



2019 NSCA PERSONAL TRAINERS VIRTUAL CONFERENCE

OCTOBER 7 – 11

#NSCAPT19

CONFLICT OF INTEREST STATEMENT

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

***Making Money in the Fitness
Industry
“Life After \$30,000”***

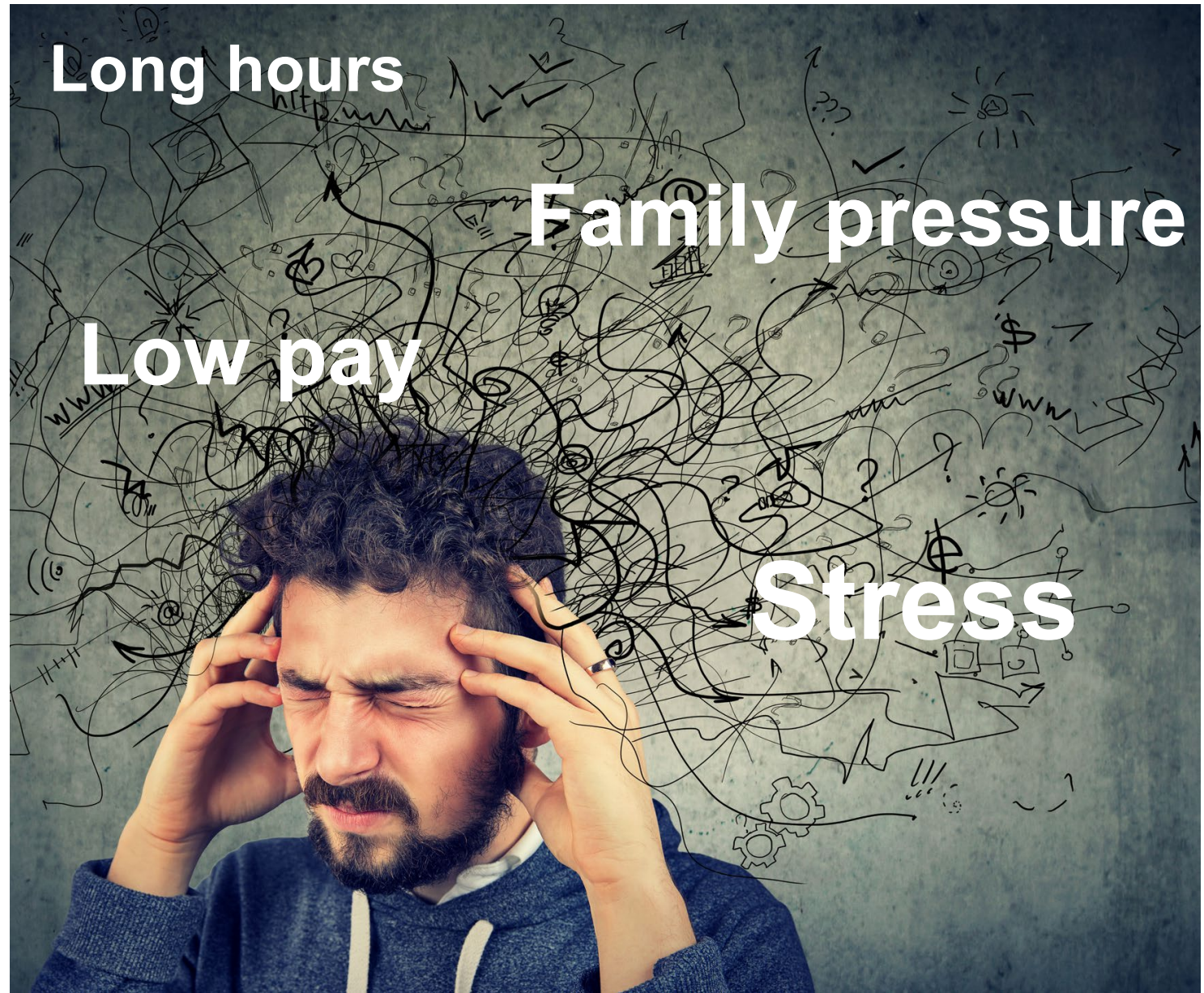
Thomas Plummer – Sponsored by Perform Better

The average coach
only lasts about six
years?





Why Me?



Long hours

Family pressure

Low pay

Stress

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No career path plan



**We never take the big risk
if we do not have a goal that
motivates us to risk**



**You deny yourself
the really big goals**



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**You, and only
you, create the
career you want
to live**



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What is the expected outcome of your career?

2029

**10 years from now what
did it mean to be you?**

**How does your career
end?**

Where will you be financially?



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Where will you be in your career?



What is the expected
outcome of your
career?



Alice came to a fork in the road. 'Which road do I take?' she asked. 'Where do you want to go?' responded the Cheshire Cat. 'I don't know,' Alice answered. 'Then,' said the Cat, 'it doesn't matter.'

Lewis Carroll

quotefancy



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What do you want from your career?



WHO IS THAT?

What is/who is our
role model of success?



The best investment you will ever make is in yourself



Money goes to....

Professional image

Networking

Speaker development

Polishing your act/paying your dues

Learning to write

Mentors and personal coaches

**Education taking you in the target
direction**

Professional image

Networking

Speaker development

Polishing your act/paying your dues

Learning to write

Mentors and personal coaches

Education taking you in the target direction



THE BIG QUESTION

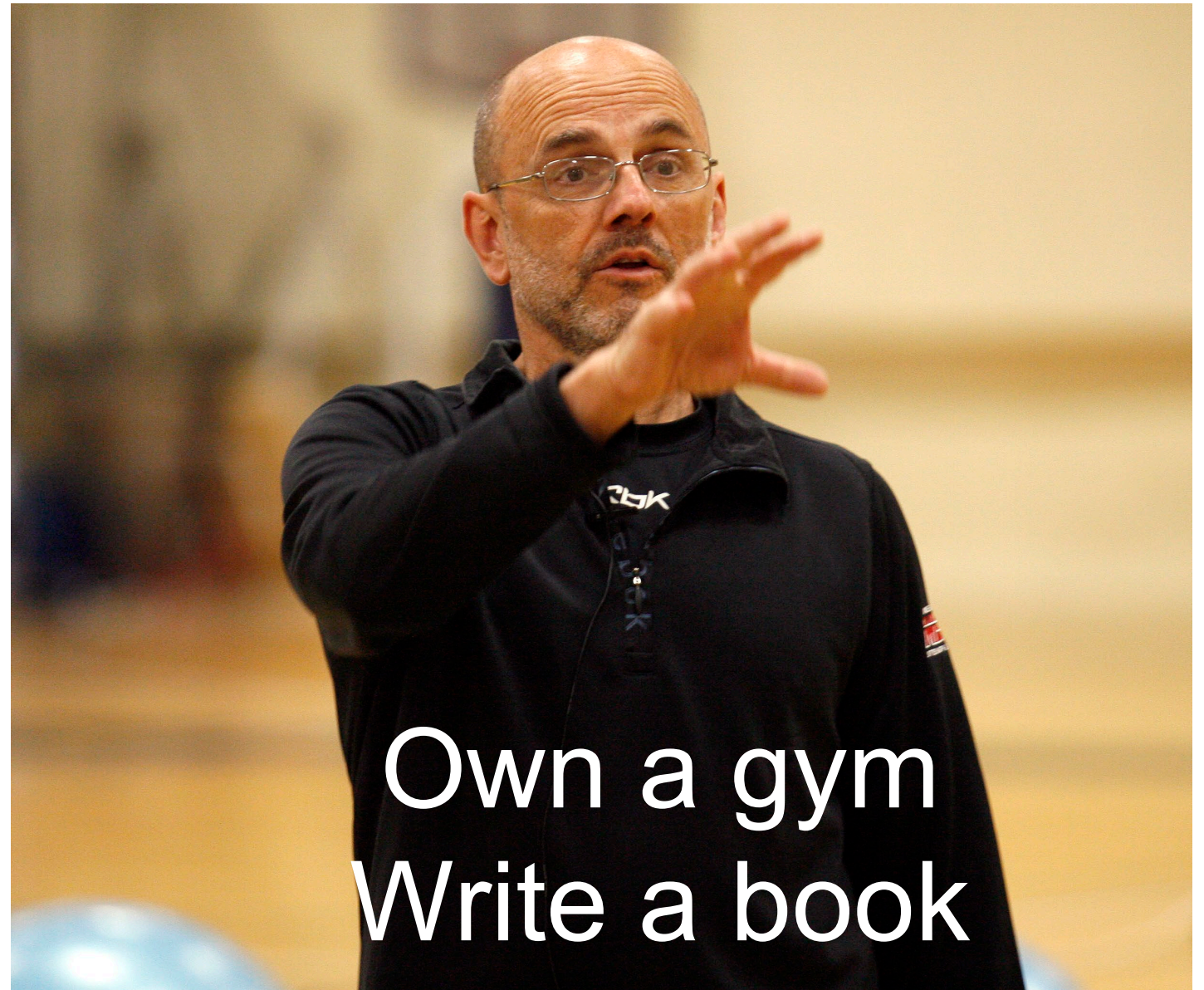
Where do you want to be?
**What do you need to learn or
add to be that person?**
Are you focused on the path?
**What are you doing now that
prevents you from getting
there?**

CAREER TRACKS





What is your dream job?



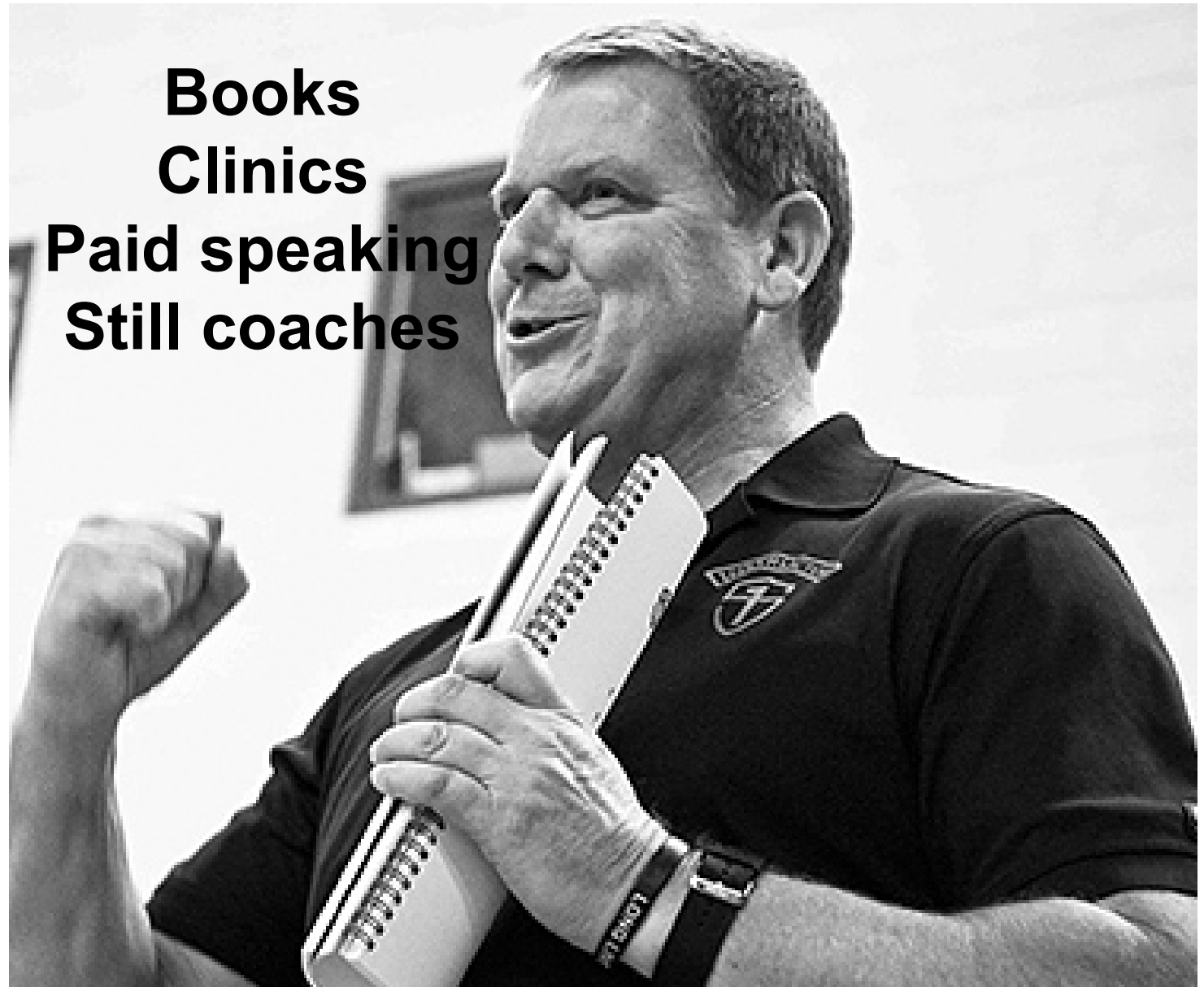
Own a gym
Write a book



1500 foot
club house

**1500 square feet club
house model
75 clients @ \$200 per
month
\$180,000 per year and
you keep about half**

**Books
Clinics
Paid speaking
Still coaches**



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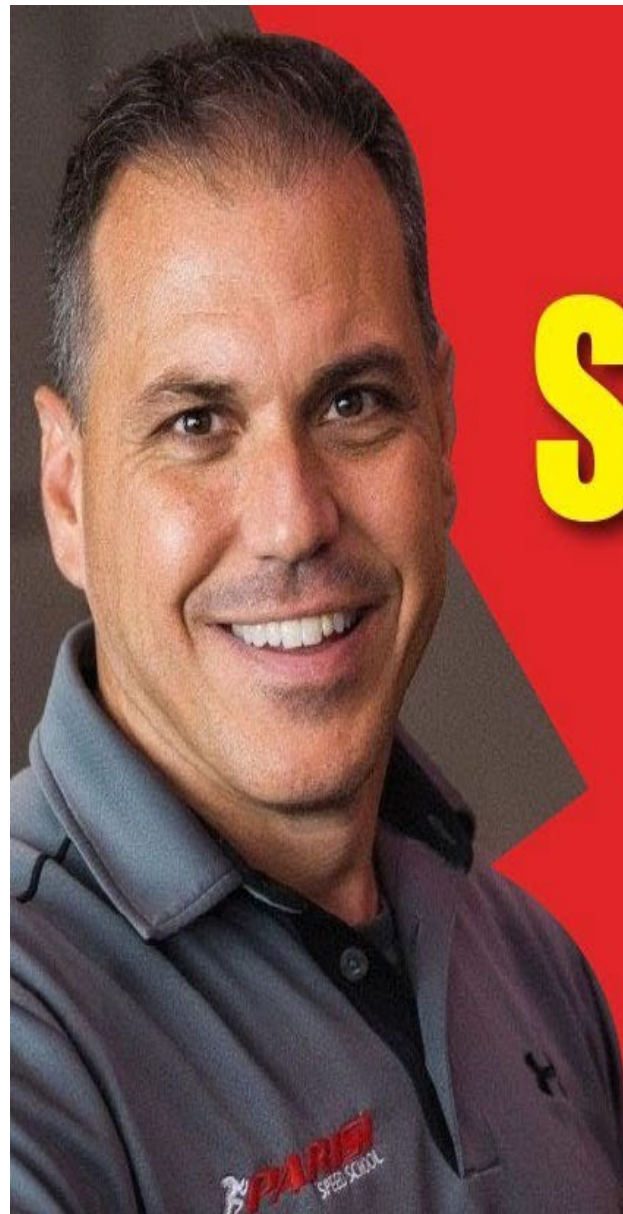
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EXERCISES
FOR INJURIES

Speed Training Seminar



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**10,000 square feet
Adult and sports
performance
450 clients averaging
\$220 per month

\$1.2 million a year in
gross revenue**

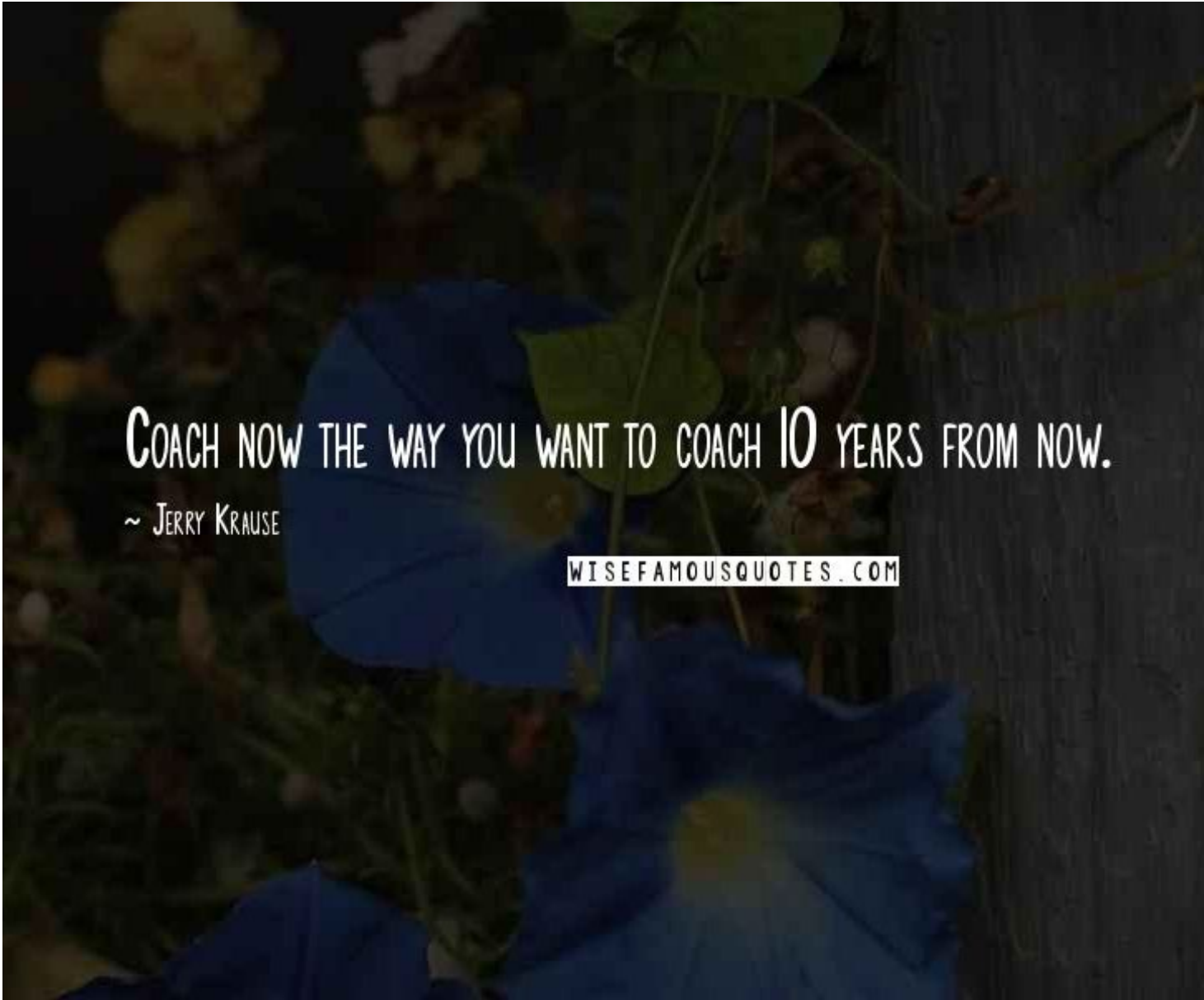
CHANGE:



LOVE IT



FEAR IT



COACH NOW THE WAY YOU WANT TO COACH 10 YEARS FROM NOW.

~ JERRY KRAUSE

WISEFAMOUSQUOTES.COM

**You don't get paid
much to do
what you love so
you believe that
is what you are
worth**



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If not now, when?





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