



HOW TO START A PERSONAL TRAINING BUSINESS – MISTAKES TO AVOID

Pricing Too High or Too Low

Pricing is a balance, and initially getting it wrong is common. The real mistake is not fixing it. Look at your target market, similar trainers in your area, and develop reasonable pricing. If you're not getting any customers or you aren't making any money, adjust accordingly.

Not Knowing Your Audience

It may seem as if having a broad target audience will get you more clients, but this is not necessarily the case. You risk getting lost in the crowd of other trainers. Pick a specific audience and sell to them: women, seniors, athletes, weight loss clients, and so on.

Ignoring Marketing

Word-of-mouth is important, but it would be a mistake to not put a lot of your initial energy into focused marketing. Getting referrals from satisfied clients takes time. In the meantime, you need to bust your butt to get new people in the door.

Refusing to be a Salesperson

Every small business owner has to be all roles, and that includes sales. Don't think you're above selling your services or avoid it because you think you're no good at it. You must sell yourself as a trainer and the services you can offer.

Not Getting to Know Each Client

Clients will start to talk about you and recommend you to friends, but only if you provide a great service. A big mistake is to generalize and give everyone the same training plan. Get to know each client, what their goals are, what motivates them, and what exercises are best for them.

Giving Advice without Qualifications

You are a trainer, which means you can expertly advise and guide your clients on fitness. Unless you have an additional specialization in nutrition or rehabilitation, avoid recommending a specific diet or exercises to recover from an injury. Giving advice you're not qualified for can get you into trouble.

Not Making a Plan

You may be excited to jump in and get to work right away, but perhaps the biggest mistake you can make is not planning first. With a plan, you can foresee many potential problems to avoid.