

The Road Towards Success as a Personal Trainer

Madalina Elena Caliniuc

(SN: 2021819)

UWTSD London

Accademic and
Employability Skills

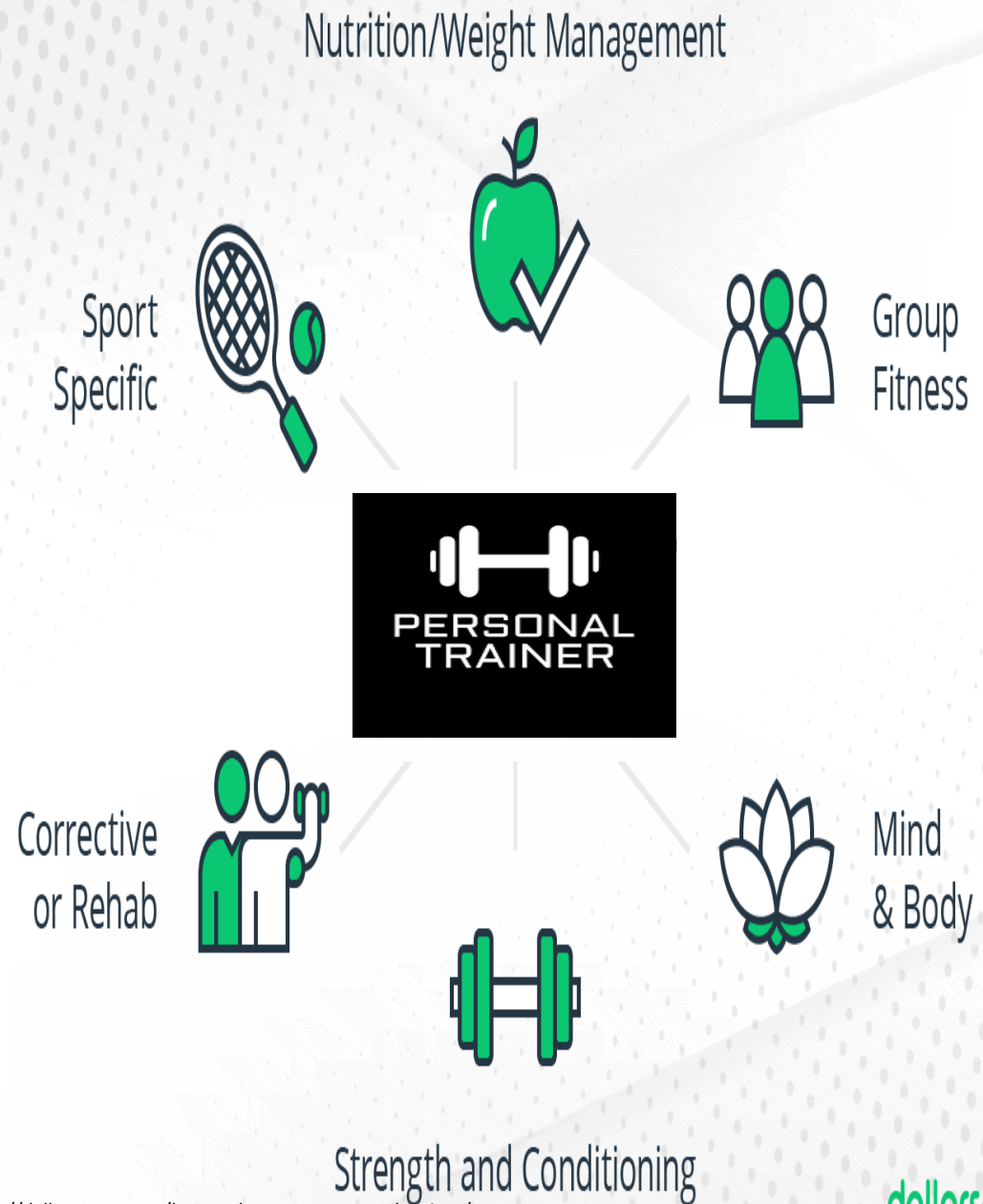
BMSW4001/LON

April 2021



Academic and Employability Skills ()

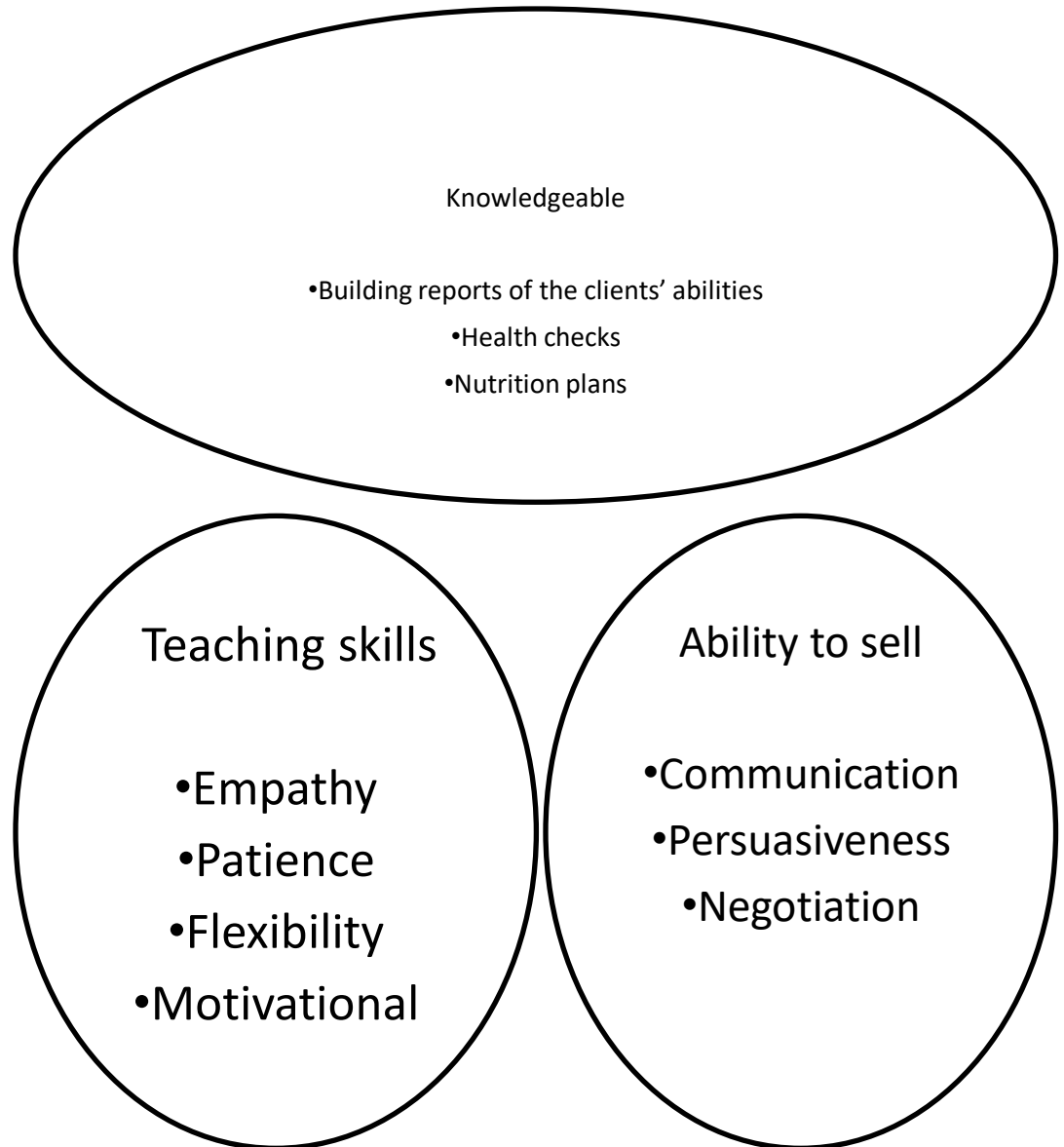
What does a personal trainer do?



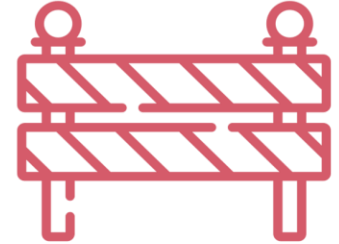
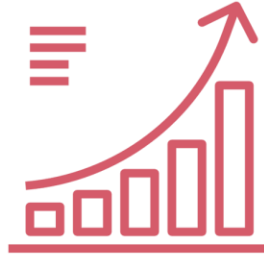


How do we achieve that?

The three stepping stones



If you want to standout.. make it personal!



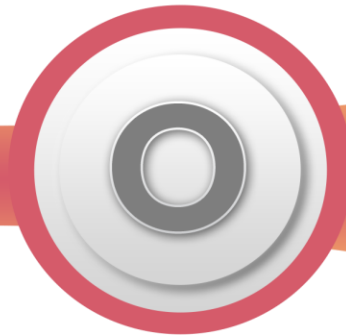
STRENGTHS

Fitness and aerobics
Intensive training
Fitness instructor for
Milleniumm,
YooFitness, Ready
Mentee in personal
training classes



WEAKNESSES

- Communication
 - Marketing
- Knowledge: update techniques to today's needs



OPPORTUNITIES

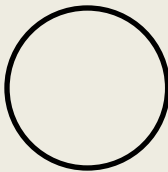
- Enrol for a Skills in the workplace Course
- Build an online presence in social media
- Subscribe to Health and Sports Journals



THREATS

- Increasing competition
 - Physical injuries
 - Limited space for training

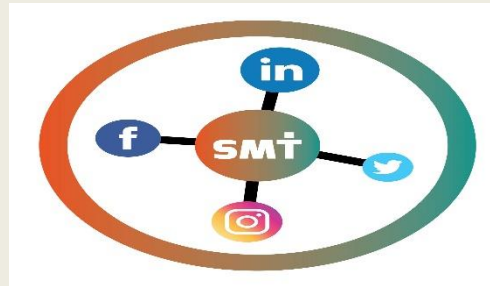
Motivations towards success



PT
requires:



Fitness_for_2_selling_personal_training_to_couples



<https://origympersonaltrainercourses.co.uk/blog/become-online-fitness-coach> 6

Update
knowledge :

Short-term
goals:



Long-term
goals:

<https://www.mydreammygym.com/bookings-checkout>



<https://www1.ayrshire.ac.uk/blog/2020/sport-fitness-graduate-on-her-gym-success/>

References:

1. Kravitz, L. (2010). Highly effective personal training: an evidence-based review of teaching strategies. Strength and Conditioning Journal. 32, (3). pp. 87-89
Accessed 10.04.2021 17:00
2. Abbie Watkins Blog Fitness Content Executive, OriGym
<https://origympersonaltrainercourses.co.uk/blog/become-online-fitness-coach>
Accessed 11.04.2021 18:00
3. https://www.thetrainingroom.com/blog/fitness/february-2019/five-key-skills-for-becoming-a-standout-personal-trainer/?fbclid=IwAR19bqtzAf_CN82GIN-k546P9F-2xcDp97wQ0mCvSlZDrGS39JJ6xa4pmOE
Accessed 10.04.2021 19:30
4. <https://www.prospects.ac.uk/job-profiles/personal-trainer>
Accessed 10.04.2021 17 :30