



VIDEOS, INTERVIEWS, ARTICLES AND INSPIRATION FOR FITNESS INSTRUCTORS

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## 5 Top Group Exercise Frustrations and How You Can Avoid Them



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## **Why Most Fitness Instructors are set up to fail....and 7 crucial steps you must implement to make sure that you are not one of them.**

- I recently surveyed 100s of fitness instructors about their views on group exercise, including their aspirations and frustrations, and what they want from my web site at <http://fitnessstrainingdownloads.com>
- I then spent hours going through the responses and trying to make sense of them, together with the responses that I have received on my site.



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- I am really glad that I did it too, as I have really learnt a lot, and I must give a **MASSIVE THANKS** if you were one of the instructors that contributed to the survey, as the results were very enlightening.
- It seems that there is some **good news and some not so good news**, and being the cheerful type of guy that I am I will start with the good news, talk about the not so good news and then discuss how I feel you can ensure that you are not one of the instructors who constantly come across these major frustrations



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## “Are YOU where you want to be in your fitness career?”

I don't mean to be rude but this is really important for you to answer. The only way to really be successful in this industry is to **constantly review where you are at in terms of career development and constantly look to improve in ALL aspects of your fitness profession.**



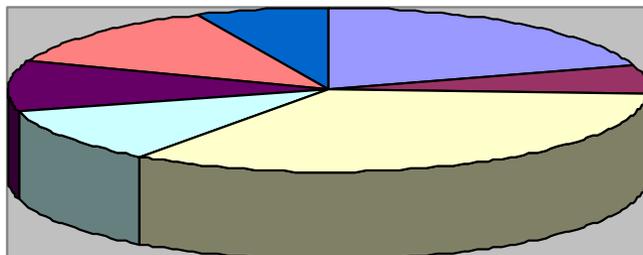
The **good news** is that you seem to realise this too based on the responses to certain questions that I included in the survey. Here are just a selection of responses in terms of what instructors want in terms of their fitness instructing careers



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**1. As a group exercise/fitness instructor, what are the 3 things that you REALLY want for your business/classes?**



- Role Model
- Fitness Presenter
- Busy Classes
- Customer Loyalty and retention
- to be knowledgable
- Earn Lots of money
- Growing business



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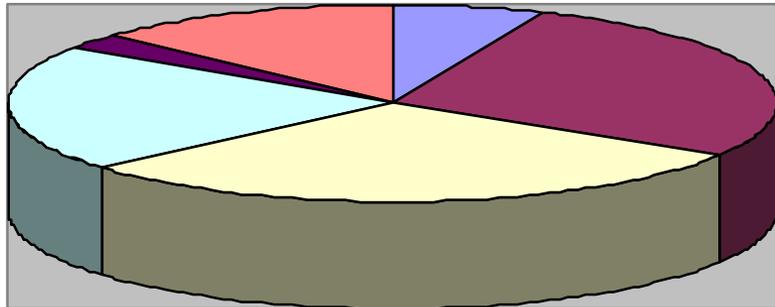
- As you can see being a role model, earning money, having busy classes, creating effective classes AND to have satisfied clients seem to top the order, which is no real surprise to me.
- What does please me is that there is a large percentage of instructors that aspire to be their local celebrity, or be a presenter. This is good news as by being seen as the main “go to” person, it helps you position yourself as the expert, which then makes achieving the other aspirations a whole lot easier.



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## 2. As a group exercise/fitness instructor, what values do you run your business by?



- Be the go to person
- Make sure people have fun
- provide results based workouts
- Be approachable
- educating members
- caring/honest/depe ndable



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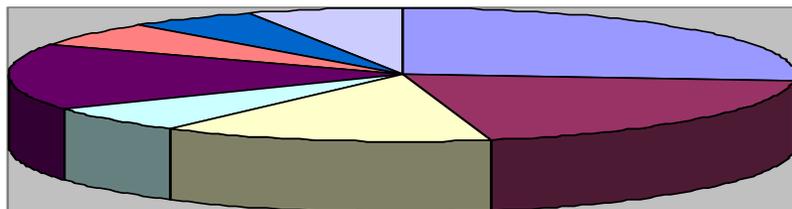


- “I want to make sure that the participants who attend my classes can do the choreography so they actually get a workout and don't spend half the class stood there doing nothing trying to get the fancy footwork.
- 2. I want my class participants to really enjoy coming to my classes and look forward to it. They know they are going to have some fun, a bit of banter and I know deep down that they all love my singing!!
- 3. Its important to be friendly, approachable and have time for class participants after the class. If they have something to ask, I want them to feel as though they can”



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## 3. What are the main frustrations?



- Not earning enough money**
- Getting new clients/members**
- keeping classes interesting**
- Not having enough time**
- Breakign down/creating routines**
- Poor marketing skills**
- The amount of poor instructors**
- Time**



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So we can see that the main **frustrations** of instructors seem to be;

1. Not earning enough money
2. Getting and retaining new clients
3. Keeping classes interesting
4. Not having enough time to put into their fitness business
5. Breaking down and creating effective routines



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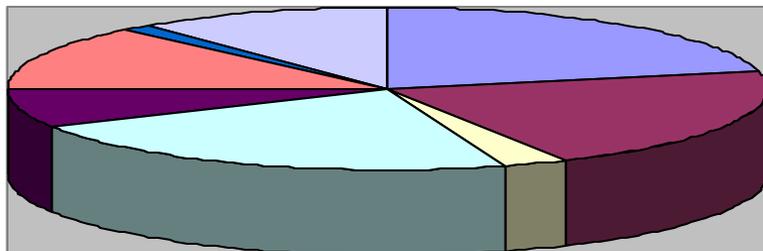


- *That the cost of living is rising, but the payment in the gyms is not.*
- *If the Membership Teams are selling the gym and the classes, surely they should know about what they're actually selling.*
- *Other non-qualified teachers making the most of the latest fad!! as they don't have to be qualified -Zumba!! arrghh*
- *Others not investing in their futures and coasting along*
- *unsociable hours - i want my evenings back sob!!*



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**4. If you had to master 3 things within your job, what would they be?**



- running a business
- promoting yourself
- networking/social media
- creating new routines
- time management
- getting new clients
- marketing
- having additional income streams



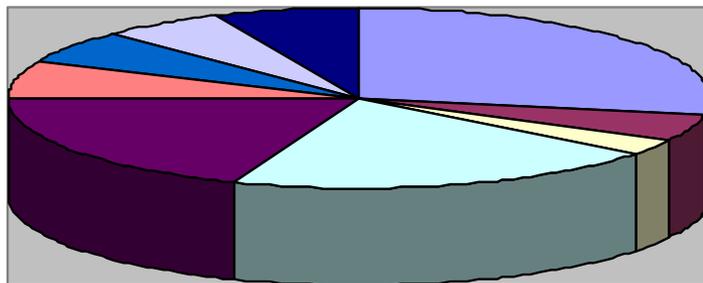
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- Creating innovative aerobic routines Being bold enough to up my prices Ensure that I learn new exercise science (the industry is WAY behind real fitness ie for sport)
- Time-management (I want to be involved in everything rather than having admin support but the admin sometimes takes ages);
- Dedicated time to my own professional development - bad habit of going on courses and then just filing the notes and going on as before!!



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**What 3 things (if any) do you feel hold you back from achieving all that you can in the fitness industry**



- confidence
- time management
- procrastination
- Time
- Money
- location
- age



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**So the main limiting factors it seems are;**

- **Confidence**

- Time Management
- Lack of time in general
- Lack of money to invest in training/ future development

*“I find it difficult to find a good simply effective training workshop that is KISS fun and just hard but fun - everything seem to be turn mambo at 100 miles an hour and there is no technique involved just injury - call me old fashioned”*

*“Cost, Many courses/fitness days/weekends are expensive and as an instructor I don't earn millions. Music is also expensive and this is something I need a lot of as teach many varied classes.”*



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**So it is clear that there is definitely a desire among some instructors to improve skills, better themselves AND create a good service for class members, but certain frustrations and self limitations seem to get in the way of them just doing their job to the best of their ability, and to achieve all that they wish for in this industry**



So what can be done? How can instructors ensure success in an ever competitive market in which more and more people are becoming fitness instructors and group exercise leaders?



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Well again based on the responses to my survey, and my own experiences I feel that there are

**7 main areas, where instructors are either hung up on, or need to develop to really have a successful and happy time in this industry.....**



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These 7 areas can be summarised by the acronym **Red Bolt**



- R** RESEARCH
- E** XTRA MILE
- D** IFFERENT
- B** USINESS
- O** NLINE PRESENCE
- L** EARN FROM THE BEST
- T** EACHING SKILLS



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## High Quality Teaching skills

Years ago more conventions regularly included hour and a half workshops on different aspects of improving teaching skills. This was welcomed by all of us as it provided relief from the masterclasses, but still gave plenty of opportunity to develop, or refine teaching skills.

I definitely would not be the presenter that I am today if it were not from inspirational presenters such as Lexie Williams, Marcus Irwin, Karie Anderson, Jay Blahnick, Rebecca Small and Alex Rees to name a few. In fact I looked forward more to these workshop sessions than to the masterclasses, as I always felt that I could make up my own routines.

Now these workshops seem to be non-existent at these same events as instructors seem more interested in the quick fix of finales and masterclasses rather than actually wanting to know the “how” and “why” behind the what.





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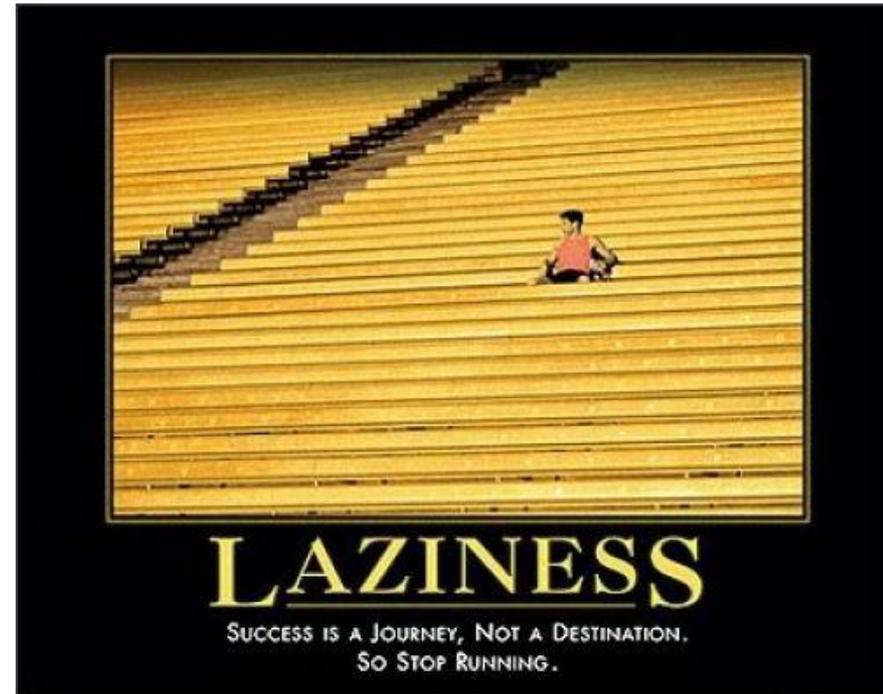


**But without knowing these critical elements instructors will find it difficult to know how to break down the latest blockbuster routine that they saw in Camber sands, FitPro, IDEA or wherever, which ends in frustration for clients, and ultimately them leaving your classes**



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- Learning these skills takes time to practice and perfect, but the rewards are definitely worth it. I always say in my workshops that the, “fun is in the journey, not the destination” Some instructors I fear have forgotten this and are just focussing on the end result, and concentrating on the journey of the breakdown and making this as stress free as possible.
- By taking this approach, as well as setting their students up for frustration they are setting themselves as instructors up for hours of stress and eventually dwindling numbers in their classes.





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## Keeping up to date with the latest research

You should be trying to be aware of the latest pieces of exercise equipment so that if your members ask your opinion as a “fitness expert” you would feel confident to answer. Again I have seen too many instructors take the easy option, and try to just get loads and loads of choreography, without taking the time to take part in lectures and workshops to further their knowledge.

To have any longevity in the industry this needs to change.

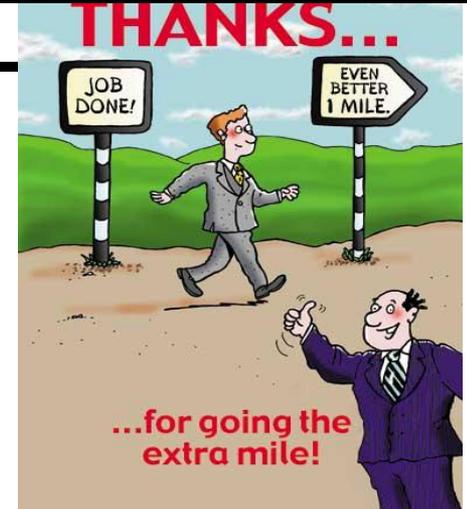
I understand that time, money and family commitments can be another reason that it is difficult to devote a whole weekend to furthering your training. But there are one day events and even online events such as my recent Online Fat Loss Summit where you can get up to date without leaving your home





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## Going that extra mile –



- One of the biggest mistakes instructors make is that they feel that they are “just” instructors; coming in, doing their class and then putting their music away to move onto to the next session.

- **The most successful instructors and presenters go that extra mile. Simple ways you can do this include;**

- Provide class handouts for clients/class members

- Organise a trip to a fitness event, or convention

- Organise a Charity Event so you can be seen as an industry leader

- Organise a Facebook Page so that your class members/clients can ask you questions and network with each other.

- Use a conference call service such as <http://yourconference.com> interview an expert, record the conversation. You can then place this on your website, or burn this onto cd to handout to your class



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## Learning from the best

**If you want to be successful follow the advice of successful people. Get around successful people.** I personally have always wanted to learn from the best, and observe how they taught and especially how they conducted their business.

As I taught different classes, I had a different influence for step, aerobics, dance and business. This enabled me to develop each area of my fitness presenting career in a way that suited me and allowed me to be fortunate enough to achieve what I wanted to in presenting.

For group exercise instructors this is no different. Identify who you would feel is successful, and try to find out what they do, how they teach and how they conduct their business.





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## Having an Online Presence

Whether you like it or not, you need to have an online presence. The key thing in business is leveraging your time. The main idea behind this is that if you only teach 20 classes a week, then you are only allowing yourself 20 hours of income. However if you have an online website, where you offered:

- online coaching via skype,
- sold fitness videos/audio cds ,
- fitness supplements
- allowed your class members to access your latest reports etc,

**You are then making additional income on top of the classes that you teach**





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- I appreciate that this can be daunting to start, and traditionally websites have cost over £2000. **But would you be surprised to know that my site <http://fitnesstrainingdownloads.com> cost me less than £100?**
- **Also now that I am not presenting as much, I am earning as much, if not more from my online service, without travelling around the country, which is allowing me more time with my family. Happy days indeed!**
- You can arrange this too, and I am focussed in providing you with the tools to make this happen with the minimal amount of stress for you.





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**Looking at fitness instructing as a Business NOT just teaching classes in a gym/health club!**

- So why have I got a picture of the Macdonald's slogan? Well think about the last time you went in there and ordered a quarter pounder with cheese meal. What were you asked? "do you want to go large with that" or, if you ordered just a burger, you are asked, "do you want fries with that?"
- You see the point here is that these are ways of **getting more from your customers**, apart from the initial sale.





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- I learnt this when I started presenting. I thought that my main role was to provide a great masterclass, get paid and then fly back home. Then I saw good friend and International presenter Claudio Melamed, earn MORE than his fee from the sales of music cds after his classes!
- I bought this concept into the UK and started making my own choreography videos and DVDs, which was a way of getting more from the fitness conventions.
- I feel that instructors HAVE to think of themselves as a business, even if you are part time, if you are to be successful and have full classes



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- **Now you may just be into local domination, but the key here is that if your local club is not promoting your classes, then you must take responsibility and promote them yourselves.**
- Also you should actively be trying to get your members details so that you can promote whatever promotion that you maybe trying to run. For example, **Kent Local instructor Michael Horton, purchased my Weight Management Bundle, set up his own weight management group, and earnt over £800 from his first course, AND from this acquired 3 new personal training clients.** If he had just stuck to his fitness instructing shifts he would not have taken this opportunity.



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## Being different

I have left this one last, but it is definitely not least. I feel to be successful and to have any longevity in any business, let alone the fitness industry you need to aim to be different. I have always led my presenting career by trying to offer something different, or teach in a way that is different to a Rebecca Small, Steve Watson or whoever else. In that way I am not being compared to them, because as well as me not being able to be them, I am confident that they can't be me.

Try to be original so that people remember you for the services and customer care that you offer. The very first gym that I worked for made us call class members who had not shown up for a class for 2 weeks. We were the only gym that did that which made us stand out from the rest.

**Think of ways that YOU can stand out from the crowd**





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At this point I want to go back to the original question.....

- **“Are YOU where you want to be in your fitness career?”**

**Are You ;**



Are you a quick fix instructor that just teaches class after class, getting frustrated at low pay per hour, not getting enough people in their classes, getting bogged down with creating effective, enjoyable classes, and not being able to teach the routines that you create.....



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**OR** are you going to strive to be a **Millennium instructor** that sees themselves as someone who;

- Wants to be different
- Sees themselves as a business
- Wants to have an online presence
- Wants to learn from the best
- Wants to go that extra mile
- Keeps up to date with the latest research AND
- Continually attempts to improve their teaching skills?



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- Now I know that option 2 seems lot harder work (nothing in life comes easy), but it is FAR more rewarding, knowing that you are looking to improve all of these areas of your business.
- Judging from my survey there are plenty of you out there that want to be a Millenium instructor, but may not feel that you have the time, money or know how to devote to doing this.
- But there is a way that you can achieve this, but that is the topic for the next video



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So as the old saying goes....



**Well for now anyway.** I didn't want to take up too much of your time, but out of respect for the fact that people have taken time to comment on my website and complete my survey, I felt that it was in everyone's interest to know the results and the frustrations that instructors were having.

Thanks for taking the time to read this. If you have any questions then you can contact me at [lincolnb@fitnesstrainingdownloads.com](mailto:lincolnb@fitnesstrainingdownloads.com)