



**ULTIMATE**  
**TAX & ADVISORY**

# The Ultimate Personal Trainers Guide

OUR GUIDE TO BECOMING A SUCCESSFUL  
PERSONAL TRAINER AND ENTREPRENEUR!

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## Get Qualified

Complete your Certificate IV in Fitness.

Choose the study method to best suit you – full-time, part-time, on campus or online.

Find your training provider - somewhere with a well-known reputation, research the teachers, facilities that suit your needs, what connections do the training provider have that can help you in your journey in the industry?

## Invest in your knowledge

It is really important to continue learning and improving your skills in the industry. The PT's that do well in the industry are the ones that strive to be constantly levelling up.

There is no point just doing courses to meet your 'CEC' hours. Find courses that are of interest to you and your customers. Research trends in the industry that you feel could become popular and invest in learning more about these.

Many well-known athletes hold seminars and info nights telling their industry secrets. There are 100's of courses that can coincide with your PT qualification;

- Nutrition
- Powerlifting
- Crossfit
- Olympic lifting
- Bodybuilding
- Triathlon
- Yoga
- Kettlebell
- Massage
- Rehab
- And many more

Upskilling yourself in not only industry related courses but also in personal or business development has no downsides – you WILL excel in your career by investing time in all aspects of learning.



## Build Connections

Other PT's are not your enemy – you can work to grow your businesses together.

Many PT's specialise in certain areas of the field and you may be able to refer customers to each other if the other is better suited, or even join together to run bootcamps, seminars, etc.

Build relationships with other PT's, gym owners, coaching services and other service providers e.g. massage therapists, chiro, physios, supplement stores, meal preparation businesses etc.

Connect with services that can complement your business and help your customers. The key is to work with businesses that are complimentary but not competitive.

## Find your 'why'

Your reason 'WHY' is the main driver in the success of your business. What makes you jump out of bed every morning?

This is where your passion shines and attracts customers to you.

Your 'WHY' helps you stay motivated, stay on the right path and helps with goal setting.

There are many reasons 'WHY':

Freedom

Work for yourself

To help others

Money

Ego

Etc



## Know Your Target Customer

What type of people do you want to work with – what area do you specialise in?

Write down every single thing you know about these customers:

- Age
- Gender
- Marital status
- Any children?
- Income bracket
- Job title
- What are their interests
- What are their behaviours
- Where can you find them
- What are their fears/frustrations
- What are their dreams

Be everywhere your target audience is!

## Sales & Marketing Skills

In order to survive in the industry you must SELL, we are not talking about being that pushy car salesperson but rather giving out engaging educational content and letting your service sell itself.

What separates you from all the other PT's?

There are many forms of marketing, set out a marketing plan and choose the avenues that best suit your business.

Whether it be: in-gym marketing, letterbox drops, referrals, networking events, Facebook, Instagram, Youtube, attending fitness expos etc.

**Social media is a MUST!**    

## Find a Mentor

Fast track your results with a mentor.

Mentors have already experienced what you are going through and have already done a lot of the hard work before you, they can help you skip through the unnecessary steps and start making your business more profitable and efficient from the start.

They are great for accountability, reassurance, life experiences and to help you learn.

There are many mentors available to you, and you don't just have to have one person as a mentor.

Mentors can include but are not limited to:

- Personal trainers
- Gym owners
- Other business owners
- Business coaches/advisors
- Accountants
- Financial planners
- Marketing consultants



## You Are Running Your Own Business

It can be tough starting out in the industry and heading straight into your own business, but most of the time it is unavoidable. With the structure of the gym-rent models, or even working under another PT it is likely that you will be working as contractor which means you are basically running your own business. This means it is important for you to realise this and start running your business strategically to avoid unwanted stress and taxes later on.

First things to consider:

- Deciding & registering your business name
- ABN
- TFN (if you haven't already got one)
- GST registration (do you need it?)

Do you know that you will be required to pay your own tax? And you probably won't get paid super unless you pay it yourself!

Download our 'Ultimate Start-Up Guide' for more in-depth details of starting your own business.

### Practice What You Preach!

If you want to take this career seriously then it is important that you represent what you are selling. You shouldn't expect your clients to do training programs or nutrition programs that you wouldn't be willing to do yourself.

Obviously, we are not saying that you have to look like a bodybuilder with a 6 pack all year round and not eat a pizza for the rest of your life, but it is important that you look and feel healthy.

It is important for your own learning and goals that you experience different training and nutrition programs, so you see how they affect the body and which of your clients they will be suited to. This will help your clients to feel confident in your abilities and trust you with their problems/fears.

### Build a Community

Build a community around your business and your clients. Let your clients work together, support and inspire each other to be the best versions of themselves. Let everyone share their stories. We as humans need to belong and connect through relationships. A community will interact and share.

You can build a community both online and offline. Online through various social media groups/networks such as a private Facebook group for your business & clients. Offline through running various events/catch-ups as a group, running seminars/workshops, etc.

This will help build trust in your brand and create raving fans from your clients.

# Thank You

## For your Business

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