

6 Steps to Helping your Clients Keep those New Year's Resolutions

written by CPH Insurance | January 10, 2017

✖ Around the world at this time of the year, gyms are filled with people trying to make good on a New Year's resolution to get in shape. It's one thing to make a resolution and show up at the gym on January 2nd, it's quite another thing to keep coming back and really get healthy.

As a personal trainer, you can accept the challenge to keep these clients coming back so they can not only pursue, but achieve their fitness goals. Here are a few pointers to help you get started.

For the most part, the clients you see at the turn of the year already have their 2017 fitness goals in mind. In some cases, their goals may be a little loftier than they can reasonably achieve.

Help set reasonable fitness milestones to not only help keep your clients motivated, but to help objectively track their progress. For instance, if your client wants to lose 30 pounds before 2018, set 12 milestones targeting a 3 pound loss for each month.

Setting goals is only a part of the process. You also need to educate your clients on fitness outside of the gym. If they comply with and understand the importance of good nutrition, sleep habits, hygiene, hydration, and physical activity, your clients can enjoy the benefits of a healthier lifestyle.

Each client is an individual, so you will have to adapt your training program to each person. There will be variances in beginning fitness levels, motivation, and overall health. By creating a unique plan for each client, you can ensure that each person you train is on a program that they can follow through on. Start slow and gradually increase the scope of the fitness program so as not to spook your new client off.

Encourage your clients to keep training logs as a form of record keeping. These should not only include workout information, but daily nutrition, and other activity including sleep. Add in weekly weigh-in results and measurements, and you now have a representation of your client's progress over time which can be used as a motivational tool.

Finally, you need to check-in and cheer on your clients every few days. Whether it is during a session in the gym or via a quick email, staying in touch lets your clients know they are supported – and accountable to staying on track.

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