

GROUP PERSONAL TRAINING

TIPS & TRICKS

Program Design for Group Personal Training

- Plan every session in advance. Don't wing it.
- Make adjustments from one session to the next based on participants' goals and accomplishments.
- Group sessions and participants in each session by goal and experience and ability levels.
- Plan each series of sessions around themes, like preparing for a triathlon or losing weight, so that program design is easier.
- Make sure in advance that everything needed for your program is available in the space you're using.
- Design training series that last four to six weeks to get adequate compensation for the time you put into planning and running them.

Marketing Small Group Sessions

- Advertise the cost savings of group training compared to individual training.
- Also point out that participants get more individualized attention than in group fitness classes.
- Sell prospective clients on the goal-oriented nature of sessions. Be specific.
- Market your sessions at locations where you can target groups of people who already know each other, like local companies, church groups, community centers, and running clubs.

Balancing the Individual and the Group

- Keep groups small enough that you can get to know each person.
- Evaluate each individual's goals, abilities, and interests before starting.
- Assess clients in each session and adjust plans and programming as needed.
- Aim to spend individual time with each participant at least once per session.
- Mix that individual attention with group instruction in each session.

