



Treat your personal training career with integrity to achieve success.

Personal trainers can make a Good Living

BY ROBERT FOSTER

Professional or hobbyist?

What separates the Wayne Gretzkys from the average Joe Hockeys? Do you ever wonder what separates the exceptionally skilled from the mediocre player? What depicts these two individuals from one another? Is it an innate talent or an art that has been perfected over the span of time?

I once heard a man say “it takes 10 years or 10,000 hours of sport practice to become a professional athlete”. What would you be willing to give up if you knew those numbers growing up?

The same goes for honing a career as a personal trainer. It takes practice, long hours, and the drive to survive. You don't make money in this industry overnight. You have to do your time, walk your miles, and replace many shoes.

It saddens me to see the amount of entries into this industry that leave so quickly. People expect to take a whirlwind course, fill out an application, and presto—they become Jillian Michaels! That just doesn't happen.

Or maybe this industry is simply a stop-over job. I have noticed that an alarming amount of individuals secure a position as a personal trainer only to leave their job for another (at that time) higher paying job. They want to become a firefighter, a physiotherapist, a gym teacher, etc. “I am waiting for my big break to come, you'll see”.

What these quick-to-quit personal trainers don't realize is that they were a couple months shy of really making it happen. The momentum was building, the clientele was increasing, and opportunities were approaching.

In fitness, there are a variety of things one can do. You can become a club personal trainer, a fitness manager, a bootcamp instructor, or even a private in-home personal trainer. These are only a fraction of the various opportunities that this booming industry has for you.

Instead of treating your job or newfound skill of personal training as a hobby, make something of it. Get passionate about it! Search your options.

Just remember that when thinking of any business, think five to ten years ahead. It may seem hard but it could be the difference in thousands of dollars. Consider legalities, making a website, marketing and advertising, and even the concept of creating a team of business partners and affiliates.

So, will you be the next big thing and make your mark in fitness? The money is out there for a great lifestyle. You just have to know how to go out there and get it. □

Robert Foster is president of Trainers on Site. Visit www.trainersonsite.com or call 1-888-269-1TOS (867) to learn more about the company.

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