

## **Why some fitness trainers try so hard and get no results? Are you competitive in business as you are in your exercise program?**

**By: Robert Raymond**

Being a fitness professional and athlete I find it to be extremely frustrating when I see personal trainers having such a hard time developing a client base. I have said for years I could move to a new market and within 90 days I would have as many clients as I wanted. This is not because I am a networking genius, a fitness god or even the best fitness trainer in my area. It is because I have confidence in myself and I know how to present myself and what I have to offer to benefit people.

I also have what I call the competitive spirit?

As a fitness professional most all of us have one thing in common which is we are extremely competitive. Most fitness professionals come from an athletic or exercise background which in most cases develops a competitive spirit which all of us have within us.

I have always directed my competitive spirit towards everything I do. I am not a bad sport or a bad loser but I am bad at losing. Simply put it bothers me to not be successful in whatever I do. I expect any personal trainers who I mentor to develop the same attitude.

I see this spirit in many successful personal trainers. I see it is not in most all personal trainers who are not successful. This is not just in personal trainers but in most everyone. I see many trainers who have this spirit but it's only directed towards them personally or their clients. What I don't see enough of is them directing this competitive spirit on a daily basis towards their business goals.

On a daily basis I wake up and ask myself what are my goals today? If my goal is to add a client I take it personally to go out and do it. Developing a client base is not about luck, being in the right place at the right time or even about what you do right. It's about getting results. If the end goal is to get 10 hours a week and you set the goal it is your job to go out and do it. No excuses allowed if you have the all important competitive spirit. If you don't have it you have to figure out how to get it!

Lastly many trainers ask me to coach them on how to develop a client base. First, I would tell you to look at your competitive spirit and direct it towards your business goals. It could be as simple as adjusting your attitude and learning how to effectively set goals and go get them as you do in the gym, on the basketball court, on the baseball field or even in relationships. Take a second and think back to a time in your life when you were in a competitive situation and how you felt. Incorporate that feeling in your daily work routine and you will become successful much quicker in whatever you do.

The competitive spirit can be a very good attribute to have but it can also be very painful if you let it bring you down and you don't manage it properly. "It's like the athlete who never could get in the end zone, hit the ball far enough or run that mile in under 7 minutes. The good ones drive to become successful and the unsuccessful ones give up and have an excuse for not succeeding." You must not let this occur if you are going to be successful in business. Always concentrate on the positive and keep driving to become successful on a daily basis.

So if you are having a hard time developing a client base for yourself or effectively

helping your employees do the same you might just have to reach within yourself or your trainer and pull out that old competitive spirit. Its in everyone!