



Inspire the World to Fitness®

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CONSUMER ALERT: Don't Settle for Anything Less than a Qualified Personal Trainer

Don't take a chance. Here are 6 ways to know if you should cut and run.

San Diego – December 15, 2010 – Hiring a personal trainer shouldn't be a snap decision. It's an expensive purchase on which your personal health and well-being—and also budget—are riding. You should put as much research effort and thought into the personal trainer you hire as you do into hiring a physician, attorney or nanny.

“There are many unqualified people out there who claim to be certified personal trainers but who may have only taken a weekend course for their training,” warns Kathie Davis, executive director for IDEA Health & Fitness Association, the world's leading organization for fitness trade professionals. “It takes hundreds of hours of study and hands-on experience for personal trainers to be considered well-qualified. A person can't just achieve this overnight. There are a lot of phonies out there who can do more harm to you than good.”

As the new year approaches and you prepare to tackle your resolutions—especially your health and fitness routine—arm yourself with this important [checklist](#) on [how to choose a personal trainer](#) from IDEA Health & Fitness Association and IDEA FitnessConnect. These resources will help you find and hire a qualified personal trainer whose credentials have been verified and who will prioritize your safety and provide a foundation for success.

With more than 130,000 fitness professionals, 30,000 clubs and 15,000 classes and events listed, IDEA FitnessConnect puts the power of finding a personal trainer—and verifying that trainer's credentials—back in the hands of the consumer: www.ideafit.com/fitnessconnect.

[To find a qualified personal trainer](#), search [IDEA FitnessConnect](#) to find answers to the following questions:

- 1. What is the personal trainer's exercise and educational background? Is the personal trainer certified by a nationally recognized organization?** Check trainers' profiles in your zip code by looking them up on IDEA FitnessConnect. You can quickly verify the top 25 fitness certifications with this tool. To properly design a safe and effective workout, your personal trainer should *without question* be certified by a nationally accredited certifying agency. IDEA FitnessConnect lets consumers know that a fitness professional is actually currently certified by the organization they list.

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2. How much experience does the personal trainer have? How does he or she stay current on the latest personal training techniques, research and trends? Fitness is a fast-moving field, and you need to be able to rely on your personal trainer for current information on fitness, program design, equipment and training techniques. Check your trainer's online profile to see how much experience he/she has and to see if he/she attends conferences or seminars every year or two to keep up. If it's been more than 2 years, run the other way. This personal trainer is sorely behind the times and you won't get your money's worth. **3. Is this personal trainer certified in cardiopulmonary resuscitation (CPR) and first aid?** This is basic. While emergencies during training are extremely rare, be sure the personal trainer you choose has CPR and first aid certification and knows precisely what to do in case one should arise during your session. You will be able to see if the personal trainer is certified in CPR and first aid on his/her IDEA FitnessConnect profile. **4. Find out what other clients have said about this personal trainer.**

You can see what other clients are saying about the personal trainers in your neighborhood by checking out the ratings and reviews on IDEA FitnessConnect. People hire personal trainers for many reasons, including weight loss, cardiovascular improvement, marathon or triathlon training, injury or illness rehabilitation, pre/postnatal fitness and much more. Is the personal trainer you're considering expert in a field that matches your goals? Again, you can check specialty certifications and continuing education for any trainer in our database at [IDEA FitnessConnect](#).

5. Does the trainer have personal trainer liability insurance? Your personal trainer must have [liability insurance](#) in case you are injured while working out with him or her. Check to make sure your trainer has insurance on his/her online profile. **6. What is the personal trainer's rate per session? Does the trainer offer any discounts or package deals?** You can check personal trainer rates on IDEA FitnessConnect. The personal trainer you select will most likely be an experienced professional with a high degree of expertise, and expects to be compensated as such. Expect to pay anywhere from \$25 to \$150 per hour-long session, and be sure to ask about any discounts available for multi-session purchases, for higher frequency visits (three times a week instead of two), and partner or small group training. **About IDEA Health & Fitness Association**

IDEA Health & Fitness Association is the world's leading organization of fitness and wellness professionals including personal trainers, group fitness instructors, fitness directors and fitness business owners. These professionals coach, train and influence millions of health-minded individuals. Through IDEA professionals in over 80 countries, we "Inspire the World to Fitness®."

We deliver world-class content and continuing education to fitness professionals through three vehicles:

1. *IDEA Fitness Journal*, our award-winning monthly magazine plus four additional, specialty niche e-publications
2. World class fitness conferences for health and fitness professionals, including IDEA World Fitness Convention™
3. Streaming video and DVD courses available on our website (www.ideafit.com)

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With the launch of IDEA FitnessConnect, we have created the largest national industry-wide directory linking over 130,000 US fitness professionals to more than 16 million consumers. By providing verified profiles of fitness professionals, we give consumers confidence in their choice of fitness services while strengthening the credibility and professionalism of our industry.

For more information on IDEA fitness and wellness conferences, publications, professional fitness education and products, member services and other activities, visit IDEA Health & Fitness Association.