


Glute Lab SD:
 Destination spot visited by top influencers - leads to discussions



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



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- 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/Courses
- 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

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Content is key – teach, teach, teach

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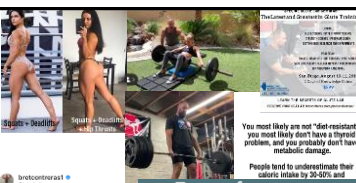
No Trickery – Numbers, bots, follow for follow, fake comments, etc.



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Things to Try if Your Glute Progress Has Stalled

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

Types of posts

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

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Examples

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Homework:
take notes
on your top
3 favorite
IGers

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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.

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Consistency – how often can you realistically post per week?

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Instagram Apps

- Canva
- Splice
- Videoshop
- Pic stitch
- Instasize
- iMovie
- Layout
- Repost

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Brand


- Colors
- Fronts
- Styles
- Uniqueness
- Slide framework

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Bio/ Profile


- Credentials
- Choose 150 Characters wisely
- Linktree
- PayPal



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



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San Diego

San Diego


San Diego

Story vs. feed worthy

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Number of story posts/shares



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Progressive Overload

It's not just about adding weight. It's about making the body work harder through various means.

- Intensity:** Add weight, increase reps, or add volume.
- Volume:** Increase the number of sets or reps.
- Frequency:** Add more training sessions.
- Exercise:** Switch to a more challenging exercise.
- Tempo:** Change the speed of the lift.
- Rest:** Decrease rest time between sets.
- Range of Motion:** Increase the range of motion.
- Time Under Tension:** Increase the time the muscle is under load.

Captions

Proper form: Always maintain proper form to prevent injury.

Individualization: Tailor the program to the client's goals and fitness level.

Progression: Regularly reassess and adjust the program.


Recovery: Allow for adequate rest and recovery.

Consistency: Stick to the program long-term.

Education: Educate clients on the importance of progressive overload.

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so this is a standard plank right here.

Subtitles on videos

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Go the extra mile

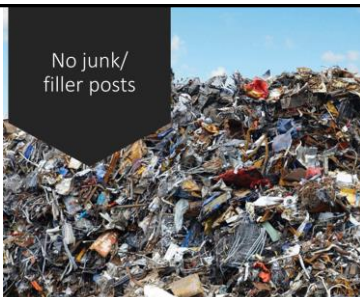


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No junk/
filler posts




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Get a
microphone




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Learn about lighting



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Learn about angles




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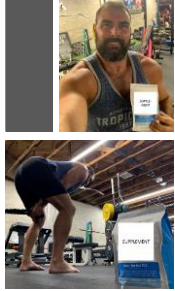
Get a partner who understands importance of quality social media



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Limit sappy relationship stuff, sponsorships, and ads

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Language: Keep it classy and PC

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

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Contributors to success

<ul style="list-style-type: none"> • Looks • Face • Overall Physique • Body • 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 	<ul style="list-style-type: none"> • Physical Strength • Work Ethic • Organizational Skills • Overall Talent • Sense of Humor • Charisma • Ingenuity • Originality/ Ability to Connect • Data • Professionalism • Accolades/ Awards • Passion for Fitness • Integrity • Confidence • Lifestyle
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CAREER SUCCESS

Influence/
credibility,
money,
followers

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Niche

Double
edge sword
but you
gotta do it

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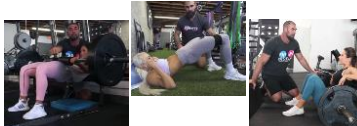
Ability to juggle/ habits



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Hanna Oeberg Lauren Simpson Kriszy Cela

Collaborations

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

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No philosophic quotes




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

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On tap at Glute Lab



Braveheart
Big Sean
Front Squats
SLDLs
Hip Thrusts

Uniqueness – grey chest hair, On Tap at Glute Lab


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Strength & Conditioning Knowledge Pie Chart

@BRETCONTRERAS1



Training Yourself


Training Others

Reading


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Instagram post showing a wooden floor with a pump. Caption: Liked by @bretcontreras1, @cheerch, and 1303382 others. Got a glute pump at the Glute Lab. #glutelab #glutelabtraining

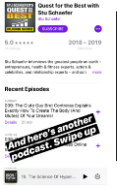


GLUTE LAB
STRONGER. SWIFTER. TRAINING.


Glute Lab Branding

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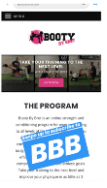
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Quest for the Best with the Father



Swipe up to watch the YouTube video




BOOTY
THE PROGRAM

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

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Instagram post showing a person performing a hip rotation exercise. Caption: 179,174 views · Liked by soheefft and shona_vertue. bretcontreras1 Cuff/Dip Belt Cable Hip Rotations. Criley 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 @baltasarrogilla for the idea! Pachelbels Canon Harp #glutelab #glutelabtraining


When in doubt, credit others

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I'm so rich and amazing!

Stay humble and don't image craft



#bestlifeever #businesscoach

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Get good Wifi



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<p>scarcity thinking</p> <p>"There will never be enough"</p> <ul style="list-style-type: none"> 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 	<p>abundance thinking</p> <p>"There will always be more"</p> <ul style="list-style-type: none"> 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
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