Making Your Personal Trainer Business Better by Alis Rowe

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Running a personal trainer business is rewarding, when it works at its best â€“ but it can also be tiring, frustrating and a bit like one of those dreams where youâ€™re constantly trying to get something done but never quite making it. There are so many different things to keep track of â€“ where youâ€™re at with each client, what new exercise programmes you need to think up before you go home for dinner. And of course whether you have done your accounts or confirmed all your bookings yet.

Wouldnâ€™t it be nice if there were some help? Something others in the personal trainer business could do to put oneself on track again.

Personal trainer business software helps. You can use it to organise most of your life, like an electronic version of a personal assistant (only one you donâ€™t have to pay a wage to). And it can even connect you with other personal trainers, or put you in touch with a library of resources and information designed to help make the running of your own personal trainer business a lot easier.

One of the biggest areas of improvement in any business is the service you give to your customers. Your business gets better, more profitable, when your client feels like he or she is your only customer â€“ favoured and basically spoiled. All while giving him or her workout of a lifetime of course. As a personal trainer business your goal is to do two things â€“ one, to get your client to where he or she wants to be, and two to get them there in a way that makes them feel special.

Using personal trainer software and a tablet you can do a lot more than just build a routine and make the client do some exercises. Like making notes for each client so you can remember more things about who they are. That way, during the next training session you have with them, you can ask pertinent questions that really deliver the feeling that you see them as more than just another customer. Make your customers feel like people and they will work harder, train better and of course recommend you to all their friends!

The personal trainer business is like any self employed situation. You donâ€™t necessarily have a massive idea, when you start, of exactly what you can and canâ€™t provide for your clients. Software designed by personal training professionals can help you here too â€“ leading by example, if you like, and showing you through the experience of others what kinds of things you can do to improve your service.

Like a logo. Sounds silly but a personal trainer business with a logo is better than one without. It becomes unique, recognisable, something with its own selling point. This is what you need to do to stand out from the crowd.

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