

Putting your heart into your business and learning how to discover yourself

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The fitness industry is like no other industry in the world!

As business owners we must put our heart and soul into what we do in order to be successful. We are in an industry that is very opinion orientated and competition driven. The fitness industry is truly driven by the athletic minded person which, sometimes includes strong opinions, a very strong competitive spirit and will to succeed. Within this, emotions become involved like in no other industry. I believe this is one reason personal trainers have such a low success rate.

Within every entity of the business from business owner to personal trainer you must have the heart to be successful within this industry. You, must truly care about others and want to see them succeed.

This is the case all the way from the top guy (the owner) down to the personal trainer doing sessions for the business. The owner's job is to have the business plan and stability so the personal trainer can be successful in obtaining their goals. The personal trainer then must be successful in providing a successful plan for the client so the business can run properly and create revenue. If both don't care about what they do they will fail. This is just one example of many we can come up with. If you look closely at this it is very important you realize that each person's job consists of developing and growing relationships.

To go even deeper into this topic I find it incredibly important to discover yourself and your vision of your business before even entering into this incredible industry. You need to ask yourself the following:

Important Industry Traits

- Do you care about people before money or money before people?
- Do you understand that success comes with surrounding yourself with successful people and systems! Failure breeds Failure and Success breeds Success!
- Do you feel on a daily basis that what you are doing is successful and if not how will you change that?
- Do you have the confidence to look someone in the eye and tell them the truth and within that show them care and honesty.
- Do you have the confidence to tell someone they are wrong and be able to tell them why.
- Can you look people in the eye and show them the way within whatever you want to accomplish. Are you a leader!

The above questions and statements have answers but those answers are found within YOU. I can not answer them for you. What you need to now do is answer the questions and begin to develop your personal vision.

I see many fitness professionals who are great personal trainers, business owners, managers or whatever they do within our industry they are great at but, they can't get over the success wall because they have something holding them back and what usually holds them back is themselves.

Although most people in the fitness industry are very competitive due to athletic backgrounds in most situations they have a hard time opening up or adapting to failed

situations because they are afraid of failure. It could be the trainer who cant show the right touch of patience with a client or the owner who cant show his employees the proper amount of care to keep them. Whatever the situation it is important as fitness business owners you adapt and use your personal skills to do so.

On a recent business trip I coached a trainer within our Achieve Fitness USA team. She had an incredible personality, incredible goals and something about her just told me she would become successful at whatever she wanted if she was in the right surroundings.

As I dug deeper it was very evident this person doesn't like to fail (as all of us don't) and doesn't like rejection (as all of us don't). After just a few hours with her I could see she would avoid situations to avoid failure or rejection.

This girl said all the right things but I new that unless I was able to crack her shell and make her understand that she had to give a bit of herself and understand that failure and rejection (although can be very painful and difficult) are part of business and you will fail more then you will succeed until you find the right matches and situations to make your business successful.

This is one of the most difficult aspects of business for a fitness business coach to teach because it involves trying to get in touch with a business owners emotions and asking them to learn how to hold emotions in check for the better of THEM and the BUSINESS. I have been able to coach individuals to huge success within this and others never really understand it. In business we sometimes fail but we have to open ourselves up to allow success in.

This article was written by Fitness Business Coach Robert Raymond of Achieve Fitness USA. If you have any questions email him at Robert@achievefitnessusa.com .