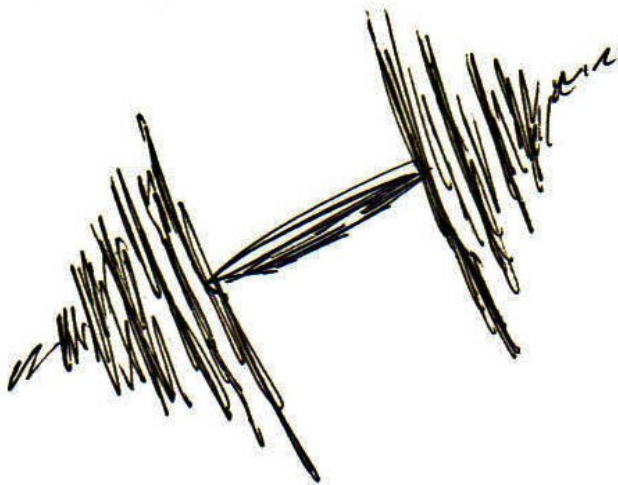


A TRAINERS DOZEN



13

***Principles
For
Personal
Training
Success***

**What
is
*A Trainers Dozen?***



**50% of new trainers
DON'T bother to renew
their certification**

Resource - <http://www.philkaplan.com/thesfitnessstruth/trainerpages-whytrainersfail.htm>

Anybody know why?



Who is Jimi Varner?



Credentials

- 10 years of full time experience
- Became top trainer in 1st 6 months
- Doubled income every 2 years
- 60+ hours of training per week
- Teach Strength & Conditioning at HFCC
- Corporate Fitness Consultant
- Written 3 books *2004 – Current*
- Former Professional Wrestler, *Jimi V*

Pro Wrestling 1994 - 2000



FFB



3 Areas of Focus

It's all *YOU*

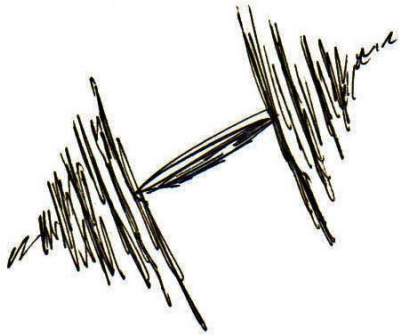
It's all *THEM*

It's all *GOOD*

It's

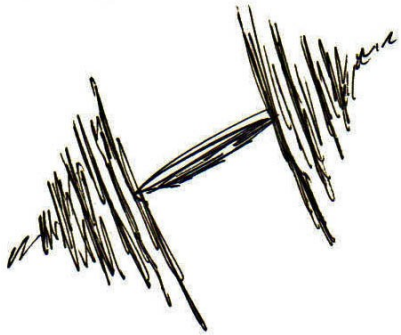
all

YOU



***Face
the
man
in
the
mirror***

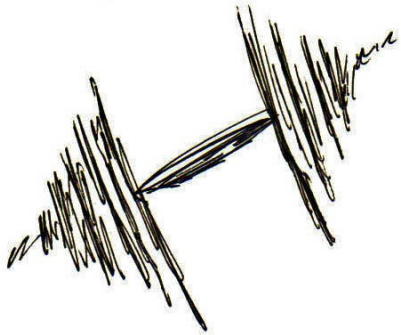
**It's
all
YOU**



***Find
Yourself***

***You MUST
become
larger than
life***

**It's
all
YOU**

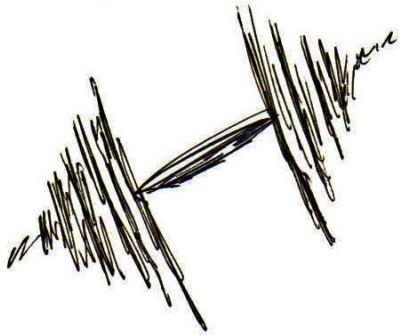


***Sell
yourself,***

***not
your
service***

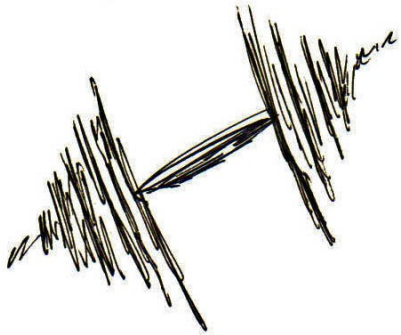
**While clients are buying
into you,
it's really
not
ABOUT you!**

**It's
all
THEM**



***Listen
before
you
speak***

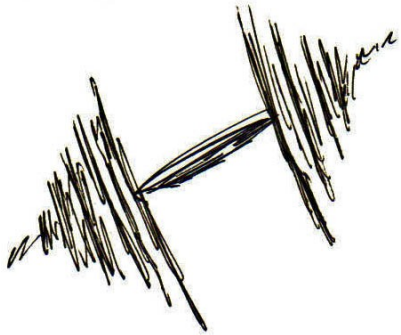
**It's
all
THEM**



***Make it
about them***

***Thermometer
vs.
Thermostat***

**It's
all
THEM**

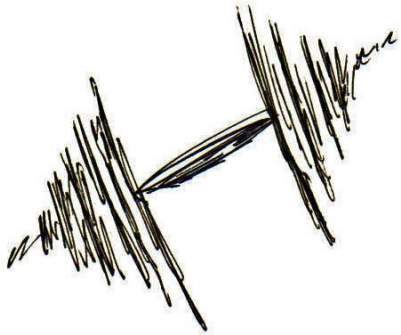


***Do what
you say***

***Don't let the
honeymoon
end!***

*You must **Be** consistent
for them, but **Don't**
expect consistency from
them.*

**It's
all
GOOD**



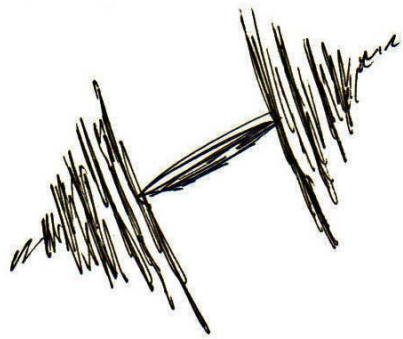
***Wanted
vs.
Unwanted
Advice***

Difference between a Tip & Advice

Advice – personal, specific, &
reserved for paying customers

Tip – more general recommendation
than a specific one

**It's
all
GOOD**

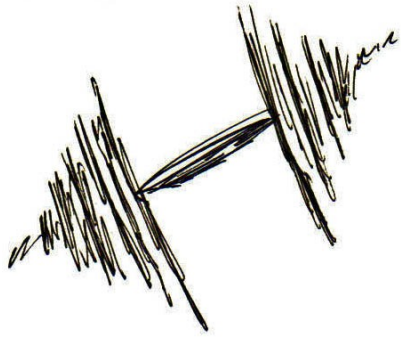


***Establish
Boundaries***

Eliminates

- *unpleasant surprises*
- *misunderstandings*
- *frustrations*
- *minimizes client letdown*

**It's
all
GOOD**

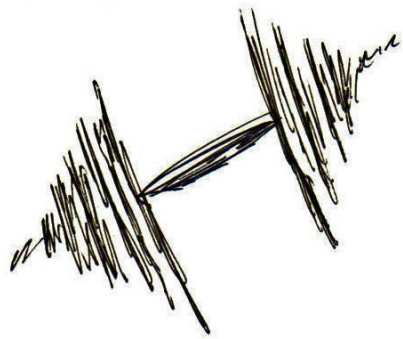


***Admit you
don't know
everything***

Points to remember

- *Nobody likes a know it all*
- *If you don't know, ask!*
- *Circle of knowledge*

**It's
all
GOOD**



***Love it
or
Leave it***

Show me the money!



Schedule

5:30 am – Client

6:30 am – Client

12:00 pm – Client

6:00 pm – Client

7:00 pm – Client

Totals for the day:

Hours at job = 13.5

Hours worked = 5.0

Total Pay = \$125.00

You earned **\$9.25/hour**

If you don't do what you
do for money, then

PROVE IT

Four Step Formula for Success

- 1. Work really hard**
- 2. Keep learning stuff**
- 3. Apply it**
- 4. Repeat until successful**

Review

It's all *YOU* – take responsibility

It's all *THEM* – make them the hero

**It's all *GOOD* – set boundaries, stay
humble, keep learning, love it or leave it!**

Visit www.JimiVarner.com for
more information

