies

IDEA has been awarded continuing education credits (CECs) or units (CEUs) from selected certification agencies. IDEA is recognized by the American Council on Exercise (ACE) as a Continuing Education Specialist. For those certified by the American College of Sports Medicine (ACSM), CECs from ACE may be applied toward the ACSM continuing education certification process. Additional agencies may accept these credits. Please contact your certification agency to inquire.

Submission Deadline

December 31, 2011

(3 years from publication)

Procedure

1. After reading the articles, complete the multiple-choice test and record your answers on the test answer form. Please select only one answer (a, b, c or d) per question. You may use a photocopy.
2. Return the test answer form, along with your credit card number or check, to this address:
IDEA Home Study
10455 Pacific Center Ct.
San Diego, CA 92121-4339
3. IDEA will mail a certificate of completion within 2 weeks of receiving your test answer form. You must have 80% of the answers correct to pass the test. Please forward all questions to (800) 999-4332, ext. 7, or (858) 535-8979, ext. 7.

1. Which part of the brain is the "CEO," responsible for initiating action, judging, planning and predicting?
 - a. hypothalamus
 - b. parietal lobe
 - c. dendrite
 - d. prefrontal cortex
2. What are the most essential neurotransmitters involved in transmitting information for learning?
 - a. BDNF, GABA, glutamates
 - b. serotonin, dopamine, norepinephrine
 - c. neurotrophic factor and synapse
 - d. all of the above
3. Cardiovascular exercise helps to grow dendrites, which are essential for what task(s)?
 - a. pumping blood to the brain
 - b. receiving signals and delivering them to the cell body
 - c. delivering synapses to the cerebellum
 - d. crossing the blood-brain barrier
4. The client who prefers this learning style will be most comfortable with listening and talking and will learn best from hearing and speaking.
 - a. visual
 - b. auditory
 - c. tactile-kinesthetic
 - d. none of the above
5. What are the six variables necessary to create motivation for learning?
 - a. level of concern, feeling tone, interest, success, knowledge of results, reward
 - b. feeling tone, retention, attribution, transfer, reward, feedback
 - c. success, level of interest, guided practice, objective, reward, goals
 - d. immediacy, specificity, feeling tone, interest, success, feedback
6. What are four key qualities of feedback that effectively facilitates learning?
 - a. It is specific and growth-oriented, preserves dignity and offers reward.
 - b. It is growth-oriented and specific, preserves quality and includes negative transfer.
 - c. It is immediate, specific and growth-oriented, and it preserves dignity.
 - d. It is kind, helpful, thoughtful and considerate.
7. Which theory deals with the human need to explain why things happen, in an attempt to gain control or increase predictability?
 - a. retention theory
 - b. motivation theory
 - c. transfer theory
 - d. attribution theory
8. The four variables of similarity, association, degree of original learning and critical attributes are essential for what?
 - a. quality feedback
 - b. transfer of learning
 - c. originality
 - d. attribution theory
9. Which critical element of lesson design sets the feeling tone for the training session and focuses the client's attention while building the trainer-client relationship?
 - a. guided practice
 - b. anticipatory set
 - c. independent practice
 - d. feedback
10. Identify one method that a trainer can use to "check for understanding."
 - a. trainer feedback
 - b. observation
 - c. written goals
 - d. none of the above

11. **Water accounts for what percentage of human body weight?**
 a. 20%–30%
 b. 30%–40%
 c. 40%–50%
 d. 50%–60%
12. **Which of the following is *not* true about water?**
 a. It contains numerous electrolytes.
 b. It serves as a cushion component between joints.
 c. It contains 5 calories per liter.
 d. It lubricates the mucous membranes of the respiratory tract.
13. **What area of the brain regulates fluid levels in the body?**
 a. hippocampus
 b. medulla oblongata
 c. hypothalamus
 d. cerebellum
14. **According to the Institute of Medicine, what is the daily Adequate Intake (AI) of water for sedentary persons?**
 a. 3.7 liters for men and 2.7 liters for women
 b. 3.7 liters for women and 2.7 liters for men
 c. 3.0 liters for men and women
 d. eight 8-ounce glasses
15. **Which health problem is associated with very low fluid intake?**
 a. diabetes
 b. conjunctivitis
 c. kidney stones
 d. periodontitis
16. **Which of the following cancers has *not* been shown to be associated with fluid levels in the body?**
 a. breast
 b. colorectal
 c. bladder
 d. urinary tract
17. **At what percent loss of water from dehydration will negative physiological consequences begin to occur in the body?**
 a. 1%
 b. 2%
 c. 3%
 d. 4%
18. **Prior to a prolonged endurance workout, approximately how much fluid (on average, for persons weighing ~150 pounds) should be consumed for adequate prehydration?**
 a. 8 ounces
 b. 16 ounces
 c. 24 ounces
 d. 30 ounces
19. **It may be beneficial to ingest a carbohydrate solution during events lasting how long?**
 a. 15 minutes
 b. up to 30 minutes
 c. 45 minutes
 d. ≥ 60 minutes
20. **Which one of these terms describes a condition in which sodium levels in the body are subnormal?**
 a. osmolality
 b. hypovolemic shock
 c. hyponatremia
 d. heat stroke
21. **Which of the following statements about the inflammatory process is/are true?**
 a. It is designed to protect the body from microbes, chemicals, allergens and other physical threats.
 b. It has long been understood to be an essential component of the immune system.
 c. It can produce a natural or specific response and can be both acute and chronic in nature.
 d. All of the above are true.
22. **The immune system is divided into what two responses?**
 a. chronic and natural
 b. natural and specific
 c. acute and specific
 d. chronic and specific
23. **Which of the following does/ do not play a major role in inflammation?**
 a. a strict vegetarian diet
 b. allergies and food sensitivity
 c. physical trauma and postural malalignment
 d. advanced age and lack of sleep
24. **Which statement is true regarding a high allostatic load?**
 a. It is an overload of physical and mental stressors.
 b. It is a lack of communication between the HPA axis and the immune system.
 c. It leads to a balanced biochemical response.
 d. It regulates homeostasis.
25. **Studies that link various physiological stressors to a systematic inflammation:**
 a. do not exist
 b. show no link at all
 c. demonstrate links to two or more lifestyle stressors or a collection of inflammatory conditions such as chronic fatigue syndrome
 d. indicate that chronic inflammation is beneficial
26. **When it comes to an immune system response, which statement is true of exercise?**
 a. It always produces an inflammatory response.
 b. It is an isolated stressor not linked to systematic inflammation.
 c. It can reduce the inflammation response when efforts are above 70% of maximal effort.
 d. It can be modified in intensity to accommodate client needs under different times of stress. >>



27. Which are the primary hormones released during exercise?
 a. epinephrine and norepinephrine
 b. cortisol
 c. growth hormone and glucagons
 d. all of the above
28. Which of the following is the best prophylactic way that clients can regulate their inflammatory response?
 a. eating a diet rich in saturated and trans fats
 b. sleeping 7–9 hours most nights
 c. doing high-intensity cardiovascular exercise 5 days per week
 d. taking NSAIDs on a daily basis
29. How can exercise professionals help clients understand and maintain proper exercise intensity during times of stress?
 a. Design a workout program that burns a lot of calories so clients can lose intra-abdominal fat.
 b. Adjust the workout to moderate-intensity levels (under 70% of maximal effort).
 c. Include myofascial release, flexibility training and corrective exercise.
 d. b and c
30. Research has proven that mental outlook has what effect on inflammation levels?
 a. It has no effect on reducing inflammation.
 b. It never affects recovery from physical trauma.
 c. Belief in a positive outcome helped improve a control group's recovery after knee surgery.
 d. People who are less positive generally have better outcomes. ■

answer sheet

CEC Course

Research

For each question, circle the correct answer.

- | | | |
|-----------------|-----------------|-----------------|
| 1. a. b. c. d. | 11. a. b. c. d. | 21. a. b. c. d. |
| 2. a. b. c. d. | 12. a. b. c. d. | 22. a. b. c. d. |
| 3. a. b. c. d. | 13. a. b. c. d. | 23. a. b. c. d. |
| 4. a. b. c. d. | 14. a. b. c. d. | 24. a. b. c. d. |
| 5. a. b. c. d. | 15. a. b. c. d. | 25. a. b. c. d. |
| 6. a. b. c. d. | 16. a. b. c. d. | 26. a. b. c. d. |
| 7. a. b. c. d. | 17. a. b. c. d. | 27. a. b. c. d. |
| 8. a. b. c. d. | 18. a. b. c. d. | 28. a. b. c. d. |
| 9. a. b. c. d. | 19. a. b. c. d. | 29. a. b. c. d. |
| 10. a. b. c. d. | 20. a. b. c. d. | 30. a. b. c. d. |

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“How To Double Your Client Base And Explode Your Income...Without Spending Even One More Dollar On Marketing, Or Generating Even One More Lead!”

The Numbers Don't Lie

This simple spreadsheet holds the secret to instantly doubling your clients and income.

	# of New Prospects per Month	Your Closing %	# of New Clients per Month	Average Package Size	New Client Revenue per Month
You Are Here →	6 X	50% =	3 X	\$1,250 =	\$3,750
You Need To Be Here →	6 X	90% =	5 X	\$2,500 =	\$12,500

Each personal training prospect that sits down with you can (and should) be worth thousands to you. And the opposite is true also: each prospect that goes unconverted costs you thousands. That's why nothing is more important to the success of your business than knowing how to sell.

And 'selling' is not a dirty word. Because nothing happens until something is sold. Your prospect doesn't get any help from you, and you don't get the cash-flow necessary to sustain your business. That's a loser any way you cut it.

The simple bit of math in the spreadsheet above clearly shows how you can instantly create a client and cash-flow surge in your personal training business... without talking to even one more person than you already are. And those numbers make it obvious how vital an effective sales 'system' is to your business growth, profitability and long-term financial success.

The single biggest problem the vast majority of fitness professionals face is not being able to consistently convert prospects to clients. And what's even worse is inconsistent conversion on tiny 12 or 24 session packages. Because that's a double-whack to your revenue. Not only are you closing just half the clients you can be - but you're generating just half the revenue-per-client you can be.

Instant Results

Unlike creating great advertisements, writing emotionally powerful copy, building web sites that pull traffic, public speaking, using direct mail, etc....an effective sales system works instantly, requires zero marketing, advertising or promotional expense, and can produce results the very first time you use it.

And let's face it, *we're in the business of helping people*. But how can we help them if we can't gain their commitment? Manipulative, pressure-based selling is

wrong, unethical and frankly, does not work. It makes people angry and remorseful the minute they step out of your office.

What does work is and is ethical is a sales system that allows people to be genuine and honest with you. Because the reality is that most of your prospects are guarded, they have their defenses up the minute they sit down with you. They must be encouraged to open up - to reveal their deep-rooted problems and concerns. They must be able to be authentic with you.

In order to get prospects to be authentic, you need to know the right questions to ask them. Each question peels back a layer of the onion until the soft flesh of truth is exposed.

Only then is there real honesty. And only with real honesty can the real problems be addressed and the proper solution prescribed. This is what your doctor does when you go for a visit. He probes you with questions to find the root causes of your distress. Because he can't treat you unless he knows the real problem.

I realize this may be a little unclear to you now. That's why I've authored a Special Free Report called *The 7-Step Fitness Sales System*. It reveals the entire process, the system, responsible for remarkable success in getting prospects to be authentic and honest with you. And this system makes it possible for the prospect to understand the real value an expert fitness professional delivers - and to choose you to solve their problem.

8 Fitness Professionals. Half A Million In Sales. In 8 Weeks.

Would you be interested to know how 8 fitness professionals sold a combined \$498,340 in personal training services in just 8 weeks? Would it be even more compelling if you knew these fit-pros are not professional sales people - and hat they made these sales in the first 8 weeks after learning my 7-Step System?

They Spill The Beans: Free CD

If so, then I will mail you a free audio CD containing interviews with all 8 of them. This way you can hear them tell their stories in their own words.



My name is Sean Greeley. I'm a former multiple PT studio owner serving over 650 clients in Orlando, FL. And I'm the creator of the Auto-Closer 7-Step Fitness Sales System.

I have taught this system to 83 different fitness professionals and each one of them has experienced tremendous success with it. Now I'd like to teach it to you. My Special Free Report does that. And the 'Spill The Beans' CD proves how potent this is, and how ethical and honest the system is. I'll also include written testimonials from the other 75 users of my system so you can see this doesn't just work some of the time. It works every time. But here's a couple brief comments:

"Sean, I met with four new prospects and did over \$11,000 in sales in ONE day. 100% close rate, average package was \$2,750. All I can say is WOW!"

Cliff Latham, M.S. Fitness Together, Texas

"Our close rate has gone up to over 90%. We used to sell 12 and 24-session packs. Now 50 and 75 are our standard. We went from \$750 average sale to \$2200. We've done \$74,040 in the last 8 weeks."

Doug Krueger, Peak Performance, WI

To get your copy of my free Special Report *The 7-Step Fitness Sales System* and the free *Spill The Beans CD*, just go to:

www.7StepSale.com

This changes everything for you. And it does so instantly. Get these now, free.

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