

Work from Home! Transition to a Virtual Trainer



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Your Guide to Becoming a Virtual Personal Trainer



Technology has shortened the distance between people, no matter where in the world they are. That means personal trainers can help clients improve their fitness—through diet and exercise—from anywhere! If you're ready to take your fitness business to the next level, virtual training might be just what you're looking for.

What Does a Virtual Personal Trainer Do?

The learning curve to become an online personal trainer is “virtually” non-existent. Why? Because an online personal trainer does the same work as a fitness trainer working on the gym floor. The only difference is an online personal trainer can't reach out and touch their client to help correct form. Instead, they must use verbal cues and visual demonstrations to help clients move properly.

The job is nearly the same for both—collect data, create a program, motivate, and coach the client.

If you've already been working as a certified personal trainer, then you know what it takes to do the job. But, do you have the tech knowledge to make it happen online? Virtual training is a great way to increase your reach and income, but it takes work to pull it off.

Pros and Cons of Being a Virtual Personal Trainer

Are you wondering whether online personal training is going to be a good fit for you? Not everyone has what it takes to be successful in the virtual training space. Here are some pros and cons to help you decide.

First, virtual training requires a bit of tech knowledge and skill. We'll discuss this more in a minute, but those famous online trainers have a lot going on behind the scenes. They have teams of people working with them to pull it all off. Virtual training isn't always as simple as the “gurus” would have you believe.

But if you're super passionate about changing lives, it is much easier to reach people online. One of the biggest excuses people have is “no time.” As an online personal trainer, you have more options for clients of when and where you can meet with them:

- In their living room before dinner
- At their desk at work during lunch
- On their phone at the ballpark during the kids' ball game

You can be with clients all around the world and still work from the comfort of your home. You have the potential to help even more people than ever before—it's a significant impact!

The downside to this is working with clients in different time zones. You thought you spent a lot of time on the gym floor trying to accommodate everyone's schedules?

- The 5 AM client who likes to exercise in a silent, empty gym.
- The dedicated “lunch is my only free time for a workout” goal-getter.
- The 9 PM shift worker who just needs to fit in a workout sometime!

Virtual training will be even busier once you introduce different time zones into the mix. But we'll talk about this, too, and how to make it work.

Finally, being an online personal trainer means LOTS of time spent at your (standup) desk. Instead of spending hours in the gym, you'll be spending hours in front of your laptop—marketing, messaging, creating programs, evaluating client feedback, creating social media content, editing videos, emailing, etc. If you love writing, creating, designing, and the thought of reaching more people, then virtual fitness might be a good fit!

What to Know Before You Start

If you're considering taking your training business online, you might be wondering where in the world to start. There are lots of moving pieces. We'll see if we can answer most of your questions to help you get started.

The most obvious thing you ought to know is HOW to be a [personal trainer](#). There have been many scandals with internet influencers scamming clients. Don't think for a minute that people are hiring fitness trainers without doing some research first. There are plenty of "how to hire an online trainer" articles out there advising clients what to look for.

Next, you should know a thing or two about small business development. Whether you add virtual training to your current business or transition to online-only training sessions, you need to know how to run a small business. That includes having the following skills (in no particular order):

- Leadership
- Strategic business planning
- Project management
- Marketing
- Sales and customer service
- Communication
- Human resources
- Finance and accounting

Some other skills you may need—unless you plan hire freelancers or build a team of employees—include:

Marketing and Content Creation

To become a virtual personal trainer, you'll need LOTS of content. You'll need website copy, email campaigns, and [social media content](#). You'll also need to create sales content for program launches. You'll probably want to create booklets for clients to support their fitness goals. You may also consider starting a blog to encourage and inspire clients and attract new clients. If you're a wizard with words, you can do this all yourself. If writing isn't your favorite, you'll want to find a professional copy writer to do the work for you.

Data Management

If you have 50 clients signed up for your virtual training sessions, you'll have a lot of data to handle. For each client, you'll need to track weigh-ins, dietary preferences, medical history, injuries, workouts, birthdays, etc. If you don't consider yourself to be "organized," then save yourself some frustration and outsource it to a professional.

Software

There are lots of [software options](#) available—more on that later—to help you keep your business running smoothly. MOST of the software out there is specialized to handle one aspect of your business, not the whole thing. So, you may have to figure out how to piece together various options so it communicates nicely and doesn't leave your client's hanging. This is a headache for many online entrepreneurs. If you have a techy friend, you may want to have them on your team.

Video Production

Even if you do live training sessions with clients, you'll need to know a bit about [video production](#). Lighting is key and you'll want a professional background. If you want to leverage your time and record videos, then you'll need to know how to edit and publish those videos and then how to get them into your client's email inbox.

4 Steps to Becoming a Virtual Personal Trainer

You don't have to follow these steps in order, but you'll want to check off each of these before launching your online training business.

1. First, [earn a personal training certification](#). You need to have an inside-out understanding of exercise science to be successful working with virtual clients. If you've earned your certification, make sure it isn't about to expire! An ISSA certification expires after 24 months. You need to complete continuing education courses to renew your certification, so stay on top of your game and ahead of the pack by regularly completing CEUs.
2. Next, define your niche—that super special group of people who you love working with and who would love to hire you as their fitness coach. You could work with youth, seniors, athletes, bodybuilders, or even people who want to focus on their glutes!
3. Decide how you want to deliver your services. You can choose several different ways:
 - Live training or video-on-demand
 - Digital download or physical copy workbooks
 - One-on-one or [small group training](#)
4. Also consider where you'll be marketing to clients. If you want a worldwide audience, live training sessions might be hard to deliver, unless you really don't like sleeping. If you keep your audience within a

specific region, you might be able to make live training sessions work. You can also deliver your workouts in any combination—digital download workbook with weekly private coaching sessions, for example.

5. Finally, do some market research to find out how much other online training programs cost. Don't look at the entire fitness industry, though. Look for fitness coaches who are training the clients you want to train. Find out how they structure their programs and how much they charge.

Best Software Programs for Online Training

You know you'll need personal trainer software for managing your business. But running an online business requires a bit more.

Customer Relationship Management (CRM)

The CRM software you choose for staying in touch with training clients is a key to your success. The software should collect data such as name, address, birthday, phone number, email address, which program they bought, etc. A good software will remind you to follow-up with training clients. You should be able to set reminders for calls and emails.

Video Chat

If you plan on doing live training, you'll need video chat capabilities—and so will your clients. There are several free options out there like Skype, Zoom, and Google Hangouts. Some of these free services allow multiple people to join—so you could also do small group training sessions.

Data Collection/Tracking

If all goes well, your fitness business is going to take off like wildfire! In that case, you'll need a simple, semi-automated system for tracking all your clients' data. [Fitness assessments](#), weigh-ins, medical history, current medical conditions, dietary profile, workouts, programs, etc. You know, all those things you learned in your exercise science classes that help you create effective training programs.

If you're just starting, you could create a Google Form—which may take a while—and fill it out yourself. It's free and it will keep track of all the data you need. You'll just have to be much more proactive at managing the information yourself.

Email

You should collect emails from anyone who expresses interest in your programs. Having an email software—not just your Yahoo! or Hotmail account—will help you. Some CRM software options have this feature built in, some do not. As people express interest, such as signing up for a free ebook you offer, the email software will gather their information and put them into designated lists. You then send them useful information—called nurturing a lead—and help them make the decision to buy a training package with you.

The [email software](#) should keep track of opens, bounces, and where the person clicked inside the email. It will also handle unsubscribes.

Payment Service

If you want to make money, [you need a way to collect it](#). There are many options available, so consider the following:

- Will you have recurring charges such as weekly or monthly memberships? Many services charge extra for this and some do not offer this service at all.
- Will you have a trial period, after which the client's card is charged to continue? This is usually an upgraded feature.
- Do you want to take online, live, and phone orders?
- Will you sell merchandise? If you're selling online, you need a payment processing service that can help calculate shipping and taxes.

As you can see, there are plenty of technology needs for an online personal trainer to consider. There are a few all-in-one software solutions available. Although, as mentioned, they may not have all the features you need. Check with their sales staff to see what services they integrate with before taking the plunge.

What Equipment Do You Need?

Online personal training doesn't require any fancy workout equipment. Your clients won't need to buy a mirror, a bicycle, or a treadmill—unless you want them to. But you will need to add a few things to your office equipment list to run a successful online personal training business.

What Equipment Will Help You Be More Successful as a Virtual Personal Trainer?

First, you'll need high-quality audio-visual equipment. That includes a web cam or digital camera and tripod for recording videos. You'll need a high-speed internet connection and a powerful laptop or desktop computer. You'll also need some nice lighting equipment to make sure clients can see you. And finally, you'll need a nice backdrop behind you. Don't be the personal trainer with a messy kitchen or living room in the background. When you're just starting out, a blank wall is better than a messy room.

What Equipment Will Help Your Virtual Clients Be Successful?

Encourage virtual clients to invest in a fitness tracker. It will help keep them accountable and help you develop their program. The rest of the equipment is up to you and depends on client goals.

Ready to start your career and the leap into virtual training? Get started with your personal training certificate—check out [ISSA's personal training course](#) and get started today!

How to Start an Online Nutrition Consulting Business



Overall wellness is the result of diet and activity. Balanced, holistic nutrition is something we learn about in school and strive to keep up as adults. However, most adults don't truly understand what balanced nutrition is or how to achieve it for optimal health. When made aware of the benefits of sound nutrition and the services available, some people enlist the help of dietitians and nutritionists to help with meal plans and health coaching.

The [qualities of a good nutrition coach](#) include investing in your own success and gearing your services to your client's specific needs. To break into online nutrition consulting, consider the following tips to become a successful health coach with an online private practice.

The Importance of Nutrition for Health and Wellness

There are six essential nutrients everyone needs to be in optimal health as outlined by the World Health Organization (WHO).

1. **Vitamins:** Those such as A, D, E, K, and B that often come from fruits and vegetables aid in digestion and support immune health, brain function, eyesight, bone growth, and metabolism.
2. **Minerals:** Calcium, sodium, iron, copper, and potassium balance water, strengthen bones and teeth, and are a large part of blood and the circulatory system.
3. **Protein:** You'll find this in meats, dairy, and nuts and legumes. It functions as a source of energy as well as the building blocks of muscle, skin, hair, and the skeletal system.
4. **Fat:** This can be saturated (bad) or unsaturated (good) and is found in nuts, fatty fish like salmon, oils, and seeds. Fats are necessary for hormone production, digestion and absorption, brain function, and the functions of blood in the body.
5. **Carbohydrates:** These supply an energy source for the brain and most body tissues. They break down to sugar molecules in the body and exist in grains, vegetables, fruits, and many processed foods (often in the form of simple sugars).
6. **Water:** This is essential for all life on earth and humans are no different! Every cell in the body needs water to function and it aids in digestion, lubricates joints, and cleanses the body.

As a nutrition coach, you know all about these six vital components of a good diet and you have a good understanding of [what a nutrition coach actually does](#). You will help people examine their current diet, make substitutions and better choices, teach behavior change and life skills, and adjust the plans based on results and the client's goal. There is not a single person a nutrition coach cannot help, from the elderly to the most experienced athlete!

The Credentials

To begin your online business, you need the knowledge you will then share with your clients. The minimum credential needed to be a reputable nutrition coach is a certification. ISSA offers a comprehensive [nutrition certification](#) that makes nutrition simple to understand and explain! Most students complete the certification and exam in 8-10 weeks and are fully prepared to work with any client.

For those who wish to become a registered dietitian, the education requirement is more in-depth. The initial certification will get the ball rolling, but a bachelor's degree in dietetics or nutrition is the next step. Many will also pursue an online master's degree in dietetics before pursuing the required pre-exam internship requirements and taking the registered dietitian exam. Depending on the state, the master's degree may be required.

The “best option” will be based on what your desired job is and what level of education you wish to pursue.

Business Basics

Once credentialed, you can now begin the process of setting up your online business!

License Your Name and Business

Step one, choose a business name to identify you and your services. It seems simple, but you'll want a name that is memorable and reflective of YOU! It can be based on the clients you wish to attract, the type of eating you encourage, or even include your name. Also, you can create a logo to begin your branding as well.

Contact your local Small Business Association and find out what, if any, business licenses are needed to work online from where you are. In many cases, online businesses are not subject to state or local taxes or licenses, but it is best to verify.

Establish your business LLC so you can work. The LLC is designed to register your business and provide legal protections for you personally. Do not skip this step! Typically, you can complete this online and it costs between \$50 and \$400 depending on the state.

Define Your Services

With the business forms completed, you can now determine your services offered as well as your business and communication policies. With an online business, you will communicate exclusively through electronic means and, potentially, telephone. Business policies like how and when you will communicate, the frequency of your check-ins, and how and when you accept payment are important to define and make all clients aware of. List expectations for yourself and your clients upfront.

When it comes to your services, consider the following:

- What type of program will you offer? For example, detailed meal plans versus menu guidance based on the client's current habits.
- Is it a monthly recurring program or a one-time program that can be renewed?
- How will clients submit their food logs to you? How often will they do this?
- Do you offer different programs based on lifestyle or activity level?
- What happens when someone is noncompliant?
- Are there different levels to your program? For example, level 1—basic nutrition guidelines, level 2—food diary analysis, level 3—complete meal plans.
- Will you offer newsletters or other benefits to clients?

Branding is King When Promoting a Business

Now, develop a website and email address. You need to have a way to reach and engage with clients. On your site, you'll detail your contact information, services and pricing, testimonials, important resources, and more about you and your experience. Many sites will help you set up a welcoming, custom website. But best of all, ISSA members get a free website to support their fitness trainer careers online. Multiple pages of professionally designed, easily editable, fully hosted content is included.

Establish your social media and public-facing media to do outreach and communicate with current and potential clients. Keep your communications light-hearted, informational, and positive. Collect client testimonials early and often to share online. Your client's successes will speak to your expertise! Posting on social media like Facebook and Instagram while using appropriate and wide-reaching hashtags will drive views and clicks for your site as well.

As you brand and market your online services, [consider partnering with local gyms or fitness- and health-related businesses](#) to spread the word and reach the networks they have already established. Grassroots marketing can be slower to develop and include ideas like:

- Distribute flyers and business cards
- Social media—everyone has it!
- Create a YouTube channel and post informational videos
- Hold giveaways and contests
- Partner with local charities
- Write guest posts for other online companies
- Find someone of influence to work with and have promote your services
- Contact the local news channel (they have tv and online opportunities!)
- Host in-person clinics or forums
- Decorate your vehicle

Other Considerations

Any new business will have a cost associated with setting it up and getting it running. Your new online business will have potential fees associated with LLC and business licenses, business cards and promotional material, and marketing. If your services use a specific app or online tool, there may be a cost associated with that.

Outside of the cost of business, consider the fact that everything in the fitness industry is seasonal. January 1 through mid-spring is typically the busiest time of the year in fitness and nutrition while the last three months of the year are often the slowest. Prepare for the ebbs and flows by marketing consistently and staying organized!

The Table is Set for Success

When people learn how to fuel themselves effectively to promote optimal fitness and health, it is a tool for empowerment and fulfillment. Teaching people about healthful eating is a rewarding career that is never going to go away, so grab your place at the table! Get certified with ISSA through our online [Nutrition course!](#)

Start Your In-Home Personal Training Career



Are you considering [a career in personal training](#) or newly certified? You're on the right track to a great career if you are! Earning your fitness certification and beginning to use the knowledge of exercise science, movement, and program design you have gained is the first step. New trainers often have many questions about what comes next. Should you work for a gym or work for yourself? Perhaps you've been certified for a while, but you are not sure what type of client you want to train. Open your eyes to the many niches in the fitness industry and consider in-home personal training!

The average client is seeking accountability, motivation, guidance towards their fitness goals, and structure in their training when they make the investment to hire a personal training professional. Many clients will do their personal training sessions in a gym, but there are quite a few who would love the opportunity to do in-home training. Exercising in the comfort of their own home and flexible scheduling are great benefits. Some clients are busy and just don't have the time to get to a gym. Many clients, especially those who are new to fitness, will feel safer or more comfortable when they train at home as well. Opportunities abound for those who venture into the realm of in-home personal training.

What is In-Home Personal Training?

It is pretty much like it sounds! Your certification qualifies you to meet clients and train them in their homes or yours. Some clients may have a home gym or equipment for you to take advantage of while others will need you to provide the gym equipment for the workout to match the space they have available. Your training certification has taught you how to program a workout routine for nearly any client regardless of their fitness goals. Put your knowledge of exercise science to work and enjoy the flexibility and travel. You may even be able to expand as an online personal trainer if the required travel distance is too far.

The fitness industry is expanding every day. The explosion of boutique studios, small-group gyms and fitness classes, and big-box gyms has created a little something for everyone. There are still so many opportunities to work for yourself and create your own training schedule with a flexible, virtually limitless income! Sports coaching, prehab and rehab for general health, fitness consulting, online coaching and workout planning, in-home fitness training, post-rehab partnerships with medical offices... the list of things you are qualified to do goes on! Should you decide to take the leap into one of these options, be prepared and you will be as successful as you choose to be!

How Do I Get Started with In-Home Training?

There are many considerations when working to [grow into a successful personal trainer](#). A fitness trainers' job is to create effective programming that drives results and prevents injury no matter where you train your client. When you are not working for a gym, you are solely responsible for building your own business, the liability, and client management.

Make a Plan

As an in-home trainer, you should create some type of business plan or goals. Your goals should be both long-term (12 months and beyond) and short-term (30 days or less) to give you a picture of your future and the steps you will take to get there.

- What you will charge for your services, including your travel expenses?
- Will you be offering training services in your home gym or their home gym?
- If traveling, how far are you willing to travel for a single client or a geographical area you wish to stay in when you work?
- What is your desired income each month and, based on what you charge, how many sessions will you have to sell and service monthly to meet this goal?

Working backward will simplify your smaller goals and help you plan with the end in mind.

Policies

Along the same vein, you will need to create your own business, training, and service policies. You'll need to develop rules and structure for some of the following and more:

- Session cancellations and late policies
- Refund policies
- How your clients will pay you and when
- What is included in your training session
- How you and your clients will communicate

Often, these things have been prepared for you in a gym, but now it is up to you to set your rules!

Insurance and Licenses

Next, determine what training insurance or business licenses are required of you, both by law and to protect your business. [Typically training liability and injury insurance](#) is a blanket coverage you can buy to cover you, your equipment, your clients, and their property. If you wish to cover your vehicle for travel as well, you may need added coverage.

Business licenses may be as simple as forming and running under an LLC for your state. Contact your local Small Business Association or City Hall to learn what you need as a fitness professional and ensure they know you have your certification.

Forms

You will want to have your own PAR-Q and new client questionnaires ready. If you are an experienced trainer, you have seen these before. If you are newly certified, or in the process, refer to your training forms and assessment chapters in your certification text to see examples of these forms. They will give you an in-depth look at a client's medical and health history, fitness goals, and physical limitations. You will need this for program design and as a first step to really getting to know your client.

Equipment and Supplies

Even if a client has an extensive home gym, you may still need to invest in fitness equipment of your own. The average [in-home client](#) will not have the space or means to invest in a large home gym set up. Your own set of mini bands, resistance bands, extra mats, medicine balls, or simple agility equipment like cones or hurdles are beneficial to have on hand should you need them. If you decide to go bigger with your equipment offerings, you may invest in your own weights, exercise balls, or other small equipment.

Understand that having your own fitness equipment is quite an investment and will require regular maintenance and upkeep. It will also prove to be an ongoing expense to replace any disposable items.

Marketing Yourself to Grow Your Business

Simple tools like business cards, flyers, [social media](#), and branding a website are great ways to begin. However, do not rule out the power of in-person events and promotions. After all, you deliver an in-person service, so give your potential clients a chance to see how you can work for them face-to-face!

Any certified personal trainer with a service to offer can host an event in their local area. A small group fitness class for a local church group or a free park workout circuit advertised through the local community center is a great way to get your name in the community and get in front of a group of future in-home training clients. Even the local Parent Teacher Association (PTA) is a gold mine of new clients! Come prepared with your personal training marketing materials to give out and be sure to be clear about what you offer and how you can help them with their fitness goals!

Local doctor or healthcare practices are equally valuable as avenues for partnerships to reach potential clients. Many physicians' groups offer physical therapy for patients. Physical therapy itself is outside of the scope of practice for a personal trainer, however, once a patient is released from a physical therapist's care, they often need continuing training to heal and fully recover. If you have any knowledge of or certifications in sports medicine, [Exercise Therapy](#), or [Corrective Exercise](#), this is a great way to showcase yourself and have a steady stream of potential clients.

As you begin to secure clients, focus on their results and really get to know them. Helping someone achieve their goals beyond just their training sessions means they are getting the results they wanted. They often come to you in confidence and rely on the relationship you build with them. The word-of-mouth marketing from a satisfied client breeds referrals. Referred leads convert into paying clients at a much higher rate than a cold lead would. Results also create a sense of obligation for a client to remain with you month after month. That repeat and reliable business is the foundation of a sometimes-unpredictable industry.

The work you will put into growing a successful in-home personal training business will be worth its weight in future income and the job satisfaction you are sure to earn. The field of fitness can be time-consuming, but it is just as rewarding. Explore [ISSA's personal trainer certification course](#) to begin your new career. Enjoy the journey and it starts today!

Hybrid Personal Training: Effective and Efficient



Online personal training continues to grow and expand in the fitness industry, but not everyone wants to give up their training time with in-person clients. So, personal training professionals are starting to develop a hybrid style of training to grow their businesses.

What is a Hybrid Trainer?

It's a combination of in-person training and online personal training. It's a great way to work your way into online training while still keeping some of those in-person clients at the gym. Fitness professionals who shift to become hybrid trainers work with clients face to face in the gym as well as through online training software. Personal training software supplies accountability, workout prescription, nutrition plans, and fitness goal-setting tactics outside the in-person training sessions.

Major Benefits of Becoming a Hybrid Trainer

The rise of technology has increased the popularity of hybrid personal training. There are many advantages to pairing traditional personal training with online personal training. As a certified personal trainer, you can maximize your time to help even more clients and increase your income.

Maximize Time and Build a Bigger Client Base

Hybrid training can give you more time in your schedule, allowing you to get more clients—even more than if you only met with clients in-person throughout the day. Operating with training software can help you strategically plan the number of times a client meets with you in-person versus online to allow for more availability and flexibility.

Training can be time-consuming, even with a small client base. The hybrid personal training model gives fitness professionals the ability to create more valuable time, leading to greater growth. And that leads to greater benefits and pay compared to the average pay for fitness professionals.

Increase Income

For personal trainers, conducting training sessions all day long is more than a workout in itself, never mind the client. Conducting sessions for more than ten hours per day for five to six days per week can become unsustainable.

Making use of a hybrid training model reduces the amount of in-person time you spend with clients, while increasing their accessibility to you. You'll conduct fewer sessions while providing a higher value to your clients. This will lead to an increase in client base all while having to dedicate less time to traditional gym training clients.

With a shift to online training, start selling packages, not sessions. If you sell packages when looking to build more income online, not only does the client attain a more customized program fit to their lifestyle, but it builds client retention. The more custom the program, the better the results. Client retention creates more income from your services due to longer commitment levels.

How to Become a Hybrid Personal Trainer

Before becoming a hybrid personal trainer, consider the advantages and disadvantages it can offer you.

Understanding how things can change is vital to succeeding in this model. The shift to a hybrid personal training model can influence your current client base, the number of in-person clients you have, and what you currently earn.

Hybrid training can be quite different than traditional training in the fitness industry. Determining how this will affect each of your clients can help you preserve your current client base. Not every client may want to use the hybrid approach and not every client will succeed with a hybrid approach. Carefully consider their strengths and weaknesses and talk them through the options.

For example, you can have a client who would like to meet with you four days per week but realistically can only afford to meet with you one time per week. A hybrid training plan could be a great option for this client if they're comfortable with the online platform and can still stick to their goals.

You can also have a client who meets with you three or four days per week but is extremely busy and is not receiving the support outside of the gym to the extent they would like. Shifting them to fewer days per week in person and more online check-ins can elevate them to take their goals to the next level. This creates more availability in your in-person schedule for new clients while keeping your compensation where it needs to be with that specific client.

It is all about finding out what the client prefers and how online training can accelerate their goals within their lifestyle. This goes hand in hand with seeing you, the personal trainer, at least one time per week.

Tools and Resources for Becoming a Hybrid Personal Trainer

Personal training software is a key tool for hybrid trainers. It can help with organizing schedules, connecting with clients, posting workout plans, and more. A few popular programs include the following:

- **SmartFitness:** This platform saves you time when providing personal training services, enabling you to quickly create client programs and see individual client data at a glance. This app also offers ability to correspond directly with clients via 2-way, real-time messaging.
- **The Training Notebook:** This is an app where you can access your client's workout regimens, training schedule, contact information, assessments and more. You can quickly build client programs and even choose from pre-made program templates to email to your clients.
- **Trainerize:** This cloud-based personal trainer software helps personal trainers stay in contact with clients and their programs. You can create individual personal training programs and meal plans specific to each client, communication via chat with clients, and hold clients accountable with check-in services. There is a full exercise database with video demonstrations, and you can upload your own.

- **GAIN:** With over 1,600+ exercises in the database you can expect to have endless routines for your clients to complete. You can communicate, create, and train your clients through the app itself. This app supplies detailed instructions for your clients to learn proper form and technique, so you as the trainer can focus more on growing your client base.

These software programs not only equip trainers with the necessary tools for success but also clients. The software programs and tools discussed can help accelerate client results and teach them how to maintain these results. It is important to stay up to date with current trends and career path avenues. You must adjust to keep a career in your passion field.

Fitness is moving from the gym to home in a lot of instances. This is the main reason why, as an [online trainer](#), you can work from anywhere while impacting lives around the world. There are many software programs out there that do the same things but finding what one works best for you and your client base is key.

Are you ready to make the most of your time and fitness expertise? Check out [ISSA's Elite Personal Trainer Certification](#) for a top-notch education on the ins and outs of personal training.

Alternative Jobs for Personal Trainers



The U.S. Bureau of Labor Statistics (BLS) reports that growth in fitness jobs is huge. The BLS category of fitness trainers and instructors is showing 13 percent growth between 2018 and 2028, which is much faster than average job growth across all industries ⁽¹⁾.

This means that personal training is a great career to get into right now and probably for years to come. But if you aren't sure you want to be a trainer in the gym; if you have been a trainer for a while and want to try something else; or if you want to diversify your career and do more than one job, there are so many options.

7 Alternative Jobs for Personal Trainers

Your skills as a personal trainer are valuable in many other industries: healthcare, communications, media, sales and business, and others. Some of these alternative careers may require a little extra training or additional certifications, but for many, the highest level of education you need is your personal trainer certification.

Some of these jobs can be done part-time, in addition to your job as a trainer, but there is also the potential to make a full, new career out of any of these. You may get some ideas here for [starting a new business](#), as many are conducive to freelancing and entrepreneurship.

1. Group Exercise Instructor

Gyms always need qualified, motivated, and enthusiastic fitness professionals to lead groups and classes. Classes of all sizes are popular at gyms. Some people who join gyms don't want to work individually with a trainer. They may find it too expensive to hire a personal trainer or they just prefer to be part of a group.

Classes are popular and so are small fitness groups. Trainers are needed for leading small groups of clients through semi-personalized sessions. This is like a cross between individual personal training and fitness classes. You get to work with five to ten people at a time for several weeks.

There is a lot of variety in this kind of fitness career. If you love motivating people through tough spinning workouts, you can specialize in spin classes. Try leading circuit training classes, yoga, boot camps, weight training groups, and more. And, as a [group fitness instructor](#), you still have the flexibility to work for a health club or to lead your own small business.

2. Health, Wellness, and Nutrition Coach

Careers for nutritionists are growing at a rate of eleven percent, nearly as fast as careers for personal trainers ⁽²⁾. Clients are increasingly interested in working with coaches or nutritionists to work on their diet, weight, and overall health and wellness goals.

This kind of coaching can be just as rewarding as helping people work out, if not more so. As a [nutrition coach](#), you'll assess new clients, help them outline their goals, plan meals for them, help them learn how to make

healthier food choices, and evaluate their progress as they take steps to achieve their wellness goals. Gyms may hire wellness and nutrition coaches, but you can also work independently. Certification in nutrition is strongly recommended.

3. Gym Manager

If you're eager to get off the mat but still love the gym, go for leadership roles. As a certified personal trainer, you have the perfect background for running a gym. Managers are responsible for daily operations, making schedules, hiring and training staff, and making sure the gym is clean and safe and that clients are happy.

To become the manager of a gym without earning a business or management degree, it's a good idea to start out working as a staff trainer. Ask to take on more responsibilities, such as opening and closing, helping new trainers, or enrolling new clients. This will help you learn how to be a manager and give you the experience necessary to seek a leadership position, either in your current gym or a new one.

4. Sales

With knowledge and experience in fitness and related topics, you're in a great position to sell gym memberships, subscriptions to classes or group sessions, and even gym and workout equipment. Sales is a career that will allow you to keep working with people but in a different way.

As a salesperson, you may work at a gym or corporate headquarters for a gym. You could be hired by an equipment manufacturer or a retail store that sells different brands of equipment. Many sales positions are based on commissions, so the more you sell, the more you earn. It's a career that requires self-motivation and a strong work ethic to be successful.

5. Fitness Writer

Your expertise is also valued in communications. Writers with experience and knowledge in health, fitness, wellness, diet, and nutrition can write expert website content, magazine articles, blogs, sales and web copy, textbooks, and more.

It's not necessary to have gone to college or majored in English or journalism to begin a writing career. If you have a knack for writing you can polish your skills with practice. Start writing on topics you enjoy for fun and [apply for jobs](#) when you feel you have some worthwhile pieces. This is a particularly great option if you want to work from home.

6. Fitness Model

Put all the hard work you've done to tone your body and build muscle to real work, earning you money. Fitness models are like other types of models, but they focus on fitness-related products. For instance, a company making athletic clothing hires fitness models for advertisements and catalogs. Fitness video producers also hire these models to demonstrate workouts.

While other types of models have to put effort into maintaining a certain weight or body type, fitness models are expected to look strong and athletic. If you work as a fitness model, you'll need to keep up with your workouts and healthy eating as part of the job.

To become a fitness model, you can go to open casting calls, though you may have better luck if you start with an agent. But take care in selecting an agency to work with, as some are unscrupulous and may charge you a fee to sign up with them.

7. Workout Developer

As a personal trainer, workout development is what you do. You take your clients' goals, strengths, limitations, and preferences and create individualized workouts for them. Some people only design workouts. They don't work directly with clients but instead create more general programs.

Workout developers may work for production companies, crafting the workouts you see on a DVD, for instance. They may work for a gym to choreograph workouts for classes offered across several locations. Online services that offer customized or general workouts to download also hire qualified trainers to create their products.

Become a Specialist Trainer

If you still love working as a personal trainer, but you're interested in trying something new, consider other services you could offer your clients. Specialty certifications will allow you to work as a trainer in a particular fitness niche, either alongside regular training or as a full-time career. There are several areas of specialization in personal training:

- Yoga
- Recovery
- Senior and youth fitness
- Corrective exercise
- Training athletes
- Bodybuilding
- Exercise therapy

Find a Unique Work Setting

If you still enjoy working as a trainer but need a change, adding a new specialty isn't the only way to bring variety to your career. Also look for a new place to do your job. There is much more diversity in trainer workplaces now than there ever has been before; trainers don't just work in gyms:

- Hotels, resorts, and spas
- Retirement homes, assisted living communities, and nursing homes
- Community recreation centers
- Corporations
- Physical therapy practices
- Surgical rehabilitation centers

Another great way to get a change of scenery is to begin offering your services online. Online trainers and coaches are in demand because they are typically more affordable and are useful for people who don't go to the gym or don't have easy access.

As an online trainer, you'll coach people virtually: create workouts for them, motivate with messages and texts, evaluate progress, demonstrate good form with videos, and provide information and education. This is a great career for working independently. It's easy and low-cost to begin an online small coaching business.

Working as a personal trainer is rewarding and rarely boring. It's a career with good job security and good pay, but there may come a time when your love at fitness remains but your passion for leading personal training sessions is waning. Consider all the other opportunities available for your knowledge and experience and get motivated for a new career.

Launch your unique journey with a [personal training certification from ISSA](#)! Or, if you're already certified, increase your offerings and earning with an [ISSA specialization](#)—Yoga, Glutes, Recovery, Strength and Conditioning, and more!

References

1. U.S. Bureau of Labor Statistics. (2019, September 4). Occupational Outlook Handbook, Fitness Trainers and Instructors. Retrieved from <https://www.bls.gov/ooh/personal-care-and-service/fitness-trainers-and-instructors.htm#tab-1>
2. U.S. Bureau of Labor Statistics. (2019, September 4). Occupational Outlook Handbook, Dietitians and Nutritionists. Retrieved from <https://www.bls.gov/ooh/healthcare/dietitians-and-nutritionists.htm>