How Technology Can Help Your Personal Training Business by Alis Rowe

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With the nation becoming increasingly health conscious, now has never been a better time to be a personal trainer â€“ indeed, the business is booming like never before as more and more people take advantage of the freedom, flexibility and job satisfaction that work as a personal trainer can provide.

But in personal training, just like in any service industry, the client is king and following the economic downturn competition for customers is fiercer than ever before. Over half of all personal trainers work on a freelance basis and unless they want to find themselves with a lot more free time than theyâ€™re comfortable with they need to do everything possible to make sure that they reach and retain as many clients as possible.

One of the reasons that many personal training ventures fail is because their owners forget that at the end of the day, despite all the fun and satisfaction their occupation provides them, theyâ€™re running a business. With the general publicâ€™s levels of disposable income rapidly shrinking if personal trainers donâ€™t act like other successful businesses - moving with the times, embracing new technology and listening to the wants and needs of their target market - they will not succeed.

Fortunately, the internet and technology may well prove to be the saviour of many a personal training business as there are currently a number of services online that offer all the tools necessary for a trainer to run a high-tech, responsive service that can meet the needs of their clients while simultaneously luring in new ones.

PT Training Systems is one of the better services currently available in the market not only in terms of its low cost but also because of the sheer range of functionality it provides. Best of all, trainers donâ€™t have to be computer whizzes to get the best from it as the system is incredibly easy to use.

As well as offering an online scheduling system (now a prerequisite for any successful training business) PTTSâ€™s package allows clients to log in to a personalised site and book appointments, manage their training schedules and watch training videos wherever they may be. The systemâ€™s Goal Tracker software allows both trainer and client to log in and get an easy to understand visual representation of all the information relating to their training plan, their progress and how close they are to achieving their goal.

For the trainer himself PTTSâ€™s software allows a trainer to easily manage their appointments and schedules. Booking information, promotions, appointments and reminders can all be sent out via email and SMS with a few simple clicks of the mouse. The system allows trainers to manage the back office side of their business with ease too. A simple interface gives the trainer all his financial information at a glance, from who owes money to yearly financial performance.

Personal trainers should think of personal training software as a workout for their business â€“ it makes it leaner, sleeker and in better shape, giving them the best chance of making sure their business future is as healthy as it possibly can be.

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PT Training Systems is launching a brand new personal trainer business software package and a Personal Training Software, designed by trainers for trainers. Prepare to have your life made easier.

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