



Inspire the World to Fitness®

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IDEA Launches One-Stop Career Guide

Whether you are contemplating a fitness career, newly certified or a veteran professional, the new IDEA Career Guide can inspire you to the next level in the industry.

San Diego – May 16, 2011 – IDEA Health & Fitness Association, the leading organization of health, wellness and fitness professionals worldwide recently launched the [IDEA Career Guide](#), www.ideafit.com/fitness-career, a spectacular *free* Web resource with the sole aim of providing career guidance and tools to people in all stages of their fitness careers.

IDEA has developed what is arguably the most comprehensive one-stop career center for the entire fitness industry. Whether you or someone you know is contemplating a career path in fitness; whether you are newly certified and wondering what your next steps are; or whether you have been in the industry for awhile but are looking for a new challenge or direction, the [IDEA Career Guide](#) offers a wealth of content and tools.

- **Full-Featured Certification and Training Organization Profiles:** This rich directory of fitness certification and training organizations not only highlights basic information about each organization and type of certification available, it also lists the organization's upcoming trainings, reviews, classes and events, CECs/CEUs, exercise videos, blogs and testimonials. An interactive tool allows you to ask questions specifically about that organization—and the organization or the community can answer your question!
- **IDEA Answers:** A real-time question and answer feature gives all site visitors access to the collective wisdom and experience of the entire fitness industry. Wondering about specializing in kids' fitness or how to avoid career burnout? Plug it into [IDEA Answers](#) and get a lot of free advice about it or any industry topic.

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- **[Back to School?](#)** If you're more interested in an academic path, access the database of hundreds of [universities, colleges and community colleges](#) that offer health and fitness, kinesiology, exercise physiology and related programs that are degreed or come with a certificate of completion.
- **Inside Track on Academic Path and Continuing Education.** New fitness professionals will learn the importance of plotting out a specific academic path; they will also learn the essentials of continuing education post-certification and how to strategically pursue CECs that will make them expert in a specialty area.
- **Find a Mentor or Internship.** Custom content guides users on how to find a mentor and how to get hands-on experience in an internship.
- **[Current Industry Compensation & Benefits Data](#).** First-time job seekers and veteran trainers alike will find the most complete and up-to-date industry statistics on compensation and benefits by job title/specialty area and by region of the United States, straight from IDEA's unique compensation survey data.
- **Fitness Specialization "How-To" Series.** A series of articles guides users--no matter at what career stage--toward understanding the steps involved in moving into a new area of expertise.
- **Resources, Resources, Resources.** A well-organized Career Resources cache provides custom career content on everything from developing and producing your own DVD to establishing and building your personal and professional brand. Hundreds of award-winning, career-specific articles provide insight on myriad topics. There is also a glossary of terms to help demystify some of the industry's insider lingo and acronyms.

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 200,000 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](#).