

Do you use money as an excuse to not succeed in your business?

By: Robert Raymond

As a Fitness Business Owner and very successful fitness business coach over the last 15 years I have seen it all and most often heard it all from trainers who have excuses.

I call them excuses to fail!

One thing that drives me crazy is the personal trainer or fitness business owner who always complains about money and how hard it is. I have worked with some great personal trainers who have little to no business skill and I have worked with personal trainers who have a lot of business skills and its funny what really separates most the successful ones and the ones that fail.

What separates most of them is there **work ethic, learning how to take calculated risks and having a no excuse/fail approach.**

I see some personal trainers who have 2 of the qualities above and others who just have one or none and until they develop all 3 it is very often they are not successful until they gain all 3 qualities. I have seen some trainers that take 10 or even 15 years to gain all 3 qualities and of coarse most of them are out of business by that time.

Let's now break down each quality starting with **work ethic**. I do not want to beat up the fitness industry but the truth is most personal trainers have little to no work ethic. They want to spend countless hours in the gym when they should be spending those hours on there business plan and development.

I am sure for a lot of the personal trainers and business professionals reading this article sounds very familiar. I know for the average gym owner (and I know hundreds of them) this is a very typical situation and drives fitness business owners crazy. They have a staff of trainers that want clients but are not willing to learn or give the effort to go out and get them.

Let's now take a look at the **calculated risk** factor. A calculated risk is defined as someone who is willing to take risks that will not damage there business for the longterm. Donald Trump one day said something that caught my eye. He said "A business or entrepreneur will never be in danger of going out of business if they take calculated risks and not just risks. Risk puts a person or business under in most situations. As a business owner I take numerous calculated risks and avoid just plain old risks."

In the fitness industry this is so true and causes great harm to the over ambitious trainer. On the other side I see personal trainers and fitness business owners afraid to even open up a line of credit. It is most important you learn how to separate your business funds and your personal funds. Do not take calculated risks with your personal funds. Do it with your business funds and make sure any risk is calculated. You can always ask your family, friends or anyone associated with you and your business to take a look at any risks you are looking at taking and give a respected opinion.

Having a **no excuse and no fail approach** is your third most important factor when it comes to money and your business. If you fail it is 100% your fault and that is a negative on you as a business owner and a person (Never accept failure!). If you keep plugging away and believe in yourself and your business you will always become successful. Never let anyone tell you differently. This is your business and you have to always have your vision in place to be successful.

As a fitness business coach I find it important to be honest and tell it how it is in a lot of

situations. There are a lot of psychological factors within being a success business owner and these are some very important ones to add to your thought process.