



2019 NSCA PERSONAL TRAINERS VIRTUAL CONFERENCE

OCTOBER 7 – 11

#NSCAPT19

Conflict of Interest Statement

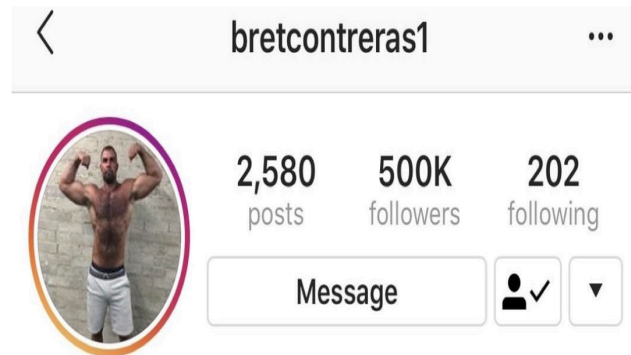
I have one potential conflict of interest in relation to this presentation: I have a patent on a hip thrust device.

1000 New Instagram Follower a Day . . . and Counting

Bret Contreras, PhD, CSCS,*D

Average followers

January 2019



Instagram profile for **bretcontreras1** in January 2019. The profile shows 2,580 posts, 500K followers, and 202 following. A 'Message' button and a verified badge are visible.

Posts	Followers	Following
2,580	500K	202

July 2019



Instagram profile for **bretcontreras1** in July 2019. The profile shows 75,780 profile visits in the last 7 days, 2,719 posts, 711K followers, and 247 following.

75780 profile visits in the last 7 days

Posts	Followers	Following
2,719	711K	247

211k followers in 171 days





Glute Lab SD:

Destination
spot visited by
top influencers
- leads to
discussions



IG is a job:
number of
hours spent on
IG with top folks



- Personal Training
 - One-on-One
 - Small Group
 - Classes
 - Boot Camps
- Online Training
 - Personalized Programming
 - Macros/Meal Plans
 - Contest Prep
- Consultations
- Digital Products
 - eBooks
 - DVDs
 - Programs
 - 30-Day Challenges
- Seminars/Workshops
- Webinars/eCourses
- Royalties/Commission
 - Patents
 - Books
 - Affiliate
- Website
 - Subscription Programs
 - Pay Website
- Products
 - Supplements
 - Apparel
 - Gym Products
- Fitness Apps
- Brand Ambassador
- Article/Column Writing
- Gym Owner
- Franchise
- Certifications
- Modeling/Sponsorships
- Ads
 - Podcasts
 - YouTube
 - Blog
- Promotional/Sponsored Posts



Content is key – teach, teach, teach

No Trickery – Numbers, bots, follow for follow, fake comments, etc.





SPECIAL GLUTE LAB SEMINAR
The Latest and Greatest in Glute Training

LECTURE:
 GLUTE SCIENCE | HYPERTROPHY SCIENCE
 STRENGTH SCIENCE | PROGRAM DESIGN
 CUTTING EDGE RESEARCH AND EXPERIMENTS

PRACTICAL:
 SQUATS | DEADLIFTS | HIP THRUSTS | SPLIT SQUATS
 BACK EXTENSIONS | REVERSE HYPERS | NORDIC HAM CURLS
 HIP ABDUCTION | AND MORE

San Diego, August 10-11, 2019
 2 Days of Knowledge Gains:
\$599

NSCA
 NATIONAL STRENGTH AND
 CONDITIONING ASSOCIATION
CEU APPROVED



LEARN THE SECRETS OF GLUTE LAB
 RESERVE YOUR SEAT AT: bretcontreras.store/products/seminar

You most likely are not "diet-resistant,"
 you most likely don't have a thyroid
 problem, and you probably don't have
 metabolic damage.

People tend to underestimate their
 caloric intake by 30-50% and

 **bretcontreras1** 
 Glute Lab

Things to Try If Your Glute Progress Has Stalled

@BRETCONTRERAS1

1. Look at your sleep, stress, and nutrition
2. Reduce your volume
3. Take a deload week
4. Train smarter, not harder by planning and allowing for progression



Types of posts

- Testimonials
- Client's workouts
- My workouts
- Infographics
- Carousel workouts
- Quotes
- Instructional videos
- Selfies
- Burnouts
- Progressions
- Techniques
- Memes
- Sped up videos

Examples


< syattfitness ...



2,423 Posts 477K Followers 1,427 Following

Jordan Syatt
Community
27th Degree Black Belt in Chugging Coffee
Speaking Engagements:
jordan@syattfitness.com
📺👉 2019's Top 4 Worst Fat Loss Myths
youtu.be/6OuDN_gMDk8


< katiecrewe ...



1,386 Posts 998K Followers 433 Following

Katie Crewe
Health/Beauty
Nutrition + Fitness Coach (cscs)
✉ info@katiecrewe.com
www.katiecrewe.com
Food account: @creweskitchen... more
ftpln.com/katiecrewe

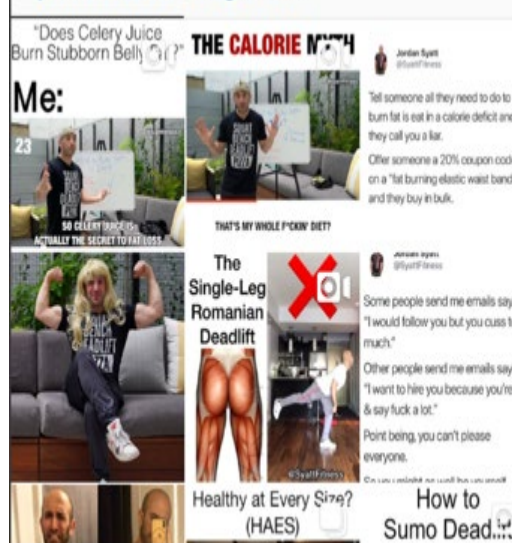
< dr.jacob.harden ...



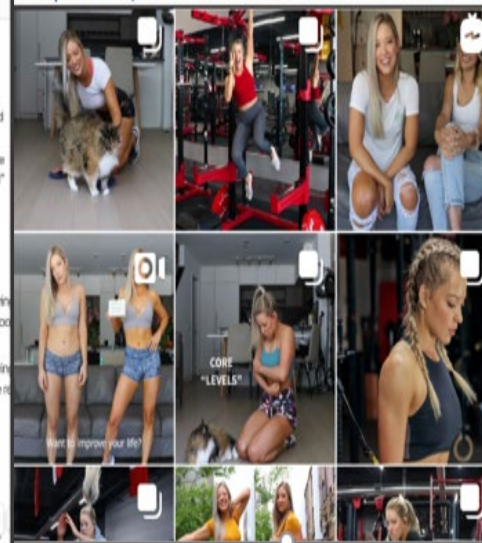
1,478 Posts 583K Followers 181 Following

Dr. Jacob Harden
Creator of @prehab101

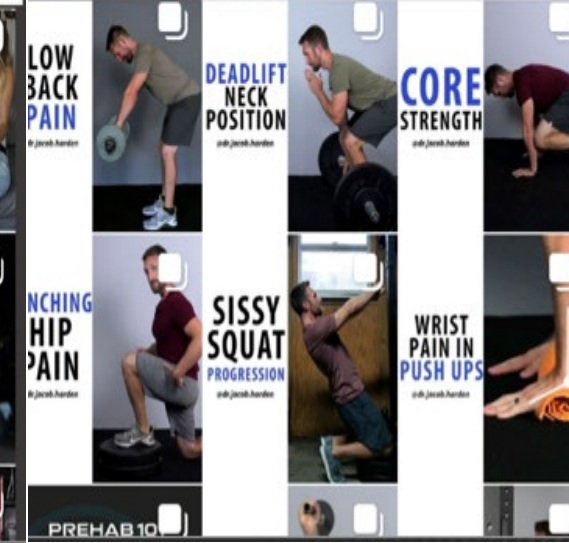
Upcoming Seminars
🇺🇸 NYC - July 13/14... more
linktr.ee/dr.jacob.harden



Collage of Instagram posts from Jordan Syatt (@syattfitness). Visible text includes: "Does Celery Juice Burn Stubborn Belly?", "THE CALORIE MYTH", "Me: 23", "SO CALLED 'NICE' IS ACTUALLY THE SECRET TO FAT LOSS", "THAT'S MY WHOLE 'POKEY DIET'", "The Single-Leg Romanian Deadlift", "Healthy at Every Size? (HAES)", "How to Sumo Deadlift...", "Other someone a 20% coupon code on a 'fat burning elastic waist band' and they buy in bulk.", "Other people send me emails saying 'I would follow you but you cuss too much.'", "Other people send me emails saying 'I want to hire you because you're real & say fuck a lot.'", "Point being, you can't please everyone.", "Some people send me emails saying 'I want to follow you but you cuss too much.'", "Other people send me emails saying 'I want to hire you because you're real & say fuck a lot.'", "Point being, you can't please everyone.", "Can you be healthy and still have some size?!"

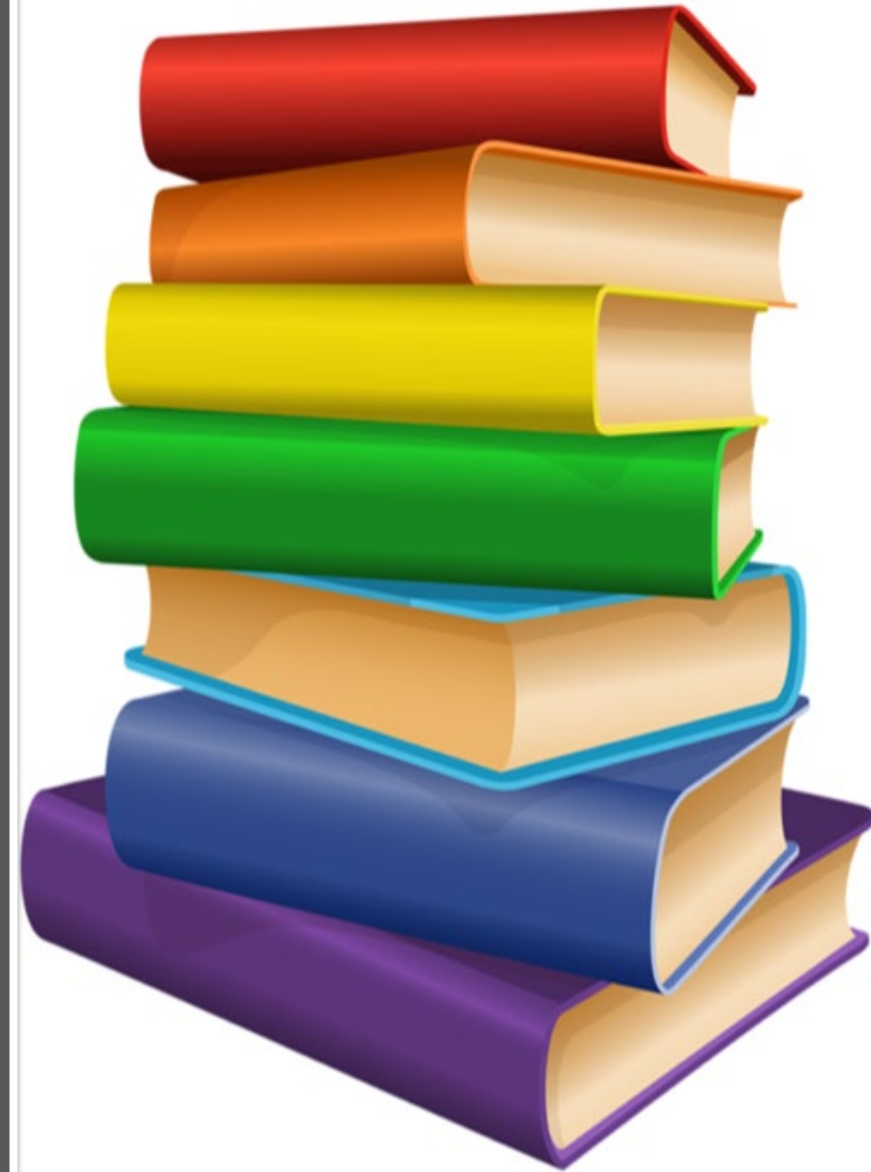


Collage of Instagram posts from Katie Crewe (@katiecrewe). Visible text includes: "CORE 'LEVELS'", "Next to improve your life?", "I want to improve your life?", "I want to improve your life?"



Collage of Instagram posts from Dr. Jacob Harden (@dr.jacob.harden). Visible text includes: "LOW BACK PAIN", "DEADLIFT NECK POSITION", "CORE STRENGTH", "CHINING HIP PAIN", "SISSY SQUAT PROGRESSION", "WRIST PAIN IN PUSH UPS", "PREHAB101"

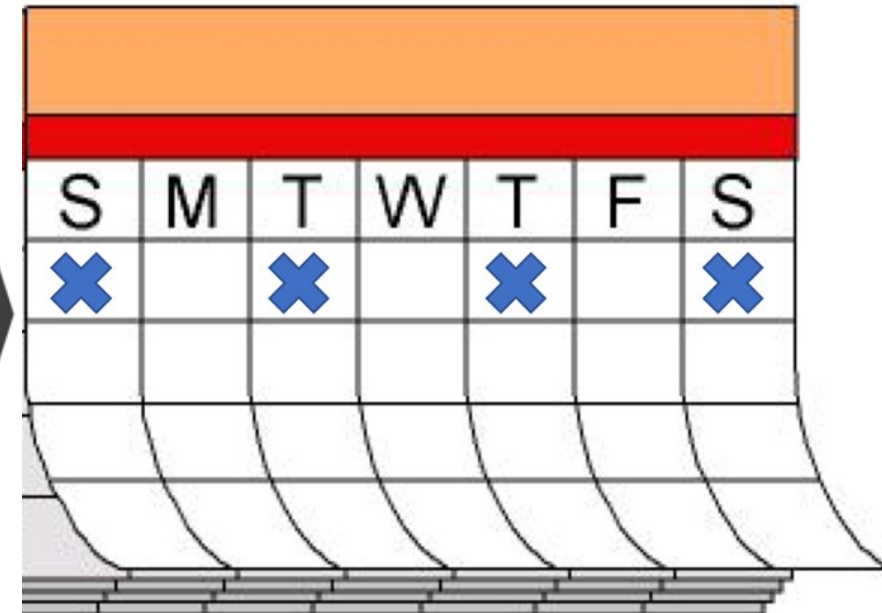
Homework:
take notes
on your top
3 favorite
IGers



The 365 Day Challenge

If I told you that you had to post once a day for the next year and mimic these folks' posts or else you'd be shot dead, you'd do it and you'd probably gain hundreds of thousands of followers.

Consistency –
how often can
you realistically
post per week?



Instagram Apps

Canva

Splice

Videoshop

Pic stitch

Instasize

iMovie

Layout

Repost

Brand

- Colors
- Fronts
- Styles
- Uniqueness
- Slide framework



Bio/ Profile

- Credentials
- Choose 150 Characters wisely
- Linktree
- PayPal



Are you an
entrepreneur or
are you just
screwing around
all day?





Story vs. feed worthy

Number of story posts/ shares





bretcontreras1 ✓
Glute Lab



Progressive Overload

@BRETCONTRERAS1

is:

is not:

- | | |
|---|---|
| ✓ Setting a personal record in any rep range | ✗ Always going heavy |
| ✓ Doing one more rep, five more pounds, or one more set than the week prior | ✗ Using crummy form to beat a personal record |
| ✓ Better suited for big, compound lifts that fit the individual | ✗ Skimping on range of motion to beat a personal record |
| ✓ Carefully thought out in a strategic fashion, using the scientific method | ✗ A linear process |
| ✓ Wave-like over time | ✗ Used for every exercise, every session |
| ✓ Only achieved when technique is identical from week to week | ✗ The only factor required to maximize hypertrophy (the mind-muscle connection is, too) |
| ✓ Harder to achieve the longer you've been training | ✗ The only factor required to optimize body composition (diet is paramount) |
| | ✗ Possible when you're always fatigued or in pain |

bretcontreras1 I've been trying to convey the importance of progressive overload to my clients at Glute Lab lately, and it's made me realize that it's a poorly understood concept by the masses. Many people think it simply means maxing out every session, which doesn't come close to encompassing what progressive overload truly entails.

For starters, it can involve any rep range. If you do hip thrusts with 155lbs for 3 sets of 10 and in two months, you do 3 sets of 10 with 175lbs, you've utilized progressive overload. If you increase your 1RM deadlift by 30lbs in a year, you've utilized progressive overload. If you can do 1 set of 50 bodyweight lunges, and in a month, you can do 100, you've utilized progressive overload. It can involve pyramids, too. Let's say you do sets of 10, 8, 6, and 15 reps with 135, 155, 175, and 95lbs on your barbell glute bridges, and in 3 weeks, you get sets of 12, 10, 8, and 15 with the same loads, you've utilized progressive overload. If you could military press 65lbs for 8, 7, and 5 reps, and in 3 weeks, you increase your 3-set total by 4 reps (say 10, 8, and 6 reps), you've utilized progressive overload.

Progressive overload can involve doing more reps with the same weight, more weight for the same reps, same weight for same reps with greater range of motion or better technique, or more sets with the same weight and reps.

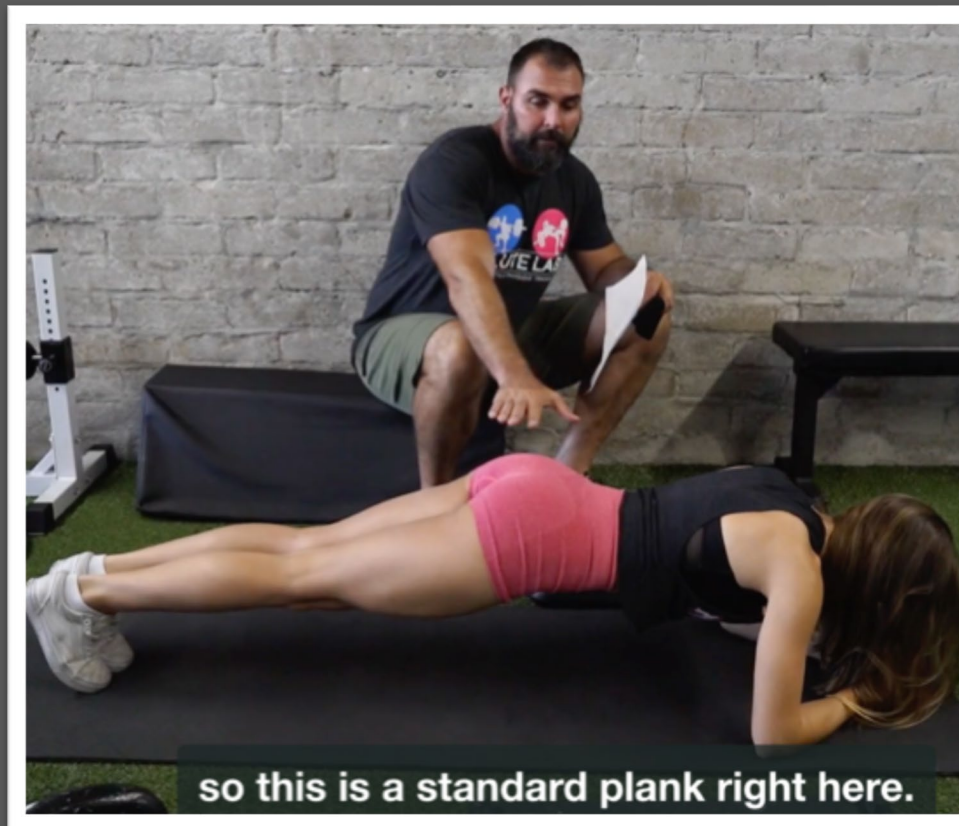
You have to be scientific about it and control the variables. Cutting your chin-ups short to get an extra rep isn't progressive overload, and neither is rounding your back excessively in order to deadlift 10 more pounds.

It will never happen in a linear fashion; the body works in waves. Milo of Croton is a cute tale used for teaching the concept of progressive overload, but it's unrealistic. It gets harder to set PRs the longer you've been lifting. Eventually, you'll need to specialize in 1 to 2 lifts at a time in order to make progress, and you'll need to switch exercises and strategies. It requires 24 hours a day to optimize it since sleep, nutrition, and stress heavily influence recovery and performance.

[#gluteguy](#) [#glutelab](#)

Captions

Subtitles on videos



Go the
extra mile



No junk/
filler posts



Get a
microphone



Learn about lighting

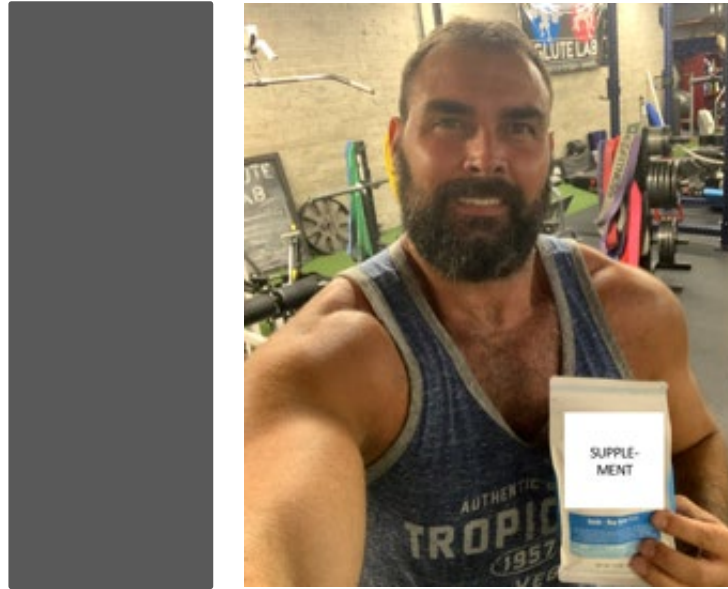


Learn about angles



Get a partner who understands importance of quality social media





Limit sappy
relationship
stuff,
sponsorships,
and ads



Language:
Keep it
classy and
PC



- Engagement
- Answering DMs
- Actually caring
- Being interesting
- Actually knowing your stuff
- Pulse on industry

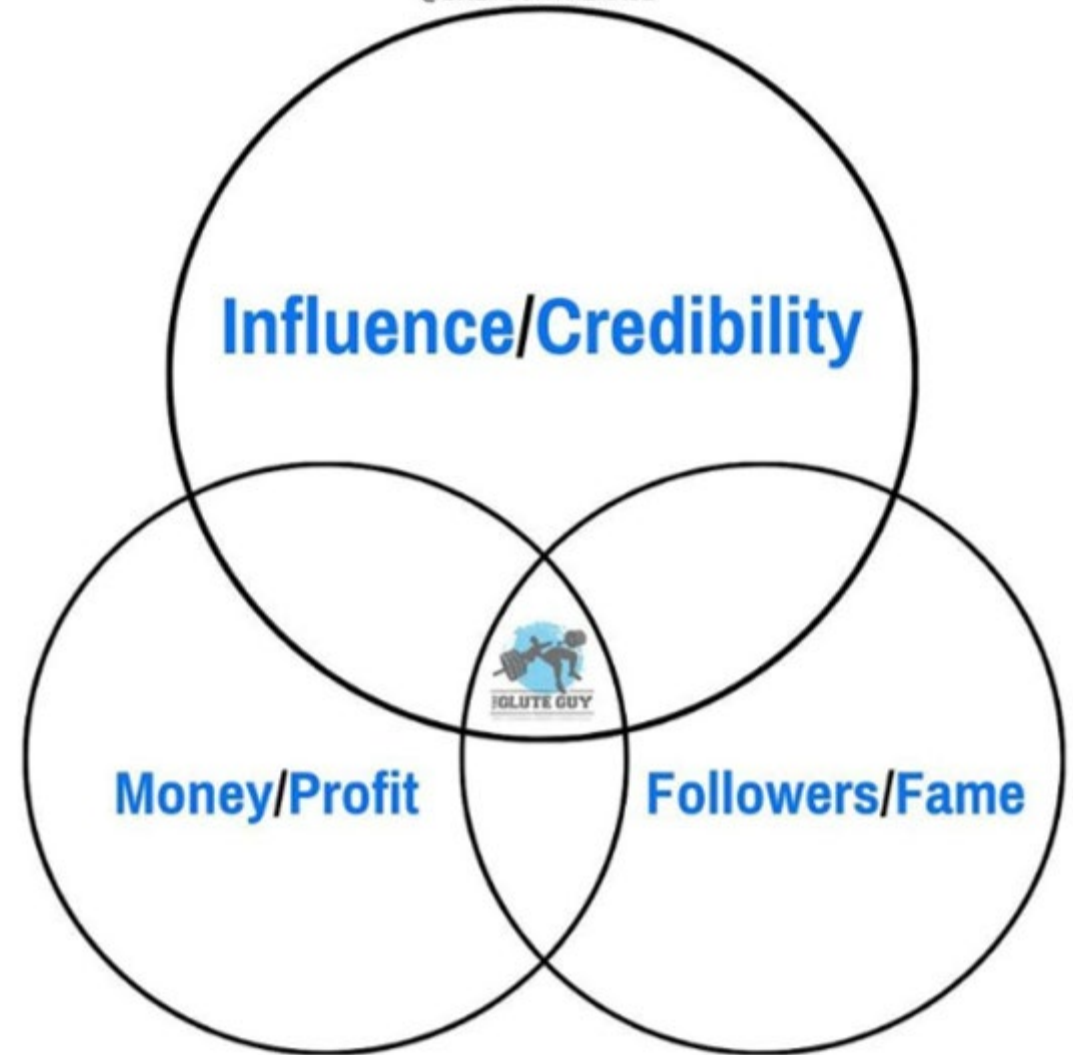
Contributors to success

- Looks
 - Face
 - Overall Physique
 - Booty
- Knowledge
 - Practical
 - Scientific
 - Technological
 - Website
 - Graphic Design
 - Videos/ Photos
 - Marketing/ Branding
- Speaking/ Communication/ Social Skills
- Writing Ability
- Free Content Produced (Articles, Blogposts, Videos, Social Media Posts, Journal Articles)
- Education/ Accolades
 - Degrees
 - Certifications
 - Awards
- Physical Strength
- Work Ethic
- Organizational Skills
- Overall Talent
- Sense of Humor
- Charisma
- Ingenuity
- Originality/ Ability to Connect Dots
- Professionalism
- Accolades/ Awards
- Passion for Fitness
- Integrity
- Confidence
- Lifestyle

CAREER SUCCESS

@BRETCONTRERAS1

Influence/
credibility,
money,
followers



Niche

Double
edge sword
but you
gotta do it



Ability to juggle/ habits





Hanna Oeberg



Lauren Simpson



Krissy Cela

Collaborations



In a world of copy cats,
you have to be a
trendsetter and stay
ahead of the curve

No philosophic quotes



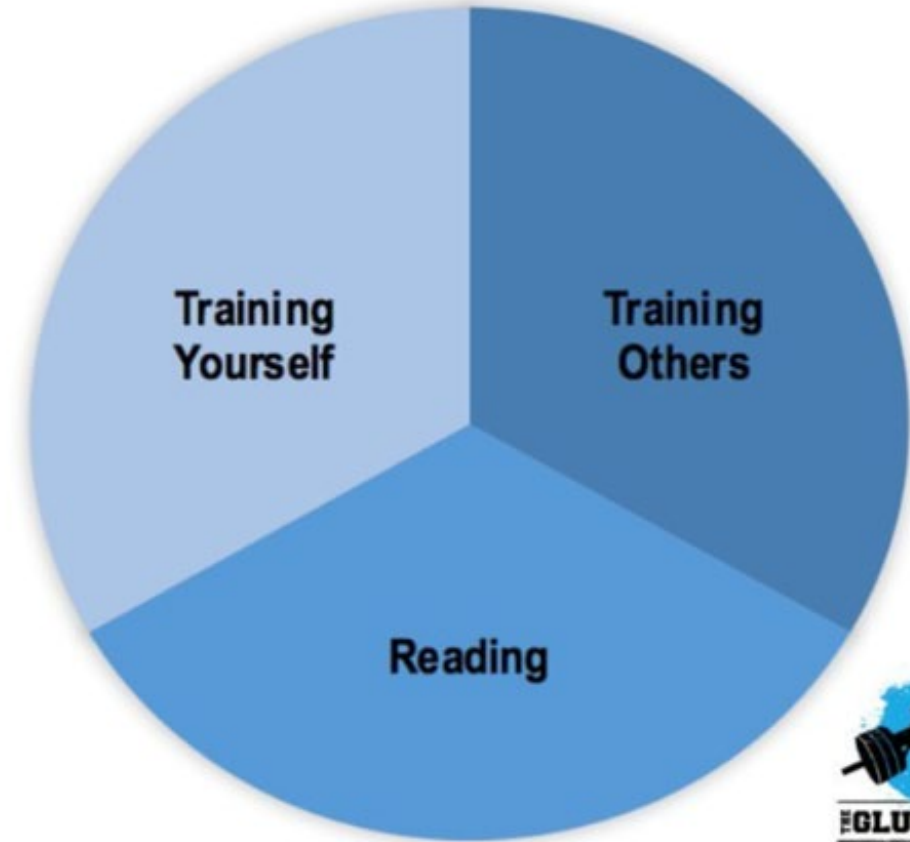
Two roads diverged in a wood, and I took the one
less traveled by, and that has made all the difference.

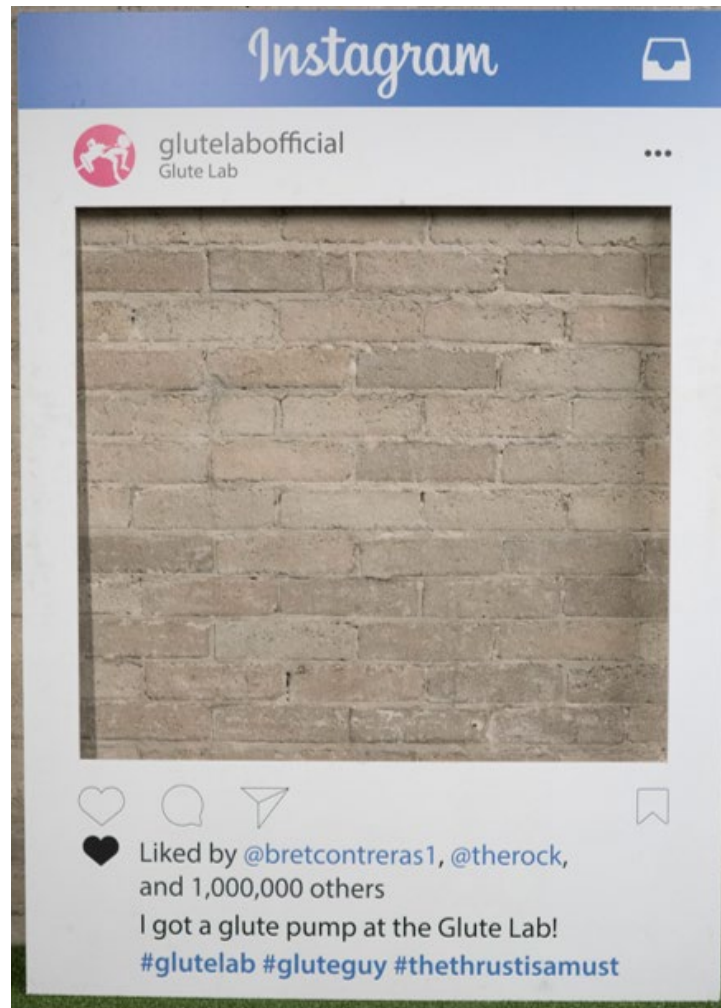


Uniqueness –
grey chest hair,
On Tap at
Glute Lab

Strength & Conditioning Knowledge Pie Chart

@BRETCONTRERAS1





Glute Lab Branding

STU SCHAEFER'S QUEST FOR THE BEST
UNLOCKING SUCCESS

Quest for the Best with Stu Schaefer
Stu Schaefer

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24 Ratings Education

Stu Schaefer interviews the greatest people on earth - entrepreneurs, health & fitness experts, actors & celebrities, and relationship experts - and cuts [more](#)

Recent Episodes

SUNDAY
039: The Glute Guy Bret Contreras Explains Exactly How To Create The Body (And Glutes) Of Your Dreams! [+](#)
[Details](#) 31 min

JUNE 23
038: [Business Online](#) [+](#)

IRON CULTURE 19. The Science Of Hyper... ▶

And here's another podcast. Swipe up

Swipe up to watch the YouTube video 👉

Great podcast!
@omarisuf
@helms3dmj

Published on Jun 17, 2019

At Iron Culture we ask important questions, for example: "what meaning do you make in life?" But in this episode we are joined by Drs. Brad Schoenfeld, Brandon Roberts and Julia Hulmi to ask THE most important question: "why and how do muscles grow?"

Each guest in this episode is such an avid devotee to the iron that not only are they a dedicated lifter, but dedicated to the scientific study of muscle. Brad is one of the foremost experts on the mechanisms and applied training variables of muscle hypertrophy. Julia is renowned for his work on muscle wasting and anabolic genetic signaling, and Brandon is an expert in molecular signaling of hypertrophy.

If you've ever wanted to learn the complexities of muscle growth, then join us this episode for a deep dive into the science of size.

Category [People & Blogs](#)

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MENU

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Don't be lazy, link in story, etc.



View Insights

Promote



179,174 views · Liked by soheefit and shona_vertue
bretcontreras1 Cuff/Dip Belt Cable Hip Rotations

Crikey this works the glutes well! They're easier to learn than the cable or band hip rotations that I've taught for years where you hold the resistance in your arms. Notice how I sink and lean into the hip then twist and push outward. You can use an ankle cuff below the knee or a dip belt above the knee. Play around with the angles and positioning and you'll figure out the right combo for your glutes.

For sports performance, I think it's a good idea to really know how to use the glutes as hip external rotators and not just as extensors and abductors.

Thanks to @albanianyogilifts for the idea!

🎵 Pachelbels Canon Harp

#glutelab #gluteguy

When in
doubt,
credit others

Stay
humble
and don't
image craft

I'm so rich and amazing!



#bestlifeever #businesscoach


Get good Wifi



scarcity thinking

"There will never be enough"

Competes to stay on top
Hoards things from others
Won't share knowledge
Won't offer help to others
Suspicious of others
Resents competition
Afraid of being replaced
Believes times are tough
Believes the pie is shrinking
Thinks small and avoids risk
Fears change



Abundancy
vs. Scarcity
Mindset

abundance thinking

"There will always be more"

Collaborates to stay on top
Generous with others
Shares knowledge
Freely offers help to others
Trusts and builds rapport
Welcomes competition
Strives to grow
Believes the best is yet to come
Believes the pie is growing
Thinks big and embraces risk
Takes ownership of change



The X-Factor – The Sizzle



Thank you for
Attending