



# **How to Open & Operate a Financially Successful Personal Training Business: With Companion CD- ROM**

*John N Peragine Jr.*

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With millions of people eager to lose weight and get in shape, personal training is one of the fastest growing careers in the health and fitness industry today. Fitness workers lead, instruct, and motivate individuals or groups in exercise activities, including cardiovascular exercise, strength training, and stretching. They work in commercial and nonprofit health clubs, country clubs, hospitals, universities, yoga and Pilates studios, resorts, and client's homes.

Increasingly, fitness workers also go to workplaces, where they organize and direct health and fitness programs for employees of all ages. The business of personal training is growing rapidly. According to the Bureau of Labor Statistics, personal training businesses are expected to be one of the fastest growing business segments in the U.S. economy. There has never been a better time to start your personal trainer business and get ahead of the competition.

You can operate your personal training business from home, from a private personal training studio, clients' home gyms or corporate fitness centers. Many personal trainers earn an average of \$30 to \$100 per hour. To avoid pitfalls, use this manual to arm yourself with everything you need including sample business forms, leases, and contracts; worksheets and checklists for planning, starting, and running day-to-day operations; plans and layouts. The author leads you through finding a location that will bring success, learning how to draw up a winning business plan, employing basic cost control systems, pricing issues, and sample floor plans and diagrams. You will avoid trial by error when setting up equipment layouts, meeting legal and IRS requirements, and tapping into the best sales and marketing techniques and pricing formulas.

This book will even help you set up computer systems to save time and money, teach you how to hire and keep a qualified professional staff, do your own sales planning, customer service, track competitors, keep your own books, compile monthly profit and loss statements, prepare taxes. You will be able to hire and fire employees, motivate workers, manage and train employees, generate high profile public relations and publicity, and learn low cost internal marketing ideas and low and no cost ways to satisfy customers and build sales. The manual delivers literally hundreds of innovative ways demonstrated to operate streamline your business. Learn new ways to make your operation run smoother and increase performance, shut down waste, reduce costs, and increase profits. In addition, you will appreciate this valuable resource and reference in your daily activities and as a source of ready-to-use forms, Web site resources, and operating and cost cutting ideas that can be easily applied to your operation. The companion CD-ROM is included with the print version of this book; however is not available for download with the electronic version. It may be obtained separately by contacting Atlantic Publishing Group at [sales@atlantic-pub.com](mailto:sales@atlantic-pub.com)

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