



## QUICK FACTS

- **100% of coaches are hired from our Internship program**
- **We have over 140 active members**
- **Located in North Wilmington**
- **We help adults 40 and older move w/o pain**



## HOW TO APPLY

Send your resume:  
**Lovell@3anddtraining.com**

With the **Subject:** 3&D Intern

# APPLY NOW!

## 3&D Personal Training Internship

### JOB DESCRIPTION

3&D personal training is the #1 training facility for adults and athletes in Delaware.

This internship will teach you how to run a successful gym, marketing, and how to be a growth minded coach

3&D personal training provides a holistic and science-based approach with our **3 core pillars**.

#### Longevity

- Our customized programs are based on foundational movements to help our adults live purposeful filled lives.

#### Recovery

- Incorporated in each session in the form of mobility, injury prevention exercises, or understanding proper proprioception.

#### Nutrition

- Personalized plans designed to help our clients feel energized, prevent burnout and improve performance.

I am in the best physical and mental health of my adult life. I thank 3&D for helping me get there.

What advice do you have for newcomers to 3&D?

You have nothing to lose, but everything to gain. You will learn proper technique, try things you never thought you would do, and succeed thanks to your peers and coaches.

**Katie Spruance, 3&D Member since 2022**



# PROGRAM OVERVIEW

---

## WEEKS 1-2: OBSERVATION AND 3&D CULTURE INTRO

1. 20 hours observing floor coaching
2. Learn the "triangle system" to coaching
3. Learn how to create a footprint in your target market
4. Create your core values

## WEEKS 3-4: MARKETING AND ON FLOOR COACHING

1. Interns begin coaching basic warm-ups/ exercises
2. In-service on how to coach and cue the main human movements (hinge, squat, push, pull)
3. Learn how to identify and market to their desired audience

## WEEKS 5-6: LEAD WORKOUT DEMOS / PROGRAM DEVELOPMENT

1. 10-15 hours on the floor leading demos for the group
2. Learn how to create a daily, weekly and season program

## WEEKS 7-8: GRASS ROOT MARKETING

1. 10-15 hours on the floor coaching
2. We will take a "field trip" to a local PT studio or university to be a fly on the wall building your network and craft

## WEEKS 9-10: CREATE PROGRAM / CUSTOMER AVATAR

1. 15-20 hours on the floor coaching
2. Create a 8-week program for desired athlete or adult
3. Learn how to attract that customer avatar in the gym

## WEEKS 11-12: HIRING THE RIGHT TEAM

1. 15-20 hours on the floor coaching
2. Learn what goes into hiring the right team and why we have picked the current team of coaches at 3&D