

Getting Certified As A Personal Trainer ~ Things You Need to Know First Hand..



"Don't Go In Half-Cocked, Cross All the T's & Dot All the I's"...

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#1. Accountability as a Personal Trainer

When becoming a personal trainer, you have to be ready to take your job, and yourself, seriously. One of the biggest mistakes made by people who are looking to become a personal trainer is that they do not gain the skills that help them to become accountable to themselves, their clients and their trade. Being accountable will not only help you achieve your own goals as a trainer, but will help you to become a role model that guarantees success to the clients that you secure.

One of the best ways to start gaining skills as an accountable trainer is to set goals that are achievable. While this is advice that we give out to almost all of our clients, it's often something that we as trainers forget to do ourselves. To set a goal that you know you can achieve, you must know your own limitations, and be willing and flexible to work around those limitations. Often times, new trainers view this as a weakness, when in fact, it is one of the greatest strengths that a personal

trainer can have. Be sure to leave time for yourself, give yourself the flexibility to enjoy what you do without burning out.

Setting a good goal means that you are able to pick one aspect and work on it until it is achieved. This should be something that is specific, and something that is easy to measure. Having a goal like: "I want to be the best trainer in the world" is not specific in any way, and can be measured in many different ways. Breaking down your goals can help you get a better idea of what it is you are trying to achieve. Create goals like: "I want to have one good session with a difficult client by providing them with a new technique to stay motivated". Stay accountable to yourself by hitting targets along the way. Do research into various techniques that might help your clients. Expand your knowledge.

By showing that you are able to commit to your own goals, you will become a role model for your clients, and increase their own drive to succeed. On the same note, it is important to acknowledge your own struggles along the way. Ask for help when you need it, and you'll find that many of your co-workers will have great words of wisdom that can help you succeed. Be sure to share your goals with other trainers, to help keep you on track, and accountable to yourself and your clients.

#2. Advertising Online as a Personal Trainer

Using the internet can be a great way to gain many new clients; however, there are a few things that trainers should keep in mind when they begin to market themselves on the net.

One of the biggest mistakes most people make when they begin to market themselves on the internet is that they feel the need to create a website, instead of a simple webpage. While this may work for large corporations, if you're working solo, you will more likely end up confusing the people that visit your site. It's better to set up a simple webpage that people can visit. This page should give the prospective client the information that they need in an easy to find place.

Keeping your contact information handy will help people feel confident. Most people look for this at the bottom of the page. As well as keeping the standard information in an easy to find location, you will need to find a way to encourage people to visit your site regularly. Starting a blog from a free site is a great way to do this. Try to find a

domain that includes many of the key words that a client might type into a search engine to get your page as a result. You may get very few hits on a page called "Gabby's Workout", but you would get many hits on a site called "Toronto Personal Trainer".

Be sure to give people a reason to keep coming back. Offer a joke of the day, or a wellness blog, updates from fitness boot-camps, or contests where client can win free sessions if they answer the weekly question. Keeping things creative and fun will help people remember to incorporate a healthy lifestyle into their daily routine, and will increase the amount of exposure that your name gets on the internet. Getting your clients involved by encouraging them to post messages is also a great way for many potential clients to see the personality and atmosphere that they will likely be working with when they choose you as a personal trainer.

Getting your clients to visit and interact with your webpage can be a great way to start off your marketing success in the online world. Be sure to keep your site well maintained and up-to-date. By doing this, you are sure to increase the amount of exposure that you will get to potential incoming clientele.

#3. Attracting New Clients and Keeping Old

Personal trainers always have challenges in front of them. They must maintain a viable business and continually attracting new clients. Also once a personal trainer attains good clients then the challenge is to keep the client motivated to continually use the trainer's services.

The best way to attract new clients is to maintain a good relationship with the clients that now employ you. The fact that they are pleased with how you are helping them lose weight and tone up tends to rub off in different directions. They are going to mention your name when other acquaintances and family members begin to take notice.

One essential in keeping your customer happy is to learn to read between the lines. Some people are very frank and tell you directly why they require your services. Other individuals may try to cloud the issue. This doesn't mean once you realize the real reason they require your service, you need disclose it. Your reason for getting to the bottom of the matter is so you can do a better job for them.

Maybe they feel insecure about their physique or they truly don't understand why every time they follow a weight management plan, it doesn't work. Certain people may not be too happy to make such admissions. If you notice their shyness as far as their physical appearance, you may wish to place a great deal of emphasis on the way they affect their stance when performing floor exercises. If they can stand up tall posture-wise when exercising, this may allow them to stand taller and feel more confident when they aren't engaged in an exercise routine.

A person who has continued to fail at weight management while still appearing to have done their level best may be quitting programs much too early. Some individuals do not realize after starting a weight program there is a period of time where their weight basically flat lines. Even though they aren't eating as much, no pounds or inches will drop off. However, given time the pounds and inches will start disappearing. A lot will depend on a person's metabolism. What they most need is encouragement to continue.

You needn't disclose the period of dormancy to your client however when they intimate they've been doing

everything you say and still have had no success as far as weight-loss, take the approach of a health practitioner and review how long they've been on the program you've provided. Advise them that this is normal for now. This is all the more reason to continue to chart the client's progress with respect to the weight loss.

#4. Battling Personal Trainer Business Anxiety

When starting your own personal training business, things are sure to get a little bit more hectic in your life. One of the most frustrating parts of starting to work for yourself is the fact that you are always worrying about something going wrong. While a healthy amount of worrying is good for both you and your business, too much worrying can begin to interfere with your daily life, and with the progress made in the business each day. Here are a few great tips to help you manage all that stress!

Make a list, and organize your time effectively. By managing your day in a way that gives you time to deal with the important stuff when it counts, you are able to get more done. Set some time aside the night before to set up what your coming day will look

like. Try not to stray from your schedule once you have it set, as once you've gotten yourself off track, it's hard to get focused again and play catch up on all the work you have missed.

Part of this schedule is knowing how to prioritize your time. Pick the things that you know are the most important, and do them first. If there are many things, break them down into categories before you rank them into priorities. That way you know how much effort will need to go into each section for it to run smoothly. Often you'll find that by the end of the day, the things that were at the bottom of the list, took care of themselves anyways.

One of the greatest pitfalls of the technological age is the fact that no one can seem to put their phone down. If you spend your entire day taking calls and returning them, you'll never get anything accomplished. Set aside a fifteen minute block of time every few hours to check and respond to the urgent messages, but know that most things that come up can wait until you pick the message up later,

Most importantly, learn to say no. While no is not a word found often in a trainer's vocabulary, being able to decide how much a project is worth to you in the long run is important. If the payoff is not

good enough for you, then maybe it's worth it to have the extra time in your day to focus on the things that really matter to your personal training business.

#5. Becoming Accredited by the Right Organization

In order to be a properly certified personal trainer it is very important your certificates bear the name of nationally accredited organizations. The organizations that meet the requirements of the NCCA or National Commission for Certifying Agencies include the following: a) The American College of Sports Medicine, b) The Cooper Institute, c) The American Council on Exercise, d) The National Academy of Sports Medicine, e) The National Council on Strength and Exercise, f) The National Federation of Professional Trainers, and g) The National Strength and Conditioning Association.

Categorically, once you've attained certification from one of the above seven respected organizations you have met one of the requirements customers look for when selecting a credible personal trainer. Certainly, you have your foot in the door with a potential client by attaining certification from

one of the seven organizations listed; and much more easily than if you were to hang out your shingle without it.

Further, savvy consumers have been informed to rely on trainers who are accredited by one of the organizations listed before any other certifying source. This is due to the fact that each of the certifying organizations mentioned have met the strict requirements of the National Commission for Certifying Agencies (NCCA). Certainly, you wouldn't pick a physician who only had some form of random training you'd never heard about; the same goes for clients seeking a personal trainer.

Also once you are certified expect to continue your education in order to remain certified. You can receive certified education credits from the same organization that provided you with your initial certification. In your certification training you'll receive basic knowledge about a) Customizing exercise routines associative with client health needs and level of fitness; and b) Ability to effectively administer various regimens and diets for different clients.

The organization will also expect you to attain CPR certification before you begin the coursework.

This is especially essential since you'll be employed providing services where physical exertion may bring about the effects of an underlying health problem with respect to some clients.

Finally, continuing education credits are also important to attain from the standpoint that ongoing research provides the general population with information on how certain exercise routines and nutritional foodstuffs can affect the human body. So you don't want to know less than your clients. This is a profession where you'll always want to stay up-to-date and continue to learn.

#6. Benefits of Offering a First Session Free

Many trainers first starting off in the business often wonder why we give away "freebies" to clients for their first visits. While it may seem like a direct loss of income to the trainer, offering a free session can often be the first step in acquiring and retaining a new client who will continue to use your services in the future. This happens in a few ways, all of which can be positively attributed to the way that clients relate and think about fitness.

Often times, when someone comes in to a gym for the first time, they are nervous and unsure of themselves and their abilities. Many individuals find themselves in a state of anxiety, not really knowing who they can turn to for guidance. If left for long enough, this can trigger a flight or freeze response, which forces the potential client into a position where they feel uncomfortable, and unwilling to try the services. By engaging a new client from the beginning, and allowing them an opportunity to get involved with their fitness plan from the beginning, you are battling back that anxiety.

Once a client begins to get comfortable in the session, you will be able to see a drastic difference in how they react and respond to your requests. As they begin to feel better about themselves and the way that they can accomplish the tasks you give them, they will feel better about continuing on in future sessions with you. By developing a sense of trust with that client, you are able to chase away any misconceptions or fears that they may have about a personal trainer, and show them that they do have the potential to work well with a trainer.

On a neurological level, exercising through the first session will release dopamine into their systems, allowing them to feel good about what they

are doing, and begin to see a trip to the gym as a type of physical reward. This allows the client to reason quickly, and brightens their alertness. By appealing to the client through a reward system, it is easier to outline for them in a logical sense the benefits of having a personal trainer and continuing to live an active and healthy lifestyle.

Offering a free first session can be a great way to boost business if you do it correctly. Be sure to be open and honest with your potential clients and work hard to build up a relationship of trust with them. You will find that once people quell their initial fears, they will continue to work with you to attain the benefits of your knowledge.

#7. Creative Ways to Challenge Your Clients

Creating a fitness plan for a client can be a source of excitement and inspiration, if you don't fall into the trap of standardized activities. While many clients will need to start with a small number of routines until they develop the strength and endurance needed to expand their range of activities, many clients are up for a challenge, and will continue to thrive if they are given a creative

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