

8 THINGS TO CONSIDER BEFORE HIRING A PERSONAL TRAINER



INTRODUCTION

When shopping for a service we tend to have pre-qualified notions of what that service has to offer and this pre-qualification leaves us with a set of criteria by which we will make our purchase choice.

For example if we are looking for an estate agent we tend to look for someone local and well known that doesn't take too high a percentage of sale, but what if an estate agent were to guarantee a sale within 6 months? You would go with them right?

If you're serious about achieving your goals, value your health and well-being, and want to avoid wasting your time and money, check out these 8 things you need to consider before you go and sign up with a personal trainer.



1

SAVE MONEY BY SHOPPING FOR VALUE NOT PRICE

Choosing your personal trainer purely based on price is one of the biggest mistakes a lot of people make.

Here's why...

Let me introduce you to two example personal trainers:

- Personal Trainer A (the amateur) who charges £25 per session
- Personal Trainer B (the specialist) who charges £50 per session

Our first instinct here is to see the lower price and see that you can get twice the amount of training for £25 and therefore get much quicker results.

Say you train with Trainer 'A' twice a week for 1 year in order to achieve 14lb of fat loss which is your ultimate goal. Your total spend will be £2600.

Now Trainer 'B' meets with you and maps out a plan of action that would result in the achievement of your goal. You trained with them three times a week for 3 months and lost 14lb of fat .

Total cost to reach your goal £1800.

Shopping based on price has just cost you £800.

The reason why Trainer B can probably get you results quicker, safer and more efficiently than Trainer A is because:

- They have more experience in your problem area – likely they specialise and only coach people with the same problem and goal.
- They provide you with training outside of the gym – exercising on your own, nutrition, social life, sleep, work and other lifestyle elements which are key things affecting your health & fitness.
- They invest more time in you i.e. regular health & fitness testing, regular reviews, keeping in touch with you to make sure you're on track etc.

2

ASK FOR A FREE INITIAL CONSULTATION

Personal trainers should happily give you 30-60 minutes of their time to discuss your goals and expectations. Both you and the potential trainer should WANT to have this consultation before going any further.

What's in it for you?

You will be taking instructions from this person on exercise and, if they offer a thorough service, also on sleep, nutrition, social life and other lifestyle factors that affect your health & fitness; the instructions this person gives you are going to be a lifestyle changer for you. Ask yourself this; can you trust this person and could you work with them? Do they inspire confidence? Do they know what they're talking about? Do your first impressions tell you that you'd be happy to spend several hours a week in the company of this person for the foreseeable future? We are far more likely to do things if we like and trust the person telling us to do them. Aside from this, a consultation is a chance to get a look at what your journey will entail.

Why should the trainer insist on having the consultation?

Ultimately to establish whether they can help you and whether you are a good fit for them. Some trainers will take on anyone and everyone (usually if they're starting out in the industry or are struggling for clients) but most established, popular trainers will be more picky who they work with. Because they invest so much time and resources in a client they don't want someone who is just going to flake out after a few weeks, instead they'll be looking for potential clients that are willing to invest in their journey and that will pay attention to what they're shown, because it doesn't matter how good a trainer is, if their client doesn't follow the programme, then they aren't going to get good results, and that reflects badly on them.

What you should expect at a consultation

In the consultation, the trainer should be asking you lots of in depth questions and taking notes to gather the necessary information in order to be able to go away and create a bespoke programme for you. They should also be doing fitness testing and taking body measurements including body composition tests (body fat%, skeletal muscle, BMI etc) either in this consultation or in the first training session (they should explain this at the consultation) so that they can establish your current (starting) state and provide a benchmark for further analysis as you progress through your fitness journey.

If a trainer that will be potentially training you face-to-face doesn't ask for a consultation and gather detailed information about you including running the fitness/health screening tests on you, then they will not be giving you a 'personal' training programme. They will be giving you some 'copy and paste programme which will have limited results if any. Corporate gyms tend to be the poorest in this department, often skimping on detail in the consultation or in many cases not even having one at all!

3

DO THEY OFFER A GUARANTEE?

Personal training and the way the body reacts to specific exercise and nutrition is a science.

A personal trainer should feel comfortable enough to offer you a 100% money back guarantee.

Keep in mind that a guarantee is beneficial to both parties.

A personal trainer who signs a guarantee is saying:

"I am so confident in my knowledge and ability to help you that if you do everything I say and you don't get results I will give you your money back".

You are signing the guarantee saying:

"I will do absolutely everything that you have asked of me."

This is a fantastic way to declare your intentions to yourself and your trainer.

Making this kind of commitment shows both parties are serious about your results.



4

WHAT WILL BE EXPECTED OF ME?

Once you have explained your ultimate destination to a personal trainer they should be able to loosely define your route to success.

Don't expect all of the details to be given in a consultation because they will need some time to analyse and plan, but they should certainly give you a brief summary e.g. how many personal training sessions a week will be required to reach your goal etc.

Something to watch out for...

Some trainers will try to ascertain your maximum budget and respond according to this, some will go for a maximum number and let you negotiate your way back. Both of these tactics are to maximise profit.

A reputable, ethical trainer should be telling you a definite number of times you need to exercise to achieve your goals, and how long it will take.

They are supposedly the expert so they should be authoritatively telling you what is required based on your current state, where you'd like to be and what work is involved in achieving your goals (getting rid of bad habits, learning new skills/techniques, creating healthy lifestyle habits etc).

When you're ill and you go to the doctor, they don't ask you what medication you'd like them to prescribe to you right?

No.

They prescribe what you need.

A personal trainer should do the same.

5

MAKE SURE YOU SEE TESTIMONIALS

There is no better way to feel confident in someone's services than to have those services recommended to you.

If you are not visiting a trainer based on a recommendation from a friend or colleague then it is important that you see examples of clients that they have trained/are training just as you would want to see the work of a photographer before you booked them to snap at your wedding.



6

DO THEY HAVE A CONTRACT?

This is one to benefit both of you.

Holidays, illness, traffic, missed sessions, late arrivals, injury, pain, work commitments, loved ones.

All of these things can throw up complications.

When what is expected of you and what you will get in return is outlined from the start your relationship will go a whole lot smoother.

Remember you pay your trainers' wages so if you don't pay on time and in full your trainer does not get paid, this is not a great way to build a relationship with anyone.

You will often encounter a 24 hour cancellation system but you must outline the parameters of this and agree beforehand every possible outcome and the resulting policy.

Any discontent from either party arising during your training can result in both of you feeling uncomfortable or embarrassed.

Any reputable trainer that is on the ball will have some kind of 'Contract' which clarifies what is expected from you and what their duty to you is.



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ASK WHAT YOUR MARKERS WILL BE & HOW OFTEN THEY WILL BE TESTED

On route to your beautiful predetermined destination it is reassuring to know you are heading in the right direction.

Without markers along the way and regular checks you could be heading off course for weeks before you notice at which point you have to turn back and try a different route.

What you test is not of huge importance as long as it can tell you accurately that you are heading in the right direction.

If your goal is fat loss then regular measurements, weight and body fat testing will help keep you on track.

Whatever your goal, measurements must be set.

Finding out before you get started how your trainer intends to chart your progress will help you keep moving in the right direction and give your trainer nowhere to hide.



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ARE YOU READY?

Don't get me wrong when done correctly, finding and utilising a personal trainer can begin to make you feel superhuman if you follow all of the instruction you are given.

You will feel stronger, fitter, more confident, smarter, more motivated in life, you will get more done, you will feel more attractive and energised all day.

You will become the best possible version of yourself.

There is no better investment you can make in yourself.

Reducing alcohol intake, giving up smoking, fast and processed foods, sleeping more, a commitment to exercise, tracking your food and overhauling your diet are things which you will no doubt be required to do.

You will need to stick to the programme and be consistent.

You may need to reorganise your priorities and put THIS over other things in your life.

Don't make the mistake in thinking that hiring a personal trainer is job done.

Like with anything you will get out what you put in.

Fitness is like brushing your teeth.

It's not something you can do for just a month and then stop (expecting good results).

Ask yourself if you are 100% committed to achieving your goal.

If you are not ready, really ready, then personal training is probably not the right thing for you right now and you will waste your time and money.

START YOUR TRANSFORMATION

At Mark Personal Training I go above and beyond the average 'jack of all trades' Personal Trainer to get you your ultimate weight loss and toning results.

I've got you covered in every area of your life that is affecting your weight and the coaching I provide will change your life for the better.

No starvation, no carb diets – Still eat the foods you like!

Don't spend hours cooking – 15 minute meals!

No more exercising for hours every day – 2 to 4 hours a week!

You will change physically and mentally.

I give you the tools, knowledge and mindset techniques to get you the results you haven't been able to get on your own.

Results that will last FOREVER.

A lifestyle that you will maintain FOREVER.

If you'd like to find out more about my training then I would love to hear from you.

Healthy regards,
Mark de Arriba-Smith

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Mark de Arriba Smith