

All I Want for Fitmas is: 3 Tips to Build a Successful Personal Training Business

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As 2016 quickly approaches, business planning becomes essential for every personal trainer. Whether you are just starting in your business or you have a well-established clientele, now is a perfect time of year to think about what you want the next year to bring you. January is when everyone is focused on their recently set New Year's resolutions, and getting healthy and in shape are typically on the top of every list. It's one of the busiest times of year for personal trainers and gyms.

Your clients will come out strong after the holidays, ready to kick off the New Year right. Are you prepared for the influx of business with the right tools to ensure ultimate client success? During this "Fitmas" season, here are a few items to consider before the New Year's resolutions bring many new clients knocking on your door.

1. **Screening Properly:** Getting to know your clients before they train with you is essential in the success of their program. Asking the right questions during the intake process helps you understand their limitations, goals, and ways to keep them motivated and on track. Asking questions such as:
 1. What is your current workout routine?
 2. What are three areas you'd like to focus on the most?
 3. Why are you motivated to have a trainer now?
 4. What has held you back in the past from achieving these goals?
 5. What are your current eating habits?
 6. Do you prefer to work out in the morning, afternoon or evening? Why?

Allow your clients to tell you their story, and in the details of their story, you will be able to find the answers that allow you to create a fun, interesting workout plan that keeps them motivated to keep it up. You'll know how to push them to reach their goals and what types of exercises their body needs at this stage in their life. For information on the forms and documentation needed during this process, visit our [Avoiding Liability Bulletin](#).

2. **Customizing workout plans for clients:** Each client who comes to you for advice and training is different. With the right intake process, you can find out exactly what you need to know about your client and then take that information to build a customized workout plan that is suited for their body's needs. To reduce your liability, listen carefully during the intake process and test your client with a few exercises to see what their limitations are. If a client isn't ready to start lifting heavy weights, it may be best to start them with functional training instead. Customizing a workout plan that suits each client's needs helps to reduce your liability as a personal trainer.

3. 2016 personal training business plan: What would you like to attract in 2016? If you had the perfect business model and the perfect life, what would it look like? Now write that down and paint a picture with words for yourself. Writing down what you want in 2016 is a powerful way to begin the process of attracting what you want in your life and career. As part of your business plan, note how many new clients you'd like to bring on and for what type of package – put a monetary value to it. How will you market yourself? Create a marketing outline that lists three ways you will go about getting new business in 2016. It's great to have goals, however, creating concrete action items will help you to actually achieve them.

Make 2016 your best year yet! Every year and every day is a new opportunity to live the life you want to live. As part of your 2016 plan, protect your career with [personal trainer insurance](#). This protects against the liability of a client having an accident and coming after you to resolve their injuries. Personal trainer insurance provides coverage against legal fees and medical costs a client may incur from injuries.