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# THE GYM

Free Report on How To Choose a Personal  
Trainer

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## 6 Mistakes to avoid when choosing a personal trainer

1. **Choosing a personal trainer strictly upon their appearance.** Many people want to train with a trainer that looks good, which logically makes sense. But sometimes the personal trainer may not really know how to train you specifically or others in general. It is possible for a trainer to look really good and not know how to train at all. They may have great genetics or are on supplements to help them achieve their look. Be sure that you are choosing your trainer based on several different characteristics other than looks. Good characteristics to look for are energetic, motivating, and good communicator.
2. **Not discussing their goals openly enough and communicating the vision that you have.** This mistake is common as most people go to hire a personal trainer and assume that the personal trainer already knows what their goals are. The most important thing in a personal trainer/client relationship is communication so the personal trainer knows how to truly motivate the client. This means sharing reasons for wanting to achieve your goal such as wanting to be a better parent, feel more attractive in your clothes, have more confidence, have more energy etc. Discuss your goals consistently and often.
3. **Not taking advantage of a FREE personal training session because of fear of not being able to afford it or that it will be an embarrassing session.** If a personal trainer is a professional and quality trainer then the FREE session will be educational and motivational. You should feel like your goals are attainable and that you have the support to reach those goals after your **FREE** training session. The purpose of the **FREE** training session is to help identify the obstacles that are holding you back and coming up with a game plan to overcome those obstacles and reach your goal. If you decide to purchase a personal training program GREAT but if not you should come out better than when you came in to the training session.
4. **Choosing a personal trainer solely based on how many certifications they have.** Certifications and bachelor degrees are important but if the personal trainer does not have the personality type and flexibility to work with different clients then the personal trainer technically would not be a good personal trainer even though they may have several of the highest standard certifications. We have seen this time and time again where the personal trainer has all of the certifications in the world but they do not motivate or support their clients and even worse they talk down to their clients and make them feel inferior. Now that is **NOT** personal training.
5. **The cost of a personal trainer being the main deciding factor.** The cost of a personal trainer should be thought of as an investment as opposed to being a cost. The reason you want to look at it this way is you are buying a personal trainer for a set of benefits. The same reason why you invest in a car or clothes, school or going out to eat. All of these things benefit your life in some way and so will personal training. Personal training can be anywhere from \$30 a week to \$150 per week. Based on the importance that you put on your health and wellness is what you will invest in. If you are someone that is really looking for a change then you will want to invest more

back into yourself for a greater return. Look at it just like school when you go back to school, you are investing money now to get a better job later. Well with personal training you are investing money now to get a better body, more energy, and increase in happiness and confidence, now and later.

6. **Thinking you have to be in shape already to hire a personal trainer or even worse thinking you have to get in shape before you hire your personal trainer.** These are just mental obstacles that you must overcome if you want to truly get the results you want. The whole purpose of a personal trainer is to take you from where you are at now and get you to where you want to be in the most efficient way possible.

## **The Number 1 misconception of personal training**

When people think about personal training they think about just having a trainer for a few sessions and then they will just be able to follow that same workout for the rest of their life and get the results that they want.

This is a big mistake because if you truly want to get the results you **REALLY** want and **KEEP** them then you will want to make sure that you are using a trainer for the long term. Think about all of the programs that are sold on tv and how all of them only promote a “90 Day Program” or some kind of quick fix with no long term solution.

The problem with these programs is they are a quick fix or a band aid approach to getting you to your goals. Some of these programs can get you results quickly but they will not last very long which kind of defeats the purpose of fitness. Why would you want to reach a goal that is very important to the quality of your life and **YOU**, to only be able to have your results for a few weeks and then go right back into your old ways.

These programs do not teach the necessary fundamentals and education for you to train yourself **FOREVER** and make this a lifestyle. Therefore they are the **MOST EXPENSIVE** programs to choose because you have to keep buying them over and over again but never learning what you really need to do to keep your results.

You want to invest in a personal trainer for a **MINIMUM** of 6 months if not longer if you are going to take control of your life and results **FOREVER**. Think about it like this, if you were going to get a degree in nursing, business, dentistry, etc, You would not go to school for a few weeks or a few months and expect to be a professional and know exactly what to do and when.

Instead you would go to school for years to master the skills necessary to be successful in the future. You would go to school for years because you would first have to learn the fundamentals of what you are doing and then get good at them and then progress to the intermediate skills and then perfect them and then go to advanced skills.

Now you cannot get to the intermediate skills or even the advanced skills without **MASTERING** the fundamentals. And that is one of the **BIGGEST** mistakes people make when they are trying to reach their fitness goals, is hiring a personal trainer purely for a few sessions and then go and try it on their own.

So we recommend thinking **LONG TERM** when it comes to personal training and having someone coach you. The longer you train with your trainer the more benefits you will receive because you are practicing good habits and perfecting the fundamentals.

## **Why you want a clearly defined fitness plan for your future**

Like anything in life if you fail to plan then plan to fail. You have a plan in your career, family life, vacation life, relationship life, why not have a clearly defined fitness plan for your fitness and health life.

By having a clearly defined fitness plan for your future you will be able to reach your fitness goals significantly faster because you know **EXACTLY** what you are trying to accomplish and you are following a plan to get there.

A large part of this fitness plan needs to involve a personal trainer because everyone knows that when someone else is tracking your progress and holding you accountable you will be more likely to push harder than if you were just holding yourself accountable because you **DO NOT** want to let that person down.

Also by having this clearly defined fitness plan you will avoid what most people experience over and over again which is the disappointment of going to a gym or trying a fitness program on their own and giving 100% effort and not seeing any results.

For the most part it is not the effort that is lacking in people when they are trying to reach their fitness goals on their own, but it is the lack of knowledge on what to do, how to do it, and when to do it that is lacking. That is where a personal trainer comes in and adds significant value. It is having a professional know when to change it up and tweak the small details that you may not realize on your own to prevent these frustrations and roadblocks.

So if your goal is to get **LONG TERM** results and keep them then make sure that you have a clearly defined **LONG TERM** fitness plan and use a personal trainer.

## **Why You Want To Be Held Accountable**

Most people link accountability to something negative or something to avoid. This could not be further from the truth. Being held accountable is one of the best things you can have in your fitness journey because the more accountable you are the more likely you are to succeed.

Everyone runs into times where they lack motivation, discipline, and willpower. This is inevitable when you are striving to reach a fitness goal. It can be things such as you don't feel like going to the gym after

work because you are tired or everyone is eating a slice of pizza and you want to eat a slice of pizza too even though that is not part of your regimen for that day, or it could be your spouse or kids demands are so high that you feel that you don't have time to fit in fitness.

Being accountable to someone is what will help you push through these mental obstacles when they surface because they will surface. It is human nature to feel burnout and fatigue when striving towards a goal and that is where having someone there to talk you out of quitting or going into a negative mental cycle becomes a **HUGE** benefit.

Think about some past events where you had a goal that you wanted to achieve but you started to feel burned out or lost faith that it could happen so you talked yourself into quitting or making it not "that important". How beneficial would have it been if you had someone there to remind you why those goals were important and how you **CAN** reach these goals?

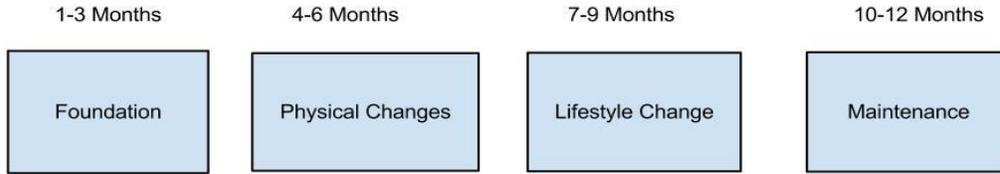
Think about where you would be now if you did have that person to keep you focused on the right path. This is exactly why you **WANT** to be held accountable.

## **Why You Want To Think Long Term**

Making long term choices when it comes to your fitness will be the best move you can make. You want to be able to make the decisions that help you make fitness a lifestyle as opposed to doing a quick fix. The best return on your investment of energy will be on how to create your choices that you make today the best choices for your future.

We are sure that you want to be able to not only get results but **KEEP** them as well. The best way to do that is to make the commitment that you will make this a lifestyle and you will come up with your own success fitness habits. Look at it like brushing your teeth, you eventually want to be able to make healthy choices automatically and on a daily basis like you do when you brush your teeth. If you miss a day something feels off, but you also know that you can just resume the habit and not lose everything that you have worked for.

Associate long term thinking and fitness with long term happiness. All of the benefits that you will receive are broken down in the illustration below.



## Foundation (1-3 months)

In the first 1-3 months this is the time where your body starts to get used to exercises and you get a chance to build a foundation similar to a house. You cannot build a great home and worry about the roof and all of the interior design if the foundation is not solid and laid out.

What you will notice in this foundation stage is your core muscle groups will be getting stronger and have more endurance than they did before. You may experience soreness and muscle fatigue in the very early stages in month 1 because it is most likely that you are exercising muscle groups that you may not have worked out in months or even years.

This stage (foundation 1-3 months) is often the stage people stop at because they begin to see results and think that the routines that they have been using will work forever. But this is where people fall into the trap a.k.a. the plateau and no longer get the results that they want.

Once they hit this trap they go into the “high risk zone” where people want to quit because they begin to get frustrated with the lack of results that they were experiencing in the beginning.

The key things you want to work on when you are in the foundation stage are

- Learning and perfecting the techniques of basic exercises
- Giving yourself time to learn and understand WHY you are doing the exercises
- Creating a strong routine of going to the gym and making it a habit
- Doing whatever it takes to not miss training days

## **Physical Changes (4-6 months)**

Now that you have progressed into the physical changes cycle which is the 4-6 month range it is time for your hard work in the foundation stage to really pay off. What you will notice in this stage is your body starting to make real changes.

You will see some changes in your body that you may have not seen in a very long time. This is the stage where you will start to see the muscle definition, the increased energy and endurance, the body fat lower, the inches go down, and overall confidence and self-esteem increases.

During the physical change stage is where you will finally start to feel like all of your hard work is paying off. This is crucial to make sure that you are tracking everything because this is your chance to figure out what works for your body specifically. This will be your opportunity to create your very own success road map and keep it so you can have records of what you felt like and the way your body responded so this can be a lifestyle change forever.

Key things to focus on during this stage are

- Make sure you are tracking everything such as measurements, daily eating habits, daily sleeping habits, stress levels, workout regimen etc.
- Make sure to start switching it up every couple of weeks so you avoid the plateau
- Be sure that every week you are increasing intensity in your cardio and weight training
- Pay very close attention to your cortisol and stress levels and make sure to work on stress management techniques

## **Lifestyle Change (7-9 months)**

In the lifestyle change stage this is where fitness will be such a big part of your life that you will not be able to go without it. This is the goal with personal training and teaching you how to train your body. We want you to be in this stage where you are almost addicted to working out and taking the time several times per week for yourself to improve.

The lifestyle change stage is also a stage where we can use even more advanced techniques than you are used to in order to take you to the next level. Your knowledge of exercise will be significantly higher than when you started and this will translate into higher quality workouts. And the fun part of higher quality workouts is you will get better and better results.

The key things to focus on in this stage are

- Your happiness and motivation levels
- Your improved quality of life
- The rewards and benefits you are getting from changing your lifestyle

## **Maintenance (10-12 months)**

This stage is a crucial stage and an exciting stage for you. You will have a year under your belt full of knowledge and techniques that you did not know about before. This will give you the opportunity to always know how to train your body and what to expect when you move from stage to stage.

This cycle repeats over and over again and we suggest that you keep pushing yourself each and every year to ensure that you are keeping your fitness journey exciting because it is all about variety and having fun. Fitness should be a fun part of your lifestyle and it should add value to it.

You should have a file full of workouts, emotions, nutritional logs, and any and everything that you did while you worked out with a trainer.

Key things to focus on in this stage are

- Collecting and saving all of your workouts and routines
- Rewarding yourself for completing a year's worth of personal training and pushing yourself
- Planning how you will repeat the cycle and take your fitness levels to new heights

## **Action Steps to Hiring the Right Personal Trainer For You**

1. Take advantage of the FREE personal training session that your gym offers
2. Go through the workout and ask lots of questions about how the whole training process works
3. Ask how many personal trainers are on staff and which personal trainers specialize in what
4. If you feel like you have genuinely received value from the personal training session then take a chance and hire the personal trainer

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**THANK YOU FOR READING OUR PERSONAL  
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VALUE AND FEEL MORE COMFORTABLE AND  
EDUCATED IN FINDING AND HIRING A PERSONAL  
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