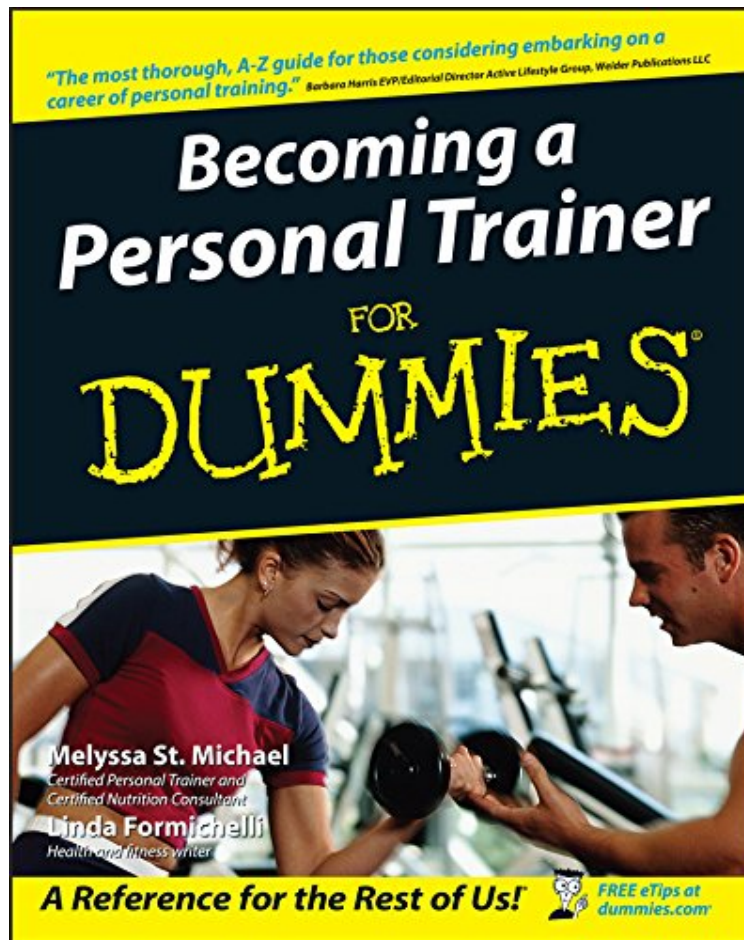


Becoming a Personal Trainer For Dummies

Melyssa St. Michael, Linda Formichelli
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Want to turn your passion for fitness into a lucrative career? Each year, more than 5 million Americans use personal trainers to take their workouts to the next level—and this plain-English guide shows you how to get in on the action. Whether you want a part-time job at the gym or a full-time personal training business, you'll find the practical, proven advice you need in this indispensable resource. *Becoming a Personal Trainer For Dummies* is for you if you want to become a certified personal trainer and start your own business—or if you're a certified trainer looking to improve upon your existing practice. You get a thorough overview of what it takes to get certified and run a successful business, complete with expert tips that help you: Find your training niche Study for and pass certification exams Attract, keep, and motivate clients Interview, hire, and manage employees Update your training skills Expand your services This user-friendly guide offers unique coverage of personal trainer certification programs, including tips on selecting the right program and meeting the requirements. You'll see how to develop your training identity as well as practice invaluable skills that will make you a great personal trainer. You also receive savvy guidance in: Choosing the best fitness equipment Creating a business plan, a record-keeping system, and a marketing campaign Performing fitness assessments Developing individualized exercise programs Advancing your clients to the next fitness level Managing legal issues and tax planning Offering additional services such as massage and nutrition consultation Training clients with special needs Complete with ten great starter exercises and a valuable list of professional organizations and resources, *Becoming a Personal Trainer For Dummies* gives you the tools you need to get the most out of this fun, fabulous career!