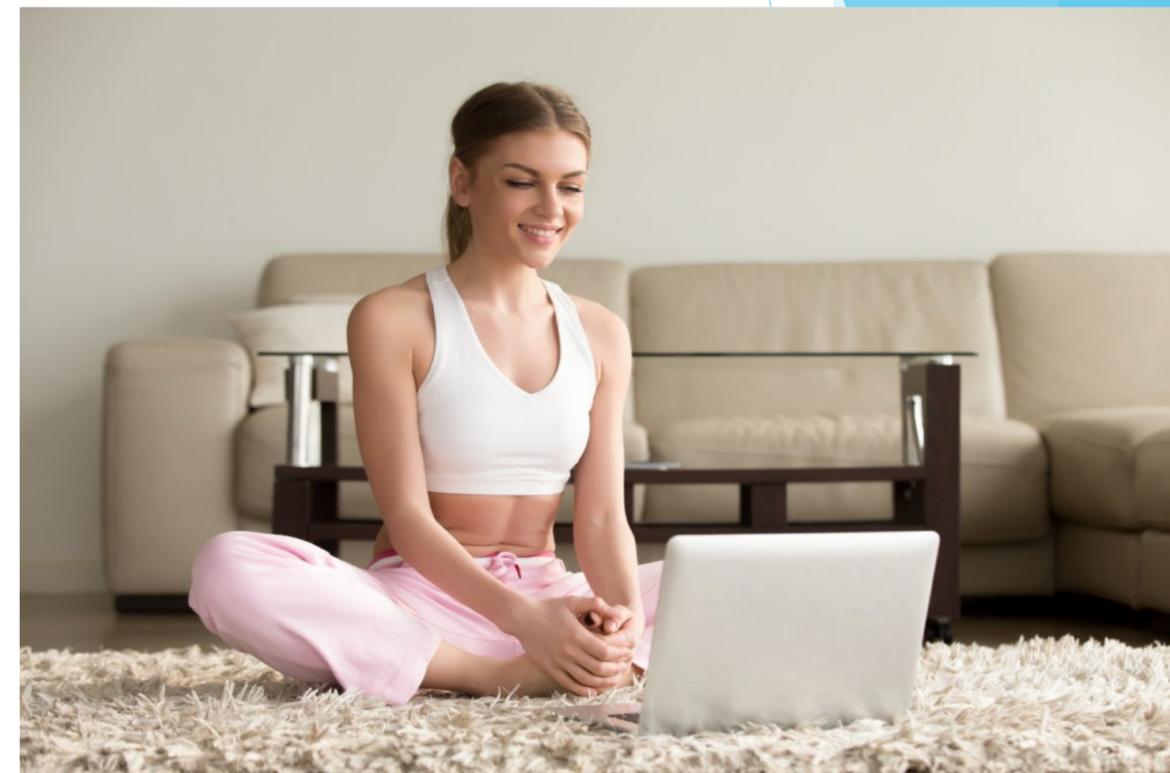


# Personal Trainer Tips: Session 4

## 6 Ways to Monetize Your Online Personal Training Business



Defining Online Personal Training  
Why To Take Your Services Online  
How to Make Money with Virtual Training



Felix Doval, M.S., NFPT-CPT, NFPT-MT, CSCS  
NFPT Education Director  
Angie Pattengale, NFPT Certification Director

&



Eddie Lester, NFPT-CPT, Founder of Fitness Mentors

# RECAP OF THE SESSIONS IN THIS SERIES:

## How to Come out on Top

### **WEBINAR 1: The basics of virtual training**

- Choosing a virtual platform and taking on the challenge
- Being positive and making it purposeful

### **WEBINAR 2: Specific Fitness Program Design for the Home**

- Creating workouts with modifications for items around the home
- Introduced SBT Suspension Straps and CFX Trainer for full body workouts
- Introduced DotFIT for adding nutrition recommendations to trainer services

### **WEBINAR 3: An Intro to Virtual Training Business**

- Prioritized need vs want: what to do because you need to, and what not to do because it's not priority right now
- Why incorporating virtual training is so important for your business (whether working as an independent trainer or staff employed with club/studio)

# TOOLS AND RESOURCES RECAP:

## What We Use



exercise programming app. Create personalized programs and send to clients in advance via the app



nutrition supplement manufacturers and distributors. Get the education and credentialing required to add nutrition programming services to your skill set and scope of practice

### FITNESS EQUIPMENT FOR THE HOME, STUDIO - OR ANYWHERE!



SBT Suspension Bodyweight Straps: Code **NFPT-CPT** for **60% OFF** on first order



CFX Trainer Variable Resistance Bands: Code **CFX20NFPTPARTNERS** for 20% OFF

### WELCOME TO WEBINAR 4: 6 WAYS TO MONETIZE YOUR ONLINE SERVICES

A collaborative effort of NFPT and Fitness Mentors to bring NFPT-CPTs free informative material with an option to purchase a step-by-step course for establishing and running your online business.

Thank you, Eddie Lester, NFPT-CPT and Business Expert, Founder of Fitness Mentors

# Introduction to Online Personal Training



- 60 There are more gyms, training programs, and personal trainers than ever before. In fact, there are over 300,000 personal trainers in the US alone and that number is expected to grow by more than 20% in the next 3-5 years.
- 60 More recently, advances in internet technology have created trust from the consumer for almost all types of online services. Personal trainers are not only assisting clients in their local gym but are working with people all around the world by branding themselves as a Certified Online Personal Trainer.
- 60 This provides every certified personal trainer the opportunity to earn money and increase their financial and personal freedom by creating an online personal training business.

# What is Online Personal Training?

An Online Personal Trainer is someone who enhances the health of others through internet-based technological mediums.



Trends have shown that e-commerce and e-services will be where large economic growth will continue to occur. This is also a place where gaining personal freedom through entrepreneurship is booming.



By focusing on improving the health and fitness of others as an online personal trainer, you provide a great starting point to the journey of enhancing someone's life.

# Types of Online Personal Training



## ▶ Private Personalized Online Training

▶ This type of trainer performs all the tasks of a normal personal trainer but does not work with the client in-person. Through specific software, phone, email and text messaging, this trainer provides all the tools and programming needed to achieve a fitness goal, and the client follows along without the trainer being present. This trainer utilizes accountability and tracking resources to ensure the clients success and retention.



## Non-Personalized PDF Fitness Programs

By creating pre-made programs that are geared toward the goals of the trainer's target population, this service allows trainers to sell a program and provide it via download or access to a website, with zero client interaction.



**PARTNER RESOURCE:** HexFit is a software/app that let's you design and deliver workouts  
**NFPT DEAL:** Free 30 Day Trial and \$20/month discounted

# Types of Online Personal Training



## Non-Personalized Video Fitness Programs

Creating a pre-made workout program geared towards a specific client goal can also be created using primarily videos. Similar to a PDF program, the trainer provides immediate access to a workout video library that takes a client through an entire program, with no client interaction.



## Hybrid Online and In-Person Personal Trainer

This trainer utilizes the internet to deliver programs to local clients, but also trains them in-person 1-4 times per month. Using a “hybrid” model allows the client to receive the hands-on training of a personal trainer at a lower cost, since most of the program is performed on their own. This is a great starting point for trainers looking to take their business online.

# Types of Online Personal Training



## **Live Video Streaming Workouts Online**

Because of enhanced technology, video calls are easily achieved on computers, tablets and mobile devices. A trainer using this tool can work with a client and provide immediate feedback based on form, exercise demonstrations and cueing.



## **Online Group Personal Trainer (Online Boot Camp, Yoga, Pilates, Etc.)**

The newest resource to online personal training. This allows a trainer to perform a live group fitness class or workout, record it and deliver it to as many people as possible. Similar to how Peloton offers live streaming workouts and on-demand workouts, every personal trainer has the ability to create their own on-demand workouts and provide memberships to access that content.

# Additional Services

## Custom Nutritional Programs

Creating a customized nutritional strategy for your client allows you to charge more for your monthly training service. It can be used as an upsell or can be included in your online training service as a value builder.

## Phone Consultations

Offering a service which allows a client to dive deeper into how they can best achieve their goals is a great idea. Doing this via a phone call can be added as a potential source of revenue. You can also include this type of service in a VIP online program which creates more value and therefore has a higher price tag.

## Recovery Program

Offering an additional program to enhance recovery (customized or non-customized) will greatly benefit the client experience while also assisting with goal achievement. This can be added to any offering or sold individually.

## Pre-made Nutritional Program

This is a general nutritional guide developed toward the achievement of a specific goal. Offering this as an add-on to any program can increase your revenue potential.



**PARTNER RESOURCE:** The best in nutritional manufacturing and distributing, earn commissions!  
**NFPT DEAL:** Free DotFit Practitioner program, Discounted NFPT Nutrition Specialist course, and CECs!

# Additional Services



## Daily tips and Positive Messages

This type of service is usually added to an online program to increase the value by having more offerings.



## Online Assessments

Offering additional assessments can be done for any program. This will enhance the trainer's ability to customize a fitness program while also allowing the client to know exactly where they stand in their journey towards goal achievement.



## Weekly Phone Calls

This type of service is usually included in a private personalized online training package. It builds value and creates accountability with the client.



## Email Support and Check Ins

Similar to the weekly phone call this service is used as an accountability tool and builds value for any online training program.

# Additional Services



## Memberships

Depending on which way you choose to help people and which services you offer, you can create a specific membership that grants access to some or all of your offerings.



## Nutritional Affiliate

Becoming an affiliate for a food market, preparation, or delivery service allows you to earn money on the foods that you recommend your clients eat. Having personalized links in your welcome package, on your website and in your nutritional guides can increase your revenue significantly.



## Accountability Services

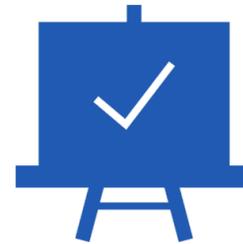
Exercise Log – Review your clients progress  
Food Log – Review your client's adherence to nutrition  
Sleep Log - Monitor sleep to enhance behaviors  
Fitness Tracking Apps - Track exercise, food, sleep  
Workout day text messages - Benefits adherence  
Custom Services - Ask the client what they need



## Supplement Affiliate

Join the affiliate program of a supplement company that you love or include amazon affiliate links to recommended products on your website and in your online programs. Every time someone purchases a product from your link you get a commission.

# Why Take Your Business Online?



Taking your service online allows the personal trainer to adapt to the changing market by being able to provide workouts and advice at any location in the world, at any time. Clients are looking to workout on their own free time without trying to align the schedules of others. As an online personal trainer, you can be the solution to this problem while helping more people improve their health.

Reasons why to take your business online:

- ✓ More personal freedom
- ✓ More financial freedom
- ✓ Help more people
- ✓ Protect your career

# Fitness Mentors Certified Online Personal Training Certification (FM-COPT)

## Five Major Learning Sections:

-  1. *Prepare Your Business* - Learn the necessary tasks needed to prepare your business and create services for online success.
-  2. *Take Your Business Online* - Discover the strategies that transition your business to the online space.
-  3. *Generate Leads to Grow Your Business* - Learn the marketing, advertising and outreach techniques used for attracting an abundance of clients.
-  4. *Convert Sales* - Dive deep into defining your sales personality and use it to set efficient pricing and close sales.
-  5. *Care for Your Clients* - Understand the best practices for supporting your clients and retaining their business to provide yourself with financial freedom and consistent income.

# Q&As

- ▶ Where can I learn more and sign up for the online business course?
  - ▶ [nfpt.com/fitness-mentors](https://nfpt.com/fitness-mentors)
- ▶ Where do I go for all of the webinar resources?
  - ▶ All webinars are available on NFPT's YouTube channel. All of the webinar resources (i.e. ppt slides, partner info and discounts) are available at [nfpt.com/business](https://nfpt.com/business)
- ▶ Do I get CECs for participating in this webinar?
  - ▶ Yes! 😊 As a NFPT-CPT, you receive 0.2 credits for participating in this webinar and taking a short 3 question quiz. You'll receive an email with link to this quiz.

THANK YOU FOR JOINING US!