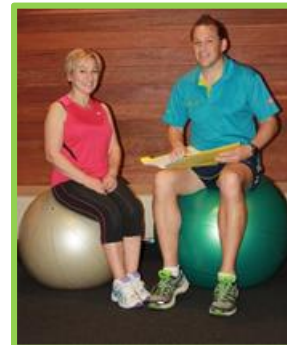


## How to choose a Personal Trainer

If you are looking for a Personal Trainer you will want someone who is **University trained and certified**, will provide you with **personal interaction, rapport and support** in order to get the best results. An **in person visit or phone call** will be more helpful than reviewing ads or email correspondence. You will be better able to tell if the two of you “click” in a way that will **make all of your hard work together more effective** and pleasant. **REMEMBER:** This is an **investment** in your health, fitness, safety and well-being not to mention a rather expensive luxury – **so choose wisely!**



What do you want to achieve?

## Questions

- 1 **Engage with a potential trainer:**
  - ? Do you have an instant “good feeling” – trust your gut instincts here
  - ? Do they genuinely listen to you and your needs– remember this is about YOU!

- 2 **Make sure they are qualified.**
  - ? Is their approach educational/scientific and/or relevant to your needs and goals?
  - ? What **University Degree or Course of Study** do they have and when did they complete it?
  - ? Do they have ESSA qualifications?
  - ? Or do they have a **Certificate 3 or 4 qualification**



**A University Degree is recommended to ensure your safety and health**

- 3 **Experience contributes to success**
  - ? How much experience do they have?
  - ? How long have they been a Personal Trainer?
  - ? How many clients do they have currently?
  - ? Are they not busy at all or booked up? How long have they trained their longest served client for?

- 4 **Do they ‘teach you how to fish’ rather than ‘give you a fish’? What services do they provide?**
  - ? Personal Training or group fitness training (i.e., boot camp/cross fit)?
  - ? Do they focus on posture, functional movement, injury prevention/rehabilitation?

## Considerations

- ✓ **They should really ask you questions:**
- ✓ What is prompting your decision for a personal trainer NOW?
- ✓ And, then elaborate on how they can help you
- ✓ They should not be pushy or try to lock you in for more sessions than you need, want or can afford

- ✓ A personal trainer is typically proud of their **training and certifications**
- ✓ **A University or Tertiary Degree is recommended**
- ✓ If not provided or displayed ask to see **degrees, diploma(s), or certifications**
- ✓ More training ensures you get safe, appropriate, effective guidance

- ✓ Try to get an idea of the **type of conditions or clients they are experienced in**
- ✓ More experienced trainers often help achieve better results
- ✓ **A potential personal trainer should be very to moderately busy**
- ✓ If they are over booked they may not have the time or energy you need them to spend on you

- ✓ Focus on achieving **long-term behavior change** and ensure you work hard during your sessions **AND the other 167 hours in the week** to help you make the necessary changes over time (based on 1 hour of Personal Training per week)

## Questions

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**NOTE: The average PT lasts about 12-18 months in the industry...**

- ? Their cost?
- ? Value vs price?
- ? What do they offer you? Don't consider price alone, you may limit yourself open to a trainer with a low quality education or fewer qualifications
- ? This can lead to an increased chance of injury or serious health complications

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**Professionalism: A Uniform, Brand, Website marketing may be important.**

- ? What is their website address?
- ? What information does it provide?
- ? Is it professional, detailed, up to date?

## Considerations

- ✓ Often, **you get what you pay** for but not always the case
- ✓ **The general price guide** for one-on-one Personal Training is \$65-\$130
- ✓ A Personal Trainer with more experience and with Tertiary/University degree would typically charge \$85-\$130 per session
- ✓ Online presence can give you an idea of how passionate/professional they are about their role and/or their career
- ✓ Just something to consider and can indicate if they are **serious and established**
- ✓ If they don't have an online presence, ask them why?



7

**Passion is possibly the BIGGEST factor in selecting a Personal Trainer.**

- ? Are they passionate about their role/job/career?
- ? Why did they become a Personal Trainer?
- ? What are some of their success stories?

- ✓ This may not be something you ask directly
- ✓ It should be **clearly evident in conversation** in general
- ✓ You should be able to **sense their passion** for helping others and therefore you!

8

**What do they offer you in their PT service?**

- ? Do they ask or demand upfront payment? Membership? Minimum terms?
- ? Do they try to push you into buying (often) unnecessary supplements/equipment/t-shirts/drink bottles/etc.?
- ? Do they provide you with a Heart Rate Monitor to wear?
- ? Do they provide items inclusive in their service for free?
- ? Do they bring equipment and a program card and all of your information to every session?
- ? Do they ask you to record your work at home/provide you with a way to ensure you are keeping on track?

- ✓ In short, you should feel that **your needs are being met** by their service
- ✓ There may be true value to a membership or additional supplements, but you should clearly understand the benefit and trust your instincts before paying extra for anything
- ✓ **Some additional items** and services should be **included free of charge** to all clients (eg, Drink bottle, sweat towel, tote bag, calendar or logbook, t-shirt, towel, cap, etc)
- ✓ As a professional, your trainer should always bring your personal information to every session
- ✓ You should have homework or set tasks to do between sessions to keep you accountable and build good habits

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Only 25% of people who work out achieve their desired results. 9 out of 10 people in that 25% success group have their own Personal Trainer".

Source: IDEA International Health and Fitness Journal 2002



## Questions

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**Testimonials and recommendations may tell the tale.**

? Do they have any current/past client's testimonials?

10

**Big franchise PT vs a smaller boutique PT company.**

? What is your style?

? Where will you feel comfortable spending time?

11

**Mobile Personal Trainer vs a gym/PT studio based PT.**

? Would you be traveling more than 15 minutes to the gym?

? Balance this consideration with the quality and quantity of equipment available at the gym.

12

**Insurance protects everyone.**

? Do they have professional indemnity/public liability insurance and a current first aid certificate?

## Considerations

- ✓ Provides information about the populations and conditions the Personal Trainer has worked with
- ✓ Can provide **indication of satisfaction** with results that may indicate his or her passion and involvement

- ✓ Smaller boutique Personal Training companies often have a lot more professional approaches and **offer better levels of overall service**
- ✓ They are also generally more experienced and have **more focus and attention on you**
- ✓ Bigger facilities may seem more active and be able to charge slightly less as there are more potential customers

- ✓ **Time is money!**
- ✓ If you have your own equipment you may feel that you are saving time and money having your trainer come to you
- ✓ Keep in mind your Personal Trainer may charge more for this extra service
- ✓ What equipment does the personal trainer bring with him or her?

- ✓ It is important to know if they are **contracted or employed** It is your health; safety and well-being at stake
- ✓ The majority of personal trainers having recently completed certificate 3 and 4 courses with **less than 2 years' experience carry an increased risk** associated

I sincerely hope that this checklist helps you in selecting a personal trainer who will meet your needs and serves to help all personal trainers improve in their passion of what is a privileged service to offer.

*Kind Regards, Justin Moran*