



Becoming a Personal Trainer For Dummies

By 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!

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Editorial Review

Review

“...This non-nonsense book covers every conceivable aspect of the personal-training industry...straightforward, informative and easy to read...” (*Muscle & Fitness*, March 2005)

From the Back Cover

Find out what it takes to be certified

Find your training niche and make money

Want to be a personal trainer or improve your existing practice? This fun, practical guide gives you the tools to manage your business; design and conduct professional, effective workouts; and advance your client to the next level. You'll find savvy tips on choosing the right certification for you, marketing your business, and obtaining the best equipment and support.

THE DUMMIES WAY®

Explanations in plain English

"Get in, get out" information

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Online cheat sheet

Top ten lists

A dash of humor and fun

Discover how to:

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About the Author

Melyssa St. Michael is a renowned fitness expert who appears on national news channels and has been interviewed for major publications. **Linda Formichelli** writes for *Men's Fitness*, *Muscle Media*, and other

magazines.

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