

60 HABITS

TO BECOMING A “HIGH PERFORMANCE” PERSONAL TRAINER™

After 18 years on the front line of PT and delivering outstanding results with clients particularly in the areas of health, well being, recovery from illness and ailments, and with over £60,000 invested in courses / education behind me (an average of £3300 every year) and an MBA, I've operated National and International PT businesses which have all scaled beyond 500 Personal Trainers.

With this solid, established and incomparable track record, I've now compiled a list of essential pointers that if you want to win, and I mean really win, you are going to have to implement if you want to make the grade of “High Performance Personal Trainer”.™

These are non negotiable and form 100% of the maximum potential you can achieve from your business.

- 1** You've got to look like your product, and be able to demonstrate the instructions you are asking of your client.
- 2** Know who you want to work with.
- 3** Up skill every year at least one major course.
- 4** Increase your hourly rate year on year by a minimum of £5/hr and be able to justify the increase by a change / enhancement to the way you operate as a PT.
- 5** Every session you deliver in the gym / studio has to have an accompanying programme design.
- 6** Decide what range of Assessments you want to include in your product.
- 7** Take an interest in business practice and procedure and make a commitment to read business literature such as Harvard Business Review, Bloomberg Business Week or other.
- 8** Cease with the selfies on social media. (Nobody gives a shit what your ab's look like).
- 9** Stop forcing clients to do 'before' and 'after's'.
- 10** Maintain high levels of awareness when training in the gym requires you to be hands on - you can single handily destroy your business with inappropriate touch, position or glance in the wrong direction.
- 11** Make clients feel safe and protected within a gym environment. 15 60 Habits to Becoming a High...
- 12** Operate like a business person with a professional email, appropriate social media platforms, and exemplary behaviours at all times and maintain strict confidentiality on any sensitive information a client may share.
- 13** Get off social media if you've nothing positive to say.
- 14** Stop PT bashing.
- 15** Understand your limit each day of PT clients.
- 16** The more time and effort you put in to the design of a clients programme, the more enjoyment and fulfillment you get from the session.
- 17** Understand that coaching is both a science and an art.

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- 18 Understand that time is no requisite of success.
- 19 Learn to love the mornings.
- 20 Never arrive or start a session late. Ever.
- 21 Never cancel a session by text.
- 22 Operate a cancellation policy - you choose what this should be.
- 23 Why are you starting sessions on the hour?
- 24 For clients with poor time keeping, set their sessions to what appears to be an arbitrary time - for example - 10:17am.
- 25 Listen more. Talk less. Stop transmitting and start receiving.
- 26 At the start, during and at the end of sessions, cut the small talk and ask only meaningful questions to your client.
- 27 Maintain strict client confidentiality at all times and no matter what.
- 28 Don't force people to do something they don't want to do just because you can't think of an alternative exercise.
- 29 To make the big money, you'll need to write up a full report and send to the prospective client.
- 30 Have your goal.
- 31 Know every day how many sessions you have done month to date.
- 32 As you develop, you'll realise that you can drop your occasional clients and increase your prices.
- 33 Have at least 3 mentors from different fields.
- 34 Get the right person for the right job.
- 35 Don't just give your clients away to another PT if you are moving gym, area or job.
- 36 Schedule your time off for each month and move your clients into different weeks so you still make the same income.
- 37 Give 5% of your income money to charity.
- 38 Set your standards in each part of your life.
- 39 Recognise and accept that you're the average of the 5 people you spend most of your time around 'Jim Rohn'.
- 40 Surround yourself with like minded Personal Trainers.
- 41 If you find yourself falling short of your own expectations it's probably because you worked harder and were more committed at a previous point in your life. 15 60 Habits to Becoming a High...
- 42 The enemy of great is good.
- 43 Learn empathy.
- 44 Build your weekly planner.
- 45 Learn inter-dependency.
- 46 Learn Social Awareness.
- 47 Consciously apply the style of leadership method to each client as its needed.
- 48 Ask your clients at the start of every session "What do you want to get out of this session"?
- 49 Invest your earnings wisely.
- 50 Ensure programmes include all 7 movement patterns.
- 51 Use a performance pyramid when creating a periodised programme and have this to hand during your consultations.
- 52 You've got to give a client a better session with you than they could have on their own.
- 53 Ensure you understand the optimal times under tension for specific outcomes.
- 54 Spot the typical deficiencies using visual clues.
- 55 Understand muscle insertion and origin points.
- 56 Herbs and botanicals can be extremely powerful for healing / relieving certain ailments, diseases and conditions.
- 57 Why 10 sessions?
- 58 High Performance PT's never discount.
- 59 To scale your client base get each client to find another client and provide them with a finders fee.
- 60 1. Explain to clients that the physical healing of the body occurs between 10pm - 2am and the mental healing occurs between 2am - 6am.