

## Start Your Own Personal Training Business By Entrepreneur Press Linsenman Ciree Entrepreneur Press 2012 Paperback 3rd Edition

Make 'bad weather' irrelevant and join the handful of savvy personal trainers who have figured out how to run a highly profitable outdoor fitness business all year round. **Bootcamp Bodyweight Workouts** is a collection of 25 brand new workouts (plus 5 fun warmup games), carefully organized into a well-structured program for general physical preparedness. Each workout is based on a unique blend of proven military training methods and sports team training drills - elegantly presented on an easy-to-follow, one-page layout. Start training immediately. The only equipment you'll need are some plastic markers and a handful of inexpensive jump ropes. Go ahead - start your own fitness group today! Train in the rain. You don't have to cart dirty, muddy equipment around. The workouts are based entirely on bodyweight exercises and were specifically designed to be done in all weathers. Now you can train outdoors, no matter what time of year it is. Look professional. We've field-tested and refined this program on real groups of people: mums, office workers, triathletes and football teams. Exact timings for each drill are included, along with exercise progressions and regressions where relevant. You can be confident that every session finishes on time and demands maximum effort from every participant. Impress your clients with how professional this makes you look. **INCLUDES A FREE BONUS RESOURCE - Video Demos of 40 Bodyweight Exercises** Download a special report containing video demos for every bodyweight exercise used in the **Bootcamp Bodyweight Workouts** Program. Design your own workouts based on these highly-functional, natural movements. An invaluable resource in its own right, this special report is included for FREE.

NPTI's **Fundamentals of Fitness and Personal Training** makes the principles and theories of fitness accessible for all readers. Written in a conversational tone with real-life examples, this text helps students understand how the body works and responds to exercise. Readers will learn how to create exercise programs that allow their future clients to accomplish individual fitness goals. This book combines technical detail with practical application in an engaging manner. Anatomical illustrations and photos provide further guidance on the science of personal training, complete with coverage of specific muscle systems and how to train them. Extensive information on essential nutrients, coupled with guidance on helping clients burn fat and build strength, helps future trainers take the sessions beyond simple workouts. Stories and examples lend insight into the scientific concepts, helping students to understand more complex topics. Legal considerations, including how to assess and classify clients and minimize risk, prepare readers for the realities of a career in personal training. Step-by-step coverage of exercise program design takes the guesswork out of developing workouts and helps readers modify programs for special populations and clients dealing with injuries. Sample workouts designed by expert personal trainers cover key fitness training concepts and offer unique training ideas to keep exercise fun and effective for clients. Study questions at the end of each chapter help students assess their understanding of the material, and online access to a list of more than 3,000 references extends learning beyond the classroom. An instructor guide and presentation package plus image bank are available to instructors, helping them explore concepts from the text in the classroom. NPTI's **Fundamentals of Fitness and Personal Training** has been endorsed by the National Personal Training Institute (NPTI), the nation's largest system of schools devoted to personal training education. NPTI's mission is to prepare students to become personal trainers and fitness professionals. NPTI strives to provide a high-quality education experience that each student values and would recommend to peers.

Personal trainers aren't just for athletes and the rich and famous anymore. More and more regular folks are realizing they need help to get back into shape, and they are willing to pay the price to get that help. As a result, the fitness industry is booming. A skilled personal trainer with sound credentials and strong interpersonal skills can easily earn \$75,000 to \$100,000 per year. So if you've been thinking about going into business as a personal trainer, now is an ideal time. Whether you want to start a part-time personal training business, a full-time solo operation, or a substantial company with a full stable of trainers and your own exercise studio, this book is for you. You'll learn: Who is using personal trainers and why The most popular services trainers are offering Requirements and start-up costs The finer points of sales and marketing What to expect during day-to-day operations How to track and manage the financial side How to hire trainers to work for you You'll also hear from industry experts as well as personal who have built successful operations and are eager to share what they've learned.

"The senior population is multiplying by the millions! In fact, during the next 25 years, the senior population in America is expected to double--growing faster than the total population in every state. From providing adult daycare or home care to transportation or concierge needs, our experts cover today's most requested services within the 65+ market. Learn, step by step, how to choose the right opportunity for you, legally and financially establish your business, acquire licenses and certifications, set policies and procedures, and much more!"--

With hands-on advice and instruction from an experienced actor and theater director, this pragmatic, authoritative guide to starting a theater company imparts essential backstage know-how for would-be playhouse practitioners on everything from fundraising and finding a space to selecting plays and successfully navigating tricky legal issues. Chronicling three seasons at Chicago's award-winning Congo Square Theatre Company, this journey behind the curtain reveals the nitty-gritty details of practical issues that are often overlooked amidst the zeal of artistic pursuit, such as how to manage rent, parking, and safety issues; determine tax status and calculate budgets; and find flexible day jobs to help foster artists' creative passion. The guide also provides in-depth analysis of undertaking lofty projects--such as managing a coproduction with a large, established theater, as Congo Square did with Tony Award-winning Steppenwolf Theatre Company--and addresses potential drawbacks, such as handling common weaknesses of the "artistic temperament" that can often lead to a business venture's undoing. Inspired by Congo Square's own unique inception, the valuable how-to also speaks directly to the many underserved niche audiences who decide to create their own companies, including African American, Asian American, Latino, physically challenged, and GLBT communities. Concluding with lists of Equity offices, legal advisers, and important organizations for assistance, this complete resource is sure to help ambitious theater lovers establish and maintain their own successful companies.

In this book: Brought to you by the UK's leading small business website Startups.co.uk." Need a hand to get your business up and running? If you're looking for a practical guide to help you start a business, Start Your Own Business 2013, is the book for you. Covering each stage of starting up - from evaluating your business idea to marketing your product or service - this annually updated handbook includes the latest information on support and legal regulations for small businesses, plus advice on taking advantage of today's economic conditions. Whether you're looking to start up a cleaning business, set up as a freelancer, go into property development or start an eBay venture, you'll uncover the expert advice you need to succeed. Inside you'll find practical pointers and first-hand business insight from successful start-ups and top entrepreneurs including easyjet's Stelios and Betfair's Andrew Black. Find out how to: Turn an idea into a viable business Write an effective business plan Raise finance for your start-up Deal with regulations and laws Price products or services competitively Find and retain customers Market your business on a budget Hire the best employees . Other books in the Startups.co.uk series: Books on the following subjects are available from the Startups.co.uk

series: Startups: Online Business, Startups: Bright Marketing, Startups: How to Start a Successful Business.

Have you ever wondered how to become a personal trainer but found yourself thinking: "What if I fail or am not good enough?" "How do I find paying clients?" "Where should I even start?" If so, you're in the right place. In this book the authors cut through the noise and show you exactly how to: \* Identify your niche - So that you feel confident in your training programs and can effortlessly sign paying clients. \* Define your marketing strategy - To attract a constant stream of ideal customers. \* Confidently manage your business - Without spending hours on administration or non-critical tasks. When you follow the steps in this book you'll not only start your business, you'll also sign your first five paying client(s). Imagine how your life will change when you're doing work you love and have control over your own schedule. Reading this book (and taking action) will save you time and money. You don't need to keep trying to figure this out on your own. Instead, read this book and start your dream personal training business now. If you're a stay-at-home mom looking to add income doing flexible and rewarding work. Or if you want financial freedom and a career that excites you. These steps work. Make Money as a Personal Trainer shows you exactly how to become a personal trainer and attract your first five paying client(s) as quickly as possible. So, what are you waiting for? Click the BUY NOW button at the top of this page and start creating your dream personal training business Personal Training Business shows you how to create a revenue stream by helping clients build stronger, healthier bodies. This guide features information on how to start a training business, choose a training focus and location, cultivate a client base, and market training services using the latest trends in social media.

The ideal handbook for those embarking on a career in personal training as well as experienced trainers looking to develop new skills and stay up-to-date with the latest methods.

If you're ready to build a successful personal training business - read this book now. Forget the old concept of just being a personal trainer, exhausting your energy and time while not achieving your dreams - reframe your mindset and learn how to create business success. Whether that's earning \$100K a year, training only the clients you choose, or opening your own business, Unstoppable is the playbook for you. This guide is a must for anyone who wants to learn personal training, boost their personal training career, increase their fitness sales or create a successful personal training business out of their passion. Here's what you'll learn: How to start in the personal training industry, find your niche and fuel your passion How to build the business you really want as an independent personal trainer, gym owner, and more How to increase your income by implementing the sales ideas, pitch outlines and pricing guidelines How to build your brand and market yourself so that you stand out from the crowd How to save hundreds of hours by creating business checklists and templates to streamline your work; bringing value to your clients and your bank account Be inspired through journeying with Luke, a fictional character based on real-life experience, as he struggles and overcomes many of the challenges that you may be facing right now. If you are serious about succeeding as a personal trainer - invest in yourself and read Unstoppable. A Complete Guide to Personal Training is an ideal read and reference for anyone interested in the fitness industry, and those who want to learn more about health and fitness. This is also a great guide for qualified instructors who want to learn more and enhance their knowledge of this subject. This book will cover all you need to know from getting qualified and setting up your business to training clients and managing your business. The author Justin Bailly shares his wealth of knowledge with you; backed up

by his many years in the fitness industry, to bring you this book for fitness professionals and enthusiasts alike. You will find useful information to get you started in the fitness industry, what to expect, and what kind of training is appropriate for you, advanced training methods to maximise your clients training potential and gain results, the basics of nutrition to assist their training regime, and how to manage your business.

This text makes the principles and theories of fitness and personal training accessible for all readers, helping them understand how the body works and responds to exercise and how to create exercise programs that help clients accomplish their fitness goals. This is a key text for all those on sport science courses. It covers all the essential areas for a study of personal training including fitness testing, nutrition, psychology, training principles, health and fitness, training in different contexts and business issues. Students therefore gain all the required multi-disciplinary knowledge with an understanding of how to apply this in practice. Throughout the text, theoretical explanation is supported by case studies, practical and reflective exercises and guidance on further study.

**Grab Your Share of Senior Care** The senior population is multiplying by the millions! In fact, during the next 25 years, the senior population in America is expected to double—growing faster than the total population in every state. This means one thing—a tremendous opportunity for aspiring and compassionate entrepreneurs like you! From providing adult daycare or homecare to transportation or concierge needs, our experts cover today's most requested services within the 65+ market. Learn, step by step, how to choose the right opportunity for you, legally and financially establish your business, acquire licenses and certifications, set policies and procedures, and much more! Plus, gain priceless insight, advice, and tips from practicing senior care professionals. Learn how to: Discover your specialty within one of six growing areas of interest— adult daycare, relocation services, homecare, transportation services, concierge, and travel service Design your business to suit your customers' demographics and special needs Set your rates Create a support staff who will help you succeed Use effective marketing and advertising to get the word out Build valuable business partnerships that lead to referrals Plan for future growth A record number of seniors are seeking your help—start your senior care service today! **The First Three Years** In addition to industry specific information, you'll also tap into Entrepreneur's more than 30 years of small business expertise via the 2nd section of the guide - Start Your Own Business. SYOB offers critical startup essentials and a current, comprehensive view of what it takes to survive the crucial first three years, giving you exactly what you need to survive and succeed. Plus, you'll get advice and insight from experts and practicing entrepreneurs, all offering common-sense approaches and solutions to a wide range of challenges. • Pin point your target market • Uncover creative financing for startup and growth • Use online resources to streamline your business plan • Learn the secrets of successful marketing • Discover digital and social media tools and how to use them • Take advantage of hundreds of resources • Receive vital forms, worksheets and checklists • From startup to retirement, millions of entrepreneurs and small business owners have trusted Entrepreneur to point them in the right direction. We'll teach you the secrets of the winners, and give you exactly what you need to lay the groundwork for success. **BONUS: Entrepreneur's Startup Resource Kit!** Every small business is unique. Therefore, it's essential to have tools that are customizable depending on your

business's needs. That's why with Entrepreneur is also offering you access to our Startup Resource Kit. Get instant access to thousands of business letters, sales letters, sample documents and more – all at your fingertips! You'll find the following: The Small Business Legal Toolkit When your business dreams go from idea to reality, you're suddenly faced with laws and regulations governing nearly every move you make. Learn how to stay in compliance and protect your business from legal action. In this essential toolkit, you'll get answers to the "how do I get started?" questions every business owner faces along with a thorough understanding of the legal and tax requirements of your business. Sample Business Letters 1000+ customizable business letters covering each type of written business communication you're likely to encounter as you communicate with customers, suppliers, employees, and others. Plus a complete guide to business communication that covers every question you may have about developing your own business communication style. Sample Sales Letters The experts at Entrepreneur have compiled more than 1000 of the most effective sales letters covering introductions, prospecting, setting up appointments, cover letters, proposal letters, the all-important follow-up letter and letters covering all aspects of sales operations to help you make the sale, generate new customers and huge profits. Whether you are considering a career as a personal trainer or searching for ways to increase revenue and gain new clients for your existing business, you'll find The Business of Personal Training to be an indispensable reference. Written by some of the most successful personal trainers in the country, this book provides the foundation for building your personal training business. The Business of Personal Training discusses not only how to build a solid business but also how to be an effective trainer. After an outline of the history of the profession and the qualifications needed to be a personal trainer, the book explains how to develop a mission statement and business plan, create strategic and creative marketing plans, establish prices for services, hire and train staff members, improve client-trainer communication, motivate clients and help them set goals, and design appropriate exercise programs. Nineteen sample forms make it easy for you to put the ideas presented into practice. Learn from veteran personal trainers what it takes to succeed. The practical advice provided in The Business of Personal Training is valuable for new and established trainers as well as for health and fitness administrators who supervise personal trainers.

Possibly credited to advancements in technology or learning behaviors, or a rise in focus on personal development, the education and training industry is steadily growing, creating a demand for eager entrepreneurs. Exploring varied opportunities aspiring business owners will be given business ideas, teaching and training methods, and an overview of essential tools. A range of industry examples will be given for:

- Accreditation, certifications, and credit
- Adding training onto an existing business as side income
- How to sell media/training tools
- How much to charge clients
- Start up costs
- Software types used
- The legal obligations around taxes, business registration, working from home, and content confidentiality
- Growth planning and writing a business plan

Relevant and fun call-outs, tip boxes, industry stats, an index, and a rich appendix and glossary will be provided. Appendix will offer resources in:

- Continued learning and rounded training for trainers
- Industry organizations and trade groups
- Books and eBooks
- Videos
- Software
- Websites
- Successful online trainers and online education institutions
- Consultants
- Certification organizations

Teaching

methods and tools will cover: •Videos •eBooks •Interactive software types •College sponsored staff training for college instructors •Hardware, camera, video, sound equipment •Online group forums •Online events •Choosing the right presentation style and linking to appropriate social media sites •Networking presentations

As people become more aware of the importance of living a healthy lifestyle, personal trainers are in high demand. This popular guide covers the nuts and bolts of starting a personal training business, including everything from establishing a business plan to getting certified to finding a profitable niche. The scoop on the latest health and wellness trends keep new trainers on the cutting edge in a rapidly changing and expanding market. Plus, it offers value-added services such as nutrition consultation, massage, online consultation and wellness coaching. Tips from professional trainers provide insight on building solid client relationships, avoiding burnout, implementing powerful marketing plans, what to expect during day-to-day operations and how to hire new trainers. Entrepreneur Press is a leading small to mid-sized business trade publisher, provides aspiring, emerging, and growing entrepreneurs with actionable solutions to every business challenge—ultimately, leading them from business idea to business success.

Personal training is an exciting industry to be in right now! Starting a personal training business can offer a satisfying combination of financial reward, a flexible schedule, and a career where you can make a profound difference in the lives of others. As skilled personal trainer, having good business knowledge and judgment can be the first step to earning a substantial income. In this revised guide, our experts teach you the nuts and bolts of starting a business, including everything from writing a business plan to finding a profitable niche. From boutique studios to partnerships with schools and private trainers, this book will help get you started on the right foot.

Describes the role of the personal trainer in designing customized fitness plans and monitoring fitness

This book is "the most comprehensive and authoritative resource for you as a personal trainer, whether you are a newcomer to the field or have a well-established business. The book is truly a complete resource - it's full of information about working with clients and designing programs, and it's a practical guide to all aspects of the personal training business. .... [It] will help you in all aspects of your profession: learn applicable information on fitness testing and assessment ; identify your clients' goals and create fitness tests specifically for them ; learn how to develop cardiovascular, strength and flexibility training programs ; properly train and help special populations ; understand the business side of personal training, including marketing yourself as a trainer, getting and retaining clients, and learning time management ; learn how to expand your business." - back cover.

A guide to Microsoft Outlook covers such topics as organizing the address book, managing the calendar, using the journal, using the task list, and sending and

receiving email.

Making money from exercise may seem like a pipe dream to many, but in fact physical fitness is fast becoming one of America's hottest new professional fields. Here, a successful personal trainer gives expert advice on every aspect of setting up and running a home-based personal trainer business. Readers will learn how to get started, develop a service manual, screen clients, serve customers, learn from the competition, and set up a home office—as well as how to use the Internet to develop one's business. \* Turn your fitness passion to profit \* Get trained and certified \* Set your own schedule \* Establish long-term client relationships \* Become the trainer everybody wants!

Are you a personal trainer who is looking to educate yourself on business? This book provides the answers you've been searching for. Covering everything from calculating your profit and loss, how to design your own business model and ways of periodically increasing your fees, this book leaves no stone unturned when it comes to developing your personal training business and brand. You'll learn the importance of financial diligence, business periodisation and why quarterly targets with both earnings and self development are so essential. This book isn't a quick fix, it provides the long term solution for those wondering how to create longevity working in the fitness industry. If your goal is to turn your personal training job into a career with a very respectable wage, then this is the book for you.

Want to turn your passion for fitness into a lucrative career? Each year, more than 5 million Americans use personal trainers to take their workouts to the next level—and this plain-English guide shows you how to get in on the action. Whether you want a part-time job at the gym or a full-time personal training business, you'll find the practical, proven advice you need in this indispensable resource. *Becoming a Personal Trainer For Dummies* is for you if you want to become a certified personal trainer and start your own business—or if you're a certified trainer looking to improve upon your existing practice. You get a thorough overview of what it takes to get certified and run a successful business, complete with expert tips that help you: Find your training niche Study for and pass certification exams Attract, keep, and motivate clients Interview, hire, and manage employees Update your training skills Expand your services This user-friendly guide offers unique coverage of personal trainer certification programs, including tips on selecting the right program and meeting the requirements. You'll see how to develop your training identity as well as practice invaluable skills that will make you a great personal trainer. You also receive savvy guidance in: Choosing the best fitness equipment Creating a business plan, a record-keeping system, and a marketing campaign Performing fitness assessments Developing individualized exercise programs Advancing your clients to the next fitness level Managing legal issues and tax planning Offering additional services such as massage and nutrition consultation Training clients with special needs Complete with ten great starter exercises and a valuable list of

professional organizations and resources, *Becoming a Personal Trainer For Dummies* gives you the tools you need to get the most out of this fun, fabulous career!

Click here for screenshots of the software. Starting your own personal training business or wanting to improve your existing practice? With the updated and expanded second edition of the popular *The Personal Trainer's Handbook*, you'll have all the advice and tools you'll need to succeed. Like the popular first edition, this easy-to-use reference is written in everyday language and covers everything from designing safe and effective fitness programs to handling even the most difficult clients. You will learn how to achieve personal and financial success as a personal trainer, how to attract and keep clientele, and how to manage taxes and other business issues that are crucial to a personal training business. With the new edition, you'll also get a succinct but comprehensive review of exercise physiology that's directly applicable to your business. This text includes a valuable new CD-ROM with the following features:

- 10 reproducible forms you can use and modify to manage the commercial, practical, and legal requirements of your business
- Forms for data collection and record keeping
- Charts and tables for writing the most beneficial exercise program for each client
- Handouts you can print and give to clients to reinforce your training

*The Personal Trainer's Handbook, Second Edition*, also features an improved resistance workout guide. The guide contains

- instructions and illustrations for 74 exercises and 17 stretches,
- important reminders to give your clients to ensure ongoing correct form, and
- tips on how to handle or avoid common problems that you or your clients may experience with each exercise.

In addition, the resistance workout guide now contains a handy box on the outer edge of each page that has listings of the primary and secondary muscles and the area of the body worked by each exercise. This will help you quickly locate appropriate exercises for each client. The author, Teri O'Brien, is a well-known consultant on starting and growing personal training businesses and a former lawyer and personal trainer. She uses a clear, friendly, and entertaining writing style to share a wealth of practical guidance. With *The Personal Trainer's Handbook, Second Edition*, you will become a more effective self-marketer, businessperson, motivator, and teacher for your clients

PERSONAL TRAINERS are not just fitness professionals; they could be the saviours of the global health-care system—life changers. As pioneers in this budding field in the health and wellness industry, trainers face misinformation and myths about the fitness industry. What's more, due to negative portrayal in the media, the common perception of personal trainers is less than stellar. This situation, coupled with the relative lack of regulation, means that there are many legal issues that you must be aware of in order to stay safe in your day-to-day practice. As is the case for any practitioner of a health-related profession, you must be aware of the legal ramifications of your decisions and advice. But the legal education provided to personal trainers is virtually nonexistent. In this guidebook, author Gary Pitts, a master strength coach and Canada's premier fitness lawyer, provides the knowledge you need for your practice. Following the principles of MISS (make it simple, stupid), Gary has compiled information on the entire spectrum of fitness-specific legal issues, most of which are largely unknown or misunderstood by even the most seasoned veterans in the personal training industry. If you're serious about your personal training career, explores these important issues

and start building your protective legal strategies now.

Running Start: Your Secrets to a Personal Trainer Career Ahead of the Pack is a timely book that covers all you need to know and then start your journey to becoming a personal trainer. There is a huge market out there, people who need personal trainers to help them lose weight, get fit, and lead a healthier life. This book sets out to empower newcomers to the trade with the benefits of being a personal trainer. The world needs more personal trainers, the world wants more personal trainers, people of the world are ready to pay for your services right now!

Have you ever wondered exactly how it is that Hollywood's sweethearts manage to stay so fit, regardless of the amount of socializing they are forced to do in the name of their careers? Have you ever wondered why it is that the women never seem to suffer from that fluctuating ten pounds that the rest of the world enjoy, or why the men always look like they're fresh out of the military, fit and muscular and ready to take on the world? That can't possibly be real, can it? Isn't it all just the illusion of the camera? No, it's not, and now you too can have a figure just like theirs! The figure all of these stars are boasting is absolutely, positively, one hundred percent theirs, and not all of it is through the help of plastic surgery (yes, everyone is fully aware that the percentage of individuals having cosmetic surgery is Hollywood's other dirty little secret). When you are looking at the body of a Hollywood celebrity what you are seeing is the results of a great deal of hard work from a number of trained professionals who have made it their business to know how to keep Hollywood's stars alive and well on the silver screen and outshining all of the ordinary mortals. They are poked, prodded, jogged and exercised at the hands of the most knowledgeable minds in the business. Almost all of them have obtained the services of a personal trainer to develop a fitness strategy that will keep them looking ten years younger and eons trimmer than their ordinary, mortal counterparts. Now you too can enjoy the perfect figure specially formed for these celebrities by retaining the services of your own personal trainer at a price your pocketbook can afford! That's right, now you too can afford to enjoy the benefits of having a personal trainer help you to develop a diet and exercise regime that will give you a figure worthy of being on the silver screen. No longer are personal trainers restricted to serving the rich and famous. Their services can be obtained anywhere, at a price you can afford. It doesn't matter who you are, how physically fit you are or how much success or failure you have had with a regulated fitness program before, a personal trainer can help! The number one reason that people fail in their attempts to lose weight and/or become physically fit is the same, regardless of who you are! Learn to overcome the factors that are holding you back and achieve the figure you've always dreamed of. Once you have learned how to overcome the roadblocks that are holding you back, learn how to develop a training plan that will put you on the road to achieving your goals without starvation or pharmaceuticals. Learn how to tap the power in yourself and work with your personal trainer to guarantee success! Yes, this is possible...all you have to do is have the courage to take that all important first step!

Start Your Own Personal Training Business Your Step-by-Step Guide to Success Entrepreneur Press

From marketing and sales to budgets, staffing, and clientele issues, The Business of Personal Training walks you through the business-based side of personal training while teaching you the valuable skills you'll need to start, build, and grow your business.

Book & CD-ROM. The manual delivers literally hundreds of innovative ways demonstrated to operate streamline your business. Learn new ways to make your operation run smoother and increase performance, shut down waste, reduce costs, and increase profits. In addition, you will appreciate this valuable resource and reference in your daily activities and as a source of ready-to-use forms, Web site resources, and operating and cost cutting ideas that can be easily applied to your operation. The Companion CD-ROM has the actual business plan you can use in MS Word (tm).  
Turn Your Can-Do Attitude Into Cash Are you a pro at multi-tasking? Do you thrive on deadlines and love a good challenge? Could you find satisfaction in lending others a hand? If so, you're in high demand in the booming personal concierge industry. Offering easy startup and low overhead, a personal concierge helps clients with everyday tasks from organizing to shopping. Led by our experts, learn how to successfully establish your business, develop your service list, build a client base, and even, expand. Plus, uncover the secrets of practicing entrepreneurs, gaining priceless insight, advice, and tricks on managing common and difficult requests. Learn how to: Make the right contacts to find great business and individual clients Identify and develop your service niche Choose what services to offer Set fees and collect payment Build vendor relationships Cost-effectively promote and advertise your service Build loyalty and referrals among your clients Hire help And more Sample forms, additional resources, checklists and work sheets guide you through every step of the startup process. You have what it takes to be an in-demand personal concierge—let us help you get started and succeed!

In association with <http://myfitnessentrepreneur.com> Working as a personal trainer for the past 15 years has given me an extremely blessed life and I'm thankful every day that this is my profession. I love the fact that I get paid to positively impact the lives of my clients every single day. I put together this book to to help others achieve a career as rewarding as the one I've experienced. Hopefully this guide will help you find the same joy, satisfaction, and success that I have found in this dynamic profession. This is my story and I hope you like it. It comes from my heart. -Gino  
Table of Contents: Introduction Section 1: Education and Certifications --- Step 1. Meet current health and fitness professionals in your community. --- Step 2. Get your education. Section 2: Training Philosophy --- Step 1. Set rules for working with your clients. --- Step 2. Set rules for yourself. Section 3: Preparing for Business --- Step 1. Create an availability schedule. --- Step 2. Decide what services you will be specializing in and what will be included in your plans. --- Step 3. Decide how you will get paid. --- Step 4. Create your client information database. Section 4: Advertising Your Services --- Step 1. Create a website for your business (I'll show you how to do this in less than two hours total). Section 5: The Power of Testimonials --- Step 1. Get testimonials and list them on your website. Section 6: Closing Your Leads and Sample Pricing Plans --- Step 1. Prepare for the initial meeting. --- Step 2. Learn how to direct a typical conversation with a new potential client. Section 7: Maintenance and Growth --- Step 1: Steadily build your client base. --- Step 2. Don't ever lose focus of your clients. Health and Fitness Evaluation Form Personal Trainer Contract Session

Completion Signature Sheet Case Study: How to Open a Gym or Fitness Training Facility (the blunt truth). --- 1. Estimate your expenses and revenue. --- 2. Raise capital. --- 3. Be prepared to work. Top 16 Mistakes Personal Trainers Make About the Author - Ahmed "Gino" Erguigue --- My story --- About me Exercise Personal Training 101 provides a message of empowerment for personal trainers who believe in the holistic development of their clients. The key philosophy of the book is to help personal trainers of exercise to empower their clients with good problem-solving and decision-making skills concerning their health and well-being. Good personal trainers become great personal trainers when they practise HELP with their clients and help them to become better problem-solvers and decision makers rather than telling them what to do, by offering sound and scientifically-based information that is personalised and appropriate. Personal exercise training books that address associated issues of the profession are rare and not easily available. Many personal trainers are self-taught, do not have the required qualifications and are motivated by the amount of money that they can make rather than the health and well-being of clients. Readers will learn what makes a good personal trainer and those who are in the profession can benefit by equipping themselves with the knowledge, skills and attitudes that will make them a great exercise personal trainer. Excellent personal trainers can be lifestyle and wellness coaches who are renowned for their great listening skills and high emotional quotient. They exceed client expectations at every opportunity. Special features in the book include concept statements, strategies for action, technology updates, in the news, key points and technical jargon, web-resources and follow-up references. The book is a must-read whether you are starting out in personal training or you are an experienced personal trainer.

Personal Training: Why You Should Hire Your Own Personal Trainer Prosenca is dedicated to guiding, motivating and providing the tools necessary to transform people into the best version of themselves. Our goal is to empower men and women across the globe to realize that physical and mental fitness are not a short-term solution, but a lifetime choice, and to actualize what they have come to understand into a daily routine. Prosenca has created a fitness guide to help you better understand the value of hiring a personal trainer and why you may want to consider it as part of your training regimen. Do you wish to know more about hiring a personal trainer, specifically, why you should do so? Many of the world's top athletes, celebrities, models are truly sights to behold. Why? It's because of their beautiful and fit physiques. As an athlete at the top of one's game, it's crucial to be at your physical peak condition during competition season and at the heart of such peak conditioning is physical fitness. For many celebrities whom millions of people all over the world drool over, the single biggest thing that's responsible is how great they look physically. And their looks have a lot to do with having a very fit body. And with fashion models, being in tiptop physical shape is their biggest asset. So how do many of these ultra-fit

people achieve such level of fitness? The obvious answer is a very good training program. But what not a lot of people may know is that most, if not all, of them use a not so secret weapon most people are either unaware of or think is unnecessary. And that secret weapon is called a personal trainer. In this book, you will learn 5 very important reasons why you should invest in a personal trainer to get into the best shape of your life and stay there. And these are not just flimsy or shallow reasons for doing so. These can be very powerful reasons that will not only motivate you to get a personal trainer at the start of your fitness training program but also continue with a personal trainer at least until you're able to achieve your specific fitness goals. It is our hope that by the end of this book you won't just have developed a deep appreciation for personal trainers but more importantly, to motivate you to look for and hire one so you can start your journey towards achieving your physical fitness goals. Prosencc is dedicated to providing accurate, easily to follow guides, such as this one on personal training, to help you be your best self. Prosencc is firmly committed to motivating, inspiring, and educating through the sharing of objective, fact-based health and fitness information that is rooted in science. We give you the tools you need to get in great shape and build a lifetime of good health. Join us - let's work together to maximize your potential and achieve your optimal self while embracing life to the fullest! So what are you waiting for? Purchase the book now to step into the world of personal training!

Running a personal training business is not easy. From marketing and sales to budgets, staffing, and clientele issues there is much to consider. Getting it right takes time—time that you would probably rather spend improving your clients' fitness and wellness. *The Business of Personal Training* walks you through the business-based side of personal training while teaching you the valuable skills you'll need to start, build, and grow your business. Whether you are a personal trainer working for a fitness facility, an independent contractor, or the owner of a personal training business, you will benefit from the practical business guidelines and tools presented in this book. Divided into two main parts, *The Business of Personal Training* will first give you an understanding of the various roles open to you and the expectations in each. The second part will lead you through key business concepts designed to grow your business. You'll learn how to structure your business, plan for startup expenses and financing, and get the right staff in place. You'll find critical information on marketing and promoting the services you offer, effectively selling and generating revenue, driving referral business and customer loyalty, and expanding and diversifying your business. Two appendixes offer sample templates and forms:

- Nine business plan templates: cover letter, executive summary, business or company description, market analysis and demographics, competitive analysis, management plan, financial plan, capital required, and marketing plan
- Seven personal trainer–client forms: PAR-Q+, personal wellness profile, physician's clearance, informed consent and release, assessment recording form, cleaning checklist, and facility and equipment

maintenance log As an added bonus, a companion web resource provides the templates and forms in an electronic format so you can customize them as needed. A third appendix provides a list of business resources. There is no need to be overwhelmed with all that goes into running your personal training business successfully. The Business of Personal Training is a comprehensive, digestible, and applicable resource that will take your business to the next level, giving you more time for what's most important.

This short and to the point book of how to sell personal training has been simplified so you can read the book and instantly start making more sales. This is the formula that I have used with personal trainers in the last 10 years to sell millions of dollars worth of personal training. This book is designed to give you a systematic approach to your sales process to ensure that you are getting as many sales that you are capable of getting in the shortest amount of time. Master these principles and I guarantee you will be successful in your personal training career. This guide will give you the road map on how to make sure you are making personal training your career and not just a side job. If you are someone who is afraid to sell or think that sales are bad and you currently don't have the client base you really want then this book is for you. My philosophy is to sell to help so you can change people's lives. Personal training should be a vehicle for you to use in order to gain immense satisfaction as well as creating a sustainable and predictable high income. Enjoy the book.

Earn a Healthy Living Helping Others Win the Battle of the Bulge Personal trainers aren't just for athletes and the rich and famous anymore. As people become more aware of the importance of living a healthy lifestyle, personal trainers are in high demand. You'll learn the nuts and bolts of starting a personal training business, including everything from establishing a business plan to getting certified to finding a profitable niche. Tips from successful trainers provide inspiration and advice along the way. They offer insights about: Requirements and startup costs What to expect during day-to-day operations Making yourself stand out from the competition Marketing strategies Building solid relationships with clients How to track and manage finances The most popular services trainers are offering You'll also find out about the latest trends in health and wellness so you can keep your business at the cutting edge in this rapidly expanding market. Whether you want to run a solo-operation or an exercise studio employing other trainers - you'll have the tools to succeed.

Brought to you by the UK's leading small business website if you're looking for a practical guide to help you start a business, this is the book for you. Covering each stage of starting up - from evaluating your business idea to marketing your product or service - this annually updated handbook includes the latest information on support and legal regulations for small businesses, plus advice on taking advantage of today's economic conditions. Whether you're looking to start up a cleaning business, set up as a freelancer, go into property development or start an eBay venture, you'll uncover the expert advice you need to

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succeed. Inside you'll find practical pointers and first-hand business insight from successful start-ups and top entrepreneurs. Find out how to: Turn an idea into a viable business Write an effective business plan Raise finance for your start-up Deal with regulations and laws Price products or services competitively Find and retain customers Market your business on a budget Hire the best employees

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