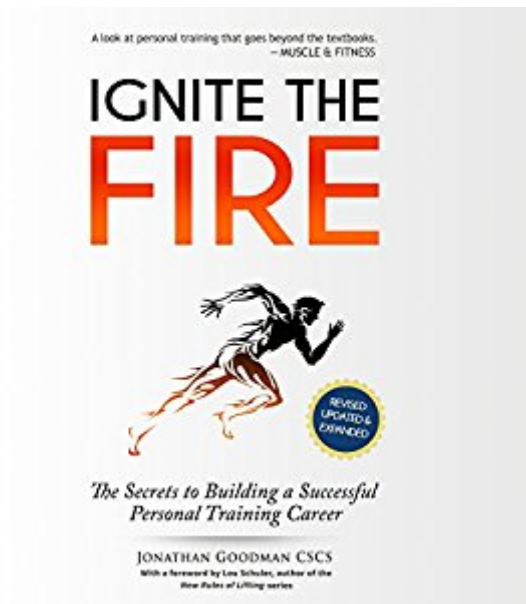


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# Ignite The Fire: The Secrets To Building A Successful Personal Training Career (Revised, Updated, And Expanded)



## Synopsis

Now in a revised, expanded, and upgraded edition, Ignite the Fire is the highly practical approach to personal training already relied on by thousands of trainers worldwide. Repeatedly called one of the "best books for personal trainers", it provides a clear road map teaching you how to become a personal trainer, to getting a personal trainer certification, to building your career from the bottom up so you can build a clientele, your reputation, and income. Have you ever wanted to know the best, high-integrity techniques to get more clients, run a fitness business, or have a solid system for selling personal training? You're not alone. For years Jon's been asked these questions so he read, watched, researched, and interviewed the best in the world to compile Ignite the Fire. This powerful book for certified personal trainers will show you how to: Find your dream job in the fitness industry Find, market to, and sell your ideal client while seamlessly dealing with objections Build amazing workouts for beginners Deal with difficult client types Develop multiple income streams while maintaining your reputation Ignite the Fire provides a clear road map to building your career from the bottom up so you can build a clientele, your reputation, and income.

## Book Information

Audible Audio Edition

Listening Length: 7 hours and 7 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: eBookIt.com

Audible.com Release Date: June 24, 2015

Language: English

ASIN: B010DN3XBQ

Best Sellers Rank: #21 in Books > Audible Audiobooks > Health, Mind & Body > Exercise & Fitness #411 in Books > Health, Fitness & Dieting > Exercise & Fitness

## Customer Reviews

26 years ago, I graduated with a degree in exercise science, got certified by the ACSM and NSCA, and then dove into personal training in both small rural 'mom and pop gyms' and later in large metro area health clubs. But four years of college, the top certifications and even 6 years of bodybuilding (including winning 2 state titles by age 21) did not arm me with everything I needed to know to be successful, and for years, I struggled, literally, just to pay the rent and put food on the table. To be successful in the personal training business requires more than a formal exercise education or

personal experience working out, it takes a deep understanding of psychology and human behavior as well extensive knowledge of business, sales and marketing, and learning it all is not easy when you don't have a mentor. When I started, there was virtually no guidance available in these missing areas of trainer education. Today there are teachers who have been there, done it, figured it all out and are sharing their knowledge; people like Jonathan Goodman, a man who is known as the trainer of trainers. Jonathan's newly updated "Ignite the Fire", is a superb guidebook to the entire range of skills you must master to lead the field today. Some of the information in the book may not be new to long-time experienced trainers, yet every trainer at every level is sure to pick up some valuable nuggets - some little tricks or insights they never thought of before that could make even the already established trainer even more successful. For new trainers, especially those who are struggling to get business or carve out their unique niche where they fit best in the industry, this book will be indispensable and is worthy not just of reading, but of studying.

This book taught me what I needed to build a strong business from the ground floor up. This book is more than sales (which you'll learn how to do as well), as Jon covers dozens of important points in-depth to build your business:

- \* Compliance: How to get your clients to stick with it by using the right motivation, inspiration and communication.
- \* Techniques to help your clients develop self-efficacy (and the psychology behind it)
- \* How to develop relationships and build loyalty with clients and with all the people in your business network
- \* Finding your right fit in the industry by reviewing the pros and cons of different types of training work including big box gyms, studios, in home training, garage gyms, community centers, medical facilities and online training
- \* New opportunities in online training and how to use the the web (blogs, social media, etc) to increase your visibility and business.
- \* How to adjust your approach to goal setting for clients based on their training experience and personality (using the old "SMART goals" approach may not work for everyone).
- \* Understanding intrinsic and extrinsic motivation
- \* How to set yourself apart from the competition, differentiate yourself, and why this is so important today.
- \* Why you should start broad and then become a specialist, whether that's low back pain prevention & rehab, getting great glutes, working with older clients, pre and post natal training and so on.

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