

REACH THE TOP OF
PERSONAL TRAINING AT
LIGHTNING SPEED

— THE NEW —

SIX-FIGURE

TRAINER

MANUAL

Earn The Money, Live The Life

CHAPTERS
1 TO 3

Kaiser Serajuddin

Dedicated to all my clients, past and present.

It has been your belief in me that made me believe in myself, and your support that helped me achieve my dreams. I hope I was able to bring as much value to your lives as you have to mine.

Congratulations!

You're about to learn about Personal Training in it's truest, simplest form. It's a business that can allow you to achieve what millions work hard for but never find: a path to enjoyable, stress-free work and an adventurous life.

Not everything you're about to read is politically correct or socially acceptable; it's all real-world information, culled from my experiences in this field, from speaking to the world's best trainers, and many more trainers that you'll never hear or read about but that are truly living what's called the fitness lifestyle. I've separated the real from the rhetoric, and what's left are the essentials to creating a career of respect, high salary and a limitless future.

An untold amount of effort and time went into the development of the information in this book, not to mention the six months it took to write it. Please respect that and do not wrongfully distribute this book or use it improperly. Thank you for your purchase and I look forward to meeting you and hearing your story.

Sincerely,
Kaiser Serajuddin

Copyright ©2008

This work is legally copyrighted in the State of New York .

It is meant for use by the sole owner or those licensed by GoHard Fitness Inc. for possession of this book.

Any wrongful copying or distribution of this book will be met by full penalty of law.

This book may not be re-sold or distributed by any other party other than GoHard Fitness Inc.

CONTENTS

Part I: Setting The Stage

1	INTRODUCTION	6
2	THE GREATEST JOB	9
3	THE DEFINITION	16

Part II: The Foundation

4	YOUR SPECIALTY	23
5	TRAINING PRACTICE	32
6	SELECTING CLIENTS	48

Part III: The Training Experience

7	SESSION DESIGN	55
8	PROGRESS TRACKING	64
9	SUPER-TRAINER SYSTEM	69

Part IV: Closing Sales

10	SALES-PART I: INTRODUCTION	80
11	SALES-PART II: TRAINING PACKAGE	88

Part V: Getting Clients

12	THE SUCCESS IMAGE	106
13	GENERAL MARKETING	118
14	WEB MARKETING	135

Part VI: Cool-Down

15	LIFESTYLE	181
----	-----------	-----

Part I: Setting The Stage

Some of us will do our jobs well and some will not, but we will be judged by only one thing - the result.

- *Vince Lombardi*

Chapter

1

INTRODUCTION

With this book I'd like to take the opportunity to introduce a new term to you:

THE TOP-LEVEL TRAINER

Top Level Training isn't a new type of training; rather, it's an enhanced definition of Personal Training. That's because if you're not a Top Level Trainer, you're actually not a trainer at all. You're just passing through the fitness industry for a short time and just like the woolly mammoth, you'll soon be extinct..

TLTs are the trainers with the highest incomes and the highest job satisfaction. They don't go through career burn-out; instead their skills and knowledge grow month by month and year by year. When new opportunities open up in the health and fitness industry, they're the ones ready to fill them. They eventually gain such a high level of skill, success, and perspective that they grow into other segments of the fitness sector, and eventually to wide recognition and tremendous success.

(Continued on page 7)

If we were to do a comparison of Top-Level Trainers versus non-TLTs, it would look like this:

- TLT:** Gets all the best clients.
- non-TLT:** Trains people that don't inspire them.

- TLT:** Gets tons of referrals and never has to market.
- non-TLT:** Cares more about making sales than changing lives.

- TLT:** Earns a high income.
- non-TLT:** Will soon be in a different, less desirable, less respected field.

- TLT:** Has a thriving training practice.
- non-TLT:** Earns a very uncertain salary.

- TLT:** Moves on to expert status in the field.
- non-TLT:** Experiences career burn-out after a few years.

- TLT:** Lives the fitness lifestyle, full of excitement and lots of leisure time.
- non-TLT:** Doesn't practice what they preach.

Which one are you?

Which one would you rather be?

This manual will help you to understand what the top of the training industry looks like, and most importantly, give you a detailed plan of how to get there. I myself have been on both sides of the spectrum. When I first started as a trainer, it wasn't long before I was beaten down by the profession; it became a bad job instead of a career I was passionate about.

I was extremely motivated: that wasn't the problem - the problem was that I

didn't understand the profession. Being motivated has nothing to do with it; it's rules are completely different from every other profession out there. Unfortunately, it took me years and the experience of training thousands of clients before I figure out the truth: that this isn't a typical career. For that reason, many of the strategies you would use to get ahead in typical career will actually backfire and blow up in your face when if you're a Personal Trainer

I now realize how it should be done; that there are simple systems, habits, and mind-sets that go into being a personal trainer that are more than just about sweat and dumbbells. Once you grasp these ideas, this job actually turns into both one of the most rewarding and at the same time *easiest* professions in the world.

First I'd like to commend you for being serious about your career and picking up this book. You'll find it immeasurably more valuable to your career than any other book or DVD you've seen or read on personal training or general business for that matter.

More importantly, it's the most practical. Books and certifications on personal training are designed just to maintain the status quo and teach you the basics of how to train. They don't tell you anything about the "real world" of personal training – how to get high level clients, charge top dollar, work fewer hours, live a vibrant lifestyle, and have tons of clients that keep coming back and refer you to others. These are the most important lessons to learn, but they aren't available anywhere else. The majority of trainers will give up on this great profession and move on to other fields before they ever learn them.

But in this book, I'll show you what it's really like to make it. Here you're going to learn the real field-tested information on how to succeed in this business, but on your terms; how to have the kind of training practice you want, and how to actually create an appealing lifestyle for yourself. In society today we are what we do, and for that reason this book is about way more than just starting or improving at a job – it's about realizing your vision and creating a life.

Chapter

2

THE GREATEST JOB

I can unequivocally say that **Personal Training is the world's greatest profession**. It brings together some unbelievable characteristics that make this the case.

- It's easy to get started
- It's easy to do
- It pays a high income

For anyone that decides to enter this field, you're uniquely positioned to get started in something special. Who else do you know talks about their job like that? I have no problem doing it, and it's without any hype. On top of that, I'd also call Personal Training the world's *last* great profession, for a few reasons:

- **Personal Training is completely unregulated** - it's ungoverned by arbitrary standards or red tape.
- **It's completely democratic** - you're paid for your own strengths as a

trainer and a person, not the school you went to.

- **People are paying you to make them exercise** - how that turned into a lucrative, multi-million dollar field permanently ingrained into our culture, I have no idea.
- **It's the most highly consumed and *at the same time also the highest paying wellness field*** - more so than massage, acupuncture, or chiropractic services. You only need a few clients to earn a very high income.
- **You set your own hours** - want to work mornings, evenings, or go on vacation several times a year? This is your job.
- **It's in a rapidly expanding field** - the health and wellness industry is being hailed as the next trillion dollar industry. Personal Training is your start in this field, and your road to continued success and a very high income.
- **It's in a subject that is actually fun to participate in and learn about** - I mean there are people that go to the gym every day and study health and fitness that *aren't* Personal Trainers!

The truth is that everyone needs to work out, and millions of people do; we're just the only ones that get to make money at it!

Jim Collins in his book *Good to Great* talks about the signs that you're in the perfect profession for you: it's when you've been enjoying what you're doing so much, and making so much money at it, that at any moment you're afraid that "the powers that be" will find out and come busting through the doors and shut you down; you think any day you'll be *found-out* and it will all be taken away from you; you have to pinch yourself at how much fun and how easy your job is.

That's exactly how I've felt for years now as a Personal Trainer. I've had such an amazing lifestyle doing something that comes so naturally to me, I actually feel guilty. I'll show you how to get the same feeling.

The problem with a lot of personal trainers is they think that they don't deserve to be this lucky or get this kind of respect. They actually fight it and end-up making the profession unnecessarily hard. They spend millions every year on unnecessary certifications that won't improve the end training experience of their clients and won't bring any additional money into their pockets. They choose to train in neighborhoods or gyms where they'll never earn a high income or have a real future; they just continue to bang their heads against the wall day after day for years on end. And they don't set themselves up to move forward in this career; they view hourly training as their last stop, not knowing there are other options out there for them.

But it can be different – unlike any other major field in the world, all it takes to get to the top of this one is the decision to do it; there are no other outside boundaries.

Completely Untouched

As you probably already know, Personal Trainers are respected as highly skilled professionals. Just like any other professional, you're considered to possess a certain body of knowledge and skill that people pay you to benefit from. But unlike other professions, there still isn't any mandatory college degree for Personal Trainers; there's no designated number of hours you need to serve as an intern; no number of credits you need to accumulate. Of the wide number of major certifications that you can get in Personal Training, all with different requirements and differences in difficulty, the amount of studying and actual tested material is about what you'll find on *just one* major exam in a difficult college class. In any other profession, you'll have to taken dozens of such tests before you can start your career; here, you've got to take just one - hardly a barrier to entry in any way.

And here's a little secret: you really don't need a certification at all to get started! Although from a legal perspective it's not recommended (in case you're sued), you will not be arrested or convicted of malpractice for not having a certification. That's not true of chiropractors, dieticians, acupuncturists, and almost

any health and wellness profession. And Personal Trainers very often charge more than any of those other professionals! It's really unbelievable when you think about it. For that reason, I refer to this field as **completely untouched**.

While some people consider this lack of regulation as opening up the road to quacks, it's actual quite the opposite. It harkens back to a different time and place in history, when mastery and success in a profession was not based on the number of degrees you had, but on your *actual* skill and your *real* ability to achieve results and change lives. That's the beauty of Personal Training, and the reason why I call it the last great profession. This may change one day, but for now it is still an open field for anyone to get started, establish themselves, and move on to even greater success.

While a new client may want to know about your credentials and certification before they start training with you, this will hardly be their deciding factor. They just want to know that you're certified, for I guess the same reason they want to know that any professional is basically qualified. But what they'll really judge you on is **you** – about how you present yourself, your belief in yourself and your work, and how you're clients talk about you when you're not around. For those of you who are used to just showing up and earning a paycheck, this can be a little scary - but it's also very thrilling.

Entitlement

The mistake many personal trainers make, and like I've said I was guilty of this as well, is that they see this field like just any other. They're trying to rack up the most certifications and learn the most funky new techniques, even though they know these have little practical application. These personal trainers usually go looking for a "job" at a health-club, where they end up overworked and under-paid. They punch a clock, are stuck in one place all day, and just like the millions of other living dead in our society, they work all year for a 2 week (un-paid in this case) vacation; this isn't for me and it's certainly not for you.

But it's not their fault; in our society we're taught to believe that success can't be achieved with ease; we're told we have to suffer for it. This is one of the major mental barriers that we all need to overcome in pursuing our goals: you can and deserve to live a better life and succeed without the back-breaking effort or hardship that's come to typify the condition of most people in the Western World.

If you grew up in typical household, you probably don't feel like you deserve to have it so easy. Watching my parents wake-up every day at 6 AM and come home exhausted, I started to feel that this is the way life was supposed to be. If your upbringing was similar, you also watched your parents consumed by their work, losing touch with their own lives and interests. As you enter adulthood, you begin to believe this is normal. This world-view is reinforced through the media and popular culture; the idea that you've got to go to school for many years, and after that get started in a career where you'll be overworked and underpaid for several more years after that. You're also led to believe that you have to work for a jerk-wad boss and look forward to your 2 week vacation every year. If you work especially hard and are really successful, you might even get a promotion, where you can work even more hours and hopefully make a little more pay. And if you're *really* lucky, one day when you're old and overweight, you'll be able to make enough money to live comfortably and retire a few years early; but at this point your youth has passed you by and all you have to show for it are a bunch of possessions, but no real life experiences.

Your first step on the road to success is to realize that this isn't how it has to be; that you can take a completely different road.

- You can work in field that's completely flexible.
- You can do work you love.
- You don't have to go to college for years on end.
- You don't have to begin your career working for a very poor salary.
- You can be your own boss *without* starting your own business.

If you can't believe all of this, you're doomed from the beginning - you've got to be able to visualize the lifestyle you want and the freedom you want. Once you do, you'll be able to take steps to make it your reality, and make corrections

whenever your path falls off of your vision.

That's the first lesson I want you to learn: to have that feeling of entitlement. No matter who you are or what you're earning now, you too deserve to make a lot of money doing something you love, the freedom of not having someone telling you what to do, and an outstanding career with a world of potential. You deserve all of these things, and the field of Personal Training is going to give them to you!

Earning Potential

Despite what you hear in the media about David Beckham's contract or what the kid from Facebook is worth, making a comfortable living in the world today is tough. The median income of a graduate from Stanford law school is \$150,000 dollars. This is after they've gone to college for at least 7 years, with a few more years of work experience mixed in there. And remember, they're working 60+ hours a week at their first job after graduation.

Owning your own business is very much the same. Michael Gerber calls it the *E-Myth*, in his book by the same name. It's the entrepreneurial myth of high pay and lots of free time, which eventually turns into terrible hours and career burn-out. What Gerber describes in excruciating detail is how most people start their businesses thinking that it will give them more free time and freedom, but they actually become slaves to their business and are never able to enjoy the elusive success that was initially their goal. Considering all this, he questions the motivation of someone even starting a business in the first place.

Being an independent Personal Trainer on the other hand can be completely different; you can be your own small business without all the hassle of actually owning a business. In this arrangement you get all the benefits of being your own boss without all of the headaches. And the self-esteem and knowledge you get from being your own boss is a benefit that can't be measured. It's true that you're clients pay you're bills, but during your training sessions it's *you* telling *them* what to do.

Besides this sense of freedom and confidence, there are even more benefits to stepping up and seeking the type of life you want. When you stand up for yourself and look to get what you deserve, you end up much happier and fulfilled as a result. And best part of all, you also end up a better person that contributes positively to our world. Make that commitment to yourself that you're going to get what you deserve, and the rest of this book will show you how to do it.

Chapter

3

THE DEFINITION

We've taken the time to define what Top-Level Training is by now. You know that it's the brand of Personal Training that ensures success and a high income. Before we can get into the details of how to become a Top-Level Trainer, we need to get into a more fundamental concept and ask ourselves an even more basic question:

WHAT IS PERSONAL TRAINING?

Is Personal Training about the motivation we give our clients? Is it about getting them to workout? Is it the workouts themselves? Is it the new exercises, techniques, or knowledge we convey to them? Is it about the results we help them get? **What are we selling exactly?**

Those are all aspects of Personal Training, but let's not lose the forest for the trees. There's one overarching definition that encompasses and supersedes all others:

Personal training is the *actual* sensory and physical experience the client feels from being in your presence for one hour.

That's what a training session is, and this is what you're selling. Depending on how this session "feels" will determine your success, your referrals, and your income. With every training session, ask yourself this:

- ▶ Did your client feel good?
- ▶ Like they were with a professional?
- ▶ Like they grew during this session?
- ▶ Were they inspired?
- ▶ Were there limits pushed?
- ▶ Are they looking forward to the next session?
- ▶ Did they have a good time?
- ▶ Are they dying to tell someone else how it went?

You've got to begin to view your product from all these different angles. The mistake most trainers make is they think the workout is the product. They think all the client cares about is the workout, and if you can just give them a better workout you can one-day charge \$100 an hour.

As "professionals", we begin to think of what we do in logical terms - but remember personal training is different from other professions; as I mentioned, it's the best one. We've got to look beyond the logical and think of it also in emotional terms. We need to think about the feelings our client gets: prestige, motiva-

tion, direction, inspiration, improvement. It's these feelings which the top trainer can elicit that the lower level trainer can't. This is how you dominate your market, get booked solid, and charge top dollar.

Most trainers try to raise their income by acquiring more certifications, but what they don't realize is these certifications don't do anything to help this "feel"; they're just an attempt to cover up the weaknesses. Expert status in Personal Training is based on a wide range of criteria only one of which is your credentials. There is no MD degree in personal training, where the client knows that you sweated for 8 + years. Instead, clients use many different and varying criteria to judge your competency level for themselves.

The trainers that try to stand just on the strength of their certifications or even college degrees often face a harsh reality; this isn't a "degreed" profession. In my opinion, degreed jobs in today's society are a cop-out; they make you toil and pay your dues up front through rigorous education, with the promise that you can coast for the rest of your life and never have to work on yourself again. I'm sure many of us would like to earn the income of our physicians, but would you ever want to look like him or have his personal life? I doubt it.

The medical profession is an example of the old success model; if a personal trainer ever decides to coast and not work on themselves and their image, or sit back on their credentials to get them clients, they'll be out of business very soon, or not get into any sort of business to begin with.

If you aren't inspired by what you do, who's going to want to train with you? They're paying for your inspiration, because as it stands now, they're not inspired to work-out enough on their own.

A trainer may *think* the client is paying for only the service, ie. the workout or weight loss program; this trainer may dress poorly; he/she may not care about growing their knowledge; they may not plan the clients workout in advance or spend any time thinking of something new to challenge the client's body. You'll find trainers like this in major health-clubs. They've gotten bored with the job and bored of themselves. These types of trainers are undoubtedly just passing through; they're not going to be in this field for long.

But find me a successful career trainer, and I'll show you someone completely different. They're a pleasure to be around – they exude physical health because *unbelievably*, they're passionate about fitness. They're passionate about life as well, and usually have some interesting story to relate to their clients,

which their clients enjoy because they're usually overworked career people themselves. They view their trainer as a trusted friend and usually develop a close relationship with them.

This trainer is confident and in control; they can competently answer their clients questions; they're tentative and focused in on their client; they look good, like a true professional, dressed the way you would expect a top fitness consultant to dress; they're taking notes and actively involved with their client; when not actually working out, you will see them and their client smiling and you may periodically here some laughter burst out during the session (it's obvious they're having fun over there); the trainer looks clean and is well groomed (you can imagine that they smell good too). This relationship appears to have many dimensions - they look like good friends, like a mentor and student, like a therapist and patient; you can imagine this trainer having an enjoyable lifestyle, good friends and positive habits.

Were you able to see this training session in your mind? Could you visualize the trainer? Could you see what was going on? I have a feeling you could; on top of that, I have feeling you imagined yourself in the picture as the trainer. What you saw was yourself at your best.

Professional Service

Probably the best way to describe training is as a **professional service**. Both those words, *professional* and *service*, carry equal weight in the term; you need to keep each word in mind and live up to them both. However, many trainers think about themselves in only one of these terms; they short change their success right there. It's the perfect and equal combination of these two ideas that defines Personal Training. Learning to balance the two is what separates it from any other profession.

This book is equally focused on both of these topics. It pays attention to both who you are and the image you're conveying, down to the nuts and bolts of the training session itself. The training session is the experience – it's the prod-

uct. To improving your training, you need to focus on all the elements that increase your in-session quality.

Being a service professional is one of the best places for someone to start their career. You get to sell a product that requires no overhead, just your imagination and intelligence. Some of the greatest success stories in business history have started in the service professions. There's nowhere else that you can gain the experience and interpersonal skills that you can here.

What are the advantages of service?

- Elimination of ego – our ego is one of the main things that holds us back in our lives. It's like our protective blanket, and we tend to avoid anything that will hurt or damage our ego. But being in a service profession increases your level of internal validation; it causes you to find value within yourself, not look to the outside world to determine your value. This is a personal quality vital for any kind of success.
- You don't need any raw materials, stock, or inventory when you begin; it's just you. Therefore, the value of a training session is an intangible thing and takes on a largely psychic dimension. Personal trainers charge anywhere from \$20 to \$1,000 a session, but there's never a physical product they sell, unlike a \$5,000 Hyundai and a \$350,000 Maybach, which have many obvious physical differences (although the Maybach's price is still largely psychic value).

So where do the do the differences in value of a training session come from? That part's up to you. As a service profession, Personal Training will teach you that – it'll teach you about the intrinsic value of a product or service. You'll learn to tap into the mind of a consumer and find out what triggers their perception of value. This ability gives you an immeasurable business advantage over other traditionally educated professionals, who depend more on their symbols of value than actual value.

If you play your cards right and learn to master all the aspects of good service, you can earn a high income without ever creating or selling a physical prod-

uct in any way. What you're doing is creating value out of thin air; it's a magical ability that once you've mastered, will make anything else you ever do seem easy by comparison.

Part II:

The Foundation

Training gives us an outlet for suppressed energies created by stress, and thus tones the spirit just as exercise conditions the body.

- *Arnold Schwarzenegger*

Chapter

4

PREVIEW
VERSION
YOUR SPECIALTY

At my barbershop recently I observed an interesting phenomenon. All the barbers there will cut the hair of anybody that walks in the door. Every new customer is an adventure in haircutting for them, and I think that's what holds them to \$12 per haircut and such long hours – it's the lack of specialization.

Health-club trainers are the same way; they'll train anyone that walks in the door. For that reason, most of them probably earn much less than my barber. They train whoever they're assigned, and it could be someone different every hour. They think this allows them to see more clients and add to their incomes, but what it really does is hold them back and leads to their failure.

In medicine, we know that the doctors that earn the most money are the specialists. But specialization in training doesn't require an additional degree, or any other particular differentiating strength, at least not initially.

All it takes is a decision.

Once you've made this decision about what to make your specialty, it then be-

Chapter

5

PREVIEW
VERSION
TRAINING PRACTICE

The training services you provide and the clients you see make up what's called your training practice. Setting up your training practice properly is what keeps you from slaving at the major health-clubs, and instead allows you train who, when, and where you want.

When you look at other Top-Level Trainers you'll notice a few interesting things. You'll notice they have businesses, without any defined shape. The types of services they give their clients also have multiple forms. They might meet some of their clients in a private studio, some in the clients home, some outdoors, and some clients may be organized into small boot-camps and trained at once. Independent training at the highest level is wide-open to however you want to do it.

This however doesn't mean it's disorganized: it just means that the schedule and earning structure are built to serve the trainer. You need to take these restrictions off of your own ideas of practice design as well. You can set it up any way you want and combine several different structures until you find the mix that helps you get the practice you want.

PREVIEW
VERSION

Chapter
6

SELECTING CLIENTS

If you're not motivated by your clients, you'll eventually get tired of working with them: this is an unavoidable fact in the world of consulting. Much of our success and happiness is determined by our clients; we need them as much as they need us. Without the right clients, you'll eventually experience career burn-out.

In other careers, you can always deal with a certain amount of dissatisfaction because of the regular pay-checks, or the structured environment. In Personal Training, your own passion needs to be the driving force. If this is missing, you'll never be able to get the right clients, keep them, and contribute the value you'll need to succeed. However, if you do pay attention to this part of the job and take the time to choose the right clients, you'll find the job almost effortless; it'll be lots of fun, and tremendously rewarding.

A client's value is not in the paycheck they represent to you now; it's what they mean to you in the future. It's their ability to enjoy problem free usage of your product (training sessions) which will lead to future re-signs and their ability to grow your practice through referrals. This is the value of any new client: to keep your sales funnel full and ensure the future viability of your business.

Part III:

The Training Experience

If you do build a great experience, customers tell each other about that. Word of mouth is very powerful.

- *Jeff Bezos; founder
of Amazon.com*

PREVIEW
VERSION

Chapter
7

SESSION DESIGN

Since your training session is the actual product you're selling, paying attention to how it's designed is one of your most important tasks. The goal of any trainer that wants to retain a consistent client base is to understand and learn how to design extraordinary sessions. Once you've done this, you can refine the process and eventually have your sessions be some of the most excellent on the market. When you can spit out high-quality sessions effortlessly, you'll see your earnings unleashed and your practice start to grow rapidly.

Just like any job, this one can become repetitive; but in Personal Training that's a good thing. It's at this point that you can gain mastery, which should be the goal of any professional. When you understand every nuance of how to do your job, you can begin to improve its quality and eventually move up to a leadership role.

Training follows a different learning curve than other fields – the job gets remarkably easier as time goes on. But as the job gets easier, your salary will also increase. Unlike most other professions where an increase in pay is usually accompanied by more work and responsibility, with Personal Training it's the oppo-

Chapter

8

PREVIEW
PROGRESS TRACKING

Progress tracking is a technique you can use to bring instant value and better quality to your training sessions. From the minute you decide to use this habit, you can charge more and are perceived to be offering a higher value product than someone who doesn't. On top of that, you'll see your own performance improve: you'll be more organized, and much more efficient at making changes to your clients routines; this will yield even more progress.

I'm sure for many existing trainers, you already employ some form of progress tracking. Keeping track used to be something that only the best trainers did to monitor what their clients were doing and lifting during their sessions, and also to chart the progress they were making in their measurements and on the scale. It's what used to separate the serious trainer from the amateur. It helped create better sessions, more personalized service, and measurable standards, all of which led to a higher priced session.

At that time you could get away without taking notes on your clients, but as Personal Training has gotten more expensive and clients have begun to expect more from their trainers, the need to use progress tracking has increased. Yes, it's

Chapter

9

SUPER-TRAINER SYSTEM

The purpose of this manual has been to make your life simpler and also more effective at the same time. Although you now probably have a long list of new things you want or need to do in your practice, you also realize that you won't have to keep doing a lot of the things that have been wasting your time anymore.

We deal with a one and only one very simple concept here: creating a Personal Training Practice. The process of opening a studio or a gym, and hiring and managing a large staff of people isn't what this book is about. For those of you that have that as a goal, there's nothing wrong with it. But that's only a decision you're fit to make after you've achieved mastery on your own. After exploring Personal Training as a profession for a while, and as a result being involved in many different aspects of the fitness industry as a whole, will you have a good idea of your true purpose.

But a problem (if you want to call it that) you'll encounter soon is that you'll actually have too many clients. To those of you just starting out in the field right now, this might sound like a fantasy. But I hope from reading the chapters

Part IV: Closing Sales

People get caught up in wonderful, eye-catching pitches, but they don't do enough to close the deal. It's no good if you don't make the sale. Even if your foot is in the door or you bring someone into a conference room, you don't win the deal unless you actually get them to sign on the dotted line.

- *Donald Trump*

Chapter

10

SALES-PART I: INTRODUCTION

Sales is an interesting subject for the Top-Level Trainer System, since it's designed to make the trainer essentially sell themselves. It creates a base of permanent clients, along with a steady stream of new clients coming in through referrals and inquiries, making it unnecessary for a trainer to every have to actively "sell". But in spite of this, you still need to understand the dynamics of selling to keep this process working fluidly. Especially when you're starting up a new practice and acquiring clients, or looking to fill up some empty spots in your schedule, having a sound understanding of selling and especially the sales conversation will give you outstanding results and allow you to get booked solid very quickly.

Although sales is a dynamic process, it does have it's own rules and patterns. Some of the biggest companies in the world have spent millions of dollars determining what works and what doesn't. They've determined that there's a certain way that you need to develop a sale, and there are other things that you can do to kill it. I've applied much of this information to Personal Training, and what I'll show you now is a sales process that has been field tested by me to death and has resulted in a near perfect sales conversion record over the years. What we'll

Chapter

11

PREVIEW
VERSION

SALES PART II:
TRAINING PACKAGE

Up to this point we've talked about the structure of this first interaction but haven't said a thing about what the goals are. Like I mentioned, every section of the sale has a goal. The goal of this first part of the sale isn't to sell them a hundred session package or convince them that you're the best trainer in the world: it's to create a relationship. Personal Training is a high priced commodity that has a huge relationship component to it.

With such a commodity, there's a major pitfall to watch out for: the fear of **buyer's remorse**. A high priced product creates the potential for many buyer's remorse spikes during the buying process. When a customer gets very emotionally excited about a major purchase and very close to buying, they're logical mind will often step in and stop them because they're afraid of spending too much money and getting burned. This is something that you need to be very much aware of; that you never want to trigger this buyers remorse hesitation. The faster you got them close to the sale, the more violent this pull-back will be, and sometimes it will be so violent that you'll never see them again.

Part V: Getting Clients

Next to doing the right thing, the most important thing is to let people know you are doing the right thing.

- John D. Rockefeller

PREVIEW
DISCUSSION

Chapter
12

THE SUCCESS IMAGE

Your success image is one of the most important things you can develop in your professional life. Contrary to what some people may think, how we're viewed by others is something almost completely under *our* control. Realizing this is one of the most liberating feelings you can have, because once you do, you're free to create the image you want.

The term *success image* was first coined by the marketing consultant Jeffrey Lant. He uses it in reference to the easily identifiable personality that a consultant projects; this then makes it easier for a prospect to understand and relate to the consultant.

In today's marketplace, people want to deal with an expert - time is too short and money is too valuable to spend any of it dealing with an amateur. But there's more to it than just that; the term Lant uses is the *accessible expert*. In addition to expertise, you also project a warmth and accessibility:

An image should be clean, crisp and capable of being understood in an instant – it lets the prospect know, in an instant, that you are

Chapter

13

PREVIEW
VERSION
GENERAL MARKETING

In reality, the entire Top-Level Trainer Manual is a book on marketing; we cover the techniques to make you a more marketable trainer. You'll notice there aren't any chapters on exercise or kinesiology here. While that's all important, that interestingly enough isn't what makes the best trainers with the best lifestyles. What does is their personal marketing: how they position themselves in the minds of their consumers and how actively they work to create their ideal lifestyle.

In this chapter, we're going to talk about how you present yourself through your printed materials and marketing techniques. You'll learn a few strategies on making an effective impression to everyone your business comes in contact with. I know we've all heard the term you can't judge a book by its cover, but from all of our experience, we know that's really not the case. Anywhere you go and with anyone you do business with, you'll notice the way a person or business presents itself to the world is a big indicator of how they view themselves and the quality of their product or service. Can you imagine going into a Mercedes Benz dealership that's dirty or has a salesperson with a ketchup stain on his tie? Absolutely

PREVIEW
VERSION

Chapter
14

WEB MARKETING

I still remember listening to the audio of a seminar given by the great sales and success coach Brian Tracy. He talks about how computer literacy and using the Internet are an indispensable part of business today; how we're in the information age and even five year olds are computer literate. He made it very clear to everyone in attendance how important it was to begin adopting computers and the Internet; how you'd have to be insane not to.

This seminar was held in 1997!

Now more than 10 years later I'm sure it's clear to every single person reading this book that we're very much in the information age and the Internet has revolutionized the world as we know it. It's as much or more a part of how people live today as the television or telephone. The way consumers and businesses interact has changed as too, with the Internet as the go-between in this relationship.

But the Internet's not just an extension of old ways of doing business. It's a completely different medium, and it has it's own set of rules and nuances. There's

Part VI:
Cool-Down

Not life, but good life, is to be chiefly valued.

- *Socrates*

Chapter

15

LIFESTYLE

It's time do some critical thinking about probably the most important topic in your career, and it doesn't have anything to do with your career at all:

Your Lifestyle

This is the purpose of everything we do as Personal Trainers. Don't think for a second that it's selfish for you to think about creating your ideal lifestyle: no one else is going to do it for you! On the contrary, the majority of people are going to have an absolute disregard for your lifestyle; they'll try to exploit you to help them achieve their own ends and. This is regardless of what you want for yourself, what's good for you, or what makes you happy. This goes for everyone: your parents, friends, and customers. Sorry to be the one to break this to you, but now that you know you can take back control.

Many of the problems we see today in our society are due to the fact that people pay absolutely no attention to the type of lives they want. As the saying goes, they get working in their lives and not on their lives. They chose their ca-

reers and friends almost arbitrarily and just let things continue on autopilot for years on end. Then one day they wake up and realize things aren't the way they wanted them. It then takes drugs, alcohol, or prescription medication to help them cope. It's really sad but for probably the majority of people, this is reality.

I've already devoted a chapter talking about how Personal Training is the world's greatest job so I'm not going to get into that again. But what this career affords you is the real ability to carefully plan your own destiny. You can shape it into the type of career that'll work for you. Do you only want to work evenings, mornings, or weekends? There's an easily executable business model that will make each of those scenarios possible.

Lifestyle is what we're working for as trainers. The primary allure for a career in Personal Training is not income per se. Personal Training will not make you *rich*, at least not in the beginning. For example, this book is not a program on how to get rich; it's a blueprint for earning a \$100,000 income in about 25 hours a week. Compared to other programs or business seminars out there promising hundreds of thousands of dollars on autopilot, 100K doesn't sound like much at all.

But I don't think you picked up this series because you were attracted to just the income potential; there's more to this job than just that. It's not just the money, but that you can earn it doing a job which you know to be fun and rewarding. If you can add a method to create a steady stream of clients on top of that, you have one of those mythical things that all people are looking for: a well-paying job with zero stress!

Just to review, here are some of the benefits this career affords you:

- Chose your own knowledge base.
- Hand-pick your customers.
- Set your own salary.
- Set your own schedule.

What all of this really adds up to is the creation of a lifestyle; that's where this job really *pays off*; not just in initial salary, but through the intangibles, the piece of

mind you have in shaping your life in whatever direction you want. It's this type of person who's in a position to make a real difference in the world. These are the kinds of people that others like to be around and help to succeed even more; they tend to attract more opportunities for advancement and success.

The Deferred Life Plan

The problem with too many people today is that they haven't given any thought to their lifestyle. They're on what Tim Ferris, author of *The Four-Hour Workweek* calls the *deferred life plan*, where they think that someday, maybe after 10-20 years of 60 hour weeks they'll be able to take some time for themselves: maybe buy a boat, do some traveling, write a book, etc. But as you probably already know, this isn't a solid plan for success. In the time you spend working for someone else you end up losing touch with yourself. You lose the connection and the love for those things that make you unique. The result is a situation where if you ever *do* achieve that success you were waiting for, you won't know what to do with it. The only thing you really know how to do it is work, so you just continue to do more of that. On top of that, you'll discover that you've spent the best years of your life sitting in an office making someone or some other company a lot of money. This might sound like a very sad story, but this is the reality of *most* of the people living in the Western world today.

The advantage of Personal Training is it gives you lots of free time, and doesn't cause stress that encroaches on that free time. It doesn't matter what you do with your time off: the point is you can do anything **you** want. You can spend it studying another subject, spend it with family, or just having fun with friends. Many Top-Level Trainers spend their time expanding their current businesses, or creating new ones. I for example was able to write this book and create it's web-site in the free time that this job allows, all the while not affecting my living standards or work obligations at all.

You can't really put a dollar figure on the lifestyle advantages this career

gives you, but it's value is tremendous. The people you meet and the things you get to do as a result make it worth more than just the salary alone.

So enough talk about the importance of lifestyle; let's talk about the best part - how to achieve it!

Location

Once you learn the ropes in this career, your training location is something important you need to think about. Being a Personal Trainer gives you nearly complete freedom of location. In picking where you want to train, there are two considerations, the professional and the personal stand point. Let's take a look at both for a few moments.

Your choice of where to live is primarily a personal decision when it comes to this job. To put it simply, live where you're going to have the most fun and enjoy yourself the most; the place where your personal and social life will be served the best. That's because from a professional standpoint, a top Personal Trainer can make a living anywhere.

Many people think that my success is due to the fact that I'm from New York City; that if I was from any other neighborhood, I wouldn't have access to the same type of high-level clients. But for most of my career, and especially the best parts of it, I made my living in the boroughs of Queens and Brooklyn, and not very affluent parts of these neighborhoods at that. It was only very recently in my career, the past year or so, that I actively began to recruit clients from Manhattan. Even in that case it was completely an ego thing for me; that I wanted to be a high level Manhattan trainer. I actually earned no more money in Manhattan than I did in Queens, and eventually abandoned it.

Even if you want to be a top-tier, \$100 plus per hour trainer, you do not need to be in the busiest or most affluent neighborhoods to do it. Wherever you are now, you can get started and began making real money and honing your skills and your practice.

That being said, you're also free to change your location as well. If be-

cause of the specialty you've decided on, or just your own interests or personal goals, you feel that your current location won't cut it, you're free to make a move. Let's take a look at a few examples of how location can influence a training practice.

Case Studies

It's only in extreme cases that location will make a real difference. For example, in speaking to Gunnar Peterson, he attributes his position as Hollywood's most sought after trainer solely to the fact that he lives in Hollywood. Although I'm not buying his story completely, there *is* something to it. If being a celebrity trainer is part of your career MO (and this is certainly a realistic career aspiration for any Personal Trainer), then location will be very important; you can't train celebrities where there aren't any.

Another example is Personal Trainer extraordinaire Jamo Nezzar. A funny thing about Jamo is that although his roots are in professional bodybuilding, he decided he wanted to be the go-to trainer for Professional Surfers. It's important to point out that when he made this decision, he didn't go out and get a certification in surfing; he just made a decision, and that was it. The only requirement to make a decision like this is access to a lot of professional surfers, which is exactly what Jamo's location in San Jose California allows him. Just like in Gunnar's case, this specialty wouldn't be possible without the location.

That's the primary way that your job will dictate location - if your selected clients require you to be a certain place. It's worth pointing out that those two trainers didn't choose their specialty and then move to get clients; they were already in those places, and just made an interesting choice of target market based on what was available in their location.

But in our case as TLT's, we have the option to take the process in reverse; if you have a particular desire or interest that can't be fulfilled where you are now, you're free to move. If you absolutely love skiing and want to be a *core training*

specialist for skiers, it would be a good idea for you to move to Vale, Colorado. Once you do, your success image and basic marketing will do the job after that (all things covered in this book).

That being said, some places are better than others. Again I'll give you the example of my own location. Although New York is a very competitive market, I have to say I've had a very easy time getting clients here. That's because anyone and everyone in New York needs and wants a trainer; no matter how many trainers we have, there's always room for more Top-Level Trainers to make an outstanding living here.

I'd have to assume that it's the same in other major cities. Personal Training is an interesting commodity in that you don't realize that you need a top trainer until you meet one. An overwhelming number of my clients didn't realize they needed or wanted a Personal Trainer until they saw an experienced fitness professional like me working in front of them. It was at this point that the light bulb went off and they thought to themselves "Hey, I could use a trainer!". This is completely different from other businesses; people usually only buy cars when they're in the market for one, or buy food when they're hungry. But with Personal Training, people don't always realize they need one until they meet a good one. It's one of the most interesting impulse purchases that someone can make.

Personal Choice

Since we've already established that this profession doesn't make it necessary for you to live in any particular place, the only thing you should be thinking about is what works best for your personal life. That's a beautiful thing; when you hear about other people getting transferred to far out places because of their boring jobs, it makes you appreciate the options you have in this business.

- Where will you be most happy?
- What are the priorities in your life right now?

- What will serve your future goals and aspirations?

When I'm talking about relocating to a place that serves you, I'm not advocating a gypsy lifestyle where you're bouncing from city to city. What I mean is make a sound choice of a place where you'll be happy, proud to call home, and will be able to grow as a person. If this happens to be a major city that's great, but it doesn't need to be. Using the techniques in this book, you could chose to live wherever you feel would be most convenient to you.

Hours

Over the past two years, the time I've spent working with my clients and "in" my business has been the most rewarding time I've had. That's because I love what I do and was able to do it at a high level, make changes in the lives of other meaningful people, and accomplish many of my financial goals.

However, one of the keys for me to be able to enjoy my work so much was that I had a lot of time away from it. I gave myself a lot of time for renewal, either working on my craft or doing something totally different. This time away always made my work more fun and challenging for me. You'll hear this same story over and over again from professionals in every field, about the importance of taking time away from work so that you don't burn out. This is an important part of being a Top-Level Trainer, one that's built-in to the job description. You can't really bring any value into the lives of your clients if you're as burnt out from work as they are; you've got to be the exception, someone that brings positive energy to *their* free time.

Free Time

In addition to location, free time is another key to an appealing lifestyle. It's in this gap between our work and sleep that the magic of **life** takes place. Even though Personal Training is more a passion than a job, it's still important for you to create this free time for yourself.

Free time is really a misnomer; this time isn't free at all. It's actually some of your most valuable time; that's the reason we want to make more of it. Keeping a smaller schedule should be a goal in designing your lifestyle. Having lots of free time is a form of value that goes beyond salary. For example, throughout this manual, I refer often to earning a 100K income. If you viewed this profession like others, with the mind-set that more is better, you could earn much more than that - probably 200-250K. Saying that you can earn over \$200,000 would probably have made for better promotion for this book, but it misses the point. Working 50+ hours a week isn't something I think anyone should aspire to. It's a worst case scenario that you eventually want to work your way back from.

When referring to a six-figure salary, what we mean is earning it no more than 25 hours a week. You really can't be a Top-Level Trainer working more than that. You can't have a calm relaxed demeanor, time to eat well and maintain your own physique, and time to enjoy your own life and health if you work more than that. Your ability to be a top trainer is actually diminished when you put in too much time, an interesting law of diminishing returns that plays out in this business. As we talked about in an earlier chapter, the product is **you** and the session you're able to create. Inherently, this means the product is improved only by spending more time away from the job, not more time in it.

In addition, you'll need this time for a different kind of work: work on your career. Although this job is wonderful, one of the great parts about it is it doesn't have to be an end-all; it's actually just the beginning.

In your time as a Personal Trainer it's important that you find yourself professionally, you need to proactively decide where you want to go in this profession. This could be anything from creating an elite training studio, opening a health club, writing, modeling, education, promotions, or nutrition; the possibilities are really endless. Pursuing your strengths and achieving your full potential

are some of the most important things you can do in your life, but it's a journey that takes time. The beauty of being a top trainer is that it gives you the time to do that while still earning a living and being in "the business".

Social Life

I understand it's not my job to tell you at all what your social life should be like. I don't care if you like to hike mountains, race mountain bikes, or bar-hop as your favorite pass time. As long as it's something positive to you and the world around you, you've got my endorsement. As a Top-Level Trainer, you've earned the right. That's the life of a Personal Trainer: having fun is part of the job description. When a client thinks about their trainer, the last thing they want to imagine is someone boring that they don't look forward to seeing. They're looking for someone fun that's going to get them pumped and motivated, and for a short time take them out of their own boring lives. For that reason, not only are you encouraged to be a fun and interesting person as a trainer, it's almost mandatory!

When I started as a trainer it was in a health club, which was a terrible experience we don't need to get into again. I then made the jump into independent training, which is the stage that most of you are at right now. At that time I had only one thing on my mind: making money. I was a completely one dimensional person, and looked at training as a high pressure job and my only way to make a living. Guess what happened? People could see right through this mindset and it actually repelled them. There's a kind of a mystical law in the universe that if you look to make money without contributing even greater value to the lives of other people, you **will not** succeed. That was the case with me, and for that reason my training rates were low, my client load was small, and my training was crappy. I watched in horror as trainers around me that seemed to be less *serious* had many more clients, were earning more money, and strangest of all, they seemed to be having fun!

The truth is that people don't want a boring, bossy trainer that's just looking to make sales. With a trainer, they're seeking a positive relationship; they want to bring a person into their lives that's going to add a different, fun, positive element. Out of the training itself they are seeking the capacity to live a more rich and full life themselves. How could you possibly give them the ability to do this if you don't know what that is yourself? That was the case with me in the beginning; I just wasn't a fun person to be around. My life was boring, I had no hobbies, and didn't pursue any real interests. Even my own training regimen became stale as a result and I started to get out of shape. This pervaded my training and made my sessions as lackluster as I was. As Michael Gerber says, "boring people start boring businesses".

At a certain point however, I made my personal relationships a priority. I started investing more time in myself and making myself a higher quality person, and as my life became more interesting and dynamic, so did my work. You need to keep this in mind as well. Often, the best thing we can do for our work and business is to get some "altitude" on the situation; to step away from it in order to gain perspective. We can then come back to our work with a fresh outlook and be many times more effective than a person that's *in* their business all the time.

Furthermore, working on yourself and exploring your own interests is one of the most rewarding things you can ever do. Doing this in a positive way is what life is really about. Although society will tell you differently, life is not defined by your job or the possessions you have. It's defined by the people you meet, the places you go, the rich experiences you enjoy, and most importantly, who you become as a result. The magic of Personal Training is that it allows you to work at your passion, connect with important people, and help them to enjoy their lives more fully as well. This creates an ongoing spiral that can take you to personal heights that few human beings have ever been able to enjoy.

Professional Interests

I'm assuming that as a trainer, some of your interests will be physical. For the success and growth of your career, these should be things that you can focus on and improve in at a level that will serve you professionally. If you're really into cycling for example, if it's one of the things that you enjoy to do in your free time and also is your primary way of staying in shape, then you need to get serious about it. Learn everything you can about cycling, enter organized events and competitions, and look to constantly improve your skills. Not only will this make the cycling more fun and make you happy, it'll also make fitness a three dimensional part of your life. It'll give you a story to relate to your clients and to chronicle on your website and blog. This is an important part of making you an alive, complete person in the mind of potential client. Compare this to the person that continues to ride three or four days a week for a few hours a day, but without a purpose: the difference is obvious.

In my case, I've committed myself fully to my pursuits of physique improvement. I'm trying to make progress and improve every single time I'm in the gym. To make things more interesting, I enter a physique competition every year. Not only that, but I tell all my clients about it, and chronicle the entire process prominently on my blog. Let me remind you that I never actually win these competitions. I always try my best to look good, but I've never won first place. But entering and competing just makes the process of getting in shape much more fun for me and makes it something more interesting to relate to other people.

Whatever you chose to do, let it be something that contributes value to the world. Make sure you break out of your comfort zone: that's a must to getting anywhere in this field.

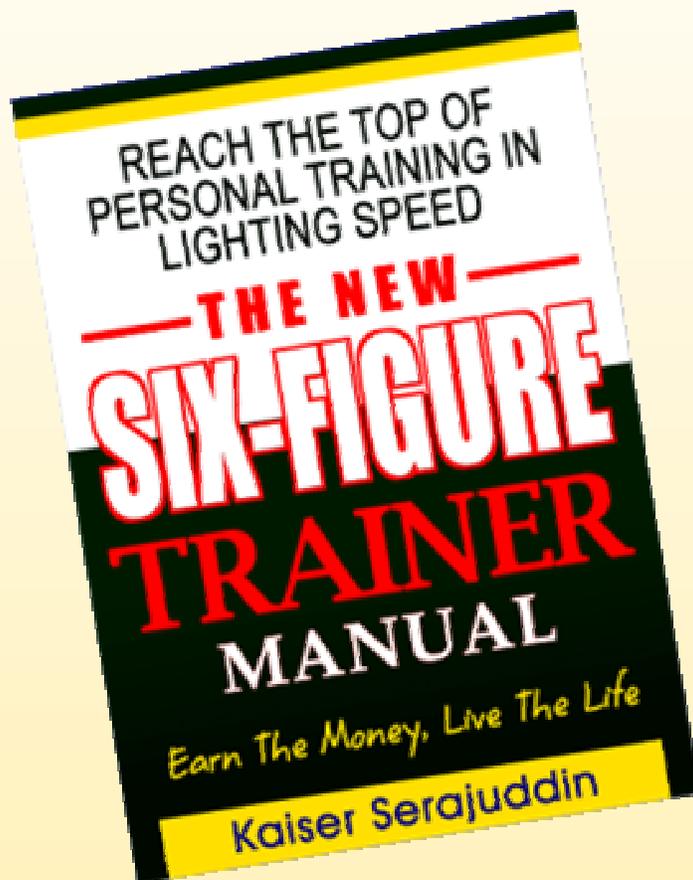
Conclusion

It may seem strange to have devoted such a long chapter to a subject that had nothing to do with training. In fact, it has everything to do with training and your

success as well. If you're somebody that just wants to be like everyone else, overworked but still standing in place while watching your life flash before your eyes, then you can read all the other books about training and go to the training conferences and do what everyone else is doing. But if you take your life seriously and are determined to make it the best one possible, planning your lifestyle is one of the most important things you can do. I wanted to shoot a few potential scenarios at you; how your life actually takes shape is completely up to you; just don't forget you're completely in control.

ATTENTION TRAINERS: If you've been slaving at a gym, what you're about to read will change your life ...

**“Working For A Gym Is Hell!
Start Your Own High-Level, Training Business ...
... and NEVER Work For Anyone Else, Ever
Again!”**



CLICK THE LINK BELOW TO GET STARTED:

<http://super-trainer.com/the-six-figure-manual/>