

What you need to understand before you consider opening a fitness business?

The Top 8 List!

By Robert Raymond



Over years of managing in the fitness industry I have seen fitness professionals come and go. I have seen trainers not take into factor these 8 necessary factors and when this occurs they are generally out of business within 12 months.

Make sure to take these factors into consideration:

DO not go into this business without learning about our great industry first- I have seen many business professionals change careers because they love fitness and they have failed miserably because our industry is so different then the corporate world.

It is important to spend some quality time going to industry conferences, joining professional organizations, talking to other professionals, and gains a first-hand perspective of our industry before jumping in. The saying “Open for business and they will come” is very untrue in our competitive driven industry. You need to have the right business model, revenue streams, partners and professional contacts to become successful.

Understanding of the initial TIME investment- It is important to understand when opening a fitness training business TIME is a huge issue. I believe having great balance in your personal and professional life is very important but, most fitness professionals work 10, 12 or even 14 hour days to get their business off the ground. You must sit down and outline what you have available for time and understand your efforts effect how quickly you become successful.

I have always marketed to trainers coming aboard with my training organization that it should take a fitness professional 90 days to pick up a client base

Understanding of the initial FINANCIAL investment- Many trainers ask me “should I train in a gym? Should I work with a professional training organization? Should I buy a Franchise? Should I join a licensing program? Who should I network with? I find

asking yourself these questions to be very important as it will allow you to help you determine your direction.

If you decide to train at a gym you will make less per session but you will not have to pay for your insurance in most cases, you will not have to spend \$\$ on marketing and you will not incur any of these kind of expenses. But, the downside is you are working for someone else.

What ever your financial investment is should add to the growth of your business as well as you financially. Many new fitness professionals jump in with a huge financial investments and do not have the skills yet to compete in our industry. Others do not invest enough and do not earn enough. You have to find the balance that works for you and go for it. I recommend you always consult with other professionals and work with successful people in the industry to help accomplish your financial and professional goals.

Your financial investment needs to be calculated. Only take calculated financial risks in our industry meaning, have a dedicated plan that has already been known to be successful (calculated) as the un-calculated ones very rarely pay off. Don't be afraid to take a risk but make sure it a calculated one.

Give yourself an attitude check-up before going into this business- Can you adapt to a client or business associate who is totally different then you? Can you effectively listen to clients or business associate and help them without being judgmental, can you get your point across to a client or business associate in a way that will benefit them. In our industry personality is everything! If your clients, vendors, business associates or partners do not like you or can not relate to you, you will have no shot at succeeding in this business.

The attitude adjustment is necessary not just within clients but within working with business associates and partners. I have seen great fitness professionals and business owners fail because they do not respond very well to their business contacts and clients. You must learn how to Re-invent yourself in some situations based upon the clients or business associates needs. What I mean by Re-invent is you must provide them with what they need to make your business more successful. Also commonly known as a win-win!

Determine your functionality- This means determine what your functions and responsibilities will be within the business. When opening up a business the owner usually has to wear many hats during the first year then as they become successful it becomes easy to hire other professionals and grow the business based upon the business model, revenue streams and other growth factors.

It is most important you go into business with a full understanding of what your responsibilities will be within your business and have them outlined. Do not run your business in hiatus mode which means trying to complete as many tasks as possible without any organization system.

Working with other industry professionals is a must- It is very important you begin to gain contacts within the industry that can help benefit you professionally and financially. By developing relationships with other fitness professionals and industry figures you can increase your knowledge, develop partnerships, increase your income through strategic alliances, and gain support.

Networking is the key to success! Do you have a networking program in place? I take networking to the next level. I have personally developed a trademarked vendor program for fitness professionals. www.achievepartnerprograms.com . This program consists of methods to develop networking relationships with anyone who can help you obtain business.

It is most important you understand that networking will become one of the most important events in our fitness career. You must learn how to effectively develop relationships with people who want to work with you. It does not matter if you are networking with Dr. Tim Smith or the manager at the local taco bell. There is opportunity to pick up business anywhere as most everyone needs our services.

Your support network and use of a mentor- Do not get involved in this industry without having proper support and most importantly find someone who is already successful in the industry and can mentor you and your company. You do not have to re invent the wheel in most cases within our industry. You can duplicate what others have done to become successful. The problem is you need to be able to find what has been successful and apply that to your business plan. This can be accomplished by developing relationships, networking and staying consistent within what you do.

As you can see each topic above is in some way dependent on one of the other topics. It is important to understand that success lies within your business model, available revenue streams, professional growth, business knowledge, opportunities and your support network.

I recommend you check out the Achieve Fitness USA licensing program for more information and look into this great opportunity!

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