



The Consummate Fitness Professional: A Guide to Starting & Growing Your Personal Training Business

Dale L. Roberts

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The Secrets to Building a Successful Career in the Personal Training Business

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Are you thinking about starting a career in the health and fitness industry? Would you like to learn the best steps to becoming a successful fitness professional? Isn't it frustrating to get a college degree or personal training certification only to find you weren't given practical advice on how to run your fitness business? Then, "The Consummate Fitness Professional" is simply the **ONLY** manual or guide you need:

- Branding, Marketing and Advertising Yourself for Little to No Money
- Where to Get Your Education - College Degree or Certification Programs?
- Why Liability Insurance May Save Your Job & Your Money
- Step-by-step Plan for Building Your Business the Easy Way
- Setting Your Best Price Point & Still Getting Clients
- Handling Price / Cost Objections with Professionalism
- Which Works Best - Personal Training or Group Training?
- Building Your Clientele Fast and Simple
- Client Retention Strategies & Getting Advance Payment
- Advertising & Marketing Your Business for Little to No Money
- Building Leads to Create a Full Waiting List
- Asking for Referrals & Testimonials and Not Feeling Like a Schmuck
- The Do's & Don'ts of a Job in Exercise and Fitness
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