

Personal Trainer Code By Robert Saladino, MS, CSCS

There are literally hundreds of certificates you can receive. I have listed some of the more popular personal training schools, along with cost, length and respectability in the field.

Personal Training Schools

National Personal Training Institute Certification

(http://www.nptifitness.com/#school-locations_school_Philadelphia)

Certifications: CPT, CNC, Diploma in Personal Training, CPR Certification

Work shop Length: 500 hours

Cost \$5,900 includes all study materials needed to pass exam, including use of facilities

Prerequisites: 18yrs old, HS diploma or equivalent

Time to complete: 4, 6, or 12 month options.

Penn Foster Career School (<http://www.pennfoster.edu/fitness/ProgramOutline.html>)

Certifications: CPT

Work shop length: 14 lessons?

All materials Included

Cost \$985

Prerequisites HS Diploma or equivalent

Time to complete?

CNI College (<http://cni.edu-search.com/index.php>)

Certifications: Prepares for CPT = NSCA

Work shop Length: 48 Weeks

Cost \$13,000, includes all study materials, use of facilities and 1 year membership to NSCA

Prerequisites: HS Diploma or equivalent

Time to complete 9 months

American Academy of Personal Trainers

(http://aaptschool.com/Home/Program_Fees_and_Financial_Aid/params/menu/10/default.aspx)

Certifications: CPT

Length: 3 or 6 months

All Materials Included

Cost \$4,900, \$75 activation fee

Prerequisites: 18yrs, HS Diploma or equivalent

Time to complete?

Considering the cost of certain schools listed above, one should consider is 4-\$5,000 a good investment? For example Queens College in NY,

(http://www.qc.cuny.edu/academics/family_nutrition_exercise_sciences.php) offers a B.A. in Exercise Science for about the same amount of money. Experience tells me, you are always better off getting an accredited degree from a college opposed to a PT certification.

A school degree from a credited college will always pay off in the long run compared to any training certificate.

College Benefits

- Teaching Positions: Teach and earn Master's degree at the same time
- Most affluent health clubs require their trainers to hold college degrees
- Learning and experience
- Earn more money
- Earn more respect

College Cons

- Difficult to work full time and attend college
- Stress of college work load
- Elective classes (that have nothing to do with personal training)
- Scheduling of classes may be problematic with life outside of school

Personal Training School Benefits

- Finish in shorter period of time
- Cheaper than college depending on the school
- Hands on training
- Only focus on personal training aspects (no electives)

Personal Training School Cons

- May not get the best education
- Not as respectable in the field
- When it's all said and done...you will only have a personal training certificate.

The Home Study Course Certificates

The most popular road personal trainers choose to travel is the home study course. This option is optimal for students and working people. A salient factor on whether or not a certification is respectable in the field of fitness and exercise is the accreditation of the governing body.

The National Organization for Competency Assurance (<http://www.noca.org/>) sets quality standards for accreditation among organizations, and the National Commission for Certifying Agencies (NCCA) is the accreditation body of the National Organization for Competency Assurance (NOCA). The standard mission of the NCCA is to oversee the health, welfare, and safety of the public through the accreditation of certification programs that assess professional competency. In the case of the NCCA it separates the certifying agencies based on that professional competency to complete and

pass proctored personal trainer exams. As of December 15, 2006 there are only 7 out of the countless hundreds that meet these requirements. The following have been accredited by the NCCA:

- American College of Sports Medicine (<http://www.acsm.org>).
- American Council on Exercise (<http://www.acefitness.org>)
- The Cooper Institute (<http://www.cooperinst.org>)
- National Academy of Sports Medicine (<http://www.nasm.org>)
- National Council on Strength and Fitness (<http://www.ncsf.org>)
- National Federation of Professional Trainers (<http://www.nfpt.com>)
- National Strength and Conditioning Association (<http://www.nscf-lift.org>)

In an industry where anyone can say they're an experienced personal trainer simply by hanging a blinking neo sign over their door, it is paramount to know what were the requirements needed to obtain the certifications. It is up to the individual who desires to become a personal trainer to make a decision to choose an organization that will teach and execute high standards in the fields of exercise and fitness. In the same breath clients are getting more and savvy when it comes to choosing personal training services. If you were presented with the following questions from a possible high end future client would you feel comfortable answering the following questions....

- What were some of your prerequisites and qualifications you had to go through to actually obtain the certification? NCCA covers this aspect
- Are you insured? Why take a chance? For the cost of about \$400 annually you and your client can both feel and rest easy if any mishaps occur.
- How many clients are you currently working with now? Less than 4 is not a good sign. This ensures the client that you're in high demand and have a high profile client base
- Have you ever been published with any written works regarding **exercise, health, fitness or diet**? The ability to educate on a scholarly level to a large mass of individuals through publication of your **knowledge speaks volumes when trying to sell yourself**. The credential "Published Author" is gold when landing clients and jobs. I touch upon this later in the report.
- What levels of education do you possess? Let me give you one example to help illustrate my point: ask yourself the following question, would you go to a doctor who never attended med school? Then why would someone settle for a trainer who never attended college in the area of exercise? College is not a

requirement to become a certified trainer. The question to the future personal trainer is...why not obtain and look for both? Be the best you can be.

The Numbers Tell No Lie...

As you can tell I'm big on getting an education. I think it speaks volumes on your determination to be above the fold especially when it comes to personal training. I did my own research by entering a keyword search **personal training** using Google in cities like Miami, NY, Boston, Texas, Arizona, Las Vegas, and PA. The results are absolutely astonishing: Out of 100 of the top trainers for those cities only 38% had certifications governed by the NCCA and only 23% graduated with a degree related to exercise. Again, if you want to be best and have confidence that you can be the best: Get certified under any one of the organizations accredited by the NCCA and get your college degree and you will be on your way to being above the fold!

At Home Study Courses

National Strength and Conditioning Association

Certifications: **CPT**

Prerequisites: HS or equivalent, 18yrs, CPR and AED

Design: Multiple choice, 150 questions,

Respectability in Field: **High**

Paper/Pencil Test

Member Cost: \$235

Non Member: \$355

Computer Test

Member Cost: \$285

Non Member: \$405

Study Material:

Essentials of Personal Training Text Book:

Member Cost: \$68

Non Member Cost\$75

NSCA-PT Premier Package (includes: exam content booklet, exercise manual with DVD, practice exam):

Member Cost\$179

Non Member Cost: \$299

NSCA-PT Premier Plus Package (includes: Essentials of Personal Training Text Book, exam content booklet, exercise manual with DVD, practice exam):

Member Cost \$ 246

Non Member Cost 373

NSCA-PT Elite Exam Package (includes: exam content booklet, exercise manual with DVD, practice exam volumes 1-3, exam registration):

Member Cost \$405.95

Non Member Cost \$661.95

NSCA-PT Elite Plus Package (includes: (Essentials of Personal Training Text Book, exam content booklet, exercise manual with DVD, practice exam volumes 1-3, exam registration):

Member Cost: \$476.95

Non Member Cost: \$731.95

Certified Strength and Conditioning Specialist

Certifications: (CSCS)

Prerequisites: Bachelors Degree in Scientific Field, CPR and AED, college seniors can take test with proof of graduation

Design: Total 200 Multiple Choice Questions: Exercise Science 58 questions, Nutrition 22 questions, Exercise Technique 39 questions, Program Design 40 questions, Organization and Administration 12 questions, Testing Evaluation 20 questions

Respectability in Field: **High**

Paper Pencil Test

Member Cost \$210

Non Member Cost \$380

Computer Test

Member Cost \$310

Non Member \$430

Study Material:

Essentials Of Strength and Conditioning Text Book

Member Cost: \$72

Non Member: \$79

CSCS Premier Prep Package: (includes: exam content booklet, exercise manual with DVD, practice exam):

Member Cost: \$246.95

Non Member Cost: \$373.95

CSCS Premier Plus Package: (includes: Essentials of Personal Training Text Book, exam content booklet, exercise manual with DVD, practice exam):

Member Cost: \$246

Non Member Cost: \$373

CSCS Elite package: (includes: exam content booklet, exercise manual with DVD, practice exam Vol 1-3, exam registration):

Member Cost: \$429

Non Member Cost: \$686

CSCS Elite Plus Package: includes: (Essentials of Personal Training Text Book, exam content booklet, exercise manual with DVD, practice exam vol 1-3, exam registration)

Member Cost: \$496

Non Member Cost: \$760

Member Cost:

Certified Professional Member 1yr \$115

Professional Member 1yr \$115

Certified Student Member 1yr \$90

Student Member 1 yr \$95

Member Benefits: Discounts on all materials, *Strength and Conditioning Journal* (bimonthly) *Journal of Strength and Conditioning Research*

(ACE) American Council Exercise

Certifications: CPT

Prerequisites: 18yrs, CPR

Design: Total 150 multiple Choice, 2 written essays, client scenarios, Client Interview and Assessment, Program Design and Implementation, Program Role Responsibilities, Applied Science

Cost: 1st time paper/pencil \$219, 1st computer \$299.95

Standard Personal Trainer: \$299.95, Flashcards, audio study, Textbook: ACE manual: *The Resource for Fitness Professionals*

Deluxe Personal Trainer Home Study: \$349.99 added live workshop.

Respectability in Field: **Med-High**

NCCA: Yes

Cooper Institute

Certifications: CPT

Prerequisites: 18yrs, CPR

Design: Total 150 multiple Choice: Core scientific 45 questions (30%), assessment and evaluation of clients 22 questions (15%), Goal setting and adherence 15 questions (10%), Exercise prescription 52 questions (35%), Business principals and professionalism 15 questions (10%)

Cost: \$250

Respectability in Field: **Med- High**

NCCA: Yes

(NASM) National Academy Sports Medicine

Certifications: CPT

Prerequisites: 18yrs, CPR/AED

Design: Computer based: Total 120 multiple choice questions: Assessment, Exercise Technique. Program Design, Nutrition, Client Relations, Professional Development
Certified Personal Trainer; Standard Package: Text: Professional Fitness Training, Study Guide, DVD, Webinar Coaching, Exam, iPod video, MP3 Audio, online practice exam, CPT exam

Cost: \$599

Certified Personal Trainer Plus: Text: Professional Fitness Training, Study Guide, DVD, Webinar Coaching, Live Workshop, iPod video, *Live Workshop*, MP3 Audio, online practice exam; CPT exam.

Cost \$729

Certified Personal Trainer Premier: Text: Professional Fitness Training, Study Guide, DVD, Webinar Coaching, Exam, Live Workshop, iPod video, *Live Workshop*, MP3 Audio, online practice exam, intro to *personal training course*, CPT exam.

Cost \$799

Respectability: **Med-High**

NCCA: Yes

(ISSA) International Sports Science Association

Certifications: CPT

Prerequisites: 18yrs, CPR/AED

Design: Total 180 questions: 50 True/False, 50 Multiple Choice questions, 60 Practical questions, 2 Case Studies, 6 Learning Experiences

Cost: Seminar w Test \$299, Seminar w/o Test \$149,

CPT Home Package \$595 includes : Text: Fitness: Complete Guide, Study Guide, Work Book, Complete guide to Fiscal Fitness Marketing, ISSA Nutrition/Sports Medicine Video, Practice Exam, Home Exam

Respectability in Field: **Low-Med**

NCCA: No

(NFPT) National Federation of Personal Trainings

Certifications: CPT

Prerequisites: 18yrs, High School Diploma, CPR (Not required), 2 yrs practical hands on experience

Design: 120 Questions Multiple Choice: Human anatomy (15%), Human Physiology (20%), Exercise Physiology (25%), Identifying client goals and implementing exercise programs (25%), Industry wellness (10%), Legal practices (5%).

Cost: Test \$450 Includes: NFPT Text Book, CD Rom: Back Care, Flexibility and Exercise Demonstration

Proctored Exam: Paper/Pencil \$20, Computer Based \$40

Respectability in the Field: **Med-High**

NCCA: Yes

(NCST) National Council on Strength and Fitness

Certifications: CPT

Prerequisites: 18yrs, CPR

Design: Pencil/Paper or Computer: 150 Questions

Test Registration Cost: \$199

Workshop/2days: includes: Text: Advance Concepts of PT, Study Guide, Concepts of Training CD, Training and Assessment DVD, 1 yr membership

Cost: \$299

Home Study Course: includes Text: Advance Concepts of PT, Study Guide, Concepts of Training CD, Training and Assessment DVD, 1 yr membership

Respectability: **Med-High**

NCCA: Yes

(ACSM) American Council Sports Medicine

Certifications: CPT

Prerequisites: 18yrs, High School Diploma, CPR

Design: Computer based 120-150 Questions: Exercise Prescription 28%, Exercise Physiology 24%, Health Appraisal/Fitness Exercise Testing 13%, Clinical/Medical Considerations 10%, Nutrition/Weight Management 9%, Safety, Injury Prevention and Emergency Procedures 8%, Program Administration /Quality Assurance/Outcome Assessment 4%, Human Behavior 4%

ACSM Certified Personal Trainer Study Kit: Resources for Personal Trainer, Guidelines for Exercise Testing and Prescription, Certification Review

Cost: \$125

Cost: 1 day Workshop \$129

Cost: 3 day Workshop \$359

Cost: Exam Test \$279

Respectability: **High**

NCCA: Yes

(NESTA) National Exercise and Sports Trainers Association

Certifications: CPT

Prerequisites: 18ys, High School Diploma, CPR

Design: 100 Questions Multiple Choice

New Personal Fitness Trainer 2.0: CD Rom, Proctored Exam, 2 Personal Fitness Trainers DVD'S, 2 Personal Fitness Trainers CD'S, Personal Fitness Trainer

Cost: \$389

Cost: Test \$199

Basic: CD Manual, Proctored Exam

NCCA: No

Choose the best

Some certificates are better than others. Without question the NSCA, ACE, and ASCM are the top 3 certificates you can possibly have. They separate themselves from the rest due to the difficult nature of their exams. For example one of requirements of eligibility to sit for the NSCA's CSCS (Certified Strength and Conditioning Specialist) test is the applicant must have a bachelor's degree in a related field or be in their senior year of college. The test itself is administered by AMP (Applied Measurement Professionals). This is the same company that administers the RN, RD and MCAT exams. Believe it or not, but the average certified personal training organization only requires the applicant to be 18yrs old. Most are not even proctored and have the option of actually taking the exam at home. This makes it less respectable to employers and clients.

Kinesiology/Exercise Science/Exercise Physiology College Degrees

Almost all colleges offer one of the categories listed above. The more letters (MS, PhD) from accredited schools you have after your name, the more respect and money you will receive.

I realize that this report is about the personal training business but that doesn't mean you have to limit all your apples to one basket. Here is a list of job positions where a Kinesiology degree can act as a credential: It's important to keep in mind that Kinesiology, Exercise Science, and Exercise Physiology, are all synonymous with one another.

Direct

College Coach
Corporate Wellness Manager
Fitness Choreographer
Fitness Instructor
Intramural Sports Director
Physical Education Instructor
Professional Assistant Coach
Professional Head Coach
Public School Coach
Recreational Therapist
Strength and Conditioning Coach
Technology Fitness Consultant
Weight Trainer Instructor

Less Direct

Activities Director, Resort
Agent
Fitness Club Administer
Fitness Club Service Manager
Nutritionist
Outward Bound Instructor
Park Administrator
Sports Massage Therapist
Sports Officiator
Sports Castor
Sports Writer

Indirect

Academic Advisor
Academic Counselor
Advertising Account Assistant
Arena Manager
Corporate Recruiter
Developer of Education for seminars, certifying agencies, boot camps and fitness magazines
Special Events Organizer.

Adapted from University of Texas
(<http://www.edb.utexas.edu/education/departments/khe/>).

Now that you're certified... you must promote yourself. Here are the best and cheapest ways to market...

1st tier

Websites

YouTube

Article Distribution

Joint Ventures

2nd tier

Newspaper ads

Radio

Television

Community Service

Getting Started with a Website

Folks its 2009 there is absolutely no excuses whatsoever why you don't have a website. If a 15 yr old can have a MySpace page on the internet just to talk to her friends, than a professional trying to earn a living definitely needs one. Don't worry; the following paragraphs will walk you through the basics to get you started.

- **Choose a domain name:** Your domain name is you're like your street address except your clients are not coming to your house they're coming to find you online through your web address.
 1. keep it simple and short: "*www.getfitnow.com*" is the better choice compared to "*www.youwillgetfitnowgauranteed.com*"
 2. Is it easy to remember: mention your domain name to a couple of people you know and then ask them if they remembered the name 5 minutes later?
 3. Is it easy to say and pronounce:
 4. Is it marketable and recognizable: you don't know if "*www.getresultsnow.com*" has to do with losing weight or improving grades
 5. Is it representative of your business: "*www.robert101.com*" really tells the client nothing about my personal training business, opposed to "*www.mountainfitnessbyrobert.com*" clients get the idea of what my site is all about.

Once you have decided on your name you need to register your name with a computer host. Basically a computer host is like a land lord you pay rent to. The job of the host is to put your website on the internet. Here are some combined hoisting/website companies that will do both register and help you make a website.

- Web.com(my personal favorite)
- Godaddy.com

Creating the Website

This may sound really simplistic but it makes sense and can save you a lot of time. Spend a couple of days looking on the web at different websites you like. You can model yourself after different sites you like for example: colors, font, banners, testimonials and so forth. Take note of everything you would want included in your site. Use those same ideas but fill in gaps with your own verbiage and of course by all means abide by copyright laws.

Content

First thing you have to do is make a rough draft of your content on a computer word document something like notepad by Microsoft. List all the topic categories such as

- About me
- Articles
- Contact Me
- Exercise Videos
- Services and rates
- Testimonials
- Products
- Health and Diet tips

When you finally figured out the main categories, you simply add on the content that will fit into the appropriate category. For example if you have any published articles you would list them under the article section, opposed to listing the articles one by one on the navigation bar. This makes the web- site look clean and neat, instead of cluttered with information.

One thing you don't want to be is boring and dull. Try to find exciting topics and ground breaking training and dieting information. Here are some tips to get you thinking:

- Subscribe to research journals like The Journal of Strength and Conditioning, and report relevant new research to your customers.
- Make your own exercise videos and broadcast them on your site. This makes you the expert and not someone else.
- Make audio recordings of current topics for example weekly or monthly podcast.
- Have testimonials especially before and after photos of some high end clients.
- Tip of the week
- Offer a free bonus for example signing up for a weekly newsletter on training tips and diet.

These are some suggestion to have on your home page to get people to stick around the site. Again your homepage should be an all out attack to get potential customers to buy into purchasing your products.

Professional Websites

The other option is to actually pay to have someone else design your site for you. The major advantage here is the site will look like a real professional site. But there are a lot of drawbacks as well including price which could run up to \$5,000 compared to around \$25 for the template version. Also when adding and deleting content most professional sites require someone on the website team to make those changes usually not the owner. So you may find yourself waiting a couple of days to a week for changes to be displayed. If you're just starting out, the do it yourself template is the cheapest and most proficient way to market a business.

Welcome to the You Tube Age

The fastest way to get on the internet is set up a *you tube* account and put up your own videos. You are not limited to making exercise videos exclusively. There are a plethora of things you can do online to get your name out there here is a snippet of what you can do

- Review popular diet and exercise books
- Review health clubs and fitness centers in your area
- Make easy to use recipes: for example your favorite protein smoothie
- Dismiss exercise myths
- And of course.....Make exercise videos of you training your clients or exercising yourself

Keep it short and simple, anything over 4 minutes is too long, preferably 1-2 minutes is ideal. The great thing about you tube is everybody knows about it and watches it. Please don't get caught up in running out and buying expensive equipment, a simple HD camera with video will do for now. Try making a couple of videos first, then with practice you can make an upgrade. But to be honest, some of the most popular videos are the raw natural videos that are done by amateurs.

Become a Writer

There are literally hundreds of online article data bases that accept articles on various topics. Simply pick a topic related to health and fitness and start writing about it. Usually 1-2 pages will be sufficient. You will quickly learn if the fitness industry is your passion, based on whether or not you can come up with various topics to write about. Here are some ideas to get you started. 1) Go to the local book store like a Barnes and Noble and spend some time in the diet and fitness section. Take notes on what the newest books and latest magazines are discussing. Go home and start writing on the same topics. If editors are giving the go ahead on the stories then you can be sure there will be hundreds if not millions of potential readers for you. 2) If you happen to be in school, go back to any papers you may have written on any topic related to exercise. Simply clean it

up a bit to make it sound more like an article and presto! Here is a list of some of my favorite online article bases.

- Ezinearticles.com
- Isnare.com
- Goarticels.com
- Articlebiz.com
- Articlebasement.com
- Atriclesender.com
- Articletrader.com
- Articlepros.com
- Articleworld.com

Here is how this works... If they accept your article, you are then listed in their directory. Now anybody including publishers can read or use your article. Keep in mind the idea here is to get your name out there and drive traffic towards your business. Don't forget at the end of every article to include your reference box. This is a brief summary about you and your business for example mine is

***Robert Saladino** is a C.S.C.S Certified Sports Conditioning Specialist, who has helped hundreds of his clients reach and keep their fitness goals. He is one of the top Personal Trainers in PA; visit www.mountainfitnessbyrobert.com for a ton of free information regarding exercise, health and diet. If you are someone who is trying to lose weight, gain muscle or just want to get more healthy and fit. You owe it to yourself to visit this site! Again get your name out there!*

Networking with Joint Ventures

This is by far the best way to get immediate clients and revenue. At the same time it's also the most frightening to anyone who is not used to selling themselves. The best advice I can give you, regarding this matter is simply get out there and just do it! JV's short for joint ventures are small contracts you make with fellow professionals in fitness related fields. Chiropractors are great examples....ask your local Chiropractor if they would be willing to recommend some of their patients to you. In exchange you will give 30% commissions to them and 20% off to their patients. It may be a pay cut for you, but this is a great way to build up your name in the community. Be sure to be prepared with scientific literature that supports your reasons for encouraging people to undergo an exercise program. For example...outline the positives of maintaining a normal BMI for individuals who are experiencing back and neck issues. This will score major points and puts you in position of authority. Again, this is where college degrees and the right certifications bring big dividends to your confidence. Dr's will be more willing to send their patients to other professionals who hold college degrees and respectable certifications opposed to those who do not. Here is a list of some of the best JV's that with the proper persuasion can bring you a steady flow of clients:

- 1) *Chiropractors*: This would be my first choice by far. The great thing about chiropractors is most of them understand the concept of staying in shape for better health.
- 2) *Senior homes*: although not my favorite but some senior homes don't have exercise facilities and will be thrilled to offer you a position
- 3) *Schools*: It's crazy but physical education keeps shrinking in this country as budget costs drop. Try contacting the principal or even the president of the parents association and let them know you an outlined after school program for the students to keep them healthy and fit.
- 4) *Weight Loss Centers* (weight watchers): This is a no brainer, most if not all offer nutrition counseling but not exercise counseling. This is where you come in; offer your services for a reduced price to the clients and some of the profits to the owners.
- 5) *MD/O.T/P.T*: I find these are some of the most difficult settings to try to obtain clients. The problem is most medical doctors and physical therapists believe they have superior knowledge in the anatomy and physiology of the human body. It's your job to convince them of the benefits their clients can receive from your services. Again, this is where a college degree and a good recognizable certification come into play big time. Your best bet is to know a professional already in the field but if not offer samples of programs designed for post rehab fitness.
- 6) *Private Country Clubs*: Talk about an advantage: rich, successful people who care about the way the look. If there is a fitness center on the grounds great, if not offer in home training services. All you need is that one big client to begin word mouth of how good she or he feels and you are set!
- 7) *Golf Clubs*: I have learned a priceless lesson over the years and it's simply this.....Golfers will pay anything to improve their golf game....study the movement.....make a program for golfers of all ages and reap the rewards.
- 8) *Up Scale Hair and Nail Salons*: If women or men are willing to spend \$100 for a hair cut than they must really care about the way they look...You get the idea.

2nd Tier

The **newspaper** ad is probably one of the most popular ways businesses advertise. Here are some simple guidelines to ensure your ad will not be overlooked.

- Make sure the ad is located in the fitness or health section. It makes no sense if it's running alongside *Pet Lovers for You!*
- Location is an absolute key. Try to get a top or bottom position on the page or the far corners. The middle section is less visible to the eye and usually more difficult to notice.
- Page number is something people usually over look. Think about it? How many readers' actually finishes an entire paper? The first 20 are seen more then the last 5.
- Last but not least you can't forget those annoying inserts that are consistently falling out of the paper. Although more expensive than the regular ads these

are highly effective for one reason. The consumer is forced to pick them up and read it.

Radio Guidelines

- A major city with a large amount of radio stations will cost you an arm and a leg, probably not worth it
- Smaller cities are the best reason to try radio ads (fewer stations to compete with)

Television Guidelines

- Gives credibility to you and your business
- Reaches large amount of future clients quickly
- Hire a good camera guy. This will lower costs and editing big time
- Write a script before hand. The more you mess up the more expensive the project will be
- If you really want to save time and money you can buy previously recorded video at www.spotranner.com. You simply add your own voice-over

Local Community Groups

- There will always be groups looking for speakers each month, YMCA and local schools are good choices. Make a 30 minute presentation designed for your audience: for example a high school football team would love to get some free tips on gaining muscle mass. In return ask if you can distribute some of your business cards.

Pricing?

Usually fitness centers charge \$50 per session with 10-20% discount when buying packages. If hired by a fitness center you usually pretty much are forced to play by their rules and except the income they offer you. It gets a little tricky when you have your own business. Clients are usually women and pay on average \$34.00 per session (American Sports Data Inc). Location mostly will govern what people pay per session. Like I touched base before affluent clients will pay more than less affluent clients but they have to believe you are worth it. Earning a college degree with a respectable certification is a must. I want to speak about one last thing that will make you even more marketable....**Get a Specialty (Niche)**

Ask your self these questions

- If I had the perfect client who would I want to train? Is it teenagers, elderly, athletes or newbie's to the world of fitness, Who ever is your perfect client that's who you should be marketing
- What are you good at? Do you do well in groups or one on one training
- Where is your knowledge base? Are you skillful in strength and conditioning or weight loss

Finding a niche should come naturally because if it something you have a passion for and you will have no problem desiring to teach it to others. While you don't necessarily need a niche to be a good personal trainer it will definitely make you more marketable. For example a personal trainer who has great success in weight loss for women would have an easier time convincing a prospective over weight woman client to train with him, opposed to a trainer who trains a local college wrestling team in the nuances of cutting weight.

Some ideas

- Strength training
- Cardiovascular
- Sports Specific
- Rehabilitation
- Body Building
- General Fitness
- Special Populations (elderly, children)
- Sports Nutritionist
- Pre/Post Natal training

Self Employed or Employed by gym?

It's the age old question that most trainers face.....where do you actually work? There may not be a direct answer to the question....here are pros and cons of both

Self Employed (Entrepreneurship)

Pros

- You have no boss
- You make your own hours
- You decide what your clients pay you
- You train your clients how you want to train them (some fitness centers have their own training system that you must follow)
- Feeling of self accomplishment
- You choose who you want to train

Cons

- You need to build your own client base which may take some time
- Finding a place to actually train clients (studio or their own home)
- Buying or renting equipment could be expensive
- Building a reputation of trust is very time consuming
- You need to be in a very fitness orientated affluent city to be successful

Employed by Gym

Pros

- No need to look for clients(some gyms give you entry level clients to help build your rep)

- Most popular gyms are sold by their own brand name = clients will automatically accept that you're a good trainer
- Some gyms offer hourly wages (you get paid no matter what, but usually not over \$12 per hr)
- Large amount of equipment to choose from
- Learning from other trainers in the field
- Many certifying agencies give discounts to trainers who are employed at certain fitness centers
- Medical benefits possibly
- Working with a team helps keep motivation of trainers and clients high

Cons

- Most fitness centers charge over \$50 for a session but you only keep about 50 %
- Although depending on the gym you may be asked to work the floor and try to sell workout packages....bad if your not a good sales man
- Entry level trainers usually get the worst shifts which means you will be getting up at 5 am or work until midnight on weekends
- If the gym doesn't have a good turnover rate of new members finding new clients could be problematic
- Some fitness centers have their own training philosophy which means it's either their way of training or no way
- Job description may in tale putting back weights and emptying out garbage cans
- Competing with other trainers for clients can cause back stabbing amongst employees
- Your boss may be a jerk!

Prescreening the Client

You must prescreen all clients for the following reasons:

- Identifies for cardio vascular disease
- Lowers the risk for liability suits
- Provides information on weak areas
- Provides information on areas to be trained
- Identifies clients who might be highly detrained

You can download free Par-Q questionnaires/consent/waiver at www.csep.ca (Canadian Society of Exercise Physiology).

If any question is answered yes, do not continue with the physical part of the training session in till the client gets medical clearance.

Along with the Par-Q, a consent-waiver should also be administered. This form should include an outline of the type of activities and risks involved. It should be signed with trainer, client and a 3rd party witness all present.

Don't fall into the 3 traps of complacency: 1) the client looks physically healthy; 2) you are best friends, 3) training for 1 session. Always have them read and sign health and consent forms. Here is an old consent form that I used:

Robert Saladino
[Title]
[Company Name]
[Street Address]
[City, ST ZIP Code]

[Recipient Name]
[Title]
[Company Name]
[Street Address]
[City, ST ZIP Code]

Dear [Recipient Name]:

Thank you for choosing Mountainfitness by Robert for your fitness needs. The following agreement spells out the terms and conditions of personal training sessions conducted by Robert Saladino. Please keep a copy for your records and return a signed copy to me in the enclosed envelope.

I Robert Saladino will train _____ 2x weekly for 45 min each session. Each session will consist of but not limited to the following modalities: plyometric, cardio (elliptical and high rep training for example), muscular endurance, and weight resistance training using free weights, cables, machines and Bowflex modalities. My base fee for the services as described above is _____ for a total of _____ sessions. The amount of _____ will be paid in _____ installments of _____ at the beginning of the 1stst training cycle and at the end of each training cycle, totaling \$____. That fee is based on the regular applied fees of _____.

8 hour notice is needed for cancelations or rescheduling of training sessions. If cancelations or rescheduling is not in an 8 hour time frame, the session will be counted as a paid session. The following notice rules also apply for Robert Saladino, if cancelations or rescheduling by Robert Saladino is not in the allotted time frame of 8 hrs, a bonus session will be applied. This rule is negated for emergency and snow days. Closing of school systems in Monroe county is considered a snow day. However phone cancelations are still required for all cancelations.

Sincerely,

Robert Saladino, C.S.C.S, Certified Conditioning Specialist, ISAA Certified Personal Trainer

Give Bonuses

Give clients as much free stuff as possible. Here are some good ideas:

- Free T-shirts with your logo and web-site (whenever they wear it, they are giving you free publicity)
- first session should always be free
- Protein smoothie after every workout, this will help rebuild muscle which in turn means they will make better gains, the more gains your clients make the more clients you have
- Offer password protected pages on your web-site that only paid clients get to view
- Free monthly news letter
- Offer 20% discounts towards next training cycle if they refer a new client to you

Putting it all into perspective....A college degree with a respectable PT certification and a niche market will bring you the most money possible. I can't see how any PT would take anything below \$40-70 per session.

Personal Trainer Commandments

Follow these Ten Commandments of personal training and you shall inherit a righteous stream of clients....

1. Thou shall not... Receives phone calls: never take calls if you're with a client. They're paying for every minute.
1. Thou shall not... Converse... Don't get into conversations with colleagues or friends while training. It sends the wrong message that you rather be with them.
2. Thou shall not... Eat... This may seem like a no brainer but I have witnessed this time and time again. Trainers eating protein bars or sucking down shakes right in front of their very hungry clients, you get the idea.
3. Thou shall not... train friends for free... It sends the wrong message that your time is meaningless and personal training is not a real profession.
4. Thou shall not... give specific nutrition advice... Seems like an oxymoron, training and a diet plan go hand and hand right? But unfortunately only MD's and RD's have this distinction. Again, you can give broad ideas about dieting but never imply your specific plan can treat or cure any illness including obesity.
5. Thou shall not... train anybody without a signed health and exercise history. This information is vital to the progress and safety of the client.
6. Thou shall not... train clients with a serious health condition without physician's approval. Again, personal trainers are not MD's so don't act like one.
7. Thou shall not... keep training a client who experiences the following: unusual pain, discomfort, dizziness or shortness of breath. Advise client to seek appropriate medical attention.
8. Thou shall not... try to sell any supplements unless the trainer has additional credentials. It cheapens the session by giving the impression that you need the extra money by selling supplements for 20% off.

9. Thou shall not... be boring!!!! The personal trainers who make the most money are always the ones striking a good rapport with the client.

Putting it all Together.....

- Get certified by a respectable organization
- Earn a college degree
- Get insurance
- Build a website
- Build a reputation
- Go where the money is
- Have fun and be thankful!