



# Working in the Exercise Industry

BROUGHT TO YOU BY:



NZ Register of  
Exercise Professionals

# Introduction

A career in the fitness industry is a hugely rewarding one. For most trainers it is being paid for doing what they love and the chance to help people make positive changes in their lives.

It is a growing and vibrant industry full of energetic individuals and we are delighted you are considering joining us.

Compiled by the New Zealand Register of Exercise Professionals (REPs) in conjunction with the PT Council of New Zealand and supported by Exercise NZ, this guide aims to provide information to individuals planning a career as an exercise professional and to help them with their career choices going forward.

There are two parts to the guide:

## Part A

(go to page 3)

**So you want to be a personal trainer or gym instructor?**



This section provides information on the industry and entry options for those considering taking a personal training or fitness course.

## Part B

(go to page 17)

**You are getting (or have got) qualified – what does the future hold?**



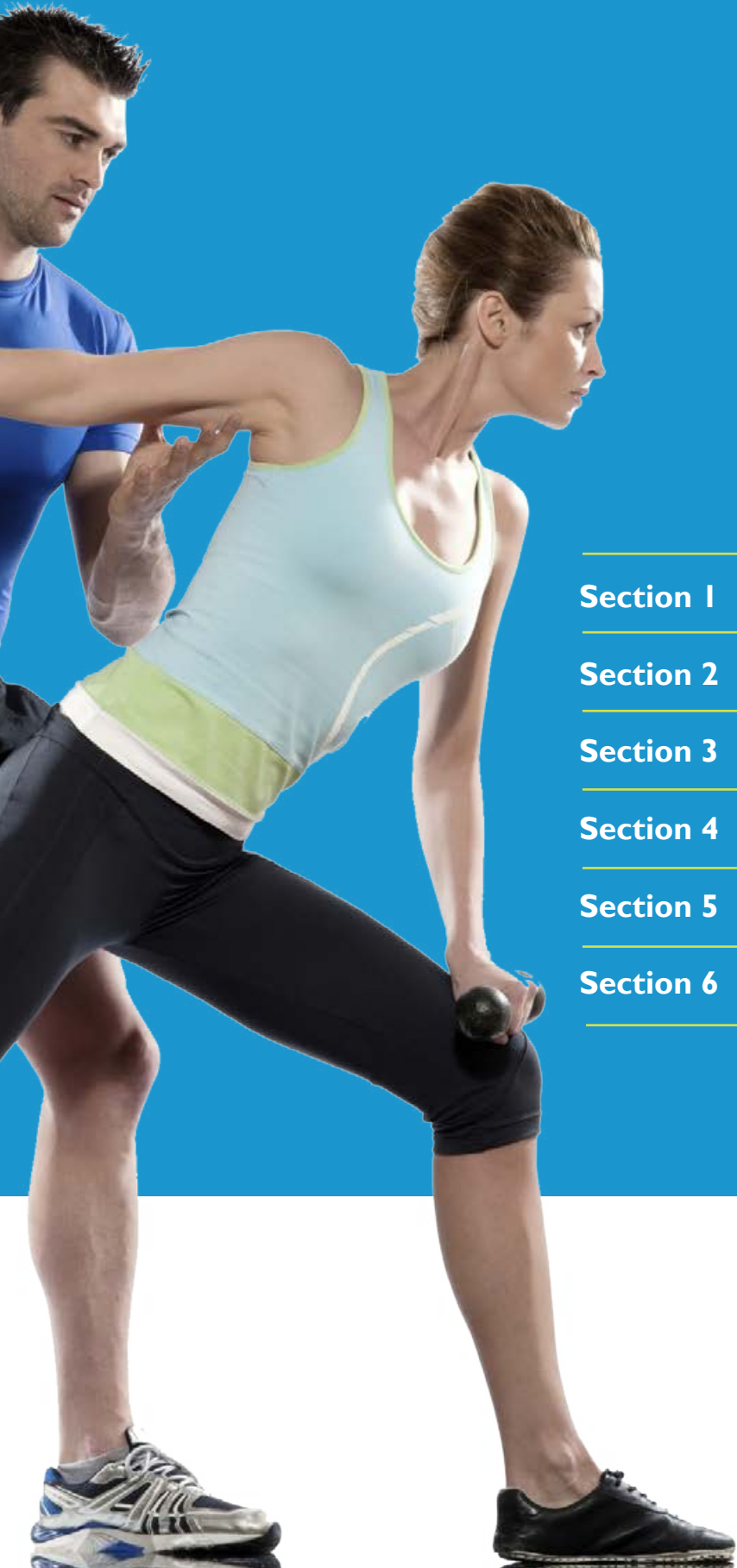
This section is for those who have embarked on a course of study or work placement and want to look at what options, support and opportunities are available to them.

### How to contact us:

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# Part A



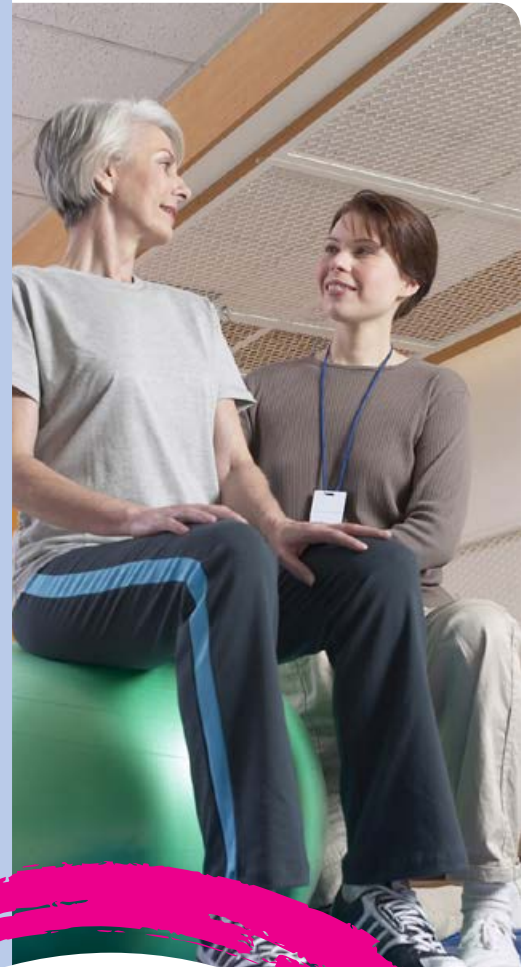
**So you want to be a personal trainer or gym instructor?**

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# Section 1 - Industry Facts

## Here are some facts about the industry in NZ<sup>1</sup>:

- Turnover is around \$250 million per year
- Around 500,000 New Zealanders (approx 12%) have a membership at an exercise facility, with tens of thousands more using them on a casual basis.
- The industry employs and supports over 5000 individuals, with approximately 2000-3000 of these in exercise roles.
- There are some 2500 REPs registered exercise professionals. Personal trainers make up 1000 of these, of which two-thirds are operating their own businesses, based in either their own premises or an established gym facility.
- There are approximately 400 gyms/fitness facilities in New Zealand, with a further 250 or so smaller exercise or PT studios.
- Over 75% of facilities in NZ are privately owned single site operators. Multi site operators include among others: Les Mills, cityfitness, Contours and Jetts.
- Other fitness facilities include: council gyms, university recreation centres, small corporate clubs, and community gyms e.g. YMCA, Auckland City Council, Christchurch City Council.
- Close to 200 fitness facilities in New Zealand are REPs registered, which means they only employ REPs registered trainers.



Some of our NZ facilities that use the services of registered exercise professionals.



<sup>1</sup> Source - The Exercise Association of New Zealand



# Section 2 - What is REPs Registration?

- The Register of Exercise Professionals (REPs) is the not-for-profit, fitness industry owned, register for exercise fitness professionals in New Zealand.
- REPs offers various levels of professional registration based on job roles and qualifications, and also registers facilities that use these professionals.
- Fundamentally, REPs is about the industry setting its own standards and ensuring that those working in the industry meet these standards.
- The majority of exercise facilities in NZ only employ REPs registered Exercise Professionals.
- The training organisations listed on the REPs website meet the requirements to be registered education providers. **This means that all you have to do once you have completed the course is apply to be REPs registered, provide verification of course completion, and first aid, and pay the annual registration fee.**

## What being REPs registered means to personal trainers out at the coal face...

*“Being REPs registered adds credibility to our profession as it sets benchmark standards and ensures trainers have high standards of qualification and professional integrity”.*  
Jean Scott - Christchurch



*“I believe that it is very important that personal trainers develop the standards of professionalism necessary to give the public and our partners in other health professions confidence in our ability to do the job”.*  
Mish McCormack - Wellington



### What it means to be registered



# HOW **SKILLS ACTIVE** CAN HELP **FULFIL** YOUR DREAMS



Skills Active is New Zealand's Industry Training Organisation (ITO) for the recreation, sport and fitness industries. We develop world-class, nationally recognised qualifications that reflect the wide range of great skills that people working in these sectors have.

The qualifications are all work based and may include:

- **On-job learning**, where your supervisor or other staff teach and guide you
- **Self-directed learning**, using Skills Active resources, materials from your own workplace and other sources such as the internet or library
- **Workshops and training sessions**, at work or run by other organisations.

Qualifications currently on offer:

	Level
• National Certificate in Fitness (Foundation Skills)	2
• National Certificate in Fitness (Exercise Consultant)	3
• National Certificate in Fitness (Group Fitness Instructor)	3
• National Certificate in Fitness (Personal Training Business Skills)	4

He Mahitahi  
tatau ka tutuki  
Together we shall  
succeed

  
On-Job Qualifications  
for Active Careers

For more information call us on  
0508 4 SKILLS (0508 475 4557)

or jump onto our website  
[www.skillsactive.org.nz](http://www.skillsactive.org.nz)

## National Certificate in Fitness (Personal Training Business Skills)

Add to your current technical skills with this specialised qualification that will help you run your own personal training business.

Recognised by REPs at their Personal Training Contractor level, you can benefit from their professional liability insurance from the moment you start the qualification.

Cost: \$170<sup>+gst</sup> plus an assessment fee



# Work Place Based Training - Case Studies

On completion of these courses you earn the relevant National Certificate in Fitness via Skills Active. REPs recognises the National Certificate to meet the qualification requirements for REPs registration

## Case Study #1 The cityfitness Coaching Academy

Based in Wellington and catering to over 70 students annually, the cityfitness Coaching Academy is one of New Zealand's most successful in-house Personal Training programmes.

The two week course offers the latest in education on physical and psychological adaptation, as well as practical training, management and career opportunities within one of our top health club chains.

The Academy fully supports its students providing sales and marketing resources and practical management guidance required to be a successful personal trainer.

Completion of this course meets the qualification requirements to register with REPs as a Personal Trainer Employee.

For more information go to [www.cityfitness.co.nz/career](http://www.cityfitness.co.nz/career)



**cityfitness**<sup>®</sup>

## Case Study #2 Les Mills Group Instructor Training

Les Mills fitness classes are unrivalled in their dominance of the world market. Classes are offered to millions of people in more than 13,000 clubs in 75 countries.

Being a certified Les Mills instructor therefore ensures not only that you receive the highest level of training but that your qualification is immensely valuable if you want to travel and teach your craft.

The certification process here in New Zealand, once affiliated with a Les Mills Club and/or Licensee, takes approximately 12 weeks from a successful module outcome in any given program. Once successfully completed this qualifies you to register with REPs as a Group Fitness Instructor.

To find out more and how to become a 'rock star' visit your local Les Mills club or go to [www.lesmills.co.nz](http://www.lesmills.co.nz)



**LES MILLS**

# Section 3 - Registration Benefits for all Exercise Professionals



## Recognition

REPs registration give you immediate recognition and credibility as an exercise professional. It is your annual licence to operate in the industry and is a publicly recognised quality mark.



## Differentiate yourself

Registration clearly enables exercise professionals to differentiate themselves from the cowboys of the industry who have little or no training, and who give incorrect and potentially dangerous exercise advice.



## Portability

Being fully registered in New Zealand means you can be recognised in over 35 other countries world wide – notably United Kingdom, Australia, South Africa, Ireland, and many European countries. See page 31 for links.



## Do the right thing

If you are a professional working in any industry you should register with your profession's registration body. This ensures that the organisation can collectively promote the benefits of using professionals in that industry and work on behalf of the industry as a whole.



## Added benefits

REPs registration provides you with a range of valuable benefits and services which can add extra benefit to your registration. These benefits are outlined on the following page.

## The New Zealand Register of Exercise Professionals

- REPs Registration provides an independent powerful and promotable quality mark.
- The latest resources and tools to support facilities and trainers.
- Your licence to work in over 35 other countries



## WORLD CLASS

safe and effective exercise advice provided at this facility

This facility has been **INDEPENDENTLY AUDITED** against international standards by the NZ Register of Exercise Professionals. Receive world class safe and effective exercise advice right here from a REPs Registered Exercise Professional.



This facility specifically commits to:

- Only use REPs Registered Exercise Professionals
- Follow the NZ fitness industry Code of Ethics
- Abide by the REPs complaints process

Check your trainers registration directly at [www.reps.org.nz](http://www.reps.org.nz)



# Benefits – as at Feb 2015 (please check [www.reps.org.nz](http://www.reps.org.nz) for updated benefits)

## OneMusic



### OneMusic Music Licence (valued at over \$200)

All registration levels include an OneMusic music licence covering up to 4 classes/sessions per week. This licence covers music used for a boot camp in a park, a group session in a hall or small group training at a beach etc.



### Professional Risk Insurance (saving a cost of up to \$600)

Although ACC covers some of the risks a trainer could be exposed to, there are many other significant and potentially costly risks. This insurance is very expensive to purchase elsewhere so its inclusion is a significant benefit. For full details go to [www.reps.org.nz/insurance](http://www.reps.org.nz/insurance)

### FitEx Industry Conference

Run by Exercise NZ this is the 'not to miss' annual industry event. A top class speaker line up delivers the latest updates, research and information on topics including group exercise, personal training and general exercise. Your REPs registration allows you a substantial discount off the registration fee.



### Australian Fitness Network E-Membership (worth \$150)

This membership provides REPs trainers with access to an excellent online magazine and other quality resources. It also gives you access to the Fitex Conference in Sydney at special members rates and to a range of cost effective ongoing education options which are recognised by REPs.



### Ongoing Professional Development Savings

REPs registered trainers receive discounts on a wide range of ongoing courses and training in New Zealand.



### FREE Online Promotional Profile Page

Using the REPs website you can create a FREE publicly searchable profile page with an email link. You can add your photo, information on your services and a link to your own YouTube video.



### FREE Email Address

You can create your own personal email address [@registeredtrainer.co.nz](mailto:@registeredtrainer.co.nz)  
Simply choose your preferred email user name on the REPs Registration application form.  
For example [sam@registeredtrainer.co.nz](mailto:sam@registeredtrainer.co.nz)



### Personal Trainers Council (PTC) Membership

The PTC gives trainers the opportunity to network and share ideas and is an excellent mechanism for supporting each other, especially for trainers working on their own who often feel isolated when dealing with the many issues and challenges that crop up.  
Further details can be found at [www.ptcouncil.co.nz](http://www.ptcouncil.co.nz)



### Use of REPs logos to promote yourself

Promoting your own professionalism as a REPs registered exercise professional is very powerful to share with current and new clients. By adding REPs branding to your business cards, profiles, website and other materials you are able to promote 'to the world' that you meet the New Zealand and international standards to operate as an exercise professional.



### Exercise Industry Awards

Be recognised for the amazing work you do by entering the industry awards. REPs registration is compulsory to enter any exercise professional or facility category.

# REPs Resources and Tools for Trainers

## Client and Trainer Agreement

I am delighted that we will be working together in the future. Here is what you can expect from me (the trainer) and what your responsibilities are as my client.

### 1) My commitment to you

- a. **Confidentiality.**  
All information you give me will be kept in confidence. Your personal details and medical information will not be made available to third parties unless permission to do so is granted by you.
- b. **Recommendations.**  
Using my judgment and experience, I will suggest certain exercises and other lifestyle advice that I believe will help you achieve your personal goals, but if at any time you have specific requests please tell me so I can accommodate them.
- c. **Referral.**  
I intend to work with you within the scope of my knowledge and competencies as a REPs Registered Exercise Professional. Therefore when I believe it is in your best interests to see another health professional, I will refer you appropriately.
- d. **If I (the trainer) cancel or run late.**  
Unforeseen circumstances may arise which require our sessions to be rescheduled. In this event the following policy will apply:
  - If I am forced to cancel our session **within 24 hours** I will make up the session at **no charge** to you.
  - If I am forced to cancel our session giving you **more than 24 hours notice** I will reschedule as soon as possible.
  - If I run late in starting our session I will extend the **session time accordingly** or make it up at a future date, whichever is most convenient to you.

### 2) Your responsibilities to me

- a. **Disclosure of information.**  
Please disclose all health information as requested at our initial consultation and keep me updated and informed of any changes to your health status. This includes all medical conditions; physical and mental, injuries, allergies, medications you are taking. If necessary, you may need to seek clearance from your doctor before participation in any exercise programme I recommend.
- b. **Accepting potential risks.**  
Whilst for most people exercise is hugely positive with many health benefits, there remains some risk. You must be aware of and for you to sign the informed consent and disclaimer that I will provide.
- c. **If you (the client) cancel or run late.**
  - If you cancel your session within **12 hours or fail to show** you will be charged for the session.
  - If you cancel your session between **12 hours and 24 hours** you will be charged for half the session.
  - If you cancel your session **more than 24 hours** in advance you will not be charged.
  - Other: \_\_\_\_\_
- d. **If you (the trainer) are unable to attend.**
  - If you are unable to attend a session you will be charged for the session.
  - Other: \_\_\_\_\_

## Feedback From You

Authorised for use by REPs Registered Exercise Professionals only.

I'd like to say well done...

I'm not happy...

I have a general comment or suggestion...

## Pre-Exercise Screen

Approved and recommended by the NZ Register of Exercise Professionals.

Please tick **yes** or **no** to the following questions:

Yes  No Do you have any medical conditions that we need to be aware of? (e.g. high blood pressure, heart conditions, diabetes, high cholesterol, epilepsy etc.)  
Details: \_\_\_\_\_

Yes  No Do you have any bone, muscle or joint injuries or conditions? (e.g. lower back, knee or hip problems, arthritis, strains, sprains)  
Details: \_\_\_\_\_

Yes  No During exercise do you feel pain in your chest, get headaches, feel dizzy or faint?

Yes  No Have you had any surgery or operations in the last 5 years?

Yes  No Do you take any kind of medication? (excluding birth control pills)

Yes  No If female, are you pregnant or post-natal?

Yes  No Do you have any allergies?  
Details: \_\_\_\_\_

Name: \_\_\_\_\_ Contact name and number in case of emergency: \_\_\_\_\_

D.O.B: \_\_\_\_\_

I acknowledge that the information provided above is true and correct. Should my health status change I agree to inform my registered exercise professional. I understand that I exercise at my own risk.



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Professional, practical and extremely cost effective, these tools can **ONLY** be used by REPs registered exercise professionals and provide trainers with a clear point of difference from those not REPs registered.

REPs has put the time and money into developing these resources so that you can do what you are good at – training.

Introducing your REPs Registered Exercise Professional:

Firstname  
Surname

Personal Trainer

- SPECIALTIES**
- Short, fun, effective workouts for results you want to see
  - Workouts designed just for you
  - Improves flexibility
  - Fat loss
  - Boost energy and lower stress levels

- PHILOSOPHY**
- As a personal trainer I promise to help you achieve YOUR goals:
- Personalised programs
  - Create a motivating, fun, healthy atmosphere
  - Constant monitoring and checking on progress

- QUALIFICATIONS**
- 14 years dancing experience - competition and exam level
  - NCEA in nutrition
  - SPARC certificate in basic coaching
  - Certificate in Personal Training
  - REPs Registered Personal Trainer

- CONTACT**
- Phone: 03 123 4567
  - Mobile: 027 123 4567
  - Email: name@extra.co.nz



All New Zealand Registered Exercise Professionals are bound by the REPs Code of Ethical Practice [www.reps.org.nz](http://www.reps.org.nz)



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**REPS** register of exercise professionals  
Tell Me More Series  
**Successful Weight Loss**

Successful slimming is about nutrition and exercise, but a part of it is also what goes on in your head.

Why is it that most people know what to do they just don't do what they know?  
Some common examples of 'mind talk' that can throw you off track include:

- **All or nothing**  
This type of thinking leads to the yo-yo effect which is damaging both physically and psychologically. Instead of black and white, try to see the shades of grey and assume you will slip a little every now and again. If you are on track 80% of the time you will be making progress.
- **Events**  
The hard fact is that there will ALWAYS be another celebration or event in your life involving food and drink. You need to accept that and work through them rather than use them as excuses.
- **Deprivation**  
And for good reason... food not only keeps us alive but is strongly associated with our social and emotional needs. Remember slimming doesn't mean never eating your favourite foods ever again - just making adjustments to the amount and frequency with which you eat them.

**FAQs**

Is it true that exercising to 'spot reduce' is a bit of a myth? Yes! You belly or muffin top is made of abdominal exercise to reduce the layer of your muscles by explained in detail.

So why does stress help with weight? Muscle cranks up your metabolism. A 70 calorie a day, calories 24 hours body fat.

What is the best time to exercise? Despite the man out there by an quantity of food come up with that are sustain.

But don't call it a diet! What we don't completely, it calorie intake (the simple GI complex less brown rice and oats one I eat out a lot! Yes but you make smart tends to be much like for if you philosophise that waste that

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Tell Me More Series  
**Can Exercise Help?**

Yes! Exercise can be hugely beneficial in helping to prevent and control many of today's common health conditions.

**Diabetes**  
Exercise is the cornerstone of preventing diabetes and managing both Type 1 and Type 2 diabetes. Both strength training and cardiovascular exercise develop muscle fibres that are more responsive to insulin by creating a higher capillary density and greater blood supply. This allows insulin to work much more efficiently at regulating blood sugar levels.

**FACT**  
Being a normal weight and exercising regularly reduces the risk of developing diabetes by 58%.

**Mental Health**  
Growing evidence suggests that regular exercise can be very effective for people suffering from mild to moderate depression and anxiety. It does this by regulating key mood enhancing neurotransmitters (chemical messengers of the nervous system) improving throughout function, aiding sleep and enhancing self-esteem. In fact research shows that in some cases exercise can manage depression and prevent relapse as effectively as medication, with none of the undesirable side effects.

**FACT**  
Over the course of a year, 1 in 5 New Zealanders will experience depression or anxiety.

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Tell Me More Series  
**New to the Gym?**

Gyms can be intimidating places to the 'nervous newbie'. After all, don't they lean, chiselled, 'body beautiful' go there?

In fact, nothing could be further from the truth. The average gym is full of people with bodies of all shapes, sizes, ages and capabilities.

What they do have in common is a desire to look after themselves and to enjoy feeling better, physically and mentally, as a result of regular exercise. Gyms are great places to exercise for several reasons: everything is under one roof there is a huge variety of equipment available which makes for endless exercise options, and it's ideal when the weather is bad or daylight is in short supply. Enjoy your workouts. If you have any questions please ask your REPS registered trainer as we are here to help you.

**FACT**  
A REPS registered trainer can help you start and keep exercising. They will:

- Find out about your exercise background, any medical and health issues you have, your capabilities and goals and then design a programme specifically tailored for you.
- Teach you the correct technique so that the exercise you do is safe and effective.
- Make sure you are getting the most out of every session so that your workouts are extremely time efficient.
- Keep you accountable and on track especially important on those days you find it tough!
- Change your programme regularly to keep you moving forwards and constantly design innovative and interesting exercises that keep you fresh and challenged.
- Inform and advise you on other areas related to your goals and aspirations.

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Tell Me More Series  
**Successful Weight Loss 1**

If you are taking in more calories than you need the excess will be stored as fat on your body. It is that simple.

To reduce your fat stores and slim down, you need to create an energy imbalance: reduce the calories you consume in food and drink and increase the calories you expend in exercise.

To lose 500g of fat you need to create a 3500 calorie deficit. For example in a practical context this means eating 250 fewer calories than you need each day and burning off 250 more through exercise. This way you would create a 500 calorie 'credit' which, over the course of a week, would total 3500. In just 6 months this could result in a 10kg weight loss.

**The Energy Scale**

REDUCE THIS: CALORIES IN (Food and drink)

INCREASE THIS: CALORIES OUT (BMR, Exercise)

**The important first step**  
It is worth spending some time figuring out how you have gained weight. Think about the eating and exercise habits you have that you can consider changing. Then come up with a weight loss strategy that fits with your lifestyle. We recommend the 3 P approach:

- **Planning**  
It is no use just wishing or wanting to be slimmer. You actually have to plan how you will go about it. Your REPS registered trainer can give you some useful ideas and advice.
- **Persistence**  
Stick with the plan. Slipping up occasionally is normal. What is important is not letting a small stumble turn into a major landslide.
- **Patience**  
It took months, if not years, to gain your extra weight, and it may take just as long to replace your bad habits with good ones and see the resulting slimmer, healthier you.

**FAQs**

How fast should I be losing weight?  
Everyone wants to see instant results but in our slimming race. Weight loss at a rate of about 200-500g a week is achievable for most people long term.

I've heard that weighing myself isn't the best indicator of fat loss. Is that true?  
This is true. As you gain lean tissue (or muscle) the scales may go up yet you will be losing fat and becoming leaner. Measuring body fat percentage measurements of your waist, hips and thighs, your REPS registered trainer can help with both.

Should I eat little and often or just three meals a day?  
There are two schools of thought on this. Eating approximately every 3 hours can certainly keep some people's metabolism up and stimulate the stomach. However, for most people it is better to eat when you are hungry. This means that when our carbohydrate stores are used up (approximately 4-5 hours after eating), it comes down to personal preference. For most people you spread your calories over the day, remember that it is the total calories that count.

What is the GI diet?  
GI stands for glycaemic index and measures the rate at which food releases glucose into the blood stream. Eating low GI foods is extremely beneficial if you are trying to lose weight. The website [www.glycaemicindex.com](http://www.glycaemicindex.com) has all the information you need to swap high GI foods for low ones.

What is BMR?  
Basal Metabolic Rate is the number of calories needed to maintain normal body functions at rest such as breathing, circulation and brain function. See reverse to calculate your BMR.

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AS "TELL ME MORE" INFORMATION SERIES

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**GUEST PASS**

**PLAN AHEAD... STICK WITH IT!**

If you think ahead and plan when you will exercise you are sure to be more successful than if you wait for it to materialise in your already busy day. Prioritise your exercise as you would a business appointment or a date.

Plan it, dial it in, do it. PS. Put this card somewhere

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**REMEMBER**

**REACHING YOUR GOALS**

Research proves that people who set long and short term goals are more likely to succeed than those that don't.

**... IN 3 EASY STEPS**

P.T.O.

**REPS** register of exercise professionals

PERSONALISED APPOINTMENT, GUEST PASS, GOAL-SETTING AND PLANNING CARDS

Registered Trainer  
**REPS** register of exercise professionals  
www.reps.org.nz  
receive world class exercise advice

I am a **REPS** registered trainer  
receive world class exercise advice

**REPS** Registered Trainer  
www.reps.org.nz  
Receive world class exercise advice

LOGO BLOCKS

Registered trainers may purchase resources from the REPS website once logged **www.reps.org.nz**



## Section 4 - Common Pathways

There are two career pathways that most graduates follow;  
i. being an employee of a gym or facility or  
ii. setting up a business.

Several options are possible in each pathway as illustrated by the model below. In Part B we examine the pros and cons of each of these pathways.



**EMPLOYEE**

### **Gym Instructor (GI).**

Hourly rate in region of \$13-\$17.

**Combination of hours** as a Gym Instructor (GI) and Personal Trainer (PT). It is usual to start with more GI hours and phase in PT hours as client base builds. More common in small clubs or facilities.

**PT employed by club.** Hourly rate higher than when working as a GI – around \$20-\$35  
For example: cityfitness operates this system

### **PT working within a club or facility.**

Usually pay rent in the range of \$125-\$200 per week.  
For example: Les Mills and Jetts operate this system

**OWN  
BUSINESS**

**Freelance or mobile PT.** Not tied to any particular facility. Use venues such as client's homes, workplaces, outdoor spaces. When using a gym pay a session or rental fee.

**Own premises** i.e. PT studio or small gym.  
Either go-it-alone or team up with other PTs.

**Take a franchise** of an already existing model.  
For example: Jetts, Curves,.

## Section 5 - Perception vs. Reality

Working in the fitness industry can be incredibly fulfilling. But like every industry, there are misconceptions about what it involves. As 'forewarned is forearmed' members of the Personal Trainers Council have identified some areas in which perceptions can often clash with reality.

### #1 – You are in sales

Be under no illusion - if you don't know how to sell and promote yourself as a personal trainer it will be extremely difficult to be successful. This is one of the biggest factors that trips up new PTs. Putting a poster and business cards on display will not be enough to ensure clients roll up in a steady stream. You need to interact, talk to gym users (if you are based in a gym) network and outreach to promote yourself. This is an area where having a mentor or a support group is incredibly powerful. We dedicate a section to 'marketing yourself' in part 2 of this guide.

*"Join business groups & networking groups, and talk to sports clubs and businesses at every opportunity. People hire trainers because someone else told them that they're good. Get a good reputation early on - guard and preserve it with your integrity as a professional and your business will grow accordingly".*

**Alison Storey - Waikato**



### #2 – The \$ won't roll in on day one

You may not be earning the money you envisage straight away. As you can see from the pathways model a Gym Instructor may initially command close to the minimum wage. This is probably not too much of an issue if you are relatively young without responsibilities but if you have a family and a mortgage this is something to consider. Be prepared to start on a minimum wage and bear in mind that this is no different to many other professional roles like nursing and accountancy where individuals start on a basic remuneration rate which increases as they gain more industry experience.



### #3 – Your role will be wide-ranging

You'll be doing much more than just training clients and writing programmes. If you are a gym instructor for example you will probably be responsible for supervising the whole gym and maintaining the facility, as well as contributing to other club activities. You may therefore find yourself in any given shift distributing leaflets, cleaning treadmills, taking a turn at reception and making contact with members on the gym floor as well as taking several 1-1 appointments.



#### #4 - You won't be training athletes or top performers

The clients or customers you deal with in the average gym or PT business are not athletes or advanced exercisers. In fact the vast majority will be ordinary people who are just looking to lose a little weight, get a bit fitter and feel better on a daily basis by exercising regularly.

*"I always thought that when I became a personal trainer I would only train elite athletes and the wealthy. I thought clients would be easy to get and even easier to keep. Oh how wrong I was! I had to work very hard to build my client base and retain them and only a handful of them were wealthy. I had to sell my product and my brand and show them an experience they had never had - it wasn't easy and even today 15 years later I still have to give every client, whether they are CEOs or housewives, 110% every time to ensure they keep coming back."*

**Mish McCormack - Wellington**

#### #5 - The hours are not 9-5

The fitness industry doesn't operate on a 9-5 working day simply because your clients and customers need access to you outside their working hours. This means working early mornings, evenings and weekends so be prepared to work split shifts to take this into account. It is also worth noting that if you are seriously into a sport yourself, getting extensive time off for training and or matches and competition may not always be convenient for your business or your employer.

*Getting up early to start the day training clients is a fantastic way to give your day a boost - then you get to enjoy the middle of the day spending time with friends or family while others work, or making the most of the surf without the masses!"*

**Janet Perry - Auckland**



#### #6 - Beware the 'setting up set-backs'

Setting yourself up in business as a PT is no different to any small business start up. Many fail due to a lack of simple financial planning. Assume that setting up everything will take much longer than anticipated – income will therefore be slower coming in than predicted and costs will also run higher. Our advice is to have a realistic business plan in place with enough cash to see you through a reasonable length of time. Cash flow is crucial. In Part B we reference some financial templates that may be useful.

*"Having a business plan is crucial - get as much help as you can to set a realistic plan. You can get free help from lots of places including accountants and mentors or Trade and Enterprise NZ. In Taranaki, Venture Taranaki regularly run business workshops and coaching free of charge covering all aspects of running a business. It is also a great idea to find others in your area doing similar work and ask them for advice."*

**Hilary Blackstock - Taranaki**



#### #7 - Back yourself

All PTs starting out feel a little overwhelmed at times. It is easy to get into a 'confidence crisis' especially when you are working alone and feeling isolated. We recommend you develop networks and support groups with other PTs and small businesses. Join organisations that will keep you updated and motivated. For example check out the 'supporters' of the PT Council. Come to the Fitness Industry BusinessGrow Roadshows and FitEx Conference and any other training courses that become available. Seek out mentors that have 'been there, done that' and understand the issues you encounter.

*"Believe in yourself & always be ready to share what you do with others with pride and confidence – you are a walking billboard for your business. To help with this, it is so important to have a great support crew around you. Especially if you are in a small facility or on your own. Keeping in contact with other PTs & fitness professionals will make all the difference. Seek out those around you that can assist you, support you & mentor you. Think of the people you aspire to be like, other PTs or fitness professionals you admire and why not just invite them out for a coffee? It will be time and money well spent as you build relationships that will really keep you on track. Make sure that you set aside a budget each year for your own on-going development that covers you going to the FitEx Conference and/or the road shows every year. I reckon these are invaluable as they will not only get you recharged and inspired but give you practical ideas to go and use to grow and strengthen your business and to freshen your sessions with your clients."*

**Lauren Parsons - Palmerston North**

#### We want to encourage you!

Our intention with this section is not to put you off a career in the fitness industry – it is after all one of the best and fastest growing professions in the world. We do however want you to go into it with your eyes wide open and be under no illusions so that you are better positioned to be the success you deserve to be.

We wish you the very best of luck!

# Key Organisations



**Skills Active** – This is a predominantly government funded body responsible for setting and assuring academic standards in line with the industry's needs. Skills Active submits these standards to NZQA (see below) to become national standards on the National Qualifications Framework (NQF).

**Personal Trainers Council of New Zealand** - Run on a voluntary basis by a team of regional reps, the Council is a network of individual Personal Trainers committed to the enhancement of the industry in NZ. Regional meetings, facebook and a website provide vehicles for PTs to discuss common issues and concerns of relevance to them and the Personal Training industry. [www.ptcouncil.co.nz](http://www.ptcouncil.co.nz)

**National Qualifications Framework** - This is a database that contains all of the national standards and qualifications in New Zealand and a record of learning for any student who has studied and attained them.

**Register of Exercise Professionals** - REPs is a registration system that fitness professionals, clubs, or education providers can choose to register with. It is not mandatory, it is a participatory system.

**Exercise NZ** - Exercise NZ is the industry association for fitness centers and suppliers in the New Zealand fitness industry. It has a range of information resources for paying members, and is involved in various initiatives to connect paying members and promote their interests. Usually if something major happens in fitness the media would contact Exercise NZ for comment.

**Department of Labour** – also previously known as OSH. The Department of Labour (DOL) provide best practice information and guidance to assist New Zealand businesses with health and safety in the workplace. The Department of Labour also inspects workplaces to check on safety and health arrangements, investigates accidents at work, and makes sure employers and employees comply with health and safety legislation. If there was a serious accident at a gym it is likely DOL would investigate.

**Accident Compensation Corporation (ACC)** - The Accident Compensation Corporation (ACC) administers New Zealand's accident compensation scheme, which provides personal injury cover for all New Zealand citizens, residents and temporary visitors to New Zealand. In return people do not have the right to sue for personal injury, other than for exemplary damages. Their pledge is; to prevent injury, to provide the best treatment and care if injury occurs, and to quickly rehabilitate people back to work or independence at a price that offers high value to levy payers and all New Zealanders. If there was a serious accident at a gym the person injured may get ACC and ACC may, if it is established that there was negligence on the part of the workplace or their staff, then refer the matter to the Department of Labour which can issue substantial fines and penalties.



NZ Register of Exercise Professionals  
P O Box 22374 Christchurch 8140  
Telephone 0800 55 44 99  
email [info@reps.org.nz](mailto:info@reps.org.nz)



You are in the process of getting or have got your qualification – now what?



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# Section 1 - Pros and cons of each pathway

As an employee the most obvious benefit is that you have a guaranteed salary and that all your tax and KiwiSaver contributions can be taken care of. You will also benefit from the usual holiday and sick day entitlements that employees receive.

Aligning yourself to one of the larger organisations may also mean there is in-house training and marketing support available to you.

## EMPLOYEE

### Gym Instructor (GI). Hourly rate in region of \$14-\$20

#### Pros

- Opportunity to learn the gym business from other trainers

#### Cons

- Hourly rate lower
- Roles you perform are controlled by your employer

NB. Casual hours are predominant in this role.

### PT employed by club. Hourly rate around \$20-\$35

#### Pros

- Club may provide support in terms of promotion
- Ready supply of potential clients in the form of members
- Equipment and facility provided

#### Cons

- Often restricted to working within that one organisation

### Combination (GI and PT).

#### Pros

- A good way to transition to a full time PT

#### Cons

- Often restricted to working within that one organisation

NB. This option is often only available in smaller facilities.



## OWN BUSINESS

You will have more freedom following this pathway but you will need to acquire appropriate business skills - particularly in the areas of finance, marketing and sales. Spending time on these areas is imperative but does not generate immediate income i.e. you will not receive any income for non chargeable time. In a nutshell, if you don't have clients, you don't get paid.

### PT working within a facility.

#### Pros

- Equipment and facility provided
- Other PTs to learn from.
- Ready supply of potential clients in the form of members

#### Cons

- There will be club policies and rules to adhere to
- You still need to market and sell yourself – it is not a given that you will get new clients.
- Difficult to distinguish between PT and GI roles
- Competing with other PTs for clients
- Rent to pay regardless of income

### Freelance or mobile PT.

#### Pros

- Pay no rent (when outside or in client's home)
- Fewer restrictions or rules to follow
- Go to clients, which is attractive to them
- Much greater potential market of clients

#### Cons

- Need to purchase basic equipment
- Need to invest in a decent vehicle
- Still need to market and sell yourself which can be harder than when in a club
- Weather or bad light problematic when outside
- Need to factor in travel time and cost

### Own premises.

#### Pros

- Option to sell memberships to generate income
- Potential to rent space for other income generators to other PTs, massage therapists etc
- You have a base that is all yours!

#### Cons

- Many overheads on premises: eg rent, insurance rates, utilities, equipment purchase or leasing etc
- Opening hours may require extra staffing

TIP: Seek legal advice before signing a lease of any kind.

### Buy a franchise of an already existing business model. egs Jetts, Curves,.

#### Pros

- You can take advantage of an existing brand

#### Cons

- Set up investment required - often in excess of \$100K

NB. Franchises offer the opportunity to buy into set business systems and product offers including promotions and marketing which can be both a pro and a con.

## Section 2 - Job hunting options



Looking to work  
in the industry, or  
looking for staff?



▶ NZ's job site for the fitness & exercise industry

- **Go online to [www.fitnz.co.nz](http://www.fitnz.co.nz)**
- Directly approach the gyms or clubs in your area. Prepare a good CV by all means but also try to meet the manager in person. One way to do this is to ask if they can spare ten minutes to tell you what they would be looking for in a fitness instructor or personal trainer. Most people can spare ten minutes and if they refuse or ignore your request you may not want to work for them anyway.

Consider how you present yourself when approaching a club or going for a job interview. You are creating an impression of yourself to a potential employer and track pants and a t-shirt may not be appropriate. A suit or smart casual clothing will be more likely to get their attention and show them you are serious and highly professional.

- Look in your local papers.
- Attend workshops and PT get-togethers as these are a good way to network and find out about local employment opportunities.



# Section 3 - Ongoing Learning

## Continuing Professional Development or CPDs

In order to maintain your REPs registration you must continue to demonstrate your commitment to ongoing learning, these are called CPD points (Continuing Professional Development). 30 CPD points are required each year to maintain your registration. The REPs website has details of how these points can be earned ([www.reps.org.nz](http://www.reps.org.nz)). Courses that meet the criteria to earn CPD points are listed on the REPs website. Furthermore, workplaces (fitness centers, gyms, studios) can apply to have CPD points attached to in-house training they do.

## Non technical skills

Trainers universally agree that in addition to technical skills, other important skills are business acumen and the ability to communicate with, and motivate, your clients.

Many PTs focus overly on the technical skills to the detriment of the other two areas. It therefore makes sense to gain knowledge and experience in these areas;

- Keep a look out for any courses running in these areas: Lifestyle or wellness coaching, motivational interviewing, behavioural change and communication skills.
- Buy books (or get them from the library) or go online for information about communication. The Interactive Instructor is a book specifically written for the fitness industry on how instructors and PTs can interact and communicate with clients and members. For details go to [www.interactiveskillstraining.com](http://www.interactiveskillstraining.com)
- Listen to podcasts available online.

## Key NZ Industry Events

All of these events provide CPD points for the attendees.

**FitEx Conference** - With over 100 sessions spread over two days in November, this is the number 1 learning event for fitness professionals in New Zealand. [www.fitex.co.nz](http://www.fitex.co.nz) (See information on the back page of this guide).

**Roadshow** - This is the Exercise NZ road show that visits the satellite towns like Napier, Hamilton, Tauranga, Nelson and Dunedin mid year. Refer to the events calendar at [www.exercisenz.co.nz](http://www.exercisenz.co.nz) for dates and venues.

## Other Events

**Filex** - is the equivalent Australian event which is held in April each year in Australia. [www.network.com.au](http://www.network.com.au)  
REPs registered individuals can claim member rates for this conference.



# Section 4 - Resources & further information

By being REPs registered you can take advantage of the resources designed specifically for trainers and clubs in NZ. These include: 'Getting to know you' form, pre-exercise screening form, agreement between client and trainer, reminder card, profile poster, goals card, planning card, feedback form and the 'tell me more' series. [www.reps.org.nz](http://www.reps.org.nz)

## Excel templates available

Expenses & costs template – A simple document to help you calculate your living expenses, your likely business costs and your set-up costs.

Available visiting [www.catchfitness.co.nz/free-resources](http://www.catchfitness.co.nz/free-resources)

New club cashflow template – This is appropriate if you are looking to set up a studio or small club. [www.richardbeddie.co.nz/free-tools](http://www.richardbeddie.co.nz/free-tools)

## Small Business Enterprise centres

can provide practical and relevant business advice on tax, marketing, planning and market research plus business training courses and seminars.

## General financial information

[www.ird.govt.nz](http://www.ird.govt.nz)

[www.companies.govt.nz](http://www.companies.govt.nz)

[www.acc.govt.nz](http://www.acc.govt.nz)

## Business mentors

[www.businessmentors.org.nz](http://www.businessmentors.org.nz)

[www.ishcheyne.com](http://www.ishcheyne.com) Ish Cheyne

[www.ptplus.com.au](http://www.ptplus.com.au) Scott Krywulycz

[www.julzdarroch.co.nz](http://www.julzdarroch.co.nz) Julz Darroch

## WINZ

Go to [www.workandincome.govt.nz](http://www.workandincome.govt.nz) and search for "Starting your own business - some things to think about."

## Record Keeping Software

[www.banklink.co.nz](http://www.banklink.co.nz)

[www.cashmanager.co.nz](http://www.cashmanager.co.nz)

[www.westpac.co.nz](http://www.westpac.co.nz)

[www.xero.com](http://www.xero.com)



# Section 5 - Equipment

The following chart courtesy of catch fitness will give you an idea of start up equipment options and costs.

**catchfitness**  
www.catchfitness.co.nz

## TYPICAL START UP EQUIPMENT COSTS

### Bare Essentials

Whether you have one client or 100, are mobile or studio based, working in gyms or on-site in corporate environments these basics will get you through most situations and won't cost you a fortune.

**\$350- \$500**

- Bodyfat monitor
- Heart rate monitor
- 10 x 1/2 marker cones (flat ones that don't blow over )
- Measuring tape
- 20 laminated circuit signs
- Large quality sports bag to hold everything

### Essentials Plus

Perfect for the mobile PT.  
Allows PTs to run indoor and outdoor equipment based circuits for 30 plus people as well as high quality, advanced 1-1 sessions.  
Fits relatively easily into most cars.

**\$1,000 - \$1,500**

#### To the Bare Essential packages ADD the following:-

- 1 x 55 cm swiss ball
- 1 x 3 kg medicine ball
- 2 x dyna bands
- 2 x yoga mats
- 2 x skipping rope
- 1 set pads and 1 set of boxing gloves
- 1 x Gymstick
- Suspension straps

### Studio Bronze

For those who have their own premises but are on a tight budget and/or in small premises.

**\$5,000 - \$6,000**

#### To the preceding packages ADD the following:-

- Rower
- Mini Tramp
- Narrow adjustable bench
- Dumbbells (See Bowflex set for compact example)
- Full length foam roller
- Boxing bag
- Cables (Google "X- factor cables")

### Studio Silver

For those preparing to work full time in the industry and/or who are thinking of offering the use of their studio to other trainers to operate from.

**\$17,000 - \$20,000**

#### To the preceding packages ADD the following:-

- Stationary bike
- Olympic bar
- Squat/power cage
- 2nd bench
- Minimum 80kg of Olympic weight plates
- Free weights, dumbbell pairs from 2kgs to 25kgs min
- Total Gym or similar

### Studio Gold

For those with good size premises who are keen to have other trainers operating from their studio and who are looking for a large client base.

**\$42,000 - \$50,000**

#### To the preceding packages ADD the following

- Dual cable crossover machine with a multitude of variable attachments
- Commercial treadmill
- 2 more swiss balls
- Plyometric medicine balls 1Kg to 10Kgs

For more examples of great gym packages visit Exercise NZ preferred equipment suppliers.



# Section 6 - Business Matters

For those running their own business, financial matters, including tax planning is an essential component of running your business. A reminder that as an employee, tax is deducted by your employer (PAYE tax), so the need to set up a business is not required. Anyone who collects money directly from clients, or provides an invoice to a business or individual, is very likely to need to keep their own income and expenses records, and pay tax on it.

## Getting started financially

One of the first steps in setting up a business is deciding on what business structure to use. Many independent trainers operate as a Sole Trader which has the advantage of being the simplest structure, but does expose the trainer to liability issues should the business have financial issues. Conversely, setting up a company is more complex, but offers more protection, and also allows for more than one person to be involved.

Note: Compared to individuals, companies pay significantly higher tax up to (around) \$48,000, but pay slightly less tax above that rate. Before deciding on the business structure, get advice from a lawyer. This is especially important if you are going into business with other people, as it's important to consider what happens in the future, such as one person wanting to sell their part of the business, or what happens if things go wrong.

## Tax Obligations

Any person who does not have PAYE deducted from income, must declare this income to the IRD, and pay tax on it. For Sole Traders, this is added to the individual's tax return, and for companies, the company has its own tax return. Businesses must also keep records of all money earned (income) as well as receipts for all expenses related to the business. A reminder that tax is paid on net profit (not on income) as outlined below (note: all calculations are based on tax rates as of 1 April 2012. Tax rates constantly change, so check [www.ird.govt.nz](http://www.ird.govt.nz) for the most up to date tax calculations. Tax rates also vary between individuals and a company).

### Some examples:

**Person one** earns \$200 a week as wages, giving a total income of \$10,400.

Tax is deducted by the employer (at 10.5%), leaving \$9,308

**Person two** earns \$450 a week as a contractor (\$23,400 a year), and has expenses of \$260 (\$13,520) a week.

Their net profit is \$9,880, and pays \$1037 in tax (10.5% of \$9,880), leaving \$8,843.

Person one		Person two		*Tax is based on a Sole Trader as of 1 April 2012. It would be higher for a company.
Wages:	\$10,400	Income:	23,400	
Tax:	\$1,092	Expenses:	\$13,520	
Take home pay:	\$9,308	Net Profit:	\$9,880	
		Tax:	\$1,037*	
		Profit after tax:	\$8,845	

## How and when you pay tax

You can pay as you go, bi-monthly or six monthly via your GST returns or three times a year (August, January and May) under a provisional tax scheme. Most PTs choose the latter option.

## The tax honeymoon and the hangover

For anyone earning wages, tax is paid as you earn it (hence PAYE – pay as you earn), but for a business, it is paid at the end of the tax year (the first year is the honeymoon). However, then comes the hangover - from the second year onwards, businesses are required to pay tax IN ADVANCE, meaning they must estimate their net profit and pay tax on this in advance of earning it. This is often a shock to new businesses, as at the end of their first year, not only do they have to pay tax on their first year's profits but also to start to pay tax on their second year (which hasn't even been earned yet). By the way there is a 6.7% discount if you make voluntary payments during your first year of business and before the end of that tax year 31 March.

The solution: Put aside a portion of your earnings as you go (having a separate bank account for this is a good idea) - think of it as self imposed PAYE - and in your first year, make this more, since you need to budget for two years tax.

## ACC

ACC premiums are paid for by the employer for anyone earning wages or a salary. Businesses must pay ACC premiums at the end of the tax year, based on the net profit. ACC premiums are around 2%, and payable in advance, based on estimated profits. Again, watch out for the double whammy in year one, where the ACC premiums for both the first and second year are due.

## GST

If you know you will receive more than \$60,000 income (non-PAYE deducted) for the year ahead you must register for GST. This means you must charge GST on your services but you can also claim back on your purchases. If you are below the \$60,000 threshold registration is voluntary however it makes sense to register if you are going to be buying high cost items like vehicles and equipment to use in the business as you can claim the GST back on these items. GST returns can be made monthly, bi-monthly, or 6 monthly. At present GST is 15%.



## FBT or Fringe Benefit Tax

This is paid where a business asset has been made available to a staff member or self-employed person for their personal use/benefit. The IRD require that where there is an element of personal benefit you quantify the value of this and inform the IRD through regular FBT returns. Cars and bikes would be good examples here as you use them for business trips but also for your personal use. A log book should be kept to measure what level of personal use is being made. Your accountant will be able to best advise you as to the ways FBT is calculated and returned to the IRD.

## Tax Responsibility

The onus of paying tax is all on the tax payer. Ignorance is no excuse and the IRD have the ability to attach penalties and interest if you don't pay what you are required to pay on time. The message here; Don't ignore the paperwork or bury your head in the sand.

### What expenses can I claim?

Costs incurred in the 'generation of income' is deemed tax deductible for Sole Traders. Costs of a private nature are not. For a PT the following headings and examples would generally be deductible. Seek advice from an accountant..

<b>Admin</b>	Accounting costs, bank fees, credit card charges (if used solely for business), interest on money borrowed, on hire purchase or overdrafts.	In reality if you don't abuse the system the IRD have probably got bigger fish to fry.
<b>Advertising</b>	Yellow pages, newspapers, fliers, website, signage, business cards, promotional items (bottles, gym bags etc)	<b>Clothing</b> Uniform or special clothing or footwear worn as part of your work requirements. Laundry of this clothing.
<b>Equipment</b>	Purchase or lease of equipment, repairs. NB If you purchase something like a mountain bike then theoretically for you to claim its full cost you could use it only for client work. This is unlikely to be the case so it would be more realistic to claim 50% of its cost.	<b>Entertainment</b> Only 50% can be claimed outside business premises so for example if you take a prospective client for a coffee or lunch you may only claim 50% for GST and income tax purposes.
<b>Stationery</b>	Paper, pens, envelopes, postage, ink cartridges etc.	<b>Vehicle</b> There are two ways you can claim. (1) Apportion all costs associated with the vehicle – i.e. if the mileage you do 30% of the time is for business then you claim for 30% of all costs. (2) Keep a record of mileage done on business and claim for a certain rate per kilometre. The IRD allow 74c per km for the first 5,000 kms and above that actual records must be kept. Generally the claim for this will be done by your accountant at year end.
<b>Premises</b>	Power, rent etc. NB If you have an office at home you can apply an apportionment to the rent or interest ie mortgage interest and associated house costs. As a guide 10-15% is typical.	<b>Other</b> Training courses - but only up-skilling courses, not your initial qualification fees, workshops and conventions, associated travel and accommodation costs. Subscriptions to relevant magazines and books, REPs registration.
<b>Communication</b>	Phones, internet connection. Again the chances are that you will use your mobile and internet for personal use as well, which means theoretically you should apportion what you claim.	

## A final point

Make it a discipline to deal with your admin and paperwork weekly. Just like housework if you do a little often it won't turn into a herculean task. The 'shoebox scenario' (where all your receipts and bills etc are shoved in a shoebox or something similar) is not the best way of record keeping. It is good practice to keep all receipts for expenses you are claiming for but for items under \$50 proof of receipt is not required by the IRD.

Most businesses, whether they be sole traders, or companies, will benefit from professional advice – a lawyer when first starting the business or signing leases, and an accountant when getting advice on what records to keep, and how much tax to pay. Inland Revenue also provide a small business unit that provides advice to businesses on tax matters, and many local chambers of commerce provide support and advice on various business matters to their members. Finally, Exercise NZ offers membership for both sole trader trainers, and to studios and clubs. Membership includes advice and support on all business matters. Exercise NZ membership can be bundled in with REPs registration and paid monthly to make it easier to manage. Visit [www.exercisenz.co.nz](http://www.exercisenz.co.nz) for more info.

**NB. The above business information is a guide only and REPs recommends professional advice is sought in all matters of tax and accountancy.**

# Section 7 - Marketing yourself

## Name and logo

Many newcomers entering the PT business make the mistake of spending way too much time and money on creating a business name and logo. Our advice is not to overly agonise coming up with a business name. If you have one you want to use, great but if not consider using your own name or a derivative of it. After all YOU are your brand and it is no coincidence that the world's most successful trainers seem to use their own names. Home grown examples are Ish Cheyne, Mish McCormack and Broni Mc. They will all tell you that clients don't remember fitness business name - especially if it is rather mainstream and unmemorable – but they will remember you and your name.

## Considerations when designing a logo

Ensure it is not overly complex and reliant solely on colour for its effect. The font should be clear and readable. Think about how it will look on a variety of media; web, print, clothing, car for example. Logos that are horizontal rather than vertical are possibly more versatile but consider have 2 options – a vertical and a horizontal to cover all eventualities. N.B. If you intend to use the REPs resources and download your logo, horizontal works best.

## Your profile

One of the REPs resources is a professional looking profile template. Simply download your photo and text using whatever headings you like. Advice on how to present your profile is given on the REPs website.

## Generalist vs. specialist

One of the most difficult things when you start out is not being clear about the area of fitness and exercise you will specialise in or the type of client you work best with. It is only through experience that you build up knowledge and credibility in a specific niche area but the earlier you can start focusing on this area the better. Increasingly successful PTs are moving away from being “Jack of all trades” to really honing their skills in two or three niche areas. You can probably eliminate many areas already that you have no interest in and develop a short list of the type of work and client you want to focus on. Bear in mind however, that early on any paying session is a good session!



## Leads are your lifeblood

There are two aspects to lead generation – whom you target and how you target them. The following list is a combination of the two and is designed to get you thinking about what may work for you given your contacts, interests and resources.

- **Website** – in the 21st century this is a must. It needn't be an all singing and dancing site but should carry a minimum of your profile, picture, contact details and a contact form. The most cost effective way of doing this (assuming you don't have the training yourself) is to get a professional to set it up but use a format like 'word press' or similar where you can make changes yourself as you do not want to be reliant on someone else to make changes to your site going forward.
- **Friends and family** – you may need to cajole, beg or just plain bully your loved ones into putting their bodies on the line for you! But these are ready made leads, don't miss the opportunity they present.
- **Email** – sending an email to your network of friends and family is the quickest and cheapest way to communicate what you are offering.
- **Gym floor** – if you are aligned to a gym this is the most valuable and cost-effective lead avenue you have. In fact it costs you nothing BUT you must be prepared to get out on the gym floor and talk to people. The Interactive Instructor book and online training course (go to [www.interactiveskillstraining.com](http://www.interactiveskillstraining.com)) can help you with some ideas on just how to approach people you don't know on the gym floor.
- **Local papers & publications** – this is an option certainly but beware that print adverts may not necessarily result in the return you are hoping for so be mindful that money spent in this area could be put to better use elsewhere.
- **Yellow pages** – ditto to the above.
- **Local businesses** – this is probably more effective than print ads and includes lead boxes, posters and fliers in local businesses or anywhere people hang out. Good examples are cafes, hairdressers, beauticians, real estate agents, car dealers etc. If you have contacts in any of these places use them, possibly trading sessions.
- **Specific niche businesses** – If you have an interest in a certain niche area of training it makes sense to promote yourself where your target market can be found. i.e. bike shops, golf clubs, baby/children's shops, day care.
- **Schools** – get involved with your local school in whatever way is possible. Maybe you could run a fitness session from time to time, advertise in their newsletter or at their fair.
- **Health professionals** – this makes perfect sense but it takes time to build the credibility that these sort of professionals are looking for from the fitness industry. Don't be put off if you are met with a luke warm response; we are a young industry and physios and dieticians especially are not used to working with us.
- **Sports teams and clubs** – this is a great source of leads; active people wanting to improve on what they have. You will be able to offer your services in simple but high profile ways like taking the warm up or cool down before a match, giving seminars or coaching junior teams.
- **Church and community groups** – if you are involved in the church or have contacts there this is another excellent lead avenue.
- **Public notice boards** (libraries, supermarkets etc) – put your information up here but continually check it is still there as notices tend to get removed.
- **Signage** – Car signage, A frame boards or flags. (If you have premises or your gym allows you to put one up outside.)
- **Seminars/workshops** – this will work best if you link it to one of the groups mentioned already. Just assuming people will turn up to an open seminar is a bit optimistic. That said – start small and even if you only have a small audience start with that and turn it to your advantage by making it a personal interactive session. Never cancel anything unless it is absolutely necessary.
- **Group fitness class** – if you take these you can promote yourself very easily indeed.
- **Local business groups** – Toastmasters, Rotary, Probus etc. Ask around to find out what is available in your area and then go along or offer to present to them as they are always looking for speakers.
- **Sponsorship** – you probably don't have much spare cash to sponsor events or organisations but aligning yourself with worthy charitable causes is a great way to network and make new contacts as well as supporting your community.
- **Social Media** – used prolifically by the younger generation and increasingly by everyone else. Platforms like; facebook, LinkedIn, Twitter, YouTube, are simple, viral and best of, all free.

## In a nutshell:

Use your cash wisely. The most effective lead generator is YOU getting out and talking to people. Selling yourself is as important, if not more important, than selling your product.

## Your database and testimonials

Your database is gold dust. Right from the start keep a record of every contact and lead you make. At the least record their name, email and how they came to be on your list. You can then work the list in a variety of ways. Also continually gather testimonials from people you work with. They will not volunteer them you will have to ask. As a rule of thumb every 2-3 months you should get a new one.

## Professional standards and etiquette

Because marketing is “everything you say and everything you do” you must be aware of how you come across in a variety of situations. Here are a few tips to get you thinking:

- Get your written word proof read by at least 3 others. If you can afford a professional, get them to do it.
- Be very careful with making jokes etc via email and if you have something contentious to deal with, you may be better speaking in person as misunderstandings are common via email correspondence.
- Never make derogatory remarks about any other trainers or facilities.
- Do not make phone calls before 8am or after 9pm unless you know the client well or it is an emergency.
- Think about what you wear, your body language and your behavior when you are training clients as you are a walking billboard to prospects.



# Section 8 - The international scene



Registration is now expected internationally with over 120,000 exercise professionals registered through ICREPs of which the NZ Register of Exercise Professionals is a founding member.

Certainly the most common destinations for trainers from New Zealand i.e. Australia and the UK, require you to be registered before you can work. Luckily through portability agreements with the registration bodies in Australia, UK, Ireland and Europe, your REPs registration is portable to these countries.

**N.B. If you intend to travel and work overseas, speak to the team at REPs WELL IN ADVANCE of your departure date to ensure your registration is in order.**



[www.usreps.org](http://www.usreps.org)

<http://fitnessnb.ca>

[www.repsuae.com](http://www.repsuae.com)



[www.exerciseregister.org](http://www.exerciseregister.org)

[www.repsireland.ie](http://www.repsireland.ie)

[www.repsa.com](http://www.repsa.com)

[www.fitness.org.au](http://www.fitness.org.au)

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## When is it?

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