

Personal Training **Ca\$h** Killers

STOP Self Sabotaging Your Profits... *And Run To The Bank*



Personal Trainers – Don't Make These Costly Mistakes!



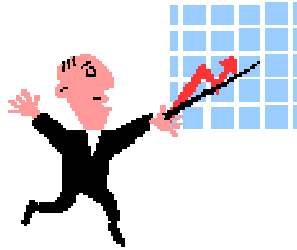
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--- Special Personal Trainer Report ---



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*This is a **Special Report** brought to you by Wellness Word, LLC, and Jim O'Connor. The goal is to SPREAD this ebook around, thus, helping as many personal trainers as possible. Let's get this valuable information into the hands of every personal trainer!

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Keep That \$100 Bill Safely In Your Front Pocket

Imagine being a professional fitness trainer in New York City. After a hard days work of 10 consecutive clients you just finish up your last personal training session. Your pockets are bulging with cash as you begin your walk home. Stashed inside your back pocket is a wad of six \$100 bills, or \$600 in cash. As you vigorously walk down the jammed New York City sidewalks people are



constantly bumping into you.

After arriving home, to your dismay, the \$600 had vanished. Damn it! Some jerk pick pocketed you. The dirty criminal **SWIPED** your hard earned cash!

The next day you foolishly again decide to place your hard earned cash in the same pocket as yesterday. Guess what? You, once again, **LOSE** even more money!

Most Trainers Are Blindly Allowing “Big Money” To Be Snatched Right Out Of Their Wallets



The story above parallels exactly what is happening to personal trainers around the world. *Trainers are leaving thousands upon thousands of dollars on the table each year.* Just like being robbed in New York City, money is being swiped from trainers’ pockets each and every day; and they know **NOTHING** about it. Most trainers income is being stolen by other trainers, and believe it or not, clients themselves.

As a personal trainer, you are **NOT being paid what you are worth, and therefore, leaving lots of cold hard cash on the table!**

To fight back I have decided to share 5 of the many “**Personal Training Cash Killers**” in hopes of preventing trainers from sabotaging their profits.

As a professional fitness trainer, you have a big choice to make right now! Are you going to be a **top tier fitness professional** taking boat loads of cash home, or a trainer who watches hundred dollar bills float away? The choice is yours to make!

The Personal Training Business is Booming!



If you are a Personal Trainer, *you are in the right place at the right time.* Personal training is booming! When I started training people some 20 years ago, people were trying to figure out what the heck

personal training really was. The image of personal training, long ago, was a muscle bound bodybuilder trying to help people either build a few muscles, or lose some unwanted fat.

It wasn't uncommon twelve years back to see trainers walking around Gold's Gym in skin tight spandex, and muscle shirts barking out "no pain, no gain" orders to clients.

Today, professional fitness trainers are more understood, recognized, qualified, and simply portray a better sense of professionalism.

The Personal Training Paradigm Shift

As a result of the huge number of aging baby boomers wanting to stay fit, live longer, and live a better quality of life, personal training services are in greater demand than ever before. Now add the obesity epidemic into the mix, and *fitness professionals today have a gigantic reservoir of cash available for the taking*. I am sure you want a **BIG** piece of it!

Personal trainers, once looked upon as just bodybuilders helping muscle enthusiasts build muscle and lose fat, are now being recognized as professionals in the umbrella of the health care industry.

Twenty years ago, clients mainly wanted to lose fat, and gain muscle. Today, they want to exercise for longevity, be more independent, improve physical performance, prevent and recover from injuries, maintain balance, decrease the chance of heart disease, and even maintain their youth.

Even though most clients still want to lose weight and gain lean tissue, there are deeper underlying issues as to WHY clients hire personal trainers.

Clients are now walking from their doctors offices, after being diagnosed with diabetes, and seeking personal training services as an immediate solution to their medical challenges. What is interesting enough is people are using trainers at the present time to improve their health and fitness, in addition to the common vanity reasons.

As personal training has become a more acceptable piece of the health care puzzle, trainers are forced to follow a higher professional standard. Along with a higher sense of professionalism, fitness trainers are serving more diverse niche related markets.

With the huge array of personal training schools and certifications available today, and the public starting to understand the benefits, and qualifications necessary for personal trainers, professionalism and knowledge are going to become even more crucial.

The Unqualified, Uneducated, And Unprofessional Personal Trainer Will Be Chewed Up, And Spit Out By Their Competition... Only To End Up Dead Broke



Consumers are quickly becoming educated on what constitutes a qualified Personal Trainer. If you don't know what you are doing, it will be evident when your clients witness other "professional trainers" at work.

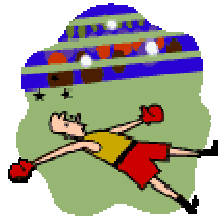
You might say you are qualified because you have a bachelor's degree in exercise physiology. Don't be fooled by that, most **personal trainers are missing the boat** even though they have degrees and a plethora of certifications. Why?

They are self sabotaging themselves by *leaving tons of cash on the table* each and every day. They are working harder and longer than they really need to, but really don't know the difference.

Today you will begin to enter the "qualified," educated and informed side of the fence! It is time for you to be the trainer who takes cash away from your competitors. After all, it looks better in your pocket than theirs. Doesn't it?

“Only The Strong Will Survive! The Rest Will Be Kicked To The Curb”

The 5 Cash Killers That Are Robbing Most Personal Trainers



Below I list **5 cash killers** that most personal trainers seem to frequently fall victim to. By avoiding these **5 “cash killers”** you will be well on your way to rewarding yourself with an **instant pay raise**.

PT Cash Killer #1 – *Not Treating Personal Training As A Real Business*

Years ago I, too, made this huge mistake. Many trainers begin training a couple people to make a few bucks. Soon they discover they are training more and more people. ***NO PLAN! NO ROADMAP! NO DIRECTION!*** This is all too common.

Let’s face it, when I received my degree in exercise physiology, they didn’t teach me squat about planning, or running a business. I had to learn the hard way in the trenches with a lot of blood, sweat, and tears.

Most personal trainers just wing it. Boy, what a mistake! Running a successful training business takes planning, marketing, and sales knowledge. If you are not incorporating these ***ALL IMPORTANT*** skills into your training business, you are leaving ***BIG MONEY*** on the table. You are cheating yourself by having money **ripped away** from your wallet.

How would you like to navigate around my hometown, Los Angeles, without a map, blindfolded? How can you run a successful, efficient personal training business ***without a plan?*** Not having a plan is simply **NOT** a bright idea.

Even Fitness Trainers who work in health clubs need to have a roadmap, or business plan of action to be successful.

If you don't believe me, try it, and see how quickly you gobble up your competitors cash.

Trainers, in general, are simply not setting goals, and marketing continuously. This is a critical aspect of running a personal training business! In [Personal Training Riches](#) I specifically dive deeply into these much ignored topics, and reveal how easily they can be implemented to jumpstart your income.

Personal training is a BUSINESS, and should be treated like one!

PT Cash Killer #2 – Not Focusing On Sales And Marketing



Most trainers are passionate educators focusing on the study of anatomy, physiology, exercise physiology, and biology. Why? Because these topics are in a trainers area of interest, and strongly pertains to their job at hand.

What if I told you excessive study of anatomy, and physiology is detrimental to your personal training income.

Don't get me wrong, personal trainers need a good understanding of anatomy, and physiology, but, after awhile, it is much more profitable studying sales and marketing.

As a professional trainer, you are really selling yourself, and what your specific knowledge and instruction will do for the prospect.

Mark my words; ***the highest earning personal trainers have a strong understanding of sales, and marketing.*** These successful individuals spend much more time studying marketing, not exercise physiology.

I know this is a little backwards from what you were taught during your personal training education, but ***sales***, and ***marketing*** keep your calendar booked, and family fed.

Take celebrity trainer **Jake Steinfeld**, for instance. Jake has become a multimillionaire as a result of personal training. Is Jake a world famous exercise scientist? ***NOPE!*** He is a world ***FAMOUS*** sales and marketing

expert who knows a little bit about exercise science, anatomy, and physiology.

What about **Jack Lalanne**? Is he teaching exercise physiology at Ohio State? Absolutely NOT! What about **Richard Simmons**? Neither of these fitness instructors are PhD's teaching exercise science. That is because they are sales, and marketing experts who definitely understand human behavior. Take a lesson from their legacies. How many multimillionaire exercise physiology professors do you know? You probably do not know many. I'm sure quite a few personal trainers' salaries surpass that of professors teaching exercise physiology in universities around the world.

Refer to my audio seminar, [Personal Training Riches](#), to discover how you, too, can become a sales, and marketing wizard just like fitness millionaires Jack LaLanne, Richard Simmons, and Body By Jake. It is much easier to obtain this status than you actually imagine. If they can do it, you can too!

Personal training and fitness are actually very easy to sell. Most clients actually sell themselves as I reveal in [Personal Training Riches](#).

PT Cash Killer #3 – *Too Much Comfort Zone*

Like I mentioned above, personal trainers like to teach people fitness, not strategically sell people. A trainer will perk up when you talk about anaerobic threshold, but would rather hide when talking about the topic of sales, and marketing.

Trainers are trained to be teachers. I'm telling you, right now, it is time for a paradigm shift. The successful personal trainers are sharp on anatomy, and physiology, but super sharp on marketing, and selling personal training.

These ultra successful trainers have escaped their comfort zones to branch out and grow.

You Grow When You Are Outside Of Your Comfort Zone

Not only will you grow, but your business will begin to explode when you are outside of your comfort zone.

Allow me to give you an example of being in your comfort zone. I remember working at Sports Club LA many years ago, and watching trainers who were suppose to be working the floor, instead, just huddled around each other. They were supposed to network, assist, and market themselves to the members. Most were afraid to start conversations with the members. However, the trainers who networked the most made the most money. They trained the most clients, were the most successful, and even drove the best cars.

Little tactics such as talking to three new members each day, or introducing yourself to one new physical therapist each week, are examples of pushing yourself beyond your comfort zone.

Too many fitness trainers are *AFRAID* to sell, *AFRAID* to talk to new members, *AFRAID* to market, and network, and *AFRAID* to leave their own comfort zone.

I'm telling you, right now, if you constantly strive to get outside of your comfort zone, you will make more money!

One of my favorite saying is...*shy, and timid Personal Trainers have skinny kids.*

[Personal Training Riches](#) is jammed full of secret strategies that will shatter your comfort zone into new profits. It is just a matter of *TAKING ACTION* without worrying about what others might think.

The most successful people in the world don't really care very much about what others think. They are too busy constantly growing by living outside of their comfort zone. You can too!

PT Cash Killer #4 – De-Valuing Personal Training Services

Personal trainers are notorious for giving away their time too cheaply, and sometimes even for **FREE**.

Remember trainers, you are a highly skilled professional, and should be compensated appropriately. When you walk into your doctors office, is it FREE?

Clients will pay **MUCH MORE** if you offer and show more value than you are charging. Discussed in detail in [Personal Training Riches](#), your pricing is all about the client's *perceived value* of you, your service, and what you are actually doing for the client.

Don't think price! Think value. Also, don't judge their financial situation by yours. If clients know you, like you, trust you, and you deliver good value with what they want, your rates can increase.

If you are truly offering a professional service with extreme value, you should be compensated appropriately. You should be paid like a pro!

Trainers, start giving more value, and then raise your rates. ***You are worth more!***

PT Cash Killer #5 – Not Leveraging Time



Personal trainers need to understand ***all they have is their time***. Once that hour passes, it can never be utilized, or billed again. Since there are only 24 hours in a day, an individual trainer can only train a limited number of people. Therefore, personal trainers ***trade their time for money***.

I am sad to say most personal trainers don't do a very good job of leveraging their time. As a matter of fact, some trainers simply throw it away.

There are many ways of leveraging your time. One of the ways, mentioned in [Personal Training Riches](#), is to hire an assistant. Thus, when you are not available to train, you can pass the client off to your assistant, and pay them a percentage of the session.

Therefore, you are able to make money in both places, all in the same hour.

Another tip mentioned in **Personal Training Riches** is group training. How would you like to circuit train 10 people for \$30 each, all together in the

same hour? That is \$300 for an hour worth of work. Better yet, have an assistant do it, and split the fee to enable you to generate income during that same hour from other clients, or revenue streams.

Are you a trainer that likes to sit around in the gym talking to other trainers, and clients who have finished training? If so, you may be wasting your valuable time. Wouldn't it be better to do some planning, marketing, or even client prospecting?

Once again, the professional fitness trainers who make the most money are excellent at leveraging their precious time. If you wish to enter a higher tax bracket, I suggest you do the same.

The Choice Is Yours...It Is All Up To YOU!

If you want to be a personal trainer who hits the top of the industry's income bracket, then take this special report very seriously! Read it more than once.

The personal training business is changing right before your eyes; and I would like to see you at the top of the industry. After all, my personal training business has allowed me a ton of freedom; and I am certain it can do the same for you.

However, *you MUST first act on the information revealed in this special report*. The information is useless unless you take action, and incorporate it.

By avoiding these 5 personal trainer pitfalls mentioned above you are in a great position to **burry your competitors**. After all, most trainers don't have a clue about the information discussed in this report.

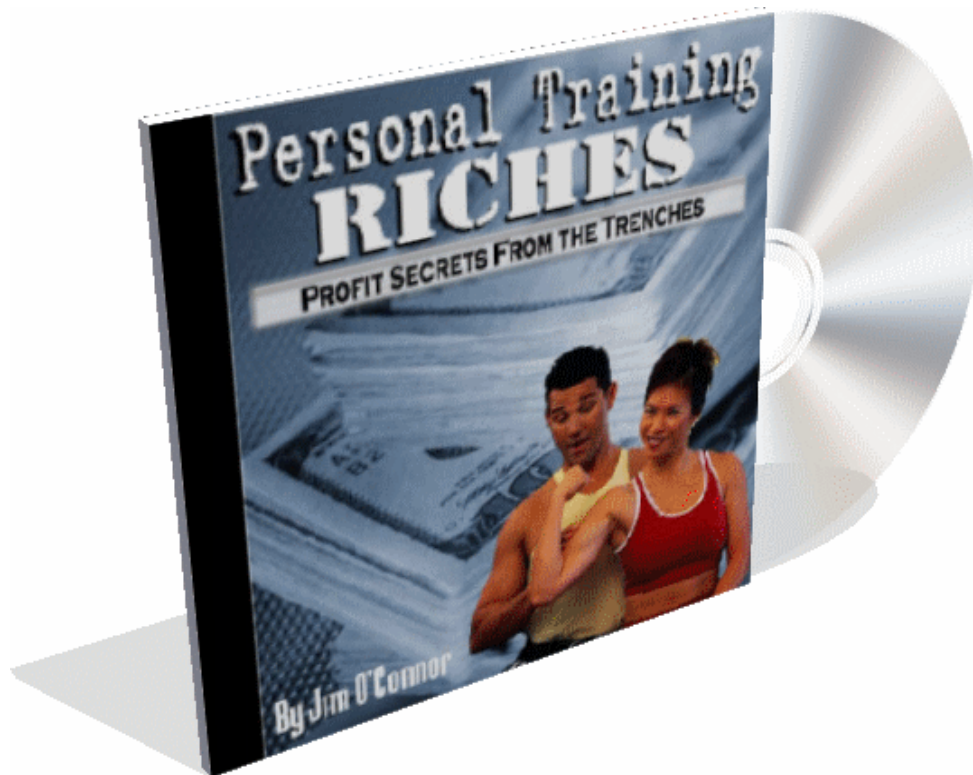
For those who are truly committed to putting their personal training business on cash flow overdrive, I have spent many months diligently creating a complete **HOW TO personal training wealth building guide** for your personal benefit.

I have decided to reveal everything I learned regarding the personal training business (the good, the bad, and the ugly) over past 20 years in the trenches. The reason I decided to create [Personal Training Riches](#) is to give back to the trainers frustrated with their income, or fitness business in general.

Therefore, I have created a **TELL ALL, SPILL THE BEANS** audio seminar on how you too can, just like myself, reach the upper income level of the personal training industry.

Learn from my mistakes, and the 20 years of laboring sweat, on how you can quickly fill your wallet in one quarter of the time it took me.

If you are serious about your personal training business, and want to open the cash generating throttle, then I strongly encourage you to listen to [Personal Training Riches](#). Your bottom line **WON'T** be sorry!



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P.S. Please feel free to pass this report onto another trainer in need. Together we can all significantly improve our industry.

