

Work from Home! Transition to a Virtual Trainer



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Your Guide to Becoming a Virtual Personal Trainer



Technology has shortened the distance between people, no matter where in the world they are. That means personal trainers can help clients improve their fitness—through diet and exercise—from anywhere! If you're ready to take your fitness business to the next level, virtual training might be just what you're looking for.

What Does a Virtual Personal Trainer Do?

The learning curve to become an online personal trainer is “virtually” non-existent. Why? Because an online personal trainer does the same work as a fitness trainer working on the gym floor. The only difference is an online personal trainer can't reach out and touch their client to help correct form. Instead, they must use verbal cues and visual demonstrations to help clients move properly.

The job is nearly the same for both—collect data, create a program, motivate, and coach the client.

If you've already been working as a certified personal trainer, then you know what it takes to do the job. But, do you have the tech knowledge to make it happen online? Virtual training is a great way to increase your reach and income, but it takes work to pull it off.

Pros and Cons of Being a Virtual Personal Trainer

Are you wondering whether online personal training is going to be a good fit for you? Not everyone has what it takes to be successful in the virtual training space. Here are some pros and cons to help you decide.

First, virtual training requires a bit of tech knowledge and skill. We'll discuss this more in a minute, but those famous online trainers have a lot going on behind the scenes. They have teams of people working with them to pull it all off. Virtual training isn't always as simple as the “gurus” would have you believe.

But if you're super passionate about changing lives, it is much easier to reach people online. One of the biggest excuses people have is “no time.” As an online personal trainer, you have more options for clients of when and where you can meet with them:

- In their living room before dinner
- At their desk at work during lunch
- On their phone at the ballpark during the kids' ball game

You can be with clients all around the world and still work from the comfort of your home. You have the potential to help even more people than ever before—it's a significant impact!

The downside to this is working with clients in different time zones. You thought you spent a lot of time on the gym floor trying to accommodate everyone's schedules?

- The 5 AM client who likes to exercise in a silent, empty gym.
- The dedicated “lunch is my only free time for a workout” goal-getter.
- The 9 PM shift worker who just needs to fit in a workout sometime!

Virtual training will be even busier once you introduce different time zones into the mix. But we'll talk about this, too, and how to make it work.

Finally, being an online personal trainer means LOTS of time spent at your (standup) desk. Instead of spending hours in the gym, you'll be spending hours in front of your laptop—marketing, messaging, creating programs, evaluating client feedback, creating social media content, editing videos, emailing, etc. If you love writing, creating, designing, and the thought of reaching more people, then virtual fitness might be a good fit!

What to Know Before You Start

If you're considering taking your training business online, you might be wondering where in the world to start. There are lots of moving pieces. We'll see if we can answer most of your questions to help you get started.

The most obvious thing you ought to know is HOW to be a [personal trainer](#). There have been many scandals with internet influencers scamming clients. Don't think for a minute that people are hiring fitness trainers without doing some research first. There are plenty of "how to hire an online trainer" articles out there advising clients what to look for.

Next, you should know a thing or two about small business development. Whether you add virtual training to your current business or transition to online-only training sessions, you need to know how to run a small business.

That includes having the following skills (in no particular order):

- Leadership
- Strategic business planning
- Project management
- Marketing
- Sales and customer service
- Communication
- Human resources
- Finance and accounting

Some other skills you may need—unless you plan hire freelancers or build a team of employees—include:

Marketing and Content Creation

To become a virtual personal trainer, you'll need LOTS of content. You'll need website copy, email campaigns, and [social media content](#). You'll also need to create sales content for program launches. You'll probably want to create booklets for clients to support their fitness goals. You may also consider starting a blog to encourage and inspire clients and attract new clients. If you're a wizard with words, you can do this all yourself. If writing isn't your favorite, you'll want to find a professional copy writer to do the work for you.

Data Management

If you have 50 clients signed up for your virtual training sessions, you'll have a lot of data to handle. For each client, you'll need to track weigh-ins, dietary preferences, medical history, injuries, workouts, birthdays, etc. If you don't consider yourself to be "organized," then save yourself some frustration and outsource it to a professional.

Software

There are lots of [software options](#) available—more on that later—to help you keep your business running smoothly. MOST of the software out there is specialized to handle one aspect of your business, not the whole thing. So, you may have to figure out how to piece together various options so it communicates nicely and doesn't leave your client's hanging. This is a headache for many online entrepreneurs. If you have a techy friend, you may want to have them on your team.

Video Production

Even if you do live training sessions with clients, you'll need to know a bit about [video production](#). Lighting is key and you'll want a professional background. If you want to leverage your time and record videos, then you'll need to know how to edit and publish those videos and then how to get them into your client's email inbox.

4 Steps to Becoming a Virtual Personal Trainer

You don't have to follow these steps in order, but you'll want to check off each of these before launching your online training business.

1. First, [earn a personal training certification](#). You need to have an inside-out understanding of exercise science to be successful working with virtual clients. If you've earned your certification, make sure it isn't about to expire! An ISSA certification expires after 24 months. You need to complete continuing education courses to renew your certification, so stay on top of your game and ahead of the pack by regularly completing CEUs.
2. Next, define your niche—that super special group of people who you love working with and who would love to hire you as their fitness coach. You could work with youth, seniors, athletes, bodybuilders, or even people who want to focus on their glutes!
3. Decide how you want to deliver your services. You can choose several different ways:
 - Live training or video-on-demand
 - Digital download or physical copy workbooks
 - One-on-one or [small group training](#)
4. Also consider where you'll be marketing to clients. If you want a worldwide audience, live training sessions might be hard to deliver, unless you really don't like sleeping. If you keep your audience within a

specific region, you might be able to make live training sessions work. You can also deliver your workouts in any combination—digital download workbook with weekly private coaching sessions, for example.

5. Finally, do some market research to find out how much other online training programs cost. Don't look at the entire fitness industry, though. Look for fitness coaches who are training the clients you want to train. Find out how they structure their programs and how much they charge.

Best Software Programs for Online Training

You know you'll need personal trainer software for managing your business. But running an online business requires a bit more.

Customer Relationship Management (CRM)

The CRM software you choose for staying in touch with training clients is a key to your success. The software should collect data such as name, address, birthday, phone number, email address, which program they bought, etc. A good software will remind you to follow-up with training clients. You should be able to set reminders for calls and emails.

Video Chat

If you plan on doing live training, you'll need video chat capabilities—and so will your clients. There are several free options out there like Skype, Zoom, and Google Hangouts. Some of these free services allow multiple people to join—so you could also do small group training sessions.

Data Collection/Tracking

If all goes well, your fitness business is going to take off like wildfire! In that case, you'll need a simple, semi-automated system for tracking all your clients' data. [Fitness assessments](#), weigh-ins, medical history, current medical conditions, dietary profile, workouts, programs, etc. You know, all those things you learned in your exercise science classes that help you create effective training programs.

If you're just starting, you could create a Google Form—which may take a while—and fill it out yourself. It's free and it will keep track of all the data you need. You'll just have to be much more proactive at managing the information yourself.

Email

You should collect emails from anyone who expresses interest in your programs. Having an email software—not just your Yahoo! or Hotmail account—will help you. Some CRM software options have this feature built in, some do not. As people express interest, such as signing up for a free ebook you offer, the email software will gather their information and put them into designated lists. You then send them useful information—called nurturing a lead—and help them make the decision to buy a training package with you.

The [email software](#) should keep track of opens, bounces, and where the person clicked inside the email. It will also handle unsubscribes.

Payment Service

If you want to make money, [you need a way to collect it](#). There are many options available, so consider the following:

- Will you have recurring charges such as weekly or monthly memberships? Many services charge extra for this and some do not offer this service at all.
- Will you have a trial period, after which the client's card is charged to continue? This is usually an upgraded feature.
- Do you want to take online, live, and phone orders?
- Will you sell merchandise? If you're selling online, you need a payment processing service that can help calculate shipping and taxes.

As you can see, there are plenty of technology needs for an online personal trainer to consider. There are a few all-in-one software solutions available. Although, as mentioned, they may not have all the features you need. Check with their sales staff to see what services they integrate with before taking the plunge.

What Equipment Do You Need?

Online personal training doesn't require any fancy workout equipment. Your clients won't need to buy a mirror, a bicycle, or a treadmill—unless you want them to. But you will need to add a few things to your office equipment list to run a successful online personal training business.

What Equipment Will Help You Be More Successful as a Virtual Personal Trainer?

First, you'll need high-quality audio-visual equipment. That includes a web cam or digital camera and tripod for recording videos. You'll need a high-speed internet connection and a powerful laptop or desktop computer. You'll also need some nice lighting equipment to make sure clients can see you. And finally, you'll need a nice backdrop behind you. Don't be the personal trainer with a messy kitchen or living room in the background. When you're just starting out, a blank wall is better than a messy room.

What Equipment Will Help Your Virtual Clients Be Successful?

Encourage virtual clients to invest in a fitness tracker. It will help keep them accountable and help you develop their program. The rest of the equipment is up to you and depends on client goals.

Ready to start your career and the leap into virtual training? Get started with your personal training certificate—check out [ISSA's personal training course](#) and get started today!

How to Start an Online Nutrition Consulting Business



Overall wellness is the result of diet and activity. Balanced, holistic nutrition is something we learn about in school and strive to keep up as adults. However, most adults don't truly understand what balanced nutrition is or how to achieve it for optimal health. When made aware of the benefits of sound nutrition and the services available, some people enlist the help of dietitians and nutritionists to help with meal plans and health coaching.

The [qualities of a good nutrition coach](#) include investing in your own success and gearing your services to your client's specific needs. To break into online nutrition consulting, consider the following tips to become a successful health coach with an online private practice.

The Importance of Nutrition for Health and Wellness

There are six essential nutrients everyone needs to be in optimal health as outlined by the World Health Organization (WHO).

1. **Vitamins:** Those such as A, D, E, K, and B that often come from fruits and vegetables aid in digestion and support immune health, brain function, eyesight, bone growth, and metabolism.
2. **Minerals:** Calcium, sodium, iron, copper, and potassium balance water, strengthen bones and teeth, and are a large part of blood and the circulatory system.
3. **Protein:** You'll find this in meats, dairy, and nuts and legumes. It functions as a source of energy as well as the building blocks of muscle, skin, hair, and the skeletal system.
4. **Fat:** This can be saturated (bad) or unsaturated (good) and is found in nuts, fatty fish like salmon, oils, and seeds. Fats are necessary for hormone production, digestion and absorption, brain function, and the functions of blood in the body.
5. **Carbohydrates:** These supply an energy source for the brain and most body tissues. They break down to sugar molecules in the body and exist in grains, vegetables, fruits, and many processed foods (often in the form of simple sugars).
6. **Water:** This is essential for all life on earth and humans are no different! Every cell in the body needs water to function and it aids in digestion, lubricates joints, and cleanses the body.

As a nutrition coach, you know all about these six vital components of a good diet and you have a good understanding of [what a nutrition coach actually does](#). You will help people examine their current diet, make substitutions and better choices, teach behavior change and life skills, and adjust the plans based on results and the client's goal. There is not a single person a nutrition coach cannot help, from the elderly to the most experienced athlete!

The Credentials

To begin your online business, you need the knowledge you will then share with your clients. The minimum credential needed to be a reputable nutrition coach is a certification. ISSA offers a comprehensive [nutrition certification](#) that makes nutrition simple to understand and explain! Most students complete the certification and exam in 8-10 weeks and are fully prepared to work with any client.

For those who wish to become a registered dietitian, the education requirement is more in-depth. The initial certification will get the ball rolling, but a bachelor's degree in dietetics or nutrition is the next step. Many will also pursue an online master's degree in dietetics before pursuing the required pre-exam internship requirements and taking the registered dietitian exam. Depending on the state, the master's degree may be required.

The “best option” will be based on what your desired job is and what level of education you wish to pursue.

Business Basics

Once credentialed, you can now begin the process of setting up your online business!

License Your Name and Business

Step one, choose a business name to identify you and your services. It seems simple, but you'll want a name that is memorable and reflective of YOU! It can be based on the clients you wish to attract, the type of eating you encourage, or even include your name. Also, you can create a logo to begin your branding as well.

Contact your local Small Business Association and find out what, if any, business licenses are needed to work online from where you are. In many cases, online businesses are not subject to state or local taxes or licenses, but it is best to verify.

Establish your business LLC so you can work. The LLC is designed to register your business and provide legal protections for you personally. Do not skip this step! Typically, you can complete this online and it costs between \$50 and \$400 depending on the state.

Define Your Services

With the business forms completed, you can now determine your services offered as well as your business and communication policies. With an online business, you will communicate exclusively through electronic means and, potentially, telephone. Business policies like how and when you will communicate, the frequency of your check-ins, and how and when you accept payment are important to define and make all clients aware of. List expectations for yourself and your clients upfront.

When it comes to your services, consider the following:

- What type of program will you offer? For example, detailed meal plans versus menu guidance based on the client's current habits.
- Is it a monthly recurring program or a one-time program that can be renewed?
- How will clients submit their food logs to you? How often will they do this?
- Do you offer different programs based on lifestyle or activity level?
- What happens when someone is noncompliant?
- Are there different levels to your program? For example, level 1—basic nutrition guidelines, level 2—food diary analysis, level 3—complete meal plans.
- Will you offer newsletters or other benefits to clients?

Branding is King When Promoting a Business

Now, develop a website and email address. You need to have a way to reach and engage with clients. On your site, you'll detail your contact information, services and pricing, testimonials, important resources, and more about you and your experience. Many sites will help you set up a welcoming, custom website. But best of all, ISSA members get a free website to support their fitness trainer careers online. Multiple pages of professionally designed, easily editable, fully hosted content is included.

Establish your social media and public-facing media to do outreach and communicate with current and potential clients. Keep your communications light-hearted, informational, and positive. Collect client testimonials early and often to share online. Your client's successes will speak to your expertise! Posting on social media like Facebook and Instagram while using appropriate and wide-reaching hashtags will drive views and clicks for your site as well.

As you brand and market your online services, [consider partnering with local gyms or fitness- and health-related businesses](#) to spread the word and reach the networks they have already established. Grassroots marketing can be slower to develop and include ideas like:

- Distribute flyers and business cards
- Social media—everyone has it!
- Create a YouTube channel and post informational videos
- Hold giveaways and contests
- Partner with local charities
- Write guest posts for other online companies
- Find someone of influence to work with and have promote your services
- Contact the local news channel (they have tv and online opportunities!)
- Host in-person clinics or forums
- Decorate your vehicle

Other Considerations

Any new business will have a cost associated with setting it up and getting it running. Your new online business will have potential fees associated with LLC and business licenses, business cards and promotional material, and marketing. If your services use a specific app or online tool, there may be a cost associated with that.

Outside of the cost of business, consider the fact that everything in the fitness industry is seasonal. January 1 through mid-spring is typically the busiest time of the year in fitness and nutrition while the last three months of the year are often the slowest. Prepare for the ebbs and flows by marketing consistently and staying organized!

The Table is Set for Success

When people learn how to fuel themselves effectively to promote optimal fitness and health, it is a tool for empowerment and fulfillment. Teaching people about healthful eating is a rewarding career that is never going to go away, so grab your place at the table! Get certified with ISSA through our online [Nutrition course!](#)

Start Your In-Home Personal Training Career



Are you considering [a career in personal training](#) or newly certified? You're on the right track to a great career if you are! Earning your fitness certification and beginning to use the knowledge of exercise science, movement, and program design you have gained is the first step. New trainers often have many questions about what comes next. Should you work for a gym or work for yourself? Perhaps you've been certified for a while, but you are not sure what type of client you want to train. Open your eyes to the many niches in the fitness industry and consider in-home personal training!

The average client is seeking accountability, motivation, guidance towards their fitness goals, and structure in their training when they make the investment to hire a personal training professional. Many clients will do their personal training sessions in a gym, but there are quite a few who would love the opportunity to do in-home training. Exercising in the comfort of their own home and flexible scheduling are great benefits. Some clients are busy and just don't have the time to get to a gym. Many clients, especially those who are new to fitness, will feel safer or more comfortable when they train at home as well. Opportunities abound for those who venture into the realm of in-home personal training.

What is In-Home Personal Training?

It is pretty much like it sounds! Your certification qualifies you to meet clients and train them in their homes or yours. Some clients may have a home gym or equipment for you to take advantage of while others will need you to provide the gym equipment for the workout to match the space they have available. Your training certification has taught you how to program a workout routine for nearly any client regardless of their fitness goals. Put your knowledge of exercise science to work and enjoy the flexibility and travel. You may even be able to expand as an online personal trainer if the required travel distance is too far.

The fitness industry is expanding every day. The explosion of boutique studios, small-group gyms and fitness classes, and big-box gyms has created a little something for everyone. There are still so many opportunities to work for yourself and create your own training schedule with a flexible, virtually limitless income! Sports coaching, prehab and rehab for general health, fitness consulting, online coaching and workout planning, in-home fitness training, post-rehab partnerships with medical offices... the list of things you are qualified to do goes on! Should you decide to take the leap into one of these options, be prepared and you will be as successful as you choose to be!

How Do I Get Started with In-Home Training?

There are many considerations when working to [grow into a successful personal trainer](#). A fitness trainers' job is to create effective programming that drives results and prevents injury no matter where you train your client. When you are not working for a gym, you are solely responsible for building your own business, the liability, and client management.

Make a Plan

As an in-home trainer, you should create some type of business plan or goals. Your goals should be both long-term (12 months and beyond) and short-term (30 days or less) to give you a picture of your future and the steps you will take to get there.

- What you will charge for your services, including your travel expenses?
- Will you be offering training services in your home gym or their home gym?
- If traveling, how far are you willing to travel for a single client or a geographical area you wish to stay in when you work?
- What is your desired income each month and, based on what you charge, how many sessions will you have to sell and service monthly to meet this goal?

Working backward will simplify your smaller goals and help you plan with the end in mind.

Policies

Along the same vein, you will need to create your own business, training, and service policies. You'll need to develop rules and structure for some of the following and more:

- Session cancellations and late policies
- Refund policies
- How your clients will pay you and when
- What is included in your training session
- How you and your clients will communicate

Often, these things have been prepared for you in a gym, but now it is up to you to set your rules!

Insurance and Licenses

Next, determine what training insurance or business licenses are required of you, both by law and to protect your business. [Typically training liability and injury insurance](#) is a blanket coverage you can buy to cover you, your equipment, your clients, and their property. If you wish to cover your vehicle for travel as well, you may need added coverage.

Business licenses may be as simple as forming and running under an LLC for your state. Contact your local Small Business Association or City Hall to learn what you need as a fitness professional and ensure they know you have your certification.

Forms

You will want to have your own PAR-Q and new client questionnaires ready. If you are an experienced trainer, you have seen these before. If you are newly certified, or in the process, refer to your training forms and assessment chapters in your certification text to see examples of these forms. They will give you an in-depth look at a client's medical and health history, fitness goals, and physical limitations. You will need this for program design and as a first step to really getting to know your client.

Equipment and Supplies

Even if a client has an extensive home gym, you may still need to invest in fitness equipment of your own. The average [in-home client](#) will not have the space or means to invest in a large home gym set up. Your own set of mini bands, resistance bands, extra mats, medicine balls, or simple agility equipment like cones or hurdles are beneficial to have on hand should you need them. If you decide to go bigger with your equipment offerings, you may invest in your own weights, exercise balls, or other small equipment.

Understand that having your own fitness equipment is quite an investment and will require regular maintenance and upkeep. It will also prove to be an ongoing expense to replace any disposable items.

Marketing Yourself to Grow Your Business

Simple tools like business cards, flyers, [social media](#), and branding a website are great ways to begin. However, do not rule out the power of in-person events and promotions. After all, you deliver an in-person service, so give your potential clients a chance to see how you can work for them face-to-face!

Any certified personal trainer with a service to offer can host an event in their local area. A small group fitness class for a local church group or a free park workout circuit advertised through the local community center is a great way to get your name in the community and get in front of a group of future in-home training clients. Even the local Parent Teacher Association (PTA) is a gold mine of new clients! Come prepared with your personal training marketing materials to give out and be sure to be clear about what you offer and how you can help them with their fitness goals!

Local doctor or healthcare practices are equally valuable as avenues for partnerships to reach potential clients. Many physicians' groups offer physical therapy for patients. Physical therapy itself is outside of the scope of practice for a personal trainer, however, once a patient is released from a physical therapist's care, they often need continuing training to heal and fully recover. If you have any knowledge of or certifications in sports medicine, [Exercise Therapy](#), or [Corrective Exercise](#), this is a great way to showcase yourself and have a steady stream of potential clients.

As you begin to secure clients, focus on their results and really get to know them. Helping someone achieve their goals beyond just their training sessions means they are getting the results they wanted. They often come to you in confidence and rely on the relationship you build with them. The word-of-mouth marketing from a satisfied client breeds referrals. Referred leads convert into paying clients at a much higher rate than a cold lead would. Results also create a sense of obligation for a client to remain with you month after month. That repeat and reliable business is the foundation of a sometimes-unpredictable industry.

The work you will put into growing a successful in-home personal training business will be worth its weight in future income and the job satisfaction you are sure to earn. The field of fitness can be time-consuming, but it is just as rewarding. Explore [ISSA's personal trainer certification course](#) to begin your new career. Enjoy the journey and it starts today!

Hybrid Personal Training: Effective and Efficient



Online personal training continues to grow and expand in the fitness industry, but not everyone wants to give up their training time with in-person clients. So, personal training professionals are starting to develop a hybrid style of training to grow their businesses.

What is a Hybrid Trainer?

It's a combination of in-person training and online personal training. It's a great way to work your way into online training while still keeping some of those in-person clients at the gym. Fitness professionals who shift to become hybrid trainers work with clients face to face in the gym as well as through online training software. Personal training software supplies accountability, workout prescription, nutrition plans, and fitness goal-setting tactics outside the in-person training sessions.

Major Benefits of Becoming a Hybrid Trainer

The rise of technology has increased the popularity of hybrid personal training. There are many advantages to pairing traditional personal training with online personal training. As a certified personal trainer, you can maximize your time to help even more clients and increase your income.

Maximize Time and Build a Bigger Client Base

Hybrid training can give you more time in your schedule, allowing you to get more clients—even more than if you only met with clients in-person throughout the day. Operating with training software can help you strategically plan the number of times a client meets with you in-person versus online to allow for more availability and flexibility.

Training can be time-consuming, even with a small client base. The hybrid personal training model gives fitness professionals the ability to create more valuable time, leading to greater growth. And that leads to greater benefits and pay compared to the average pay for fitness professionals.

Increase Income

For personal trainers, conducting training sessions all day long is more than a workout in itself, never mind the client. Conducting sessions for more than ten hours per day for five to six days per week can become unsustainable.

Making use of a hybrid training model reduces the amount of in-person time you spend with clients, while increasing their accessibility to you. You'll conduct fewer sessions while providing a higher value to your clients. This will lead to an increase in client base all while having to dedicate less time to traditional gym training clients.

With a shift to online training, start selling packages, not sessions. If you sell packages when looking to build more income online, not only does the client attain a more customized program fit to their lifestyle, but it builds client retention. The more custom the program, the better the results. Client retention creates more income from your services due to longer commitment levels.

How to Become a Hybrid Personal Trainer

Before becoming a hybrid personal trainer, consider the advantages and disadvantages it can offer you. Understanding how things can change is vital to succeeding in this model. The shift to a hybrid personal training model can influence your current client base, the number of in-person clients you have, and what you currently earn.

Hybrid training can be quite different than traditional training in the fitness industry. Determining how this will affect each of your clients can help you preserve your current client base. Not every client may want to use the hybrid approach and not every client will succeed with a hybrid approach. Carefully consider their strengths and weaknesses and talk them through the options.

For example, you can have a client who would like to meet with you four days per week but realistically can only afford to meet with you one time per week. A hybrid training plan could be a great option for this client if they're comfortable with the online platform and can still stick to their goals.

You can also have a client who meets with you three or four days per week but is extremely busy and is not receiving the support outside of the gym to the extent they would like. Shifting them to fewer days per week in person and more online check-ins can elevate them to take their goals to the next level. This creates more availability in your in-person schedule for new clients while keeping your compensation where it needs to be with that specific client.

It is all about finding out what the client prefers and how online training can accelerate their goals within their lifestyle. This goes hand in hand with seeing you, the personal trainer, at least one time per week.

Tools and Resources for Becoming a Hybrid Personal Trainer

Personal training software is a key tool for hybrid trainers. It can help with organizing schedules, connecting with clients, posting workout plans, and more. A few popular programs include the following:

- **SmartFitness:** This platform saves you time when providing personal training services, enabling you to quickly create client programs and see individual client data at a glance. This app also offers ability to correspond directly with clients via 2-way, real-time messaging.
- **The Training Notebook:** This is an app where you can access your client's workout regimens, training schedule, contact information, assessments and more. You can quickly build client programs and even choose from pre-made program templates to email to your clients.
- **Trainerize:** This cloud-based personal trainer software helps personal trainers stay in contact with clients and their programs. You can create individual personal training programs and meal plans specific to each client, communication via chat with clients, and hold clients accountable with check-in services. There is a full exercise database with video demonstrations, and you can upload your own.

- **GAIN:** With over 1,600+ exercises in the database you can expect to have endless routines for your clients to complete. You can communicate, create, and train your clients through the app itself. This app supplies detailed instructions for your clients to learn proper form and technique, so you as the trainer can focus more on growing your client base.

These software programs not only equip trainers with the necessary tools for success but also clients. The software programs and tools discussed can help accelerate client results and teach them how to maintain these results. It is important to stay up to date with current trends and career path avenues. You must adjust to keep a career in your passion field.

Fitness is moving from the gym to home in a lot of instances. This is the main reason why, as an [online trainer](#), you can work from anywhere while impacting lives around the world. There are many software programs out there that do the same things but finding what one works best for you and your client base is key.

Are you ready to make the most of your time and fitness expertise? Check out [ISSA's Elite Personal Trainer Certification](#) for a top-notch education on the ins and outs of personal training.

Alternative Jobs for Personal Trainers



The U.S. Bureau of Labor Statistics (BLS) reports that growth in fitness jobs is huge. The BLS category of fitness trainers and instructors is showing 13 percent growth between 2018 and 2028, which is much faster than average job growth across all industries ⁽¹⁾.

This means that personal training is a great career to get into right now and probably for years to come. But if you aren't sure you want to be a trainer in the gym; if you have been a trainer for a while and want to try something else; or if you want to diversify your career and do more than one job, there are so many options.

7 Alternative Jobs for Personal Trainers

Your skills as a personal trainer are valuable in many other industries: healthcare, communications, media, sales and business, and others. Some of these alternative careers may require a little extra training or additional certifications, but for many, the highest level of education you need is your personal trainer certification.

Some of these jobs can be done part-time, in addition to your job as a trainer, but there is also the potential to make a full, new career out of any of these. You may get some ideas here for [starting a new business](#), as many are conducive to freelancing and entrepreneurship.

1. Group Exercise Instructor

Gyms always need qualified, motivated, and enthusiastic fitness professionals to lead groups and classes. Classes of all sizes are popular at gyms. Some people who join gyms don't want to work individually with a trainer. They may find it too expensive to hire a personal trainer or they just prefer to be part of a group.

Classes are popular and so are small fitness groups. Trainers are needed for leading small groups of clients through semi-personalized sessions. This is like a cross between individual personal training and fitness classes. You get to work with five to ten people at a time for several weeks.

There is a lot of variety in this kind of fitness career. If you love motivating people through tough spinning workouts, you can specialize in spin classes. Try leading circuit training classes, yoga, boot camps, weight training groups, and more. And, as a [group fitness instructor](#), you still have the flexibility to work for a health club or to lead your own small business.

2. Health, Wellness, and Nutrition Coach

Careers for nutritionists are growing at a rate of eleven percent, nearly as fast as careers for personal trainers ⁽²⁾. Clients are increasingly interested in working with coaches or nutritionists to work on their diet, weight, and overall health and wellness goals.

This kind of coaching can be just as rewarding as helping people work out, if not more so. As a [nutrition coach](#), you'll assess new clients, help them outline their goals, plan meals for them, help them learn how to make

healthier food choices, and evaluate their progress as they take steps to achieve their wellness goals. Gyms may hire wellness and nutrition coaches, but you can also work independently. Certification in nutrition is strongly recommended.

3. Gym Manager

If you're eager to get off the mat but still love the gym, go for leadership roles. As a certified personal trainer, you have the perfect background for running a gym. Managers are responsible for daily operations, making schedules, hiring and training staff, and making sure the gym is clean and safe and that clients are happy.

To become the manager of a gym without earning a business or management degree, it's a good idea to start out working as a staff trainer. Ask to take on more responsibilities, such as opening and closing, helping new trainers, or enrolling new clients. This will help you learn how to be a manager and give you the experience necessary to seek a leadership position, either in your current gym or a new one.

4. Sales

With knowledge and experience in fitness and related topics, you're in a great position to sell gym memberships, subscriptions to classes or group sessions, and even gym and workout equipment. Sales is a career that will allow you to keep working with people but in a different way.

As a salesperson, you may work at a gym or corporate headquarters for a gym. You could be hired by an equipment manufacturer or a retail store that sells different brands of equipment. Many sales positions are based on commissions, so the more you sell, the more you earn. It's a career that requires self-motivation and a strong work ethic to be successful.

5. Fitness Writer

Your expertise is also valued in communications. Writers with experience and knowledge in health, fitness, wellness, diet, and nutrition can write expert website content, magazine articles, blogs, sales and web copy, textbooks, and more.

It's not necessary to have gone to college or majored in English or journalism to begin a writing career. If you have a knack for writing you can polish your skills with practice. Start writing on topics you enjoy for fun and [apply for jobs](#) when you feel you have some worthwhile pieces. This is a particularly great option if you want to work from home.

6. Fitness Model

Put all the hard work you've done to tone your body and build muscle to real work, earning you money. Fitness models are like other types of models, but they focus on fitness-related products. For instance, a company making athletic clothing hires fitness models for advertisements and catalogs. Fitness video producers also hire these models to demonstrate workouts.

While other types of models have to put effort into maintaining a certain weight or body type, fitness models are expected to look strong and athletic. If you work as a fitness model, you'll need to keep up with your workouts and healthy eating as part of the job.

To become a fitness model, you can go to open casting calls, though you may have better luck if you start with an agent. But take care in selecting an agency to work with, as some are unscrupulous and may charge you a fee to sign up with them.

7. Workout Developer

As a personal trainer, workout development is what you do. You take your clients' goals, strengths, limitations, and preferences and create individualized workouts for them. Some people only design workouts. They don't work directly with clients but instead create more general programs.

Workout developers may work for production companies, crafting the workouts you see on a DVD, for instance. They may work for a gym to choreograph workouts for classes offered across several locations. Online services that offer customized or general workouts to download also hire qualified trainers to create their products.

Become a Specialist Trainer

If you still love working as a personal trainer, but you're interested in trying something new, consider other services you could offer your clients. Specialty certifications will allow you to work as a trainer in a particular fitness niche, either alongside regular training or as a full-time career. There are several areas of specialization in personal training:

- Yoga
- Recovery
- Senior and youth fitness
- Corrective exercise
- Training athletes
- Bodybuilding
- Exercise therapy

Find a Unique Work Setting

If you still enjoy working as a trainer but need a change, adding a new specialty isn't the only way to bring variety to your career. Also look for a new place to do your job. There is much more diversity in trainer workplaces now than there ever has been before; trainers don't just work in gyms:

- Hotels, resorts, and spas
- Retirement homes, assisted living communities, and nursing homes
- Community recreation centers
- Corporations
- Physical therapy practices
- Surgical rehabilitation centers

Another great way to get a change of scenery is to begin offering your services online. Online trainers and coaches are in demand because they are typically more affordable and are useful for people who don't go to the gym or don't have easy access.

As an online trainer, you'll coach people virtually: create workouts for them, motivate with messages and texts, evaluate progress, demonstrate good form with videos, and provide information and education. This is a great career for working independently. It's easy and low-cost to begin an online small coaching business.

Working as a personal trainer is rewarding and rarely boring. It's a career with good job security and good pay, but there may come a time when your love at fitness remains but your passion for leading personal training sessions is waning. Consider all the other opportunities available for your knowledge and experience and get motivated for a new career.

Launch your unique journey with a [personal training certification from ISSA!](#) Or, if you're already certified, increase your offerings and earning with an [ISSA specialization](#)—Yoga, Glutes, Recovery, Strength and Conditioning, and more!

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The Essentials of Online Training



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How to Do Fitness Assessments for Online Clients



Maybe you've been doing online training for a while or thinking about including an online option for clients. One of your big challenges as a personal trainer working with clients mostly or solely online is assessment. This includes initial fitness assessment forms, like health and activity questionnaires, but also ongoing fitness tests, health and body composition measurements, and assessment of specific exercises.

Assessment is essential for setting fitness goals, tracking progress, making changes to programs, and training safely. It's not as easy to do when working as an online personal trainer, but there are ways to assess clients virtually so that you can keep working.

About Online Personal Training

If you have never trained a client online, this is a new world, and it may feel a little overwhelming. Some of the tools online trainers use to work with their clients include:

- Streaming videos of workouts and exercise demos
- Mobile apps to track progress and workouts
- Email and messenger apps to communicate
- Document sharing online for training programs
- Video conferencing for face-to-face sessions
- Social media sites for sharing information
- Personal trainer software for tracking clients and for organizing business information

A big difference in online training is that more responsibility goes to the client. They need to be motivated to get the work done that you assign, and that can be a challenge. Communication with clients is necessarily different too. It's easier for some people than others, so work with clients individually to find the best way to talk and meet.

Why is Assessment Important?

Assessing clients online is a big challenge, but it is not insurmountable. Although it may seem more difficult, it's important that you don't let this part of training slide. Assessments are essential for many reasons:

Initial Assessments Help You Set Goals and Plan Programs

To help your clients determine their personal fitness goals, and then design the programs that will achieve them, you need to know your clients: current fitness level, health status, nutrition choices, strength level, preferences, and more. An initial assessment helps you get to know your client and sets the foundation for successful training.

Ongoing Assessments Track Progress

You also need ongoing assessments of your clients' health measurements, fitness level, and strength to ensure progress. If you don't measure, you don't know if they are succeeding or if you need to make changes to their fitness program.

Assessments are Motivating

[Motivating online clients](#) is especially challenging. Assessments help mark victories and point out areas of needed improvement. They help motivate clients to keep going or to double down on effort.

Fitness Assessments for Online Clients May Be Even More Important

Assessment is important for all your clients, but the special circumstances of online training make it even more essential. When you meet with clients face-to-face you can learn so much more about them. You will find you are constantly assessing them, simply by talking to them and observing their workouts. With online clients, that isn't possible, so put an emphasis on formal assessments.

The Challenges of Assessing Online Clients

Some aspects of assessment are easily done online, especially those that involve your clients filling out forms. For instance, a PAR-Q, or physical activity readiness questionnaire, is essential before starting with a new client. It gives you important health information about a client so that you can plan safe workouts. This is easy to do with an online form.

You can also have new clients make certain measurements and report them to you: height, weight, specific body circumference measurements. Body composition, an important measurement of body fat versus lean muscle, may not be possible. Most clients don't have the tools for this.

Also more difficult is assessing how a client moves and what their form is like. Do they have good posture? Do they make similar errors in form for most of the exercises? What is their cardiovascular fitness like? These things are all easier to assess in person, but you can still get most of the information you need online. It just requires some special strategies.

Tips and Tools for Making Fitness Assessments for Online Clients Work

Not only is assessing online clients doable, it is crucial. For all the reasons that assessment is important for in-person clients, it is possibly even more essential for those you only see online. You can't be physically there to watch your clients move from every angle, take measurements, or correct their form hands-on.

When you work with a client in a gym, it's much easier to see progress or setbacks. When you don't have that in-person connection, you rely more on formal assessments. These measurements will help you get a more accurate picture of how a client is progressing or struggling. Here are some tips to help you do it right.

Start with a Thorough Questionnaire

A PAR-Q is necessary for any new client, but with online clients, include even more information. Be as thorough as you need to be to get information that will establish a baseline and ensure you can provide safe workouts.

Do an Initial, Face-to-Face Video Consult

It may not be feasible to chat online regularly with all your clients, but at the least, you should make time for an initial consultation. Paperwork can only tell you so much. Require that new clients get online with you to chat. Use FaceTime, Google Hangouts, Zoom, or other video conferencing so you can see each other. Use the completed assessment forms to direct the conversation and ask questions and clarifications.

Set a Schedule for Assessing

Make expectations clear from the beginning with an established schedule for assessing your client's progress toward physical fitness. This may vary by client, but for instance, it could include weekly measurements for weight and body composition and bi-weekly assessment of specific exercises, like squats or push-ups.

Setup Video Uploads

Live video chats like your initial face-to-face consultation are a great time to conduct [assessments of the kinetic chain](#) and more. But that doesn't have to be the only time you check on your client's movements. Include video uploads in your assessment schedule. Write up a description or create a demo video detailing the moves your client should make for physical assessments. Instruct your client to record themselves doing these moves. They can submit their videos by uploading to a client-specific Google Drive folder, via a personal training app, or through whatever platform works for you.

Use Tape Measurements

An easy way to [track progress quantitatively](#) when you can't be in the same room with a client is to have them tape measure parts of the body. Instruct new clients on how to do this accurately during your initial consultation. Then, agree on how often they'll take new measurements to report back to you. Useful measurements are waist, hips, thighs, biceps, shoulder, and neck.

Use a Body Fat Calculator

Body composition is one of the most useful assessment strategies for health and weight. But the best way to measure body composition will always require tools your clients don't have at home. As an alternative, try a calculator for body fat, which is easy to find online. This technique isn't as accurate, but it will still give you a good sense of how a client is progressing. You'll need to get a few measurements from the client: weight, waist circumference, wrist circumference, forearm circumference.

Invest in Technology for Assessment

If you think you'll be doing online training for the long haul, it may be worthwhile to invest in tools for easier, more accurate, and more varied assessments. Fitness assessment software designed just for trainers can be useful for gathering and organizing information on clients.

What makes these kinds of tools so useful is that they capture and breakdown movements so you can do the assessments you would typically do in person, in the gym. Some programs focus on assessing to reduce injuries

and pain, while others analyze functional movements in 3D. With tools like these, you can have clients record their movements and assess them as if you were right there.

A few programs even offer a whole package of tools for trainers. These include business tools, websites, apps, workout libraries, e-commerce function, custom branding, payment processing, and assessments.

Choose the Right Assessments

Whichever tools or measurements you use to assess clients, make sure they are appropriate for the individual. The assessments should match the client's abilities and goals. For instance, those trying to lose weight will need to be assessed through weight and tape measurements. For those more interested in building strength, assess individual exercises. You don't necessarily need to do a full range of assessments for every client.

Online training presents a unique challenge. If you're up for it, consider how you'll effectively assess clients. This is an essential part of personal training, and even in an online setting it's possible to do it well.

Want to learn more about building a successful online fitness business? Sign up for [ISSA's Online Coach course](#)—the fastest way to transition to virtual training and expand your business!

How to Create Better Workout Videos on Any Budget



Exercise video are a key part of online training and there are many benefits to creating your own exercise videos. Increased brand recognition is one. The more people who see your workout routines, the easier it is for them to identify your brand. Get enough viewers and you become a household name.

Another advantage of offering video workout classes is that it gives you another revenue stream. The more products and services you offer, the more money you can make as a certified personal trainer. The best part is that it is passive income. Tape your training session once and you can sell it repeatedly, even if you're not actively working.

How do you create appealing workout videos if you don't have thousands to spend on production? The answer lies in ensuring that your video contains all the necessary elements.

5 Elements of a Good Workout Video

There are good workout videos and there are bad workout videos. To ensure that yours falls in the first category, it should contain these five elements:

#1. Beaming with Energy

Who are you more inspired by: a fitness trainer who is energetic and excited to help you or a trainer who lacks enthusiasm and appears ready for a nap? Infusing energy into your video workouts makes you fun to watch. It also encourages viewers to get their heart rate up because that excitement is contagious.

#2. Works Regardless of Fitness Level

Unless you're producing a fitness video for a very specific group, it should appeal to both beginners and those who are a bit more advanced. This gives you a wider group of people who can use your training sessions. It also helps if you include exercises that don't require a gym. This enables them to use your video with the equipment they have at home.

#3. Shares Proper Form

The last thing you want is to create an exercise video that doesn't provide results. Talking to the viewer about using proper form increases effectiveness.

#4. Relevant to Your Viewer

People won't watch your video unless they know it will help them meet their fitness goals. Reinforce relevance in the video's title, such as "20-Minute Glute Strengthening Workout." Talk about its benefits during the program. For example, if it is a muscle-building program for older persons, explain why strength training is important for seniors.

#5. Looks Professional

Admittedly, this is where costs can easily rise. Yet, you can still [create a video that looks professionally done](#) with little to no expense.

- **Consider your environment.** What's going on behind you? You can shoot your video at home, but be sure to clean up and use good lighting. If you're going outside, avoid noisy areas, overly bright sunlight, and backgrounds with a lot of activity.
- **Dress to impress.** Even if you're shooting at home, do your hair and makeup so you look nice on camera. Pick clothes that show up well against your background (skip colors that are too dark or too light).
- **Check your sound.** If your viewers can't hear you, they won't keep watching. Consider doing voice-overs or splurging for a nice microphone that cuts out ambient noise.
- **Edit your videos.** Cut out the scenes where you're turning the camera on and off. Add your logo and contact information. If you shot the video with your smartphone, download it to your computer, then edit it using free software.

Ultimately, your video needs to inspire viewers to want to get off the couch and exercise. How do you do that without a lot of high-cost frills?

3 Low & No-Cost Ways to Make Videos that Inspire Viewers to Workout

It doesn't matter how good your video is, if it doesn't inspire viewers to want to exercise, it's a waste of time to create. While you can't force motivation, there are three things you can do to make viewers want to watch (and do) your exercise videos.

#1. Highlight Your Expertise

The reason it is important to highlight your expertise is that it gives you more credibility as a personal trainer. It says that you know what you're doing. It also proves that you can provide results. This will inspire your viewers to stick with the exercise, even if they feel like giving up.

One way to do this is to begin your video with a few simple statements. Tell viewers that you're a certified personal trainer. Talk about the results your workouts deliver.

Throughout the video, educate viewers on how each move can help them reach their fitness goals. This shows that you can apply what you know in a way that resonates with your audience.

Use rest periods to continue to show your expertise. For example, if your video includes both aerobic exercise and weights, talk about whether cardio and strength training work together. Teach your viewers something new and they will begin looking to you for all their fitness advice.

#2. Give a Custom Workout Feel

If you want to keep your video viewers engaged, it helps to make them feel as if you created that workout solely for them. Granted, custom workouts aren't an option for each individual audience member, but it should feel like it is.

Plus, if your video workout is too easy, you'll lose viewers with more advanced levels of fitness. If it's too hard, beginning exercisers won't want to try it. This is partly where providing alternatives based on the level of fitness comes into play.

When creating video workout programs by yourself, this involves showing different ways to raise or lower the level of difficulty. Another option is to have other people in the fitness video with you. Have one person performing the movement so it is easier and another showing how to make it harder.

For instance, if your exercise program includes squats, have one person barely squatting down and the other with their thighs parallel to the floor. If you're doing a bodyweight exercise like push-ups, have one person do them with straight legs and the other with knees on the ground.

This enables viewers to watch the person best matched to their current fitness level. It creates a custom workout feel they can modify as they get stronger and more fit.

#3. Make the Videos Easily Accessible

No matter how committed your viewers are to their fitness, there will be times when their motivation is lagging. The easier you make it for them to access your videos when they feel this way, the more likely it is they will.

There are several options for creating easily accessible videos. For instance, you can place your videos on Instagram or another social media platform. This keeps them in your follower's news feeds. It also enables them to save the videos for future use.

You can also load your videos onto a personal training or workout app. This gives your viewers access to all your workout plans in one convenient location.

Free Workout Videos vs Charging Clients: Which Is Best?

Some personal trainers offer free fitness videos to help grow their business. Or they provide them at no cost, but only to paid training clients. In this case, they are a perk that enables clients to workout between training sessions and better meet their fitness goals.

Other certified personal trainers charge for their workout videos. This includes charging viewers to download a particular workout program. Another option is to charge a recurring fee for access to a number of different videos. Which is best? It depends on your goal.

If you want to build your brand and gain more recognition as a fitness professional, offering free videos is one way to achieve this. Encourage the sharing of these free resources and you can reach a wider audience yet.

Conversely, if your goal is to increase your revenue, charging for your videos might make more sense. Pair these fitness videos with other items—such as dumbbells, [fitness trackers](#), or weight loss meal plans—to make them more appealing to your target audience. You can charge more by doing this as well.

To increase the likelihood that people will buy your fitness video, offer a 30-day free trial. This reduces their risk. It also allows time for them to start to get results. This makes it much easier to pay for the video further down the road.

How to Create Better Workout Videos in Less Time

When you're first starting out, a workout video can take you hours, if not days to create. Rest assured, the more of them you produce, the faster you will get. However, if you don't have a lot of time to spend getting your workouts out there, another option is to release short videos instead. For instance:

- Create a 10-minute workout designed to give viewers their “daily burn.”
- Offer short bodyweight workouts people can do during commercial breaks of their favorite shows.
- Develop 1–2-minute exercises people can repeat in HIIT workouts (high intensity interval training).

The benefit of these shorter videos is that viewers don't expect them to be ultra-fancy. All they care about is the information provided and how it will help them achieve their fitness goals. They want to know that it will enable them to transform their bodies.

To learn even more about how to help clients make permanent changes, ISSA offers a [Health Coach Certification](#). This course teaches the skills necessary to positively influence clients' behaviors. It also enables you to help them reach higher levels of physical and mental health. Check it out today!

How To Better Motivate Your Online Training Clients



Being an online coach in the fitness world offers many advantages. One is the ability to grow your business by removing the geography restrictions faced by in-person fitness professionals. This enables you to increase your client count by providing in-home personal training to anyone with a digital device and internet connection.

Another benefit of coaching online is that you can teach clients how to improve their fitness without them having to go to the gym. Not that the gym is bad, but some people struggle with finding time to go or don't feel comfortable working out around others. For them, the gym is an obstacle to their fitness goals, and it can be overcome by having access to an online exercise program.

Despite these benefits, there is one major challenge that online personal training presents. Because you're not physically in front of your clients, it may be more difficult to keep them excited about the exercise program you've created. What are some ways you can keep your clients motivated as an online personal trainer?

Motivate Your Online Clients with These 7 Tips

Keeping online training clients motivated can be a major challenge. But we have the tips to help you overcome it and, ultimately, to help you grow your online personal training business.

#1: Understand the Different Motivational Styles

This is a key ingredient to ensuring your clients get results from your online personal training program. After all, it's tough to motivate your clients if you have no idea what techniques they respond to best.

As Penn State University points out, there are many different motivational styles. For instance, some people will be more motivated to lose weight when you're direct and assertive. Others will respond better to an indirect, subtle approach.

To know what will work best for your clients, conduct motivational interviewing when bringing them on board. Motivational interviewing is a technique often used by counseling professionals when helping patients who struggle with substance abuse, but can also help those who struggle with food or exercise.

To be an effective interviewer requires adhering to the five principles of motivational interviewing:

1. Being empathetic through reflective listening practices
2. Separating the client's goals and values from their behaviors
3. Not arguing or directly confronting the client
4. Adjusting to their level of resistance
5. Supporting their confidence and positivity

#2: Remind Them of Their 'Why'

To help clients achieve the highest degree of success possible with the fitness workout you've created for them, consistently remind them why they want to get in better shape.

Maybe they're taking medications and they want to get healthy enough to get off them. Or perhaps they want to increase the odds that they'll be around long enough to see their grandchildren grow up.

Reminding them of their 'why' encourages them to continue to engage in their online fitness sessions, even on days when they don't feel like it. It helps them remember that they're taking these steps to create the life they want most.

#3: Publish Motivational Posts on Social Media

Another way to increase your online clients' motivation levels is to publish social media posts that inspire them to want to keep going. This works in part because [social media can enhance self-motivation](#).

In other words, when you post photos and status updates to show your online personal training clients that you are doing the same exercises, the same type of workout that you are asking them to do, it inspires them to keep going and work harder.

Posting on social media also puts your motivational posts directly in your client's feeds, enabling you to reach them when they're not actively thinking about their fitness goals.

A few ways to motivate clients on social media include:

- Post an exercise directed at an area they struggle with (stomach, upper arms, etc.)
- Post an exercise they can do when they only have a few minutes to work out, enabling them to feel as if they're doing something, even if they can't do a complete workout
- Post a reminder that a lapse doesn't have to turn into a relapse

#4: Create a Members-Only Facebook Group

Having a members-only Facebook group helps your clients see that they're not alone in their struggles to lose weight, gain muscle, or improve their health. It also allows them to make connections with others who are just like them.

To keep motivation stoked in a members-only group, encourage them to interact. Ask open-ended questions to get them communicating. Also, adjust the security settings so they're able to post when they are struggling. This allows them access to encouragement when they need it most.

A members-only Facebook group is also a great place to post about [what to expect at your first personal training sessions](#). This can help your newer clients better understand how the process works, reducing any anxiety they may have about your online program.

#5: Offer Group Training Sessions

Group training sessions enhance motivation in much the same way as members-only Facebook groups. How do you hold these types of sessions when your training is completely online?

One way to help your clients know that they're part of a group is to do live exercise classes and mention people by name when they appear online. This tells them that, even though they can't see the rest of the group, they are there.

Another option is to schedule group sessions in which you can talk about nutrition, stress, sleep, or any other factor that may be keeping them from meeting their goals. Use a platform with a side chat so participants can easily communicate with you and each other.

Alternatively, if you have a large number of online clients, break them into smaller groups and do training sessions that enable everyone to appear via video. Sometimes it helps them to actually see the others' faces, strengthening the connection—and their desire to do better—even more.

#6: Send Story-Based Emails

Emails meant to cheer clients on are great, but if you really want to draw them in, tell a story. In fact, this is a highly recommended marketing tool because it is so effective. Plus, if it works to get people to buy products or services, it can also work to motivate them to stick with their fitness program.

Think about some of the clients you've worked with in the past. Does anyone stand out as having a story that is motivational by nature? Is there someone who defied the odds and improved their fitness despite the many challenges they faced? Share their story to inspire others to keep going as well.

Some people are natural storytellers. For the rest of us, it's helpful to know that a powerful marketing story needs five things:

- **A hero.** Even though it may seem like you, as a personal trainer, will be the hero, that approach can get you ignored. Instead, make the hero the client whose story you're sharing. This creates a more compelling message.
- **A goal.** What type of transformation did your client seek? What changes did they want to make to hit their desired goals?
- **An obstacle.** What stood between the client and a more fit body? To make the story more relatable, share some of their self-imposed obstacles. We all tend to stand in our own way from time to time. Let your email recipients know they're not alone.
- **A mentor.** This is where you come in. What did you do as a personal trainer to help coach the client to fitness success?
- **A moral.** What is it that you want your email list to get from the story? Be clear and actually list it out so there is no misunderstanding.

Don't forget to end your story-based email with a clear call to action. If you tell them exactly what you want them to do, they're more likely to do it.

#7: Follow Up Regularly

The only way to know your online fitness clients are struggling with low motivation is to ask. A good question to start with is whether they're keeping up with their workout routines.

If not, go one step further to learn whether they're letting all portions of their exercise program slide, or if it's just certain parts. For instance, are they keeping up with their strength and conditioning, yet not doing their cardio?

Maybe they didn't like a particular exercise, and that was zapping their motivation to continue. In cases such as this, their motivation can potentially increase simply by making small tweaks to their program.

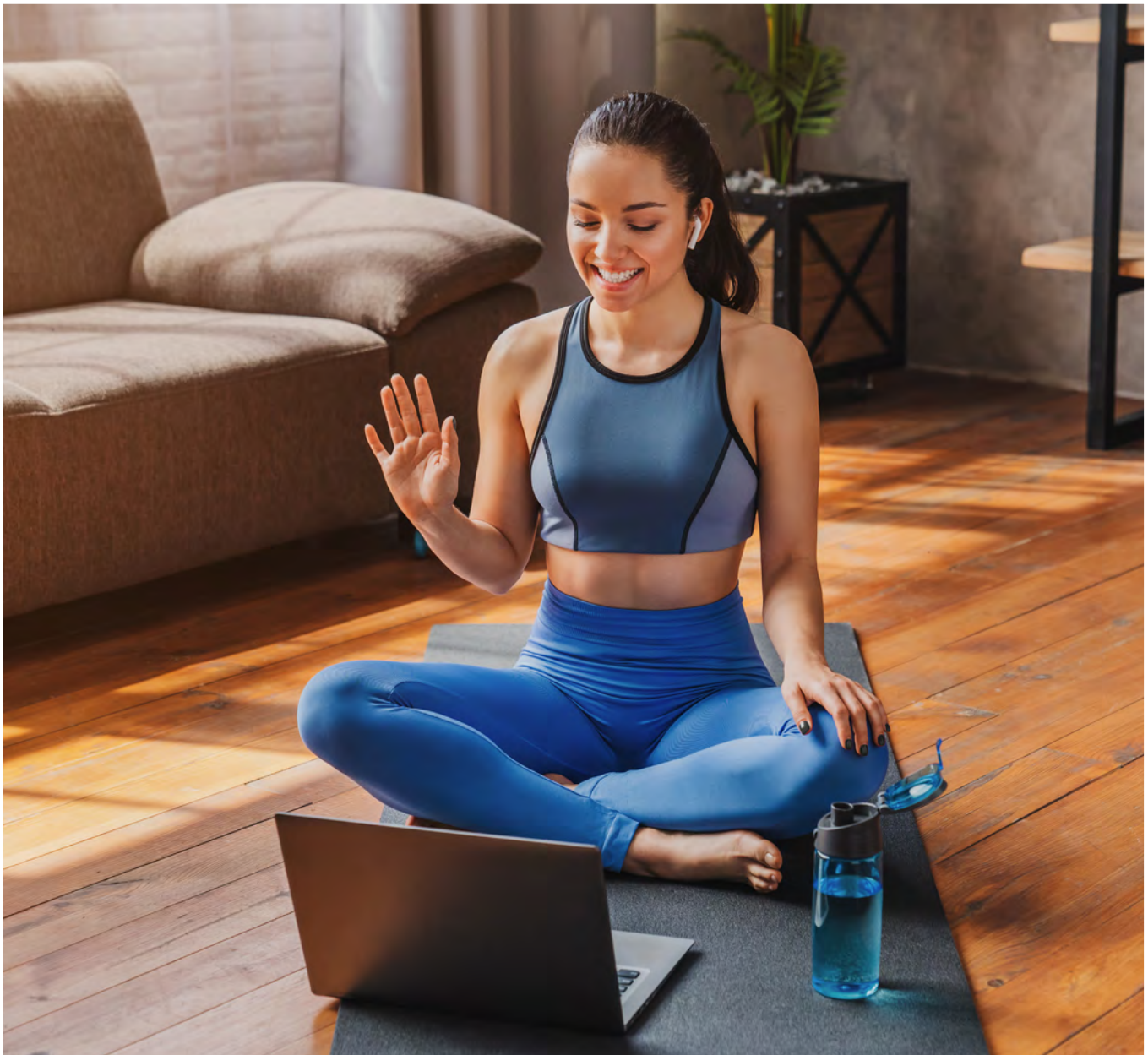
Following up regularly also allows you to remind them of the progress they've made this far. One of the [most common mistakes personal trainers make](#) is skipping fitness assessments. Yet, by performing this basic task, you'll have rock-hard evidence that what they're doing is working, even if they don't feel like they're going to achieve their goals at this time.

A Final Word on How to Motivate Your Online Training Clients

What's [the secret to beating the challenges of personal training](#), such as keeping your online personal training clients motivated enough to achieve their long-term goals? It begins by answering the question: How are you helping people?

If you struggle with this answer, or if you feel like you aren't doing enough, increasing your business offerings as a fitness trainer can help you better help your online clients. One trainer certification to consider is [ISSA's Health Coach Certification](#). Increasing your knowledge (and experience) about help clients overcome physical and mental health barriers to achieve their optimal wellness. This can help you grow your fitness business by improving your results, so check it out today!

How Much Should I Charge for Online Personal Training?



If you work for a gym, the cost of your coaching program is likely set by that facility. For independent trainers offering personal training sessions online, the area of how much to charge is a bit muddier.

You don't want to charge so little that you can't survive but you also don't want to charge so much that no one wants to hire you. How do you decide your rates?

Answering the question of how much you should charge for your online coaching sessions begins with first understanding how much a typical personal trainer makes today.

Average Hourly Pay for Fitness Professionals

According to a number of professionals currently working in the fitness field, the average cost of hiring a personal trainer varies from \$30 to \$125 per hour (or more). However, it is important to note that your personal trainer salary potential is dependent on a variety of factors.

For example, the Bureau of Labor Statistics (BLS) reports that the average annual wage is often higher for a personal trainer who works directly with individuals than for a personal trainer providing services within a residential facility. This is something to keep in mind if you decide to grow your business by reaching out to corporate clients in addition to individuals. They may want to pay less than you typically charge when you coach one-on-one.

Another factor impacting your pay as a fitness coach is location. The BLS also says that health and fitness trainers in New York, Massachusetts, and the District of Columbia typically make the most money. While this may not seem relevant as a trainer who offers sessions online, it does give insight as to whether your rates will seem low or high depending on where your client lives. So, what should your rates be?

Answering the Question: How Much Should I Charge for Online Personal Training?

Setting your rates can be difficult as a fitness professional since there is such a large range. But there are a few factors that, once considered, will give you a better idea of what amount is perfect for you.

An Amount That Makes It Worth It

If you were told that you could earn \$5 per hour as an online personal trainer, would you still want to do it? What if that number increased to \$150 per hour? Would it be worth it then?

Whether you work in fitness or any other field, if you aren't paid a certain amount, you may start to resent your career and your clientele. Work will begin to feel more like a punishment than a way to earn a living. Before you know it, you want out.

Certainly, we'd all love to be paid as much as possible for the expertise we offer. But we also all have a minimum dollar amount that won't make providing services worth our time. Figuring out what that number is for you is a good place to start.

Your Level of Experience

Have you been a fitness trainer for years or are you new to the coaching industry? The reason this question is important is that the more experience you have, the more you can charge. Why? Because with experience comes knowledge.

If you've been coaching clients for decades, you've learned tips and tricks that increase your effectiveness. This helps you create more effective coaching programs for your new clients because you can draw on what has worked for those you've instructed in the past.

Does this mean that you can't charge a decent rate if you're just starting out? Of course not. You're still a professional. But it does mean that you should consider raising your rates as your level of experience increases.

Whether You are Certified as a Personal Trainer

If you are updating your house and in need of a good plumber to put a sink in your new kitchen island, who do you think would do the best job: a plumber or a certified plumber? If you answered a certified plumber, you already understand the value of certification.

When you obtain your certification as a personal trainer, you're telling your clients that you've learned the information necessary to develop a safe and effective fitness program. This increases their confidence that you can deliver a workout plan that will help them achieve their fitness goals. It also makes it easier to pay you more.

Your Fitness Business Costs

Setting the rates you'll charge for your online fitness program is also partially based on your business expenses. The more costs you have, the more you need to break even, let alone earn a decent income.

For instance, do you market your coaching sessions on social media? If so, you need to make enough to cover what you spend buying Facebook ads, Instagram ads, or ads on any other social media platform.

Other costs to consider include:

- Internet connection
- Website development and maintenance
- Online coaching / video platform fees
- Additional marketing and advertising expenses
- Office equipment (computer, printer, software, etc.)
- Office supplies (paper, pen, staples, etc.)

Create a list of all the expenses you have in a typical year and divide them by 12. This tells you how much you need to earn per month to keep your business afloat.

Type of Personal Training Services Provided

Another factor to consider when setting your rates as an online personal trainer is the services you provide. For instance, do you offer individualized one-on-one coaching or [group training sessions](#)? The more personalized your program, the more you can charge because you tailor the training specifically to your client's fitness goals.

Also falling under this category is how available you are to your clients. Convenience and access don't come without a cost. So, the easier it is for them to reach you when they have questions or need help, the higher your rates can be.

Number of Personal Training Sessions in Your Packages

When hiring a personal trainer, coaching clients look at how many training sessions they will receive in return for their hard-earned money. The more appealing you can make this package, the more likely it is they'll sign up.

For this reason, some personal trainers offer a discount to clients who sign up for a larger number of coaching sessions. The better the deal, the more inclined they'll be to hire you as their personal trainer and the more money you stand to make.

How Much Your Clients Are Able to Pay

Considering your ideal client, how much can they realistically afford? If you have a soft spot for training at-risk youth, for instance, your rates will need to be lower than you'd charge a celebrity in Hollywood.

This brings up another question. Should you charge every client the same amount? While you don't necessarily have to, if you don't and they find out, it may hurt your reputation. Plus, keeping your rates the same for everyone makes bookkeeping much simpler.

When Setting Your Online Coaching Rates, The Key Is to Prove Your Value

In the end, no matter what you decide to charge for your services as a health coach, you must be able to prove that you're worth the rate you set. The more value you offer your online coaching clients, the more they'll be willing to pay. This value could be reinforced in a number of ways, such as:

- Offering testimonials from clients who swear you create a killer workout that has transformed them. If you've provided results as an online coach, share those success stories. Let potential clients hear how wonderful you are as a personal trainer, not from you, but from those who have taken your coaching program.

- Showing before and after photos. Help people see the way you can help them transform their own body when signing up for your online exercise program. Inspire them to want to hire you to create an exercise plan for them too.
- Giving a money-back guarantee on your workout plans. Saying that you'll give clients all their money back if they aren't satisfied with your services as a personal trainer shows that you're confident in your ability to get results. There are pros and cons to this approach, such as reducing the client's risk but opening yourself up to those who want something for nothing. So, it's important to weigh this carefully if you're inclined to follow this approach.

If your goal is to make the most money possible as a personal trainer, another way to achieve this goal is to expand your service offerings. Sign up for [ISSA's Health Coach Certification](#). You'll learn how to help clients overcome the obstacles to their success, from setting goals to sticking to their nutrition plan. You'll help clients build a better lifestyle beyond the gym walls. This online course also comes with a free professional website and unlimited educational support.

Best Methods for Collecting Personal Training Payments



Before you even [get your first personal training client](#), you need to make a few decisions. This includes choosing a name for your new fitness business, deciding how much you'll charge for your training sessions, and determining where you'll provide services as a certified personal trainer. An additional consideration is how you're going to collect payments.

There is no one-size-fits-all approach for how to best collect fees from clients. Instead, there are several factors that, once considered, make it easier to select the options that make the most sense for your business.

7 Factors to Consider Before Determining How You'll Collect Payments

Collecting fees for your training business requires some thought. If you choose an option that you wind up regretting, you may be stuck with it or risk losing some clients. Plus, once you go through all the work to set up a particular payment solution, you're less likely to switch to another. You decide that it isn't worth the time or effort. To avoid this type of issue, here are seven factors to consider.

#1: Whether You Have a Choice

If you provide personal training sessions at big box gyms, your fees are likely included in their gym membership packages. This places you on their payroll, which means they dictate how you're paid. This could be through direct deposit into your bank account, by check, or some other method.

Alternatively, if you work for a gym as a 1099 personal trainer or run your own in-person fitness business, you collect your own fees. Sometimes this requires paying the gym a portion. The same is true if you offer online coaching. In all these instances, you have more flexibility in how you collect payments.

#2: The Way You Train Clients

It's often said that "cash is king." However, if you are strictly an online personal trainer, cash payments are out of the question.

Not providing in-person fitness sessions also makes it more difficult to collect payments via check. If you accept checks from clients you don't see, it forces you to trust them to put the money in the mail. Accepting checks also increases the risk that the payment could potentially bounce.

#3: Client Convenience

Perhaps the single most important reason to think about how you'll collect fees for your training business is client convenience. If your payment processing program is hard-to-use or overly complex, your business will suffer.

Offering the maximum client convenience generally involves providing multiple payment options. This enables each client to select the one they are most comfortable with.

#4: Personal Trainer Preference

If you are responsible for your own bookkeeping, consider your own preference as well. Yes, you want to be flexible—increasing your appeal to your training clients—but you also need to be able to record each payment received. This involves creating a system so no incoming monies fall through the cracks.

When considering your preferences, think about whether you want a cloud-based payment processing program or if you'd like to purchase personal trainer software. What's the difference?

With cloud-based payment platforms, you can access data from almost any device. This is helpful if you are on the go and want to check a client's payment from your smartphone or tablet.

If you purchase personal trainer software that doesn't involve cloud storage, your client's payment information is kept only on the device you used to download the program. This reduces your access but can be preferred if you want to make a one-time software purchase as opposed to paying monthly for a cloud-based program.

#5: Payment Processing Fees

Personal trainers have many ongoing expenses. If you offer [virtual training](#), your video platform might charge fees. In-person training sessions means you're paying to travel to and from the gym or your client's home. Running a personal training business also means having other typical business expenses, such as phone service, internet, bookkeeping, and office supplies. Add to this the fees associated with payment collection.

Using an online platform generally means paying monthly fees. Even if you purchase your own payment collection software, it doesn't mean that you get to keep the full amount. Some companies charge your business to collect payments via credit card or debit card.

For this reason, do your homework before selecting a specific payment collection option. Here are a few questions to ask:

- How much do they charge to use their program?
- Do they collect these fees monthly? Quarterly? Annually?
- Is there a price break if you pay for a certain time period upfront?
- Does their fee change based on how much they collect? (Some fee collection sites max out how much they charge per sale.)
- How long does it take to transfer the money to your business account?

#6: Whether You're Collecting Recurring Payments

Some personal trainers require the client to pay weekly for their training sessions. Others collect monthly payments for small group fitness classes or charge a membership rate for a specific length of time. Sometimes there are one-time fees as well, such as if you also sell fitness products.

Choose a payment program that works for your particular training business. Ideally, this program should offer a few different collection options. This provides you more flexibility if you have clients that pay at different intervals. It also allows you to offer a discount for services paid in full without having to use a different platform.

#7: Longevity of the Payment Processing Company

New payment processing options are released all the time. While it may be tempting to go with one of these and increase your client's options, you run the risk that they won't be around for long.

The longer a payment processing company's track record, the more comfort you have that it will be available as long as you have your fitness business. You also have greater peace of mind that your payments will actually be forwarded into your bank account.

3 Best Methods for Collecting Personal Training Payments Online

Once you've looked at all the factors associated with collecting the monies owed to your fitness business, it becomes easier to decide the best methods for you. Here are three of the best when collecting your payments online:

#1 PayPal

This platform is trusted by service providers in several industries. This includes Airbnb, American Airlines, and Spotify. Approximately 277 million people have active PayPal accounts. So, it's likely your client already has one set up. Plus, if your online training business is global, this platform makes it possible to collect other currencies. It costs you nothing to set up invoicing on PayPal, but you do pay per sale. For U.S. fitness instructors with clients also within the U.S., the fee is 2.9 percent + \$0.30 for each transaction. International fees are a bit higher (4 percent plus a fixed fee). You also pay more if you want the monies transferred to your bank account instantly versus waiting the standard 1-3 days. PayPal works for both one-time and recurring payments.

#2 Stripe

Many service-based businesses also use Stripe to collect payments. Some of the most well-known include Lyft, Instacart, DoorDash, and Grab. With Stripe, you can collect both one-time and recurring payments for your business. Fees are the same as PayPal when receiving payments from clients within the U.S. (2.9 percent + \$0.30 per sale). Though, if your online training business caters to international clients, its fee is a lot less (1 percent). Stripe also enables you to collect non-card payments. This includes payments received directly from your client's bank account, as well as payments received via check or wire transfer. Additional rates apply in these circumstances.

#3 Through your online training website

Depending on which platform you use for your business website, you may be able to collect payments through it. The benefit of this option is that you can run your personal trainer business and collect your fees on the same online platform. Collecting your own fees also tells clients that you're serious about your fitness business. It says that you're willing to go the extra mile by setting up your own payment platform. The con of taking this route is that sometimes it costs more to collect monies this way. It's also important to check the security of your site so clients can pay your online invoices without worrying about having their private information exposed.

Not yet a trainer but ready to help clients meet their health and fitness goals? [ISSA's Elite Personal Trainer](#) is the top course to get you started. As an Elite Trainer you get: Personal Trainer Certification - Self-Guided Study Program, Nutritionist Specialization, and any advanced specialization. Be your own boss, set your own schedule, do work you're passionate about, and create financial freedom.

The Personal Trainer's Guide to COVID-19 and the Gym



INTERNATIONAL
SPORTS SCIENCES
ASSOCIATION

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Coronavirus, the Gym, and Your Personal Training Business



What do you need to know about the coronavirus (COVID-19) outbreak when it comes to working out at the gym? More specifically, how can you keep clients safe and healthy amidst concerns of this or other infectious diseases, preferably without scaring them or causing them to give up on their fitness goals? Here's what you need to know.

WHAT HEALTH OFFICIALS RECOMMEND

There are a number of actions you can take to help protect public health and reduce the spread of the coronavirus and other infectious diseases. These break down into four basic categories: environmental, cleaning practices, suggestions for staff, and client-based recommendations.

Environmental

The key to keeping your gym safe and healthy for your clients is to make it harder for germs to survive. Here are a few ways to achieve this goal.

- **Install “Wash Your Hands” signs.** Washing your hands regularly (with soap) is one of the most effective ways to keep the coronavirus from spreading. Yet, one [YouGov](#) poll reports that roughly 40 percent of Americans don't take this necessary step after using the bathroom. Installing a sign in your gym's restrooms can help remind them to take this important action.
- **Install hand sanitizer stations.** It's also helpful to install hand sanitizer stations in various spots around the gym. Will hand sanitizer prevent you from getting the coronavirus? The CDC reports that, while it isn't as good as soap and water, using a sanitizer that is at least 60 percent alcohol is the next best option. It won't kill all the germs on the hands, but it can help reduce them.
- **Install disinfectant wipe dispensers.** Because multiple people use gym equipment, it's important to clean it often. Installing disinfectant wipe dispensers is one solution. This enables staff and clients to easily wipe it down before and after use.

Cleaning Practices

The [World Health Organization](#) (WHO) says they're not sure how long COVID-19 can survive on surfaces. However, the estimate is anywhere from a few hours to several days. How do you keep these and other germs from spreading?

- **Wipe down gym equipment often.** Because the coronavirus has a long incubation period, it's impossible to tell who may be infected. Though clients should be encouraged to wipe down gym equipment before and after use, it is also beneficial to have staff perform regular cleanings throughout the day as well. Be sure to pay special attention to the areas where clients typically place their hands.
- **Do a more thorough cleaning at night.** If the gym is busy during the day, it may be difficult to do a good clean. In that case, save this type of thorough cleaning for the nighttime, when your facility isn't as full.

Helping Staff Reduce Coronavirus Spread

Since the virus spreads from person to person, educating staff as to how to stop this spread is key. This includes:

- **Tell them to stay home if they feel sick.** The [Centers for Disease Control and Prevention](#) (CDC) recommends that businesses “[actively encourage sick employees to stay home.](#)” This begins with creating policies that make this okay. It also involves helping them recognize coronavirus symptoms. The WHO shares

that the most common are fever, tiredness, and dry cough. Other flu-like symptoms may also appear, such as aches and pain, sore throat, congestion, and diarrhea.

- **Encourage the practice of good health habits.** Help your staff keep the virus at bay by reminding them to wash their hands regularly. Also, clean all gym equipment before and after training sessions. Staff meetings and memos are good ways to reinforce these habits.
- **Allow your personal trainers to go outside the gym.** Giving your personal training staff permission to train their clients off the premises may make clients feel more comfortable until the coronavirus spread slows. Trainers can organize [boot camps](#) and other [outdoor workouts](#) anywhere, from the gym parking lot to local parks or even the [city bike trails](#). Be a bit flexible until the virus is more under control. You can reduce risks while still keeping clients active.

Client-Based Recommendations

While you can't make clients wash their hands or use sanitizing solution, there are still a few actions you can take to help them reduce the risk of contracting the coronavirus.

- **Encourage them to engage in healthy habits.** The healthier clients are, the better their ability to avoid becoming a victim of the outbreak. This means eating healthy foods, exercising regularly (which also [reduces inflammation](#)), getting enough rest, and watching their stress.
- **Remind them to “wash your hands.”** This reminder may be by putting up signs or it could be simply by being a good role model. When they see your staff wash their own hands regularly, they may be more likely to do the same.
- **Remind them to wipe down equipment.** Getting rid of the virus is the only way to keep it from spreading. So, remind your clients to wash down the gym equipment before and after use.
- **Recommend at-home workouts.** If a client is concerned about the coronavirus, suggest that they work out at home. Create a program they can use without equipment or encourage them to [get more active with their kids](#). At least until the virus spread slows.

IF YOUR CLIENT STARTS TO FEEL SICK

If a client mentions that they feel sick, what do you do? First, it might be helpful to educate them about the symptoms of coronavirus. Also, remind them that it is flu season so feeling ill doesn't automatically mean they have COVID-19.

Either way, encourage them to follow CDC recommendations and stay home so they don't infect anyone else. And if they start to feel worse or have an underlying medical condition, suggest that they seek immediate medical treatment.

If they question whether they should continue to work out when sick, talk to them about [when it's okay to exercise and when they should rest](#). Namely, if their symptoms are above the neck (runny nose, sore throat, or congestion), it's okay to sweat it out. But if their symptoms are below the neck (body aches, coughing, or fever), they should probably take some time off.

SHOULD YOU SUSPEND WORKOUT CLASSES DUE TO AN OUTBREAK?

With the [NBA suspending their regular season](#) or other businesses closing for quarantine periods after a player or employee tested positive for the coronavirus, it may make you wonder whether you should do the same. Should you suspend all your workout classes and group exercise offerings?

Public health recommendations vary on this type of action. You may want to encourage more social distancing guidelines or suspend your classes be on the safe side. Review your local recommendations and figure out what works for your business and the safety of your clients.

WHAT WE KNOW ABOUT THE CORONAVIRUS SPREAD

The WHO explains that the coronavirus “can spread from person to person through small droplets from the nose or mouth.” These respiratory droplets are released when a person with the virus breaths out or coughs.

If someone inhales the droplets directly, they can contract the virus. They can also contract it by touching a surface or object that has been infected, then touching their own eyes, nose, or mouth.

The CDC adds that someone infected with the coronavirus is most contagious when symptoms are most present, but they can also spread the virus if they are not showing symptoms. Additionally, older adults and individuals who have serious chronic medical conditions are at the greatest risk of coming down with COVID-19.

THE BOTTOM LINE ON GOING TO THE GYM DURING THE DEVELOPING CORONAVIRUS SITUATION

In the end, is it safe for clients to work out at the gym until the coronavirus is more contained? The consensus seems to be that, as long as certain cleaning and hygiene processes are followed, it is. However, if there is any concern over this whatsoever, it may be more beneficial to offer other ways to work on their fitness until they're more comfortable returning to a public environment.

Keep in mind that, while in-person training sessions are great, online training can be equally as effective. Online training is the perfect way to expand your business and help more clients. Sign up for [ISSA's Online Coaching Certification](#) to jump start your success!

Common Communicable Diseases at The Gym



Gyms can potentially be hotbeds of germs and disease—it's not just the coronavirus you have to guard against. This is because people touch the equipment, sweat, breathe heavily, and do it all in an environment conducive to bacterial and fungal growth: warm and moist.

It may turn your stomach to imagine the possibilities, but while gyms naturally harbor microorganisms, they don't have to make people sick. If you are a gym owner or a trainer responsible for keeping clients safe, know what the common communicable diseases are, how to spot their signs, and how to avoid their spread.

THE MOST COMMON COMMUNICABLE DISEASES AT THE GYM – SIGNS AND SYMPTOMS

The types of diseases most often found in gyms and that can easily spread from one person to another may be caused by a fungus, bacteria, or viruses. Some are skin conditions, while others are respiratory infections. Know the basics about these diseases so you can prevent them and recognize the signs early if you do contract one.

Athlete's Foot

This is a fungal infection that also causes jock itch. A group of fungi cause these conditions and trigger a red, itchy rash. The skin may also become blistered or scaly and peel. The feet and groin are the most common areas for these infections, but it can also occur in the armpits and under the breasts.

Cold

The common cold is a group of viruses that cause an upper respiratory infection. While annoying, this is not a serious infection. It causes congestion, runny nose, coughing, sneezing, sore throat, headache, and a general feeling of being unwell or fatigued.

Coronavirus

COVID-19 is caused by a novel, or new, coronavirus. Because this is a new disease, symptoms are still being discovered. It most often causes coughing, shortness of breath, and a fever. You may also lose your sense of smell or taste, feel fatigued, get chills and muscle aches, and have a sore throat.

Flu

The flu is caused by the influenza virus. A new vaccine is required every year because the virus mutates and changes seasonally. Symptoms of the flu include fever, chills and sweating, muscle aches, cough, congestion, sore throat, headache, fatigue, and weakness. It is often confused with the cold, but the major differences are that the flu causes a fever and that it generally feels much worse. For most people, the flu will run its course, but for those with chronic illnesses or a compromised immune system, it can be serious and even fatal.

Hot Tub Rash

Also known as folliculitis, this rash is caused by bacteria that grow in pools and hot tubs that don't have the right levels of chlorine. An early sign of infection is a red, itchy rash around the edges of the swimsuit. As it develops, the infection can cause blisters around hair follicles. It should go away on its own, but see your doctor if it does not.

HPV

Human papillomavirus can cause infections through skin-to-skin or skin-to-surface contact. Most common in gyms are plantar warts. These are small growths on the bottom of the feet that may develop calluses. They are not serious and can be treated easily.

Pink Eye

Also called conjunctivitis, a number of things can cause this condition. In gyms, bacteria or a virus may trigger it. The symptoms are redness and itchiness in the eyes, a gritty feeling in the eyes, eye discharge, and tearing. This is highly contagious through touching affected surfaces and then the eyes. Treatment isn't usually necessary.

Ringworm

Ringworm is not caused by a worm, thankfully. This is a fungal skin infection. Unfortunately, though, it is highly contagious and can spread before an individual has any symptoms. The name of the infection comes from the main sign: a ring-shaped area of skin that is scaly and red. It may also be itchy, raised, and have red bumps in the middle.

Staph/Impetigo/MRSA

Staphylococcus bacteria cause staph infections, which can take many forms. In gyms, it is most likely to cause a skin infection with symptoms that include boils, a swollen, red area of skin that contains pus. It can also cause impetigo, a painful rash with blistering, or cellulitis, a deeper infection that causes swelling, redness, and discharge.

MRSA is an infection caused by a type of staph that has developed resistance to most antibiotics. It is more common in healthcare settings, but MRSA can be in gyms. It has similar signs to other staph skin infections but may also include a fever. A life-threatening MRSA infection is rare but possible, so it is important to monitor signs of skin infections and to see your doctor if they persist.

Stomach Flu

Known more accurately as viral gastroenteritis, this infection has nothing to do with influenza. It is caused by rotavirus and noroviruses. Stomach flu causes diarrhea, stomach cramping, nausea, vomiting, and in some cases a low fever, muscle aches, and headache. The biggest danger of stomach flu is dehydration. Some people need to be hospitalized to rehydrate with intravenous fluids, but most recover on their own in a few days.

PROTECTING CLIENTS FROM INFECTIONS AT THE GYM

There are some simple things you can do to prevent infections, both in yourself and others. For instance, remind people to skip the gym if they feel sick or have any kind of skin rash or infection. If everyone did that, it would cut down significantly on the spread of disease. Also, know how infections spread and practice good hygiene while at the gym.

Everyone appreciates good gym etiquette. [These are the top five do's of being a responsible gym user.](#)

How Common Communicable Diseases at the Gym Spread

Fungi thrive in warmth and moisture. Wet towels and sweaty gym clothes harbor the fungal spores that cause athlete's foot and ringworm, for instance. Wet floors can also contain fungi. Touch any of these things that are contaminated, and you could get the infection. Skin-to-skin contact can also spread the disease.

Bacteria, fungus, and viruses can all survive on surfaces for varying periods of time. When you touch a surface, such as a barbell handle, and then touch your face or body, you can become infected. Skin infections spread by getting into cracks, small cuts, or even hair follicles on the skin.

Respiratory infections can spread by touching surfaces or infected people, but also through the air. When someone with a virus coughs or sneezes, they spread respiratory droplets that others may inhale, causing illness.

What Clients Look for in a Clean Gym

Not all gyms are the same. All should take cleanliness seriously, but some do better than others. Before joining a gym, clients will want to tour the facilities and look for signs of adherence to hygiene practices: clean bathrooms and locker rooms, signs that clearly list rules and regulations, plenty of clean towels, hand sanitizer, and cleaning supplies readily available for wiping down equipment.

Take Smart Precautions—Clients and Trainers

Knowing how communicable diseases spread, you can take steps to lower your risk of contracting one. Even in clean gyms with solid hygiene policies, it is possible to spread disease, so always take these steps seriously:

- Avoid touching other people.
- Wear loose-fitting gym clothes that breathe and wick away moisture. [Here's the lowdown on what's best to wear to the gym.](#)
- Bring your own mat.
- Wipe down and disinfect gym equipment before you use it.
- Be aware of other gym users and give space to anyone who seems sick.
- If you have cuts or minor wounds, keep them covered.
- Avoid touching your face while working out.
- Wash your hands after working out.

- Wear flip-flops in the locker room and never go barefoot anywhere in the gym.
- Shower as soon after a workout as possible and get into clean clothes.
- Get a flu shot every year if you can.
- Talk to the gym manager if you have concerns about cleanliness or another gym-goer.

FOR GYM OWNERS, MANAGERS, AND TRAINERS

Gym members and clients must take responsibility for their own safety and health when working out. They should follow guidelines and rules and protect themselves and others through responsible practices. However, a big part of the responsibility also lies with the owners of gyms and employees. Take these steps to maintain a safe, clean gym:

- Have a set of policies and rules in place for cleaning the gym regularly.
- Set rules for clients, such as wiping down equipment after use or wearing shoes at all times.
- Display the rules prominently throughout the gym.
- Provide soap and hand sanitizer.
- Provide clean towels and disinfectants for cleaning equipment after each use.
- Disinfect high-contact surfaces several times a day.
- Clean the locker room and bathroom once a day.
- Set a schedule for staff to assign cleaning responsibilities.
- Keep a log for recording when everything has been cleaned.

Germs and communicable disease can be scary. Most are not dangerous or serious, but some are and can cause real health problems. Don't let this keep you or your clients out of the gym, though. For most people, the benefits of physical activity outweigh the risk of infectious disease. And, if you take the right precautions, are aware of symptoms, and see your doctor as needed, you can prevent getting sick or getting an infection.

If you love the gym, and germs can't keep you away, maybe you were destined to become a personal trainer.

[Check out the ISSA's self-guided, online program to become a certified personal trainer.](#)

How to Effectively Clean and Disinfect Your Gym



The coronavirus pandemic has sparked a lot of conversation about cleanliness, disinfectants, hand sanitizer, and other issues related to spreading harmful germs. Keeping clients safe is even more of a priority than ever.

If you're a gym owner or manager, make sure you understand and implement best cleaning practices. This is important not just to slow the spread of COVID-19 but also to prevent all those other infections: the common cold, the flu, and staph skin infections, just to name a few.

POLICIES SHAPE CLEANLINESS

A gym that runs smoothly and keeps clients happy and safe is one that is organized and has policies in place. You use schedules and training to ensure employees are in place to help clients, to run classes safely and on time, and to keep clients coming back. You also need policies for cleaning and hygiene. Make cleanliness a priority by using the same strategies:

- **Train employees.** Before expecting workers to clean and disinfect regularly, you must show them how to do it. Hold a mandatory staff training session to ensure everyone knows the best procedures for safely and effectively cleaning the gym and everything in it.
- **Create a cleaning schedule.** You can't just assume employees will clean regularly; you must be specific. Create a schedule for regular cleaning of fitness equipment, the gym floor, locker rooms and bathrooms, and all other surfaces. Assign staff to each task and time slot and keep the schedule somewhere everyone can easily access it.
- **Keep a cleaning log.** Each part of the gym that gets cleaned regularly should have a visible log for recording cleanings. Use wipe boards with dates, times, and tasks. Ask employees to initial the appropriate part of the log each time they finish an assigned cleaning task.
- **Organize inventory and ordering.** Keep track of each type of cleaner and cleaning equipment with regular and updated orders to make sure you never run out.
- **Consider hiring a professional service.** Larger gyms can benefit from having a regular and dedicated cleaning staff. Whether they work for you or are employees of a cleaning service, use all the above tips to make sure the facilities are cleaned regularly and to your specifications.

ENCOURAGING USERS TO CLEAN AND DISINFECT GYM EQUIPMENT

Just one use of gym equipment leaves behind sweat and plenty of germs. It's important to wipe down machinery after every use in a commercial gym where so many people come through the doors every day. Your staff may not be able to keep up with it, so to maintain sanitary conditions put strategies in place to encourage users to wipe down after every use of a piece of equipment:

- Make regular wipe downs a part of membership policy.
- Also include a policy for consequences, such as warnings or even revoked membership, after repeated offenses.
- Leave disinfectant wipes or a disinfectant spray cleaner and fresh towels within easy reach of exercise equipment so there is no excuse not to do it.
- Station hand sanitizer throughout the gym to encourage good hygiene.

Wiping your sweat and germs from the exercise machine or yoga mat is just one part of [good gym etiquette](#).

REGULAR CLEANING OF GYM EQUIPMENT AND HIGH-TRAFFIC SURFACES

Anything that gets touched every day should be cleaned every day, and some things need to be cleaned multiple times per day. Scheduling and implementing cleaning are just part of the battle. You also need to know how to do it right.

How to Clean and Disinfect

There is a right way and wrong way to clean and disinfect any part of your gym. If you are not relying on a professional gym cleaning service, know the steps to take to protect yourself and to clean effectively:

1. Wash your hands thoroughly before cleaning. Use soap and warm water and lather for at least 20 seconds.
2. Wear personal protective equipment. At a minimum, use disposable gloves to clean but also consider eye protection and masks, depending on the situation.
3. If using a disinfectant wipe, use a wiping motion in the same direction every time. Let the surface air dry.
4. If using spray cleaners, let it sit on the surface for the recommended amount of time before wiping.
5. When cleaning is finished, remove and dispose of gloves and wash your hands again.

Always read the instructions on a cleaning product before using and follow them accordingly.

Clean and Disinfect Your Gym's High-Contact Areas Daily

High-contact surfaces should be cleaned every day at a minimum. Gym equipment that clients touch with their bodies should be cleaned multiple times per day. High-contact surfaces include doorknobs and light switches; handles on exercise machines, barbells, and weights; foam rollers; stability balls; rubber flooring; and anything else people touch throughout the day.

Cleaning the Bathrooms and Locker Rooms

High-contact surfaces in these areas—door handles, faucet handles, toilet seats, and toilet handles—should be cleaned more than once per day. Everything else, including toilet bowls, sinks, and floors, can be cleaned once per day.

Don't Forget the Office and Front Desk

It's important to focus on the workout equipment that people touch all day long in the gym, but don't forget other high-contact surfaces and items. At least once daily, clean and disinfect the front desk, keyboards and tablet screens, the phone and keypad, and anything else that gets touched in the office. If clients use touchscreens to sign in or log workouts, clean these multiple times per day.

DOING A DEEP CLEAN OF THE GYM

Your gym cleaning strategy should include regular deep cleanings that take place when there are no clients. This could be overnight or on a day that you close for the express purpose of cleaning or staff training.

As you open after something such as the COVID-19 pandemic, do a deep clean. Assume the virus is in your gym,

even if you don't know of anyone who got sick there. This is a good opportunity to rely on a professional service if you can afford it. If not, make sure the space is well ventilated as you clean, use protective gear, and use cleaning products recommended for disinfecting. Also follow Centers for Disease Control and Prevention guidelines for a thorough, deep clean.⁽¹⁾

THE BEST CLEANERS AND DISINFECTANTS FOR GYMS

Cleaning your gym regularly and thoroughly will mean nothing if you don't use the right cleaners. You need products that are proven to kill most germs, including bacteria, viruses, and of course the new virus that causes COVID-19.

The U.S. Environmental Protection Agency lists approved cleaners for disinfecting. List N includes all the cleaners that are effective in battling the coronavirus.⁽²⁾ Use one or more of these wipes, sprays, or concentrates for a deep clean ahead of reopening.

Some of these cleaners are irritating and may trigger asthma attacks or skin reactions. Always use them as directed on the label to lower the risk of a reaction and to ensure you are truly disinfecting. Wear protective gear while cleaning and open windows or run fans for ventilation.

As you open back up, [make sure you understand how to keep clients and employees safe](#). A deep clean, rules for clients and employees, the right disinfectants, and stricter policies will help prevent the spread of the virus and keep gyms open.

Does your healthy lifestyle inspire others to exercise more? Take it one step farther by turning your passion for health and fitness into a successful career. The [ISSA Certified Personal Trainer Self-Guided Study Program](#) is the perfect way to jumpstart your personal training journey to help more people reach their goals!

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Safe and Effective DIY Disinfectants for Your Gym



Whether you run or work at a large gym, a small boutique studio, or out of your own home, keeping equipment and other services clean is essential for preventing illness and disease. Gym equipment gets touched, a lot. And, we all know that not all fitness enthusiasts stay home when they feel unwell.

Keeping clients safe is about more than just preventing injuries. You also have a responsibility as a trainer to protect clients from each other's germs. Reasonable measures to clean and disinfect will protect them and you.

But do you have to rely on commercial products, like bleach and other harsh chemicals? Not necessarily. Try some of these DIY disinfectants, both for gym equipment and at home.

SHOULD YOU MAKE YOUR OWN CLEANERS OR RELY ON COMMERCIAL PRODUCTS?

When cleaning gym equipment and surfaces, it is important to strike a balance between effective disinfecting and additional health hazards posed by cleaners.

Commercial Cleaners Pose Health Risks

The CDC, while recommending regular cleaning with products that can kill bacteria and viruses, also acknowledges that these cleaners can cause health problems. Bleach, for instance, can irritate the skin and eyes, and even asthma.⁽¹⁾

Commercial cleaners, like those containing bleach, are effective at reducing the concentration of germs. If you are going to use them, follow instructions and use protective equipment, like gloves, a mask, and safety glasses.

Avoid These Risks of DIY Disinfectants

If you do choose to make your own homemade cleaner, avoid mixing things together without following a recipe. There are some risks of doing so. For example, these [cleaner combinations can be problematic](#):

- Bleach and vinegar mixed together create a gas that is irritating and harmful.
- Bleach and ammonia also combine chemically to make a harsh, harmful gas.
- Bleach with rubbing alcohol produces chloroform and hydrochloric acid, dangerous, corrosive chemicals.
- Vinegar mixed with hydrogen peroxide creates a severe irritant, peracetic acid.

EASY DIY DISINFECTANTS TO TRY

There are many reasons to choose alternatives to the harsh chemicals commonly used to clean and disinfect gyms. Sometimes supplies are hard to find. And commercial cleaners can cause irritation to skin, lungs, and eyes.

Here are a few recipes for DIY cleaners that have disinfecting capabilities. In some cases, the risks of using an inadequate cleaner, such as during the coronavirus outbreak, may outweigh the benefits of a DIY product. Use caution and if in doubt about effectiveness, use a proven sanitizing cleaner.

The only DIY ingredients that truly disinfect are 70 percent (or higher) alcohol and 3-to-6 percent hydrogen peroxide. Your regular household bleach will also disinfect, but it is much more irritating and is already the base cleaner in many commercial products.

Rubbing Alcohol

That bottle of rubbing alcohol in your first aid kit can disinfect surfaces as long as it is at least 70 percent. Make reusable disinfecting wipes you can use once and wash to avoid waste. Cut rags or old t-shirts into wipe-sized pieces for your disinfectant wipe. Soak them in rubbing alcohol and store in a sealed container. Use these to wipe down any hard surface. There is no need to wipe excess moisture off the surface, as the alcohol will evaporate. When it's time to wash the wipes, use the hot water setting.

You can also make a DIY disinfectant spray cleaner by mixing rubbing alcohol with some antibacterial dish soap and water. Fill a spray bottle with one-third of each. Use it as you would any other disinfectant spray cleaner: wet the surface to be cleaned and wipe off with a rag or paper towel. This won't be as effective as the wipes, but it does make a good DIY cleaner for some services.

Hydrogen Peroxide

Alcohol is safe but can still be harsh on the eyes, skin, and airways. Less irritating is hydrogen peroxide, another first aid staple. It's an effective disinfectant too, just be sure to look for formulas concentrated between three and six percent. To make a DIY disinfecting spray, simply put it in a spray bottle. Spray surfaces and let it sit for about five minutes before wiping clean. Be aware that hydrogen peroxide can break down finishes on surfaces with prolonged use.

White Vinegar

Vinegar is a great natural cleaner that is much less irritating than commercial cleaners. It disinfects to some degree, but don't rely on it to eliminate all bacteria or any viruses. Use basic white vinegar full strength to wipe down surfaces. You can also dilute it with water for a less potent cleaner. Just add to a spray bottle and use as you would any cleaner. Be aware that, as an acid, vinegar may damage some surfaces. Test it out on a small, out-of-the-way spot first.

Essential Oil Disinfecting Spray

Many essential oils have disinfecting properties, such as tea tree oil, but don't rely on these for heavy-duty anti-viral cleaning programs. There is some evidence they have anti-viral properties, but don't rely on these to protect you from stomach flu or coronavirus. Here's a good recipe for a cleaning product that may disinfect to some degree:

- One quarter cup white vinegar
- Three quarters cup water
- Seven drops of lavender essential oil
- Seven drops of tea tree essential oil

The recipe can be scaled up for bigger batches. Other essential oils to try include peppermint, any type of citrus, geranium, and rosemary.

Make Your Own Hand Sanitizer

Cleaning the equipment regularly is essential, but also important is good hygiene and hand washing. Keep hand sanitizer in strategic locations to encourage regular use in the gym. And, if you can't find any hand sanitizer in the stores, consider making your own. The following homemade hand sanitizer recipe is approved by the World Health Organization.⁽²⁾ You need:

- Ethanol (96 percent) or isopropyl alcohol (99.8 percent)
- Hydrogen peroxide (3 percent)
- Glycerol
- Sterile or boiled water

To a ten-liter container, add 8,333 mL of ethanol or 7,515 mL of isopropyl alcohol, 417 mL of hydrogen peroxide, and 145 mL of glycerol. Fill to the 10-liter mark. Close and shake the container to mix. You can then dispense it into smaller containers.

DIY disinfectants are easy to make, and you probably have the ingredients you need in your kitchen, cleaning cabinet, and first aid kit. These are great for when you're in a bind trying to find cleaners or you just want an alternative way to clean gym equipment. When protecting clients from germs, be sure you are using a cleaner that will truly disinfect a surface. Some natural cleaners aren't effective enough, but they do clean surfaces and make disinfecting easier.

Gathering insight from exercise, health, and nutrition experts is an important part of developing successful programs. The ISSA offers a wide variety of [specializations](#) to help you boost your training business.

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Tactics to Keep Your Gym Healthy and Successful



Fitness studios and gyms are assaulted daily by germs, fungus, and disease simply due to the high volume of people that move through them. Even without considering the disease pandemic of 2020, common pathogens like the flu make the rounds all year long with seasonal increases typically in the fall and winter months. The average American adult catches a cold 2 to 4 times per year!

Whether you work in a fitness facility or gym, own one, or just visit one for your workouts or exercise classes, staying clean and healthy is a top priority. In the wake of COVID-19, workout facilities are taking extra precautions to ensure high contact areas and equipment stays clean and prevent the spread of illness.

CLEANING, DISINFECTING, SANITIZING, OH MY!

There are many ways to clean a fitness facility whether by staff or gym-goers as they move through the space. However, just cleaning is not enough! The use of disinfectants and sanitizers to eliminate and kill germs and viruses is a necessary second step. For clarity, the U.S. Center for Disease Control and Prevention (CDC) defines each as follows:

Cleaning - Removing dirt and impurities from surfaces or objects with a detergent (like soap) and water. Cleaning does NOT kill germs, but it removes them and lowers the risk of spreading infection.

Disinfecting - Killing germs and viruses on surfaces or objects with the use of chemicals. Disinfecting does not necessarily remove the germs from the surface when it kills them, but it lowers the risk of infection.

Sanitizing - Cleaning and killing germs on surfaces or objects enough to bring the microbe level to an acceptable range.

SOCIAL DISTANCING

Outside of cleaning, disinfecting, and sanitizing, health professionals have recommended social distancing. This practice of creating space between individuals with the aim of preventing the spread of disease is nothing new. It originated in the Middle Ages to slow the spread of the plague and has only really been employed a few times since. The more populous an area, the more challenging social distancing becomes. However, it has been found to be effective in conjunction with cleaning and disinfecting protocols.

Heavy breathing, coughing, and sweating are all things that can accelerate the spread of disease and they happen constantly in a fitness environment. People who remain socially distant reduce their risk of either sharing or encountering infectious bodily fluids.

Face Coverings and Gloves

Along the lines of social distancing are the introduction of face coverings. Referred to as PPE, or personal protective equipment, these have been used in Asian countries to prevent illness related to smog and air

pollution, but the current pandemic has made them more applicable than ever. From face shields to cloth or disposable masks, face coverings are more readily available to the public and generally protect the public more than the user. This is because the mask wearer is unable to spread aerosol particles through coughing, sneezing, or heavy breathing.

Personal trainers, exercise class instructors, and group exercise leaders are now seen wearing masks while teaching or instructing and have the responsibility of wiping down all equipment and their space before the subsequent class or before leaving for the day.

Gloves are worn by health care professionals regularly but are now a staple in most fitness facilities. Whether scanning members in, accepting money, cleaning, or where there is a possibility of physical contact, many employers are supplying all employees with gloves to protect themselves during their work shift.

UPDATED PRECAUTIONS

Gyms have begun to implement updated precautions regarding the cleaning of high contact spaces and equipment. While there is no right or wrong way to go about cleaning, there are general guidelines that most facilities are taking.

Employee Health and Hygiene

The employees that have chosen to return to work after the pandemic shutdowns of fitness facilities are taking a great risk. They are near and in contact with many people throughout their workday. Employers have begun to provide the PPE necessary to protect employees, but employees are also required to:

- Wash hands upon arrival to work, after working closely with others, after touching their PPE, after using the restroom, and before leaving work
- Wear PPE and physically distance when possible
- Carry a towel and cleaning solution with them at all times

Streamlining Facility Protocols

Fitness facilities have instituted some best practices to ensure they are doing their part to protect their employees and the public. Many fitness facilities and gyms have done the following:

- Created audits and checklists for cleaning duties
- Hired staff specifically for cleaning and disinfecting
- Implemented the use of tags to establish equipment that is clean and ready for use
- Increased the number of wipe or sanitation stations
- Increased the frequency of cleaning for locker rooms and bathrooms
- Begun to clean air conditioning vents daily
- Limited payments to contactless options (like a credit card, PayPal, online, etc.)
- Provided staff trainings on disease control and cleaning protocols

Staff Cleaning

Staff tasked with cleaning gyms and studios often arrived and cleaned after hours in the past. Now, more staff are being hired expressly for cleaning and sanitizing facilities at all hours of the day. The fact is that guests and gym-goers will never do as thorough of a cleaning job as is required to be effective. Staff are paid to do so. It starts in the space where the cleaning supplies are kept. Many facilities have tidied up the maintenance closets and cleaned them from top to bottom to remove and prevent bacterial growth or virus harboring.

Bathrooms and Locker Rooms

Outside of the usual hand washing after bathroom use, there is not much more being requested of customers in bathrooms and locker rooms. Staff at many fitness facilities are tasked with wiping and disinfecting bathroom counters, sinks, and stalls much more frequently than the old standard of once per hour (maximum). In some smaller facilities, the bathrooms may be available for customers, but showers, locker room areas, saunas, and steam rooms are closed to public use. The cleaning procedures for these spaces are extensive and difficult to complete in a timely manner.

Customer Cleaning

Spray bottles of commercial-grade disinfectants and paper or cloth towels have always been a staple at most gyms. They were usually accompanied with a polite sign requesting that members wipe down equipment after use. Despite being a great idea, most people did not adhere to the cleaning rules and it was seldom enforced in the past.

Now, gyms have added more cleaning stations throughout their facilities as well as hand sanitizing stations. The presence of signage regarding handwashing protocols and sanitation requirements has increased and some gyms even have staff monitoring the exercise areas to ensure cleaning takes place.

It is not a widespread practice to chastise or remove customers not following the rules, but the new expectations have been set. Most gyms will let it slide as to prevent losing a membership from an embarrassing confrontation and have, instead, introduced more staff to assist with the constant cleaning similar to the way self-serve kiosks are wiped after each use in grocery stores.

Reservations

Some gyms, CrossFit boxes, and studios have adopted a system of reservations. This includes some facilities that do not operate under a group fitness model. Members must reserve a workout time via the company's app or website and may only be admitted during that time. Often while inside, customers must still remain socially distant from other patrons.

Special Hours for Special Populations

Much like the precautions taken by grocery stores amid the COVID-19 outbreak, some gyms are offering specific hours or class times only for elderly or pregnant customers. During these hours, the eligible customers are still requested to remain socially distant.

For those who are immunosuppressed or have severe respiratory issues, the CDC recommends they not attend fitness facilities at this time as the risk of infections is still too high.

Limited Occupancy

Group fitness studios, yoga studios, and even large gyms are limiting the number of customers allowed inside the building. Group training studios like Orangetheory that can hold a full class of 35 to 45 people have cut back to classes of 12 to 15 to minimize the amount of equipment individuals have to share during class. Large gyms simply set a capacity (often including staff members to keep them safe) and will have patrons remain in a socially distanced line outside of the facility. Once full, for each person who leaves, one is allowed in.

Temperature Checks

Some gyms now perform temperature checks before admitting exercisers into their facilities. Fever or elevated temperature is a hallmark of most diseases as it is an uncontrollable immune response. It must be noted, however, that not all who are ill will have an elevated body temperature.

Current CDC recommendations suggest that any individual with a temperature of over 100 degrees is a risk. Fitness facilities and employers using temperature checks to monitor customers and staff will often allow a recheck of temperature after a 5-minute waiting period with a high reading. This helps to negate a false positive reading due to elevated skin temperature or any other cause.

Another common protocol for temperature checks is, after two high readings, to send a customer away for a period of 24 to 48 hours. They are allowed to come back for a recheck after that time and, if they still have an elevated temperature, they must wait for an extended period before returning. As a courtesy, most fitness facilities will pause a customer's membership until they return to avoid charging for a service they are unable to use.

Equipment Spacing

The space allowed between gym equipment becomes paramount when individuals are breathing heavily, sweating, and, potentially, releasing water vapor and aerosol particles. Some facilities with extra space have begun to rearrange and allow for 4 to 6 feet between pieces of equipment. In some cases, equipment must be completely removed to allow for the extra spacing, meaning the overall occupancy of a large gym, for example, will be greatly reduced.

When equipment cannot be removed, a fitness center may unplug or cover equipment that is too close together. For example, turning off every other exercise bike or covering every other weight bench to force social distancing protocol.

Removing Fans

While it seems counterintuitive to remove fans that circulate air and keep you cool during a workout, they also circulate aerosol particles from other people! Some gyms have resorted to turning off all fans (not inclusive of air

conditioning units) or, when possible, removing small fans from studio spaces. Smaller locations with windows or garage doors can open them to allow for more adequate air circulation when the weather is appropriate.

GETTING CUSTOMER FEEDBACK

Regardless of the precautions and cleaning standards a facility is utilizing, it is important that they ask for customer feedback. It is virtually impossible to ensure that every customer is following every rule regarding cleanliness in a fitness facility and this may make some patrons uncomfortable.

Many gyms are sending automated emails that trigger when the customer scans their key tag for gym admittance for the first time since reopening. Some have comment cards or in-house tablets for feedback and surveys, and others have staff and managers speaking with customers while they are in the facility.

The feedback they receive is critical. While no facility will be perfect, understanding the fears or concerns of the customers will allow fitness facilities to appropriately respond and take action to make people feel safe. After all, a customer that does not feel safe is likely to cancel their membership. Fitness is a membership and relationship business.

THE NEW NORMAL

The response to COVID-19 specifically was relatively swift and absolute. The way businesses and individuals proceed after the initial response will have a big effect on how communicable disease is treated and prevented around the world. The protocols and restrictions in place because of rapid disease spread are unlikely to disappear any time soon.

Fitness is an outlet for many people, and it allows us to remain healthy and active. Certified personal trainers are in high demand as staying healthy becomes a priority for a large part of the population. The industry remains in a growth state regardless of the world health events and it is up to those who run and work in the industry to keep gym members safe and protected. Are you ready to make a difference?

You Just Got Certified— Now What?



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Where to Work as a Personal Trainer



Becoming a personal trainer is an important step toward making your dreams come true and turning your passion into making a living. But you're not really a working trainer until you land that first job.

The job market is booming for trainers right now. You can expect to see ongoing growth, which means there should be plenty of jobs out there. On the other hand, it can seem overwhelming initially, and maybe you're not sure where to turn for that important first position.

Or, maybe you have already been working as a trainer for a few years and you're ready for a switch. Working in one place or in one type of job for an extended period can be great, but it can also be draining. Sometimes you need to change to advance your career or just to try something different and get inspired again. Here's what you need to know in either case.

Determine Your Fitness Trainer Career Goals

Before you make any big decisions, take a minute to outline what you want from your career as a fitness professional. This is important if you are just starting out and newly certified, but it also doesn't hurt to reflect a little if you're already in the business. Here are some questions to consider as you craft your career goals:

- Do you want to work full time as a trainer, or will this be a supplemental income?
- How much money do you imagine you'll earn per year as a personal trainer?
- Is your dream to be an entrepreneur or self-employed? Or are you more of a team player/employee type of worker?
- Do you want to teach group fitness classes or focus on one-on-one training sessions?
- Do you have or do you plan to get any specialty certifications, like nutrition or glutes?
- What is your fitness or training philosophy?

If you haven't thought about these questions before, now is the time to start mulling them over. If you don't have a good idea of the kind of trainer you want to be, how you envision the work you do, or what your basic philosophy of training clients is, you may end up with a less-than-perfect position.

Landing Your First Job

Answering these questions and setting your occupational goals are especially important if you are new to the business. You also need to know what type of options exist for trainers in the fitness industry. There are a lot of different occupations in fitness that you may not have been aware even existed. From working for yourself to being part of a large gym chain, and even landing a job that lets you travel, you've got choices.

Working for a Gym

Not all personal trainers who work in gyms work for the gym. Some are self-employed and rent space and time to work with clients. There are some advantages to being a gym employee, though:

- Steady work and regular clients
- A regular and (more) guaranteed paycheck
- Insurance is covered by the gym in most cases
- Access to all the equipment and space you need
- Professional marketing so you don't have to find new clients
- The option to mix group sessions with one-on-one clients

Spas, Resorts, and Smaller Fitness Centers

Wherever there is a gym, there is a potential job for a certified trainer. Look at any type of facility that includes but is not necessarily dedicated to providing workouts. Spas and resorts are great examples of this. They often hire one or two staff trainers to help their guests. This can be an interesting job because you are likely to see different clients all the time. Large apartment complexes may also have trainers on staff.

Before you take one of these smaller jobs, though, be sure you understand that the work may not be full time. Some facilities may only hire part-time trainers or hire personal trainers to work on a contract basis. As a contractor, you would not be an employee and would not get the resulting benefits. Contractors only work when work is available, so income may be limited with that type of position. It's a good option for anyone interested in part-time, freelance work.

Cruise Ships

Take the idea of working in spa and vacation facilities a step further and consider getting a job on a cruise ship. These massive ships have thousands of people on them at any given time and are like small cities. There is a need for all kinds of professionals to assist guests, and that includes personal trainers. Just be sure you have your sea legs and are comfortable traveling before accepting this type of position.

Senior Living Facilities

The fitness industry is growing in all segments, including for older adults. People of all ages are more interested in getting in shape and being healthy and active than ever before. And senior living facilities are now including gyms and trainers to meet the demand.

Working with seniors is a great choice if you have a specialty certification for working with older adults or with people who have special needs or physical disabilities or limitations. A [specialization in senior fitness](#) boosts not only your knowledge and skills but also your hiring potential and opportunity for higher pay. Depending on the size of the community you may be able to land a full-time, part-time, or contract and freelancing job.

Community Centers

For a really rewarding job, consider looking into local community centers and non-profit groups that offer recreation and workout training for community members. These positions may pay less than what you would earn at a private gym, but you would be helping to reach people who may not otherwise have access to fitness and training.

At a community center you may lead group fitness classes more often than taking on one-on-one clients. You may also organize and design classes and guide recreational activities like intramural sports teams, or fitness outings such as hikes. Expect to work with community members of all ages, from kids to seniors and sometimes entire families.

Experienced Personal Trainers – Room for Growth

As a fitness professional with years of experience under your belt, don't think there is no room to grow or advance. You can move your career up and forward in several ways, earning more and taking on more responsibility and new challenges. Here are some of your options:

Get a New Specialty Certification

A fun way to challenge yourself and to change your occupational path is to get certified in a new specialty area related to fitness. Consider becoming [certified in nutrition](#), for instance, and offer your clients a new service helping them make better food choices. As a [corrective exercise specialist](#), you'll be training clients who need specific help with injuries or improving form and performance.

Some other ideas for specialty certifications include:

- Glute specialist
- Recovery
- Strength and conditioning
- Yoga instructor
- Group fitness
- Bodybuilding
- Senior and youth fitness

You may also want to improve your overall skills and abilities by becoming a master certified trainer. Learn more about becoming an Elite or Master Trainer through ISSA's [advanced certification programs](#).

Land a Job as a Gym or Fitness Center Manager

Another way to advance your career as a trainer is to take on a job with more responsibilities. Gyms, fitness centers, spas, resorts, senior living communities, and community centers need managers and often prefer to hire trainers as they will be overseeing the other trainers.

This is the kind of job you can work up to if you are happy at the facility where you currently work. But you can also branch out and take the experience you have accumulated to a new gym or a totally new type of fitness center and land a job as a manager.

Take the Leap into Small Business Ownership

Take your experience as a working trainer and start your own fitness business. Just be prepared to work long hours, learn about marketing and invoicing, find places to train clients, and shop around for liability insurance.

A lot goes into being a small business owner, but it can also be rewarding. You will get to make your own hours and determine how much you earn. Plus, you can offer any style of fitness that interests you: individual sessions, group classes, boot camps, and more.

Small Gyms vs. Large Gyms

Whether you're a new or experienced personal trainer, you will likely end up working at a gym at some point in your career, if not for the duration. Here you also have a choice: small or large. There are advantages and disadvantages of both, and the decision largely comes down to your own preferences.

- A large gym may be able to get you more clients, sessions, and group classes.
- You can develop closer relationships with clients at a small gym.
- A small gym may allow you to give more personalized attention to each client.
- You may struggle to get full-time work at a small gym.
- Large gyms often have more equipment and variety.
- Large gyms, despite their size, are uncomfortably crowded at times.
- You may earn more at a larger gym.

Getting into Private Personal Training

Private personal training is a service many but not all trainers offer. This means working with just one client at a time, and as a trainer you may choose to do this exclusively. The benefits are that you really get to know your clients and that you can set your hourly prices to earn what you feel is fair. It's not always easy to get into this kind of training, though, especially as a new trainer.

To get into private training, you may need to start by working in a gym. This will give you experience and help you network with potential clients. As you make a transition to private personal training, consider offering a few free sessions to select first clients. This will give you the chance to get good reviews so you can market to new clients.

You will need to find a space to work with your clients, another good reason to start with a gym job. You'll have an established relationship with a gym and your foot in the door for renting space at a reasonable rate. Also, remember that as a private trainer, if you are not affiliated with a gym or fitness company, you will essentially be a small business owner and will need to have insurance.

Beginning your career as a certified personal trainer is exciting. Your future is wide open with seemingly endless opportunities. This can be overwhelming, so weigh your options carefully and take time to figure out the short-term and long-term goals for your career before you take the next step.

If you've been thinking about becoming a personal trainer but haven't taken the leap to get certified, now is the time to go for it! To learn more about becoming a successful, certified personal trainer, [check out ISSA's certification program](#) that also includes tips on starting your own business.

Tips to Get Hired as a Personal Trainer



You have your certification in hand; you're excited to start training your first clients; you've visited all your local gyms; and yet, you aren't getting hired.

What have you done wrong?

Getting a job, even with the right certification, takes a little finesse. Here are some guidelines to help you get out ahead of the crowd and land that first personal training job.

Be Professional

Common feedback new trainers receive is a lack of professionalism. During interviews or while dropping off resumes, these new trainers demonstrated a disrespectful attitude, arrogance, or condescension toward gym staff.

Approach every interaction you have with a potential employer as your most professional self.

- Be respectful.
- Come prepared with your [resume](#), [a cover letter](#), [references](#), proof of your certification, and even your transcripts to show the coursework you have done.
- Wear appropriate clothing and lean toward overdressing rather than being too casual.
- Be prepared to demonstrate your skills by leading a short class or giving a sample training demonstration.

Show That You Can Communicate

No gym will care anything about your certification or expertise in creating effective training programs if you can't talk to clients and make them feel comfortable, or if you can't lead a group of people through a class without getting nervous or stumbling over your instructions.

The hiring team at the gym will be able to tell right away if you can communicate well, so try this trick: Create and practice a short testimonial. Take some time to write a short essay, just a half page or so, about why you became a trainer, why you love what you do, and who inspired you and helped you get this far.

Turn this into an introductory testimonial that can become your cover letter for a resume and your sales pitch for yourself when you apply for jobs. Practice saying it without memorizing it word-for-word, so it sounds natural and genuine. This short speech can prove to those who are hiring that you can communicate clearly.

Being an Expert Trainer Isn't Always Enough

You put in the effort to be a trainer because you are passionate about fitness and health, right? And you want to help people realize their goals. This is what being a trainer is all about.

Working as a trainer at a gym goes beyond this, though. You can be exceptional at fitness and help people train better, but if you can't sell what the gym is offering to clients, you may not be a good candidate for a job.

Gyms are looking for great trainers who can sell classes, personal training sessions, and even gear and products. To be the best candidate for a gym job you need to demonstrate that you can sell.

On your resume and in interviews, talk about any experiences you have had in sales, even if it is only that retail job you had years ago. If you can say you learned any sales strategies from that job, play it up. Include all past experiences in communications, marketing, psychology, and even education or business in general. These will all demonstrate that you can sell as well as train.

Do Your Research and Know What Clients Need

Being prepared and knowing what gyms are looking for in a trainer will give you a head start in landing a position. If you walk into a gym that caters to the over-55 age group and can demonstrate that you have worked with older clients before and know how to develop programs tailored to their needs, you will have a huge advantage over your competition.

Also, keep this in mind as you look for new clients. Whether you work on a contract basis or as a gym employee, you will need to sell your services to get new clients to sign on. If you know what they want and need, you can better sell yourself. If you live near a golfing community, let people know that you have a fitness program designed specifically for golf.

It's also important that you take the time to find out what individual prospective clients want. If you know the woman you met the other day wants to lose ten pounds, make sure she knows why you are the best person for weight loss training. Ask what prospective clients want from training and then [demonstrate how you can meet that need](#).

Strike Out on Your Own

Maybe being an employee just isn't for you. Trainers can work on a [freelance or contract](#) basis, but keep in mind that working this way means getting new clients is all on you. You won't have a gym with its marketing department to send clients your way. You will have to hustle and sell to get paying clients and you may not always have a steady income.

With that warning in mind, it can be rewarding to go your own way and be your own boss. You get flexibility and freedom from the restrictions of a gym and its corporate rules. You will need to consider where to offer your services. Some gyms may rent out space to you, but if you have facilities within your home, that may work for you as well.

Be Persistent

Being a trainer is not about being superhumanly strong or having a perfect education or even just training plus a little luck. Successful, working trainers got where they are through hard work and persistence. If you get rejected

by the first, second, third, or even fourth gym, reflect on the possible reasons and get prepared for the next interview.

Persistence extends to getting clients too. Sell your services to just about everyone you meet. Use social media. Build a website to sell your programs. Do what it takes to get a job and build up a strong client base. Hard work is what it takes. You can't just sit at the gym and expect clients to come to you. There are too many other trainers out there already working hard to get those clients.

So, remember, this is a competitive field and gyms only want to hire the absolute best. To be considered, being certified is just the beginning. You need to present yourself in a professional manner, have a great resume, give an excellent interview, and prove that you can be a good salesperson.

And if you really want to stand out, add a certification that will boost your services as a personal trainer. [Check out ISSA's nutrition course](#) to make yourself a one-stop shop for anyone and everyone wanting to improve their fitness and health.

Getting Experience as a Personal Trainer



Getting experience while you're still learning is a great way to set a strong foundation for your personal training business. Here you'll learn more about what type of experience future employers are looking for, the best ways to gain personal training experience, and proven methods for finding potential clients once you get hired.

The Experience Employers Want

First, it's helpful to know what kind of experience is valuable to your future employers so you can look for specific opportunities and track relevant information.

General Knowledge

Employers have a list of general criteria that candidates need to meet, which usually includes having a CPR/AED certification and a personal training certification.

Many employers state that a bachelor's degree in a relevant field of study is preferable but not required. Typically, only medically supervised or highly specialized programs (think rehabilitation or athletic training) will require a bachelor's degree.

Demonstrated Skills

Employers want you to demonstrate your program development skills, whether you interview at large gyms or private studios.

You may be asked how you would create a program for a made-up profile that fits the gym's client base. If you're interested in working at a specific gym, do your research to find out what types of clients they attract and seek out opportunities to serve that population.

You may be asked to conduct a live training session. During this mock training session, the interviewer will assess your skills. They will observe the way you engage with them in conversation, how you demonstrate exercises, the cues you give to correct form, and how you carry yourself.

Expect to be asked how you would handle an unhappy client. Every gym has those hard-to-please members, and a good personal trainer is highly skilled in client-retention techniques.

Sales Experience

As you gain experience in sales, it is important to demonstrate persistence and a positive attitude. Most gyms will provide sales training to staff, so it is important that you be eager to learn and demonstrate that you're working on your sales skills.

Include all of your sales experience on your resume. Note the dates, location, tasks, and contact information of your supervisors.

Get Experience Before Completing Your Certificate

Now that you know the kind of experience employers are looking for, you can go out and seek the right opportunities to learn! But keep in mind that gaining experience is usually a free gig. Don't expect to earn a whole lot while you get your feet wet, that will come after you're ready to dive in the deep end.

An excellent way to get experience as a trainer-in-training is to offer your services at non-profit organizations or events.

Faith-based Organizations

The community church, synagogue, or mosque is a great place to start. Perhaps the youth program would love to have you implement some fun games and exercise. You might also volunteer as an assistant coach for the youth sports program.

Senior fitness classes, usually held mid-morning or early afternoon a few times per week, are another way to develop your skills as a personal trainer.

If you're a member of a faith-based organization, volunteer to start a program. Whether you're offering individual sessions or group fitness classes, this will help you develop and demonstrate sales and marketing skills!

Race Events

What better place to learn than at a sports-focused event like a race? Some events have trainers lead a warm-up session to kick-off the event. Not ready for the spotlight? You could staff the registration table, a water station, or hand out snacks or medals at the end of the event.

These events pull double duty as networking opportunities. You can meet potential employers, potential clients, or potential fitness business partners here!

Community Health Events

Your community likely hosts several health and wellness events throughout the year where local vendors can sell their products or services and there is entertainment, food, and family fun activities.

You can volunteer to run some of the free activities or seek out volunteer opportunities with vendors. If a local chiropractor is attending, volunteer to attract patrons on which the doctor can conduct posture assessments.

Expand Your Experience

Gaining experience as a new trainer can seem challenging at first, but once you realize how many opportunities exist, it's easy to start adding to your resume.

Check out all the [certification courses](#) ISSA has to offer, from the Personal Trainer certification to Yoga Instructor and Master Trainer certifications, build yourself a successful new career.

Getting Your First Personal Training Client



Earned your certification and secured a job? Now your new facility expects you to live up to your resume and start bringing new clients through the door. You're totally ready for this!

Becoming certified as a personal trainer can be empowering and even life changing. And, for those setting out in search of your first client, it can be more than a little intimidating. The reality is that very few new trainers "hit the ground running." They also rarely make a lot of money from the start. However, being assertive in your desire to become successful in a gratifying career will help.

Connect with Gym Members

Spend a lot of time in the gym. Become a familiar face and meet as many people as possible. And it never hurts to look the part. Show that you know your way around the gym and that you understand the importance of keeping yourself physically fit.

A smart way to get noticed is to provide a free training session for a friend, colleague, or family member. It allows everyone else to see you in action. It will speak to how you interact with clients and put your knowledge to work.

Remember, you're among like-minded people in the gym, so don't be afraid to start up a conversation. Let it be known you are a certified personal trainer looking for business. Be willing to share your knowledge and offer tips to anyone who seems open to the information. Seek out anyone interested in weight loss, strength training, or incorporating new exercises into their workouts.

Consider offering a free training session to someone who appears to be a potential client. They might come away from the workout impressed with your knowledge and how comfortable it was working with you. For the most part, people prefer to not make a financial commitment when "going in blind." Let your assets work for you while making potential clients feel better about their investment.

Social Media and the Online World

Be willing to market your services, especially when just starting out. Start using Facebook, Instagram, Twitter, Snapchat, or any other form of social media. There is no better way to spread the word that you are open for business as a certified personal trainer.

Sharing your fitness knowledge within your network enhances your credibility. It also expands your reach at no cost to you, which is vital when looking for your first client. Here are a few tips to effectively network using social media:

1. Follow professionals you want to emulate.
2. Engage your audience with relevant content.
3. Share videos to show potential clients what a personal training session with you looks like.
4. Share before and after photos of client's reaching their fitness goals.
5. Support and market your personal training facility by liking and sharing their content.

Creating your own website is another option. It provides a place to promote your business through video, testimonials, and personal blogs.

Even more lucrative is the option of starting an online training arm for your business, where clients purchase access to your various workout videos.

Get to Know the Neighborhood

Reaching out to the local community offers another way to reach potential clients. Distribute business cards and flyers to area businesses that agree to share them with their customers. Include a description of the services you offer and a way to contact you. Offering a free consultation is a good way to convince people to make that all-important initial contact.

Local health organizations offer another way to reach potential clients. Connect with various clinics, doctor's offices, and senior living facilities. Let them know you are local and interested in helping anyone recovering from an injury, in need of losing weight, or wanting to live a more active lifestyle. Become their go-to contact for anyone who would benefit from the use of a certified personal trainer.

Create a Referral Program

As you start working with your initial clients, if you help them achieve their fitness goals, they will naturally share their experience. But don't wait until they start dropping dress sizes to ask for a referral, let them know from the start that referrals are your favorite kind of compliment.

Take advantage of a new client's excitement, ask them to recruit some accountability partners. If they can bring a few friends on board, offer to reduce their cost of training or to host private group training sessions.

Remember to be willing to invest your time at the outset of building your brand. It can be a lot of work, but it also can lead to a financial payoff down the road. Work hard to get your name out there and [add an ISSA specialization](#) (or two or three!) to stand out from the crowd and draw in additional clients. As a [certified personal trainer](#), you have plenty of options to make a living in the fitness industry.

Fitness Nutrition: Why and How



Gaining an ISSA certification as a personal trainer brings with it a working knowledge of good nutrition to pass on to your clients to enhance their overall fitness. Learning how to identify a client's goals and motivations, as well as any outside factors that might be hindering those goals, are equally important.

Clearly, clients need to combine good nutrition with an effective exercise program to achieve their goals. Whether a client wants to gain muscle, lose fat, or establish a healthier lifestyle, the limiting factor usually lies beyond the exercise training program.

A Need for Nutritional Expertise

Because quality nutrition is such a critical aspect of good health and fitness, there is a need to have more than a working knowledge of the fundamentals of nutrition. Nutrition for competitive athletes, senior citizens, or those with chronic medical conditions are all examples of situations where a deeper understanding of the subject is in order.

An [ISSA certification in nutrition](#) offers you the tools and knowledge needed to provide your clients that additional expertise. Similarly, athletes, people dealing with chronic illness, people with food allergies, and those dealing with obesity are among the specialized populations that can benefit from your services as a specialist in fitness nutrition.

There is an increased need for nutritional guidance as more people understand the importance of eating right and staying active to prevent disease. Gaining a fitness nutrition certification opens you up to an industry that offers a variety of positions and excellent compensation.

According to [glassdoor.com](#), the average salary for a nutrition specialist in the United States is \$51,183. Numerous companies and organizations have nutritionists on staff, including hospitals, nursing homes, and collegiate and professional sports teams. It's become common for professional athletes to hire nutrition specialists to aid in their training as well as to oversee their diet throughout the course of a demanding season.

As a Certified Nutritionist, you can start your own business as well. You can offer nutrition consultations for your personal training clients and produce nutrition guides and videos. Is it for you? [Check out this article to learn more about what it takes to be a great nutrition coach.](#)

What Sets a Fitness Nutritionist Apart?

Among the important skills and expertise you'll gain is the ability to help clients make better nutrition choices and develop healthy habits. Through the course, you'll learn the communication skills needed to be an effective coach and how to help clients to set and meet goals.

Additionally, you will learn how to guide clients in selecting fresh, nutrient-dense foods, and how to shop for and prepare healthy meals. When applicable, fitness nutritionists will be able to help clients meet specific nutrition goals.

Among the key areas of study are:

- Carbohydrates, fats, proteins, vitamins, and minerals
- Food as energy for maintenance, physical work, and repair
- Effects of exercise on nutritional needs and how nutrition affects exercise
- Assessing a client's nutritional situation and their needs
- Determining the best approach for each client
- Progressing clients until they reach their goals

A Deep Understanding of Nutrition

The nutrition specialist course teaches you the practical skills of coaching like a fitness nutritionist as well as the scientific principles those skills are based on. Knowing how the body adapts to exercise is one of the keys to understanding what it needs nutritionally to work at the optimal level.

You will learn about:

- Digestion and absorption
- Energy transformation and metabolism
- Energy balance
- Aerobic and anaerobic metabolism
- Macronutrients and micronutrients
- Hydration

Gaining a thorough understanding of nutrition and the body positions you to meet the specific needs of each client. You have the tools to help clients develop personalized and informed nutrition habits as you gather details through their assessments. Additionally, you can suggest nutritional supplements that might prove beneficial to your clients' unique needs.

Keep in mind that your goal is to help clients meet their goals. As a nutritionist, you will help clients set specific nutrition goals and develop a plan to ensure those goals are met. Finally, any needed adjustments can be made until the goals have been met.

Learn Nutrition at Your Own Pace

Enrolling in [ISSA's Nutritionist program](#) ensures that you can study at your own pace, with flexible, online learning to fit your schedule. Then you will take the exam online when you are ready. ISSA provides unlimited educational support throughout the process. Once certified, you have access to continuing education resources that allow you to stay up to date on issues, trends, and new developments.

Those who take the ISSA course are made aware that the information provided is for general educational purposes only. The material is not a substitute for consultation with a healthcare provider regarding medical conditions and needs. Each state has its own statutes in your state regarding the nutrition information provided by non-licensed individuals.

Adjacent Career Opportunities in Fitness Nutrition

What else can you do with your nutrition certification? More than you think:

- Corporate fitness and nutrition consultant
- Online nutrition coach
- Transformation specialist
- Author and expert in nutrition lifestyle change
- Fitness business owner
- Sports nutritionist
- Personal fitness nutritionist
- Elite fitness coach

What to Do Next

Make the most of your personal training career by offering a well-rounded skill set in fitness and nutrition. A great career is right at your fingertips. If you're already certified as a personal trainer, take that next step: [Formalize your nutrition coach credential with ISSA's Nutritionist course](#). The transition happens faster than you think—from the time you enroll, you could have your certificate within 90 days!

Want to level up even more? Take on [ISSA's Elite Trainer Certification](#). You'll get your personal training certification, your nutrition certification, and one other advanced specialization of your choice! Want to focus on yoga? Glutes? Strength and conditioning? The choice is yours!

New Trainer Tips from the Pros



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Advice from the Pros



We asked current and veteran fitness professionals about the best advice they would give you, a new personal trainer. We wanted to know what they wished they had known as a new trainer and what they've learned through their experience in the real world of training clients.

They came back with loads of advice through social media, email, and interviews. Core topics appeared, repeated in varying forms, so we compiled these central ideas that the trainers had to offer.

7 Best Tips from Professional Personal Trainers

Here are the top tips for new and aspiring personal trainers as you find your focus to excel as a fitness professional.

1. Excel at Sales

As much as we wish it were so, there won't be an instantaneous line of people waiting for you to train them the moment you get your personal training certification or get hired at a gym. You're going to have to hustle. You are selling clients on the idea that YOU can help them meet their health and fitness goals. And they're not going to make the sale come easy.

Clients will walk in the gym doors wanting to get healthy but they'll still have every excuse in the book as to why they don't need a personal trainer. So, learn how to pitch your knowledge and skills to their benefit and how to [overcome those objections](#). The better you get at overcoming objections, the easier it will be for you to build a full schedule of clients.

- Ask questions and listen to the answers.
- Tap into their emotions.
- Be confident in your knowledge and abilities.
- Create urgency.
- Ask for the sale.

2. Find a Mentor

When you're starting out, find a seasoned trainer who knows their way around the gym or health club and is willing to show you the ropes. As you get going, don't be afraid to have more than one mentor or to change mentors throughout your career. A mentor excels in an area where you feel weak, which means as you progress you will likely need someone with a different knowledge base or set of skills.

A mentoring relationship can take a variety of forms, such as a shadowing experience, regular check-in conversations, or occasional advice when a problem presents itself. Good mentors will offer encouragement and motivation to help you build your skills as a personal trainer.

3. Study Nutrition

You're building a business in transforming lives. While your personal training clients may do okay with their fitness in the gym, poor nutrition can be a key factor holding them back from achieving their goals. [Understanding nutrition](#) and imparting that knowledge to help clients build a well-rounded, healthy lifestyle will help you succeed even more than before.

With a certification in [fitness nutrition](#), you can have a deeper understanding of nutrition than the average personal trainer. This sets you apart from the pack and gives you more benefits to offer a client. Help clients build healthy habits within the gym and outside it.

4. Make Time for Yourself

Don't be a victim of burnout. Take time off, whether it's to pursue interests outside the gym or to fit in your own workout. Many trainers mentioned losing track of their own health and fitness because they were too busy helping clients. How does that look to clients if you can't practice what you preach? Finding balance keeps you happy and healthy, and it can inspire clients to find balance in their lives.

5. Be Yourself

Don't try to fake a personality type just because it works for another trainer. Clients will see through that fakeness right away and won't trust you to help them achieve their goals. A no-nonsense approach might work for Trainer Jane and her clients who just want to show up, achieve their numbers, and go home. But there will also be clients who seek out the cheerful, positive attitude of Trainer Bob because they want to have fun during their workout.

There isn't one workout that works for everyone, nor is there one specific trainer personality that all clients seek out. Maintain a professional attitude while still allowing your own personality to shine through. You'll attract clients who keep coming back and look forward to their sessions with you.

6. Listen. Listen. Listen.

This applies not only when you're trying to make a sale but also when you're working with your client. Your clients stick with you because they feel you understand them and know what it'll take to get them to achieve their goals. Pay attention to how they're feeling when they arrive, which new exercises they're excited to try, or if there are any new sources of stress in their lives. Your clients will feel valued in being heard, and you may also notice subtle changes that necessitate an alteration in the workout.

7. Never Stop Learning

You're always working to improve your physical fitness and your mental fitness should be no different. The moment we stop learning, we become stagnant. And there is always something new to learn.

At the minimum, you'll need to acquire continuing education credits to meet the requirements of your certification. But to stay relevant and on top of your game, seek additional learning opportunities as you're able.

- Discuss training methods with other trainers (in person or online).
- Take online classes for additional [specializations](#).
- Read health journals.
- Attend health and fitness conferences.

The more you know, the more you can help your clients as they work to achieve their goals.

If you're not already certified as a personal trainer but are ready to help people build healthier lives, [sign up for ISSA's personal trainer certification course online](#).

How To Stand Out from Other Trainers at the Gym



A personal trainer's income generally relies on their ability to gain and retain clients. Gyms encourage trainers to spend more time connecting with the gym members to 'pitch' their services, a skill that few trainers are prepared to employ. While personal trainers are well versed in fitness and health expertise, they often have limited training—or interest—in sales.

This result can be connected to the psychological phenomenon that 'a confused customer doesn't buy.' With an overwhelming number of vague options, each trainer sounds the same to the potential client, making it hard to choose, so they take no action in choosing at all. This may be why, according to the IHRSA Health Club Consumer Report, only about 12.5% of health club members actually use personal trainers (compared to 44% who participate in group exercise).

What these personal trainers are lacking is a clear message that differentiates them from other fitness professionals. They need a unique selling proposition (USP).

Your Unique Selling Proposition

Major brands use a unique selling proposition to sell all sorts of products and services. Imagine if you are looking for a specific solution to a problem. For example, let's say you want to buy a new pair of running shoes that won't make your heels hurt when you run on pavement. You may go to the shoe store and look through several brands of shoes, many of which sound like they could do the job. But, if you found one pair that said Extra Cushioned Heel for Improved Running Comfort, you would immediately buy them and feel certain you made the right decision.

If you see your personal training as a business, it is vital to understand what makes your training style and personality different from the sea of personal trainers. As in any business, a clear message about specific results is crucial to quickly building your clientele with clients that you'll retain for months and years to come.

Designing your unique selling proposition is not difficult, though it may take some deep thinking. Here are four steps to discover your own USP to stand out from every other trainer on the gym floor.

Step 1 – Brainstorm Added Benefits

Create a list of the unique features and services you can offer your clients beyond being a workout buddy. How can you offer more in-depth information, expertise, or added benefits? For example, maybe you could [send a weekly healthy recipe to your client list via email](#), or maybe each week you could include an exercise that you did back when you were playing professional football. Maybe you could give them a written cardio workout to do each week outside of your sessions. Write a large list of ideas that you could easily implement.

Step 2 – Discover Unique Offerings

From the original list, choose 2 or 3 benefits your competitors can't copy or imitate. These are specific to your education, experience, personal insights, or personality. Discover what you can offer in a way that no one else can. For example, if you have skills as a DJ, maybe you can give custom playlists to your clients. Or, your yoga background makes you perfectly suited for assisted stretching that gets into the hips and hamstrings beyond what other trainers can offer. To get you started, consider your personality, unusual combinations of experience, personal story of overcoming struggle, and greatest achievements to see how you are unique.

Step 3 – Meet Emotional Needs

Put yourself in your client's shoes and think of the emotional needs that each of your unique benefits can meet. What do they struggle with that you can help alleviate with these benefits? For example, maybe you save your clients time by providing them with a [meal plan, grocery list, and recipes for the week](#), which in turn relieves the stress of planning. Maybe you send them motivational wake-up texts each morning to encourage them to get out of bed and get to the gym, which provides motivation they wouldn't otherwise get. Or maybe you offer them peace by writing out a workout schedule so all they have to do is follow it.

Step 4 – Summarize What They Get

For each of the unique offerings you created in step 2, summarize the benefits the client will get from what you offer. For example, if you are offering grocery lists, recipes, and healthy-eating shortcuts, your summary may be "spend more time enjoying dinner and less time making it." If you keep an updated Spotify playlist for your clients, your summary may be "providing powerful workouts to motivating soundtracks updated weekly for your convenience." Include the emotional component and the benefits offered into one phrase. This becomes your tagline.

As you complete this process, it's important to recognize a few things your USP will not accomplish. It will not make you the 'best trainer ever.' Instead, you'll focus on one specific area of expertise. It will not attract every client, only the clients that are best suited to you and your brand. It will not make you a 'better' trainer than the other fitness professionals at your gym, but rather position you to bring on more qualified clients whom you'll love training.

Next time you approach a potential client, try introducing yourself with your tagline. "Hi, I'm Jenny, I help women build better glutes for strength and aesthetics." Tweak it until you find it's working for you. You'll be surprised how a unique selling proposition for personal trainers goes a long way to separate you from the other personal trainers on the gym floor.

Need to expand your knowledge with a unique offering? [ISSA offers a variety of specializations](#) to expand your training toolkit—yoga instructor, glute specialist, recovery specialist, and more. Check them out to start learning—and earning—more today!

Tips to Keep the Clients Coming Back



Are clients losing interest in training?

As personal trainers, our mission is to help clients achieve their goals. It's a simple mission when you think about it, but how do we retain clients once we have helped them get to where they want to be? There are certain tools we can use to reassure our clients that we are always thinking about them, their results, and committing to them long-term.

It's in the Job Description

Let's break down the term "personal trainer." What does this actually mean? The Merriam-Webster dictionary defines 'personal' as "relating to the person or body." While the term 'trainer' is defined as "one that trains, or a person who treats the ailments."

At ISSA, we believe those two definitions combined make up the perfect job description, eloquently expressing the duties and responsibilities of a personal trainer.

You see, for your current or potential clients to experience success, everything you do for them should be based upon their individuality, not what works for the masses or the general population.

When a client can see and feel that they're receiving your full attention and effort, they feel comfortable enough to let their guard down and form a more personal relationship with you. The connection between the two of you will increase accountability and responsibility and reduce resistance to possible changes!

It doesn't matter if a client is a bit of a handful:

- They test your patience,
- They question everything you say,
- They ask about every new product they see on the infomercials,
- They don't fill out their food journal or remember their heartrate monitor.

Your mindset should always be client-centered, because, in the end, it's about them, their results, their satisfaction and happiness, and their health, not yours.

Effective relationships are built on trust, communication, honesty, and integrity.

- Present clear expectations and goals.
- Be honest and allow communication to flow both ways.
- Give your clients 100% of your energy every moment.

These actions, done consistently, will pave the way toward long-term success—for your client's health and your business.

Seven Principles and Practices for Client Retention

#1 - Honesty and Positivity

You need to make sure you keep your relationship both honest and positive. If your client slips up or isn't progressing as expected, you need to let them know. Don't sit back and pretend your client is doing just fine. Speak up and address the issue, but be careful not to 'point the finger' and place blame. Rather, help them take responsibility for their situation.

If you think your client isn't following the plan you outlined for them, sit them down and talk to them. Help them figure out the underlying reason for why they aren't seeing results. Don't be afraid to ask them questions!

- Are they stressed?
- Have they been following their plan?
- Have they been sick?
- Are they working more hours?
- Are they taking care of personal obligations?

#2 - Proper Terminology and Explanations

You should be able to explain your programming to each client in a way they will understand. How much does your client know about fitness and nutrition and how interested are they in learning more?

Explain to them how each exercise contributes to their goals. Share with them the benefits of drinking that green smoothie or getting up from their desk and stretching occasionally. But don't use technical jargon unless you know they're savvy to the lingo.

The goal is to further your client's comprehension, increase their confidence in the program, and increase their autonomy so they understand the program and adhere to it.

#3 - Build a Stronger Bond

Get to know your clients inside and out. Everyone has bad days, deals with daily stressors, and has to fulfill personal obligations. Life happens, right?

If you notice that something seems off or your client is losing focus, take the time to address the situation. If this means your client opens up to you regarding family or personal dilemmas, you now have an opportunity to build a great deal of trust in the relationship.

You may end up telling them to take time away from the gym to handle their current situation. Trying to force someone to push through an obstacle can do more harm than good.

Once your client sees that you care for their overall success and not just their physique, they will start to value and respect you like never before. They will trust you more and remain open to honest communication, which will ultimately motivate them to stay on track with their fitness program because they don't want to let you down.

In a situation like this, remember that there is a fine line between offering advice and overstepping your boundaries. Do NOT force an issue or offer to help beyond your scope of practice.

#4 - Be Flexible

We all know life happens. It is important to give your clients space in the face of extreme stress or daunting obstacles. However, you should be keen enough to recognize when a client is making up excuses and professional enough to nip it in the bud.

For example, suppose you have an online client who checks in with you every Thursday. If that client happens to miss a check-in and you don't hear from them as you typically would, send them a message or email as a reminder. Get them to commit to a check-in as soon as possible so they can stay on track.

If your client has also failed to fill out their workout log or nutrition journal, then your client may be struggling. It's time to find out why. Get in touch with them and let them know you are thinking about them and care about their success. Give them the opportunity to ask you questions or share their concerns. Change the program as necessary based on their feedback.

#5 - Further Your Education

Don't limit your potential by strictly following only one method of training. [Keep learning!](#)

If you close your mind to alternative exercise and [nutrition strategies](#) you will not only derail your own personal growth, but your client's as well. Don't allow yourself to become a part of a certain "camp" of thought: low carbs, keto, flexible dieting, set meal plans, or anything else in-between. Leave room for variability and remember that everyone is different.

If you further your education by acquiring a broader base of skillsets, you will increase your value to current clients and open the door to working with a larger, more diverse clientele.

#6 - Establish Habits That Build Value

Show your clients how to make fitness an active part of their lives. Discourage "all or nothing" thinking. Behaving as if fitness must take over every other aspect of life puts clients at risk for failing in other areas of life—work, relationships, etc. Of course, this is far from the goal of personal training.

Teach your clients how to prioritize their health effectively and practically. When fitness and nutrition fit easily into their daily lives, you'll see an increase in their consistency, energy, commitment, and most importantly, enjoyment.

You can help them stay accountable to these habits by checking in with them during their sessions. Ask them if they met their goal of drinking 60 ounces of water each day. If they had a hard time, ask how you can support them in reaching that goal. While they are with you, take notice of any behavior that supports their goals. For

instance, if they drink a whole bottle of water during your training session, congratulate them and remind them to add it to their nutrition log!

#7 - Professional, Service-Oriented Web Presence

Market yourself within a service-oriented system. Invest in a professional website, business cards, and brand your [social media](#) accounts to match. Make your services available to potential clients via each of these platforms so they can read about and access your services on demand.

1. Answer common questions.
2. Describe your training philosophy.
3. Share client testimonials.
4. Offer guidance and support.
5. Give potential clients a way to contact you.
6. Celebrate client achievements.

Remember, the key to client retention is to make your business all about your client, not you. Use your online presence to demonstrate your service-oriented approach to training and your clients will see that you are truly committed to them and they will remain committed to you, too.

Ready expand your services beyond the basic workouts? [Check out ISSA's online nutrition course](#) to help your clients build healthy eating habits that match the effort they put in during your workouts.

Personal Trainer Portfolios and Testimonials



As you begin your career as a certified personal trainer, it is important to track your progress, just as you would your clients'. Looking back on what you've accomplished gives you a good idea of what you could accomplish in the coming year, allowing you to set goals for your business.

What Should a Personal Trainer's Portfolio Look Like?

Getting started is often the hardest part of any endeavor. Anyone who has ever completed an intensive course will tell you it's true. Your clients will tell you it's true about their fitness journey. It will also be true for you and starting your business. But tracking progress is a great way to keep yourself motivated and to set a course for future progress.

In essence, a portfolio is a brag book. It is a compilation of all the things you have done or accomplished since you began your work as a personal trainer. Here are some ideas of what could be in your portfolio:

Certifications

As an ISSA certified personal trainer, you set yourself above the rest and distinguish yourself among colleagues. Your certificate(s) will show potential employers and clients that you are knowledgeable and prepared to work with them to improve their diet, achieve their fitness goals, and make healthier lifestyle choices.

ISSA certifications expire every two years. Keep track of those dates so you can plan to complete your continuing education units (CEUs) before your certificate expires. Record each of the CEUs you complete and add those to your portfolio as well.

Awards

Awards may include earning distinction in an educational program, community awards (for example, "Best of..." awards), peer recognition awards, or appreciation awards. Awards are social proof that you are an expert in your field and actively striving towards excellence.

They show that others have trusted you with their health and feel like the experience was worth their vote. Maybe your expertise is helping people lose weight. Strive after the "Best Place to Lose Weight" award and let your clients know that one of your goals is to help even more people lose weight and that their vote will help you achieve that goal.

Once you earn your award(s), scan them to share digitally, print one for a physical copy portfolio, and frame the original to hang in your fitness facility or gym.

Sponsorships

Being a sponsored athlete demonstrates your commitment to fitness and is a great way to attract clients. If you are sponsored, share your personal testimonial about the company's products and promote their brand in your own marketing. Small sponsorships lead to big opportunities, so commit to being a bold advocate for the companies that sponsor you!

Published Articles

If you are a writer and have work published in print or on the internet, share it! Meaningful contribution to the industry shows you are committed to the fitness industry and continuing education. You don't have to be published on a huge platform. Local newspaper and magazine platforms are a springboard to larger opportunities and get you known in your community. Print the articles to share in your office and share the links on social media and your website.

Conferences and Expos Attended

Every time you attend a professional conference or go to a large fitness exposition, you should put that experience in your portfolio. Who did you meet? What speakers did you listen to? What did you learn?

Attending industry events is important to your overall business success. There is almost always a new workout, exercise equipment, nutrition book, or fitness fad that debuts at these events. You can show that you've been at the forefront of the industry if you track your attendance at these events.

Community Involvement

Sometimes, the best marketing is to contribute to the health of your community without expectation of compensation. Volunteering at charity events, helping organize the local health fair, getting your team out to clean up a neighborhood park or garden, or establishing an afterschool fitness program for at-risk youth are all inspiring ways to show you care.

Sporting Event Participation

Whether you're on a co-ed softball team, play ultimate frisbee, or compete in recreation races like 5ks or obstacle courses, put all of this in your portfolio. Clients will feel much more comfortable working with you if they feel you have something in common. Time spent playing on a team or competing in your favorite sport shows that you're not just talking the talk but are indeed walking out the principles you teach in your training sessions and preach in your gym.

Personal Training Client Testimonials

Gathering testimonials from clients should be part of your client care process. When you first meet a new client, you learn about their pain points, the health issues they want to resolve, and how motivated and committed they are to those goals. A testimonial doesn't have to be the end...in fact, testimonials that talk about the process are more powerful than "look what I've done" statements.

The clients who are still working towards their weight loss goals, following your diet, hitting the gym every morning, committing to their cardio routine, etc., can give you active testimonials which will inspire others to join the process and get active!

How and when should you collect testimonials? Well, sometimes the best testimonials come out of your end-of-session chats. Ask how they feel about the session and their progress so far. Excitement over their own progress translates easily to excitement to share it with others as a testimonial to your training success.

What to Ask

There's no specific question that will always elicit a great testimonial but here are some suggestions:

- What were some of your goals when you started?
- What are your goals now?
- How would you summarize your experience as a whole?
- How have your relationships changed?
- What kind of compliments have you received since you started your fitness transformation?
- What were the things that made the biggest impact?
- What was the biggest obstacle you faced in your journey to become healthy?
- What is the problem you needed to solve?
- How did we solve your problem?

Where to Share

Sharing great testimonials is important for growing your business. You should share them on your website and social media. But don't stop there. Platforms like Google, Yelp, Thumbtack, etc., are valuable places to share testimonials and engage with clients who have taken the time to review you and your business.

ALWAYS engage with your reviewers. If the review is positive, thank them, praise their efforts, and finish with a statement like "It's my pleasure" or "I look forward to helping others overcome this obstacle as well." If the review is negative, use the opportunity to publicly address the concern and restate your dedication to that person's goals.

Other Testimonials

In addition to gathering client testimonials, consider other people you've worked with and ask them for testimonials. For example, ask your boss to give a testimonial about your sales skills, conflict resolution, professionalism, etc. Ask other trainers or peers what they think about the work you do. Ask editors to talk about your work, ability to meet deadlines, and whether you're easy to work with. You should also get testimonials from corporate partners or people you've worked within the community.

Again, social proof is key to business growth. Your portfolio and testimonials demonstrate that you know how to help others achieve their fitness goals, improve their physical fitness and mindset, and become healthier.

It is never too late to put together a portfolio! Review your calendar to see what you've done over the past year and start putting your portfolio together today. Once you get started, it will be much easier to maintain it going forward.

Ready to add more education and experience to your portfolio? Check out [ISSA's continuing education offerings](#)—from Strength and Conditioning to Fitness Nutrition, there's bound to be an area that piques your interest!

Small Group Training: Earn More in Less Time



Group personal training is a growing focus in fitness. It's a little bit like a cross between a large fitness class in which the trainer instructs but doesn't get personal with clients and an individualized, goal-focused personal training session.

Before you dive into this kind of training—and there are many reasons why you should—make sure you understand what group training is. Take this advice on how to do this kind of training right, and you'll get more clients, earn more income, and reach more people.

Small Group Training is Not a Group Fitness Class

People often confuse small group training with fitness classes. They are not the same. Small group training is a combination of personal training and group instruction. You work with a handful of people with similar goals to train and instruct. Here are some important distinctions:

- A big difference is size. Group classes can have 20, 30, or even 50 people. Group training is more like five to ten people.
- The smaller size means you get to focus on each individual, while in a larger class you are providing a more general workout.
- You'll put more time into planning small group training because it is more specific and less general than a fitness class.
- Small group training is more expensive than a larger group fitness class (but less than individual personal training), with per-person fees ranging between \$15 and \$40 per session.

Why Offer Group Personal Training?

If you've been offering one-on-one sessions for a while, or even tried your hand at teaching classes, you may be ready for a new challenge. Group personal training offers you a chance to reach new clients and earn more money.

Attract Hard-to-Get Clients

With group training sessions, you have a better chance of reaching those clients who would otherwise not sign up for personal training. These are the people who may feel a little shy or uncomfortable working one-on-one with a trainer they don't know. It's also a good way to get to potential clients who want to try training but can't afford individual sessions.

Land More One-on-One Clients

By reaching more people with group training sessions and series you'll also be networking with more potential one-on-one clients. Those who were hesitant to sign up for training may find they love working with you. After

going through a set of group sessions, they may decide they're ready to take workouts to the next level and sign up for more focused, personalized sessions with you.

Reaching new clients means more than just earning an extra salary; it's also so rewarding. [Check out this ISSA blog about how great it feels to change people's lives](#) for some inspiration.

Group Personal Training Brings More Income in Less Time

Financially, group sessions just make more sense. They are more affordable for your clients, and they provide you with greater earnings in a shorter amount of time. It's necessary to get the balance right between the number of clients per group and the fee each individual pays, but when you do, you'll be earning more efficiently.

How to Do Group Training Right

If you have never done this before, take notes. Small group training is not as easy as simply getting five people together and offering exactly what you would in a personal training session. You have to consider how to maximize the time for each client and how to hit individual goals while working with a group.

Create Themed Groups

Instead of randomly grouping together a few people interested in training, be thoughtful about it. Create a series of group sessions with specific goals or types of fitness. For instance, create a six-session series on an introduction to strength training. You'll get individuals who have similar experience levels and goals. Some other ideas include weight loss training, training for runners, or pre-wedding boot camp.

Focus on Goals, Not Exercise Types

Group fitness classes revolve around a type of exercise, like yoga or Zumba, and they're well suited to this. You are there to instruct without getting to know the individual goals of participants. Group training is different. Structure the sessions around goals, like losing weight, gaining strength, or running faster.

Sort Participants by Ability and Experience

Getting people together by goal is essential to group success, but so is ability level. Your session will fail spectacularly if you put a workout newbie with someone who has been lifting for years. You'll be stretched way too thin trying to help both. Use questionnaires when recruiting clients for group sessions. Ask about goals, experience, and basic fitness so that you can sort your sessions appropriately.

Price It Right

One of the biggest advantages to starting group training sessions is that it will allow you to make more money in less time, but only if you do it right. For example, if you have four people in a group and only charge them \$15

per session, you are only earning \$60 for an hour, likely the same or less than you would charge for an hour-long individual session. Set a minimum limit on the number of people in a group, or adjust the pricing based on how many people sign up to make sure you are getting compensated adequately.

Group training sessions can be a great new offering if you do it right. Earn more and work smarter, not harder. Reach more people and have fun helping small groups of friends or acquaintances get fit and meet their goals.

The opportunities to specialize and maximize your business as a personal trainer are as grand as you're willing to work for. Expand your training business with an ISSA specialization—learn more training techniques, earn more money, help more clients.