

Why is it so “damn” easy to make money in the Fitness industry?

By: Robert Raymond

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Are you a struggling fitness professional and need some positive industry information to help motivate and get you on the A List within our industry?

Well if so I have it! Today I sit here and look at my fitness and athletic career. I was very lucky because when I was in high school, college and after I was an athlete and I was awarded many things that others did not get because of my passion for what I did. This was because I had a skill to give to others who needed my skills to make there situation (team) better.

I then progressed into the fitness industry after a stint at numerous colleges until I graduated 5 years later. As I was going thru all of this I wondered every day what I am going to do with my life. Am I going to be a PE teacher? Am I going to be a Baseball coach? Am I going to be an educator? Am I going to be a personal trainer? Am I going to be a complete idiot? I had no idea...

One thing I did know was I was going to be motivated to be the best at whatever I did! It was in my blood and ever since I was on my first little league team I decided that I was going to be the best at whatever I did. Now, that does not mean I always come in first place but it means I was going to give whatever I did my all and in my opinion that would put me in first place and I would gain the rewards that came with it.

Now let's shift gears to money and why this article is titled “**Why is it so damn easy to make money in the fitness industry**”? I am writing this article because I see to many fitness professionals struggling on a daily basis with money and that's because they don't have the proper game face, they have not developed the right skills or they are not coach able! They don't believe that making money is easy and it does not bleed over into their efforts to learn and grow. One day they are positive and the next negative which is a formula that bleeds failure.

Fitness Professionals very rarely do any jobs besides ones that exchange their hours for money and by doing that they are failing miserably.

The fitness professionals that do incredible in this industry and have unlimited or what I call HAPPY MONEY are the ones who understand that they are not on a hourly rate and everything they do effects what they earn. They understand that what I do today will pay off in 5 days, 5 years or 15 years but it will pay off because I am doing something I believe in and because I believe in it I am going to be the best at it.

By allowing yourself to change the way you think you allow yourself to become successful and as you become successful money ALWAYS follow. Successful people earn money.

The fitness industry and people all over are waiting for someone who has vision and belief in what they are doing and takes it to the next level and the person who does that begins to understand why it's so easy to earn money in this industry. When you take your vision to the next level people will follow and when people follow your income will explode! The simple answer here is you want people to believe in you and they will do that only if you believe in yourself. **Let that SHINE!**

In the fitness industry as with any industry you will have a process to go through to reach your goals but if you follow your heart and learn along the way you can obtain whatever

financial goals you might have. The great thing about our industry is everyone needs us and if we are great at what we do we can expand ourselves in many ways to create additional income and revenue streams.

A great example of this is I earn income from 2 companies I own, love and believe in, I receive income from products I have developed and are selling, I receive income from infomercial products I have created, I receive income from books I have written and most importantly to me I receive income from people who I help obtain a better life and the money here is easy for me to earn but its worth way more then I charge because I am helping put people on the track to success and that can be much more rewarding then the money.

The above formula just happened, I graduate from growing to be one of the top trainers in my area to one of the top motivators, to one of the top business owners, to following my dream of developing a product company where I could create education and products and sell nationally to me being able to help others obtain there dreams and goals in the fitness industry. Map out your formula and vision today!

The funny thing is no matter how much money I can ever make and making money is very easy in this industry once you learn how and have a formula to do so you will still get more satisfaction out of watching that lost trainer from California become successful and change their life because you will realize that you are a piece of the puzzle to help them obtain success. Everyone has it in them but few people let it out.

If you go by that philosophy in whatever you are doing and follow your heart within these things you will one day look back and laugh and say “**Why is it is damn easy to make money NOW and it was not 3 years ago**”? Get yourself to this point and understand the meaning of HAPPY MONEY!

Yours in Fitness,

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