

THE FITNESS GROUP



# 7 STEPS TO A SUCCESSFUL CAREER IN PERSONAL TRAINING



More people  
More active  
More often

Active iQ



XXX REPs  
The Register of Exercise Professionals

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## ABOUT US

The Fitness Group are the UK's leader in fitness education and online support. We provide the very best fitness education experience for our students. Our ethos is centered on you. Our students are at the heart of everything we do and this is what separates us from other training providers. We pride ourselves on offering more support to our students daily than any other Training Provider. During Covid-19 we have had more daily live tutor led lectures than anyone else, alongside lecture recordings and E-Learning that can be accessed at anytime - total student support.

Our courses are certified by Active IQ, the UK's Leading Fitness Awarding Body. They are internationally recognised qualifications that meet REPs, CIMSPA and UK Active Standards.

We provide all our students with CV support and arrange job interviews. We also provide free Business Skills courses enabling our students leave ready to pursue a successful career.





## WHAT OUR GRADUATES SAY



EXCELLENT SERVICE. STARTED MY LEVEL 2/3 GYM COURSE JUST BEFORE THE LOCKDOWN AND THE ONLINE SUPPORT FROM JONNY HAS BEEN GREAT! BEEN AVAILABLE 7/7 AND THE ONLINE COURSES HAVE BEEN HIGHLY EDUCATIONAL.

FUNSD 010 - STUDENT



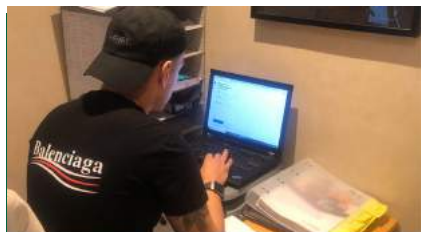
*"Excellent service. I Started my Level 2 / 3 course before lockdown and the online support from Jonny has been great! Been available 7/7 and the online courses have been highly educational."*

*"Been doing my Level 2 and Level 3 PT Diploma with The Fitness Group for the past few weeks now and honestly couldn't recommend them enough. I was worried that lockdown would stop me progressing but their online courses are fantastic, and support from Jonny and the team has been 10/10."*



BEEN DOING MY LEVEL 2 AND 3 PT DIPLOMA WITH THE FITNESS GROUP FOR THE PAST FEW WEEKS NOW AND HONESTLY COULDN'T RECOMMEND THEM ENOUGH. I WAS WORRIED THAT LOCKDOWN WOULD STOP ME PROGRESSING BUT THEIR ONLINE COURSES ARE FANTASTIC, AND SUPPORT FROM JONNY AND THE TEAM HAS BEEN 10/10 ☺☺

STUDENT - STEPHANIE CONLIN



Started with the fitness group just before the lockdown and since then the support given has been exceptional. The online lectures have been great and so helpful. Jonny has been there every step of the way even out with the usual working hours. The fitness group are going above and beyond to ensure their clients are still learning and have options for when this is all over. Keep up the good work ☺☺

MALCOLM MOLEAN - STUDENT



*"Started with The Fitness Group just before the lockdown and the support has been exceptional. The online lectures have been great and so helpful. They've been there every step of the way even out with usual working hours. The Fitness Group are going above and beyond to ensure their clients are all still learning and have options. Keep up the good work."*

## THE FITNESS GROUP PROMISE



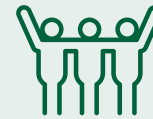
### ACCREDITATION

All of our fitness education courses are certified by Active IQ, the UK's leading awarding body, and are internationally recognised qualifications that meet REPs and CIMSPA standards.



### GLOBAL OPPORTUNITIES

We have a nationwide network of training centres across the UK selected for their quality of facilities. All of our courses are internationally recognised qualifications



### MENTOR SUPPORT

Ongoing support from TFG Education Mentors - experienced, successful PTs' who have undergone and completed our specialised tutoring training and business skills training.



### 0% FINANCE

We offer all our students the opportunity to pay for their chosen course with manageable, affordable payment options at 0% finance.



### BESPOKE SUPPORT

Our ethos is centered on you. Our students are at the heart of everything we do and this is what separates us from other training providers. We pride ourselves on offering more support to our students daily than any other Education Provider.



### JOB INTERVIEW GUARANTEE

We provide CV support and arrange job interviews for our students. We also provide free Business Skills courses enabling our students leave ready to pursue a successful career.



## 1.) CHOOSE A PERSONAL TRAINING QUALIFICATION THAT IS ACCREDITED AND RECOGNISED INTERNATIONALLY

Becoming qualified as a Personal Trainer means you need to qualify and gain a minimum of a Level 3 Award in Personal Training.

You must complete your Level 2 (entry level) and your Level 3 Award. You can do this by choosing to study a Level 3 Personal Training Diploma - this is a combination course that combines Level 2 and Level 3.

The Training Provider that you choose to study with to gain your Personal Training Qualification will work with a chosen Awarding Body to award the qualification. ***We at The Fitness Group work with Active IQ to award our qualifications.***

Be aware, other smaller training providers may display the Active IQ logo on their website then enrol their students with another cheaper Awarding Body to save costs so always check who is awarding the qualification.

Active IQ are the UK's leading awarding body and within the industry Active IQ are known for their high leading industry standards. The course learning outcomes, the depth and detail of the topics covered means your qualification will be structured to prepare you for success and the best possible start for a career as a Personal Trainer.

The courses provided through Active IQ are endorsed by CIMSPA (Chartered Institute for the Management of Sport and Physical Activity). CIMSPA endorsed qualifications represent the "gold standard" for quality in the health and fitness industry.

REPS (Register of Exercise Professionals) is now part of CIMSPA as of June 2020, creating one single directory of exercise professionals. Our Active IQ qualifications were endorsed and accepted by REPS, all personal trainers will now register on the CIMSPA register.

Many of our students choose to work around the world using their Personal Training Qualifications gained with us at The Fitness Group, The Active IQ Logo is a seal of quality that will be on your certificate when you study with us, so choosing a qualification that is delivered in partnership with a reputable Awarding Body is an important step.

## 2) CHOOSE A PROVIDER THAT WILL GIVE YOU A 5 STAR SERVICE

Now that you have chosen a course that is awarded by Active IQ, endorsed by CIMSPA and internationally recognised, the next stage is to choose a training provider that will deliver the course to the highest standard possible. There are a few things to check:

**Reviews** - through a source like Trust Pilot, have a read through the comments, not just the number of reviews (which can be misrepresented and inflated by some providers). This will give you a feel for the legitimacy of the reviews and what previous and current students are saying about the Training Provider. Also look for reviews on the website directly.

**The Social Media Channels** - how often is the training provider publishing content on their channels, is there strong evidence of a customer focused community? This will give you further insight into the community that is around the training provider and the professionalism of the company.

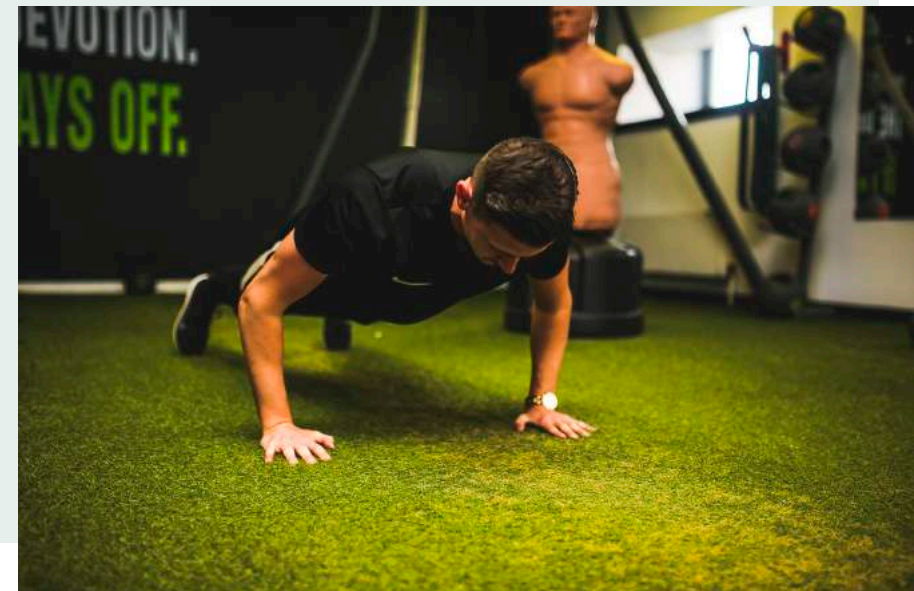
**Their Website** - Check the professionalism of the training providers website, is course information accessible and well structured? Remember that your Training Provider will be responsible for delivering educational content to guide you through your studies - this is another representation of the company brand.

**Support Options** - Can you easily get in touch with the same person at the training provider and how responsive is the training provider to your initial enquiry?

At **The Fitness Group** we ensure that the full sign up experience is personal before you sign up - you can book in a call at a time that suits you to speak to our team.

Ask for more information about what the contact options are like after you have signed up.

At **The Fitness Group** will ensure you have the direct number for your Learner Support Coach as well as your Assigned Tutor.





### 3) CHOOSE A TRAINING PROVIDER WITH FANTASTIC SUPPORT TOOLS TO AID YOUR LEARNING

All Training Providers who deliver an Active IQ, CIMSPA endorsed Level 3 Personal Training Diploma will deliver the same modules and the course will be set against the same learning outcomes that are predetermined by the Awarding Body (Active IQ).

However, **how** the course content is delivered to you will vary between training providers.

At **The Fitness Group** we have ensured that every tool and avenue is being utilised to give our students the best possible opportunity for success.

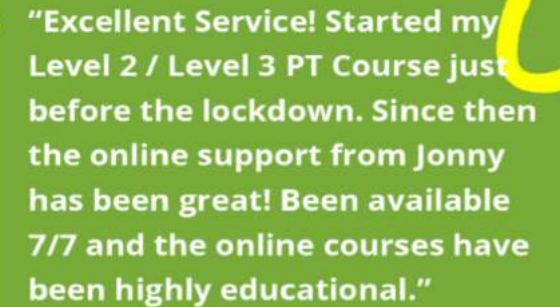
#### Online Study

When studying online with **The Fitness Group** you will have access to a wide variety of tools and resources;

- ✓ Live Tutor Lectures - you can book in via our student app and attend a live lecture from one of our tutors. You will be able to view lecture slides, take notes and clarify learning there and then with our expert tutor.
- ✓ Recordings of lectures - you can study at a time convenient to you, available for all courses and modules.
- ✓ E-Learning resources - your coursework and theory assessments can be completed online.
- ✓ Personal Tutor - Importantly you will have your assigned tutors contact number throughout, giving you the opportunity to clarify any learning questions.

#### Full-time Study

Full-time study is available throughout the year right across the UK for our Personal Training courses. When you attend in the classroom the time will be split between theory and practical. All of our tutors are experienced in classroom delivery, the full-time courses are fun, engaging and supported in a comfortable learning environment.



"Excellent Service! Started my Level 2 / Level 3 PT Course just before the lockdown. Since then the online support from Jonny has been great! Been available 7/7 and the online courses have been highly educational."



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## 4) PLAN YOUR CAREER FOR THE LONG TERM.

Before you finish your course qualification, you should already be thinking about planning your business.

The earlier you can begin planning, the better, as it gives you more time to come up with ideas, processes and plans for where you want to take your business. Coming up with a brand, deciding what type of PT you want to be and the direction you want to take your business.

At **The Fitness Group** we believe that developing your business knowledge and carefully planning your business plan is just as important as the growing your knowledge on fundamentals of Personal Training. This will give you a long term view on your course investment and support a long lasting successful career.

We support you to formulate your business plan and study key areas such as your brand, the marketing mix (the four p's) - your price, promotion, place and people.

People - Who will your target market be?

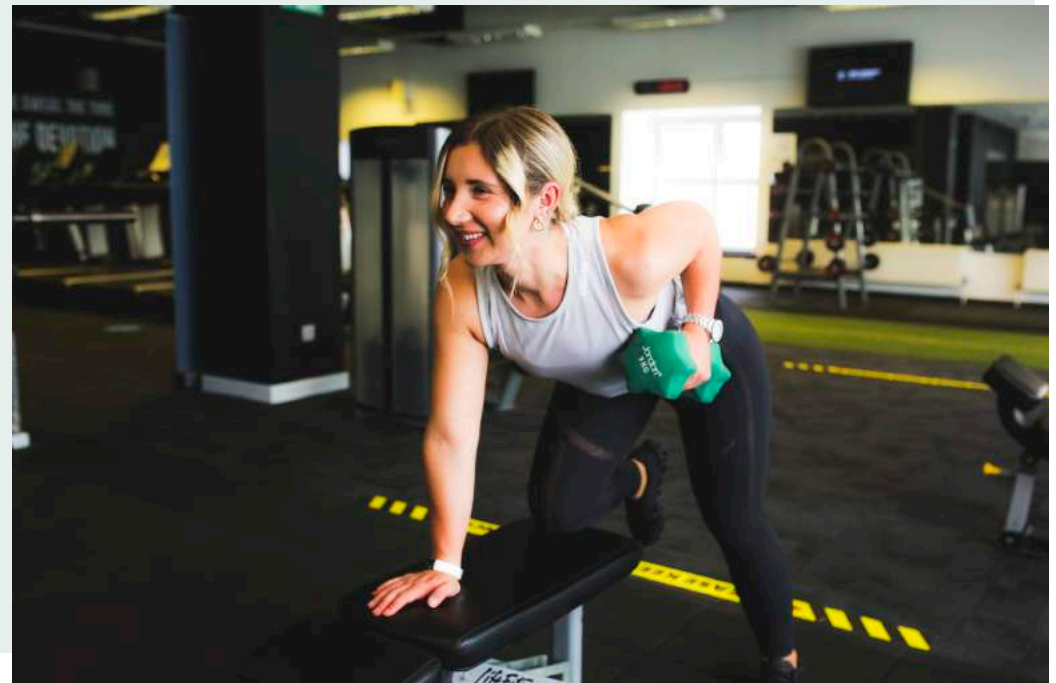
Price - What will be your price point?

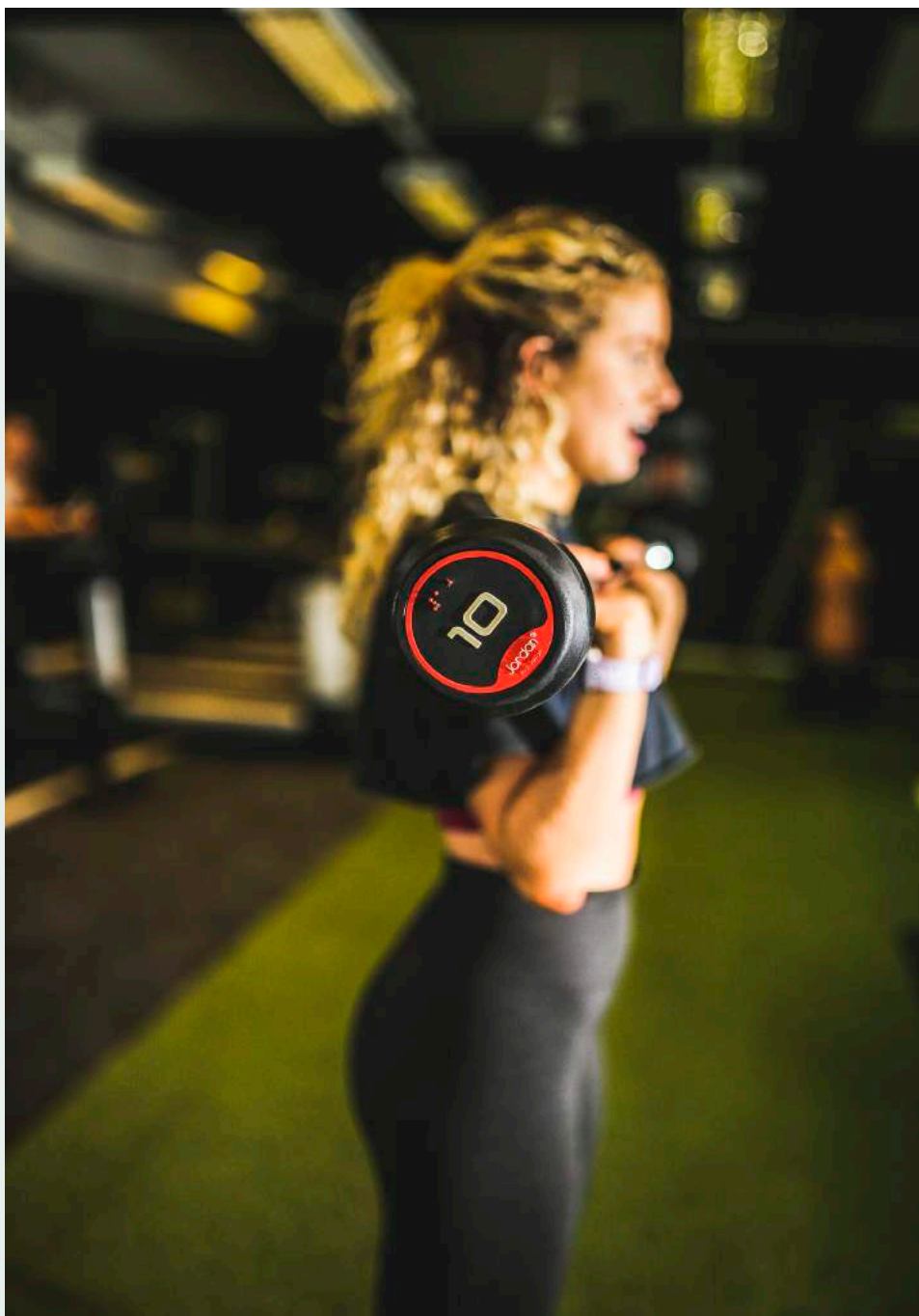
Promotion - Will you run introductory offers? How will you promote?

Place - What type of gym venue will fit your business brand and give you the best chance for success.

We will discuss and create the framework for your financial planning. What are your income goals for year 1?

**At The Fitness Group** our Business Skills course is free for our students, if you study online you can attend a online lecture / seminar. If you attend full-time then you will attend during your course dates.





## 5) SET UP YOUR BUSINESS PROCESSES

Moving onward from your business planning, stage 5 is all about correctly setting up your Personal Training Business processes for success.

We advise that you begin the process with people outreach - this will support you to decide on what type of venue will best support your personal training business or what type of venue will best offer you employment opportunities.

At **The Fitness Group** we support you with our **Career Support Days**. This is a separate event from our Free Business Skills Course.

Our Careers Day event brings PT Mentors from national chain gyms to you. They will present their PT rental or employment models and allow you to decide which gym, national or local will best support your business or career goals.

We recommend using this period to set up your business structure and processes like your online brand sites - website, social channels and logo. In our Business Skills Lectures we go into details about how to set up your brand so you can be found online - to allow local people to find your services when they are searching for a 'Personal Trainer'.

We recommend setting up your PT customer app - how will your clients book in for their sessions, will you use an app or CRM software?

This is also a perfect time to start to set up Personal Training Liability Insurance just before you start to offer your services to clients. At **The Fitness Group** we offer all our students a discounted Annual Insurance Package with Insure 4 Sport



## 6) KEEP GROWING YOUR KNOWLEDGE (AND YOUR CAREER) AFTER YOU HAVE QUALIFIED

We recommend that you join the CIMSPA Register of Professionals after you qualify with your CIMSPA recognised qualification.

As a trusted CIMSPA Partner we at **The Fitness Group** support continuous development by providing all Personal Training Diploma students with **free annual CIMSPA membership**. This CIMSPA membership that we provide gives you free access to CIMSPA Academy E-Learning, access and record your CPD and gives you access to CIMSPA Partner Jobs. This opportunity will ensure you stay engaged, learn new knowledge that you can pass onto your clients and allow you to continue to improve your business.

As a CIMSPA member it will also provide future employers and clients the assurance that you have qualified with the high standards in the industry.

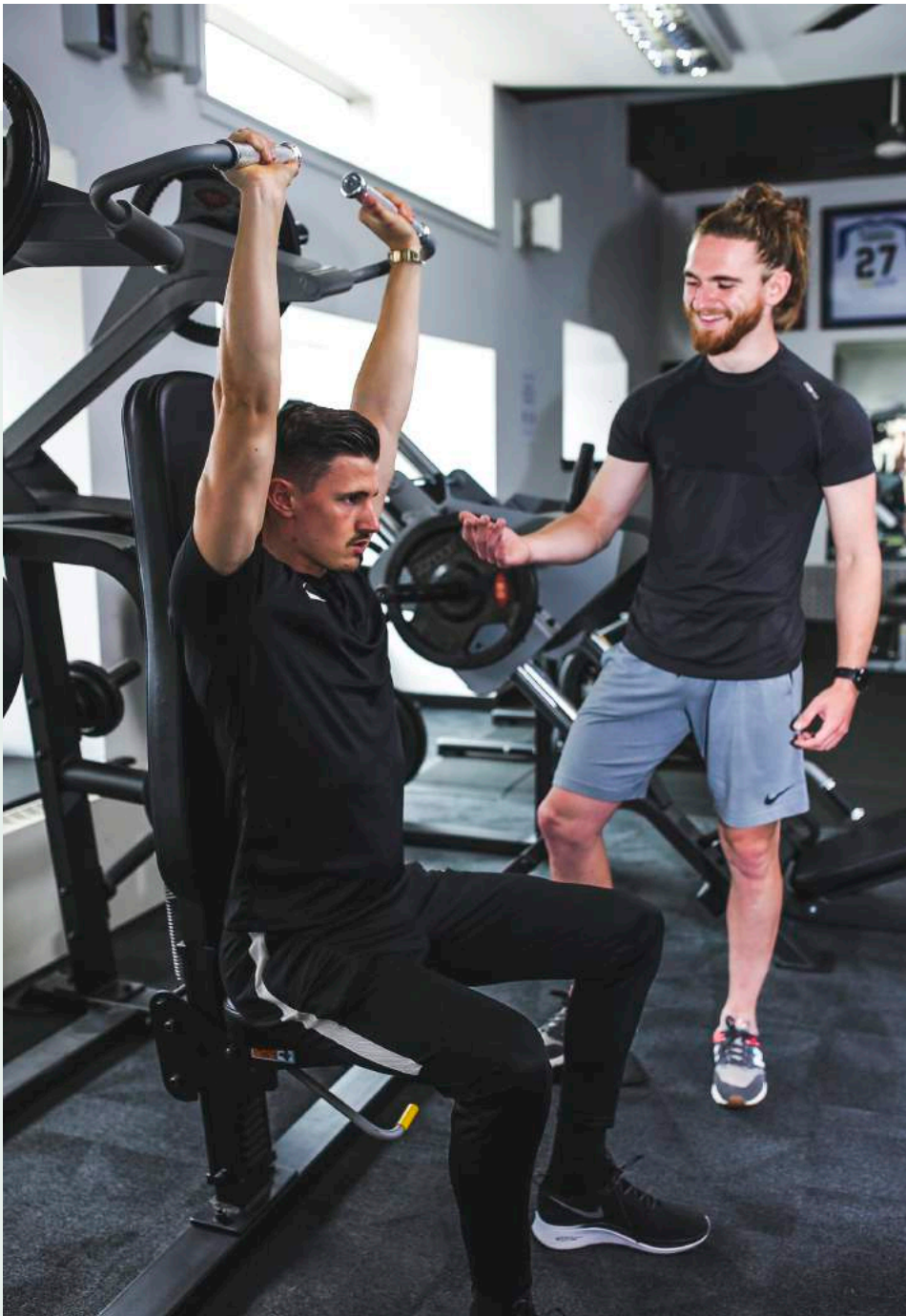
Another toll to grow your knowledge and your business is additional formal qualifications. **Level 3 Award in Supporting Pre and Post Natal Clients with Exercise and Nutrition** is a small investment of £275. Completing this course will open a new target market for your business.

One new client in a pre or post natal stage training with you for just 6 weeks will pay off your investment. Aside from gaining new clients if you train females then there is a chance one of your existing clients will require exercise support in a pre / post natal period.

This is just one example of how growing your knowledge can grow your business, there are plenty of other qualifications like Sports Massage or CPD class qualifications that can also add similar growth opportunities.

We recommend reading a mix of specialist industry Personal Training books and self educating books on mindset, business and lifestyle.





## 7) PUT CLIENT CARE AT THE HEART OF YOUR BUSINESS

It seems obvious. Unfortunately though, it can easily be forgotten.

Your schedule as a Personal Trainer can be challenging. You may have a mix of early mornings and late night sessions. Split days.

Clients schedules can be challenging sometimes getting your clients booked into a slot means several sessions back to back. However if you stretch yourself too thin and chasing high volumes of clients without any planning business growth time this can leading to poorly planned sessions or days going past without checking in with your clients on their days off.

We recommended having a fixed point in your working day which is for personal and professional self development.


This one singular fixed point in your day will ensure you have time to focus on the day ahead and recharge before more clients. This process of continuous self development will not only support your mental wellbeing but by using this time to further educate yourself it will supercharge your lifestyle and personal training knowledge that you can pass onto your clients. You can split your downtime between planning client sessions, checking in with clients who are on their day off from training and growing your knowledge.


Your self development time will arm you with the knowledge and skills to continue to improve your clients results, and attract new ones.

Don't sell out for an extra client in your development time, your commitment to yourself (and your existing clients) will far outweigh the income from that extra client in the longer term.



GOT A  
QUESTION?  
BOOK IN A CALL

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