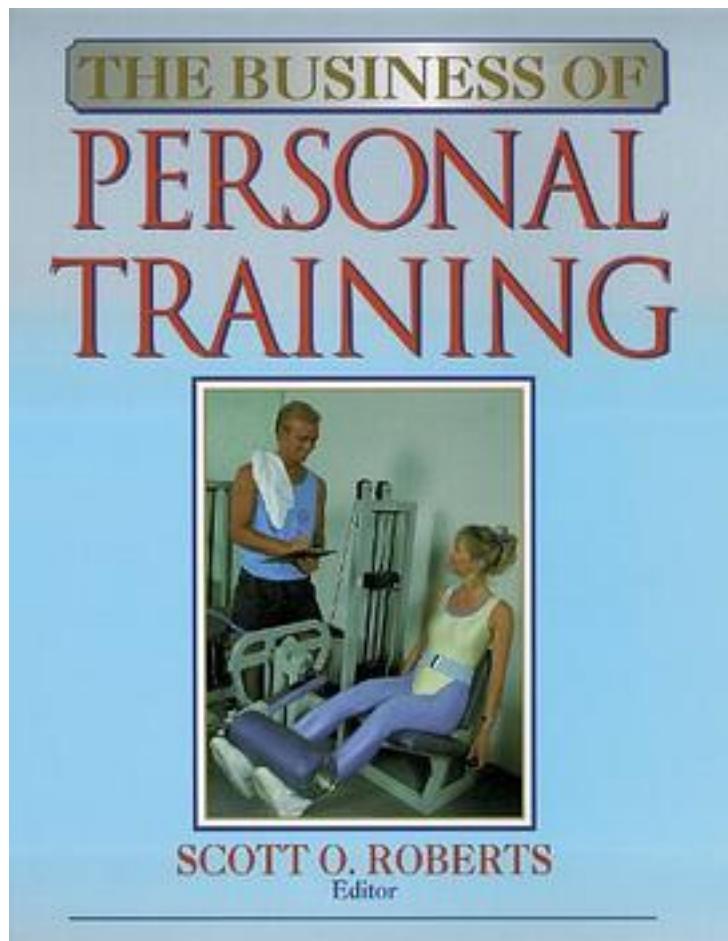


The Business of Personal Training



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Whether you are considering a career as a personal trainer or searching for ways to increase revenue and gain new clients for your existing business, you'll find "The Business of Personal Training" to be an indispensable reference. Written by some of

the most successful personal trainers in the country, this book provides the foundation for building your personal training business. While many books address the subject of exercise training, few have been written about the business side of personal training. This book covers the topic more thoroughly than any other existing publication, discussing not only how to build a solid business but also how to be an effective trainer. Part I defines personal training, outlines the history of the profession, and reviews the qualifications for being a personal trainer. You'll also find important information on the certifications offered by the Aerobics and Fitness Association of America, American College of Sports Medicine, American Council on Exercise, Cooper Institute for Aerobics Research, and National Strength and Conditioning Association. Many personal trainers have no formal business education and must learn the business aspects of their trade through trial and error. Part II helps you avoid common business mistakes, describing how to create, market, and manage a personal training enterprise. You'll learn how to develop a mission statement and business plan, -set business policies, -create strategic and creative marketing plans, -establish prices for services, -hire and train staff members, and -much more. This section also explains a personal trainer's legal and professional responsibilities, such as giving clients a health screening, obtaining informed consent, and inspecting facilities and equipment. Part III offers techniques for becoming an effective personal trainer. Since there's more to helping your clients achieve their fitness goals than simply prescribing a program, Part III discusses -how to maintain a professional relationship with clients, -the psychology of personal training, -teaching techniques and tips for improving client-trainer communication, -how to motivate clients and help them set goals, and -how to design appropriate, individualized exercise programs. Nineteen sample forms in Parts II and III make it easy for you to put the ideas presented into practice. Learn from veteran personal trainers what it takes to succeed. The practical advice provided in "The Business of Personal Training" is valuable for new and established trainers as well as for health and fitness administrators who supervise personal trainers.

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