

**YOU WILL ALWAYS BE A SUCCESSFUL FITNESS PRO IF YOU
REMEMBER THIS...**

By Nick Holtzman

In this article I want to talk about a conversation that I just had an hour ago with one of my clients; while it does not specifically address how to generate new personal training business, it really made me think about my role and my career as a fitness professional.

My client is a successful business man and during his stretch session we got on the subject of today's generation and how the average professional will have between 8-10 jobs/careers in his/her lifetime, as opposed to our father's or grandfather's generation whose majority of workers stayed at the same job from graduation to retirement.

My client stated that this is great for the economy if done properly; today's workers are constantly learning new skills and technology to stay with the pack and to adapt to the constant changes in the world around us. It seems that the days of feeling job security and not needing to evolve are all but gone. Most professionals, no matter what industry they are in, will change jobs or careers every 3-5 years.

While this may be true or not, it really made me think about my career as a fitness professional, and I just wanted to share my summarized thoughts with you all.

You are all excellent personal trainers and fitness business owners; continue to be aware of the world changing around you as far as the future of health and fitness. Continue educating yourself; one of the biggest mistakes I catch myself making is feeling that there is not too much out there for me to learn. As soon as I get these thoughts, I am reminded that I still have a long way to go.

Every personal trainer, whether they work for themselves or for a gym, is their own business. They are selling themselves every time they step in front of a prospective client; remember that if you are ever feeling a lack of job security in the current setting you are in. If you are good at what you do, always striving to get better and more educated, and are fully aware of the world around you and its evolution, I promise you will never worry about being a struggling trainer again!