

OPEX

COACH  
THE

CLIENT  
THE

PROFESSIONAL  
THE

OPEX

OPEX

OPEX

# COACHING CERTIFICATE PROGRAM

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CCP CURRICULUM GUIDE

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# WELCOME

from OPEX Founder, James FitzGerald

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There was once a time when the word fitness was used only in terms of reproduction and evolution. Movement was unconsciously done to promote the growth of our species.

## **Over time we as humans have been moving less.**

This has created a loss of love for movement and physical activity and their positive intentions. This period of less activity has also created poor behaviors around why one should move and nourish themselves appropriately. At the same time the proposed education required to fix these issues is exhaustingly long and specialized.

## **Our goal is to change the value of fitness coaching.**

That will only happen through you. Only you can raise your value and the value of fitness. Yes, you are now responsible for asking the hard questions and knowing why you are prescribing what you are prescribing. Now, you are responsible for raising the awareness of the wonder of movement and physical activity and all that supports it.

## **If you are here, you want to have an impact.**

Maybe you, like me, have been transformed by the power of movement and its honorable intentions. Maybe you see there is a large gap between conscious users of fitness and the best personalized prescription for them. Maybe now you want to spread the good news about all that is righteous with higher order fitness. You are in the right spot.

Impact to me would mean an army of fitness coaches pushing one message about the positive intentions of fitness participation. Impact to me would mean a CCP Coach is out there, individually working hard to change brains through personalized prescriptions. Impact to me would mean that over time, all humans realize that they have access through a CCP Coach to all the information needed to help them live a larger life through fitness.


If you want to raise your value as a fitness coach and make a lasting impact, invest in yourself, your education, and your future.

I look forward to personally welcoming you and mentoring you through your journey to become a CCP Coach!



**James FitzGerald**

Founder and OPEX CCP Instructor  
OPEX Fitness



**WHY DO  
YOU NEED  
COACHING  
EDUCATION?**





# The current state of the fitness industry is chaotic.

Time and time again clients start their fitness journey, hopeful that this time they will finally feel better, look better, and reach their physical potential. Unfortunately, more often than not, they are left hopeless and return back to where they started or even worse.

It's confusing for coaches too. There are always new workouts, equipment, and fad diets claiming to be the silver bullet. How are coaches supposed to know what's best for their clients?

As coaches, we can either set our clients on the path for long-term success or mindlessly give programs that set them up for failure.

To keep your clients safe, get them results, and make a lasting impact, you must know how to:

- Decipher truth from trend
- Navigate different client personalities
- Create personalized programs that set them up for long-term success
- Earn more money each month
- Build a coaching practice that stands the test of time

That is exactly what OPEX CCP Coaches worldwide are trained to do. Each one of them has the knowledge, tools, and resources to design a personalized program that delivers clients lasting results and provides a fulfilling career as a fitness coach.



**THERE IS NO BETTER TIME  
FOR YOU TO BECOME AN  
OPEX CCP COACH.**

"It has given me so much more confidence in my coaching. I would not be here without it."

- Carla Lind-Valden, self-employed

# WHY BECOME AN OPEX CCP COACH?

What if you had the confidence to lead people in the best direction toward their fitness goals?

What if you could do what you love and really make a life-long difference in the lives of others through fitness?

Imagine having all the knowledge, tools, and resources to help clients, no matter where their starting point in their fitness journey is or where they want to go and, importantly, building a sustainable and fulfilling career while doing so.

These are the results of becoming an OPEX CCP Coach.

## **What Exactly is an OPEX CCP Coach?**

An OPEX Coach is a trusted fitness advisor and a partner in delivering clients results. They are often leaders on the front lines, making a real difference in the lives of people in their communities.

OPEX CCP Coaches have extensive knowledge in exercise, nutrition, and human behavior. They are equipped with practical tools to help clients lose weight, look and feel better, gain strength and endurance, reach their maximum physical potential, and improve performance to be the best in their sport.

What makes OPEX CCP Coaches stand out is their ability to meet their clients where they are at regardless of age, training history, lifestyle, or goals, and design a comprehensive personalized fitness program.



# WHAT YOU'LL LEARN IN CCP

## Program Overview

The OPEX Coaching Certificate Program (CCP) is the most comprehensive online fitness coaching education and mentor program. The program offers extensive video lectures and downloadable texts on the science and practice of coaching. We develop you in the three main areas which make up CCP: The Coach, the Client, and the Professional.

### The Coach

This is where you develop your coaching skills and gain a deep understanding of our principles of assessment, exercise program design, nutrition, and behavior.

It is also where you gain a much deeper understanding of yourself, how you connect to fitness, and where you can work on yourself in order to better coach your clients.

### The Client

This is where you learn how to put your expertise into practice using the OPEX coaching methodology when coaching clients, no matter their goal and starting point.

You'll learn what the OPEX Method looks like and the detailed steps that will make you successful at implementing it.

### The Professional

This is where you learn the skills needed to grow your coaching practice, acquire more clients, make more money, and change more lives through health and fitness coaching.







# HOW YOU'LL LEARN IN CCP

The OPEX Coaching Certificate Program can be completed 100% online on your own schedule, so you can become an OPEX CCP Coach from anywhere in the world.

What makes this program unique is that it goes beyond theoretical knowledge and merely passing exams. It gives you real-world, hands-on practice and application.





### **The OPEX Experience:**

You will begin your education journey with two weeks of the OPEX Experience, a self-assessment and training program, so you can experience the OPEX CCP exercise principles for yourself. What better way is there to know what your clients will feel than by feeling it yourself?



### **Digital Classroom Study:**

You will study online, **working through 300+ videos and 4 textbooks, interactive guides, and client worksheets** housed in our education platform, LearnRx. The curriculum is designed to take 10 weeks, but you can work at your own pace to complete it faster or slower. As you study you can engage in daily conversations in our forums and access our vast library of content available in LearnRx, including specialty classes, webinars, premium Back Room Talk episodes, and new additions to our growing programs and exercise selection library.



### **Mentor Calls:**

Your exclusive 1:1 mentorship experience will be guided by one of OPEX's leading mentor coaches, offering unparalleled access to personalized guidance, strategy, and support from a successful career coach. It's a unique opportunity to deepen your knowledge, refine your skills, and elevate your coaching practice, all within a 6-week framework that will set you up to be the best coach you can be.



### **Final Project:**

After completing the course curriculum, you will be asked to show your coaching competency with a one client case study. You will select one client and take them through the OPEX Method. The final project is an opportunity to get your first five individual design clients and make money while you study.

COACHING  
CERTIFICATE  
PROGRAM  
**ROADMAP**

## COACHING CERTIFICATE PROGRAM

MENTORSHIP CALLS WEEKS 1-6

- Welcome Module
- Pre-course Readings
- Self Assessment
- Being an OPEX Coach

PRE  
COURSE  
WORK

Behavior  
Principles

Assessment  
Principles

THE  
COACH

Exercise Principles

Gain

Pain

Sustain

Nutrition Principles

Ordering  
+  
Life

Fuel  
+  
Person

OPEX  
Method  
&  
Assessment

THE  
CLIENT

Ongoing  
Assessments  
&  
Avatars

Begin Final  
Project

THE  
PROFESSIONAL

Final Project

Turn in Final  
Project

BECOME AN  
**OPEX**  
COACH

# FINAL PROJECT KEY DELIVERABLES

Key deliverables to submit for your final project include:

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## CCP Experience

Self-Assessment + Training Program

## 1 Client Case Study

Initial Consultation  
+  
OPEX Body, Move, and Work



Exercise: Macrocycle, Mesocycle,  
and Microcycle  
+  
Behavior and Nutrition Prescription



Monthly Consultation

## Professional

1, 3, and 5-year Coaching Outcomes





“We have regretted many of the choices we’ve spent money on, but not this one. Finally, it feels that we’re in the right group of people.”

- Marko Oivio, OPEX Åland

# WHAT SUPPORT YOU'LL GET

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## Personalized Education

### **An Education Advisor**

Our Education Advisors are CCP Coaches themselves and will get to know you and your coaching goals, answer all of your questions, and help you get started on your CCP journey. An Education Advisor will guide you through the enrollment process with a 1:1 onboarding call.


### **A Coach Advocate**

You will be connected with your Coach Advocate who will be your contact person should you need any extra support throughout your studies.

### **Instructor Mentorship**

Throughout your studies, you will have access to the CCP instructors to answer your questions and ensure your success. Extensive touch points include the 6 weeks of mentor calls with your OPEX Mentor Coach, webinars and workshops in LearnRx, unlimited forum support, and email.



A woman is lying on a black exercise bench in a gym, performing a shoulder press with a black hexagonal dumbbell. A female coach, wearing a black tank top with "OPX" on it, is crouching next to her, pointing at her shoulder to provide guidance. In the background, another person is lying on a bench, and a red "EXIT" sign is visible on the green wall.

"The CCP exceeded my college education. By a lot."

- Abby McCormick

### Email Support

From the moment you enroll in your CCP mentorship group, you will begin to receive regular communication from our team. Each week you will receive a reminder email with details on what you should be checking off your list prior to your weekly mentorship calls. If at any point along the way you have questions or would like to get in contact with us, we are available via email support at [support@opexfit.com](mailto:support@opexfit.com).

### Community Forum Support

It is vital that you interact with the CCP content as you learn it. Our forums provide a place for you to ask questions to the instructors and community, request feedback on your application of the principles, and engage in thought-provoking conversations with other fitness professionals. There is a world of information buried in the forum threads that coaches have started over the years that we encourage you to explore.

### Free Access to CoachRx for Case Studies

To help you stay organized and efficient as you work on your final project, you will receive free access to CoachRx for your self assessment and one client case studies.

**CoachRx** is our exclusive client management and program design platform. In the **app**, you will track client assessment and consultation data, identify priorities for exercise, behavior, and nutrition, structure short and long-term planning, and much more.

# THE OPEX FITNESS CCP TEAM





**James FitzGerald**  
*Owner and Founder*

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James' fitness journey began while playing competitive soccer in his teens. During his collegiate years, James spent a great deal of time training, studying, and researching fitness. His investigations led to the publishing of multiple studies in *Physiology Canada* and *The Canadian Journal of Applied Physiology*. After University, James proceeded to apply his knowledge to coaching general population clients and competitive athletes. After years in the trenches, James built a thriving coaching business and launched Optimum Performance Training (OPT) in 1999. James became widely known as OPT. His astute commentary around fitness and training led him to create the Big Dawgs Blog in 2005. The Big Dawgs Blog was a haven for coaches and athletes who loved investigating fitness and it gained huge momentum around the world because of James' educational training methodologies. James stepped further into the public spotlight through the personal application of his methodologies as he was crowned The Fittest Man on Earth, winning the inaugural CrossFit Games in 2007.

Looking to spread his knowledge and create a system around his methodologies, James began coaching athletes remotely and spearheading the individual design programming movement. James believes that individual design programs are the only way that a coach and client can build the relationship and trust necessary to progress a client's fitness for a lifetime.

Through the rapid growth of OPT and the Big Dawgs Blog, James realized that he needed to share his coaching methodologies on a larger scale. In 2009 in freezing cold Calgary, James kicked off the first live CCP courses. In 2011 James moved to sunny Scottsdale, Arizona to build the next phase of OPT, and OPEX Fitness was born. James continues to teach his methodologies through the Coaching Certificate Program and keeping a watchful eye on all of the OPEX education offerings.



**Carl Hardwick**  
*OPEX CEO and CCP Coach*

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Carl has dedicated his life to health and fitness. From his teen years, Carl lived at the gym. A three-time All-Conference football player at Saint Mary's University where he earned a B.S., Carl was driven by his passion to become the most effective coach possible. This led the U.S. Army veteran to buddy up with world-renowned strength coach Charles Poliquin to complete the PICP and then to complete his Certified Strength and Conditioning Specialist (CSCS).

While running the Army fitness program for his battalion and a stint in Afghanistan, Carl was introduced to OPEX Founder James FitzGerald. Sold by the OPEX individual program design approach, Carl went on to open multiple OPEX-licensed gyms before accepting his position as CEO. Today, Carl is an integral part of the growing OPEX engine that is using the OPEX Coaching Certificate Program (CCP) to change the face of fitness by professionalizing the fitness coach.





"For me, the CCP was my first introduction to having a thoughtful coaching structure. I didn't have a system for assessment before that. I was a group fitness coach and just guided people through a workout, so learning about assessment was essential to me."

- Marcus Filly, Revival Strength



### **Ian Kaplan CSCS**

*OPEX CCP Coach, Chiropractic Medical Student, COO of Hybrid Performance Method*

Ian Kaplan is the COO and Head of Research at Hybrid Performance Method. He is a coach and graduated with his Doctor of Chiropractic in 2020. His coaching resume includes hundreds of general population and dozens of high-level athletes. Clinically, his focus is on helping people with spine pain return to doing what they love through education and training. His personal athletic background includes Division III NCAA Lacrosse and over 10 years of training for sports performance, and for performance in CrossFit.



### **Christina Sutter**

*Registered Provisional Psychologist*

Christina Sutter is a Registered Provisional Psychologist with her own private practice in Calgary, Alberta. She splits her work between clinical psychotherapy and sports psychology working with a variety of clients, athletes, coaches, and parents. Some of her work as a sports psychologist involves being an educator and consultant with elite athletes, coaches, and teams by focusing on self-esteem, coping skills, and competitive motivation. She is also a NCCP Level One coach. Throughout her life, Christina has participated in many competitive sports and combines her fascination with psychology and the human mind with her passion for sports and competing.



### **Dr. Whitney Reese**

*Doctor of Physical Therapy and OPEX CCP Coach*

Dr. Whitney Reese is a Doctor of Physical Therapy, OPEX CCP Coach, and the OPEX Programming: Movement Course instructor. Whitney has served as faculty at several universities and on numerous professional committees. In addition to her teaching role, she currently owns her own company, coaches for OPEX Round Rock and Crafted remote coaching and is the OPEX Programming: Movement instructor. Whitney has competed at the CrossFit Games, is a 6x Regionals competitor, and is the Texas State Champion for the 63 kg weight class in the snatch, clean and jerk, and the total. Through her clinical, athletic and personalized fitness coaching experience, Whitney bridges the gap between academia and the practice of coaching.



"What I learned about myself was just as much, if not more valuable, than everything else I learned... I can honestly say that I wouldn't be (on the way to) living my dream of becoming a professional coach if it weren't for the CCP."

- Tyler Villarreal,  
Central Athlete





# WHY OPEX CCP IS DIFFERENT

Not all coaching education is alike. In fact, we've been told there is nothing like CCP out there. Most certifications offer you theory delivered through textbooks or a weekend course. Unfortunately, that just isn't enough time or hands-on application to become a professional fitness coach. Students are left with more questions than answers and lack real-world practical application and ongoing support. Often, students walk away without a system to apply what they learned, and a lack of confidence and tools to build a successful coaching practice.





## Proven Coaching System to Work with Any Fitness Client

OPEX CCP gives you a system to deliver clients' a personalized program that not only includes exercise design but also how to impact their nutrition, recovery, and basic lifestyle behaviors that lead to happier, healthier, higher-performing individuals. In addition, it gives you the resources to build a lasting, fulfilling career as a professional fitness coach.

## Tools and Resources to Earn More

OPEX CCP coaches are able to offer more than just exercise to their clients, by including nutrition and lifestyle in their programs. This holistic offering sets our coaches apart, provides their clients with more value, and allows them to charge a higher price. Typically, prior to beginning OPEX CCP, our coaches charge \$100-\$200 a month for individual design or \$45-\$75 for a one-hour personal training session when they are just starting out. We see our CCP coaches increase their rates to \$265-\$400 a month for individual design or \$75-\$150 per session once they are more experienced.



“There’s not one single template (for training people). There isn’t a one-size-fits-all approach. James (FitzGerald) lays it out there and lets you make sense of the information, and his approach has helped us build this business in a way that we can now work with all sorts of people. [CCP] is probably the single largest contributor that has helped support our business.”

- Brandon Heavey, Evidence Based Athlete





# WHAT YOU'LL BE ABLE TO DO AFTER CCP

- Coach any client to achieve any fitness goal
- Design masterful personalized fitness programs
- Implement the OPEX Method for efficient and effective coaching
- Use technology to coach clients from anywhere
- Grow your successful fitness business



# HOW TO ENROLL

## Who We Are Looking For

Most importantly, we look for students that have:

A passion to do and learn about fitness

A strong desire to make an impact in the lives of others through fitness

A belief in the need for comprehensive personalized fitness programs

An ongoing commitment to personal and professional growth and development

We screen coaches for these characteristics. After an initial consultation to deem you a good fit, spots are available on a first come first served basis until we fill up a mentorship group.

### STEP 1

Apply and schedule a call to chat with an education advisor. Our advisors will get to know you and your coaching goals, answer all of your questions, ensure the program is a great fit for you and help you get started with CCP.

### STEP 2

You will schedule an Onboarding Call with your CCP education advisor to enroll and start your CCP studies. Spots are first come first served, so this call secures yours. This is a simple 15-minute process and involves organizing the initial payment, registering for your mentor calls, and of course giving you a brief recap of what to expect.

### STEP 3

Start your studies! You will begin through the CCP course material and the Self Assessment as you wait for your 1:1 mentorship kick-off call with your OPEX CCP Mentor.

[SCHEDULE A CALL](#)





"It's really all about relationship-building. I learned that through CCP. That was probably the biggest thing because if I have a good relationship with them, it will help me retain them for a really long time and they'll refer other people to me, so as long as I'm giving them something appropriate (programming-wise), it's really the relationship stuff that's the most valuable part."

- Shanna Guzman, Revival Strength



# READY TO TAKE THE NEXT STEP?

Schedule a call with our  
Education Advisor.

## **On that call you will:**

- Get all your questions answered about the program to help support your decision.
- Discuss your unique goals and background to evaluate if CCP is right for you.
- Receive guidance on fitness coaching career paths available.
- Obtain any additional information to help you take that next step and enroll

**Take the next step and schedule your call  
with our education advisor.**

[SCHEDULE A CALL](#)

**Do I have to travel?**

No. CCP can be done 100% online and from anywhere in the world.

**How do I find a client for my case study?**

We recommend using a friend, family member, or a current client. Our coaches have had great success making a social media post requesting a volunteer.

**Can I charge clients for my case study?**

Absolutely. If you are actively coaching clients you can use an existing client or use a new client. We do recommend being transparent and setting clear expectations for after the case study.

**Do I have a date for when my case study is due?**

Week 10 after your first mentorship kick-off call, though we will allow you to hand it in within one year of your mentorship start date.

**How long do I have to complete CCP?**

Completing CCP and handing in your final project in four months is advised. You have access to the course for 13 months from enrolling.

**What is the weekly time commitment?**

We recommend 30 - 45 minutes per day or around 3 hours per week to graduate in 10 weeks. The weekly 1:1 mentorship calls are 1 hour long.





"Other education out there just focuses on how to train people, not about why that person is walking through the door. ...I've learned a big part of it comes down to figuring out why your clients are really there, not just physically, but mentally and psychologically. You really need to understand them and their aspirations and their values."

- Dylan Staniec,  
Sea to Summit Training

### **What is LearnRx?**

**LearnRx** is the OPEX learning platform where you will access your CCP studies. LearnRx also includes a weekly content release, a Programs library, and monthly webinars, to provide you with ongoing education after CCP.

### **What is CoachRx?**

CoachRx is a comprehensive fitness coaching software designed to streamline program design, enhance client relationships, and manage business operations efficiently. With features like planning and periodization tools, a mobile app for easy client communication, and business management capabilities, CoachRx empowers coaches to deliver exceptional value to their clients while operating their coaching business more effectively.

### **Is CCP accredited?**

No. We are consciously not accredited because accreditation would mean saying goodbye to our final project and replacing it with a multiple-choice test. It is important to us to have our coaches demonstrate their ability to coach real clients. However, our course does provide CEUs for NASM, NSCA, and ACSM.

### **Can I work ahead?**

Absolutely! We encourage you to devour the information and start applying it immediately.

### **I don't live in the US. Can I still take this course?**

Yes! We have coaches around the world from 77 countries.

**If I pay monthly can I pay the balance off at any time?**

You can pay off your balance at any time by contacting Support at [support@opexfit.com](mailto:support@opexfit.com). Y

**What if I am going on holiday/vacation during the first 10 weeks?**

Because you can study from anywhere you can take your CCP studies with you.

**I am currently in another program, can I do both?**

Absolutely. Many of our students balance full-time work and additional education with our program. While 3 hours per week is recommended to graduate in 10 weeks, you can study at your own pace and have one year to submit your final project.

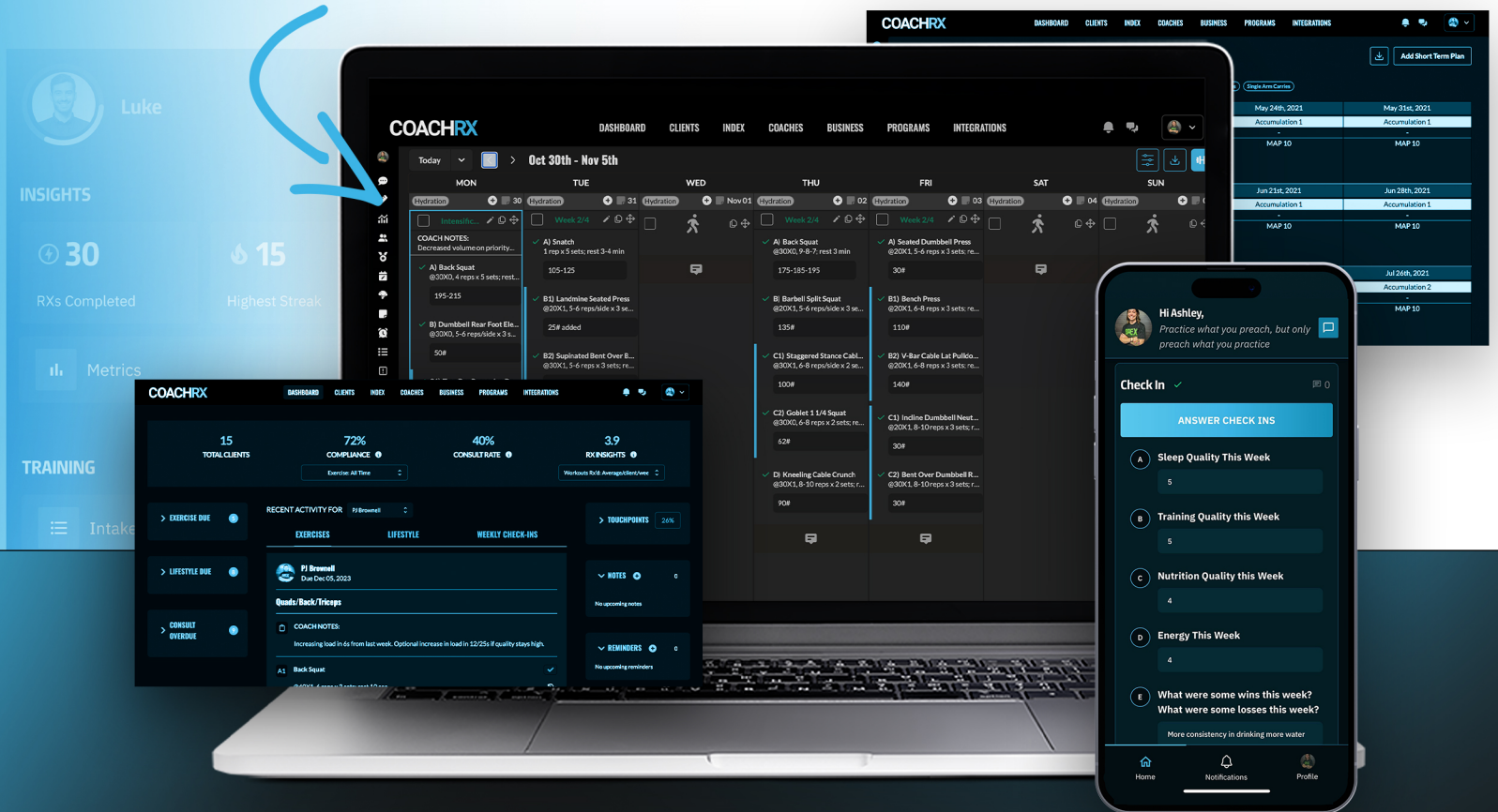
**How can I make a return on my investment?**

To make a return on investment in a year you will only need to take on one client paying \$250 per month for your coaching services.



COACHRX

# TECHNOLOGY SOLUTIONS FOR COACHES & TRAINERS



WHOEVER & HOWEVER YOU COACH, WE'VE GOT YOU COVERED.

× REMOTE COACHES  
× GYM OWNERS


× PERSONAL TRAINERS  
× STRENGTH & CONDITIONING COACHES

× GROUP PROGRAMMERS  
× PHYSICAL THERAPISTS

**COACHING  
SYSTEMS  
THAT WORK  
FOR YOU.**

Whatever your coaching style, we've got you covered. With its comprehensive features for program design, coaching, and business management, CoachRx empowers fitness professionals to deliver exceptional services, enhance client experiences, and scale their coaching businesses effectively.

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