

A male fitness instructor with a beard and short hair is assisting a female client with a dumbbell press. The client is lying on her back, and the instructor is standing over her, holding the dumbbells as she presses them upwards. The background shows a gym setting with various equipment.

AXIOM

Fitness Academy

P E R S O N A L
T R A I N I N G

CAREER GUIDE

A CAREER BEYOND REPS & SETS

The need for top level Coaches and Personal Trainers has never been greater. Maybe you have gone through your own transformation and want to be able to share that with others or maybe you have been an athlete your entire life and being in the gym has become part of your identity.

Either way, we are glad you're here because people out there need you! They need someone who knows what it takes and can guide them to a better body and life. They need someone to believe in them and push them.

Does that excite you? The passionate and purposeful life of a Personal Trainer is out there - if you're willing to work hard and follow the necessary steps.

THE REALITY

Our goal in this guide isn't to sweet talk you into becoming a Personal Trainer, but rather to give you a real look into what it's like, what it will take, and what's possible if you go the distance.

Aside from wearing gym clothes to work every day, there are countless benefits to being a personal trainer. Here are just a couple that really stand out:

(Almost) Unlimited Earning Potential - This career path offers a lot of flexibility to work full time, part time, or even be your own boss.

Enjoy a Healthier Career - Unlike sitting behind a desk for eight hours a day this allows you to be surrounded by health & wellness daily.

Flexible Working Hours - It may take you a little bit of time working a split schedule in the first 12+ months, but once you are delivering results and getting referrals you can craft your ideal daily workflow.

Help a Wide Variety of People - From pregnant women, to cancer patients, to weight loss, to training athletes, and everything in between.

Choose Your Career Path - You can decide how you want to make an impact and in which setting. Options include training clients in-person, online, in large groups, in small groups, nutrition coaching, managing facilities, and more!

WHAT YOU CAN EXPECT IN THIS GUIDE

- Discover the size and potential of the personal training industry
- Learn specifics about the job and career opportunities
- See the detailed earnings report
- Compare the options to get started in the industry



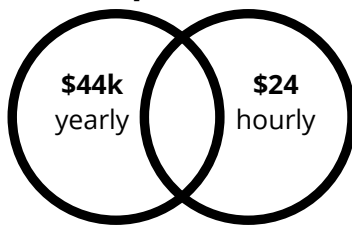
INDUSTRY INSIGHT



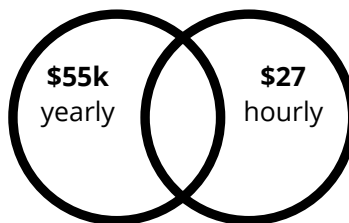
- U.S. personal training market valued over \$9billion
- Discretionary income on the rise in major cities
- 300,000+ personal training jobs in the United States

Various Industry Roles and Median Pay [full time/part time]

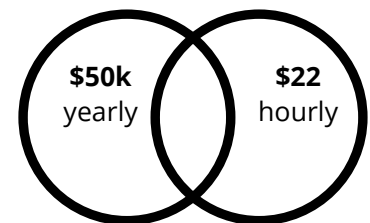
Group Fitness



Personal Trainer



Fitness Director



\$80k

Approximately 10% of Personal Trainers
can expect to make more then \$80,000 annually

Projected Job Growth

- Consistent 2.5% annual growth
- Projected 25% or more in the next decade
- 30,000 + additional jobs by 2026



INSIDE LOOK

Enjoying spandex (who doesn't) and loving to workout every day is a great start if you want to become a personal trainer, but it won't get you very far in your pursuit of a long-lasting and lucrative career. A hard truth we haven't touched on yet is that the personal training industry has a turnover rate of more than 90% within the first year.

That means for every hundred people that get certified, no more than ten will still be training a year from now. Don't let this deter you though, we firmly believe that the source of this crazy turnover is due to just two things.

- (1) Having no idea of what to expect or what it's like to be a personal trainer
- (2) Not getting started on a path with guidance and mentorship

So the below should give you better insight in what to expect and we'll get to number two later in the report.

WHAT TRAINERS DO

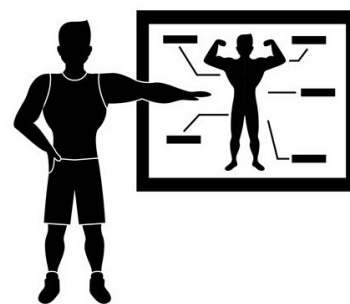
- **Client evaluations and assessments**
 - This is usually an unpaid opportunity to land new clients and get them started.
- **Training sessions** - This will require not only the time you spend with clients but programming, scheduling, and billing.
- **Coaching support** - Maintaining clients means connecting with them outside of sessions and coaching mindset and the habits needed to get results.
- **Floor time** - Expect to spend more time in the facility getting to know people in the beginning. Training is about relationships and you will need to put in time to build them.
- **Sales** - Get comfortable with it because nobody makes change without being sold on you and what you offer.

WORK/LIFE BALANCE

- **Your office is the gym** - Working in the gym should make getting your own workouts convenient. This may be in between sessions or the middle of the day. As your schedule gets busy you will need to work to protect this time!
- **Split Shifts** - If you're going to go full time then expect to work a handful of split shift days as you build your book. This can be tough for some, but if you have the right plan it should be short lived.
- **Flexible Schedule** - Once you get past the last one, there can be a lot of freedom in controlling your own destiny and how you spend your time.
- **Rewarding** - It's hard to put a price on waking up and loving your job.

BENEFITS OF PERSONAL TRAINING

Compared to other healthcare professions



- **Less debt**

- An Exercise science degree isn't shown to massively impact personal training earning potential - so no need for college debt.
- Average physical therapist debt - \$96,000

- **Similar earning potential**

- Professions like athletic training which require 4-6 years of schooling have, on average, the same if not lower median salaries in the U.S.



CHECK OUT A DAY IN THE LIFE

of a personal trainer in their first year

5am - Wake-up and prep

6am - First client of the day

7am - Training husband and wife pair

8am - [no training] Grab a snack, text clients, write programs

9am - New client intro and assessment

10am - Lead a 5 person small group session

{Afternoon Downtime}

Get a workout in, grab food, call potential clients

4pm - Afternoon training client

5pm - Work the floor and take in any new intros

6pm - Last client of the day

CAREER (SUCCESS) PATH

Training clients is just the beginning...



Mastering your role as a personal trainer is the first step in finding your way. Making \$50k-\$80k or more is very realistic as a personal trainer, but you'll need to stay patient as it's going to take you some time. Nobody starts out working for themselves, charging \$125 per hour, and with a full book of clients.

It's worth mentioning though, that training clients at a big box gym doesn't have to be your end game. There are a number of paths you can travel down instead of or in conjunction with training clients.

Entrepreneurship - The road of a business owner isn't for everyone, but the opportunity for creating something of your own has never been greater! From online coaching, to working for yourself training clients, to opening a physical location - sky is the limit.

Medical Fitness - If you're passionate about helping clients recover from or prevent severe disease and disability, this could be a great route. Increasingly more hospitals and wellness facilities are integrating the fitness and medical side of wellness to work with the community.

Sports Teams/Athletics - If the world of performance excites you or you love working with youth athletes, then you're in luck. More and more athletes of all ages are seeking out private and team training solutions in this rapidly expanding market.

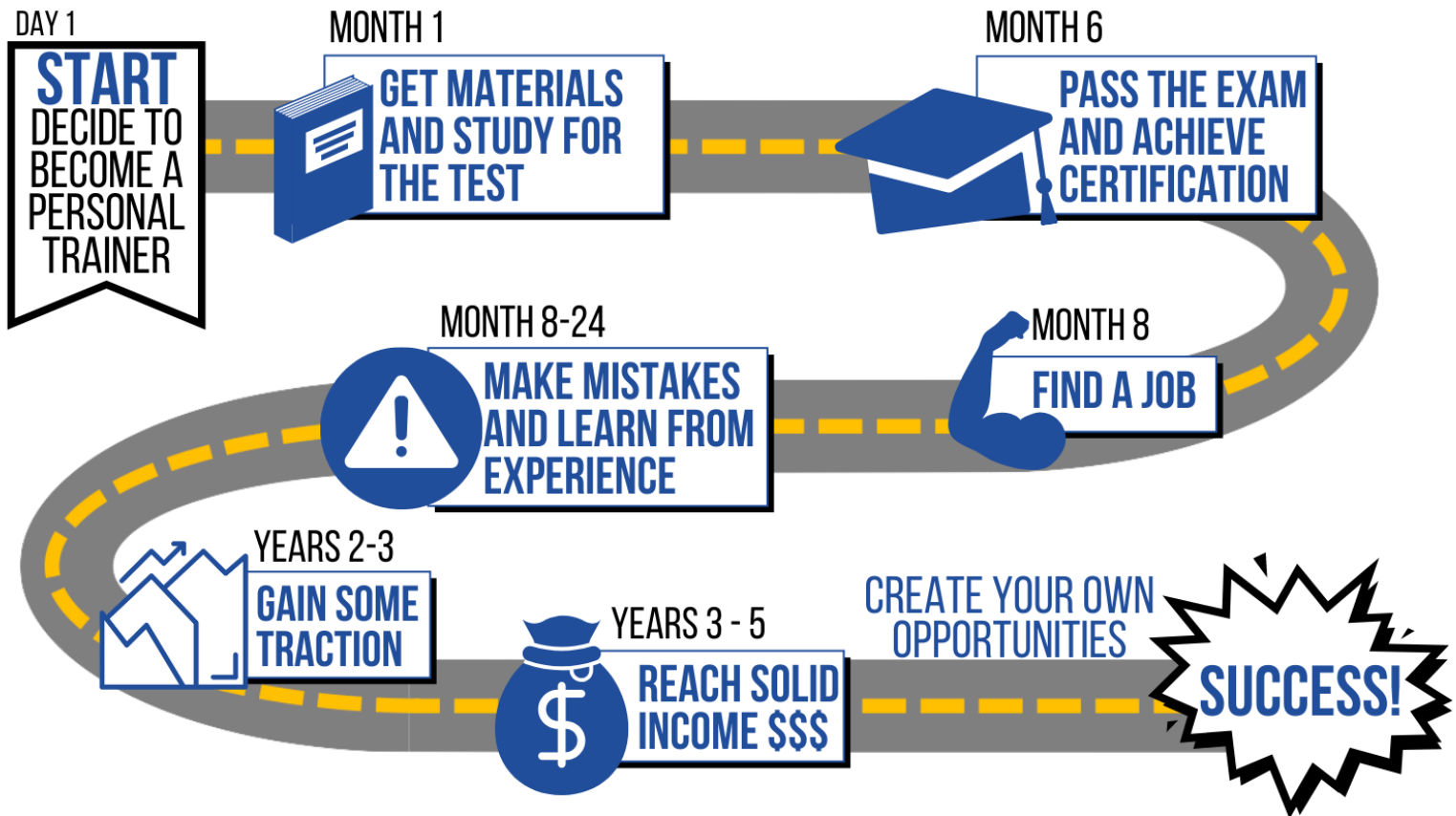
Facility Management - Training can be the starting point on your journey towards management. This could be on the training side of things, in operations, or even sales as you move further up towards General Manager status.

Education - This path is going to take a lot of time and experience, but the education industry within fitness for personal trainers is massive. From working with major companies to running continuing education courses, the potential is there.

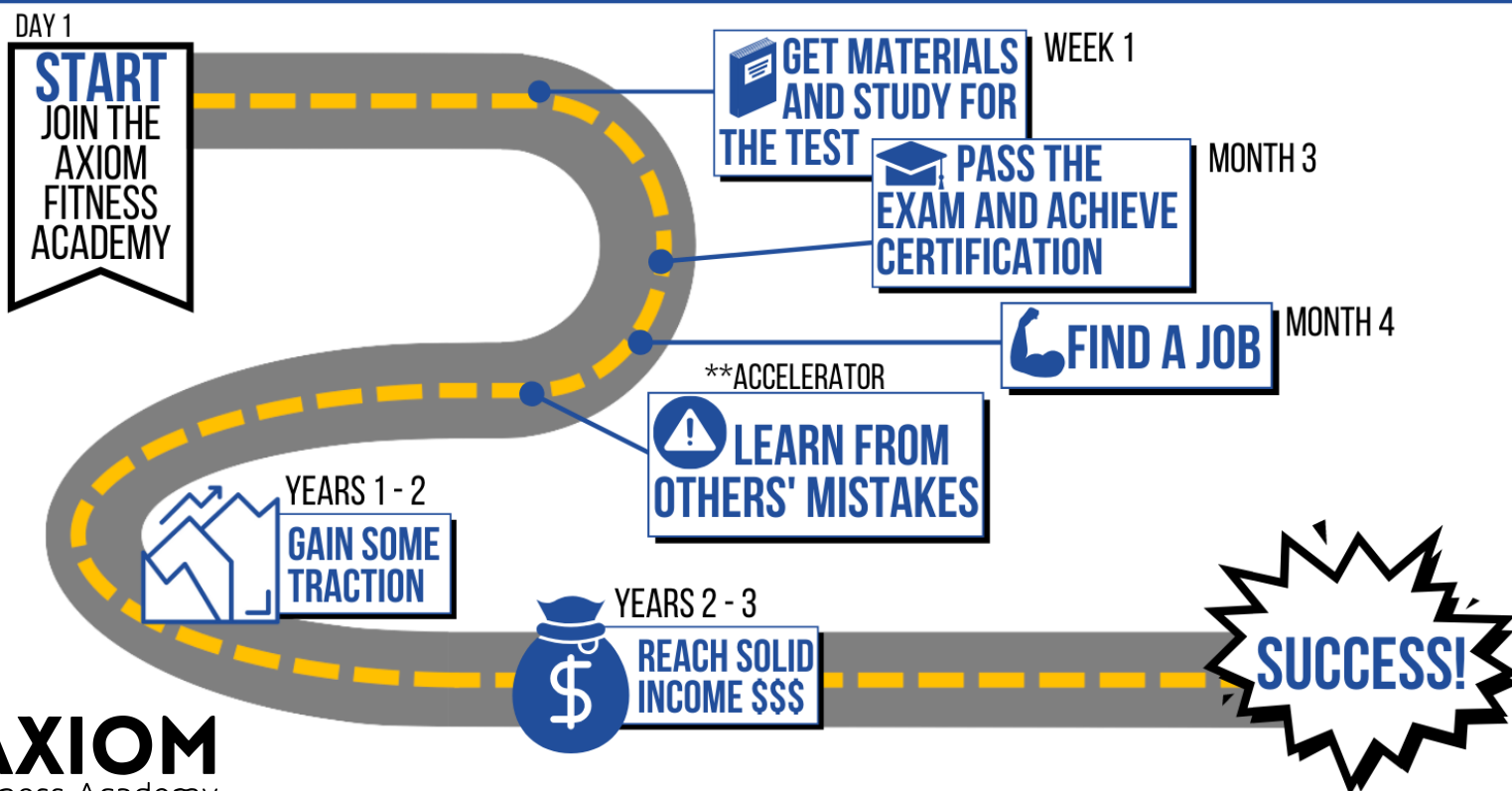
THE FIRST STEP ON THE PATH

all starts with getting certified....

THE TRADITIONAL ROUTE

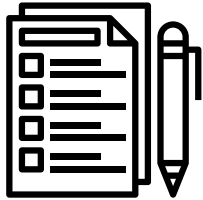


THE AXIOM FAST TRACK



WAYS TO GET CERTIFIED

or educated in the fitness industry



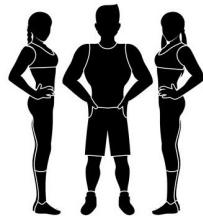
Study At Home - Take CPT exam

Advantages:

- Convenient
- Flexible
- Cheapest option
- Start anytime

Disadvantages:

- No guidance
- Hard to study alone
- No practical mentorship
- 65% or lower passing rate



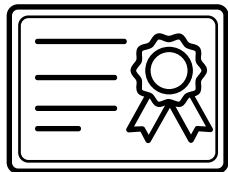
Take a Hands-On Course to get Certified

Advantages:

- Weekly guidance
- Easier to learn and apply in person
- Job placement help
- Higher passing rate

Disadvantages:

- Slightly more expensive than at-home option
- Specific course dates and enrollment periods
- More specific schedule



2 Year Associates Degree/Trade School

Advantages:

- More time to learn the scientific side of things
- Tuition assistance
- Path to higher education for practitioners

Disadvantages:

- Tuition far more expensive
- Learn info that may not be necessary for training
- Timeline to completion is far longer
- Taught by academics with little practical experience



4 Year University Degree - Exercise Science

Advantages:

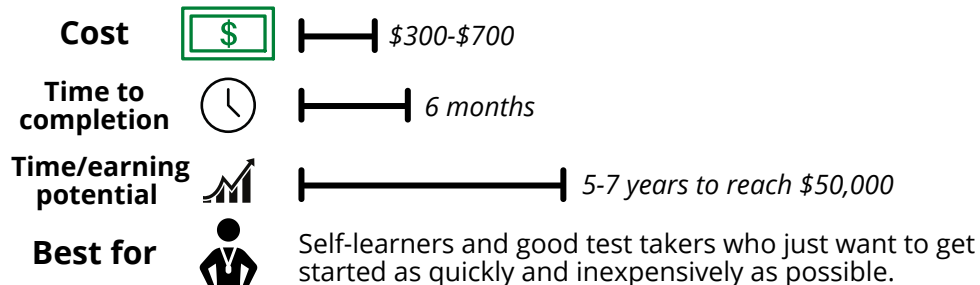
- Prestige
- Opens opportunities in higher education
- In-depth scientific education

Disadvantages:

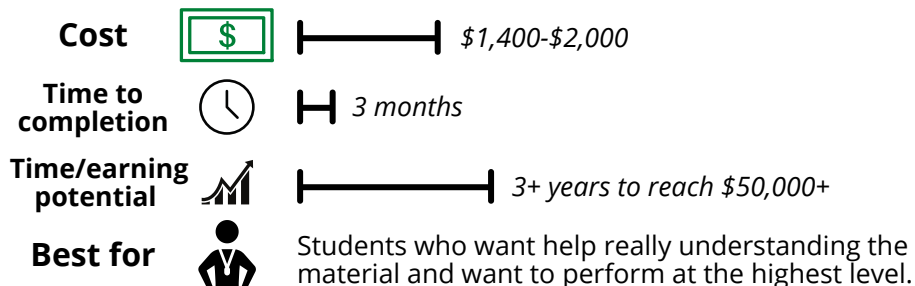
- Even more money/debt
- Double the timeline to completion
- Often not a practical teaching environment

VISUALIZING YOUR ROUTE

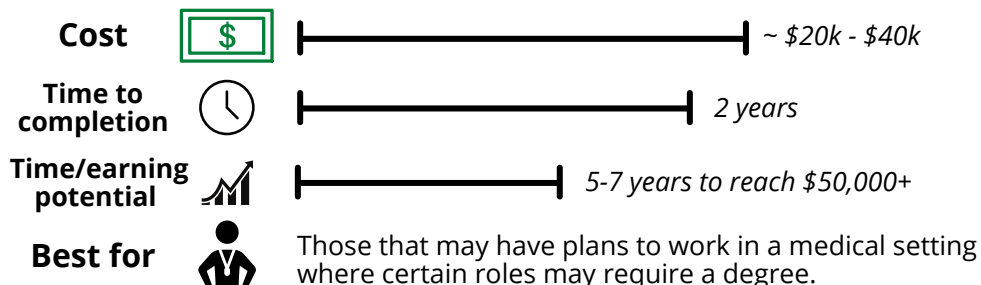
STUDY AT HOME & take CPT



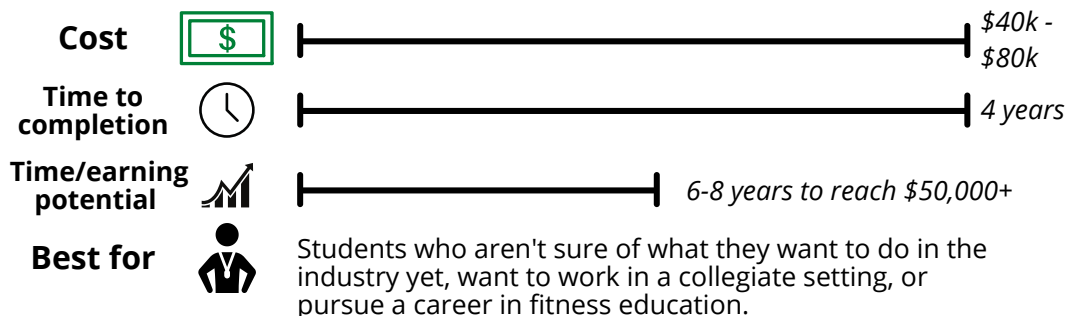
HANDS-ON COURSE & guidance



GET A 2 YEAR assoc. degree



GO TO A 4 YEAR university



WHAT'S NEXT?

selecting the right path

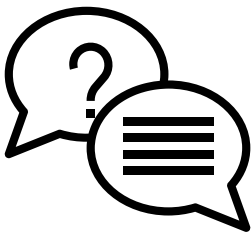


There's no right or wrong way for you to go from here, but the important part is that you take action! The purpose of this guide has been to make you a more informed consumer. More informed about what each route entails, what you will have to sacrifice along the way, and what could be waiting for you on the other end of it as fitness professional.

If you're excited about the opportunities out there for you as a certified personal trainer (*we think you should be*) then look back through the previous pages and decide where you fit in. There are plenty of great trainers who have traveled each of the four main routes to certification presented, but one of these is likely a better fit for your personality and goals.

The industry continues to expand and there has never been a better time to be getting into fitness - but don't be another statistic!

Remember that 90% turnover rate we mentioned before? Yeah, that doesn't have you be you and the likelihood of that happening will go drastically down if you really understand the challenges and roadblocks that lie ahead.



HAVE MORE QUESTIONS?

We get it, it's a big decision! Let us help - click the button below to schedule a call with one of our career advisors. These are real personal trainers who have been in your shoes and can help point you in the right direction.



SPEAK TO AN ADVISOR!

ADDITIONAL RESOURCES

to help you along the way (click to follow)

- ✓ **[Axiom Fitness Academy Website](#)**
- ✓ **[4 Keys to Success - Free Course](#)**
- ✓ **[Video Resources](#)**
- ✓ **[Additional Fitness Articles](#)**

A man with a beard and a black cap is shown in profile, performing a bicep curl with a black dumbbell. He is wearing a black t-shirt and has two black wristbands on his left wrist, one of which says "LIFEBEST". The background is a blurred gym environment with other people and equipment.

AXIOM

Fitness Academy

WWW.AXIOMFITNESSACADEMY.COM