



Start Your Own Personal Training Business: Your Step-By-Step Guide to Success (StartUp Series)

Entrepreneur Press, Ciree Linsenman

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Earn a Healthy Living Helping Others Win the Battle of the Bulge

Personal trainers aren't just for athletes and the rich and famous. With today's focus on the importance of living a healthy lifestyle, personal trainers are in high demand. You'll learn the nuts and bolts of starting a personal training business, including everything from establishing a business plan to getting certified to finding a profitable niche. Tips from successful trainers provide inspiration and advice along the way. They offer insights about:

- Requirements and startup costs
- What to expect during day-to-day operations
- How to stand out from the competition
- Using social media to build brand awareness
- Implementing powerful marketing plans
- How to hire
- Building solid relationships with clients
- How to track and manage finances
- The most popular services trainers are offering
- New ways to link to the spirituality market

You'll also find out about the latest trends in health and wellness so you can keep your business at the cutting edge in this rapidly expanding market. Whether you want to run a solo-operation or an exercise studio employing other trainers – you'll have the tools to succeed.

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