

Personal Training Fundamentals

✓ **1: The Right Gym**

Getting into the right gym will determine if you are successful or not. Even if you're the best trainer in the world, you won't be able to build your business if you're in the wrong gym at the wrong point of your career.

✓ **2: The Right Pricing**

99% of trainers price their sessions too LOW. When you do this you will attract the wrong type of clients and short-change yourself. You'll do a lot of hard work but you won't be able to make the income you want or deserve! Your prices should be higher than other trainers AND you need to figure out ways to justify those higher prices! (Something I teach in my course!)

✓ **3: 30-Minute vs. 60-Minute Sessions**

In my opinion, you need to be doing 30-minute sessions if you want to be able to make \$60,000... \$70,000... even \$100,000 while only working 3-4 days per week. You make more using 30-minute sessions and it gives you much greater scheduling flexibility. BUT... you need to do them correctly so your clients love them too!

✓ **4: The Right Type of Clients**

Should you specialize or generalize in your clients? Well, the answer depends... but... if you want to build your business the fastest way possible, you need to be able to have diversity and mass appeal WHILE specializing in certain areas. There is a right way to do this... and it's very easy!

✓ **5: The Right Certification & Continuing Ed (CECs)**

The right certification will get you into more gyms... if you're a veteran trainer, the right CECs will make you more marketable and appealing so you generate more leads and clients. Many CECs are a waste of money, so you really need to choose the right ones that give you a return on your investment!

