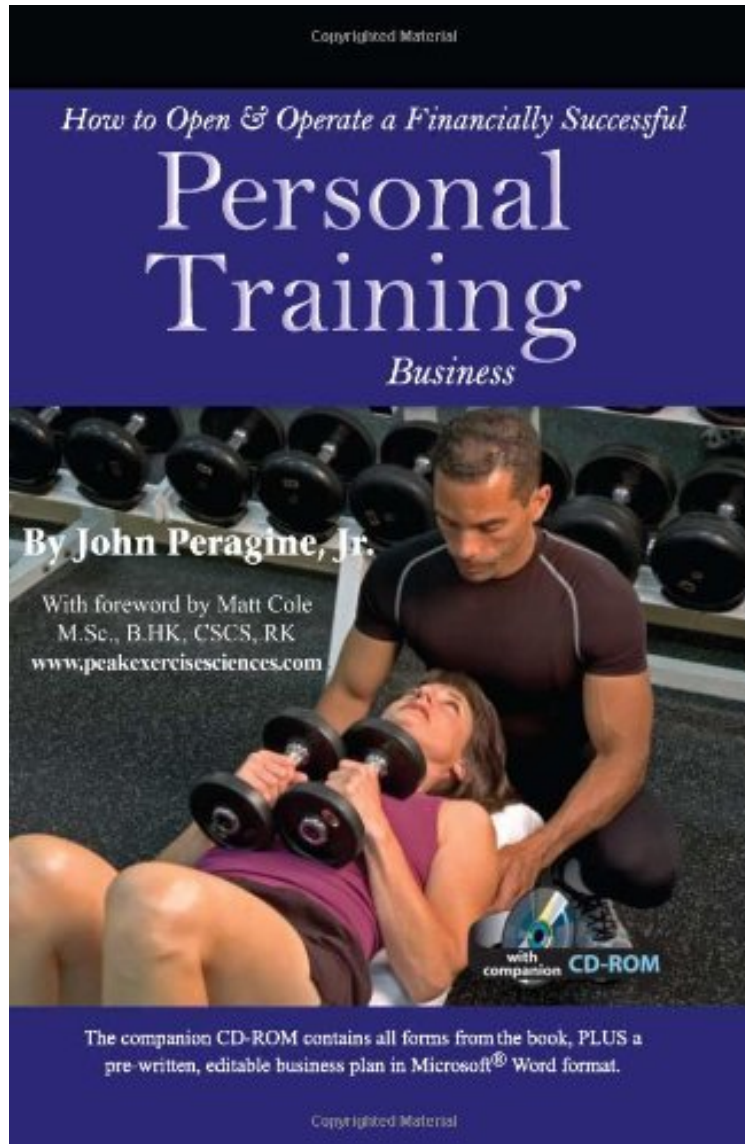


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How to Open Operate a Financially Successful Personal Training Business

John N. Peragine

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John N. Peragine : How to Open Operate a Financially Successful Personal Training Business before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Open Operate a Financially Successful Personal Training Business:

1 of 1 people found the following review helpful. Simplifies the business processBy ProTrainerI am really enjoyingthis book and am almost done with it. I am able to use most of the information in my venture to start my own

business. It clarifies some of the aspects of bookkeeping, accounting, types of enterprises, management, marketing, surveying, planning, and counseling as related to a new business. However, I assumed that anyone who wanted to open a training company would already know something about being certified and would have had experience in the field. I skipped a couple of chapters because it addresses VERY basic topics, such as deciding whether training is right for you, and how to obtain a certification and experience. I have been working in the field long enough to know the industry, and although I know that not everyone has had experience, I think most people who are comfortable enough to start their own venture probably have a grasp on the experience they need. The rest of the book, however, is VERY helpful. I have notes on the pages EVERYWHERE, and continue to refer back to it in my planning process. The included CD is also wonderful! 3 of 5 people found the following review helpful. NOT worth it, unless you have NO business sense. By In My Opinion NOT worth it, unless you have NO business sense! This book is the most basic of basics. Unless you have NEVER ran a business and have NO business sense, it is NOT worth buying. Virtually ALL the info in this book, you will know IF you have ever ran a business. If you do NOT have any background, you can get this information at any business site, e.g. SBA. or just do Google searches for Projected balance sheets, etc. etc. The info on the CD-ROM you will most likely have if you have been a trainer for any length of time - Training Logs and the like. On one of the Excel spread sheets that are on the CD, it has HANDKERCHIEFS as one of the items. Obviously, the author got this off the internet somewhere himself. I bought the book because the founder of PEAK SCIENCE gave the forward - hum! 0 of 1 people found the following review helpful. It's time to get in shape...financially! By Kindle Customer With a comprehensive list of resources and suggestions, How to Open and Operate a Financially Successful Personal Training Business by John Peragine Jr. holds up as a valuable resource for those interested in starting a personal training business, or for those already involved in personal training. More than motivational business fluff, Peragine leads the reader to internally examine his or her suitability to a career in personal training. He addresses the qualifications for successfully running a business, delineating positives and negatives. He tackles issues such as writing and implementing a business plan with step by step instructions and suggestions, the different licensing avenues available, how to advertise, how to set up a website, and how to talk to clients. For the experienced trainer, Peragine explains how to establish a solid business, and evaluate business performance with questionnaires, forms, and lists that provide continuous support. An excellent resource for any business owner involved in personal services, Peragine's guide satisfies an important need regarding business aspects of personal training. If you are considering a career in personal training, are already engaged in personal training, or are considering any personal services business, Peragine's guide is invaluable.

With millions of people eager to lose weight and get in shape, personal training is one of the fastest growing careers in the health and fitness industry today. Fitness workers lead, instruct, and motivate individuals or groups in exercise activities, including cardiovascular exercise, strength training, and stretching. And they are well paid. They work in commercial and nonprofit health clubs, country clubs, hospitals, universities, yoga and Pilates studios, resorts, and clients homes. Increasingly, fitness workers also go to workplaces, where they organize and direct health and fitness programs for employees of all ages. The business of personal training is growing rapidly. According to the Bureau of Labor Statistics, personal training businesses are expected to be one of the fastest growing business segments in the U.S. economy. There has never been a better time to start your personal trainer business and get ahead of the competition. You can operate your personal training business from home, from a private personal training studio, clients' home gyms or corporate fitness centers. Many personal trainers earn an average of \$30 to \$100 per hour. This new book will teach you all you need to know about getting started in your own retail business in a minimum amount of time. Here is the manual you need to cash in on this highly profitable segment of the service industry. This new book is a comprehensive and detailed study of the business side of retailing. If you enjoy meeting people, this may be the perfect business for you. Keep in mind it looks easy, but as with any business, looks can be deceiving. To avoid pitfalls, use this complete manual to arm yourself with everything you need including sample business forms, leases, and contracts; worksheets and checklists for planning, starting, and running day-to-day operations; plans and layouts; and dozens of other valuable, time-saving tools of the trade that every entrepreneur should have. While providing detailed instruction and examples, the author leads you through finding a location that will bring success, learning how to draw up a winning business plan, employing basic cost control systems, pricing issues, and sample floor plans and diagrams. You will avoid trial by error when setting up equipment layouts, meeting legal and IRS requirements, and tapping into the best sales and marketing techniques and pricing formulas. This book will even help you set up computer systems to save time and money, teach you how to hire and keep a qualified professional staff, do your own sales planning, customer service, track competitors, keep your own books, compile monthly profit and loss statements, prepare taxes. You will become adept at media planning, pricing, copywriting, and public relations. You will be able to hire and fire employees, motivate workers, manage and train employees, generate high profile public relations and publicity, and learn low cost internal marketing ideas and low and no cost ways to satisfy customers and build sales. You will learn how to keep bringing customers back the secret of continued success as well as getting thousands of great tips and useful guidelines. The manual delivers literally hundreds of innovative ways demonstrated to operate

streamline your business. Learn new ways to make your operation run smoother and increase performance, shut down waste, reduce costs, and increase profits. In addition, you will appreciate this valuable resource and reference in your daily activities and as a source of ready-to-use forms, Web site resources, and operating and cost cutting ideas that can be easily applied to your operation.

About the Author John was born in Miami, Florida in 1970. He grew up in the Tampa Bay area, but attended the North Carolina School of the Arts, in Winston Salem NC, for High School. He attended Florida State University and got a Bachelor's degree in Psychology from Appalachian State University. In August of 2007, he took the plunge. John had been a social worker in child protective services for far too many years, and had been toying with the idea of being a writer. He had written for a few national magazines and received positive responses for his work. He decided to quit social work and took a chance at writing full time. Luck was on his side, as his first year he was signed to write seven books for Atlantic Publishing Company. Since then he has been writing for a number of magazines including Herb Companion, Precognito, and Winemaker Magazine as well as freelance work to create workbooks, ebooks, articles, ghost write books, blogs and much more. He is now working full time filling requests and hope to get some fiction completed and published this coming year. He freelanced for the New York Times, Bloomberg News, and Reuters. He is working on an upcoming book about his adventures covering the John Edward's trial.