





























# COMPTRAIN | GYM

DECEMBER COMPTRAIN GYM CALL

# State of CompTrain Gym

- **What we're working on**
  - KGs added to workouts and lesson plans
  - CompTrain Gym resource drive build out
  - Weekly Q&A "Office Hours" launched
  - Additional platforms integration
- **January call | January 25th at 2PM EST**

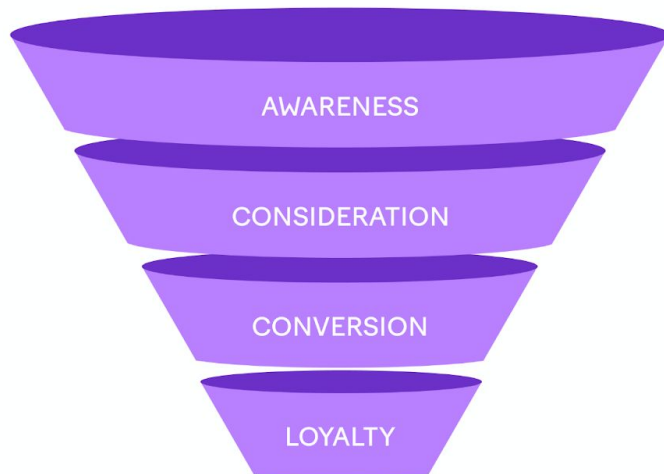
# GYM RESOURCES DRIVE

Name	Owner	Last modified	File size	
 CompTrain Benchmarks.pdf 	 me	Oct 23, 2023 me	2.2 MB	    
 CompTrain Monostructural Conversions Chart 	 me	Oct 23, 2023 me	2.2 MB	
 CompTrain Strength Cycle   #1 in Class.pdf 	 me	Nov 17, 2023 me	2.2 MB	
 CompTrain Strength Cycle   #2 in Class.pdf 	 me	Nov 17, 2023 me	2.2 MB	
 CompTrain Strength Cycle   #2.pdf 	 me	Nov 17, 2023 me	2.2 MB	
 CompTrain Strength Variance & Oly Lifts.pdf 	 me	Oct 23, 2023 me	2.1 MB	

# BUILDING YOUR BUSINESS

## MARKETING | TURNING CUSTOMERS INTO RAVING FANS

### Marketing Funnel



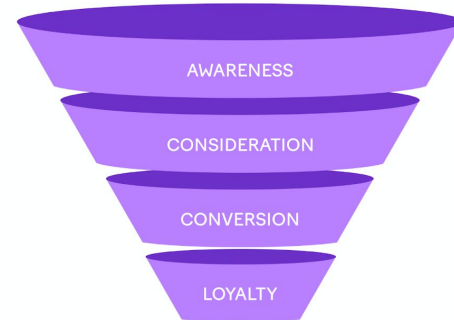
**Awareness** | Know about us

**Consideration** | Thinking about us

**Purchase** | Trying us

**Loyalty** | Those that love us

### Marketing Funnel



**Awareness | Getting people to know about us**

Goal

**Capture Leads**

How

**Create engaging content (paid or organic)**

Measure

**Track website visits**

**Consideration | Those that are thinking about us (LEADS)**

Goal

**Get them to try us.**

How

**Nurture them**

Measure

**Track Leads to Trial conversion**



**Conversion | Those that are trying us**

Goal

**Get them to stay**

How

**Onboard them**

Measure

**Track 1,2,3 month retention**

**Loyalty |**

**Goal**

**Turn them into raving fans**

**How**

**Create a great product and a multi-year customer journey**

**Measure**

**Churn & LOE**

What are we doing?

**Turning Strangers into raving fans**

What are we doing?

## **Turning Strangers into raving fans**

How are we going to do that?

- 1. Create engaging content (paid or organic)**
- 2. Capture and nurture leads**
- 3. Onboard them**
- 4. Great product/service and multi-year customer journey**

What are we doing?

## **Turning Strangers into raving fans**

How do we know if we are doing well?

- 1. Site Visits**
- 2. Leads to Trial conversions**
- 3. 1,2,3 month retention**
- 4. Churn & LEO**

# COACHING DEVELOPMENT

# Using The Specific Warm Up

Simple is effective.

## The Model

1. Tell
2. Show
3. Do
4. Check

COMPTRAIN | GYM

LESSON PLANS | CALLBACK

FOR THE COACH | KEEP IT SIMPLE. COACH WITH CONFIDENCE.

ELEMENT	STIMULUS	MODIFICATIONS
Workout	Following week 2 of our strict press we have a lower body sprint workout with "Callback". Lower body push on the row, the deadlift, and box jumps. We want a light weight on the deadlift that you can complete in no more than 2 sets each round, but ideally unbroken. Each station should take no longer than :60. You'll have a lot of time in class today to focus on your teaching. It's a great day to add in some community building elements at the start or end of your class.	
Row	• :60 or less	<ul style="list-style-type: none"> <li>• Reduce volume</li> <li>• Sub machine</li> </ul>
Deadlifts	<ul style="list-style-type: none"> <li>• Light load</li> <li>• :60 or less</li> </ul>	<ul style="list-style-type: none"> <li>• Reduce load</li> <li>• Sub DBs</li> <li>• Assign push press specifically to mitigate skill blocker</li> </ul>
Box Jumps	• :60 or less	<ul style="list-style-type: none"> <li>• Reduce height</li> <li>• Reduce volume</li> <li>• Step ups</li> </ul>

**Teaching Focus | Straight Bar**

Teaching focus today is to move the bar in a straight line from the shoulders to overhead, and then overhead back to the shoulders. This applies to the weightlifting strict press and deadlift in the workout. Cue athletes to get their chin out of the way and to pull back on the bar as they press.

**Logistics**

- In part 1, pair athletes up with height being a consideration. It's difficult for athletes to take a strict press from the rack if they're working with athletes significantly taller than they are. There will be time in the sets for athletes to change loads.
- In part 2, manage your class so that no one is ever waiting on equipment at any station. If you run two groups you can start athletes at different stations. Teach athletes how to share boxes if that is going to be necessary today.
- Set up your room so that athletes can complete each movement safely. Pay particular attention to the barbells being far enough from the boxes.

## Using The Specific Warm Up

Simple is effective.

### The Model

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LESSON PLANS | CALLBACK

**WOD BRIEF**
3 MINUTES | 0:00 - 3:00

**Stimulus**

- Refer to workout stimulus notes
- Double unders: Moderate volume. 2 sets or less each round.
- Wall balls: Sets of 10 w/ short rest.
- Target finishing the round of 40 wall balls.

**GENERAL WARM UP**
6 MINUTES | 3:00 - 9:00

- General flow
  - Pair up & get out barbells
  - 3 Sets
  - :60 Row
- Floor RD 1
  - :20 Down dog, pressing head through
  - :20 Box step ups
  - :20 Scorpions
- Floor RD 2
  - :20 Push ups
  - :20 Plank to toe touch
  - :20 High Knees
- Floor RD 3
  - :20 Front rack elbow rotations
  - :20 Behind the neck push press
  - :20 Overhead press w/ reach

**SPECIFIC WARM UP**
10 MINUTES | 9:00 - 19:00

**Strict Press**

- Establish stance and grip
- 5 cued segmented reps
  - Position 1 - chin back
  - Position 2 - Press
  - Position 3 - Bar to head
  - Position 4 - Head back, bar to shoulders
- 5 Cued segmented reps
  - Position 1 - chin back
  - Position 2 - Press
  - Position 3 - Return
- 5 Cued Presses
  - Position 1 - Set
  - Position 2 - Press
  - Position 3 - Return

**Deadlift**

- Establish stance and grip
- 5 Top down deadlifts
  - Hips back first, bar over the foot
- 5 Midshin deadlifts
  - Check set up position. Shoulders over bar, bar in contact with body.

**STRENGTH**
15 MINUTES | 19:00 - 34:00

- 6:00 to build to workout weight
- Every 3:00 x 3 sets
- Transition to part 2

**PRIMER**
6 MINUTES | 34:00 - 40:00

- Practice Round
  - :30 Row
  - 8 Box jumps
  - 8 Deadlifts
  - 8 Box Jumps
  - S2O should be unbroken and feel very manageable
- Break
- Workout adjustments if needed

**WORKOUT**
10 MINUTES | 40:00 - 50:00

**Look For**

- Row | Early arm pull, encourage athletes to finish the drive with their legs before pulling with the arms. Cue athletes to press the footpads away toward the rower fan.
- Box Jumps | ROM, encourage athletes to stand tall on the box before stepping down. Rhythm, help athletes to find a good rhythm that allows them to move consistently.
- Deadlifts | Bar path, cue athletes as needed in order for them to maintain a straight bar path. Leg drive, encourage athletes to drive hard through the legs to stand the bar up.

**CLOSE**
10 MINUTES | 50:00 - 60:00

- Cool down [suggested]
- Announcements
- Clean up and put away
- Fist bumps



## Questions from the community

- “With the CrossFit Games Open not far off, what should we expect for the weekly programming structure around Open workouts? The past few years have been a very similar structure each year with “goat day” on Thursdays and the open workouts on Fridays. Should we expect the same this year or something new?”
- What’s the plan for high skill gymnastics or new movements in the program?
- How can we apply different dynamics to the strength cycles to make it less predictable? Every 4 weeks (5-3-2-1)
- I am new. I would like to know how the Class Plans and Programming handle the variety of athletes we have in the Box.
- 4 out of 5 weekly wod are usually under 10 minutes (including the intervals which is usually 5 min at the most) can we expect some variety in wod length?

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