

People First, Training Second:

Understanding the Human Behind the Client

Presented By: Tasha Edwards, MS, NBC-HWC

There is no shortage of money to be made in the personal training industry:

- According to statistics (traineracademy.org), the personal training industry saw growth of more than 50% from 8.5 billion in revenue in 2012 to a forecast of \$12.9 billion in 2021.
- There was 25% growth in 2021 alone.
- Industry growth is expected to continue its rising trend, forecast to increase at an annualized rate of 1.4% to reach a total of \$13.8 billion in 2026.
- There is a demand for personal trainers across all age groups (mostly ages 45-54 and 35-44, 28% and 26.2%)
- According to IDEA and the World Health Organization, the baby boomer hold more than 50% of the nation's discretionary income and spends more income on health than any other item.
- ***Personal Trainers know the obesity statistics, the benefits of adequate sleep and the importance of hydration. So do our clients. They don't need (nor want) statistics. They want to be seen.***
- ***The way we define "compliance" could affect how we view our client's "failures and successes."***

Things we may be doing that affect our client's outcome and our connection to them:

- Money over mission
- Lack of understanding our clients true needs

- Not asking the right questions
- Being attached to the outcome
- Lack of empathy

Inquires and Points of Reflection

- Why Did We Become Personal Trainers?
- Our Definition of Personal
- What's Their Why?
- Who's Our Ideal Client?
- What's Our Superpower?
- What Is Their Verbalized Need?
- What's The Underlying Need?
- What's Their Learning Style?
- What's The Best Possible Outcome?

How to Strengthen our Part in the Chain of Change

- Recognize, Relate, Remember
- Safe, Seen, Supported, Successful
- Before The First Burpee
- Adjust The Dynamics
- Set The Tone but Follow The Path
- Self Care

Tasha M. Edwards, M.S., NBC-HWC
@iamtashaedwards
www.tashaedwards.com