

Contents

| | |
|--|----|
| Contents | 2 |
| Disclaimer | 3 |
| Introduction | 4 |
| Chapter 1 – The Benefits Of Personal Trainers | 5 |
| Chapter 2 – Do You Need A Personal Trainer? | 7 |
| Chapter 3 – Finding A Personal Trainer | 8 |
| Chapter 4 – What To Look For In A Personal Trainer | 9 |
| Chapter 5 – Questions To Ask A Personal Trainer | 11 |
| Chapter 6 – Warning Signs In A Personal Trainer | 13 |
| Chapter 7 – Getting The Most Out Of Your Personal Training Sessions | 15 |
| Summary – Go Find Yourself A Personal Trainer & Achieve Your Fitness Goals | 17 |

Disclaimer

All information is intended for your general knowledge only and is not a substitute for medical advice or treatment. You should seek medical advice before starting this or any other weight loss or fitness regimen. We make no warranty, express or implied, regarding your individual results.

The author disclaims any personal liability, for loss or risk incurred as a result of any information or advice contained herein, either directly or indirectly.

All links are for informational purposes only and are not warranted for content, accuracy, or other implied or explicit purposes. All links were working at the time of this report's release but may now have expired.

The author does not intend to render legal, accounting or other professional advice in the documents contained herein. The reader is encouraged to seek competent legal and accounting advice before engaging in any business activity.

This report may not be sold or given away. Unauthorized distribution, resell, or copying of this material is unlawful. The author reserves the right to use the full force of the law in the protection of its intellectual property including the contents, ideas, and expressions contained herein.

Introduction



Scott Smith, CSCS
B.S. Exercise Science
BodySmith Founder

Whether you're a fitness newbie or an experienced gym goer, personal trainers can be a great tool for achieving your fitness goals. The right personal trainer can help you improve your eating habits, lose weight, pack on muscle or whatever else you desire.

However, to get all these benefits, choosing the right personal trainer is essential. In this report I'm going to be discussing all the benefits of using a personal trainer and helping you find the perfect personal trainer.

Two stylized, handwritten signatures of Scott Smith. The top signature is a single line, and the bottom signature is a double line, both featuring a prominent 'S' and 'th'.

Chapter 1 – The Benefits Of Personal Trainers

As discussed above, getting a personal trainer can be highly beneficial for people of all fitness levels. Whether you're just getting started on your fitness journey or you're trying to reach an advanced fitness goal, a personal trainer can help. If you're considering getting a personal trainer but still not quite sure, the list below outlines the main benefits that personal trainers can provide you with.

1) Improved Fitness Levels

One of the main benefits of getting a personal trainer is that they can help you improve your fitness levels. Whether you want to become a better runner, increase your strength levels or develop a sport specific skill, a good personal trainer will have the knowledge to help you get to exactly where you want to be at the fastest possible rate.

2) Successful Weight Loss

A good personal trainer will be very knowledgeable when it comes to weight loss. They'll be able to tell you exactly which exercises you should do and exactly what you should be eating in order to lose a certain amount of weight each week. They'll also train you to lose weight in a healthy way and burn body fat while maintaining your muscle mass.

3) Accountability

If you train alone, lack of accountability can be detrimental to your fitness goals. For example, if you wake up for your gym session when it's raining outside and you're tired, it's very easy to roll over and go back to sleep. However, if you know that there's someone waiting and holding you accountable if you skip a training session, you're much more likely to go and workout. As a result, the accountability from having a personal trainer makes you much more consistent with your workouts and helps you stick to them.

4) Motivation

A good personal trainer won't just make you workout more through accountability, they'll actually make you want to workout more by motivating you. If you see exercise as a 'necessary evil' in order to achieve your fitness goals, they'll be able to change your mindset, make you feel good about exercising and make you want to do more of it.

5) Personalized Health & Fitness Advice

Another key benefit of getting a good personal trainer is the personalized advice that

comes as part of a package. As people, we are all individual and certain programs that work for others may not work for you. A good personal trainer will be able to see this and come up with a program that is designed specifically for you and gets you the best results.

6) Efficient Workouts

Many people don't workout as efficiently as they should and waste time when they're training. For example, you may take an extra-long break between sets, stop to take phone calls or wait for machines to become free instead of finding another exercise to do. A good personal trainer will be able to monitor your workouts, identify these inefficiencies and then pull you up on them, so that you get the maximum benefit out of the time you spend in the gym.

7) Safe Workouts

As well as being inefficient when they're working out, many people (particularly those who are new to the world of fitness) make mistakes which could lead to serious injuries. For example, you may bend your back while lifting or lift weights that are too heavy with bad form and not even realize it. A good personal trainer will be able to monitor you while you workout, identify any mistakes that you are making and stop you doing them again in the future.

8) Improved Fitness Knowledge

A good personal trainer won't just put you through your paces, they'll also help you learn at the same time. This means you won't just benefit from their fitness knowledge when they're with you but you'll also be able to formulate better, more efficient workouts when they're not there.

Chapter 2 – Do You Need A Personal Trainer?

As you can see from the last chapter, getting a personal trainer can be highly beneficial. However, personal trainers aren't for everyone, so before you rush out and start looking for one, ask yourself the following questions...

1) Are You New To Fitness?

While personal trainers can benefit people of all fitness levels, you're much more likely to need a personal trainer if you're just getting started. A personal trainer can give you the knowledge, motivation and advice that you need from day 1 and help you achieve your fitness goals as quickly as possible.

2) Are You Easily Motivated?

One of the biggest deciding factors when it comes to personal trainers is motivation. If you know that you can easily motivate yourself to hit the gym at a specific time each day and push yourself to the limit, then you may not need a personal trainer to do that for you. However, if you know that without someone else motivating you, you're likely to skip gym sessions and not put much effort in, a personal trainer is an excellent choice.

3) Have You Reached A Plateau With Your Fitness?

If you've been training for a while but you've not been making any progress or seeing any positive results, a personal trainer may be just what you need. Since personal trainers have a huge level of experience with various kinds of plateaus and fitness problems, they'll be able to come up with a range of solutions and help you mix up your training program to achieve the results you desire.

4) Are You Knowledgeable About Fitness?

If you have a large amount of knowledge or experience when it comes to fitness, you may be able to formulate your own training programs without the assistance of a personal trainer. However, if you don't have much experience in this area, the knowledge you receive from a personal trainer can significantly enhance your workout routine and help you achieve your fitness goals much faster.

Chapter 3 – Finding A Personal Trainer

Once you've decided that you need a personal trainer, the next step is finding one. There are plenty of options for sourcing a personal trainer and I have listed some of the best below.

1) Friends & Family

If you have friends or family members who have used a personal trainer in the past, then that's a great place to start. Since these are people close to you, you'll be able to get an honest opinion on how good their personal trainer was and you should be able to formulate an excellent shortlist of personal trainers using this method.

2) Local Gyms / Studios

Local gyms or fitness studios are another fantastic way to find a personal trainer. The great thing about going through a local gym is that you get to meet your personal trainer and get an idea of their personality and training style right from the outset. If you do decide to go through local gyms to find a personal trainer, make sure you check that they hold the qualifications they say they do by using an online directory. The vast majority of gym based personal trainers will hold all the qualifications they say but it's better to be safe than sorry.

3) Online Websites

An increasing number of personal trainers are now starting to market themselves online and as a result, this is now a very viable way to find them. A simple Google search for personal trainers in your area will bring up plenty of results and then you can check out their websites and see if they look like they're a good fit for you. You can also view feedback from their existing clients, find out how much they cost to hire (and whether this matches your budget) and find out what qualifications they hold.

4) Social Media

Social media, particularly Facebook and Twitter, are another excellent way to connect with personal trainers. The advantage of this method is that you can interact with personal trainers directly by asking them questions and get an idea of their personality and training style by monitoring their updates.

Chapter 4 – What To Look For In A Personal Trainer

After you've created a shortlist of personal trainers using one or more of the methods discussed above, you then need to start narrowing down your this shortlist and pick one. To do this, book in an initial session with each of your potential personal trainers and look out for the following key things during this first session.

1) Physical Condition

Your personal trainer may have all the knowledge in the world but if they look flabby and out of shape, that's a huge red flag. While fitness knowledge is essential, if your personal trainer can't keep themselves in shape, there's very little chance that they can help you achieve your fitness goals. Therefore, make sure your personal trainer has a good physique before going any further with them.

2) Medical History & Fitness Evaluation

Another hugely important thing to look out for when choosing a personal trainer is that they take your medical history and perform a fitness evaluation before starting your first workout. If you have any underlying medical conditions that could affect your training (such as arthritis or diabetes), your personal trainer should know about these. Your personal trainer also needs to know about current fitness levels, so that they can build a training plan around this. If they don't bother to take this step, don't bother going any further with them.

3) Focus

If your personal trainer is constantly checking themselves out in the mirror, looking around the gym, talking to other people or walking off and leaving you to exercise alone, you should ditch them. A good personal trainer will maintain focus during your sessions and stay with you at all times.

4) Organization

A good personal trainer will know exactly what you're going to be focusing on in each of your sessions. If you get the impression that your personal trainer hasn't planned your session or put much thought into it, then they're no good for you. Instead, look for a personal trainer that asks you about your fitness goals and puts together a training plan based around them.

5) Progress Tracking

In addition to being organized, a good personal trainer also needs to be keeping track of your progress and adjusting your training plan as necessary. If your personal trainer doesn't appear to be writing anything down during your first session, then this is another warning sign. Instead, look for a personal trainer who is writing everything down and also takes the time to review your progress with you at the end of the session.

6) Personality

A personal trainer may demonstrate all the above characteristics and seem perfect on paper. However, if your personalities don't match, they're still not right for you. For example, some people will respond well to a cheerful, encouraging personal trainer whereas other people may benefit more from a stricter, more demanding personal trainer. Ultimately, this decision is down to you, so when you meet your personal trainer for the first time, decide whether this is a personality you can work with in the long run.

7) Going The Extra Mile

A really good personal trainer won't just work with you when you're with them, they'll also be open to taking questions and giving you fitness information outside of your training sessions. While this isn't a necessary characteristic or even one you should expect (after all, personal trainers do have other clients and a life outside of work), if you manage to find a personal trainer who offers to go the extra mile and demonstrates the other characteristics listed above, you should snap them up right away.

Chapter 5 – Questions To Ask A Personal Trainer

Once you've found a trainer with all the characteristics in the previous chapter, there's a very good chance that they're right for you. However, before you make your final choice, make sure you ask them the following questions.

1) What Qualifications Do You Hold?

As discussed earlier in this report, when selecting a personal trainer, you should always check that they are certified by using an online directory. However, when you book in your starter session with them, ask them what qualifications they hold and ask them to bring a copy of these qualifications with them to the session. Some personal trainers will hold additional qualifications that may be beneficial to you and your fitness goals, so finding out is a great way to see if they're a good match for you. For example, you may be interested in developing a sport specific skill and find that your personal trainer has additional qualifications in that area.

2) How Much Does It Cost?

Asking about cost is important for two reasons. First, you need to be sure that you can afford to hire this personal trainer in the first place. If your budget can't stretch to their weekly rate, you'll need to find another personal trainer, regardless of how much you like them. Second, by asking how much it costs, you may be able to lock in some kind of discount for booking your sessions in bulk or in advance.

3) How Many Times Per Week Will We Train?

Knowing how many times your personal trainer wants to train with you is very important as it will help you realize whether their training plans can fit in with your lifestyle. If your personal trainer doesn't give an answer that matches your expectations (for example, maybe they want to train three times per week but you only have time to train once per week), discuss this with them and see if you can come up with a compromise. For example, your personal trainer may agree to train you once a week and give you certain exercises to perform at home between sessions.

4) Where Can We Train?

If you're happy training at the location your personal trainer is based, then you don't need to ask this question. However, if you want to train at home, in the park or anywhere else, ask them if this is a possibility. If not and this is a really important issue for you, you may have to find another personal trainer.

5) How Will You Be Tracking My Fitness Progress?

With technology getting better by the day, an increasing number of personal trainers are starting to use this technology to track their client's fitness progress. If your personal trainer is doing the same, this is a great way for them to quickly and easily share your fitness progress with you in real time. Simply find out what program or app they are using to track your progress, see if you can get the same program or app on your computer, smartphone or tablet and then get them to sync your results across. Not only will this allow you to see your progress when your personal trainer isn't there but it will also provide you with additional motivation as you can see yourself getting closer to your fitness goals.

6) How Do You Stay Fit?

Finding out how your personal trainer stays fit will give you a good idea of how they will train you. If the way they train themselves doesn't sound like something you would enjoy, this isn't a deal breaker. However, you may want to see if they have trained clients who have similar fitness goals to yours, to avoid disappointment later down the line.

7) How Did You Get Into Personal Training?

When choosing a personal trainer, you want someone who got into it because they have a real passion for developing people – not someone who sees it as just a means to make money. If they can't give you a good answer to this question, they're probably not the right trainer for you.

8) How Much Experience Do You Have?

Experience isn't essential as even the best personal trainers have to start somewhere. However, if you would prefer to train with an experienced personal trainer, it's a question you need to ask before you hire them.

9) Can I Sit In On One Of Your Personal Training Sessions?

Meeting your personal trainer and ensuring that they have most or all of the characteristics discussed in chapter four is a great way to get a feel for their personality and training style. However, to get a full picture, ask if you can sit in on one of their personal training sessions. This will give you a firsthand view of how they train their clients and also allow you to ask the client further questions about the personal trainer if you wish.

Chapter 6 – Warning Signs In A Personal Trainer

After you've found a personal trainer that ticks all the right boxes based on the criteria and questions laid out in chapters four and five, you should be all ready to sign up and get started with your personal training sessions. By this point, it's very likely that you'll have found a personal trainer who is right for you. However, there are still a few warning signs that may only become apparent after you've spent a bit more time with your personal trainer. Therefore, keep an eye out for the following warning signs and if any of them become obvious, ditch your personal trainer and start looking for a new one.

1) Improvising Every Workout (Not pre-planned / documented)

There is an art to designing and executing a fun and challenging workout that many personal trainers are able to deliver "on the fly." And to some extent, a trainer is entitled to some liberties in this department, especially as they are customizing each exercise for you. But there is also a science that needs to be respected, and if your trainer appears to be "winging" every single workout, there is no way they can possibly be tracking your progress and making the necessary progressions / regressions.

2) Talking Too Much

When you first met your personal trainer they may have come across as chatty, friendly and a good personality match for you. However, if you train with them for a few weeks and find that they actually do more talking than training, it may be time to find another personal trainer.

There's nothing wrong with a little talking as it allows you to develop a bond and can give you the motivation to train. However, you're still paying for them to train you and if they talk too much, they're not doing their job properly and you're not getting value for money.

3) Ignoring Pain

You've probably heard the phrase "No Pain, No Gain" countless times and while it's true that going beyond your comfort zone is the only way you can make progress, true pain is a sign that you're pushing yourself too hard or possibly even injured.

A good personal trainer will be able to identify when they are pushing you past your comfort zone and also identify when the pain is real and allow you to stop. If you find your personal trainer keeps pushing you, regardless of what you say, you should stop training with them immediately and find a replacement.

4) Lack Of Innovation

Even the best personal trainers don't get it right every time and you may find that the initial program they create for you isn't enjoyable or isn't helping you achieve your fitness goals. This isn't a problem if they are innovative and adapt your fitness program, so that it becomes more suitable for you. However, if you find that your personal trainer struggles or refuses to adapt your training program, even when it's not working, it's time to move on and find someone else.

5) Lack Of Explanation

If after a few weeks, you find that your personal trainer is putting you through your paces but not explaining why, this is another red flag. Personal trainers should benefit you directly when they're present but also help you learn, so that when they're not present, you can formulate your own workout plan. So, if you're not learning anything from your personal trainer and just going through the motions, you need to stop and find another one that will both guide you and teach you.

Chapter 7 – Getting The Most Out Of Your Personal Training Sessions

Once you've gone through the selection process discussed in this report and found a personal trainer who ticks all the right boxes and doesn't exhibit any warning signs, you're all set and hopefully this is the start of a long and beneficial relationship. Now all that's left to do to is ensure that you get the most of your personal training sessions by following the tips listed below.

1) Don't Be Late

Your personal trainer probably has a packed schedule, so by being late you're wasting both your time and theirs. In addition to this, being late means you won't get to train for the full duration of your session and this will lead to a rushed workout with less than optimal results.

To avoid being late, schedule all your personal training appointments into your calendar and make sure you know when they are. Leave yourself plenty of time to go meet your personal trainer (unless they're coming to you) and plan to arrive 5-10 minutes early, so that if you do get slightly held up, you can still be on time for your session.

If you are running late and it's unavoidable, let your personal trainer know if possible. This will then allow them to adapt what they had planned and give you the most efficient workout possible in the time that's left.

2) Come Prepared

Coming to your personal training session unprepared is just as bad as arriving late. Make sure you arrive with a full bottle of water, a clean towel and wearing the correct clothes. If you have to fill up your water and get changed before you start your session, this can eat into your training time and cause the same problems as discussed above.

3) Limit Talking

As discussed in chapter six, a personal trainer who talks too much is no good for you. Likewise, if you talk too much, you're going to reduce the benefit you get from your personal training sessions. This doesn't mean you have to do the sessions in silence. A little bit of small talk can be beneficial and make your personal training sessions more enjoyable. However, to get the best results, make sure you limit the amount of talking you do and focus on exercise during each session.

4) Eat Healthy

No matter how good your personal trainer is or how much effort you put in, you can't out exercise a poor diet. Eating junk food all the time saps away your energy levels, adds extra calories and makes losing weight and building muscle more difficult. Therefore, if you really want to maximize the results you get from your personal training sessions, you need to make sure you eat healthy most of the time.

5) Be Honest With Your Trainer

We all slip up from time to time and fail to do as much exercise as we planned or binge on unhealthy foods. However, if this happens, it's important you tell your personal trainer. They can only build you a training plan based on the information you give them, so if you tell them you're eating healthier or doing more exercise than you actually are, they're going to build you a training plan based on false information which will yield poor results. Instead, make sure you are honest with them about the amount of exercise you do and the foods you eat each week, so they can build you the best training plan possible.

6) Trust Your Trainer

One of the main reasons for hiring a personal trainer is because you're not getting the results you desire on your own. Since what you were doing on your own wasn't working, there's a very good chance that your trainer will suggest a lot of new things. Some of these ideas from your trainer may seem radical and you may think there's no way that they could possibly work. However, even if you think this, you need to trust your trainer and be 100% open to their ideas. When it comes to fitness, your trainer is the expert and even if their ideas don't sound logical to you, they'll get you the results you desire.

7) Train Hard

If you turn up to your personal training sessions and just go through the motions, putting minimal effort in, it's going to take you much longer to achieve your fitness goals. Therefore, when you're with your personal trainer, make sure you give it your all. Push as hard as you possibly can and aim to improve in every single session. Doing this will allow both you and your personal trainer to get the most out of your sessions.

Summary – Go Find Yourself A Personal Trainer & Achieve Your Fitness Goals

I hope this report helps you find the perfect personal trainer for you. If you follow the advice, you should land yourself a great personal trainer and achieve amazing results when it comes to fitness.

To finish off the report, I've put the points covered into a checklist that you can use to assess various personal trainers and find the best one for you. Simply print off the checklist, tick off the boxes as you're assessing each personal trainer and then go for the one with...

- *All the essential characteristics ticked.*
- *As many of the desirable characteristics ticked as possible.*
- *None of the undesirable characteristics ticked.*

Good luck finding your personal trainer.

| | PT 1 | PT 2 | PT 3 | PT 4 | PT 5 |
|--|------|------|------|------|------|
| Essential Characteristics | | | | | |
| 1. Is the personal trainer certified and have they shown evidence of their certification? | | | | | |
| 2. Is the personal trainer in good shape? | | | | | |
| 3. Did the personal trainer ask for your medical history and perform a fitness evaluation? | | | | | |
| 4. Does the personal trainer appear focused on you during the session? | | | | | |
| 5. Does the personal trainer appear to have planned your training session? | | | | | |
| 6. Is the personal trainer noticeably logging your progress during the session? | | | | | |
| 7. Do you like the personal trainer's personality? | | | | | |
| 8. Can you afford to hire this personal trainer? | | | | | |

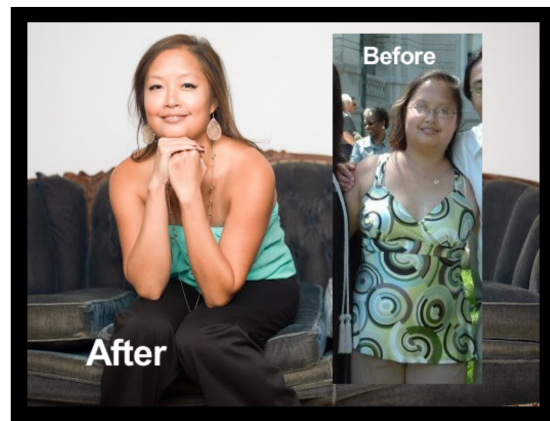
| | | | | | |
|--|--|--|--|--|--|
| 9. Does the personal trainer's proposed training schedule fit into your current lifestyle? If not, are they willing to adapt it, so that it does? | | | | | |
| 10. Does the personal trainer appear passionate about their job? | | | | | |
| 11. Is the personal trainer willing to let you watch them with other clients before you sign up? | | | | | |
| | | | | | |
| Desirable Characteristics | | | | | |
| 1. Is the personal trainer willing to help you outside of your training sessions? E.g. accept phone calls, answer emails. | | | | | |
| 2. Is the personal trainer willing to train at any location? E.g. your home, the local park. | | | | | |
| 3. Is the personal trainer using technology that's compatible with your computer, smartphone or tablet, so that you can keep track of your progress too? | | | | | |
| 4. Does the personal trainer's own fitness regime sound like something you would enjoy? | | | | | |
| 5. Does the personal trainer have a large amount of experience? | | | | | |
| | | | | | |
| Undesirable Characteristics | | | | | |
| 1. Does your personal trainer have a gameplan for each workout? | | | | | |
| 2. Does the personal trainer talk too much? | | | | | |
| 3. Does the personal trainer ignore you when you say you're in pain? | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| 4. Does the personal trainer fail to adapt your training program, even when you're not getting the results you desire? | | | | | |
| 5. Does the personal trainer never explain how your training program is going to increase your fitness goals? | | | | | |

Get Fit and Healthy with Kansas City's Premier Personal Trainers

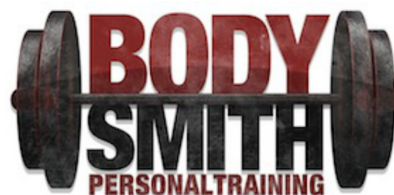
What Are Your Goals?

- Lose weight
- Build muscle
- Overall physical conditioning
- Gain strength
- Increase flexibility
- Improve athletic performance



BodySmith Personal Training Delivers ...

- High-end personal training
- Custom-designed programs
- Boutique gym atmosphere
- Measurable results



CONTACT US:

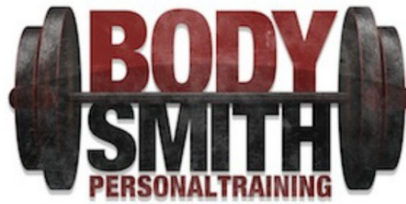
Call: 1-785-331-7766

Email: Scott@BodySmithKC.com

Visit Our Website: www.BodySmithKC.com

Like Us on Facebook: www.facebook.com/BodySmithKC

Visit the Gym: 1901 West 43rd Ave, Kansas City, Kansas 66103



Come in for a Consultation

For a limited time, we're doing some special consultations, including:

- **Free Movement Screen:** Learn which muscle groups you need to prioritize targeting for strength and/or flexibility.
- **Body Composition Assessment:** Learn where you are and what it would take to get into various different lower ranges, if that's your goal.
- **Sample Program:** After taking your history and learning about your top goals, we can give you a general outline of the best strategy to obtain those goals.

For more information or to book your consultation, email me at Scott@BodySmithKC.com or call 1-785-331-7766.



P.S. These have been extremely popular, and we only have a handful of open spaces available. So hurry to reserve your consultation now before all the spots are gone.