

How to Become a Personal Fitness Trainer

Becoming a Personal Fitness Trainer can be very profitable. Your goal is to keep your clients from getting bored with their exercise program. Your job would be to motivate them to continue their training. Statistics show that Americans are physically unfit even though they spend large sums on exercise equipment and memberships in health clubs. A Personal Fitness Trainer can reduce the boredom and lack of motivation by providing individual fitness plans. There is a great need to increase the physical fitness of Americans. If they were more physically fit their mental health and physical health would improve. This would reduce the probability of numerous illnesses such as high blood pressure and heart disease. If you have any specialized sports related skills, you could use these to teach others. Such as karate, aerobics, baseball etc. These could be taught in gyms, students homes, YMCA's or anywhere that you would have access to a large enough room and the equipment needed. Start-up Costs \$100 to \$5,000 depending on where you are going to do your Personal Fitness Training. Financial sources Banks or Credit Unions. There is also the Small Business Administration. Personal savings or family members. Advertising and Marketing Tips Yellow page advertising, business website, business cards and newspaper advertising. Once you get some clients, word of mouth will work very well if you are good being as a Personal Fitness Trainer. Your website should be listed on your business card and with your other advertising. Essential Equipment CD player, DVD player, TV, aerobic steps, ankle & wrist weights, exercise balls, jump ropes, exercise mats, step-up boxes etc. Reference books and video tapes on nutrition, weight training, physical fitness and exercise games. Cell phone, separate phone line with answering machine or service, pager, brochures and business cards. Recommended Training & Needed Skills Nesta is an association that covers training and certification for being a Personal Fitness Instructor. You will need to know nutrition, athletic training and sports psychology. Training at your local community college or with online courses such as with Nesta. Home study courses are offered by Distance Education and Training Council. Income Potential As a Personal Fitness Trainer you can earn from \$20,000 to \$80,000. This would all depend on your level of training and what type of classes or individual courses you teach. Target Market Your target market as a Personal Fitness Trainer would be professionals, athletes or people who just want to get in shape. Another market would be people who have been told by their physicians to get back into shape. This holds especially true for diabetics and people with high blood pressure. Success Tips For those who haven't done any exercising recently, have your client get permission from their doctor. Get a Fitness Trainer Business Plan. Check local zoning laws. Have your Lawyer and Insurance agent provide liability insurance and waiver forms for your clients.

About the Author

Remember to exercise, because exercise will help you to remember! New research is showing the improvements to the part of the brain linked.

Source: <http://www.productsherbal.com>