



# 7 Step Guide to Becoming a Personal Trainer





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# Introduction

Have you been dreaming about a career in fitness but are not sure where to start? Or are you in the market for a more fulfilling career but you are unsure of the path you want to take? All you need is the right resources and information to get started. If you're passionate about the health and fitness industry, lead a healthy life and are looking to inspire others to adopt a similar lifestyle; consider the benefits of becoming a personal trainer. The key to becoming successful in this competitive industry is having passion for what you do. When you're passionate about health, fitness and wellness, your clients will emulate that feeling and improve their lifestyle through training.

When in the market for a new career path, one of the most appealing and desirable aspects of working in the fitness industry is the constant variety: new clients, new workout routines and numerous employment opportunities in different environments and locales.





## Introduction (cont'd)

Another benefit to a personal training career is the ability to focus each day on helping clients meet their health and fitness goals. It's also an opportunity to help inspire others to adopt a positive lifestyle and encourage them to shape an overall happier and healthier outlook on life.

Whether you're a seasoned health and fitness enthusiast, or just developing an interest, the ultimate goal is for you to pursue your dream-job and inspire others in the process. We've put together the 10 Step Guide to Becoming a Personal Trainer to share basic tips you can leverage during your path to success. This guide will help you to take the proper steps needed in order to acquire a career in the health and fitness industry.



# 1. Establish Your Goals and Objectives

Before you jump into anything, it's important to decide what you would like to accomplish by becoming a certified professional. Maybe you're looking to make a difference in other peoples lives, or maybe you're just eager to transition your healthy lifestyle into a career. Whatever your goal or objective, you must have what it takes:

- Are you passionate about a career in fitness? Successful trainers love what they do and inspire others to feel more positive towards adopting a healthy and physically active lifestyle. Their passion is clear



to their clients because they follow their own advice and are constantly improving their own lifestyle through education and challenging physical activities. Your clients will often look up to you for guidance, so it's important that you lead by example. Since you're encouraging your clients to adopt a healthy, well-balanced lifestyle, it's important that you are motivating them through your own positive lifestyle.

- Are you motivated? Now that you have determined whether or not you're passionate about the industry; is your motivation clear? This means a couple of different things when it comes to having a successful career.







1) Although you want to pay close attention to what your clients can and can't handle during a session, it's your responsibility to motivate them and help them to understand that this is something they can achieve.

2) Circling back to the first bullet, if you are looking to lead by example, it's important that you're in your best possible physical and mental state. This will give your clients something to envision for themselves and help them to keep on track.

Regardless of your goal or objective, it's essential that you're passionate, motivated and lead by example; in order for your clients and potential prospects to feel confident in your training.



## 2. Consider Hiring Your Own Personal Trainer

One of the best ways to immerse yourself into the health and fitness industry is to experience it first-hand. This is a perfect opportunity for you to see what you would personally want to get out of a personal trainer and what you would expect out of each session. Is the trainer effective or ineffective with their training approach? This is your chance to critique their training and use it to improve your own techniques in the future.



Since every personal trainer has their own style of training, start thinking about how you can develop authenticity with your training approach. While





some trainers have a more authoritative approach, others have a more compassionate, gentle approach. It's all about finding your own training style and approach; while ensuring that it works for your clientele. If you can master a variety of different training techniques, you'll have the opportunity to work with a range of different clients; which will ultimately lead to a much larger clientele-base.

Developing a professional relationship with your trainer, as well as other employees at the gym can be beneficial to your career. This will establish future credibility and help you to build long-term relationships with skilled trainers and potential prospects.

If you have connections in the industry you can contact them for a potential job opportunity once you have acquired your certification and gained experience in the field (which we will explore a little later in this guide).



## 3. Get Certified

When you pursue a career at a fitness center or a gym you will most likely be required to be certified. But you may have one lingering question; how do you get a personal trainer certification? There are a number of different ways you can acquire your certification, but one important thing to consider is to only look into associations that have third part accreditation. This ensures that their certification process is recognized and respected among the fitness community.

Obtaining your professional certification requires time and dedication to the program. What certification is right for you? From post-rehabilitation training to a sports condition specialist; there are a number of different options to having a career as a certified personal trainer. As you select a certification program it's important to







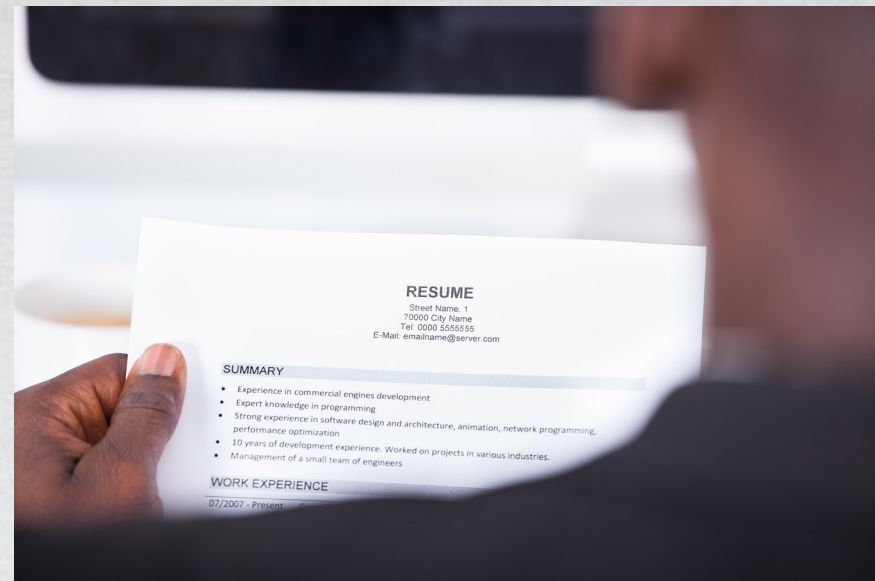
have your goals and objectives in mind.

Are you looking to train athletes through sports conditioning? Maybe you're interested in working with children? Having well-established goals and objectives will help you to focus more closely on courses that are aligned with your interests and where you want to be once you become certified.



## 4. Prepare a Résumé

Once you have successfully received your certification, it's time to get out there and market yourself! At this point in the process you have put a lot of hard work into receiving a substantial amount of education and your certification; so it's important to take the time to create a well-crafted resume and put your name out there. Just like any other profession, preparing a resume that highlights your objective, experience and education is essential to landing a well-respected job.



When developing your resume, there are several different components you want to consider and shouldn't miss. If you're in the early stages and haven't had much experience in the industry try and think about your previous places of employment.



One of the best ways to distribute your resume while putting a face to the name is introducing yourself personally at local gyms. Since many people will associate your personality and passion for how well you will do at their establishment, this is your opportunity to prove that you would be a great addition to their team.



Ultimately, a personal trainer is their own best marketer and will have a better “selling” point once they are actually training a client. However, just like any other profession, preparing a resume that highlights your objective, experience and education is essential to landing a respected job.



## 5. Develop Relationships

When you make the effort to meet and develop relationships with everyone at the gym you'll gain many opportunities that you could have missed if you didn't expand your horizons.

Always view every employee or guest of the gym you're attending as a potential opportunity to get your name out there. It's a great way for you to shape a positive reputation and for others to think of your name when they meet someone who is interested in training with a certified professional. Since employees and guests at the gym facility are interacting with people all day long they most likely have a wide range of connections and face many different interactions throughout the day.





## 5. Develop Relationships

With that in mind, if someone interested in training asks a front desk associate or someone they meet at the gym, you'll likely be someone they think of. Since you're already passionate about personal training, getting your name out to others by networking will feel almost effortless.







## 6. Find the Best Fit

Personal training is a competitive market; one way that you can stand out from the competition is to focus on your specialty and decide if it may be beneficial to acquire multiple certifications. For example, instead of having one certification, such as personal training, there are options to specialize in a more niche market. Although the focus is still on personal training you can gain several different specialized certifications; which will ultimately allow you to expand your market and gain a wide range of different clients.



## Personal Training Certifications Include:

- Personal Trainer
- Advanced Personal Trainer
- Master Personal Trainer
- Strength Trainer
- Sports Conditioning Specialist
- Senior Fitness
- Post-Rehab
- Children's Fitness Specialist



...Just to name a few.





## 7. Master the Consultation

The consultation can be just as important as the physical aspect of training. This job responsibility is a lot like a first impression; you'll meet your client or someone who may still need some convincing and in order to build your client list and keep them committed. You will need to prove that you're dedicated to meeting their goals.

Here are a few tips for becoming a master at the consultation:

- Confirm every consultation: Your potential client is investing time, money and a commitment with you, so it's important that you confirm their consultation prior to the first meeting. This will help to give some personality to your name, increase the likelihood that they will commit to the consultation and get them excited about meeting you and beginning their fitness journey.
- Break the ice: The first couple interactions you have with your client can be intimidating for them so try and think of a couple of different ways you can ease them into training. One of the best ways to make them feel more at



ease is by sharing your own personal gains from training. Did you once lead an unhealthy lifestyle? Were you overweight? Sharing how you overcame these obstacles can make them feel more motivated and confident that you're here to help them meet their own personal goals.

- Ask the right questions: The consultation is intended to get an idea about their health and exercise history, their goals and objectives for training and their nutritional habits. Getting this type of information will help you to understand what type of workouts would help them meet their goals and what their body can and can't handle.







- Put on your game face: Acting as if you're already their trainer in a subtle way can be one of your best selling points. Reassure them that you're both in this together, refer to them as "your client," and let them know that you are going to put together a personalized fitness program that will be tailored to meet their specific goals. By doing this you will make them feel more confident in their decision to train with you.

Taking these steps are essential if you want to "close the deal," build a relationship, understand their goals and gain more clientele.





## Why APFA?

If you're new to the health and fitness industry, don't worry about building your presence right away. Start by focusing on one step at a time and your career will begin to grow from there. Just like you, we share a passion for the health and fitness industry and the benefits to inspiring others through personal training. We offer a number of different certification programs that are aligned with your goals and objectives; ultimately helping you gain a competitive advantage in the industry.

At AFPA we share your passion! We bring you the most advanced, innovative and rewarding certification programs; with a specialized focus on delivering the education you need to be successful! Our globally recognized, accredited programs have certified over 65,000 professionals nationally and internationally since 1994. If you're interested in learning more about our programs, contact us today!





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