

Home Fitness Training Specialist

Continuing Education Course: (Preview)

Jeff Drock MS, CSCS





Copyright Notices

This book contains material protected under International and Federal Copyright Laws and Treaties. **All rights reserved. Copyright** © 2009, 2013, 2017 **Home Fitness Professionals Association**. Any unauthorized transfer, use, sharing, reproduction, sale, or distribution of these materials by any means, electronic, mechanical, or otherwise is prohibited. No part of this manual may be reproduced in any form whatsoever, without the express written consent of the publishers and the Home Fitness Professionals Association.

Limits of Liability / Disclaimer of Warranty:

This manual is designed to provide information in regard to the subject matter covered. It is provided with the understanding that the publishers and authors and advisors are not rendering medical or financial advice or other medical/health or financial services. The authors, advisors and publishers shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by the information contained in this book.

Please contact Jeff Drock admin@homefitnesspro.org to inquire about permission of use.





My name is Jeff Drock and I am the President and founder of the Home Fitness Professionals Association (Established in 2009) and creator of the Home Fitness Training Specialist Course. I am certainly quite excited and pleased to announce that our course has been approved as credit worthy for continuing education by (10) highly regarded fitness certification associations (most have approved our course for 10 contact hours) [Click Here to See Who Approved Us](#). I would like to make it quite clear that the information contained within the scope of this course comes “almost entirely” from real world experiences and is meant to be learned and actually applied to one’s own personal trainer business situations. This course is purposely free from any difficult to comprehend or actually utilize “theoretical mumbo-jumbo.”

I would like to proceed by introducing myself to you as simply a person who has been and actually am still in the home fitness and mobile fitness training trenches. I conduct strength and conditioning sessions on a quite regular basis. These days, I work with world ranked and world champion tennis players and a 2x heavyweight boxing world champion. Gyms certainly have their place, but I do not find it necessary at all to train them within the confines of a gym setting. I train them at their homes, on a tennis court, on a field, on a beach, in parking lots, on playgrounds, at parks, and just about anywhere else for that matter. The workouts I do with them are efficient, as intense and functional as we need to make them, and we never ever have to wait to use a machine! You can see a few of the athletes I train in action on the homefitnesspro, superfittennis, or even on my personal Instagram accounts. You will notice that I am certainly not a “wannabe pretend trainer” who sits behind a desk looking at the computer all day long. <https://www.instagram.com/bigjeffdrock/> and <https://www.instagram.com/homefitnesspro/> <https://www.instagram.com/superfittennis/>

I first became certified as a trainer in 1991 and after a while I got sick and tired of making very little money as a gym trainer because I had to split my client training fees with the gym. While training clients at the gym, I also had to wait to use equipment, and trained clients that I really wasn’t enthusiastic about training. I don’t have anything against little old ladies, but I honestly don’t have the interest or patience to train them. I really wanted to work with athletes and even more specifically...tennis players. I decided that I simply needed to leave the gym setting. Unfortunately, after finishing my advanced college degree I was up to my eyeballs in debt, had horrible credit, and had no money to open up any sort of a gym. Unfortunately, I also did not have a wealthy eccentric uncle who could lend me money! The choices I had were to continue to train “little old ladies” at the gym, become a hot dog vendor on the side of the road (sort of joking), or become an in-home/mobile fitness trainer. I decided to give in-home training a try since the startup cost was very little. All I would need is a couple pieces of portable equipment and how hard could it be??? I really tried to be a successful in-home fitness trainer, but to say that I was horrible with the business side of things would actually a huge understatement. I stunk at it and failed miserably! My main problems (besides everything) were having no idea of how to successfully obtain clients or efficiently run my own in-home fitness training business.





After my failure as an in-home fitness trainer, I landed upon a job as a “commission only” specialty home fitness equipment salesperson at Busy Body Home Fitness. I never had a sales job before and was scared to death, but I really had nothing to lose at that point so I decided to give it a try. At the time I had no idea that working there was going to be the best thing for the future of my fitness career endeavors. While at the Busy Body Home Fitness, I met with and learned from some of the most successful salespeople in the entire company (with more than 100 stores nationwide). I listened quite attentively to the superstar salespeople interact with clients. While working there, I also had the opportunity to meet with dozens of potential clients who actually were successful in-home fitness trainers. They came into the store so they could make purchases of equipment for themselves or on behalf of their wealthy clientele. I really loved my fitness equipment sales position and I think the most enjoyable part of it was getting to meet and converse with so many enthusiastic, positive-minded, and determined people. I learned to actually focus on, speak with, and learn about people instead of simply focusing on selling them a piece of equipment

After a few years, I possessed a plethora of information about effective selling, marketing, and communicating with people. I knew that I had learned a great amount of valuable information from salespeople and successful trainers about how to run an in-home fitness or mobile business. I made a decision to give in-home fitness training another try. I cautiously decided to begin training as a part-time thing, but within a few months I was actually able to obtain and train more clients in three days per week than when I had trained 6 or sometimes even 7 days a week. It was not long before I decided that I had no real choice but to go back into training people full-time. I loved the training and knew that I finally possessed the tools to actually run a successful business.

Because I found it of personal interest, I had kept many notes about the running an in-home fitness training business “golden nugget teachings” I had learned from the trainers and salespeople I met. I had also written up information on my own personal trials, errors, and successes as an in-home/mobile fitness trainer. I guess that my wife Lori had heard me complain (one time too many) about there being no practical guides out there for those who wanted to start and run a successful in-home or mobile fitness business. She looked me right in the eye and shocked me by saying the following: “Instead of complaining, why don’t you do something about it. Perhaps you can even create one of those continuing education courses that trainers take every few years to keep their certifications updated.” I pretty much froze and replied with the following: “How the heck would I know how to create one of those courses?” She said, “Get some courage and make some phone calls to your industry friends and figure out how to create and then submit a course from someone who has done it before.”



My wife put me on the spot so I followed through and set up a meeting with a friend of a friend who was a continuing education course approval specialist for a major fitness certification organization. I told him about how I failed miserably as an in-home trainer during my first attempt and I thought that it was absolutely ridiculous that trainers wanting to do in-home fitness training had to just wing it with a trial and error approach because they could not get appropriate and practical business guidance. I asked him if he thought it would be a good idea for me to try and create a continuing education fitness business course specific to in-home training that contained practical and easily applicable information. He told me that he never saw a course like that and several certification organizations did not even accept fitness business continuing education courses. Then, he told me that he would certainly look over my notes. A few days later I got a call from him and was told that the material could be extremely valuable for anyone wanting to find success as an in-home or mobile fitness trainer. He told me that of course there were no guarantees, but I should spend some time organizing the material into chapters. After a few months, I handed him a 150 page document broken into several chapters. He then advised me to create an exam of approximately 100 questions on the material and then then submit the course to (3) credible fitness certification organizations that we would use as a trial. We were approved by all three organizations I submitted the course to in 2009. Now in 2017, we are approved by (10) highly regarded certification organizations. I am so thankful for my wife Lori pushing me to follow through with this endeavor which has been a labor of love. I would have been ecstatic to simply help one trainer find success and save them from having to go through a time wasting and money draining trial and error process. Since 2009, we have helped many trainers with their in-home/mobile fitness training businesses.

Please do not hesitate to contact me for anything. I will truly be glad to help!

Sincerely,

Jeff Drock MS, CSCS HFTS President-Home Fitness Professionals Association

Jeff@homefitnesspro.org



Table of Contents

Chapter - I

Transitioning from Commercial Gym Trainer to Independent Home Fitness Professional (pages 5-21)

1. Positives of working at a Commercial gym
2. Reasons Why Trainers Leave the Gym Setting (FREE section to read)
3. Training and Business Philosophy of the Independent Home Trainer
4. Twenty Advantages to Being an In-Home Trainer (FREE section to read)
5. Prerequisites for an Independent Trainer
6. Fearless Transitioning to Independent Home Trainer Status
7. Why Should People Train With You
8. Are Fitness Trainers Professionals
9. Why Are Fitness Trainers Unlicensed

Chapter - II

Setting Up Your Business: Getting the Legal Aspects of Your Business in Order (pages 22-32)

1. Can you be a Successful Businessperson
2. What is Your Competitive Analysis (FREE section to read)
3. Business Planning
4. Business Formation and Financial Planning
5. Tracking Your Expenses and Account Receivables (FREE section to read)
6. Professional Accounting Services
7. Ethical and Legal Issues
8. Professional Liability Insurance

Chapter - III

Choosing To Be a General Practitioner or Specialist (Pages 33-41)

1. Example of a Mini-niche Specialist in the Medical Field
2. How Do You Become a Fitness Specialist
3. How Specialized Should You Be (Generalist, Niche, or Mini-Niche?)
4. Market Analysis (FREE section to read)
5. Steps For Creating a Market Analysis Survey
6. Group Training as Another Option (FREE section to read)

Chapter – IV

Niche Marketing for the Fitness Professional (pages 42-80)

1. Choosing Your Essential Marketing Tools
2. Marketing Action Plans (FREE section to read)
3. Ten Rules for a Successful Marketing Campaign
4. Marketing for Fitness Niche Markets: Four Examples of Niche Markets
5. More Incredible Marketing and Promotional Strategies
6. Writing as an Incredible Marketing and Promotional Strategy
7. Why Referrals Are Fantastic
8. How to Get Clients To Happily Give You Referrals
9. How to Successfully Get Referrals from Businesses (FREE section to read)

Chapter - V

The Sales Process: Preparation and Action (Pages 81-100)

1. What is a Unique Selling Proposition (USP):
2. **Setting Up Your Initial Consultation** (FREE section to read)
3. Understand Your Potential Clients Prior to Meeting Them
4. Sales Procedures
5. **Thirty Crucial Rules of Selling** (FREE section to read)
6. Empathy and Enthusiasm as Essential Selling Ingredients

Chapter – VI

Ingredients of the Home Fitness Professional's Handbook (Pages 101-120)

- Section 1: Your bio
- Section 2: **Unique selling proposition** (FREE section to read)
- Section 3: **Testimonials** (FREE section to read)
- Section 4: Informative Article
- Section 5: Copy of Certifications/Copy of Degrees/Copy of Insurance
- Section 6: Client information Form (contact information)
- Section 7: Forms Needing Client Signatures
- Section 8: Give Them a No-risk Guarantee

Chapter – VII

How to be Viewed as a Professional: The Importance of Image (Pages 121-128)

1. **Clothing** (FREE section to read)
2. Footwear
3. The Timepiece
4. Hair
5. Nails
6. Cleanliness
7. Breath
8. Shaving
9. Earrings and Tattoos
10. **Physically Fit Appearance** (FREE section to read)
11. Transportation

Chapter – VIII

Becoming a Home Fitness Equipment Expert (Pages 129-148)

1. **Choosing Portable Fitness Equipment** (FREE section to read)
2. Designing a Home Gym for your Client
3. How to Shop for Fitness Equipment
4. **Do Not Purchase Cheap Equipment** (FREE section to read)
5. Preplanning Stage (before going to the specialty fitness equipment store)
6. Space Planners: For Estimation Purposes
7. Treadmills
8. Ellipticals
9. Bikes
10. Home Gyms
11. Six Informative Answers From a Very Experienced Fitness Equipment Service Technician

Chapter - I

Transitioning from Commercial Gym Trainer to Independent Home Fitness Professional (pages 5-21)

- 1. Reasons Why Trainers Leave the Gym Setting**
- 2. Twenty Advantages to Being an In-Home Trainer**

Reasons Why Trainers Leave the Gym Setting

The typical path of a personal fitness trainer begins with a love of working out. Over time one learns several methods and strategies for improving their own fitness levels. The next step is for one to study for and then take a certification exam. The successful passing of a fitness certification exam earns them certified fitness trainer status. To further their knowledge in exercise science, they may pursue a college degree in exercise science or physical education. Education in the form of college coursework and/or the obtainment of a credible fitness certification prepares the potential trainer for training in a commercial gym setting. Education provides trainers with useful training and exercise science knowledge, confidence for training, and perceived credibility amongst others. The next progression for the trainer to be is to apply to a local gym and get hired as a personal trainer. Once in the gym setting, trainers will learn the harsh realities of being a personal trainer in a commercial gym setting.

A) Gym training equates to small pay

Being able to help clients meet their fitness goals and getting paid good money to do so is an awesome way to make a living, but for commercial gym trainers, that is not generally the case. Unfortunately, sharing the usual 50% or more of one's training income with the gym usually does not even allow trainers to sufficiently pay their living expenses. Therefore, it is quite common for trainers to come to a crossroad in their gym training careers. If trainers want to make enough money to sustain themselves and perhaps a family, they must leave the gym setting and pursue another more lucrative profession, train as an independent, become a gym owner, or open a personal training studio.

B) The improve your clients philosophy goes against the gym's philosophy

It should be obvious that personal training departments at commercial gyms are mainly concerned with being profitable. In order to stay profitable, a major focus is making certain that personal training clients keep paying for more sessions. Personal training department managers are not generally interested in whether personal training clients are improving or not. The client training process is only a business and a numbers game. The more sessions trainers perform the more money gyms make. Gyms want trainers to stay with clients for many months and even years if possible. If a gym trainer is quite competent, they may actually be training clients too well. When a trainer teaches clients how to competently train on their own, they may lose the client and get in big trouble from the gym management team!

Yes.....it is quite unfortunate, but we have personally heard of several horror stories from both clients and independent trainers who have seen or dealt with trainers who have purposely confused clients during training sessions. This is done in order to make clients believe that they absolutely cannot train without the gym trainer. The ideal situation for the club would be to make sure that a training client is incapable of ever doing fitness training without the assistance of a personal trainer. It becomes fairly easy to conclude that there is actually no room in the commercial gym setting for the most highly qualified trainers who can actually teach their clients how to train on their own and actually improve their client's fitness levels quickly. Since the strategy for the commercial gym personal training department is to keep getting new clients and keep the old ones for as long as possible, several of my colleagues and I feel that this can create a moral and ethical issue for trainers. This type of work atmosphere is definitely not good for a trainer's self esteem. Many trainers come from a highly competitive sports background, where the atmosphere and philosophy is one of continually striving to do one's best and to keep improving.

At the Home Fitness Professionals Association, we strongly advise trainers to not be part of a "striving to keep the client as long as possible and by any means necessary situation." This type of philosophy will only serve to make a trainer lose their enthusiasm for training. This is also unfair to the client, who may learn to completely despise the personal training profession because they did not get positive and quick results from their training experience.

Note: Not every commercial gym personal training department falls into the above mentioned philosophical category, but a large percentage of them do.

C) Perhaps we want to make our own rules

It is actually quite nice to be able to train who we want to and when we want to. We can dress how we like and make our own policies and procedures. We are free and do not have to listen to a boss!

Twenty Advantages to Being an In-Home Trainer

1. As an in-home trainer you are able to make your own rules and do not have to report to a boss anymore.
2. There is no obligation to train every client, as you would have to do while working at the gym. You can train whoever you like and whenever you like.
3. Fee structures that you present a client with are based on your area of expertise, education/certifications, experience, and the city you are based in. Remember, you keep 100% of the training profits. Therefore, be fair but do not cheat yourself. Find out what trainers in your geographical location with similar credentials and experience to you charge.
4. It costs very little to start a home fitness business compared to opening up a personal training studio or a commercial gym. Portable home training equipment is rather inexpensive and an extensive variety of high quality portable equipment should only cost between \$500 and \$1500. (Perhaps much less) There is no rent or utilities to pay for as there are in a studio or a commercial gym location. Strength and cardio machines for a fitness studio cost approximately \$4000 each and some cost even more. It is quite easy to spend between \$50,000-\$100,000 for the gym equipment needed to open a personal training studio and one can expect to pay at least 10 times that amount for all the equipment necessary to open a full-scale commercial gym. It is also important to note that rental space and utilities for a personal training studio or commercial setting costs several thousands of dollars a month.
5. Home training clients do not have to spend time traveling to a facility, since you are going to them. This gives you access to those who truly do not have the time to go to a facility but want personal training.
6. There is an huge opportunity to obtain clients who have had bad experiences with gyms or are just too intimidated to ever set foot into a commercial gym.
7. You have total control over the assessment methods and tools that you choose to utilize.
8. You are not forced to stay with a crazy client just so you can try and meet the personal training department's goals and quotas.
9. No more having to uncomfortably solicit and annoy gym goers who do not want to be bothered by trainers while they try to work out.



Home Fitness Training Specialist Approved Continuing Education Course



10. No more upsetting of the gym members from utilization of the trainer hogging strategy. (Trainer hogging is when a trainer uses one piece of equipment for a very long period of time or when a trainer saves one piece of equipment with a towel, keys, etc. while training someone on another piece)
11. No more standing around and wasting time with your client, while waiting for machines that other gym members or trainers are hogging.
12. Independent trainers create their own policies and procedures instead of having to abide by someone else's rules.
13. There is a great sense of freedom and opportunity when one is in complete control and the master of their own destiny.
14. Outside of the gym setting, it is much easier to separate yourself from the rest of the fitness training pack and become a true professional and an expert.
15. As a professional home trainer, focus is on improving the client as quickly as possible because they are your testimonial givers and they are your best referral system and sales force.
16. Even a quickly improved home-trained client may tend to stay with the in-home professional trainer. They tend to like the variety, enjoyment, motivation, and accountability that are just some of the many benefits from having a good home trainer.
17. Successful home trainers have a great sense of confidence, enthusiasm, and an overall sense of well-being.
18. Many home fitness training professionals have stated that home training does not really feel like work because it is both enjoyable and rewarding. Once trainers become comfortable and competent with business and training aspects, it becomes quite easy to improve clients fitness levels and make a good living at doing so.
19. You can make your own plans, programs, and schedules.
20. As an in home trainer who is a specialist, you can easily and accurately pinpoint your target market, position yourself as an expert in your particular specialty, and charge much higher fees than a trainer who trains anybody.





Chapter - II

Setting Up Your Business: Getting the Legal Aspects of Your Business in Order
(pages 22-32)

Who are My Competitors (Competitive Analysis)

Learn How to Track Your Account Receivables

What is Your Competitive Analysis?

- ✓ Who are my competitors?
- ✓ What are my competitors' strengths and weaknesses?
 - ✓ Is there a section of the market that my competitors may not be reaching? Could that untapped market be a viable niche or mini-niche market that I should focus on?
- ✓ Can I offer different services than my competitors do?
 - ✓ Am I pricing my goods and services competitively in regards to my competition? Am I able to explain why my prices are higher or lower than my competitors? (Note: cheaper pricing is not necessarily better)

Learn How to Track Your Account Receivables

Independent trainers need to keep track of the amount of money they spend on one-time and reoccurring expenses. One sure and simple way you can keep track of these expenses is to have an expense folder which contains separated monthly pockets. All business expense receipts and account receivables should be placed in this folder as soon as it is humanly possible for you to do so. Keep the following (3) envelopes inside each of the monthly folder pockets:

Envelope: 1 is the Reoccurring Expense Envelope. These same categories and dollar amounts for your expenses are to be expected every month. A few examples of these monthly expenses include:

- Cell phone bill
- Office supplies
- Postage
- Car mileage or gas expense (You will usually get more money back from mileage than gas expenditure. Make sure to write down the miles you drive to and from each of your appointments.

Envelope: 2 is a One-Time Expense Envelope. These expenses differ from month to month. An example of a one time expense can be seen in your business start up costs. Some examples of these one time expenses include:

- Business cards
- Brochures
- Website
- Computer
- Fitness equipment
- Clothes
- Continuing Education and Certifications
- Fitness seminar attendance
- Lawyer fees
- Accounting fees
- Work Vehicle

Envelope: 3 includes statements which keep track of your Account Receivables or all of the money you take in from your business. Some examples may include:

- Money from training sessions
- Consulting fees
- Seminar fees
- Clothing sales

Chapter - III

Choosing To Be a General Practitioner or Specialist (pages 33-41)

Market Analysis (Test the Market First)

Group Training as Another Option

Market Analysis (Test the Market First)

We have previously stated that doing a market analysis and knowing the actual feasibility of your business is a crucial preliminary step. There are several things that you can do in order to effectively analyze your market.

Some examples of things you can do include the following:

- 1) Put an survey on your website that allows you to find out the interest level of your potential market
- 2) Put a free advertisement on craigslist that directs people to a survey on your website. (Craigslist is excellent because it targets specific locations, is free, and is quite popular.)
- 3) Find out what events may deal with your specific target market. Go to these events and pass out surveys to your potential market.
- 4) Get permission to put a link to your website's survey on a website that is not in competition with you, but targets the same market as you do.



Group Training as another Option

When doing independent training outside of people's homes (ie. on a field), it may be a wise decision to at least incorporate some group training classes into your program. Group training can be very lucrative and oftentimes it is quite easy to market to entire groups and teams. Doing group training also has a distinct advantage for both the client and the trainer. It allows the client to pay less money than they would for individualized training and the trainer ends up getting paid more total money per session than they would have for an individual session. Group training can be performed inside of the home but larger groups are best trained outdoors because limited space in the home does not allow you to perform large group training. Usually 2-4 people is the maximum that you would be able to safely and effectively train in a home setting.

Chapter – IV

Niche Marketing for the Fitness Professional (pages 42-80)

Marketing Action Plans (How to Put Your Marketing Into Action)

How to Get Referrals from Businesses

The number one necessity for a successful marketing campaign is to place your written plans into action. Believe it or not, one can have the nicest looking marketing materials on the entire planet and still not obtain a single client. The professionally done marketing materials that you spent a significant amount of time, money, and effort on must actually be utilized! Although it may seem that we are stating the obvious, it is surprising how many people may not have written marketing plans, do not set marketing goals, and/or do not have the passion, drive, determination and persistence to strive for and reach their written marketing goals.

We at the Home Fitness Professionals Association are strong advocates of the use of the goal setting technique. Make a **"one-year-long term"** list of marketing goals, a **"quarterly-medium term"** marketing goals list, and a **"monthly short-term"** marketing goals list. These goals must actually be written goals. Make your plans as detailed as possible and carry those plans out. While making your marketing goal lists be as specific as possible. (ie. On August 14th between 3pm and 6pm I will do this, this, and that) If for some reason you cannot complete a task on your list, update your list and set out to do the task as soon as humanly possible.

How to Get Referrals from Businesses

- ✓ Create a listing of all business in your area that deal with the same target market as you do, but do not compete directly with you. Your list might be long. Work your list and set specific goals such as visiting 5 businesses on your list every week. That would equate to 20 a month and 30 in a 6-week period. When you get through your list, go back to the beginning of the list and revisit those businesses.
- ✓ Be proactive, persistent, and cultivate strong relationships over time!
- ✓ After meeting with business managers, owners, and store personal several times, write a letter to them on your company stationary. This letters should let them know that you would like to sit down and discuss a mutually beneficial idea for a joint venture. Follow up your letter with a phone call to them.
- ✓ If a relationship ensues, then perhaps the formation of a long-term strategic alliance would be in the best interest of both businesses.
- ✓ Perhaps you get on the back of receipt tape or invoices of the business that you are forming a strategic alliance with? Pay for the receipt tape and give them something of great value. (ie. percentage of your sales, seminar fees, pay for the mass mailing of postcards, etc.)
- ✓ Promote each other's business by placing their website link on your site while they place your link on their site. These are money makers and you do not have anything to lose. Affiliates may even be set up so a specific percentage of sales is made by each party.

Chapter - V

The Sales Process: Preparation and Action (pages 81-100)

Setting Up Your Initial Consultation

Thirty Crucial Rules of Selling

Setting Up Your Initial Consultation

Note: A consultation is something that you should set up with your potential client. Even if you have met the client somewhere and the client seems very interested in knowing more about your program, we recommended that you only give them a brief overview of what your consultation will consist of. Do not try to sell them until you have time set aside for a complete consultation. We say that because you want to make certain that you do not ever have to rush through your presentation without the client giving you their complete and undivided attention. (All situations are a bit different, but in my specific case of junior tennis training, consultations must be scheduled when both the parent and player are available.) When setting up an appointment, make sure to set up a specific time, date, and place to meet with the potential client. Do not be indecisive by telling them that you will call them or they should call you to set up the appointment. If at all possible, set the appointment up immediately!

- ✓ The consultation may take 30 minutes or even much longer. Let your prospective client know that your consultation is quite comprehensive and they need to set aside time for it.
- ✓ True Professionals set up initial consultations: Have you ever met an attorney who gave you a consultation without setting up an official consultation at their office with you? Most likely the answer is NO!
- ✓ During the initial consultation you must have time to build rapport with the potential client and to evaluate if it is even possible for you and the client to work together
- ✓ When setting up the initial consultations, explain to your potential client what they can expect from the initial consultation with you. Note: it is fine to have long or short consultations as long as the consultation is comprehensive. (60-90 minutes for an initial consultation is not abnormal and if things are done thoroughly as they should be.)

- ✓ Thoroughly go over your handbook with your new client and have them sign all necessary documents. Have the client sign documents as soon as they are sold on the details of your program and agree on your pricing structure. Then set up specific session dates and times with them.
- ✓ We strongly believe that the consultation cannot be successfully performed in a 5 minute abbreviated initial meeting with the customer. Perhaps there are a few wiz kids that can pull this off well, but overall the percentage of people who can successfully convert a potential client within 5-10 minutes is very low.

Things to Ask Yourself Prior to Meeting a Potential Client

- If you were a customer would you buy from you?
- Are you truly sold on yourself?
- Do you believe in you?
- Do you believe that you are knowledgeable about training?
- Do you possess a high level of competence and confidence?
- Are you passionate and enthusiastic about what you do?

Note: If your answer is a no to any of the aforementioned questions, then you need to do some self-reflecting, learning, and practicing in order to turn your answers into a yes.

Thirty Crucial Rules of Selling

- 1) Try to meet with the customer in a place familiar to them. Meet on their home turf or at least a neutral territory. That will help to increase their comfort level.
- 2) Make sure you look like a professional when you show up.
- 3) Begin all meetings with a warm hello, smile, and look them in the eye while giving them a confident and firm handshake. When giving this handshake make sure not to give them a dead-fish handshake. The handshake should be firm in a way that tells them I appreciate you being here today, but definitely be careful not to break their hand. Saying in your head "I appreciate you being here today" while shaking their hand is a good way to give them an appropriately firm handshake/greeting.
- 4) You must convey that you have confidence in yourself right from the beginning of the meeting. When you show that you are confident, the potential client will have confidence in what you have to say. Your confidence will enhance both trust of the client towards you and further elevate your credibility. It is not possible to sell (help) anyone without first having their trust and their positive view of your credibility!
- 5) Top salespeople genuinely like speaking with and helping people. They truly believe in their own competence and in what they are selling. You need to be able to believe in your capability and believe that your fitness training is of great value to your clients.
- 6) In order to truly break the ice, top salespeople will oftentimes tell the potential customers some small albeit personal things about themselves. Do not tell the potential client a long-winded story about yourself, but approximately 10-20 seconds of telling them about how you are a family man, went to your daughters first ice skating meet, are a baseball coach, had a new baby, going to have a new baby, just got engaged, just began learning how to play golf and are having difficulty with it, getting ready for and looking forward to going to your high school reunion, just got back from an awesome trip, just got involved with a fascinating hobby, etc. (Pick one topic) Also, don't ever make up a fishtale. Say something that is genuine. Believe it or not, customers can actually feel your level of honesty.



- 7) You should strive to get the potential client's guard down just a bit. Telling them something personal about you helps to do that. That also tends to make the customer feel somewhat obligated to opening up to you. Usually, they will automatically start talking! They will say something that will add to what you have said and may even give you some advice. Listen to them closely and show your gratitude for their input. By saying something about yourself, it shows them that you are a human being with true emotions and not just some robot or computer who is trying to take their money. If they begin talking about themselves, then that is a strong sign that they are beginning to feel comfortable with you and the sales process is definitely going in the right direction.
- 8) Most of the time customers will automatically say something about themselves after you reveal something about yourself, but if they do happen to need a bit of prodding, simply ask the customer about themselves. What line of work are you in? Do you have a desk job? What fun activities or hobbies do you do? Have you done any interesting traveling recently? Do you like to take cruises? (Anything that will get the potential client to talk). I can not emphasize enough that when you ask these questions, you must show that you truly care and are concerned with their answers. Customers will definitely be able to sense it if you are or are not genuinely concerned about their lives and them. Listen to them as a friend or family member would.
- 9) Try finding a commonality (common ground) with the client. Doing so can make things more comfortable for them and you. Do you like the same baseball team or sport? Do you like dogs or cats? Do you have small kids? Do you like watching a certain TV show? Have you both seen a cool movie or read a good book? Do you like the same reality TV show, etc.???
- 10) Make sure that you convey enthusiasm, it is contagious.
- 11) Enthusiasm is the most important part of the sales process.
- 12) Remember these six sales cues: Enthusiasm, Empathy, Charm, Manners, Controlling the selling situation, and possessing knowledge about what you are selling.
- 13) The potential client must be treated as a friend/family member at the initial meeting and at every meeting thereafter. Make sure every meeting with them is a time that they really look forward to. Many people have tough jobs, home lives, etc. Fitness with you must be an awesome self-improving challenge for them, but it should also be an enjoyable recreational experience and a get-away from the harsh realities of their lives.

- 14) The potential client must feel as if they are special. Make them feel special. They are!
- 15) There is no time during your selling process to be timid, shy, or fearful.
- 16) Remember that you have two ears and one mouth for a reason and even though you are the conductor who is leading the initial consultation, you should speak only about half as much as you listen. Get the customer to talk about what they want fixed, what their fears are, why they would even consider working out or not working out. They must feel very comfortable in order to tell you those things. Make sure that you put them at ease and they are comfortable prior to delving into those issues.
- 17) Make sure that you feel confident. Customers seem to smell confidence.
- 18) Strive to make you clients like you within 5 minutes. Top salespeople are able to have people truly like them in less than five minutes.
- 19) Help the prospect paint a picture in their mind about the positive things their results will bring them. What is their motivation for training? (i.e. looking better for their 20-year Class reunion, losing weight for their wedding day, more energy and mobility to play with their grandkids, or whatever the important driving force for them is) **Note:** The truth will only be told to you if the client is really comfortable.
- 20) In order to successfully make a sale, you must be able to first sell your services to yourself. Would you buy from you? Why? (It's important that you answer this question realistically!) **Note:** Make sure that you believe in your services and that they are so valuable that you would even buy your own fitness training services.
- 21) Explain to potential clients exactly how you and your program will help them reach their specific goals. What can you do for them???
- 22) Never confuse your potential clients. Confuse=loss for you! Do not use fancy esoteric vernacular to try and dazzle them. Using jargon that only an exercise physiologist would understand will not make you look intelligent. It will just serve to confuse the client and make them feel even more uncomfortable with you. On that note, if you are an exercise physiologist and truly know that you are able to use words in the correct context, you may use fancy words as long as you can simplify and explain what your words mean after saying them. (**Fitness equipment sales example:** the machines ergonomics or the way the machine is designed to match the human's motion.....Notice that this word was explained in layman's terms.
- 23) This is your realm of expertise and your job is to find, explain, and plan solutions to the customer's problems.

- 24) Strive to find out what the customer's true fears and concerns are? What will happen if they do not train with you? What will happen if they do train with you? (Are you actually doing the client a disservice if the client chooses not to train with you?)
- 25) It is your confidence, belief, passion, enthusiasm, and listening skills that will do most of the selling for you.
- 26) Do not only tell the customer that you are going to do 'state of the art' functional training, kettlebell workouts, and cardiovascular interval training, or whatever great training types you may do. Explain to them how your training will actually help them achieve the results they desire. Do not confuse and bore the potential client by telling them too much about kettlebell workouts (or whatever workouts you do) and then start explaining a bunch of kettlebell exercises that you are going to do with them. (SO WHAT! WHO CARES!) The important thing they want to know is what your kettlebell workouts will do for them. Explain how the Kettlebells incorporated into their training program will help them quickly and safely reach their specific fitness goals!
- 27) **Example:** When the client's goal is weight loss explain to the client that you are going to administer 'state of the art' kettlebell training (or whatever) consisting of functional whole body movements in order to strip (?) lbs of their body of fat off of them in (?) weeks. **Note:** You should tie the types of training you will do with them into the reaching of their goal. (They don't care if you use a kettlebell, a dumbbell, a stability ball, or a shovel. They just want to get fat removed from them quickly.)
- 28) Have the client fill out and sign all of the waiver information and other policy and procedure forms that have been given to them during this first meeting. (I have found it helpful for me to hand clients a handbook and any other supplemental forms. Then, I go over each page of the handbook with them. I have them sign pages as we come to them.
- 29) Explain exactly how you set up your payment plans.
- 30) Enjoy training, dealing with clients, and have Fun! (Love what you do and do what you love.)

Sales Practice Idea: Videotaping and Critiquing of Yourself

- It is important to be very prepared for your meetings with clients.
- Practice selling situations and initial consultations with your family, friends, and/or colleagues
- Videotape a couple of your practice sessions and watch yourself.
- Critique yourself.
- Keep practicing and videotaping until you like what you see.
- Answer these questions while watching yourself on video: Was your initial greeting and icebreaker effective? Are you enthusiastic? Did you show empathy? Did you convey confidence and were you believable? Did you find out what your potential clients goals are? Did you explain things in a clear concise manner and tell the client how your program will effectively and efficiently help them reach their goals?



Chapter VI

Ingredients of the Home Fitness Professional's Handbook (pages 101-120)

Section 1: Your Bio

Section 2: Unique selling proposition

Several of my colleagues and I have agreed that a client handbook may be a very useful tool. It can consist of your fitness business's policies and procedures as well as your training philosophy. You can choose to place just about anything you want to in your personally created Handbook. A few things you may definitely want to include are your bio, forms for the client to sign, testimonials, list of your rules and regulations, etc.

In this section, we are going to include step by step examples of the ingredients that I include in my handbook. All of those specific examples that you can skim through are in "**BLACK TEXT.**" Explanations and pointers about those examples are in "**RED TEXT.**" Although the examples are based on my own needs of training competitive junior tennis players, this section will surely provide you with some ideas and guidance so that you may create a handbook that meets your own fitness training business needs. Note: I give every client two handbooks. One of them is for them to keep and refer to and the other must be signed during our initial consultation or brought back to me prior to the start of our first training session (testing/evaluation). All of the papers needing to be signed by the client are included in the handbook.

Your Bio

Who is Jeff Drock and why should I train with him?

Starting out with a bullet-pointed bio and a headshot photo is something I include in my handbook and at the conclusion of each article I get published. I explain my educational, tennis, and strength and conditioning background. (no more than 1-2 pages long or you will lose your client's interest)

Unique Selling Proposition

How do I train the players? This section explains how I differ from just any trainer.

Based on our thorough evaluation process that takes place prior to actual training and every three months thereafter, we develop specific goals and a plan based on those goals that focuses on each player's individualized physical conditioning for tennis needs. We will also focus on peaking for major tournaments. Since it is impossible to be in peak physical condition for all tournaments we will be focused on actually peaking for (6-8) major tournaments throughout the year. Of course, our #1 goal and the #1 goal of any reputable strength and conditioning program is keeping athletes healthy and injury free. Tennis is a year round sport and injuries can cause major setbacks for a player's development. We are strong advocates of the prehabilitation for injury prevention approach for training junior tennis players.

These basic training principles are continually utilized throughout my programs : Basic principles of physical conditioning: Specific Adaptations to Imposed Demands (SAID), Gradual Progressive Overload (GPO), and Functional training for tennis.

Chapter VII

How to be Viewed as a Professional: The Importance of Image (pages 121-128)

Dressing Appropriate for Your Training Sessions (Clothing)

Physically Fit Appearance

When one works at a gym, they are required to adhere to the dress codes and other grooming/appearance requirements as set forth by the gym policy and procedure manual.

As independent trainers you can choose to train your clients in a ripped tank top, dirty shorts, smelly ripped shoes, or however you want to. No one is setting your dress code and grooming policies for you. You have complete freedom to set all of your own rules and regulations.

We at the Home Fitness Professionals Association believe that appearance, grooming habits, and the look of professionalism are a crucial elements for a successful business campaign that should not be overlooked. Therefore we have dedicated an entire chapter to the subject of "How to Be Viewed as a Professional".

Although it may seem silly and superficial that people judge us on our appearance, it is something that is an undeniable truth. People definitely do judge others on how they look and present themselves. One of the main reasons people hire the services of a personal trainer is to improve their physical appearance and be judged more favorably by their peers. At the Home Fitness Professionals Association it is our strong ideology that a Home Fitness Training Professional should consistently show a distinctly crisp and professional image. Some people may think that being an independent fitness trainer gives them some type of special privilege to wear anything and look anyway they choose to. Yes, you can choose to wear anything and look any way you want to. Unfortunately, looking like a vagrant will usually not help you gain or keep the type of high-level clientele who can afford to pay for your services!



What is your image of a professional? Think about it! Do you think of an attorney, banker, executive, or stockbroker wearing a nice suit and having a crisp, clean, glowing, and well-groomed image? Remember that when you are meeting a client for the first time, have been with a client for a long time, or just out and about, it is crucial to always try to place yourself and your business in as positive a light as possible. You are your business and should always be looking for an opportunity to get your foot in a door so you can successfully market, promote, and sell yourself. In order for you to convey a professional image, it takes extra effort, time, and money, but it can prove to be a worthy investment in your business image, status of professionalism, and career.

Dressing Appropriate for Your Training Sessions (Clothing)

We should really not have to even tell trainers that they must not wear dirty, tight, worn out, ripped, and ragged clothing, but we will anyway. Here it goes..... "Don't wear dirty, ripped, or worn clothing." We recommend purchasing some updated dry-fit fitness clothing from Adidas, Nike, Under Armour, Reebok, etc. A good looking polo shirt with your company name and logo on it and/or the logo of a certification organization that you are affiliated with is another fine option. It is our strong recommendation that you have your own professionally created logo placed on the clothing you purchase. Do not be afraid to spend a little more money in order to get some modern, good fitting (not too loose or tight) styles of athletic clothing. Some professional trainers choose to wear khaki pants, while others choose to wear other really nice looking cross trainer fitness shorts, or sweat suit style pants. That is your choice!

Invest in at least (5-7) different business outfits each year. The good news is that you do not have to spend enormous amounts of money on suits. If you were an attorney or stockbroker, you would be forced to buy several expensive suits! Make sure to keep a backup outfit in the car in case your initial outfit gets dirty, ripped, etc. You need to continually look fresh!

Physically Fit Appearance

When a trainer is fit looking, it does not automatically mean that they are a knowledgeable or qualified trainer, but it does give others the perception that the trainer knows what they are doing and they definitely care enough about their profession to practice what they preach. When a trainer looks out of shape they are generally perceived to be someone who doesn't care and are not passionate about themselves or their profession. Even though an out of shape fitness trainer may possess several advanced degrees and fitness certifications, being out of shape may prevent several doors from even being opened. The bottom line is that it is part of your job to be a role model and show others that you care enough about yourself and your profession to practice what you preach. You do not necessarily have to be a Ms. Fitness champion or a Mr. Olympia, but you should strive to portray a healthful image. Looking good (vanity reasons) and/or working out for the optimization of our sports performance are most likely the reasons you became involved with fitness in the first place. Looking good is part of this profession and leads to an enhancement of our perceived credibility. (what others think of you) If you were the client, would you pay money to get fitness advice from a physically sloppy looking trainer? Walk the walk and make sure to factor (2-5) sessions a week for your own training. That is another smart investment in your professional business image. Do not overlook your own physically fit appearance.

Chapter VII

Becoming a Home Fitness Equipment Expert (pages 129-148)

Choosing Portable Fitness Equipment

Do Not Purchase Cheap Equipment

Choosing Portable Fitness Equipment

They say that variety is the spice of life and it certainly will add life and flavor to your fitness training programs. Possessing a decent amount of portable equipment and bringing different training modalities to your training sessions is one excellent way to help add variety to your fitness programs. Adding variety to your programs can increase your clients' enthusiasm and results.

a) What you should have

- ✓ Workout mat
- ✓ Adjustable dumbbells ie. (PowerBlocks),
- ✓ A portable bench or a club step that can be used as a flat bench (Note: the step is light, inexpensive, and can be used for dumbbell training as well as fast feet drills and cardio training.)
- ✓ Exercise bands
- ✓ HR monitor
- ✓ Stopwatch

b) Even better

- ✓ Everything from (A) and then add.....
- ✓ Stability ball
- ✓ Medicine Balls
- ✓ Body Bars

c) Best

You can add just about whatever you want to your arsenal of portable fitness tools. (I personally have cones, hurdles, power harnesses, parachutes, powerwheels, an NRG ball, foam rollers, bosu, rope, sandbags, kettlebells, dual handle medicine balls, an ABC agility ladder, and as my wife would say, "too many other gadgets to even mention." Variety in training definitely makes things more challenging and fun!

Do Not Purchase Cheap Equipment

Many people think that the amount of programs(cardio) or amount of exercises(multi-gym) that a piece of exercise equipment has is where the differences in price comes from. This cannot be further from the truth and often the cheapest made equipment contains the most bells and whistles.

Keep in mind that low-cost fitness equipment usually is a low-value purchase. Experts in the home fitness equipment industry are aware that low-cost/low-quality exercise equipment is disposable equipment because it costs as much or more money to fix the machine as it does to replace the cheap machine. Besides that, a noisy, shaky machine will lead to a very poor quality user experience. We have all heard silly stories of home exercise equipment being used as a clothes rack. That is definitely the case when people purchase a \$600 noisy and shaky treadmill or elliptical without even trying it in the store! Perhaps people erroneously convince themselves that a \$600 cheap quality machine is going to feel just like the \$6000 machine used in gyms? We are not 100% certain why people purchase cheap equipment, but we hypothesize that it is their lack of education about the true cost of good quality equipment that leads them to their unwise purchase. Sometimes people try to convince themselves that because the equipment is not going into a gym cheap equipment will be fine for their particular needs. **Note:** The \$600 equipment is not even close to being 1/10th as good as the \$6000 commercial cardio equipment. Heck, it is not 1/10th the quality of a \$1500-\$2000 machine.



Not everyone may be able to spend thousands of dollars on an elliptical, treadmill, bike, and/or home gym. On the other hand, most people cannot afford to throw \$600 down the toilet either. As someone who has been involved in the specialty fitness equipment industry for over a decade, perhaps the greatest advice that I can possibly give you about the purchasing of home exercise equipment for your client is to purchase equipment from a specialty fitness equipment store and to never allow an uninformed low-budget client “force” or coerce you into allowing them to purchase cheap fitness equipment. The client should listen to your expert advice regarding the negatives of low-cost/low-quality equipment and the positives of good-quality equipment. If you do decide to assist them with a cheap-quality equipment purchase, it can end up having a very poor reflection on your fitness equipment knowledge and consultative ability and the client will end up blaming you for making them waste \$600. There are much better ways that your customer can spend \$600 if that is their true budget. Assist your customer with getting some good quality portable gym equipment, such as high-quality adjustable weights, a bench, a mat, a step, a stability ball, and a few medicine balls. That would be a much better option!

Why Do So Many Places Sell Low-Quality Fitness Equipment?

The plain and simple fact is that places sell low quality fitness equipment to make good profits. Believe it or not, the selling margins are generally better for the low quality/low cost products than they are for the higher cost to manufacture, high quality products. Unfortunately, low quality products tend to be shaky, noisy, possess poor ergonomic structure, have a short warranty, and have lots of highly visible and neat looking bells and whistles attached to them. If a product is at a very low price point and has lots of bells and whistles, it should be a telltale sign that the product was specifically manufactured to be all-show and no go.

Oftentimes the at-risk population fitness equipment shopper needs a good amount of guidance and convincing because they have not been involved in a fitness program for a very long time or possibly ever. If left on their own, they tend to search for the nicest looking and cheapest piece of equipment they can find. It is their doctor that told them to start an exercise program and their doctor probably told them that they are going to have much bigger health problems if they do not lose weight, lower-cholesterol, lower blood pressure, etc. Sometimes people lean towards the inexpensive products because they falsely convince themselves of the following: “This equipment is just for my home and it is not going into a gym.” As a fitness trainer it is absolutely crucial to understand that getting your client to purchase the higher quality equipment will make your job and the clients workouts much more enjoyable. Poor quality equipment that is shaky, noisy, and having poor mechanics oftentimes goes unused for years and although it is laughable, people really do use them as expensive clothes racks. As trainers, it is our responsibility to help clients have a good workout experience!

At specialty fitness equipment stores, the salespeople tend to know the specifics about their products' features and benefits and can show you specific differences in high versus low quality equipment. In the big-box stores, the salespeople are not trained nor are they expected to know anything about the exercise equipment sold there. Therefore, the product must dazzle the customer and the products tend to sell themselves because of their visibly fancy gadgets and aesthetically pleasing looks.

In the specialty fitness equipment realm, most ethically oriented fitness consultants will tell a customer who is truly adamant on spending only \$600 on an elliptical or treadmill to spend that money on portable gym equipment, a gym membership, an introductory but decent quality exercise bike (one can be had for approximately \$600), or on anything else.

