

Personal Trainer

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In the drive for financial success physical wellbeing is often neglected. Demanding work schedules together with family commitments often make sticking to a training plan near impossible. A personal trainer is a simple solution for many people; working out with a skilled and highly motivated person can make all the difference.

Do you love to stay in shape and enjoy showing others how to do the same? If so, it might be time to turn your passion into a home business. Getting started as a personal trainer is inexpensive; with plenty of hard work and gutsy marketing this job can provide an excellent paycheck while still offering the rewards of teaching others.

Before The Start-Up Lets Not Get Ahead Of Ourselves

There isnt a shortage of personal trainer courses available today. While its not compulsory to have a qualification, it is highly recommended. Do research on the Internet and ask around at local gyms before you decide on a course to take. Try finding the most established and well-recognized course in your area. Having a qualification will increase your skill set and help build trust with clients, especially in the early stages of your career.

Once you have a qualification or significant experience in the fitness field, youll need to make sure youre always in great physical shape. In this business you dont just sell your services you sell yourself. Looking the part is very important, as clients will look to you as an example. Finally youll need to be very personable, have extensive knowledge of fitness equipment and have impeccable training technique.

The Start-Up

There isnt much youll need to get started. Most personal trainers either meet clients at their homes or the local gym. To look the part youll need to be well dressed, in a competitive industry wearing fashionable fitness gear might make all the difference. Youll also need a limited amount of equipment to take to clients homes, this might include free weights, a pezi ball and yoga mat. To take care of your personal fitness youll probably want a gym membership, unless of course you plan on training at home.

Give your marketing efforts the best chance to succeed by getting a quality logo, business cards, brochure and letterhead developed. Elance.com has excellent value for money packages that can take care of all these requirements in one easy step.

Standard rates vary between \$50 and \$75 (USD) per hour. Develop several package options for clients to choose from in addition to your hourly rate. Make sure every step of your service is professional by developing an attractive invoice and receipt template. The Microsoft Office website has plenty of pre made templates to choose from; if you dont have a computer and printer youll have to make do with handwritten ones for now.

Making It Work

The key to your business is helping your clients have fun while achieving their goals. Work with each client to establish realistic and achievable goals. Do your best to make every work out a fun and enjoyable experience. Vary routines; work out alongside clients to motivate them and help them perfect their technique to ensure they get the most out of their exercise time.

When you have the budget, consider providing niche-training options such as high performance and specialized cycling training.

Marketing

Low barriers to entry make personal training a highly competitive industry. In the long run, referrals and word of mouth marketing will make up the majority of your new business. Until then you'll need to be a savvy marketer to carve out your piece of the market. Advertise your services in local newspaper classifieds, on community bulletin boards and on gym notice boards.

Dont Forget

As you'll be meeting most clients at their homes you'll incur significant travel expenses. Dont forget to account for these when you do your business plan and accounting.

Finally, personal training suffers from a general down swing during winter. Dont let good business during summer lull you into a false sense of security.