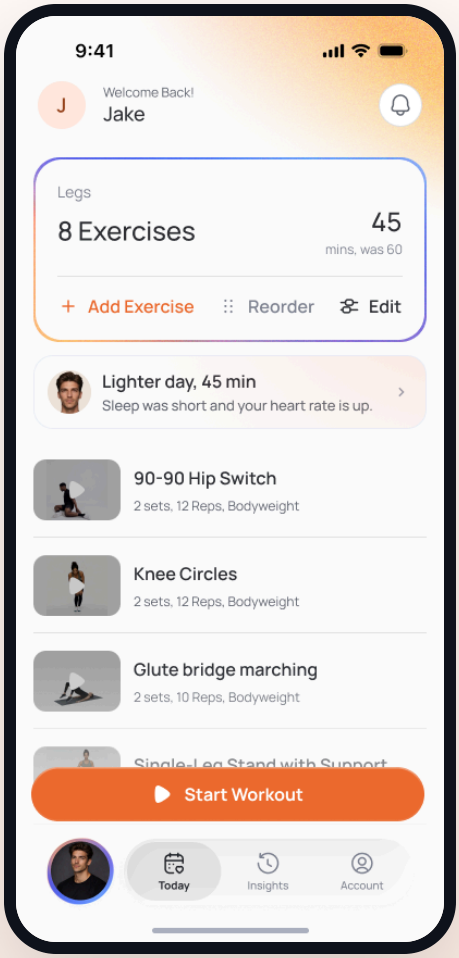


FOR PERSONAL TRAINERS AND COACHES

Your hours are the ceiling

What published data says about trainer pay, session rates and programming time, and how to grow without working more hours.

$46,180

median yearly pay for fitness trainers

BLS, May 2024

$60

median U.S. personal training session

Bark, 2025

30 to 45 min

programming time per client each week

ISSA

Inside: what the research says · what it means for you · questions your team will ask · sources

WHAT THE RESEARCH SAYS

The numbers, with sources

Published research and industry data only. Each finding names its source; the full list is on the last page.

$46,180 median pay

The median fitness trainer earned $46,180 in May 2024, about $22.20 an hour.

U.S. Bureau of Labor Statistics, Occupational Outlook Handbook

$60 a session

The median U.S. personal training session costs about $60.

Bark, US personal trainer cost guide, 2025

30 to 45 minutes

Writing and adjusting a client's program takes 30 to 45 minutes a week. Program tools cut that roughly in half.

ISSA

12% growth

Trainer jobs are projected to grow 12% from 2024 to 2034, much faster than average. More trainers means more competition for the same clients.

U.S. Bureau of Labor Statistics

23% of members

Nearly one in four gym members used a personal trainer in 2024.

Health & Fitness Association, 2025

WHAT IT MEANS FOR YOU

Five things to do with this

In-person income is capped by the hours in your week. Programming time is the biggest block you can win back, and clients notice when the days between sessions have a plan.

1. **Add up your programming hours**
   Clients times 30 to 45 minutes a week. Most trainers are surprised by the total.
2. **Hand off the repetitive part**
   Let a tool draft and adjust plans. You review and edit.
3. **Cover the other six days**
   Clients who have a plan between sessions show up ready.
4. **Sell your time back**
   Fill freed hours with paid sessions or new clients.
5. **Stay the coach**
   Keep control of every plan and every client relationship.

QUESTIONS YOUR TEAM WILL ASK

YOU

Is this going to replace me?

No. You stay the coach and can edit any plan. SwipeHealth covers the days you are not there.

YOU

Can I still build my own programs?

Yes. Use templates or build from scratch.

YOUR CLIENTS

What do they see?

Their plan in the app, adjusted day to day, with you as their coach.

YOU

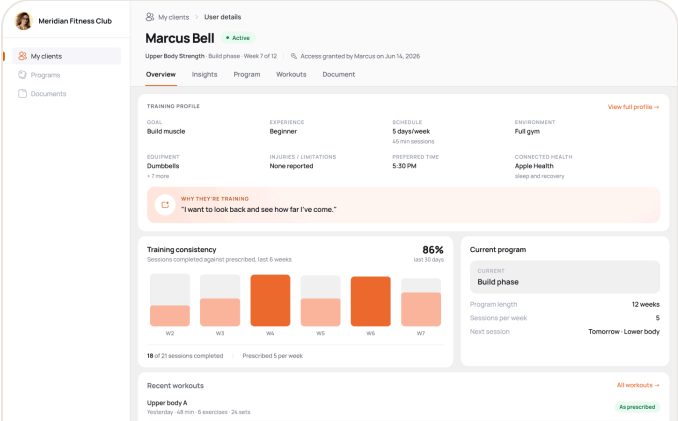
What does it cost?

Pro is $49 a month with 10 clients included and $4 a month for each extra client. 14-day free trial, no card needed to start.

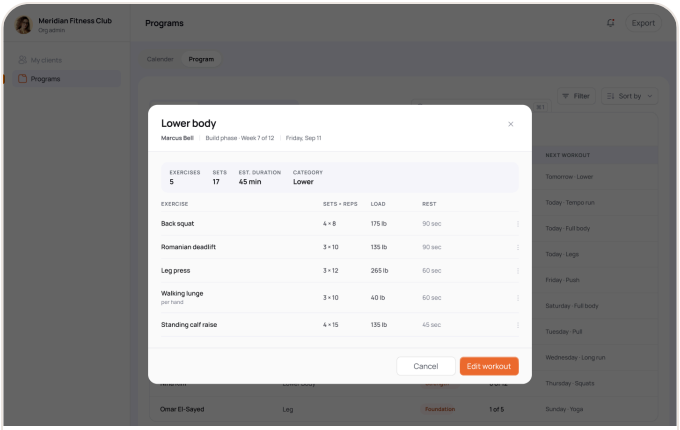
HOW SWIPEHEALTH FITS

Stay the coach. Get your hours back.

- Your clients get a plan in the app that adapts every day.
- You see each client's training between sessions and adjust plans in your portal.
- Build your own templates or start from a coach-built plan.



Client overview in the trainer portal



Program builder

Run your own numbers

The calculator uses the same research. Then book 30 minutes if you want to talk it through.

Open the calculator

Sources

1. U.S. Bureau of Labor Statistics. Occupational Outlook Handbook: Fitness Trainers and Instructors (May 2024 wages; 2024 to 2034 projections).
2. Bark. US personal trainer cost guide, 2025.
3. ISSA. Programming time per client.
4. Health & Fitness Association. 2025 US Health & Fitness Consumer Report: Expanded Insights.
5. SwipeHealth Pro pricing, current as of 15 November 2026.

This brief summarizes published research and industry data. Figures describe the populations studied and are not a guarantee or a SwipeHealth result; results for any one organization will vary. SwipeHealth provides general-wellness guidance. It is not a medical device and does not diagnose or treat conditions. SwipeHealth®, Swipe Health, Inc., 5900 Balcones Drive #33470, Austin, TX 78731. Book a call: https://calendar.app.google/w4QRkaaW1KihQZEc9