

## Five Highly Relevant Reasons To Use Your Personal Training Services Beyond Exercise Design and Programming

By Gregory Florez

As personal training continues to grow, your services will become more relevant than ever before. We live in a society where people are pressed for time, have poor sleeping habits, are anxious about world issues, and often are far more connected by technology than considered healthy for the average person.

These are just a few of the issues that we hear from clients along with obesity and musculoskeletal concerns as well as traditional needs that we commonly think of as reasons for clients to hire personal trainers.

Translation: Reasons clients seek personal training services today extend beyond losing weight, getting toned, and slowing the aging process.

Every client has individual needs. To be a successful personal trainer, you must address each person as a unique individual. This requires "looking under the hood," or going beyond merely providing exercise assessment and programming. That being said, as you contemplate marketing your services in a more holistic fashion, here are some compelling reasons for clients to use your services:

**Poor sleep.** It is estimated that over 60 percent of American adults have some form of an often undiagnosed sleeping problem. Research shows rising work loads, pervasive exposure to various forms of technology, and increased worry about world events all contribute to sleeplessness. Having your support and guidance, along with your empathetic ear, can help clients use such strategies as deep breathing, yoga, even bedtime rituals to get a good night's sleep.

**Role modeling for clients' children.** Almost all research suggests that future generations will be less healthy, and consequently cut their life expectancy. Parents who exercise regularly and exhibit a healthy balance have a much greater chance of raising children who will follow healthier behaviors, even if it is later in life. Encourage clients to "walk the talk," and become beacons of healthy lifestyle behavior.

Some research has suggested that depression and anxiety disorders will become the No. 1 occupational disease of the 21st century. As personal trainers we know that regular exercise boosts self-esteem and is associated with chemical changes in the brain that foster feelings of well-being. These exercise-induced psycho-physiological benefits can be as powerful or more so than prescription drugs. Facilitating regular exercise with clients at risk for mental disorders can help change their lives from the inside out.

Many clients we talk to say that improving their energy levels is one of their top three goals. This is a big change from even 10 years ago when clients focused more on such goals as losing weight, toning up, or improving physical capacity. Individuals in our society work longer hours, tend to have twice as many activities for their children than previous generations of parents, and if that isn't enough, must respond to 30 to 100 e-mails per day, which is a far cry from simply listening to voice mails. Almost all of us need more energy than ever before. Exercise is arguably the best way to create a sustainable energy boost.

The benefits of personal training are more relevant and far-reaching than ever before. Your work enhances every aspect of your clients' lives. Consider making this a part of your marketing strategy and always strive to progress in these important areas.

Mr. Florez is the founder and CEO of First Fitness, Inc., a personal training and fitness consulting company that has been in business since 1988. Read his full bio [here](#).

