



Top Tips for New Trainers FitEx 2018

*1 No one thinks the same as you, make sure that every single one of your communications is understood, and not assumed! **Cam Mc Donald***

2 Ask for help - One of the best tips I can give anyone is to say it's not only OK to ask for help, but that it's essential if you want to realise your full potential. I'm going to pick on a gender here - males - who historically aren't good at asking for help even when it's obvious to everyone they need it, but this tip applies to everyone. So learn this skill - reach out to people who can either help you, or know of others who can, and learn from the best. Remember any situation you are facing is something that 100s of others have faced too. Finally - when you are ready - start to give back to others too - pay it forward. **Richard Beddie**

3 Create a Financial Plan - there must be a plan so you know whether you are winning or not! This helps set up budgets for spending and income so you have a plan to stick to. **Richard Ellis**

4 Hit the REPLY arrow on all emails. Even if it is just to say thanks. Remember an email is a conversation and the sender needs to know you heard them as it is unlikely they have ESP. **Kris Tynan**

5 AUTHENTICITY – take some time to find out who you are on the inside and reflect that in your work and life. When your work and life is an expression of who you are, you become far more successful. People know intuitively when you are being genuine. Your unique offering to the world is YOU. Try not to be anything else. **John Polley**

6 You are your most important client

Look after your own health like you would look after your best client's health. We see too many burnt out, broken trainers. We often expect our clients to train right, eat and sleep well – are you leading by example?

Ultimately – you cannot give what you do not have. If you're not healthy don't expect your clients to flourish. **Dave Liow**

7. First, do no harm! - If you don't know something, do not make something up. It shows more passion and commitment for your clients if you admit a gap in your knowledge and refer them out to someone who can truly help **Andrew Chadwick**

8 - Take time before you do anything in your business to picture how you want your ideal day and week to look. Write it down and imagine how great it will feel. Set specific work hours when you book clients in e.g. 2 early days, 2 late days and a half day on a Friday, then don't compromise on your time out for yourself. Always be on time (or early) and always deliver the same high consistent level of service.. Wishing you every success, **Lauren Parsons**

9 *Whether you've been in this game forever or a total newbie, testimonials about you and your business are gold allowing people to quickly build trust in you and your business in a way nothing else can.*

Indeed, customer testimonials have the highest effectiveness rating for all types of content marketing, with a rating of 89% and having none can be as bad as having only negative ones!

Testimonials can be in the form of written statements, before you after pictures, stories and videos, even the results of surveys and polls.

To appeal to a wider audience a mix of these mediums is probably worth aiming for.

My tip would be to ask one person a week, by this time next year you will have an impressive 52 of them.

*Put them in your social media posts for sure but most importantly put them in more permanent places like in the 'about' section of your facebook page, on your website, business cards, brochures and posters. **Broni Mac Sweeney***

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To anyone new entering the fitness industry you have entered the best little business in the world ! You can't beat working for yourself. One of my biggest tips would be know your market , what is your niche ? You can't be everything to everybody so really work out who it is you want to help and what skill set you have for that market and never forget to stop learning **Mish McCormack**

11 *From the very beginning know what hours you wish to operate, and then operate **ONLY** within these hours. Don't prostitute yourself for the purpose of getting clients. If clients want you they'll find a way to make the times you have available work for them too.* **Corinne Austin**

12 **Don't get complacent. Women around the menopause age care less about exercises, sets and reps. They want to have fun, be motivated and stay healthy as they age. They expect trainers to have knowledge on health. They are the first consumers of modern fitness and are prepared to shop around for a trainer who meets their needs. .Wendy Smith-Sweet**

13 *Where necessary you may need to refer on to other Allied Health professionals especially if it's out of your particular scope of practice. If you are referring your client onto another allied health professional then you want to be the person that contacts that individual getting permission from your client to do this. **Jean Scott***

14) Learn Every Day. Schedule 10-30 minutes in your diary each morning for professional development. This could be reading, watching videos or listening to an audio book or

podcast. To retain key information, write down just 3 bullet points, then that same day, share those learnings with a friend, family member or colleague. **15 Chantel Brodrick**

*15 When starting out, especially if going it alone it can be easy to fall into the trap of thinking you need to purchase a lot of equipment to have value for your clients. This can add unneeded stress to a small business. I started my own studio with one home made step and a Swiss ball. I made a commitment that once a month I would purchase another item and slowly built up to having a full kit of functional and fun items. It taught me so many skills, when I had to think outside the square to give a client the work out they wanted without having the fall back of standard exercise machines. **Bronwyn Adams Hooper***

16 Don't judge client movement but rather observe it. Our industry is very quick to say that certain patterns/exercises are bad instead of possibly asking the question "I wonder why the tissues are doing that?" The more we understand what the body does under pressure, the better we become at coaching solutions for the client. **Ian ODwyer**

*17 Treat your first two years like an apprenticeship. Work from a variety of places, delivery modes. Try all sorts of clients, say yes to lots of learning and go outside your comfort zone. After 24 months in business look back and work out all your favorite days, clients or learnings. Create your USP (unique selling point around your favourite days! **Cate Grace***

18 Create a community from the beginning, call it your family/tribe whatever, but make your clients feel part of something bigger than just you and your gym/studio. **Kate Lugtigheid**

*19 Don't sweat the small stuff. There are very few things that are really worth getting stressed about and these are always much bigger picture than your working environment **Russell Graham***

20 Get busy! If you not busy with clients/business get busy making calls or getting in front of the of people/ businesses / allied practioners etc you wish to work with. **Paul Todd**

*21 Learn about business. It's important that we continue to evolve our understanding of our fitness knowledge but it's just as important that we develop ourselves as business thinkers. From how to provide great service, to marketing, to building a brand - all of these are important parts of a long term career in fitness. If you don't learn business (and apply these lessons) it's hard to survive in the fitness industry. **Bevan James Isles***

22 . Use a Coaching Approach

Using a coaching approach with your clients is a game changer. Two heads are better than one and your clients have the answers to getting their best results. It's our job to provide thought provoking questions and engagement to bring the answers out. **Ange Jenkins**

*23 Never. stop learning. Stay current, keep up to date with evidence based learning. Stay fresh and keep it top class for your clients to benefit always. **AMY STYLES***

24 Add Value before anything else. Do not put a \$ on your time. Jam pack so much value into your Personal Training package that you could literally charge anything and people would pay. Remember we are in the business of changing lives, so the more you can guarantee the client feels valued and getting more than they are paying for, the more likely you are for them to get their goals achieved and recommend you to others. E.G I offer 2 sessions per week, meal plans, mental vitamins programs, VIP groups, webinars and social events all for \$74 per week or \$59 per week online. MATT MCKAY

25. Find a Mentor | whether it's your PT Manager, A Professional Business Coach, or even just a successful PT, find someone to take you under their wing. Don't be afraid to ask questions, get guidance, seek help and ask for support. I wouldn't be where I am today without a lot of inspiration from others Shane Way

26 Teaching group fitness is the best marketing: You'll never make heaps of money from teaching group fitness, but being paid to be in front 100's of people a week, should be a no-brainer. If you lack visibility in your gym because you're new, approaching the group fitness manager may be a better approach than asking your Personal Training Manager for some more leads. Ish Cheyne