



INSTITUTE OF PERSONAL TRAINERS

WORKBOOK

A black and white photograph of a man and a woman in a gym setting. The man, on the left, is smiling and wearing a white tank top; a smartphone is mounted on his chest. The woman, on the right, is also smiling and wearing a white tank top. They are both holding dumbbells. The background is slightly blurred.

1:1

**Become a
Personal Trainer**

Becoming a Personal Trainer

List the reasons you want to become a personal trainer. Start with shallow reasons like money and status, then move up to more meaningful reasons. Go as deep as you can.

1.

2.

3.

4.

5.

Your Ideal Salary

List your monthly expenses here:

- 1.
- 2.
- 3.
- 4.
- 5.
- 7.
- 8.
- 9.
- 10.

Now add that all up to create a total:

Now double it to get your ideal salary:

For most personal trainers, your ideal salary is your monthly expenses multiplied by two. This gives you enough wiggle room to invest in your business and live comfortably.

Getting Qualified

Use Google to write a list of potential gym instructor course providers:

- 1.
- 2.
- 3.
- 4.
- 5.

Use Google to write a list of potential PT Level 3 course providers:

- 1.
- 2.
- 3.
- 4.
- 5.



1:2

Business Mindset

Understanding You're a Business Owner

List the many hats you need to wear as a fitness business owner:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Understanding You

Without too much detail and over analysing, what do you want your life to look like?

What do you want your work life to look like?

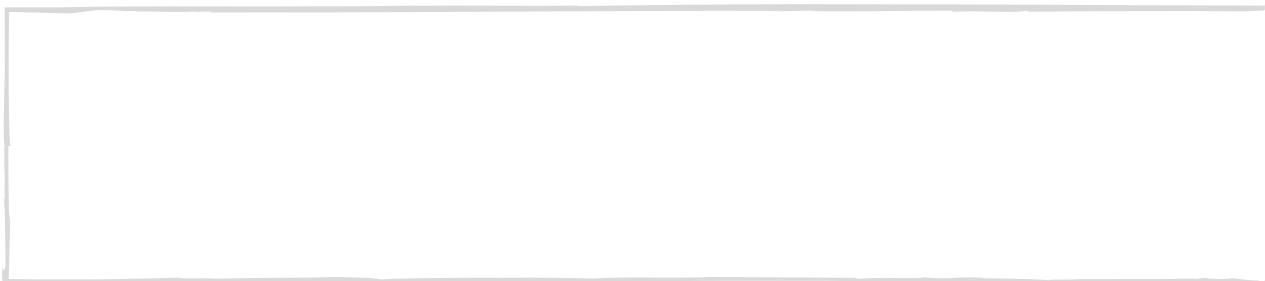
What do you want your income to look like?

What do you want your family life to look like?

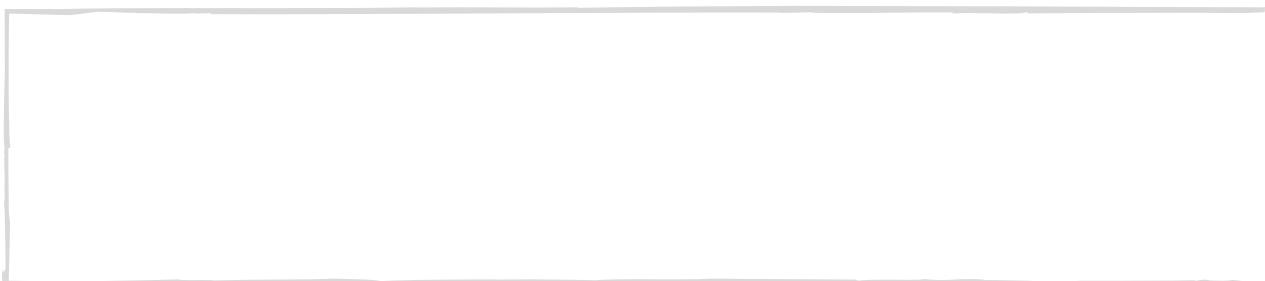
Which one of the goals from the previous questions matters the most to you?



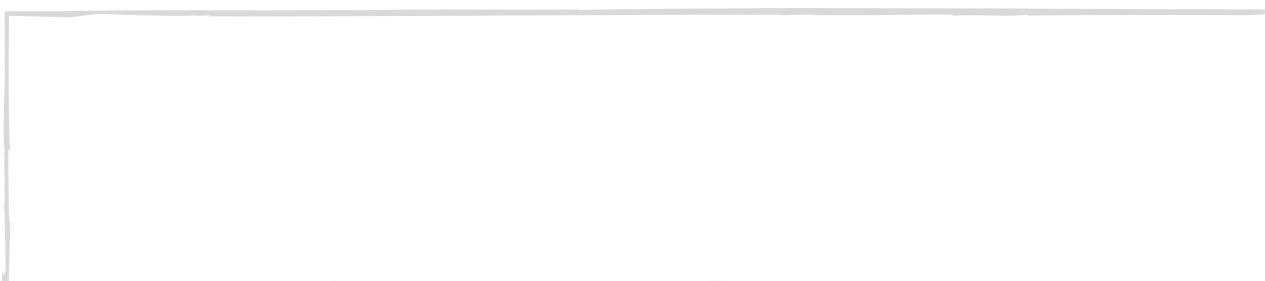
Of all the things you've done in your life, what has given you the most satisfaction or pleasure?



Do you ever find yourself wishing you were different? What do you wish? Why aren't you that way? What gets in your way?



If you no longer had to work, how would you spend your time?



What is missing from your life? When you find yourself wishing for something, what is it?



What motivates you to perform above and beyond the call of duty?



What are your greatest strengths?



What are your greatest weaknesses?



Create Your Business Vision

How will people perceive your business brand when it is finished?

How much money will your business be making?

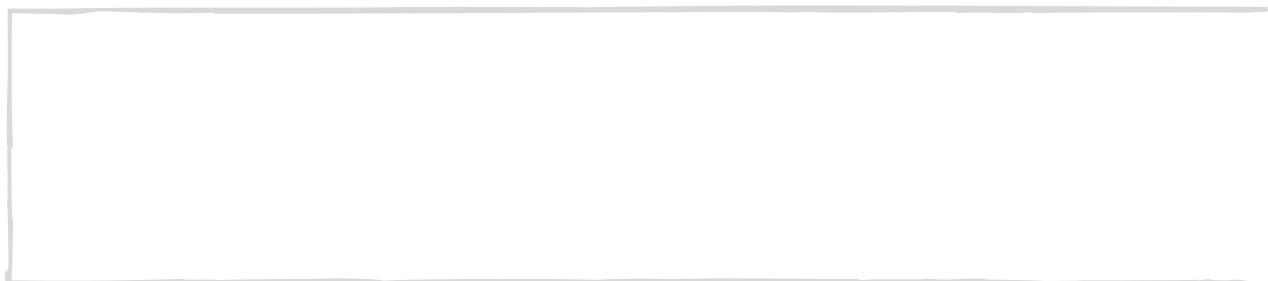
How will employees of your business feel about the company culture?

How will clients feel to be a part of your business?

How will your business be distinguished from others?



How will clients find out about your business?



How far away from your business vision do you feel you are?



What steps do you need to take as the owner of your business to accomplish your business vision?



The Current State of Your Business

Rate the following statement on a scale of 1 (strongly agree) to 6 (strongly disagree).

About You

I am happy the business is achieving the things I set out to do

I have plenty of get-up-and-go and feel very motivated about my work

I am creative and am regularly coming up with new ideas for the business

I am flexible and able to adapt to changes and surprises quickly and successfully I believe there is a good balance between my work and my personal life

I prefer working with clients and designing fitness programs and am not interested in managing a business

Your Clients

I have a well defined client avatar

I have a good understanding of what my clients want I have increased my client base in the last 12 months

I am constantly reviewing my offer in relation to what my clients want I know which of my services generate the best income

I undertake research and development to test new ideas

Communications

I use many communication channels to develop my business I have the 'gift of the gab' and enjoy communicating with others

I regularly network with others to gain information for my business I am good

Money

I will earn more from my business this year than I did last year I am
comfortable dealing with my business numbers

My finances are well organised and I keep my records up to date I pay my
debts on time

I am good at managing my cashflow

I understand the difference between assets and liabilities

Growth

I am good at spotting new opportunities as they arise

I am prepared to take a calculated risk to grow the business

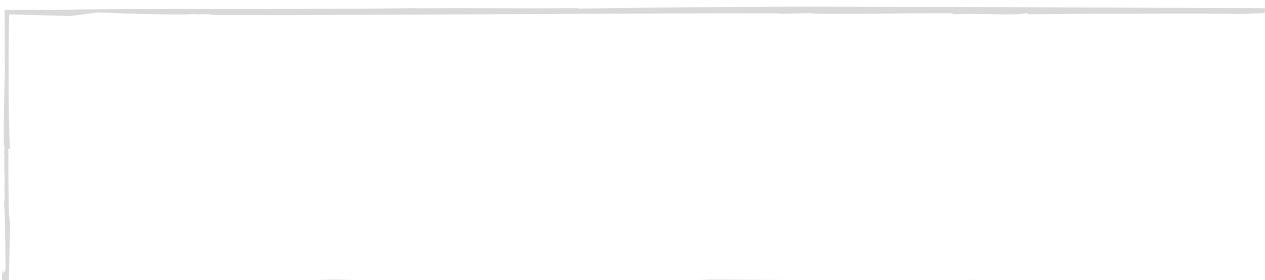
I have a development plan for my business for at least the next 12months

I am motivated by success and driven to do well

I have a network of peers I can turn to for advice

When I need someone to take on some tasks for me, I have people I can rely
on to

How did you do? Are there any stand out areas you need to work on?



A black and white photograph of a man with short, light-colored hair, smiling broadly. He is wearing a light-colored t-shirt and is holding a large, metallic-looking dollar sign (\$) in his right hand. His left hand is resting against his chest. In the background, there is a kitchen scale on a surface, and several clear glass jars of different sizes. The overall theme of the image is money and finance.

1:3

Money & Finance

Understanding Money

How much do you get paid per month BEFORE expenses?

How much do you get paid per month AFTER expenses?

Is your actual monthly income enough to sustain your current way of life?

Profit & Loss

List an example of an asset you own or would like to own:

List an example of a liability you own or would like to own:

List an example of revenue your business creates:

List an example of an expense your business has to pay:

Funding Your PT Business

Find and list all possible sources of debt funding for your PT Business and include them in the box below:

Find and list all possible sources of equity funding for your PT Business and include them in the box below:

A black and white photograph of a woman with long, dark, wavy hair. She is looking directly at the camera with a neutral expression. Her hair is styled in loose waves, and she appears to be wearing a light-colored top.

1:4

Marketing Basics

Choose Your Niche

Answer the following questions to help you choose a niche.

Who do YOU want to work with?

What do YOU want to sell?

What do your prospective clients need?

What's your story and does it impact who you want to work with?

Getting to Know Your Clients

Using the strategies from this lesson, answering the following questions.

What do my clients think they want?

How do they describe their problems?

How do they feel about their problems?

How does your service solve those problems?

Create Your USP

Using what you learned in the lesson, answer the following questions.

What unique skills do I have outside of being a personal trainer?

What unique offer can I add as value to my PT service?

What gap is there in the market in my area?

What are my clients looking for?

Using the answers above and the following template, write your USP:

My name is _____, I love _____ but was fed up with
_____. So I created _____ that _____.

A large, empty rectangular box with a thin gray border, designed for students to write their USP statement.

The Buyer Journey

What questions might your clients have during the Awareness Stage of their buyer journey?

What questions might your clients have during the Consideration Stage of their buyer journey?

What questions might your clients have during the Decision Stage of their buyer journey?

Designing Your Packages

List what will be include in your FIRST package. This is typically the lower priced package but MUST include everything a client needs to get a result.

- 1.
- 2.
- 3.
- 4.
- 5.

List what will be include in your SECOND package. This is typically be a mid-tier package and usually contains extras like more support, more systems and extra features.

- 1.
- 2.
- 3.
- 4.
- 5.

List what will be include in your THIRD package. This is typically the higher priced package and contains the maximum number of features and support you can offer a client.

- 1.
- 2.
- 3.
- 4.
- 5.

Using Surverys To Get New Leads

Using the answers to the survey, what were some common pain points that your audience mentioned?

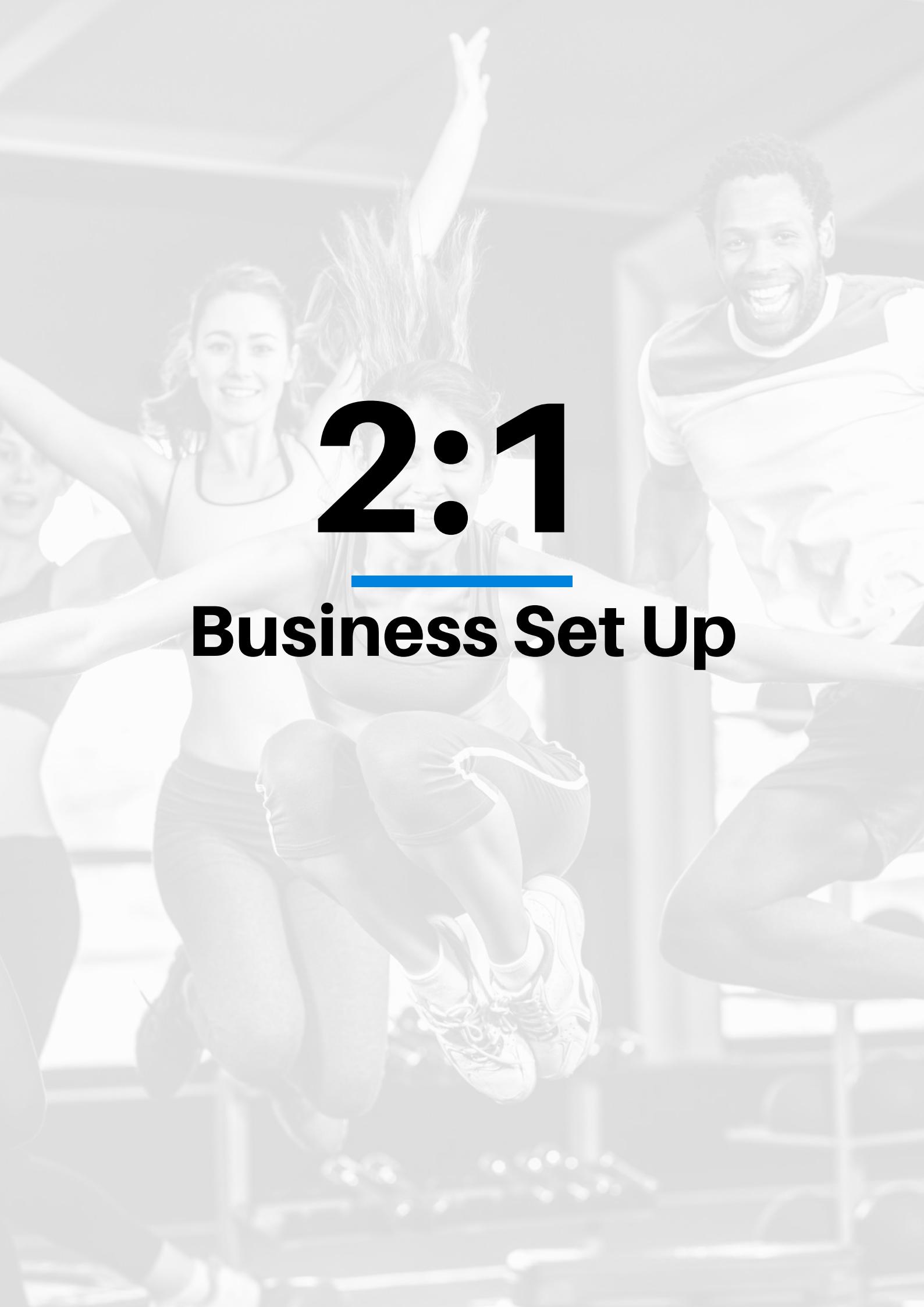
Using the answers to the survey, what kind of buyer history did your audience have? How did they try to solve thier problem in the past?

Using the answers to the survey, what were some of the most common problems that your audience mentioned?

Create an Ebook

Using the answers from the survey in the previous lesson, list as many Ebook topic ideas as you can here:

- 1.
- 2.
- 3.
- 4.
- 5.

A black and white photograph of a diverse group of people, including men and women of various ethnicities, cheering and jumping in the air. They appear to be at a sports event or a celebratory gathering. The background is slightly blurred.

2:1

Business Set Up

Introduction to Business Set Up

Write a list of potential business processes you wish to systemise:

- 1.
- 2.
- 3.
- 4.
- 5.

New Lead Follow Ups

List the five most common questions a new lead might ask you when they first get in touch. These questions need to be stored somewhere convenient so that you can refer to them whenever you're replying to new leads via email or Messenger.

You can store and refer to these later each time you get a new lead:

1.

2.

3.

4.

5.

Email Autoresponder System

GETTING STARTED

Sign up to an email marketing software like Mailchimp, Aweber or Mailerlite.

Make sure the software you choose has affordable automation features.

WEEKLY EMAILS

Grab the Weekly Email template from the member portal.

Add the weekly email template to your email marketing software.

LEAD MAGNET SUBSCRIBERS

Using the templates from this lesson, create email autoresponder 1.

Using the templates from this lesson, create email autoresponder 2.

Using the templates from this lesson, create email autoresponder 3.

Using the templates from this lesson, create email autoresponder 4.

Using the templates from this lesson, create email autoresponder 5.

Facebook Marketing System

GETTING STARTED

Create a Facebook business page and invite your friends to like it.

Create a Facebook Group and invite people who are your ideal clients to join.

Facebook Personal Page

Use the social media template from the member portal to create a content schedule.

Facebook Business Page

Use the social media template from the member portal to create a content schedule.

Facebook Group

Use the social media template from the member portal to create a content schedule.

Instagram System

GETTING STARTED

Make sure you have an Instagram account.

INCREASING ENGAGEMENT

Optimise your profile as described in the lesson.

Create useful and well designed content using the templates provided.

Follow accounts you're interested in or that might be interested in you.

Unfollow accounts that don't follow you back.

Engage with your new followers consistently (likes and comments).

Repeat.

2:2

Build a Brand

Your Brand Statement

What is currently holding your clients back from working with you?

What is their immediate pain?

What kinds of freedoms do your clients want?

How can you make your clients more productive?

How can you help your clients enjoy life more?

How do you want your client to feel in every interaction with your business?

What do you want your clients to say about your business?

Your Brand Statement

Using the answers above as inspiration, try to condense how what you do will make your clients feel in to two or three sentences.

Build Your Brand Voice/USP

What unique skills do I have outside of being a personal trainer?

What unique offer can I add as value to my PT service?

What gap is there in the market in my area?

What are my clients looking for? What do they THINK they need?

What are your niches long term fears that plague their mind constantly?

What do you want your clients to say about your business?

Your USP

Using the answers above as inspiration, try to condense how your services will help your clients in to two or three sentences.

Your Brand Design

Does your company name still match your business goals going forward?

What shapes do you feel represents your business?

What colours do you feel represents your business?

Your Buyer Persona

What is their job role/role in life? Their title? What skills are required?

What are their health and fitness goals?

What would it mean from them to be successful with their goals?

What are their biggest challenges?

How do they learn about new information for their goal?



What celebrities or blogs do they read and follow?



Age, Family (married, children), Education?



What associations and social networks do they belong to?



Choose a Business Name

If you haven't already decided on a business name, list potential business names here:

- 1.
- 2.
- 3.
- 4.
- 5.

Design a Logo

List the essential elements your logo must have based on your business vision, brand design and buyer persona:

- 1.
- 2.
- 3.
- 4.
- 5.

A grayscale photograph of a woman with long hair, wearing a white button-down shirt and dark trousers. She is seated at a desk, looking down at a laptop screen. Her hands are clasped together on the desk. The background is slightly blurred.

2:3

**Become an Online
Personal Trainer**

Online Training Buyer Persona

Use this template to create an in depth buyer persona for your online training clients, to help you understand how they differ from 1:1 clients.

Client background (male, female, income, job, career family):

Goals (weight loss, muscle gain, improved confidence):

Challenges (lack of time, hate gym, challenges that online training could help with):

Your solution (at home workouts, short workouts):

Choosing a Business Model

Write down what kind of services you wish to provide. The services might include program design, nutrition coaching, membership portal, email support or video support:

Building Your Online Training Packages

List what will be include in your FIRST online training package. This is typically the lower priced package but MUST include everything a client needs to get a result.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

List what will be include in your SECOND online training package. This is typically be a mid-tier package and usually contains extras like more support, more systems and extra features.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

List what will be include in your THIRD online training package. This is typically the higher priced package and contains the maximum number of features and support you can offer a client.

- | | |
|----|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

Now download the Online Training Package Price Calculator on the members site to set some price points for your new services.

Online Personal Training Software

Sign up to 2 or 3 online personal training softwares and list the pros and cons of each below:

Software 1:

Pros

Cons

Software 2:

Pros

Cons

Software 3:

Pros

Cons

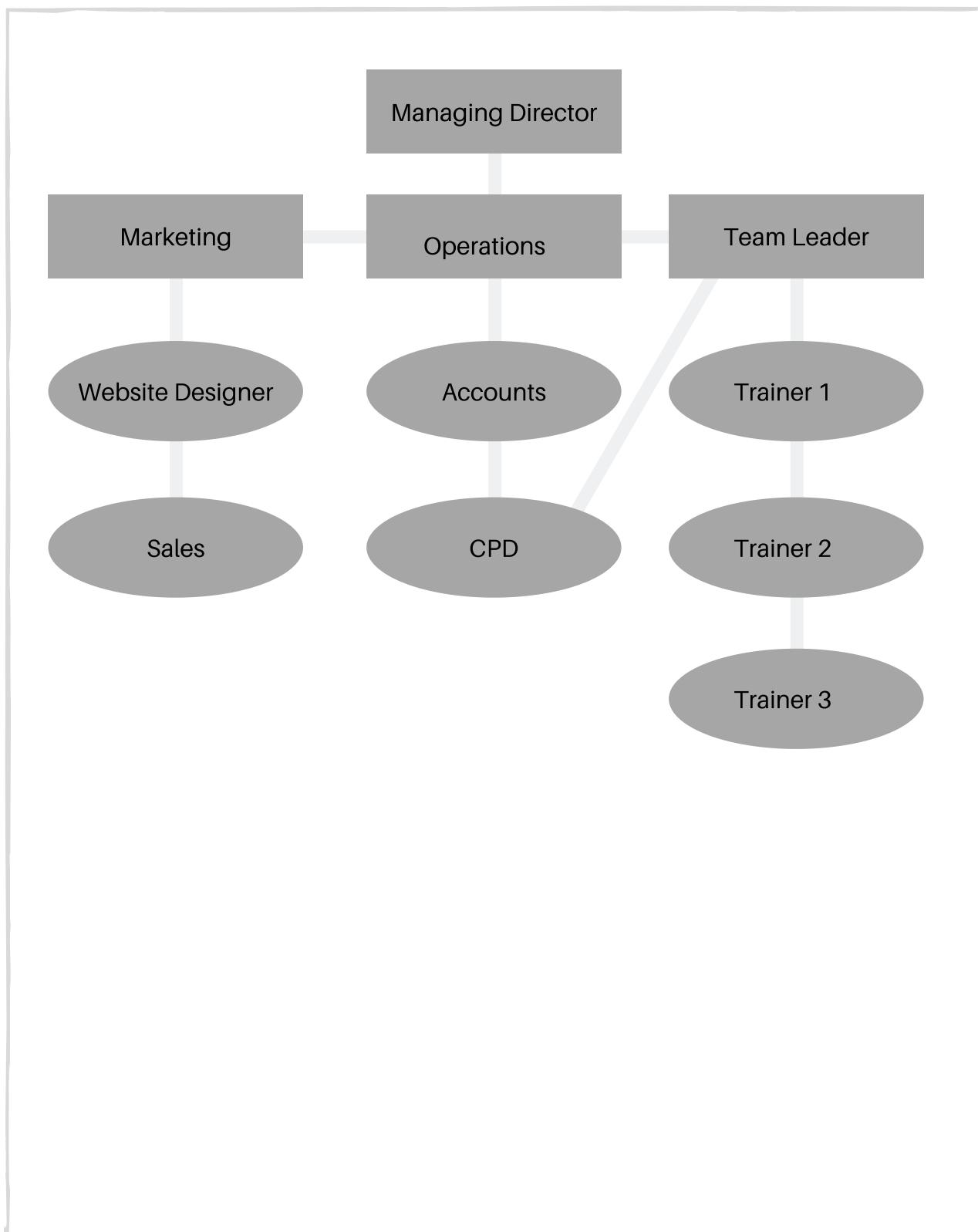
A black and white photograph of a diverse group of people, including men and women of various ages, smiling and holding hands in a circle. They appear to be in a gym or fitness studio, with exercise equipment visible in the background.

2:4

**Fitness Business
Management**

Fitness Business Blueprint Example

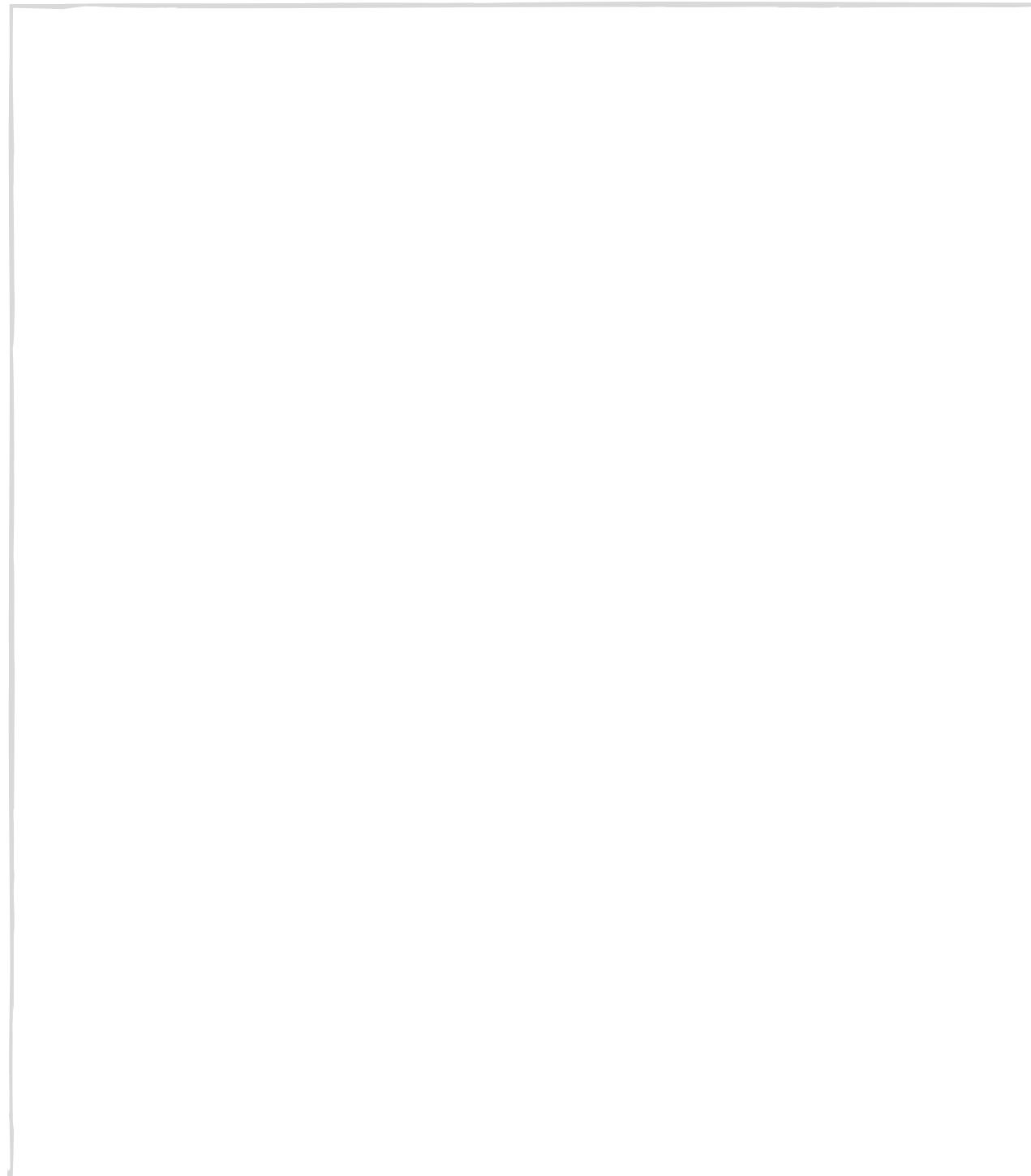
On the next page, you'll create your own Fitness Business Blueprint. We've provided an example here to get you start:



Your Fitness Business Blueprint

Create your Fitness Business Blueprint:

- Use boxes to represent managerial positions. By our definition, a position is managerial if there are any other positions reporting to it.
- Use ovals to represent non-managerial positions.
- Link boxes to each other to show the reporting relationships.



Create a Systems Strategy

Create an example system below using the example provided as inspiration.

Name of system:

Describe the system. What is each step?:

Who is this system for? You, your website designer?

When should this system be actioned? How long should it take?

Finding & Hiring Employees

Create an example job description for any new role on your business.

A summary of the job description and key responsibilities:

The skills, experience and knowledge needed, based on the job description:

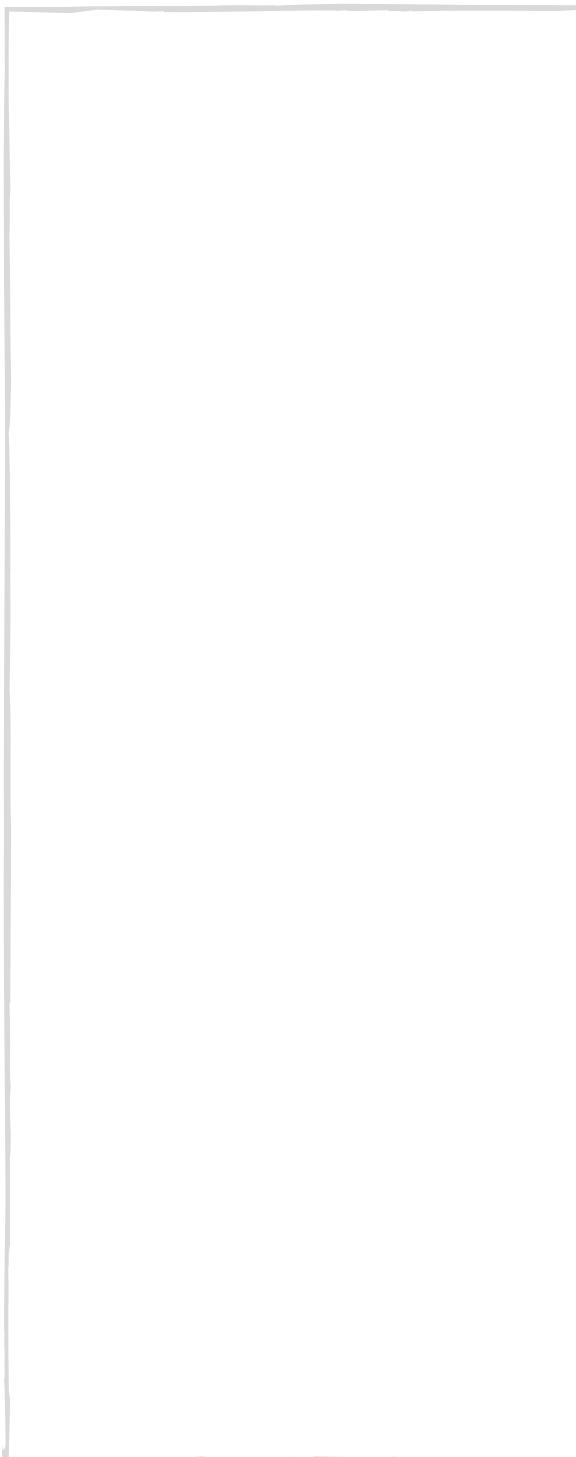
Clear instructions on how to apply, including whether you want a CV, application form, work samples or responses to selection criteria

A statement about the benefits of the position, and the opportunities for the successful candidate.

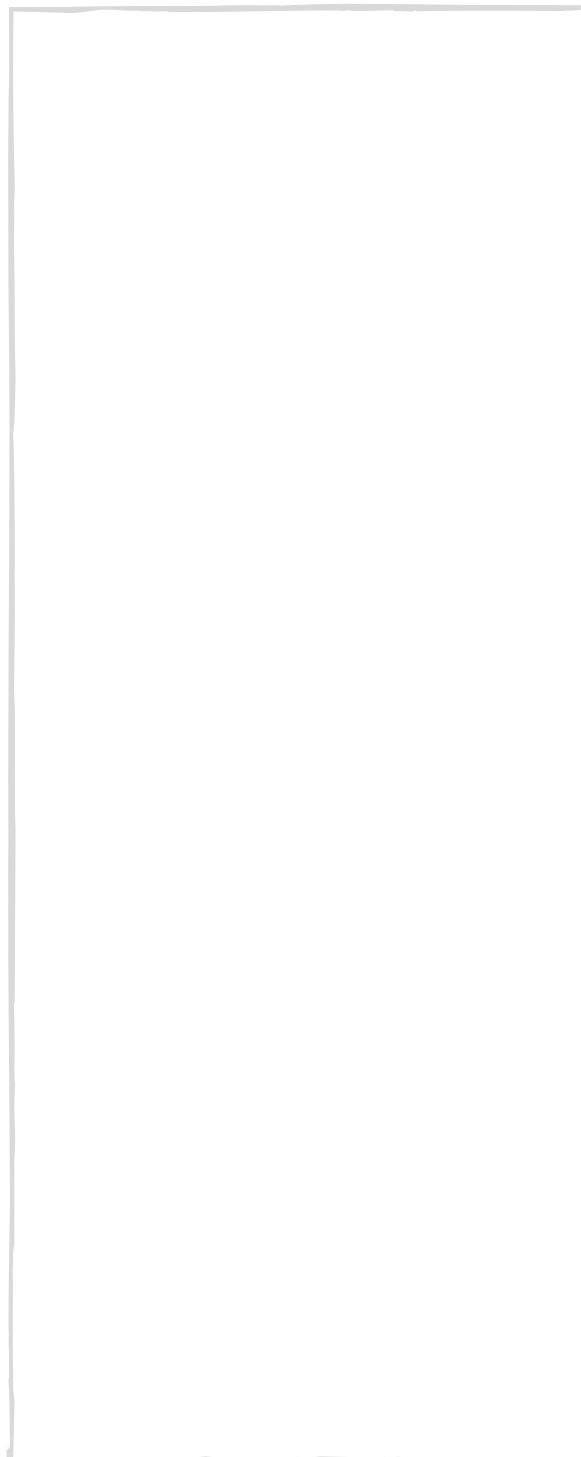
Finding & Renting Business Premises

Ready to find and rent a business space for your fitness business? Use the space below to collect notes on the top two venues.

Venue 1:

A large, empty rectangular box with a thin gray border, designed for users to write notes about Venue 1.

Venue 2:

A large, empty rectangular box with a thin gray border, designed for users to write notes about Venue 2.

A black and white photograph showing a group of diverse individuals, including men and women of various ethnicities, smiling and holding hands. They are arranged in a loose circle, suggesting a sense of community or teamwork.

3:1

Local Marketing

Become the Go-To Trainer

Connect with as many people from your place of work and write a list of potential clients.

Go through your phone and write a list of names of potential clients:

Local PR & Charity Events

Research and list 5 local charities that you can connect with here.

- 1.
- 2.
- 3.
- 4.
- 5.

Research and list 5 local news providers here:

- 1.
- 2.
- 3.
- 4.
- 5.

Local Offers & Partnerships

Research and list 5 local companies that you can connect with here.

- 1.
- 2.
- 3.
- 4.
- 5.

Local Public Speaking

Research and list 5 local speaking gig opportunities here:

- 1.
- 2.
- 3.
- 4.
- 5.

A soft-focus photograph of a diverse group of people, mostly young adults, smiling and laughing together. They are of various ethnicities and are wearing casual clothing. The lighting is bright and warm, creating a positive and social atmosphere.

3:2

**Social Media
Marketing**

Marketing Your Facebook Business Page

What will be the main purpose of your Facebook Business Page?

Who will be the target audience?

What strategies will you use to promote your Facebook Business Page?

How will you measure whether those strategies are successful?

Create an Engaging Facebook Group

Create a Facebook group.

Invite friends and people who might be interesting in your service to join it.

Add links to your group on your personal profile.

Add links to your group on your website and blog.

Create a content calendar for your group.

Create a Facebook Ad

Define the ad objective.

Choose images, title and text.

Make multiple ad sets. Use different images and headlines.

Define demographic for targeting.

Define location for targeting.

Define interests for targeting.

Choose an ad format.

Select a budget.

Select a spending model.

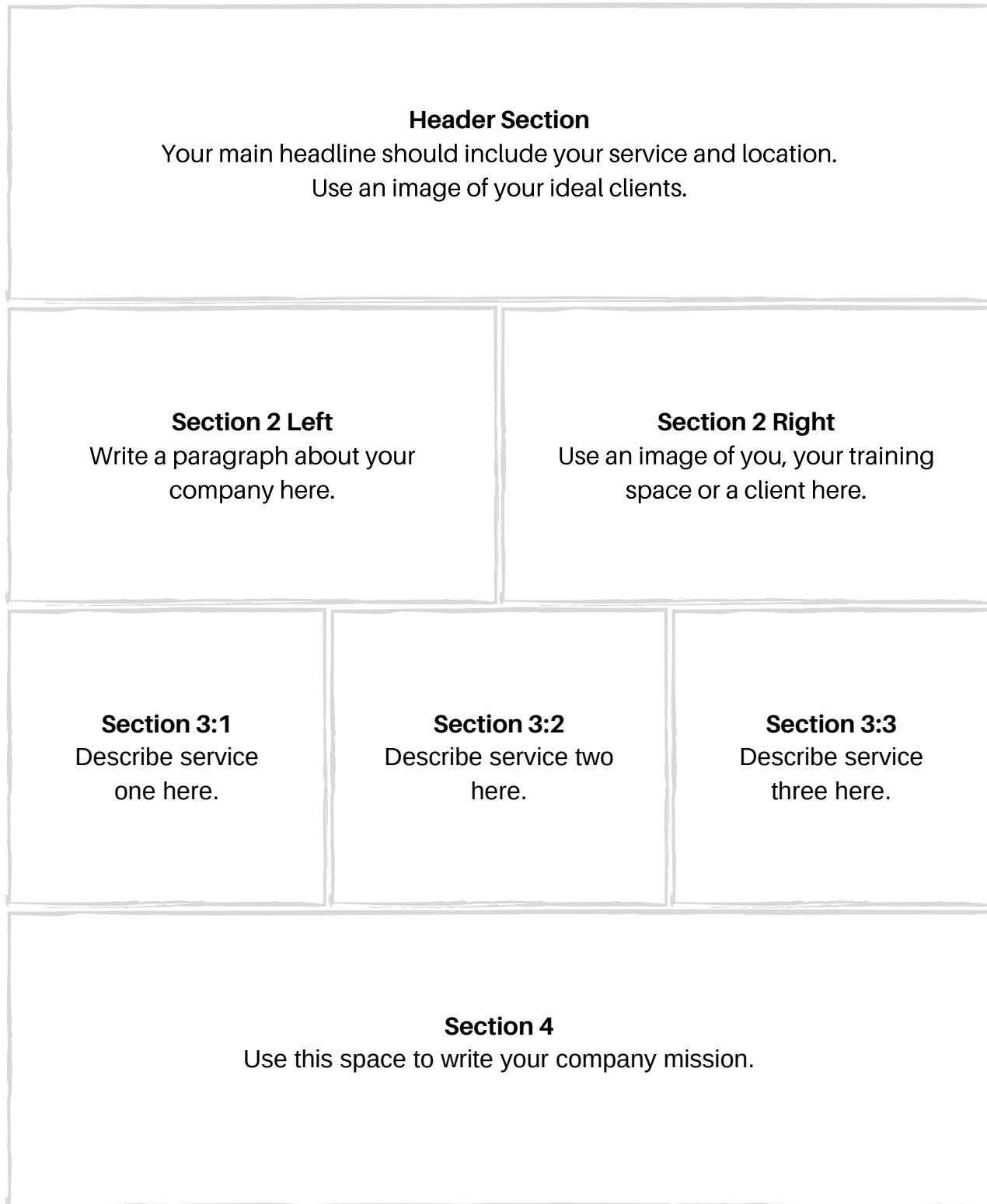
Choose a bidding strategy.

3:3

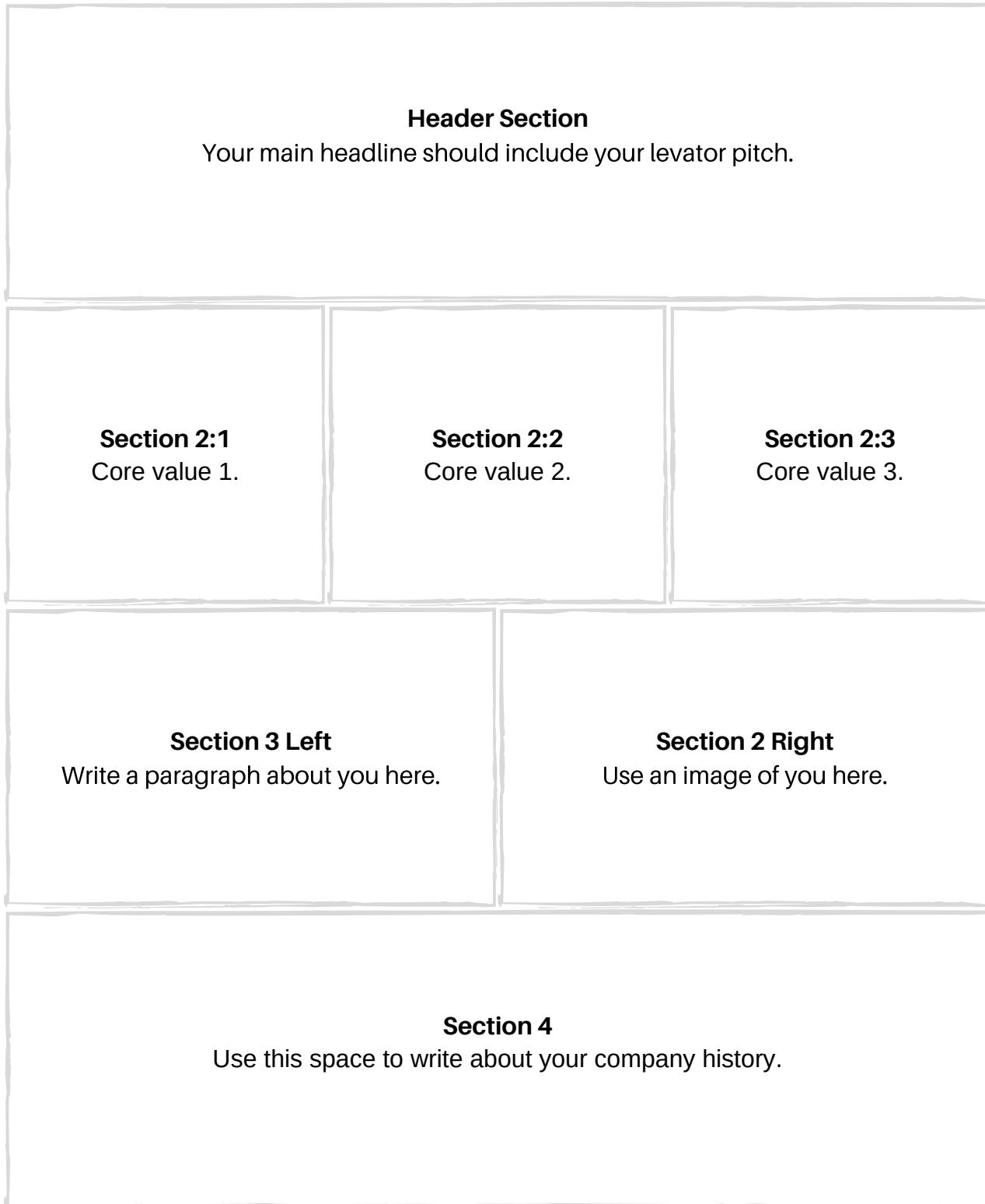
Build a PT Website

Build a PT Website

Using the format below, create a Home page:



Using the format below, create an About page:



Using the format below, create a Services page:

Header Section

Your main headline should include your service and location.

Section 2

Use this space to describe your services.

Section 3:1

Package 1 goes here.

Section 3:2

Package 2 goes here.

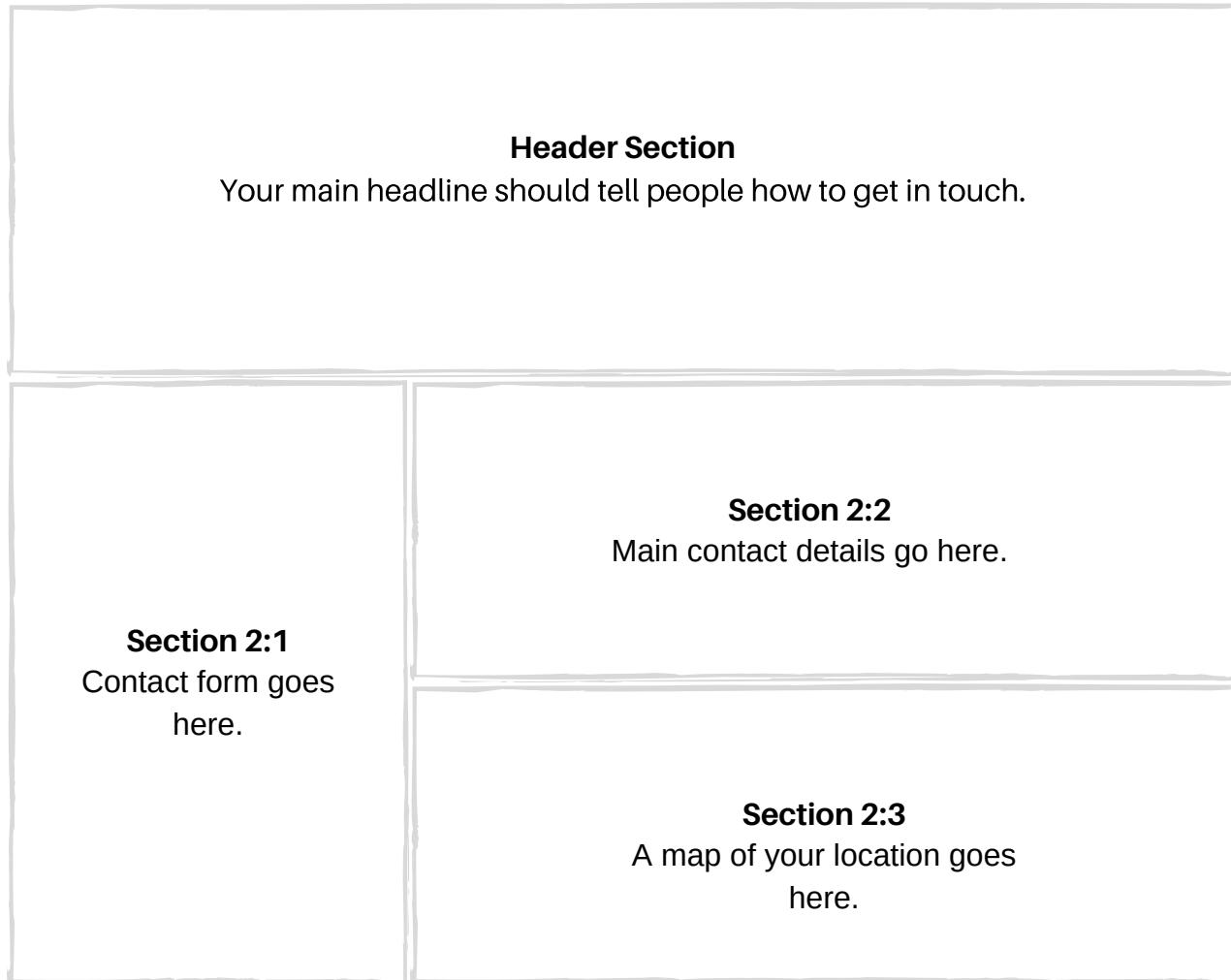
Section 3:3

Package 3 goes here.

Section 4

List your main FAQ's and answers here.

Using the format below, create a Contact page:



A grayscale photograph of a woman with short hair, smiling and looking down at a laptop screen. Her hands are visible, one resting on the keyboard and the other pointing at the screen. The background is slightly blurred.

3:4

Email Marketing

Grow Your Email List For Free

Add the option for people to subscribe to your list via your blog page.

Add the option to subscribe to your list via "Coming Soon" pages.

Search Facebook groups for opportunities to share your blogs & lead magnets.

Search Twitter conversations opportunities to share your blogs & lead magnets.

Write an eBook if you haven't already.

Add your eBook to your website.

Write an Email Autoresponder Sequence

Use the scripts to create an email autoresponder sequence.

Email 1:

Subject: Your Free [PRODUCT/EBOOK]

Hey [FIRST NAME],

Thanks for downloading [PRODUCT/EBOOK]. By now, you should have been directed to the download page but if you missed it, here it is again:

[LINK TO DOWNLOAD PAGE]

Here at [YOUR COMPANY] we provide premium [YOUR SERVICE] to [YOUR NICHE] and we're on a mission to help 10,000 people just like you.

With that said, if you have any questions at all, feel free to answer this email.

In the meantime, I'll be in touch with some more useful tips and tricks to get you to [GOAL].

All the best and thanks again for joining us,

[YOUR NAME]

Email 2:

Subject: Meet [NAME] (Case Study)

Hey [FIRST NAME],

Today I wanted to introduce you to [NAME]. [NAME] suffered from [Describe the problem and how it affected the client on a personal and/or professional level].

When {[NAME]} came to us he was at rock bottom. So we [Briefly describe how you helped the client. Don't go in to too much detail just yet].

In the next email, I'm going to teach you EXACTLY how we helped [NAME] accomplish [GOALS].

Until next time,

[YOUR NAME]

Email 3:

Subject: How to [SOLVE PROBLEM] (Step by Step)

Hey [FIRST NAME],

In the last email you met [NAME]. [NAME] was suffering with [PROBLEM].

[Go in to minor detail about the problem again].

Here's how we helped:

[STEP 1

STEP 2

STEP 3

STEP 4

STEP 5]

That's it!

Not as complicated as you might think, right?

If you're curious about how to get started with [YOUR SERVICE] you can check out our services page here:

[LINK TO SERVICES PAGE]

Until next time,

[YOUR NAME]

Email 4:

Subject: All of these people can't be wrong!

Hey [FIRST NAME],

Now that you've learned a little bit about how we help our clients and the simple steps we use to get them to their goals, I wanted to show you some amazing results we've accomplished with our clients:

[IMAGES & TESTIMONIALS]

Most of our clients come to us because they need somebody to be accountable to.

They need to know that rather than investing their money in gym membership and struggling to turn up, they'll have a qualified and experienced friend to look after the exercise and nutrition aspects of their life that they just don't have time for.

If this sounds like you, I'd love to talk!

Until next time,

[YOUR NAME]

Email 5:

Subject: [YOUR OFFER]

Hey [FIRST NAME],

If you've been thinking about working with us to achieve [THEIR GOAL] then I have some great news for you.

[YOUR OFFER]

But wait, we're looking for action takers so this offer is only valid until [24 HOURS/48 HOURS].

To redeem this offer, simply reply to this email with "I'm In!" and I'll get straight back to you.

If you're not ready to commit yet, that's cool too. We don't do hard sales and our commitment to your success is paramount!

I hope to hear from you,

[YOUR NAME]

Write a Reactivation Email Sequence

Use the scripts to create a Reactivation Email Sequence.

Email 1:

Subject: Hi [insert name] it's time to [achieve goal]...

Hi [insert name],

I hope this finds you well?

It's been a while since we last saw you.

We would love to see you doing some Personal Training Sessions again, so I have organised a special GIFT for you – it's actually way too good to refuse!

If you show some commitment to your health and fitness goals by purchasing 5 Personal Training Sessions, we'll reward you with [reward] absolutely FREE (normally valued at insert value). Told you it was too good to refuse. ☺

We have [insert number] personal trainers to choose from and some fun new [insert club/studio or program features].

No joining fee, no contracts and no obligation to do anything else apart from achieve [their goal] and your health and fitness.

Your Next Step is Real Easy...

Simply register your interest via responding to this email or call me directly on [insert number]. Alternatively you can even pop into the club/studio with a print out of this email.

Have a great day.

[Signature]

Email 2:

Subject: [Insert name] did you see this?

Hi [insert name],

A few days ago I sent you a special gift to kick-start your health and fitness goals again.

Buy 5 Personal Training Sessions and get [your gift] for FREE (normally valued at [insert value]).

I haven't heard back from you so I thought I would follow up.

Here's how it works...

Simply register your interest via responding to this email or call me directly on [insert number]. Alternatively you can even pop into the club/studio with a print out of this email.

Have a great day.

[Signature]

P.S. Remember, there is no obligation to do anything else after your FREE sessions. It's just a little gift from [insert club/studio name] to you. ☺

Email 3:

SUBJECT LINE: Call me crazy but...

Hi [insert name],

Call me crazy, but I'm a little surprised you still haven't taken me up on my great offer of [your gift] worth [insert value] when you purchase 5.

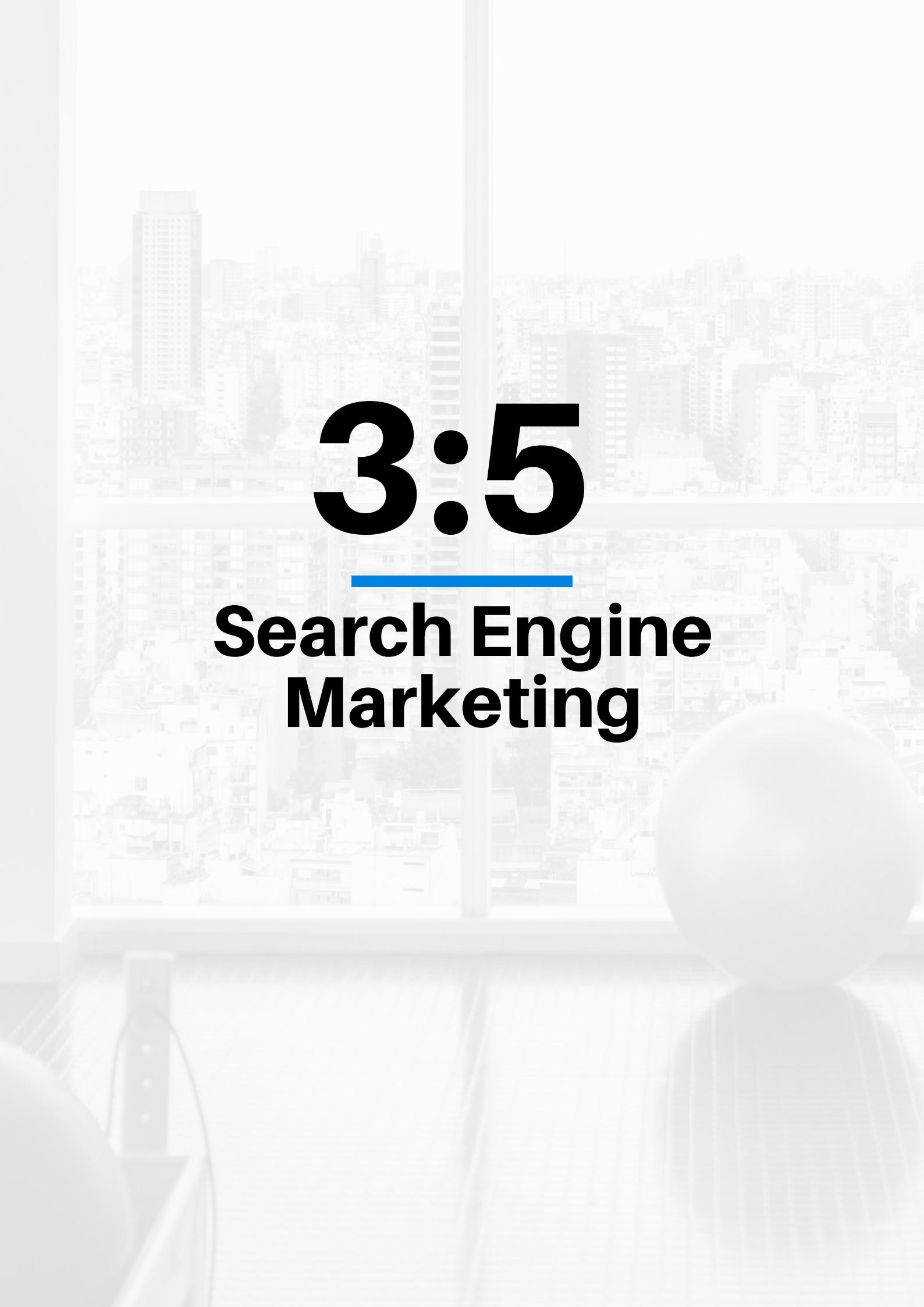
After the 5 FREE Sessions there is no obligation to do anything else apart from enjoy them with the trainer of your choice.

I am going to leave this offer on the table for you until [insert date]. If I haven't heard from you before then I will assume that you are forfeiting your gift worth [insert value]. If you're keen then your next step is to...

Simply register your interest via responding to this email or call me directly on [insert number]. Alternatively you can even pop into the club/studio with a print out of this email.

Have a great day.

[Signature]

A faint, grayscale photograph of a dense urban city skyline with numerous skyscrapers and buildings, serving as a background for the text.

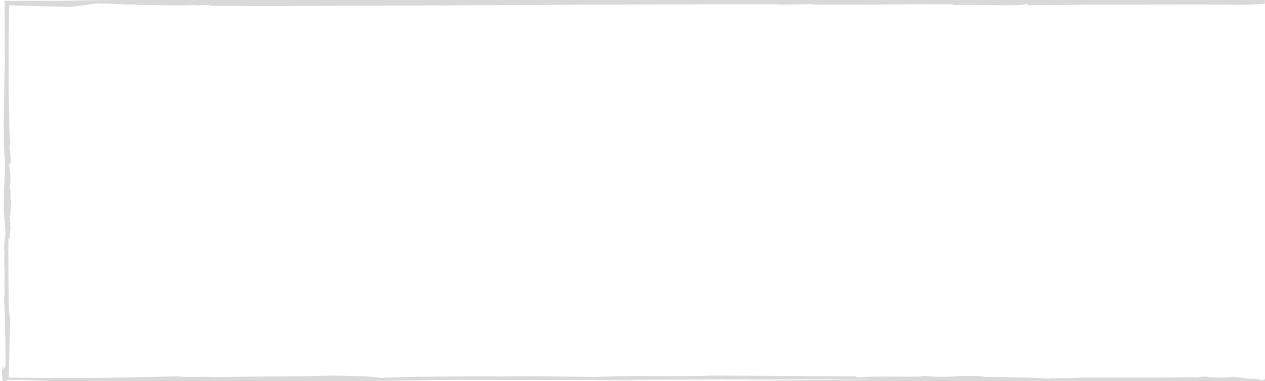
3:5

**Search Engine
Marketing**

SEO Your Website

Create a Sitemap using the instruction in this lesson.

List the top 5 keywords for your personal trainer website.



Optimise the content of your website using the instructions in this lesson.

Optimise your blog pages using the instructions in this lesson.

Get on the Google Local Pack

Optimise the content of your website.

Get a Google My Business Page.

Optimise your Google My Business Page.

Do a local citation audit.

Get more local citations for your business.

Get at least 5 reviews for your Google My Business Page.

Wow, This Has Been Amazing

You made it all the way to the end of the course. Whether you did all of the modules or only some of them, you should give yourself a high five. That's a lot of work!

