

2021 NSCA PERSONAL TRAINERS VIRTUAL CONFERENCE

#NSCAPT21

CONFLICT OF INTEREST STATEMENT

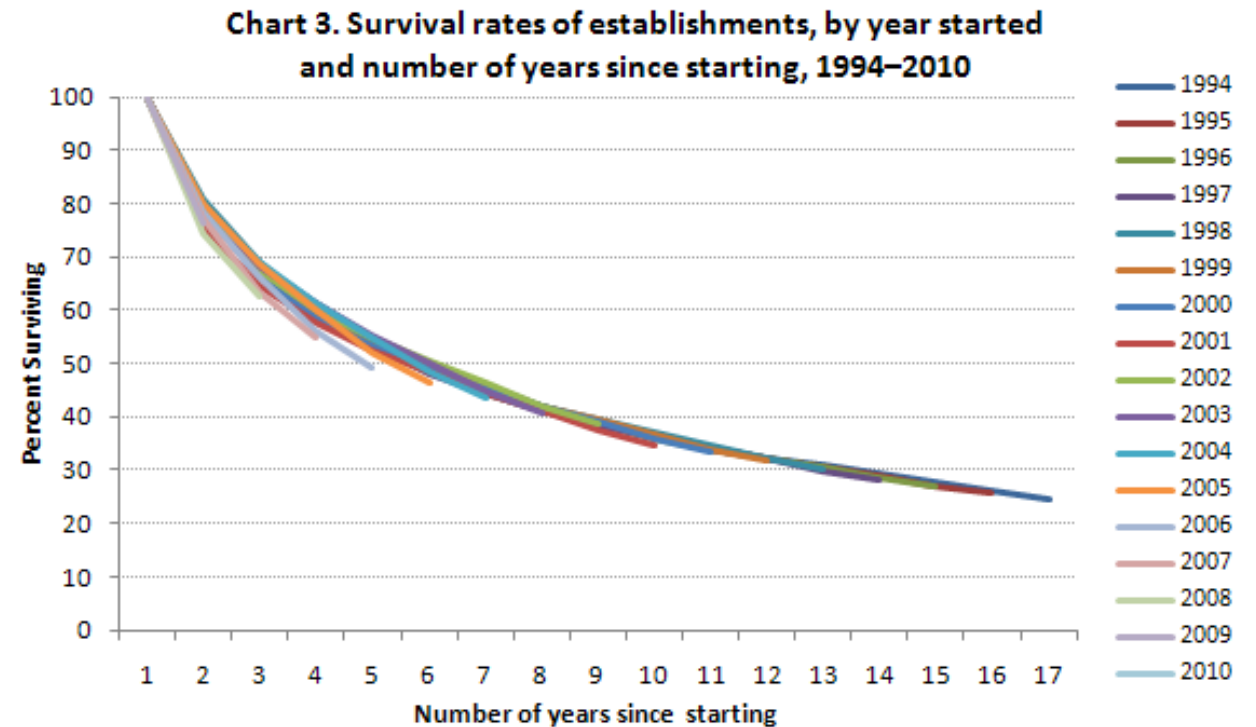
I have no actual or potential conflict of interest in relation to this presentation.

Playing the Long Game: Strategies for Strength and Conditioning Career Development



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Small Business Survival



Source: U.S. Bureau of Labor Statistics

Small Business Survival

- Average salary of a personal trainer in the U.S. is \$31,720...on a 60-hour work week...and without health insurance or 401(k)
- Service industry
- Low barrier to entry
- Never an emergency product
- Expensive rent for facilities
- Pricy equipment
- Difficult to establish a “full” clientele
- Inconsistent revenue throughout year

Small Business Survival

- What happens if you get hit by a bus?
- I know very few personal trainers who have disability insurance.
- What happens when you've been standing on hard floors for 30 years and your knees are killing you?

Lesson 1: Serve



Lesson 2: Don't put the carriage in front of the horse.



The Roadmap to Success, regardless of industry

1. Don't be a distraction.
2. Be useful.
3. Be consistently useful.
4. Be really good at what your boss hates doing (or isn't good at doing).
5. Be elite.

Lesson 3: “Follow Your Passion” may be bad advice.

- Cal Newport: acquiring "rare and valuable skills" is far more important to long-term job satisfaction, as we're more likely to enjoy careers in which we are wildly proficient.
- These skills are known as "career capital," and we can "redeem" them for improved quality of life - whether it's better pay, more influence within a company, more flexible hours, working from home, or a number of different benefits.

“Customers don’t pay for passion.
They pay for stuff they can use.”

-Guy Raz, in *How I Built This*

Almost everyone has passion; build career capital instead.

- CSP Internship Program
- The Anatomy of 90% of Fitness Resumes
 - Exercise Science Degree
 - Personal Training
 - Volunteer at a Camp or Strength & Conditioning Program
 - Ice Cream Scooper in High School
 - Cover letter about how passionate one is
 - References: academic dept. advisor, sport coach
- We can cut 50-60% out within 10 minutes.

CSP Career Capital Example

- A **CSP** Internship
- An Internship at an **Established** Facility
- Fluency in Spanish
- Writing and Technology Proficiency
- Analytics Capability
- Anything that adds value to our offering in a unique way
- A demonstrated history of lead generation

Lesson 4: Employers hire based on competency AND fit.



Lesson 5: Be professional and unconditionally positive even when everyone else isn't.



In an industry that has traditionally be underwhelming in terms of professionalism...

- How do you dress?
- Do you show up on time?
- Do you speak and write professionally?
- Do you speak badly about your competition?
- Do you curse?
- Is your social media presence a disaster?
- Who is in your immediate circle of professional contacts?

Lesson 6: Pursue Value Addition Over Value Extraction.

Adam Grant: Give and Take

Chip and Dan Heath: The Power of Moments

Value Addition vs. Value Extraction

- ABC: “Always be closing.”
- ABCD: “Always be creatively overdelivering



Value Addition, CSP Style

- Housing!
- Fast referrals to Orthos (easier access to ancillary expertise)
- BP passes/tickets
- Random giveaways
- Business referrals
- In-season programming
- Communication to the rest of the “team.”
- Traveling to see games
- Athlete lounge
- College recruiting
- A la carte payment system

Lesson 7: Make expertise easy to appreciate across multiple mediums.



*Appreciate that expertise is
perceived in a variety of ways.*



Appreciate that expertise is perceived in a variety of ways.

- “Just tell me what to do.”
 - Eliminate guesswork
 - Dumb things down for me
- Accomplished/satisfied clients
- Facility “vibe”
- Watch you coach/chat with you
- Seminars
- Web presence
- Bio
- **Make expertise easy to perceive!!!!**

Lesson 8: Remember that you're only as strong as your network.

Keith Ferrazzi: Never Eat Alone

Lesson 8: Remember that you're only as strong as your network.

- The 80/20 rule applies to client referrals and professional advancement.
- The problem is that you don't know who the 20% are – so you have to build pristine relationships with everyone.
- People need to know, like, and trust you.
- Resist the urge to be a renegade/controversy-seeker.
- Good will doesn't run out – and costs you absolutely nothing to offer.
- Accessibility, Expertise, and Ease-of-Communication
- Do you think Mike Boyle, Gray Cook, etc. actually need to have resumes?

Lesson 9: You are probably terrible with money; you just don't know it yet.



The Cold, Hard Truth

- 46% of financial planners have no retirement savings.
- 30% of Americans of working age have so little retirement savings that they'll have to work until they're 80 – even though life expectancy is only 78!
- 70% of lottery winners go broke within three years of winning.
- 16% of NFL players file for bankruptcy within 12 years of retirement despite average career earnings of \$3.2 million. Some studies show that the number of NFL players under financial hardship is closer to 78%.

Start saving for retirement EARLY.

- Average rate of return of the market since the Great Depression doubles your money every ~7 years.
- Put in \$5K when you're 25, and at age 60, you'll have \$160K.
- Put in \$5K when you're 46, and at age 60, you'll have \$20K.
- “Normal” people have 401(k) plans to encourage it; trainers are rarely offered these plans, let alone matching.
- The government makes it easy to save by offering tax deductions; use them!

Lesson 10: You can't produce if you don't consume.



Consume vs. Produce

- Consume
 - Books/Audiobooks
 - Daily Reading Goals
 - Seminars/Webinars
 - Weekly Staff Inservices
 - Podcasts
 - Observing other coaches
 - Internships
- Produce
 - Training clients/athletes
 - Product releases
 - Articles written
 - Podcasts released
 - Q&As
 - Seminar presentations

Shortening the Learning Loop

- The best way to learn from mistakes is to have others make them and teach you.
- In other words, mentorship is a key element of success.
- Why would anyone else want to invest time and energy into you if you aren't willing to invest in yourself?

Thank You!



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