

# HOW TO CHOOSE A PERSONAL TRAINER

WE ALL KNOW HOW A GREAT  
PERSONAL TRAINER CAN HELP US ...  
BUT HOW DO YOU FIND ONE AND  
WHAT SHOULD YOU BE LOOKING FOR?

By Brett Campbell

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## SO WHAT IS A PERSONAL TRAINER?

A personal trainer is a professional who is part coach, part motivator, part technician. You can love and hate them on the same day (as one of my clients told me recently). Their job is to focus solely on you during your time together. Your own personal trainer is there to provide constructive criticism and valuable insight into the exercises that you are doing, correcting technique in order to avoid injury and help you achieve the maximum benefit from training. If you want to lose weight, build muscle and get healthy, then a personal trainer is a great step in the right direction.

## WHAT CAN A PERSONAL TRAINER DO FOR YOU?

A personal trainer can help with all sorts of problems. They will:

- Give you a reason to go to the gym;
- Help you set and reach realistic and achievable goals;
- Assist you in becoming interested in your own health;
- Train your body;
- Train your mind; and
- Help you create a longer, healthier lifestyle.

A personal trainer gives you a reason to turn up to the gym. You feel obligated

because you'd be letting them down if you didn't turn up. Isn't it funny that we don't mind letting ourselves down on a regular basis but if we are accountable to someone else, we try that much harder?

Their power in helping you set realistic and achievable goals will be the catalyst for your training. Planning to lose 10kg in 10 weeks is more realistic than losing 20kg in eight weeks. Your personal trainer should be able to assess your body type, goals, history, motivation and help you set realistic and achievable goals.

Your personal trainer should not only train your body, but also train the mind. The mind is very powerful and is responsible for getting you out of bed at 5am to train or opening the fridge door. A great personal trainer will help you develop a positive attitude and help you make healthy lifestyle choices.

## WHY SHOULD I GET A PERSONAL TRAINER?

Statistics from several studies have shown that approximately 50% of individuals who start a self-monitored exercise program will drop out of the program within six months (Disham, 1991). However, those who make a personal and financial commitment to a personal trainer are far more likely to commit and achieve their desired health and fitness results - even if it's only because of a reluctance to lose money.

**“THE MIND IS VERY POWERFUL AND IS RESPONSIBLE FOR GETTING YOU OUT OF BED AT 5AM TO TRAIN OR OPENING THE FRIDGE DOOR. A GREAT PERSONAL TRAINER WILL HELP YOU DEVELOP A POSITIVE ATTITUDE AND HELP YOU MAKE HEALTHY LIFESTYLE CHOICES.”**

# PERSONAL TRAINER CHECK LIST

Choosing the right personal trainer is just like buying a car, make sure to check it out first and do your homework. Every personal trainer should be able to show or prove their qualifications. The minimum requirement in Australia is a Certificate 4 in Fitness.

A personal trainer must be able to walk their own talk. Let's be honest, if you were looking to lose weight and your trainer was more overweight than you, it wouldn't be a very good sign.

The first initial contact you have with your personal trainer, whether it is via the phone or on the gym floor should leave you feeling excited about looking at the possibility of working together. If you don't get a good vibe from the start, forget it. Move on and find another trainer.

Make sure your personal trainer has a strict pre exercise screening questionnaire that covers areas such as past injuries, family history, medical history and your desired goals. I think an important part of this meeting is for the trainer to tell the client exactly how their business works, what they expect from you and what to expect from them. This is powerful, as it sets a foundation for your future together.

Any good personal trainer will guarantee their service with at least a money back guarantee. In my business, if you are not completely satisfied, I will give you your money back and on top of that I will then train you for free. I know from experience that every time I reveal that to prospective clients, they think I'm mad. However, all it means is that I totally believe in my work and know I can provide a great service. So remember to check if they have a guarantee.

Backing up a guarantee should be a list of testimonials from current and past clients stating that the trainer helped them achieve great results. Before and after photos are good, but videos are even better. Remember, the proof is in the pudding.

By now you would have a fair idea if this relationship has any chance of evolving. But before you make your decision, there are a few more points you must look at. Does this trainer offer individually tailored program packages to suit my needs? If so, how long do they last for and what commitment am I going to have to make?

When making the final decision on hiring a personal trainer, it inevitably comes down to one thing, money. So how much should a personal trainer charge? Depending on their experience, knowledge and demand, personal trainers can charge anywhere from \$20 - \$500 a session. The big thing to look at is if it will be worth this investment to reach your desired goals. If a trainer who has only just become qualified is charging \$90 a session with no evidence to back it up, get out of there as fast as you can.

This takes me to my next point, be sure to ask your personal trainer if they have insurance and an updated CPR certification. This is a MUST!

Finally, on top of all of this a personal trainer must also have high energy, a positive attitude, a sense of humour and be very organised. Each session should be carefully pre-planned with your best interest at heart. If your trainer stands and talks with you for a few minutes at a time, sack them. They are your trainer and not your friend. Remember, you are ultimately there to get some work done, not chat.

In summary, a great personal trainer will be there for you no matter what, support you through the tough patches and of course, ensure you achieve your health and fitness goals by providing quality information and offering a professional service. 🏋️

Brett's driving passion is to help people get the most from their lives. He believes that good physical health is the foundation for achieving a fulfilled life. Brett's extensive knowledge in the health and fitness industry has seen him rapidly become the man to help people achieve complete body transformations. Brett is the director of PTXcel, a personal training business in Woolongong, which has an extensive range of programs to cater to the individuals needs. [www.ptxcel.com.au](http://www.ptxcel.com.au).

**“EVERY PERSONAL TRAINER SHOULD BE ABLE TO SHOW OR PROVE THEIR QUALIFICATIONS. THE MINIMUM REQUIREMENT IN AUSTRALIA IS A CERTIFICATE 4 IN FITNESS.”**

