

# HOW TO BECOME A SUCCESSFUL PERSONAL TRAINER



 **Fitcovery**

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# A GUIDE TO BECOME A SUCCESSFUL PERSONAL TRAINER

## STEP 1: DECIDE IF PERSONAL TRAINING IS RIGHT FOR YOU

You get to help people succeed in the field you love but there will be ultimate challenges

It's helpful to know what it'd be like to do the job day in and day out

Know your pros and cons

Would it be flexible? Are there growth potentials?

How are the work hours going to be? What kind of stress will you encounter?

## STEP 2: GET CERTIFIED AS A PERSONAL TRAINER

Make sure the certifying organization has been accredited

If there is a specific employer you want to work for, find out what certifications they require or recognize

Do your research

How much does it cost? Is it a national/international certification?

What are the prerequisites for the exam?

## STEP 3: FIND A JOB AS A PERSONAL TRAINER

Know where you want to work for

Whether it's a commercial gym, corporate fitness, cruise ships, hospitals, or wellness centers

When starting out, many trainers choose to work for an established business to get experienced

## STEP 4: CONSIDER SPECIALITY

Know whom you want your clients to be

You can invest in further education and get a specialty certification

This can keep you up to date on the latest in fitness, weight management, and health

Do some research and check out what those organizations can provide to you

## STEP 5: START A BUSINESS

Know the advantages and disadvantages of different forms of business

Take small business courses at a local community college if you need to learn more about business management

Depending on your business model, you will have to consider different types of financial investment

Know your marketing strategy and whom you want your clients to be

## STEP 6: BECOME INDISPENSABLE

Becoming a successful personal trainer takes work, talent, skill, and experience

Get certified and get educated!

Attend conferences and workshops

Give regular assessments

Keep in touch with your clients and your fellow trainer friends

Listen to what others have to tell and you and make adjustments accordingly