



A NEW MINDSET FOR PERSONAL TRAINING

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I don't think I need to remind you of the plight of health we're experiencing in our country. I recently heard on the radio that there are over 10,000 people retiring every day! Social security is supposed to go bankrupt in 2037. If we, the people don't collectively take our health seriously, we're doomed. As an industry, at what point do we stop being nice?

Currently, in most instances, clients or members purchase personal training

packages. They can either pay in full or make monthly payments for a certain amount of sessions. However, in most cases, there is a 24-hour cancellation policy. I personally wouldn't work my business that way.

Here's a new mindset. I'm in graduate school. When you register your classes are set. You can't cancel with a 24-hour notice. If you miss class, you missed it. You have to make up the work on your own. The teacher doesn't allow you to reschedule.

You basically paid in advance for that particular class in that particular time slot. I work my business the same way. When people purchase sessions they are reserving a particular time slot for both my life and theirs. Even with a 24-hour notice, it's very unlikely that I can find someone to fill that slot for that one day. Financially, my bills didn't decrease for that day either, so basically I lose the time and time is money. If I miss (which can happen), then I either refund the session price or make up the session for free. I suggest that you begin to sell your sessions in the same manner.

What I love about exercise is that you get what you put in. We need to prioritize our health where it needs to be; at the top of the list. There is absolutely nothing more important than our health and for those people who like to cancel for whatever reason, they need to pay. Not only to incentivize them to show up, but also to help the rest of us, who do make the effort, to stay healthy.

Think how much time and money you spend in:

- Trainers with empty blocks of time in their schedule while on the clock with no one to train.
- The fitness manager dealing with no-shows and fighting over the 24-hour cancellation fees.
- The fitness manager or personal training director fighting over unused sessions or expired sessions.
- Trainers letting people slide on the cancellation fee because they don't want them to get mad and cancel.
- Trainers entering sessions when the

person never showed and the aftermath of explaining that to the client.

- The client not reaching their goals because they miss too many sessions.

Everyone has attended school so they understand how it works. You pay for a semester and you need to show up. In fact, if you miss too much school or don't make the grade you get held back. You don't get a refund on your money. When presenting or selling personal training, commitment and consistency must be explained as a key ingredient to the client's success. This new mind set ensures that consistency must be met or not only will they be penalized financially but their fitness goals will be hindered.

School is held in a high regard and even a goal for many people. Health is even more important than school. Our current health status is proof that most people take their health for granted until they get really sick and then we all pay..... It's time for a new mindset. Clients must make a serious commitment, not only for themselves, but for all of us. If they won't make it a priority, then we have to do it for them.



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