



# Become A Successful Mobile & Online Personal Trainer

Work With Clients At Their Homes, Outdoors & Online.  
Earn Up To £500-£1000 per Week



[www.inspiringfitnesspartners.co.uk](http://www.inspiringfitnesspartners.co.uk)

Supporting Personal Trainers To Get Busy, Stay Busy & Become Independent

# Do You Want To Become A Successful Self Employed Personal Trainer?

## Ok, Lets Start With Some Honesty...

With over 15 years experience of working with Personal Trainers across the UK we have learnt that there are three main reasons why Personal Trainers succeed:

1. Clear goals and realistic expectations of what it takes to be successfully self employed.
2. Clear strategy for gaining new clients.
3. Professional support from already successful and experienced Personal Trainers

Over the past decade we have learnt what it takes to be successful in Personal Training and consistently earn between £500-£1000 income per week.

## Our Why

Our purpose is to help new and existing Personal Trainers get busy, stay busy and become successfully independent.

## Our How

**Clarity Of Service** – We do exactly what we say we are going to do.

**Trust** – We act with honesty and integrity.

**Ownership** – We take responsibility for our actions.

## Our What

**Marketing** – Generate New Client Referrals Weekly.

**Conversion** – Convert An Average of 2 New Clients Each Month.

**Service and Retention** – Retain 60-70% Of Clients.

I first joined Inspiring Fitness after several years of being a qualified Personal Trainer, but only using the qualification to work part time. I wanted help in getting a full time personal training client base. I started to get new clients from Inspiring Fitness and after 6 months I was doing 20 sessions per week. Now 18 months in, I am regularly doing 25 sessions per week with clients that are committed to long term results.

The best thing about joining Inspiring Fitness is that, what you are told actually works. The steps to follow are simple and effective and the help that you need is there as and when it is required.

If anyone is thinking of joining Inspiring Fitness, I can recommend it as the best Personal Training decision I have made.

**Andy Hart**



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# Our Journey So Far...

Since we became established in 2004 we have successfully supported hundreds of Personal Trainers become successful.

Our purpose is to help newly qualified and experienced Personal Trainers get busy, stay busy and become successfully independent.

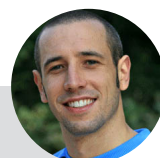
I reached my 12 month goals within 6 months of launching & have grown a steady client base that's thriving. If you're thinking about branching out on your own I would definitely recommend Inspiring Fitness.

**Yvonne Chideya**



"After a couple of years working in a corporate gym, while continuing with my full time job, I decided that I really wanted to make exercise my career. I knew how difficult being a self employed personal trainer was, so decided to look for some support and Inspiring Fitness leapt out at me. I achieved goals far faster than I'd have managed on my own and have gone onto to become completely self employed – Thank you Inspiring Fitness for all the support"

**Paul Boorman**



"I have had a great experience with Inspiring Fitness and I couldn't have done it without you guys. The client referrals helped me get busy early on and the ongoing mentorship helped me become independent to the point that I can now operate on my own with the confidence of a full client base and my own local marketing strategy that generates new client referrals every week. I would highly recommend Inspiring Fitness to anyone wanting to get started with being self employed."

**Caro Pemberton**



"Before joining Inspiring Fitness I was at a loss as to how to get clients. I now get client from Inspiring Fitness alongside the strategies that I implement to generate my own clients directly. I now have a healthy client base with a number of 'long-term' clients"

**Michelle Day**



"With Inspiring Fitness I was operating at full capacity within months and the excellent support systems in place mean that there is always someone to turn to when I need advice. Leaving a full time job and pursuing a career in personal training was a decision I took very seriously. Inspiring Fitness have provided everything I needed to make a secure and successful transition"

**Mike Radford**



# Work With Clients At Their Homes, Outdoors & Online

We work with clients who want to achieve their health and fitness goals with the support of a Personal Trainer. These clients want to exercise at their Homes, Outdoors or Online (not inside a gym).

Here's a quick bit of motivation for you all! Today marks 10 Years from the date I partnered with Inspiring Fitness!! Thanks to everyone for the ongoing support and community. I'm proud to be a part of it



These are the key things which I believe have also supported my success in this business:

- Reach out for support. Mobile PT can be a lonely place so use your community always.
- Be proactive with learning, business development and marketing.
- Set targets / goals and keep track of your progress. Keep track and don't be afraid to re-evaluate them and repeat.
- Always be open to opportunities. My longest serving client (8 years and approx £15,000 in PT fees received) is a disabled man who said at initial phone call 'I won't be offended if you don't want to take me on'. My business is now shaped around this type of client.
- KEEPING POSITIVE! Especially now more than any other time. I think this is one of the most powerful characteristics you can possess as a trainer/coach and business owner. This is noticed and admired by the people around you.

**Matt Brinkley**

A year down the line, I'm now really confident about the general processes and the successful formula of the Inspiring Fitness business that is definitely working well for me. It's also brilliant having the resource of our private Facebook group to chat with all the other PT Partners across the UK as an additional pool of knowledge to tap into too!



I really appreciate that I can continue to tap into terrific support when required. Thanks so much for all your help! :)

**Wendy Cowell**

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# Our Support

For most Personal Trainers becoming self-employed is a scary prospect, for those who have already taken that step it can also be very lonely and finding like-minded people who genuinely want you to succeed is a rare thing.

In order to become a successful Personal Trainer you need the right strategy and support in the following key areas:

## Gaining New Client Referrals

Receive new client referrals weekly.

## Converting Client Referrals Into Active Paying Clients

Gain on average 2 new clients every month.

## Retention of Clients Through Outstanding Personal Training Service

Retain the majority clients in order to build a stable client base.

All of the support we provide is designed to help you get busy, stay busy & become successfully independent!

## And We Also Guarantee Client Referrals.....

Over the past decade Inspiring Fitness has become a trusted Personal Training brand throughout the UK for both clients and Personal Trainers alike.

We have invested hundreds of thousands into advertising and continue to generate thousands of Personal Training client referrals.

**We guarantee that with our experience and investment in marketing you will receive 50-100+ new client referrals within your 1st year.**

As a newly qualified PT and finishing post graduate studies, I was looking to start out as a self employed and came across Inspiring Fitness.... Since joining 3 and half years ago, I have successfully built up my client base from nothing to full time and having the team at Inspiring Fitness supporting me has been vital, particularly with the client referral side of things. The mentorship and additional training they have put on for us has been great in developing my PT skills and I wouldn't have my client base without them. Application is always important but if you want a strong reliable income the fantastic Inspiring Fitness team can certainly help you do this. I would certainly recommend them to anybody SERIOUS about being a self employed PT.

**Peter Smith**



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# Being A Self Employed Mobile & Online Personal Trainer

Achieving an average income of £500-£1000 per week as a self employed PT is there for the earning not the taking – you must be committed to investing time and money to build your business and utilise our support and proven strategies to dominate your local area.

## Inspiring Fitness - The Alternative Option For Success

If you want help and support to grow as a self employed personal trainer (and NOT be Gym based) in a cost efficient, effective and independent way we might be able to help.....

All the Personal Trainers we support to succeed charge between £30-£60 per personal training session dependent upon their location. Here is the type of growth a Personal Trainer who works with us could expect:

### Typical growth forecast of a PT with Inspiring Fitness

Month	New Clients	Average Sessions Per Week	Average Earnings Per Week
1	0	0	£0
2	1-2	4-8	£110 - £320
3	1-2	8-12	£240 - £360
4	1-2	8-12	£240 - £360
5	1-2	10-15	£360 - £480
6	1-2	10-15	£360 - £480
7	1-2	10-20+	£500 - £1000+
8	1-2	10-20+	£500 - £1000+
9	1-2	10-20+	£500 - £1000+
10	1-2	10-20+	£500 - £1000+
11	1-2	10-20+	£500 - £1000+
12	1-2	10-20+	£500 - £1000+

I was so impressed with Inspiring Fitness; after being in and out of gyms, struggling to settle and finding something suitable. I don't have a boss or manager continually calling me. Instead, I've got a personal training mentor calling once every week or two to see if I'm happy, gaining new clients or if there is anything else they can do to help me. I've even encouraged a fellow colleague to join Inspiring Fitness.

**Louis Ras Joubert**



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# Our Monthly Fee

To be successfully self employed we know that you need to invest time, money and be 100% committed.

As you may have already gathered we can't help everyone and will only work with individual Personal Trainers that we believe we can help succeed.

If you are successful in your application to partner with Inspiring Fitness here's how it works:

## Launch and New Client Referrals

In the first 2 weeks with us you will complete a series of online coaching sessions to prepare you for taking on new clients.

These coaching sessions will be completed on a one to one basis with members of our senior support team.

Once this is complete we are ready to begin generating new client referrals for you.

## On-going Mentorship and Guaranteed Client Referrals

Whilst working with Inspiring Fitness you will continue to receive one to one support and ongoing client referrals to help you get busy, stay busy and become successfully independent.

## Our Monthly Fee

Each Personal Trainer that we support pays a monthly fee as follows:

Month 1 to Month 12: £285 per month

Month 13 Onwards: £185 per month

## Investment & Return

Our monthly fee is reduced after 6 and 12 months to reflect your independence and as a means of helping our Personal Trainers become more profitable as they become more successful.

We take the lead in terms of getting you set up, the volume of referrals we generate for you and the support and time invested.

In order to cover the cost of our monthly support fee you only need to be performing x2-3 Personal Training sessions each week.

Most Personal Trainers we support are aiming to achieve a consistent 10+ sessions (part time) and 20+ sessions per week (full time), generating an average income of £500-£1000+ per week.

Whether you are starting self employed full or part time as your client base grows so does your profits!

Back in 2012, after 3 years of working in a gym I wanted more.

Searching for options, I came across Inspiring Fitness and their philosophy resonated with me. I got in touch first with a local trainer to me and then went one further and haven't looked back since. They have helped me become the trainer I am today 6 years down the line. I am not restricted, but liberated to do things my way.

Inspiring Fitness enabled me to grow in my own unique way. This non rushed approach made me able to develop my own strategy. With their patience and trust in me I have been able to flourish.

I am not the same as other trainers and I am achieving something I could only have dreamed about. Inspiring fitness works because we are all decent human beings, have empathy and kindness, and in the most inspiring way, are the type of trainer that people trust and want to be part of.

**Phil Munro**



# Caro's Story

Caro joined Inspiring Fitness in September 2016 and moved on from Inspiring Fitness in September 2017 with a full client base.

As a newly qualified Level 3 Personal Trainer, Caro didn't see himself "in the gym" and wanted to launch his own self-employed mobile personal training but was unsure where to start.

Caro contacted Inspiring Fitness for more information. We initially took Caro through a "fact finding" process to establish whether we thought we could help him.

What was most impressive about Caro was his willingness to take on board our support and implement his own local marketing strategy alongside the client referrals we were generating for him.

Fast forward 12 months and Caro has gone from Zero Clients to performing a consistent 25-30 Personal Training sessions every week, earning an average income of £1000 per week!

**Here is Caro's parting message to us.....**

**Thank you!**

**I have learnt and gained so much from Inspiring Fitness and not sure if I could have done it without your support. I have enjoyed every minute of my journey with you guys.**

**The client referrals provided by Inspiring Fitness were a great help in getting me busy but it has been the ongoing mentorship to help me with my own local strategy that has enabled me to become successfully independent.**



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# John's Story

I qualified as a personal trainer in 2008 after losing a load of weight. I believed that helping people do the same was something I really wanted to do. The problem I had was that I didn't understand the fitness industry at the time. I was working full time earning a decent salary and didn't realise how hard it was to get into the fitness industry let alone earn good money in it. I sat on my qualification until 2009 and then after one particularly bad day at the office, I decided to see what options were available for personal training. By chance, I stumbled across Inspiring Fitness online. After talking to the team at Inspiring Fitness I knew this was the ideal opportunity for me to get into the industry and do it on my terms. I launched my mobile PT business alongside my full time job in September of 2009. I got busy quickly and it soon became clear that I couldn't do both roles. In July of 2010 I finally left full time employed for the first time since 1995.

I won't say the journey has always been smooth since then but I can tell you this, without the support of a company like Inspiring Fitness I would not be where I am today. I have a successful and prosperous fitness business and my earnings now far surpass anything I ever earned in full time employment.

There are two lessons I want you to take from my experiences. The first is the lesson from the beginning. 2009 was a different time to now.

Today it is virtually impossible to build a successful PT business without support and guidance. I was lucky. I found an opportunity and was willing to invest and do the work. Nowadays because of social media and the internet, there seems to be some entitlement to results and success. It's not going to happen. If you want to fulfil your dreams of having a full diary of clients and making a good living? You will need to invest and be willing to be coached. The second lesson I want you to learn is this. I have been a fitness professional since 2009. My journey has evolved and changed.

I know from experience that to build a solid, consistent and vibrant personal training business (not a hobby) it will cost you AT LEAST £500 per month either in monetary terms or in time spent doing free sessions and hustling. So if you want to make it? You need to prepare for that. The other option is to get help from Inspiring Fitness for far less. Trust me, you won't regret it



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# Natasha's Story

I became a partner of Inspiring Fitness in October 2019. Going into the Winter months my expectations weren't too high, but I got off to an amazing start and made the transition to full-time self-employment by January 2020.

My business was going from strength to strength until lockdown was announced in late March. Due to personal circumstances, I retreated to my family home in Cornwall, leaving the client base I'd worked so hard to build. As a mobile trainer, I had built great relationships with my clients and most of them were happy to stick with me online whilst we waited it out.

It was a worrying time, but as a partner of Inspiring Fitness, I felt like I was in the best possible position. The senior support team cleared up any confusion with daily updates on all the latest developments and government guidelines. Our mentors – all successful trainers with many years of experience - were on hand to answer any questions. We were retrained and given new materials for online delivery so that very early on in lockdown we were fully operational as online trainers. With "online training" now an option on the main website, enquiries were still

coming in thick and fast. Life as a self-employed personal trainer can be lonely, but as a team, we stuck together; bouncing ideas around in our Facebook group and catching up for a group coffee over Zoom. We have some amazing people in our team and without their support I doubt I'd have ridden out the last few months as well as I have!

I've just completed my first year with Inspiring Fitness. It's been a really tough time for personal trainers everywhere, yet my business has more than doubled in a 6 month period and I have never been busier! I couldn't have done it alone and I am so grateful to Inspiring Fitness for the amazing leg-up into the industry. If you want to be a personal trainer in 2020 and beyond, this is absolutely where you want to be!



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# FAQ's And Next Step

[Is there a "typical" type of Personal Trainer that Inspiring Fitness wants to work with?](#)

Yes, positive individuals who are realistic about what it takes to be successfully self employed. We are only interested in working with Personal Trainers who are totally committed to being self employed. This includes newly qualified PT's, PT's who are struggling to get going and PT's who want to transition away from their "day job" or the gym.

[Do I have to work with clients online?](#)

No, our core service remains Personal Training at clients homes and outdoors. Online Personal Training is an optional extra. For any Personal Trainers who do want to offer Online Personal Training we provide a simple system and ongoing client referrals to help you establish your own online client base.

[How long does it take to get busy?](#)

It is possible to get busy very quickly but we would only want to work with a Personal Trainer who is giving themselves at least 3-6 months to establish their client base.

[Can I do this alongside a job until my self employed client base becomes established?](#)

Yes, most Personal Trainers we support start off by running their new Personal Training alongside an existing form of employment/income.

[Is there a minimum contract?](#)

Yes we work with each Personal Trainer on a "3 month" rolling agreement. So at any given point when a PT no longer requires our support they are able to provide 3 months notice to end our agreement.

[During my time working with Inspiring Fitness do I have my own brand identity?](#)

Yes, with the clients we refer you will take advantage of the Inspiring Fitness brand but you are always free to be an individual PT who promotes yourself as an individual personal trainer.

[When the times comes that I no longer need the support of Inspiring Fitness will I still keep all the clients Inspiring Fitness have referred?](#)

Definitely, our goal is to see you move on from us in the best position possible and with your own successful Personal Training client base.

[Who is a GOOD fit to work with Inspiring Fitness](#)

1. Newly Qualified and Experienced Level 3 Personal Trainers
2. Personal Trainers That Want To Work with Clients at Home, Outdoors and Online
3. Personal Trainers who want support to be successfully self employed

I have been with Inspiring Fitness since 2016. I joined because I wanted to work for myself but also wanted the support of a recognised brand. I was happy with Inspiring Fitness from Day 1. I loved the no sales approach. It was always emphasised that it had to be the right fit for both myself & the company. The other thing I loved was the emphasis on the amount of work I had to put in to get the outcome I wanted. I loved how we broke down my goals & had a specific time frame to reach them. I loved the support I received especially prior to the launch of my business and during my first year. I reached my 12 month goals within 6 months & have grown a steady client base that's thriving.

If you're thinking about branching out on your own I would definitely recommend Inspiring Fitness.

**Yvonne Chideya**

**Next  
Step**

**[Please Click This Link To Fill Out Our Application Form  
And A Member Of Our Team Will Be In Touch To Discuss  
Your Interest In Inspiring Fitness](#)**