



**FOR REFERENCE PURPOSES ONLY -
THE QUIZ MUST BE PURCHASED AND COMPLETED ONLINE IN ORDER TO EARN CEUS**

Conference Video Quiz
Personal Training Business Clinic

1. What is one way personal trainers may create effective connection with clients?
 - a. Email assessment packet to client
 - b. Build a relationship beyond the gym
 - c. Teach good movements

2. According to Robert Linkul, “knowing your numbers” is a reference to being aware of
 - a. your revenue.
 - b. your client’s 1 repetition max.
 - c. how many clients you can train at one time.

3. For those working as an independent contractor in a gym setting, it is important to
 - a. have liability insurance.
 - b. wear the gym uniform.
 - c. have set hours.

4. Which of the following is a simple screening tool that may be administered to new clients before starting an exercise program?
 - a. LLC.
 - b. PAR-Q.
 - c. CPT.

5. Building rapport through email is often a function of
 - a. giving opinions
 - b. creating connections
 - c. selling promotions



6. Which of these is considered simple channel of marketing?
 - a. Facebook advertising
 - b. Conferences
 - c. Networking events

7. Shannon Fable's "red velvet rope policy" is a reference to
 - a. working with famous people
 - b. client exclusiveness
 - c. picking your target market

8. Which of the following is the best example of a well-defined "target market"?
 - a. Men ages 16-23
 - b. Stay at home moms ages 30-40
 - c. College athletes

9. According to Shannon Fable, which of the following will cause clients to choose you over other personal trainers?
 - a. Your who
 - b. Your why
 - c. Your what

10. When communicating one's purpose, which of the following does Shannon Fable advise personal trainers stay away from?
 - a. Tagline
 - b. Elevator speech
 - c. Catch-phrase