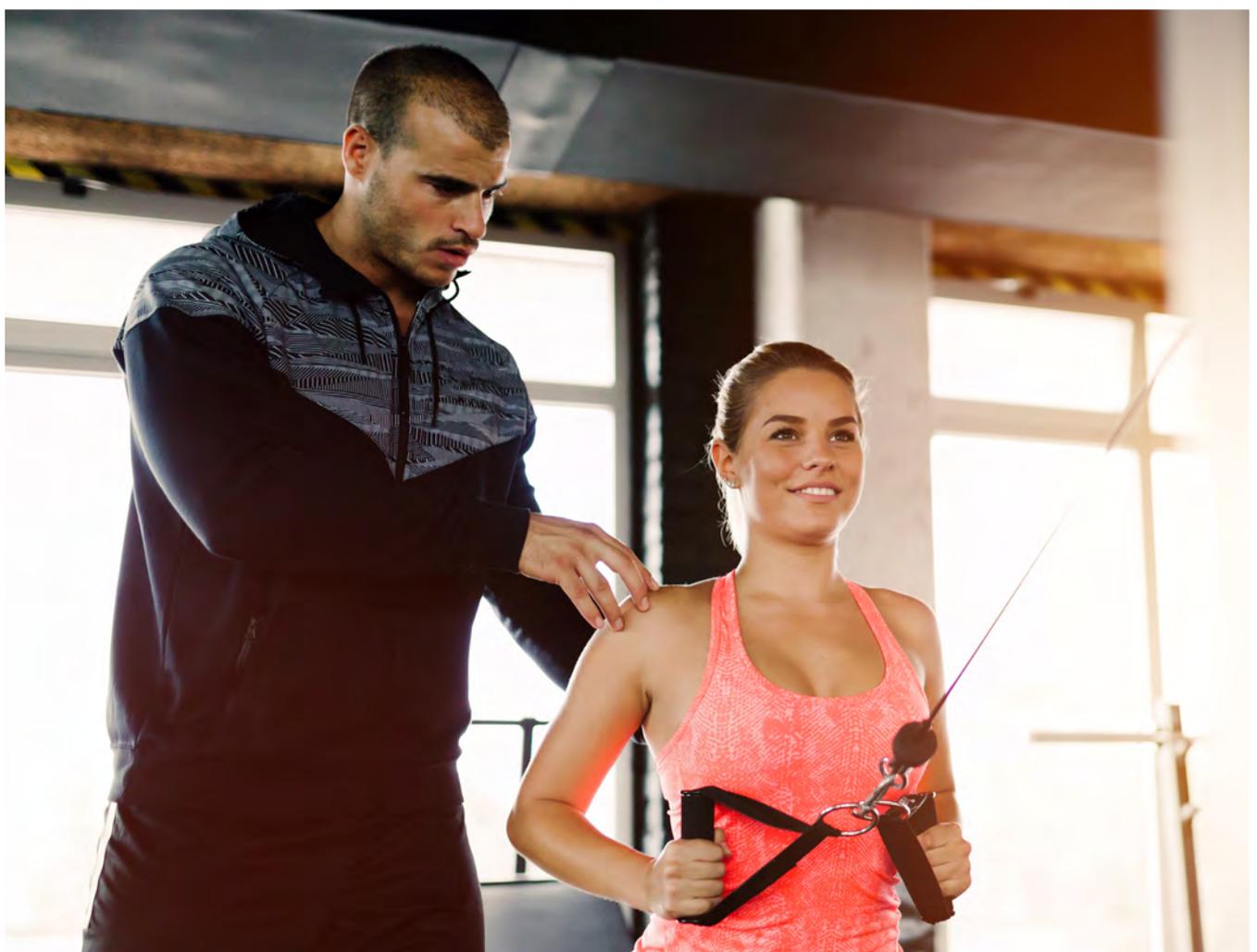


MORE MONEY, LESS TIME

# Increasing Revenue and Building Passive Income



**ISSA**

INTERNATIONAL  
SPORTS SCIENCES  
ASSOCIATION

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# How Much Can I Make as a Personal Trainer?



You became a personal trainer because you have a passion for fitness. You love to help clients achieve weight loss and build muscle. Their successes are your successes, so you go to great lengths to help them meet their fitness goals. But you also want to earn a decent income along the way.

Personal trainer salary can vary not only from gym to gym, but also by sector and state. We'll look at all of these and share which ones pay the most. First, let's talk about what the typical pay is in a personal training role.

## Average Personal Trainer Salary

The [Bureau of Labor Statistics](#) (BLS) reports that the median annual salary of a fitness instructor is \$40,390 per year. Broken down, this is around \$19.42 an hour. Which positions fall into this category? Group fitness instructor, specialized fitness instructors, and personal fitness trainer are options to consider.

Keep in mind that this salary is an average. According to the BLS, 10 percent of fitness trainers and instructors earn less than \$21,110 per year. On a more positive note, the top 10 percent had earnings of \$75,400 or higher.

Are you interested in obtaining a higher-paying position? Then it's helpful to know which sectors, gyms, and states to consider. We'll go into each of these now.

## Top Paying Fitness Industry Sectors

There are many different sectors in the fitness industry. You can work for a fitness or sports center. You can provide fitness education on a state, local, or private level. You can work for the government. Even civic and social organizations hire fitness trainers.

Of these four, you will likely earn the most [working for a fitness facility](#). This includes working for a gym, athletic club, or other facility providing fitness instruction. The average median salary in these types of setting is \$40,390 per year.

The second-highest paying sector is educational services at \$38,320 per year. In this role, you may lead workshops or seminars designed to educate groups about diet and exercise. Or maybe you teach college courses related to exercise science or sports medicine. All of these fall under educational services.

Government is third in line with a mean annual salary of \$37,440 per year. For example, the U.S. military hires fitness trainers. There are military-based athletic trainer roles open as well. If you like the idea of providing a personal training session to men and women in uniform, this is an option to consider.

Civic and social organizations tend to pay the least. The average annual salary in these agencies is \$33,080 per year. YMCA trainers fall into this category. It also includes roles such as aerobics instructor or personal trainer at a non-profit. This is not to say that you should never accept a position at one of these agencies. You may find them more rewarding. It is only to let you know that, overall, they do tend to pay less.

## Top Personal Trainer Salary by Gym

Maybe you've decided that a gym or fitness center is the best setting for you. Salary can vary depending on which one you choose.

Most of their websites don't come out and say what they pay employees in a personal trainer role. For this, we must rely on internet sites that offer personal trainer salary information.

Here is a list of some of the most well-known gyms and fitness facilities. They are ranked from highest paying to lowest paying according to salary information reported to Indeed.com:

1. **Crunch Fitness** \$56,454 per year
2. **LA Fitness** \$53,147 per year
3. **24 Hour Fitness** \$51,133 per year
4. **Lifetime Fitness** \$49,025 per year
5. **Equinox** \$47,866 per year
6. **Gold's Gym** \$39,853 per year (calculated from \$19.16 per hour)
7. **Anytime Fitness** \$38,230 per year (calculated from \$18.38 per hour)

Planet Fitness is another well-known name. It isn't on the list because it doesn't offer one-on-one personal training sessions. Instead, this gym hires instructors to [lead group classes](#). You must be a certified personal trainer to qualify. Indeed reports that the average pay is \$11.45 hourly, which is around \$23,816 per year.

Again, keep in mind that these are averages. Actual salary can vary based on location and whether you are hired to work full or part time.

## 5 States Offering the Top Personal Trainer Salary

Where you live in the U.S. can also impact how much you earn as a fitness trainer. Some states pay more and others pay less. Which states are at the top of the list?

According to the BLS, the state that pays the highest personal trainer salary is New York. The annual mean wage for an instructor in this state is \$58,680 per year or \$28.21 an hour. New York also has one of the highest employment levels for fitness professionals. With 24,330 personal trainers, the only state that employs more is California, which has 41,460 fitness trainers.

The second highest-paying is Connecticut. The average wage for providing fitness classes or training sessions in this East Coast state is \$56,240 per year. This is roughly \$27.04 an hour. There are only around 5,040 personal trainers in Connecticut. Yet, the number of personal trainer positions is actually higher when compared to the total number of jobs in the state.

The District of Columbia isn't too far behind Connecticut with a median annual salary of \$56,130 per year. This equates to somewhere around \$26.99 an hour. Personal trainer jobs aren't quite as plentiful, but the pay is good if you get one.

Washington offers the fourth-highest salary for a personal training position. On a side note, it is the only West Coast state in the top five. Washington offers a mean annual wage of \$55,750 per year or \$26.80 per hour. It also has a higher employment rate for this specific fitness industry role.

The state that holds the number five slot for personal trainer pay is Massachusetts. This state's average salary is \$54,260 annually, which is around \$26.09 per hour. Although at the bottom of the list, Massachusetts employs more personal trainers per total jobs available.

Salary varies within states too. If you're hired to work as a personal trainer in a big city, your pay may be different than if you work in a small town. It can also change based on the type of personal training services you provide. For example, the average pay for a yoga instructor in the U.S. is [\\$30.87 per hour](#). So, offering more specialized trainings can elevate your pay. What else determines how much you can make in the fitness industry?

## Additional Factors that Affect Your Personal Training Income

One factor that impacts your salary is your level of experience. If you're [new to personal training](#), you'll likely make less than an experienced trainer. Another is whether you work for yourself or are employed by a gym. You can also serve as an independent trainer, which is somewhere in between.

Your salary can also be affected by whether you have your certification. People with a personal training certification are often more qualified for higher-paying jobs than those without.

Some gyms won't even hire a personal trainer who isn't certified. This requires finding a certifying organization such as the ISSA, taking a course, and passing an exam. Only then can you apply.

Your certification tells employers that you have the education needed to create a safe and effective fitness program. Because you must take continuing education courses to keep this certification, it also says that you are current in the field.

Your journey to become a money-making personal trainer begins with the [ISSA's Certified Personal Trainer– Self-Guided Study Program](#). Learn everything you need to know to get employment or start your own business, at your pace.

# Making More Money as a Personal Trainer— In-Person and Online



It's simple, right? Learn to be a personal trainer, get some clients, charge them an hourly fee, and start making money. Yes, in theory, it is that simple to make money as a personal trainer.

In practice, however, personal training can be a lot more complicated and difficult. There is a lot of earning potential for trainers. Your services will always be needed by people who want to get fit, lose weight, learn about fitness, eat a better diet, and more.

To make enough money, though, you need a plan. Success in any career requires hard work and smart decisions. We'll walk you through what you need to know to earn a real living as a personal trainer.

## Start with Credentials

Before you do anything else, and if you're sure fitness is your career choice, [get certified!](#) There may not be any laws regulating personal trainer credentials, but with educated, certified professionals available, why would anyone choose someone who isn't?

Start with a general personal trainer course from an accredited institution, such as [ISSA's Self-Study Personal Trainer course](#). Then consider getting specialized certifications. These will allow you to offer more services and earn more money. Popular additional certifications include:

- Online coaching
- Nutrition
- Group exercise
- Bodybuilding
- Yoga
- Senior or youth fitness
- Corrective exercise
- Weight management
- Performance enhancement

## Choose Your Career: Employee or Self-Employed?

Working as a trainer, you have two main choices, both of which can lead to a good salary: work for someone else or start your own training business to see clients. You can make good money either way. Before you make that choice, consider which one is best for your earning potential.

### WORKING FOR A GYM

There are a lot of benefits for employment: job security, steady pay, and no start-up costs. What you miss out on in becoming an employee is control. You have less control over clients you hire, types of classes you teach, and of course, how much you earn.

Gym trainers do a lot less marketing and selling than freelance trainers. Whether or not you would be required to sell to new clients depends on the gym. However, if you want to get more clients and earn more, you will have to market yourself, even as a gym employee.

If you are interested in working in a gym, do some research first. Find out [what different gyms pay their trainers](#), if they have steady incoming clients, how busy are the current trainers, and what are their hiring requirements.

## STARTING YOUR OWN TRAINING BUSINESS

A great thing about this career is the flexibility. You can start your own training business and operate it exactly how you want. You can go full time or keep a day job and train in your spare time, for example.

A major benefit of freelancing or starting a business is that you have complete control over what you charge and what you earn. On the other hand, this requires a lot more work on your part. Everything, from budgeting to marketing to follow-up with clients, is up to you. There is no company to fall back on. If you know you have the motivation, organization, and work ethic to do it all, this can be a big moneymaker.

If you're brand new at this, [land your first client with these tips](#).

## How to Make Even More Money as a Personal Trainer

Most of these apply to independent personal trainers. If you choose to work in a gym these tips can still help you go above and beyond and earn more than just a basic salary. This is especially true if you have the freedom to market to and win clients for the gym.

### PRIORITIZE MARKETING

Being a small business owner, [marketing should be a top priority](#). It can be easy to neglect this when all you really want to do is train people. But without good marketing, those people won't find you. Take the time to learn about how to put a marketing plan together and then carve out the time to do it.

### ALWAYS BE SELLING, CONFIDENTLY

You have the credentials. You have the passion. Now you have to sell your services. The most successful trainers are always selling. Don't expect clients to simply come to you. Reach out online, in gyms, in community centers, at professionals, even at parties. Always be on the lookout for someone who may need a trainer and then sell yourself.

### SELL PACKAGES

The most time- and money-intensive thing you will do as a freelance trainer is land new clients. If you can keep the ones you already have, you save money. Sell packages of sessions at a discount. It may seem like losing money, but you will actually be saving when you don't have to spend time getting new clients in the door.

## TRAIN MORE PEOPLE AT ONCE

You can work more efficiently and earn more when you [train small groups](#). Each person will pay less than a one-on-one client, but with enough people in a group session you come out on top. Figure out how many people you need to make it worthwhile and make it clear that the class will only go forward if you hit that number.

## EXPAND YOUR SERVICES

Finding a niche is important, but don't limit yourself too much. With more services, you can earn more money. Just be sure they make sense with your target audience. For example, if your clients are amateur athletes, consider getting credentialed in strength and conditioning and sports nutrition so you can offer those services.

## MAKE A MOVE

The amount of money a fitness trainer can charge varies drastically by location. If you're up for a move, do some market research and find out where you can tap into a lot of disposable income. Don't forget to consider the cost of living, which could negate extra earnings.

## What if the Gyms Close?

The COVID-19 crisis put a lot of people out of work, including many fitness professionals. If you get stuck in this situation, you can still earn money. Here are some suggestions:

- Offer outdoor classes.
- Take your business online, offering chats with clients and videoconference workouts.
- Make training videos to sell online as a membership.
- If you don't have a website, build one.
- Write an eBook to sell online.
- Earn a new certification, like nutrition coaching, a job that is easier to do virtually.

## How to Make Money Working Online

Speaking of earning outside of the gym, being a completely [virtual personal trainer](#) is a real thing. An online personal trainer will train clients through video conferencing and chatting and by providing online content. Even when not in person, you can help people meet fitness goals. Making money this way poses some challenges, though. Some additional things you can do online to up your personal trainer salary:

## BECOME A SOCIAL MEDIA INFLUENCER

[Build up a presence on your social media](#) site with great content, connections to other influencers, and friendly, regular interactions with followers. This will bring in new virtual clients.

## START A FITNESS BLOG

A blog can be a great way to offer content, draw in new personal training clients, and build your influence in the fitness industry. Make sure the posts are informative, valuable to your target audience, and easy to read.

## **SELL WORKOUTS**

Create workout routines for specific needs or audiences—weight loss, lower body strength, running—and sell them online. Working on your social media influence will help you sell your expertise.

## **ORGANIZE AND LEAD PRESENTATIONS**

Leading conferences or presentations in-person is a proven way to market to a large group of potential new clients, but you can do it online. Offer web conferences or short courses on things like senior fitness, stretching, or healthy eating for weight loss.

Making money as a personal trainer starts with a foundation of certification, passion, and hard work. If you have those, you're on the right track to earn a good living in this industry.

Now more than ever, people want an expert to help them get the results they expect from the gym, at home. Ramp up your success with the [ISSA's Online Coach Certification](#).

# How to Make it Big as a Personal Trainer in Less Time



What goals do you have as a fitness professional? What would it take for you to consider yourself a successful personal trainer? If your answer is to “make it big,” there are a few things you can do to achieve this goal within a relatively short period of time.

## Establish Your Expertise as a Personal Trainer

There is one thing that all top exercise professionals have in common. They are experts in their field. They have the knowledge required to work with a variety of personal training clients. They also know how to combine a workout and meal plan that delivers results.

Establishing your own expertise can help you improve your status as a personal trainer. One way to do this is to obtain your certification.

When you can market yourself as a certified personal trainer, this says that you have the knowledge to back up your claims. It tells a potential client that you’ve been trained in areas related to health and fitness. That you can help them reach their fitness goals.

Being a certified trainer increases your credibility because it’s not just you saying that you understand how to create a safe and effective exercise plan. You have the power of certifying organizations behind you. This makes it easier to take you at your word.

Certification is also beneficial if you want to show that you have advanced training in a particular area of fitness. For instance, you can [obtain your certification as a yoga instructor](#), making clients who prefer this type of exercise more comfortable with you as a teacher. Or you could [obtain your certification in powerlifting](#), making you more appealing to this set of clients.

## Collect Compelling Testimonials (Preferably with Pictures)

Of course, earning your certification isn’t enough to make it big as a personal trainer. You also have to be able to prove that you deliver results. This can be accomplished by collecting testimonials from clients that have had amazing weight loss or muscle gain transformations.

In addition to having these individuals write out how your workout program changed their lives, ask them if you can take before and after photos. Nothing says that you can help clients transform their bodies more than pictures. Plus, this makes it easier for potential clients to envision what you can do for them.

Before conducting your [first personal training session](#) with a client, take a picture of them in the corner of the gym. Once they reach their goal weight or muscle mass, take another photo. This lets others see the changes in

their fitness level without having to spell it out. Placing these on your website and social media pages is a great way to capture—and keep—your viewer’s attention.

Should you decide to take this route, it is extremely important to get your client’s permission before using either their words or their photos to promote your personal training business. An attorney can create this form for you. Alternatively, many online sites offer the ability to create your own photo use permission form. [Do a search](#) and you’ll come up with all your options.

## Create A Unique Workout Routine or Style

Another way to work your way to the top of the fitness industry is to develop an exercise routine or style of working out that is fresh and new. This sets you apart from other personal training professionals. It makes you more appealing to clients who are sick of doing the same workout regimen over and over again.

Admittedly, creating a whole new style of exercise isn’t exactly easy. But maybe you have a different way of working out that is more appealing to your clients. Or perhaps it’s the way you interact with them that differentiates you from other fitness trainers.

The more you can show how your training session or method is different from others on the market, the more you’ll pique potential clients’ interest. They come to view you as an independent trainer—someone who isn’t afraid to make their own path.

If you [work for a big box gym](#) (or some other type of commercial gym), you may not have a lot of leeway in the workout programs you’re able to offer. They may have strict rules about the types of exercise you can do with people who have a gym membership.

You can work around this by creating your own business on the side as an [online personal trainer](#). First, you’ll want to make sure this is allowed by the gym where you are an employee. As long as you aren’t prohibited by providing personal training services elsewhere, this is an option to consider.

Establishing your own fitness business provides maximum flexibility and creativity with your workouts. You aren’t bound by rules as to what you can and cannot do when training clients. Of course, your workouts still need to be safe and effective. But as long as you can hit these two goals, the rest is up to you.

If you struggle with coming up with a unique routine or workout style, think about what makes you different as a fitness trainer. What sets you apart? Do you offer a different form of exercise that isn’t mainstream? Do you have a particular sequence that, if followed, offers stellar results?

You don't always have to come up with some new and crazy way to lose weight, gain muscle, or improve fitness to be unique. Sometimes it is more a matter of how you do things or your own personal style that differentiates you from other personal training professionals. Highlight these attributes and you'll grow your name in the exercise world.

## Offer Both In-Person and Online Personal Training

No two clients are the same. Not only do they each have their own fitness goals, but they also have their own preferences when it comes to working out. Some prefer in-person training whereas others want a personal trainer who is willing to work with them online. Offer both types of training and you can increase your client base.

This also increases your personal trainer salary because you're drawing revenues from two different sources: local clients you can train in the gym and those that may live halfway around the world who found you online.

Being able to lead both types of sessions is also beneficial if you start working with a client in person, but then something prohibits them from getting to the gym. The coronavirus pandemic is a large-scale example of this type of occurrence. But sometimes it is everyday life happenings that get in the way. Maybe one of their kids is home sick so they can't leave. Clients that travel a lot for business can also benefit from having access to their personal trainer when they're out of town.

You can meet with online personal training clients one-on-one or schedule group training sessions. To keep them motivated in between your workouts, create a private social media group where they can go to connect with other clients who have similar fitness goals.

When [creating your online personal training business](#), think about how you can best help clients who either can't or don't want to exercise in a fitness facility. Consider how you can effectively help them when you can't be in the same room.

## Make Professional Connections

It is often said that it's not what you know, but who you know that matters most when it comes to achieving higher levels of success. Applying this lesson to the personal training world, think about the people you can connect with who can help you level up.

Do some research and come up with a few fitness mentors who may be willing to share tips and tricks for creating a stronger business that brings in more personal training revenue. Mentors who will teach you what it takes to be not just a good personal trainer, but a fitness professional that rises above the rest.

This person may be someone who works in a local gym or health club—think gym owner, fitness manager, or a sought-after personal trainer—or someone you find online who is a frontrunner in the fitness industry. Any of these individuals can help teach you what you need to know to catapult your personal training career.

Ask them questions such as:

- What steps did you take to get where you are today?
- What worked best for advancing your personal training career?
- What would you do differently if you could?

Ready to add specializations to credentials so stand out and help more clients? [Become an ISSA Nutritionist](#). You'll help clients unlock the secrets behind their eating habits and build better ones for a healthier future.

# How to Write a Trainer Bio That Brings in Clients



Your personal trainer bio page is a representation of you and your fitness brand. It provides a space for clients to find out more about you and the services you offer. But, here's the interesting part, the focus of the bio page has very little to do with you, as a fitness instructor. The bio page is all about your ideal personal training customer.

The whole point of the personal trainer bio page is to help clients decide if what you have to offer meets what they are looking for. They don't necessarily just want to read about you, they want to see if you can help them. So, the bio page is actually more of an influential spot that allows you to connect your fitness skills and services to the needs of your customers.

Here we'll unravel 8 tips to help you do just that!

## 8 Tips for Writing a Successful Bio

Follow along as we explore important elements of the personal trainer bio page that can help you bring in more personal training clients and more revenue!

### 1. KNOW YOUR CUSTOMER

Like we mentioned, your personal training bio page is the perfect opportunity to connect with future clients and show them what you can do for them. However, to be able to speak to and connect with your ideal customers, you need to define and understand who they are:

- How old are they?
- Where do they live (if applicable)?
- What are their challenges and concerns?
- What are their nutrition habits, daily exercise routines, and fitness level?
- What are their fitness goals (strength training, weight loss, corrective exercise, etc.)?
- Etc.

Knowing your customer is essential for creating your bio page. Once you have a good understanding of who they are, you can start building your bio page to reach them.

### 2. KEEP IT SIMPLE

The simplicity of the bio page is important in both look and language. The first glimpse of your bio page should be crisp and organized without an overwhelming amount of content. So, you will want to communicate in a concise and orderly fashion.

However, it's also essential to simplify the way you speak to your future clients. It's likely that many of your fitness clients will not have a strong education in exercise science, sports medicine, or other fitness-related degrees. So, when you speak to them, it's important to communicate in a way they understand. Even simple things like the acronyms [ISSA CPT](#) can be confusing unless you communicate CPT means Certified Personal Trainer.

Not yet certified? If you love helping others challenge their bodies and minds, check out [ISSA's Personal Training Course](#) and get certified from the comfort of your own home.

## 3. PRESENT YOURSELF

Although the focus of the personal trainer bio page is on the customer. Your bio page is where you get to share you and the value you provide clients as a fitness instructor. You want to communicate how what you have to offer is needed to reach their fitness goals. You will want to consider including your:

- Name
- Education and certifications
- Experience
- Services offered
- Contact info
- Location (if appropriate)
- Niche or specialization

You may also want to include your elevator pitch or your 1-2 sentence description of exactly what you do in the fitness industry. Here's an example of what that might look like for a fitness professional within the yoga niche:

"I use [yoga](#) postures to help new moms lose their pregnancy weight and improve their body confidence."

## 4. AUTHENTICITY

Customers buy from people they like. People are more likable when they are relatable. So, be yourself and be real! Although it's important to remain professional, make sure future clients get to see a little bit of your awesome personality shine through on your bio page. Consider including a fun fact or story about your own fitness journey.

## 5. BE DIFFERENT

There are numerous personal trainers on the internet and many have awesome bio pages (just like you). What makes you different? How do you stand out from the next fitness trainer? It's important to communicate why you're unique and why you are the one that can help your ideal client reach their training, nutrition, and wellness goals.

## 6. PROFESSIONALISM

The bio page is often the first impression clients will get of you and your personal training business. It should be clean, simple, and professional. It's important to ensure you (or a program or professional) [proofread and edit](#) the content on your page to catch any spelling mistakes, punctuation errors, or excessive content before the bio page goes live.

## 7. CALL TO ACTION (CTA)

A CTA is a must for your bio page. It guides your customers to the next logical step of the process with you. So, they've read your bio, they've decided they want to purchase training sessions from you, now what do they do?

- Sign up on the website?
- Submit their email?
- Call to set up an appointment?
- Fill out a form?

Having a concise and direct CTA tells your future clients exactly what they should do next to get their training program started!

## 8. INCLUDE A PICTURE

Consider including a picture of yourself on your bio page. Customers like to put a face with a name. It can help create a connection. Make sure you choose a photo that is professional and taken with proper lighting. And, take the time to properly position and size the photo on your page.

Although all these tips are important, ultimately, the keys to the personal trainer bio are targeting your customer, connecting what you offer to what they are looking for, and helping them understand what to do next to start a personal training program with you. If you can master that, you'll be in a great position to start bringing in more personal training clients.

Not yet certified but ready to take your career to the next level? Jump-start a successful fitness career by becoming an ISSA Certified Personal Trainer. Sign up now!

# Building Passive Income as a Personal Trainer



True passive income is income that requires little to no effort to maintain. It may require work on the front end but once things are moving, the income is more of an automatic process. It's something that professionals in many different fields strive to build especially when there are only so many hours in a day to work. We will explore seven different ways you can generate passive income as a personal trainer.

## 7 Ways to Make Passive Income as a Personal Trainer

Building streams of passive income is an excellent way for personal trainers to make more money as well as provide additional support and resources to their personal training clients. There are a variety of ways to create passive income. The following are some of our favorites.

### 1. WRITE AN EBOOK

Do you have a special niche, extensive knowledge or experience in nutrition, or a unique perspective on a health and fitness topic? Maybe you have numerous recipes to share, a personal success story, or new techniques to share. Creating an eBook requires work on the front end, but once it is ready, you receive passive income every time someone buys your book online.

### 2. CREATE AND SELL PRE-MADE WORKOUT PROGRAMS

There are often a handful of clients who want expertise from a fitness professional but don't have the time, location, or resources to work with them one-on-one. Although some clients may want generic workouts, consider developing workouts for specific goals or niches. For example, create a program for new moms to help them get their body back after a baby. If you create solid workout programs that have great content, user-friendly access, that are fun, safe, and effective, you can sell them directly to consumers.

### 3. MEMBERSHIP WEBSITE

Another way to create passive income is by creating a website that has membership access. You can charge a monthly or annual fee and provide access to a variety of recipes, fitness tips, workouts, resources, [contests](#), and tools. It's important to understand what the client's want and need so you can create great content that they will want to access. It is possible that a membership platform will require some work throughout the process, however, because you will want to continue to add to the platform and create more value for your clients.

### 4. HIRE OTHER PERSONAL TRAINERS

If you own your own personal training business, you can [scale your business](#) by hiring other trainers to work underneath you. You can bring on independent contractors and negotiate a portion of their training fees in exchange for your support with their business (help them attract more clients, allow them to train clients in your fitness gym, etc.).

## 5. PROMOTE A PRODUCT AS A BRAND AMBASSADOR OR WITH AFFILIATE MARKETING

There are a variety of companies that like to partner with health and fitness professionals that have a wide audience (especially on social media). Is there a certain product that you love or a piece of fitness equipment you think is incredible? You may be able to connect with the company to help promote the product to earn royalties, flat payments, or free gear.

## 6. WRITE A BLOG AND MONETIZE IT

Personal trainers and health and fitness professionals often have a wealth of knowledge. There are a variety of companies that will pay you to display banner ads on your blog. If you have great content and can build a solid following, the blog can also become a platform that you can promote some of your other streams of income (products, e-book, etc.).

## 7. CREATE A YOUTUBE CHANNEL AND MONETIZE IT

Although this one may take some time and requires you to have a solid base following before you can monetize it, [a YouTube channel](#) is another great way to make passive income. Whether you create workout videos, a cooking show, or a discussion on a particular topic, the internet is one of the main resources people use to find information. And, much like the blog, YouTube can become a platform to promote and sell your other products and services to your audience.

# Top 5 Tips for Passive Income Success

Creating a passive income stream is more than just setting up a Youtube channel and posting some videos. There are some key things to consider that will help you successfully generate passive income.

### 1. STAY IN YOUR LANE

One of the most important components of attracting awesome followers is having strong content. Stick to what you know. If you are going to create something that is not within your expertise, make sure you do your research and create content that is your own.

### 2. KEEP LEARNING

The fitness industry is always growing and changing. There is always so much to learn. Make sure you are [continuing to grow and learn](#) so that you can communicate the information to your followers. That is one of the reasons they are following you!

### 3. BE AUTHENTIC

Be cautious about the products or companies that you promote. Promoting a product you don't align with just to make passive income isn't necessarily the route to go. Find products you use, love, and want to promote that are in alignment with your brand and your overall stance on health and fitness.

#### 4. MEASURE TWICE, CUT ONCE

Although passive income shouldn't require much work to maintain, it may require work to create before it can become passive income. Your brand, products, and content are what will draw people in. But, if your content is poor or your platform isn't user-friendly, you will likely lose your audience very quickly. Do the work and do it well the first time!

#### 5. PRACTICE MAKES PERFECT

If any of these are new routes for you, you likely won't be perfect with them the first time you do them. But, keep in mind, that is true for everyone. Nobody starts at the top. If you want to take on an e-book, start writing. If you want to create a Youtube channel, start creating video content. You will get better by doing—gain the confidence you need and start to piece together the things that work to make your content successful.

There are clearly many ways to build streams of passive income! Whether you work towards one stream of passive income or build multiple revenue streams is up to you. So, if you are looking to build passive income, choose what resonates with you most and build from there.

Are you ready to learn more and do more? Expand your knowledge, continue to educate others, and take your career to the top with [ISSA's Master Trainer Certification program](#)