

PERSONAL TRAINERS: YOU'RE ALWAYS ON STAGE...

By Nick Holtzman

Personal Trainers need to realize that whether they realize it or not, they are always being watched! Whether it is at a club by other members working out, at a personal training studio by the other trainers or clients, or at in-home sessions by that client him/herself, the trainer must realize that he/she is always on stage. This may seem like an obvious statement, but after 5 straight sessions or so, no matter how passionate the trainer is about getting his/her clients in shape, it can become very easy to "take a session off", so to speak. If the trainer keeps in mind, though, that he/she is always being watched, it will become easier to give 100% even after a full day of sessions.

If a trainer is new to a club and is looking to pick up new clients, the best exposure he/she can get right off the bat, is to SIMPLY BE SEEN IN ACTION. All of the marketing in the world is not as effective as a club member seeing the trainer give a client the best workout of his/her life!

In the first days of the trainer starting at the club, the staff should schedule training sessions with the trainer during the busiest hours of the club. Not only will this give the staff the first hand opportunity to witness how awesome their trainer is (thereby making it easier for them to recommend the trainer's services to everyone they talk to), but it will get the members to stand up and take notice of what they could be experiencing if they were to work with that trainer!