

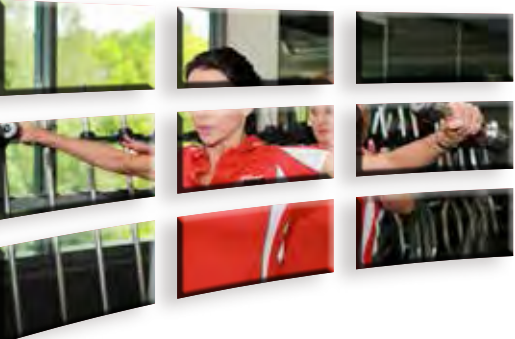
1 **TEN THINGS**
YOU MUST
KNOW

BEFORE
STARTING A

PERSONAL
TRAINER
COURSE

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AUTHOR **DAVE BURGIS**



FORWARD



Hi there and welcome,

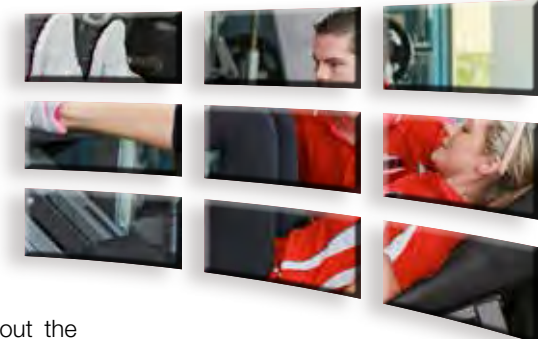
I'm Dave the founder, director and head teacher at the National Health and Fitness Academy. Thanks for downloading the most powerful ebook containing some of the most useful and powerful information for educating and making the transition into a Personal Training career. I'm guessing if you are reading this you're; considering becoming a personal trainer or have made up your mind to become one and want information on how to get started. If so, I commend you for taking the first step!

This book is short for good reason. You don't need to read 300 pages to discover whether a career in Personal training could be the right option for you.

There are many reasons why personal training may be for you. If you want to:

- Know more about your own health, fitness and well-being
- Work your own hours
- Have job satisfaction
- A rewarding career and
- Help people look and feel their best

Personal training is for you! Imagine being paid great money to do something you really love!! It makes sense. Why keep working in a job you don't enjoy and deprive yourself of a career that you do enjoy? Seriously, why not do something that you really enjoy?



Years ago, I was in your position. Until it finally dawned on me that I really should do something I enjoy, sounds obvious. Despite what some people, mostly those who have no real idea about the health and fitness industry, advised, I took the daunting step of enrolling and completing a personal training course. It turned out to be the best thing I have ever done! And, I know so many people who have a story just like mine.

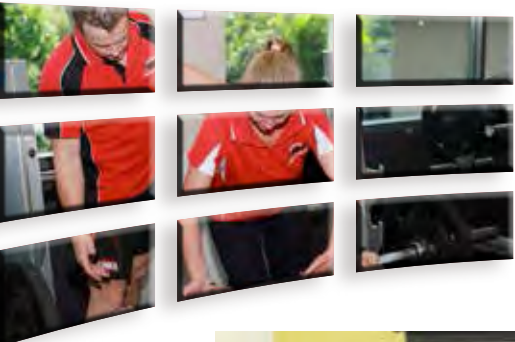
I want to help you attain an enjoyable, fulfilling career as a personal trainer who earns great money by helping people to create a better quality of life. Why? Because I have been in your position and my life is so much better for taking action. I'm so glad I made the decision to do it! I live a happy rewarding and fulfilling life everyday. I have had the opportunity to help so many people and have enjoyed every minute of it. Now, I want to create the opportunity for you. Together, we can come up with a strategy to get you started. If personal training is something you really want to do, don't let any situation hold you back. If this is something you really want to do, we will find a way for you to successfully complete the program.

"If you are motivated and determined to become a personal trainer, then I assure you that you will be an outstanding successful personal trainer with our personal training courses!"

I do have one request and that is that after you have finished reading through this book, please don't make any excuses or empty promises about moving forward with this. Is you really believe that this could be something for you then move forward with it straight away! Take action and make an appointment to come and see me, or my friendly team and make some progress towards your new career. There are so many people that would love a career that they actually enjoy each day but for so many it's just a dream as they are not prepared to do what it takes to make it happen. Make the call today. The longer you leave something, the less likely you are to ever do it at all. I'll look forward to chatting to you soon!

It is not the mountain we conquer, but ourselves.

Dave Burgess
HFA



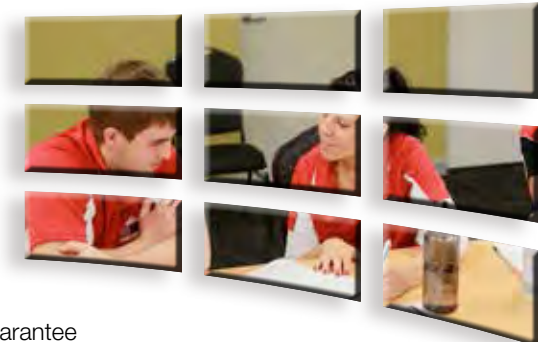
WHY SHOULD YOU LISTEN TO ME?

I have been one of Australia's leading Personal Training and fitness educators for almost a decade. I have educated over 5000 personal trainers, trained hundreds of clients and had the honour of speaking in front of tens of thousands of people on motivation, health, fitness, weight loss and coaching all types of strategies to help people achieve their goals.

My major passion is creating and developing great personal trainers, that's why I not only head the program, but still teach the majority of the programs myself. That has been one of the major draw cards and deciding factors for many of the students that have made the decision to complete the program and be trained at the academy.

I created the National Health and Fitness Academy and designed our superior courses to create the industries best personal trainers. The National Health and Fitness Academy is one of the fastest growing fitness educators in the country with our award winning personal training and health and fitness courses. The industry is speaking for itself with our Personal Training students being at the very top of the industry. My mission was to create the best value personal training courses in the country and I guarantee's that I've achieved this and continue to do so!

"What is the recipe for successful achievement? To my mind there are just four essential ingredients: Choose a career you love, give it the best there is in you, seize your opportunities, and be a member of the team."
Benjamin F. Fairless



I've also implemented some revolutionary and innovative ideas that dramatically raised the standards within the personal training industry.

With the implementation of a 100% money back guarantee that could be taken advantage of at any stage within the programs. This gave students and potential students total piece of mind when committing to a new career! I've also developed the Bamboo Mentor Program, which according to my graduating student testimonials is life changing! This is a program that can be taken



advantage of once completing the certificate III and IV in fitness to dramatically increase your success. I recently added a final progression was also developed to ensure that students had not only a bright career and future while Personal Training but also for after as well. I like to remain tight lipped about Masterclass but once again according to students, "it's extraordinary."

Winner of many awards within the fitness industry, I'm an entrepreneur, investor, sought after success coach, nationally renowned speaker and leading educator. I'm also a key note speaker at various events, as well as being a guest contributor to various health and fitness magazines and the author of numerous publications such as the 'The secret Psychology of weight loss success,' and 'The secret strategy behind success.'



"My names Henare Watkinson, and I am a personal Trainer at Goodlife Health Club on the Gold Coast. The greatest feeling is knowing you have the ability to positively affect change within, not only yourself, but also the lives of others by doing something that I love and am very passionate about. On top of that, I now have the confidence and knowledge to create a beneficial and successful business. I owe it all to Dave Burgis. What I have gained from Dave is truly PRICELESS!!"

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CHAPTER
1

THINGS

WHO CAN BECOME A PERSONAL TRAINER?

Anyone who is absolutely passionate about helping people, especially with their health and fitness, can make a fantastic personal trainer.

People often think that unless you are in fantastic shape and have a super high level of fitness that you cannot become a personal trainer. This is definitely not the case. It never hurts to look great. However, it is not essential. In actual fact, it can sometimes work against you. People look for someone that is; positive, passionate, energetic and most of all approachable. Often it's a case of having life experience as well and someone that is relatable. They look for someone they can have a good professional relationship with. If you feel that you are capable of adding value while assisting people toward their health and fitness goals then you may have the necessary qualities to be an extremely good personal trainer.

The 6 things you need to know when making your decision to become a personal trainer.

1. Anyone with passion can become a personal trainer. You do not have to be super fit to become one.
2. Positive, energetic people who love helping others and want to improve their lifestyle and the lifestyle of others make the best personal trainers.
3. The qualifications that you receive from different training providers may be the same. However, the important skills, knowledge and the quality of the education and information you receive will be very different. Just because an organization markets itself heavily does not mean that they have a great educational program providing the highest level of education.
4. It is important when starting your personal training program, no matter how much training experience you may have, that there is an ongoing program to assist you once you have entered the industry.
5. It's extremely important to make sure that the education you receive is of the highest quality if you want to be a personal trainer of the highest quality.
6. Who will be your educators?? What individual coaches will teach you? And what is their experience, knowledge and skill level?

My name is Scheherazade and I have recently completed my certificate III&IV with Dave Burgis and the National Health and Fitness Academy. I wanted to complete the cert III&IV for some time but wasn't sure how to go about it and lacked the confidence to do it. After taking the first step, and meeting with the director, Dave, I knew this was something I would be able to do. Dave made me feel welcome and comfortable. He explained the course outline simply and with all the information I needed. I was also extremely pleased when I found that Dave still teaches the majority of the course himself and that my education was from him, an industry expert! During the course, Dave taught me everything I needed to know to become a first class personal trainer (the knowledge Dave possesses is amazing! It ranges from health and fitness to business skills). Not only did Dave teach me about the science behind fitness training, he has taught me so much more about health and fitness, building my business and about the type of person I want to be. With his advice, I am well on my way to awesome success! Before even completing my course, I had a list of clients waiting for me to begin their training. Dave teaches in a way that is easy to understand and fun within a comfortable, welcoming environment. I have also made some great, like-minded friends during the course. I cannot thank Dave enough for everything he has taught me, for helping me re-gain my confidence and for helping me change my life. Thank you Dave and NHFA for putting me on the right path to a satisfying and rewarding career!

Finding your purpose is like finding the transit lane in peak hour. You start moving a lot quicker while everyone else is going nowhere fast, while cursing and being frustrated.

"Nothing changes if nothing changes. So if you want something you've never had, you'll have to do something you've never done!"



10 THINGS

CHAPTER 2

WHAT DOES A PERSONAL TRAINER ACTUALLY DO?

The main role of a personal trainer is to motivate and inspire their clients. Through motivation and inspiration, personal trainers help their clients to achieve their health, fitness and wellbeing goals and ultimately their desired lifestyle.

A personal trainer is there to keep a client accountable and to maintain their focus. Being a personal trainer is definitely not just about training somebody extremely hard.

As personal trainers, we are there to help people improve their lifestyle. This means that we have so many roles. These roles include; advising, encouraging, educating or simply making sure that our clients are working out in the safest and most beneficial way to achieve their goals. Each and every client that you will work with will be different in some way, shape or form. Personal training is about treating every client as an individual and to fulfil their needs at any given time.

The 5 Key points to what a personal trainer does....

1. Creates a program that's not only achievable but also sustainable.
2. Continuously motivates their clients to reach their goals.
3. Inspires people to reach new goals and levels they never thought possible.
4. Monitor the progress of their clients, make adjustments to improve their progress gains and to assist them in getting their desired RESULTS!!!
5. Creates a positive, motivating environment so that their clients look forward to exercise and to seeing their trainer every time!

Finding your purpose is like changing channels on a TV. Keep flicking the channels until you find a movie in which you would like to star. Then be the star and live happily ever after.

“Choose a job you love, and you will never have to work a day in your life.”



10 THINGS

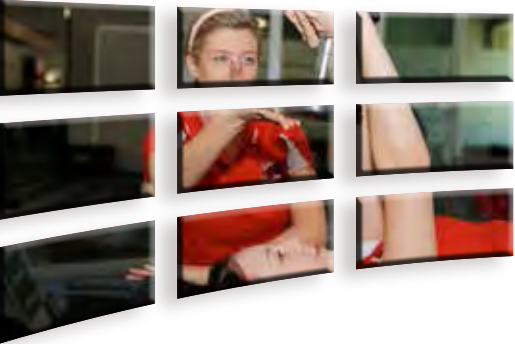
CHAPTER 3

WHAT EMPLOYMENT OPPORTUNITIES ARE OUT THERE?

Great personal trainers are in demand! There are massive opportunities all around the world. These opportunities include client diversity; from working with children, working with athletes, overweight clients or even the more elderly community. Personal trainers have options in where we choose to conduct our business. These range from parks, personal training studios, gyms and health clubs and cruise ships. There are flexible working hours, offering both full time and part time employment, depending on your lifestyle needs. I'm constantly being bombarded with businesses in the industry looking for great personal trainers for their businesses.

- The fitness industry is crying out for great trainers. There has never been a better time to start in the industry.
- There are so many different options to suit you, and your ideal lifestyle.
- When you are your own boss you have the flexibility to work the hours that you want to work.
- Having flexibility with your hours gives you not only lifestyle choices but freedom!

My name is Jack Hayek, I have just completed my Certificate III and IV program. I feel I have learnt a wealth of knowledge from the course and have been offered a number of positions, one that I'm taking up at Genesis Fitness Club Currumbin. I can't wait to get started and help individuals achieve their health and fitness goals! Personally, I have gained a lot of life knowledge and found I had improved in all areas of life. My personal and life standards in general have been increased and I credit this to Dave Burgis and the National Health and Fitness Academy! I highly recommend this course for anyone who is looking to change their career, gain valuable life knowledge and skills and most of all drastically improve their life!"



10 IMPORTANT QUESTIONS TO ASK YOURSELF ABOUT YOUR CURRENT CAREER...

1. Am I passionate and love what I do every single day?
2. Do I associate pleasure or pain with my current job or career?
3. When I wake up am I excited about my day ahead?
4. Would I do what I do even if money wasn't the objective and I wasn't being paid?
5. When I'm at work do I wish I were somewhere else or doing something else?
6. Do I feel like I'm making progress in my career and am excited about its long term prospects?
7. Am I proud of what I do?
8. Do I feel I am appreciated for what I do?
9. Am I emotionally and financially satisfied from my career?
10. Is my current career helping me towards achieving all my life goals?

“Never continue in a job you don't enjoy. If you're happy in what you're doing, you'll like yourself, you'll have inner peace. And if you have that, along with physical health, you'll have more success than you could possibly have imagined.”
Roger Caras



CHAPTER 4 THINGS

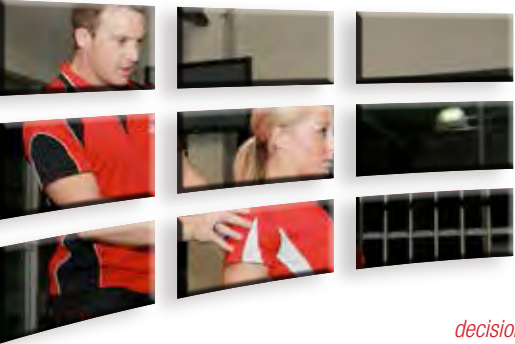
CLIENT ATTRACTION SYSTEM

Personal trainers must have a client attraction system in place. This system generates business and converts interested or potential clients into paying or investing clients. It is essential to have a client attraction system in order to have a profitable business.

Many gyms and health clubs across the world have a formula to help their new members and convert them into personal training clients. Most gyms sell introductory sessions to new members as a three session personal training pack. As an example, these three introductory PT sessions may be sold to the new member at \$69 to \$89. This is fantastic for personal trainers as it's a lead that may convert into a paying client. This system is extremely important to master for the growth of your own personal training business whether you are working in a gym or health club or as an independent trainer in a gym or studio. Having a precise system for converting this three PT pack to an investing client, through our in-depth consultations and individualized training sessions, is extremely important. It is important, firstly, for rapid business growth, secondly, to keep a business flourishing and most importantly, to have an enjoyable and profitable business.

- Have a well-structured, in-depth initial consultation. You will learn what your potential clients' problem is and how you can help them.
- It makes overcoming objections (areas of concerns) easier because you have the answers. This is the key to helping your potential clients achieve their health and fitness goals and for your business' stability and growth.
- Have a system in place to convert as many leads as possible.
- Have professional paperwork. Professional paperwork equals a professional personal trainer.
- The better you are at your initial consultations and developing your sales skills the more clients you will convert. This means that you will get to help more people and be rewarded both emotionally and financially.
- The higher your conversion rate, the more you'll look forward to these as you will see them as a fantastic opportunity!!

As you now know, a brilliant client attraction and conversion system is the real key to your business growth and success as a personal trainer!



I Want to thank Dave Burgis and the National Health and Fitness Academy. I hated my job as a scaffolder but earned good money doing it. After chatting to Dave I made the decision to do the program and leave my job to be a Personal Trainer. Because I was earning good money it was a hard decision for me to make at the time, but one that has quickly become the best decision of my life! After starting at Goodlife Nerang I grew my client base quickly by following Dave's systems and within 6 weeks had over 30 sessions. I was doing something now that I loved but on top of that earning great money doing it. After 6 months I was earning twice what I was before with my old job and the decision to do the National Health and Fitness Academy's Personal Training Program had really paid off. I'd strongly suggest that anyone that's in my position should do the program and make the change today! I waited for sometime before I made the decision to even enquire but wish I had done it sooner. Ray Brown.

I have had the opportunity of being trained by Dave at the National Health & Fitness Academy in numerous programs and was also taught by Dave in my own Certificate III & IV course. I have progressed very quickly in my career as a result of the training I received from Dave. His classes are fun, informative & he has a great knack of making difficult things seem easy, with his great use of analogies. With the progression of my own career, I am now the Regional Personal Training Manager at Fenix Fitness, and I manage a team of over 50 Personal Trainers. Many of these trainers have come through the National Health & Fitness Academy and are exemplary performers. They are true professionals, and understand what it takes to become a successful Personal Trainer. Dave takes the time to teach his students both the practical applications of being a Personal Trainer, as well as the business skills they require to excel in any business model.

Dave takes a common sense approach to every client as an individual, and I have found the students that I have employed to be outstanding. I put a lot of my success and the success that I've seen many others achieve at both a professional and a personal level down to Dave Burgis.

Luke Rollnik, Goodlife Personal Training Manager Robina.

YOUR ULTIMATE PERSONAL TRAINING LIFESTYLE

The ultimate goal for a personal trainer is to help your clients gain their desired lifestyle. This, in return, will supply you with both the income and, more importantly, the time to enjoy yours.

I find the reason most people become personal trainers is to have and enjoy a better lifestyle. Personal trainers choose their own hours, work around their families and can be their own boss. But best of all personal trainers are in a positive, upbeat environment that they enjoy every single day. As a personal trainer, our goal is to help other people reach their health and fitness goals. Reaching their health and fitness goal will help them achieve their desired lifestyle and in return help us gain our ultimate lifestyle.

Brian Tracey says that if you help enough people reach their goals, they will help you reach yours.

- “For me, my mission is to help people get out of a depressing job and get into a career, in personal training, they love and look forward to every single day. I’m dedicated to helping as many people, in the position of hating their jobs, get into a great personal training career and positively change as many peoples’ lives as possible, by making sure that they have their own ideal lifestyles.”
- Your quality of life is based around your emotions. Is your job or career creating positive or negative emotions?
- We get what we focus on. Those that are happy are normally the people that love what they do, who feel as though they are constantly making progress and are excited about its long term prospects?
- Am I proud of what I do? Your work life makes up around 50% of your time and the time spent worrying or thinking about it makes up around 70%. To be happy it helps to enjoy what you are doing in that 70%!
- There is nothing better then to feel appreciated for what you do, which then gives you both an emotional and financial reward.
- Having a great lifestyle means you get to do what you like, whenever you like, how you like, with whomever you like.





THE THREE ELEMENTS TO A GREAT PERSONAL TRAINING LIFESTYLE.

- 1. Choosing your own hours**, not only how many total hours but when. For example: 6:30am to 10:30am daily.
- 2. Having the ability to generate the income needed to fund the lifestyle you desire.** By having an uncapped income you can choose to train more clients to earn more income. You can then vary this based on your current circumstances, time capabilities etc.
- 3. Filling the rest of your day with whatever it is that you most desire to do.** Whether it's your own training, shopping, the beach, surfing or spending quality time with friends and family. With this flexibility, the options are now there for you to choose.

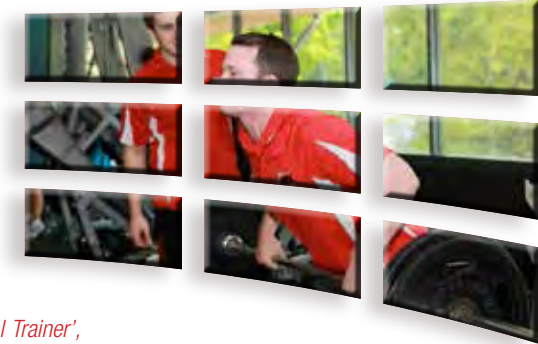
“Yesterday is history. Tomorrow is a mystery. Today is a gift. That’s why it’s called the present.”

I have always strived to be at the top of my game. I was developing well, but felt I needed to take the extra step to perform at the level that I knew I could. After coming highly recommended I sought Dave Burgis as a performance coach.

Dave taught me so much not only about myself, but most importantly how to think and perform at the top level to get the best out of myself. Dave has been not only a great coach and mentor but also a major inspiration to me in both my personal and professional life and I can't thank him enough.

His work ethic, strategies and techniques have helped me develop my success rapidly. I was recently awarded the Fenix Fitness Sales Person of the year and I put a lot of that down to the work that I have done with Dave.

Adrian Mumford, Fenix Fitness Sales person of the year



My name is Ed Curtain, Fitness R&D Director for China’s largest fitness company www.PhysicalClub.com and winner of hundreds of industry awards including ‘Australia’s Best Personal Trainer’, ‘Fitness Business of the Year’ and Asia’s Best Large Fitness Company’.

I have worked with Dave Burgis for many years in the capacity of health and fitness professionals, educators and program development for the Australian Fitness Industry. I can only speak in the highest regards for his level of professionalism, dedication to the improvement of the industry and passion for health and fitness.

If you are looking for a career change into something that excites you every day, then look no further than working in the fitness industry; if you want to become the best health and fitness professional and learn from the industry’s leading experts, than look no further than Dave Burgis and the team at National Health and Fitness Academy - their people make the difference and will ensure you start your new career equipped with the resources, knowledge and real-life experience to excel.

Here in China we are always looking for international standard personal trainers and we only source our potential applicants from the National Health and Fitness Academy exclusively.

To verify this testimony, or for any further information on opportunities in China, please contact me through the team at NHFA. Best regards and good luck with your new career.

Ed Curtain, Fitness R&D Director for China’s largest fitness company PhysicalClub

“Understanding your values is like travelling with a GPS. There is less chance of getting lost on your journey and you always get to your destination quicker and with less frustration.”

10 CHAPTER 6 THINGS

REWARDING EMOTIONALLY AND FINANCIALLY

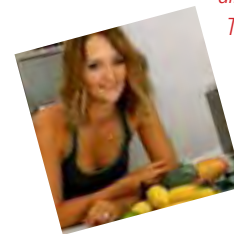
There is nothing better than earning a fantastic income from providing a quality service that helps people everyday to improve themselves, their lives and the lives of people around them. We are very lucky in our industry to earn great money from doing something that we absolutely love! Our incomes are always capable of growing depending on how much time we are prepared to put into our business and the amount of income that we would like to make to enjoy the lifestyle that we want to lead. If you want to help and train more clients by completing more sessions per week your income will follow. The more clients you train, the higher your income will grow.

Some trainers have the attitude that they just want to work to live. So, they spend minimal time at work and because they can choose their own hours, they are spending more time enjoying themselves with whatever it is that they love to do. If you want to increase your income, you can choose to devote more time to your clients and complete more sessions to boost your income to what you want it to be. We can also add more value to our sessions, earn more in each individual session, to earn more again without devoting more time to it.

- For many reasons people stay in jobs that they don't like or are sick of. It's fascinating to think that some people don't believe that they could have a job that they enjoy or even worse still believe that they don't deserve it.
- For some people it's finding a strategy or way to be able to leave what they are doing now and make the changes to start doing something else that they enjoy. This is why our part time courses are so popular!!
- Loving what you do every single day and getting paid for it is a dream for most people. It can be a reality with a decision to move forward with the program and, with constant follow through and dedication, be living this dream in just three months!

The National Health and Fitness Academy certificate III and IV program was the turning point of my life. I was stuck in a job (as a lawyer) that gave me no satisfaction what so ever. The National Health and Fitness Academy program inspired me and kept me motivated about my choice to do what I really wanted to do by becoming a personal trainer. The program was everything and more then I thought it would be and gave me all the essential skills and knowledge that was required to start my new career path.

I am now a Personal Trainer and a group exercise instructor in the industry and have been for over 3 years. I have realised that this program taught me everything to help me become a professional first of all and secondly a confident trainer who is now making a massive difference in so many ways to the lives of all my clients. My personal Training career is far more emotionally but also financially rewarding then my other career and I have never looked back once!



I would highly recommend Dave Burgis and the National HFA program to any person wanting a new career in the fitness industry and especially to those with the desire to become the best in the business.

Rachelle Bayley - Personal Trainer and Group Exercise Instructor at Goodlife Nerang, QLD.

J.O.B. = Just Over Broke.

Money does not make us happy. However, it can allow us the opportunity to focus on all the things that do make us happy!



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CHAPTER
7

THINGS

WHAT TAKES A PERSONAL TRAINER FROM GOOD TO GREAT?

There are many great qualities a trainer must have to be successful. These range from great communication skills through to knowledge and practical skills. Again, when we look at what makes a great personal trainer, with their own individualized business, it's having the ability to convert potential clients into investing clients that love you and your personal training service. It's having the ability to find out not only exactly what your clients want to achieve, but also why. The "why" is the driving force that motivates people to what they want to achieve. It's then putting a sustainable, realistic strategy in place that people feel is achievable and are motivated to achieve! A great personal trainer will always have great energy and make sure their client is walking out feeling better than when they walked in.

- Great trainers have a burning desire to be successful but most of all have a burning desire to help others have a great lifestyle.
- You must have a good, strong mindset to overcome any challenges as they pop up. A strong psychology is the key!
- Have a great strategy and business blueprint. (we focus on this in our Mentor Program)
- Have great work ethic. We all know that we should be doing certain things, the difference is to turn those should do's into must do's.
- Be disciplined and stick to your business plan and blue print.

"In the end you are measured not by how much you undertake but by what you finally accomplish."
Donald Trump



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CHAPTER
8

THINGS

WHAT TO LOOK FOR IN YOUR EDUCATION AND YOUR MENTORS

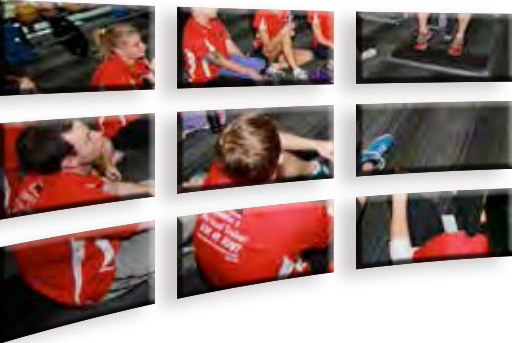
The information, mentors or coaches and the education you receive, when becoming a personal trainer, is the chokehold on the initial success of any personal trainer entering the industry. The qualifications that you receive may be the same. However, the important skills, knowledge and the quality of the education and information will be very different. It's extremely important to make sure that the education you receive is of the highest quality if you want to be a personal trainer of the highest quality.

The coaches, the facility, and the learning techniques for both the theory and practical components are extremely important to the success and development within and once you have completed the course. The aim of the organisation should be that the education you receive will put you in front of any other provider. That is my constant aim, to have my graduating students head and shoulders above any other trainer, even when first entering the industry.

I'd like to thank Dave and the National Health and Fitness Academy for helping me into my new career. The course was everything I expected and so much more and I'm so thankful that I decided to become a personal Trainer and even more thankful that I did the program with the National HFA. After securing my fantastic position at Jetts Fitness, I quickly moved into a management position. I have had the opportunity now to see the skills and knowledge that was taught to me compared to other trainers within the industry and am thankful that I chose to be educated by Dave and the team. The course opened my eyes to what real personal training is all about and gave me everything that I needed to get me to where I wanted to be and become super successful in the industry.

I loved that fact that the course was delivered with a scientific approach, which is backed up by common sense for training "the average person" which of course is 90% of our client base and business. Dave has an unbelievable knowledge base and made the learning process so simple. The on going education is also a massive bonus and insures that I will grow in confidence, learn more to reach even greater heights and to help with my team now that I am in a management role. I would highly recommend Dave and the National Health and Fitness Academy and wish you all the best.

Mark Conrad, Jetts Tweed Heads Manager



FOUR MISTAKES PEOPLE MAKE WHEN CHOOSING AN EDUCATION PROVIDER

1. They choose the provider that has the biggest marketing campaign.
2. They do not research the different providers and see the differences in not only the program but also the coaches that they will be learning from.
3. They base their decision purely on price. If your decision is going to be based on price at least choose the best value for money course to gain your qualifications from.
4. Choosing to be educated through an online program. These can be slightly cheaper due to the fact that they are not spending face to face time teaching you. "My belief is that it's very difficult to teach something so practical and hands on, without actually being practical and hands on!"

"Just because an organisation markets itself heavily does not mean that they have a great educational program providing the highest level of education. At the National Health and Fitness Academy we focus on the best Value Personal Training courses in the country!!"

- The qualifications that you receive may be the same, however the important skills, knowledge and the quality of the education and information will be very different.
- It's extremely important to make sure that the education you receive is of the highest quality if you want to be a personal trainer of the highest quality.
- Cheapest is not always the best option. This can lead to a poor education and not receiving the quality training that will in the end set you up for success.
- The dearest training is not always the best. This can often be over priced and be delivering you lots of irrelevant education and qualifications that may not be required or of any real use.
- Find a mentor with a proven track record. Someone that has been super successful in the areas that you are wanting to gain success.



CHAPTER 9 10 THINGS

ONGOING LEARNING AND MENTORING

There is so much information that you will be given when you're progressing through your personal training course. However, there are many things that will still need to be learnt. Ongoing mentoring when first starting in the industry is extremely important in any personal trainers' success. Many trainers in the past have entered the industry and given it their absolute best but have lacked guidance, positive reinforcement and a mentor or coach to help with their progression. Constant And Never Ending Improvement or C.A.N.I. will be one of the keys to help you start at the top of your game and keep you there. It's important when starting your personal training program, no matter how much training experience you may have, that there is an ongoing program for when you have entered the industry. At the National Health and Fitness Academy we have a successful, one night per week, mentor program. I believe this to be as, if not more, important than the original personal training course. You may be a great trainer but that does not necessarily convert to having a great personal training business. This is a big mistake that is easy for a lot of new trainers to make.

- Having ongoing coaching by a proven mentor will help you to rapidly grow your business.
- To help produce skilled, confident and knowledgeable personal trainers who have the expertise to guarantee and create life changing results for their clients.
- To ensure that you, as a trainer, are making a terrific living from delivering a fantastic service that you can be proud of while living your ultimate lifestyle.
- Guidance and direction
- Positive reinforcement and constructive feedback
- Accountability, which is making in a lot of cases when personal trainers go into the industry. This is the key to your real growth.
- Strategies to gain clients, to keep them and create more
- Your own blue print and business plan for your business
- Marketing strategies
- Both professional and personal growth



TEN STRATEGIES THAT YOUR EDUCATORS AND MENTORS SHOULD BE SHARING WITH YOU IN YOUR ONGOING TRAINING AND DEVELOPMENT...

1. Your personalised business plan, simple & effective.
2. Developing your success mindset, most important skill!
3. Business set up and development,
4. How to create a client base and grow it,
5. How to create credibility & your own brand,
6. Marketing and sales strategies & techniques,
7. Value adding and creating more value,
8. Various advanced training techniques,
9. Health information to assist in your client's well being not just fitness.
10. Money management and creating more through wealth creation!

I have recently had the pleasure of doing the Bamboo Mentor Course offered by the National Health and Fitness Academy and presented by Dave Burgis. After completing my certificate III & IV in fitness I decided that it was a natural progression to continue on to the Mentor Program.

Although the skills and confidence I gained through the certificate III & IV were amazing the benefits gained through the mentor course sends it to the next level! The course for me covered things that are normally not touched on aspects such as marketing, hidden psychology, managing finance, investing and creating passive income, extended sales, and principles that have made a huge difference in my life. The extraordinary amount of wisdom, knowledge and strategies were way above even my expectations.

I would highly advise anyone looking for the extra mile to extend their business skills and knowledge to grab this course with both hands and make it a must!! What I gained from this course has truly changed my life! I have more time to enjoy myself and have the money to do so because I'm earning more than I ever have done in my life!

I would regard Dave's courses as "hands down" the best course I have ever done. You cannot help but enjoy every class with is out of the box teaching style you will find yourself learning without knowing it. Dave Kidd- Maximum Personal Fitness



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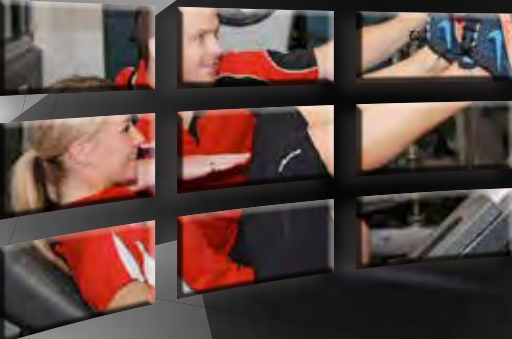
TAKING ACTION!

Just as we would advise a client wanting to make changes, the best time is right now! and there has never been a better time to enter the fitness industry as a personal trainer. There is a huge emphasis on health and fitness, especially with the alarming figures of our countries obesity levels. The majority of the population hates or at least would rather not be working where they currently are. Please do not hesitate if personal training is something that you really want to do. There are often challenges that may pop up that you think may prevent you from doing what you really want to do but this is the case in life, generally.

Take action. Get started now in your new career. And I'll look forward to meeting you soon!

- There are often challenges that will pop up and that may prevent people taking action. All challenges have solutions. It's about being creative and being able to work around these.
- People that are not where they want to be often play the victim, make excuses for why they are not where they want to be or will try to justify it.
- Successful people take responsibility for their lives. They will control its direction and always find a way when things get hard or when challenges arise.
- You must develop and maintain an "I'll do whatever it takes" attitude!
- Remember the 4 D's and always maintain massive FOCUS! Drive, Discipline, Determination & Dedication.
- Indecision and procrastination is vicious! It's the single one thing that stops people becoming successful.

"What has got you to where you are now will not be the same thing that gets you to where you want to be"



YOU MUST KNOW BEFORE
STARTING A PERSONAL TRAINER COURSE

“We’ve all heard about people who’ve exploded beyond the limitations of their conditions to become examples of the unlimited power of the human spirit. You and I can make our lives one of these legendary inspirations, as well, simply by having courage and the awareness that we can control whatever happens in our lives.

Although we cannot always control the events in our lives, we can always control our response to them, and the actions we take as a result.

If there’s anything you’re not happy about – in your relationships, in your health, in your career – make a decision right now about how you’re going to change it immediately.”

Anthony Robbins



THINGS

NATIONAL



Health & Fitness Academy