



2021 NSCA PERSONAL TRAINERS VIRTUAL CONFERENCE

#NSCPT21

CONFLICT OF INTEREST STATEMENT

I have no actual or potential conflict of interest in relation to this presentation.

THE 5 KEYS TO LONG-TERM PERSONAL TRAINER CAREER SUCCESS

OBJECTIVES:

1. Understand the personal attitudes and professional behaviors necessary for sustained, long-term success as a personal trainer.
2. Understand the common mistakes in attitudes and actions that can derail personal training success.

THE 5 KEYS TO LONG-TERM PERSONAL TRAINER CAREER SUCCESS

WHY I CARE ABOUT THIS TOPIC:

- Passion led me here
- 10+ years as full-time trainer/GEX instructor
- Coaching & mentoring for almost 30 years
- Privileged to have leadership roles at Equinox, Nike, Flywheel & EXOS
- Want the same career satisfaction for others

THE 5 KEYS TO LONG-TERM PERSONAL TRAINER CAREER SUCCESS

“SUCCESS LEAVES CLUES” – Anthony Robbins

- An estimated 80-90% of trainers leave the profession within their first year.
- The average trainer makes an average of \$63K/year
- Only 10% of trainers make >\$80K/year

Sources: LinkedIn, Club Industry, Salary.com

THE 5 KEYS TO LONG-TERM PERSONAL TRAINER CAREER SUCCESS

WHY THEY LEAVE:

- Not what they expected
- Not making enough money
- Don't see a career path

THE 5 KEYS TO LONG-TERM PERSONAL TRAINER CAREER SUCCESS

SUCCESSFUL TRAINERS:

1. Identify a target market.
2. Focus on providing value.
3. Build strong networks.
4. Work smart.
5. Invest in their education.

THE 5 KEYS TO LONG-TERM PERSONAL TRAINER CAREER SUCCESS

1 - IDENTIFYING A TARGET MARKET:

1. What do you do well “naturally”?
2. What do you love doing?
3. What do you always do no matter what?
4. Where would you find these people?
5. What is your “six degrees” from connecting?

THE 5 KEYS TO LONG-TERM PERSONAL TRAINER CAREER SUCCESS

2 - FOCUS ON PROVIDING VALUE:

1. What is the “bare minimum”?
2. What is 10x of that?
3. How can you become indispensable?
4. How can you help other professionals who are able to help you?

THE 5 KEYS TO LONG-TERM PERSONAL TRAINER CAREER SUCCESS

3 – BUILD STRONG NETWORKS

1. Find your tribe.
2. Find your mentors.
3. Keep expanding your circle.
4. Stay connected.
5. Always think win-win.

THE 5 KEYS TO LONG-TERM PERSONAL TRAINER CAREER SUCCESS

4 – WORK SMART

1. Be your own client.
2. Own your schedule.
3. Have clear policies & honor them.
4. Find a way to make passive income.
5. Schedule vacation time.

THE 5 KEYS TO LONG-TERM PERSONAL TRAINER CAREER SUCCESS

5 – INVEST IN YOUR EDUCATION

1. Keep your certification current.
2. Go deep in your field of interest.
3. Follow the science.
4. Learn every...single...day.
5. Share what you learn.

THE 5 KEYS TO LONG-TERM PERSONAL TRAINER CAREER SUCCESS

Geralyn@CoopersmithConsulting.com
FitnessProBootcamp.com