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Escape the PERSONAL TRAINING RAT RACE

INSIDE OF A **COMMERCIAL GYM**

Escaping the Personal Training rat race.

I know how it is. You get on the fitness ladder by getting a job in a gym. It's a great opportunity to hone your newly found skills as a personal trainer, and it allows you to showcase your ability to inspire potential clients. After all, we are swiftly ushered into a career within a Gym once we qualify as a PT. However, if you're still working inside of a gym, 2/3 years later, you may want to consider this…
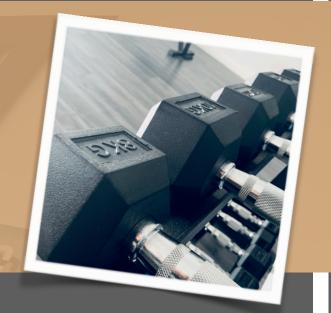
You have a couple of options when working inside a gym as a 'personal trainer'. You either work 20+ hours per week for the gym without earning a penny, only to then train your clients outside these hours. Or you opt to pay rent, which varies from £400-500 each month, to use the facilities within the gym. You might even be PAID to train clients for 30-40 hours per week. Heaven? If you class minimum wage as heaven. Looking back now, I laugh at what I was prepares to accept as a monthly income.

You see, before you've even started, you are in a massive debt to the gym. There is this assumption that the gym offers security, and a haven of potential clients to train, but let me tell you why you're wrong.

What type of gym are you working in?

If you're someone who works within a budget gym, ask yourself why a gym member would want to spend hundreds of pounds consistently each month on PT when they are at that gym because it costs a measly £15.00 per month to use? Already you're fighting a losing battle.

Even if you are in an affluent area, gym memberships have to be taken into consideration.

The lack of equipment and ample competition.

Now not only have you got a potentially reduced client base, you also have to fight it out against other personal trainers fighting for the same clients. This is obvious, regardless of your industry you might say, however, it's not uncommon for a gym to have 15 personal trainers operating out of the same building. You are attempting to stand out from 15 other trainers seeking business. It's madness. Yet, saying that, if you enjoy a lunch break with all 15 trainers, you'll be in good company at least. Although Nando's will run out of chicken with you lot in there…

Granted, you'll have access to the very latest and modern equipment out there, but all you really want it the squat rack, and that's currently occupied by Bertie, the member of the month who only has 278 sets left, and that's without his rest times. There's only *so* many times you can convince your client that the TRX is great for building muscle mass, when it's been 11 straight sessions using it, simply because it's the only equipment or space available in the gym *every, single, time!*

Don't even get me started on the large open plan layouts of most gyms. Not only can it be intimidating, you still might not even get any floor space. So you use the leg extension machine and convince them German Volume Training is a great idea - when in reality, it frees up time to wait for another bit of kit…

Take control of your own business.

It's no secret that personal trainers are basically slaves of the large company that runs any gym. You're a cleaner, receptionist, fitness instructor and sometimes a personal trainer.

It's about time you spread your wings and start doing what you enjoy most - training clients, and *only* training clients. The only way you can do this is to accept the limitations the gym offers, and realise that running your own business can be done alone, away from the gym, to great success.

Have the freedom of your own studio

I run two highly successful personal training studios in Chatham, ME5, and Gillingham ME8, and you too, can be a part of the success.

You'll never have to work for me, you can just run your own personal training business out of my premises, for a small monthly fee dependant on the hours you require.

Get in touch via **07702165164** to have a chat at the studio to discuss your business.