

Ignite the Fire -: The Secrets to Building a Successful Personal Training Career

By Jonathan Goodman

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Personal Trainers are now expected to be salespeople, psychologists, nutritionists, post-rehabilitation specialists, and motivational speakers. You can have all the training expertise in the world, but you must also be able to inspire passion in your clients, and develop relationships with the people you serve.

Have you ever struggled to get clients? Have you ever desperately tried to retain your clients only to have them drop off? Have you ever searched endlessly for the right gym to work at to no avail? Have you ever been frustrated by the state of the fitness industry and didn't know what to do? Have you ever thought that there must be more to 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 will show you how to:

- Find your dream personal training job
- Sell any client
- Build beginner workouts
- Market yourself
- Deal with difficult client types
- Make passive income
- Grow yourself, your career, and your bank account

Ignite the Fire is a highly practical approach to personal training. It provides a clear road map to building your career from the bottom up so you can build a clientele, your reputation, and income.

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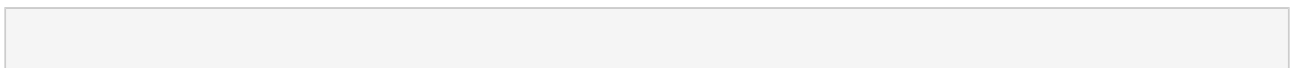
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Editorial Review

Review

"A look at personal training that goes beyond the textbooks" - Muscle & Fitness September 2012 issue

"Goodman shares the secrets of how to land your dream job in fitness, build a client list, and make money in the fitness game." - Livestrong (Rated one of the 21 Must-Read Health, Fitness, and Nutrition Books)

"This book comprehensively covers everything you need to know to be successful in the field. All you need to do is apply the information and you'll be well on your way to a prosperous career" - Brad Schoenfeld (2011 NSCA Personal Trainer of the Year and Bestselling Author)

About the Author

Jonathan Goodman, CSCS, is the creator of the World's Biggest Collaborative blog for personal trainers (theptdc.com). He's been featured in Forbes, Men's Health, Muscle & Fitness, Livestrong, Schwarzenegger.com among others.

More than anything, he's a dude who thinks that personal training is the best job in the world and at the forefront of preventative care and wants to do everything he can to help trainers be successful. Currently he lives in Toronto, Canada.

Users Review

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