



# Become A Successful Mobile Personal Trainer

Grow Your Own Profitable Self Employed Business  
And Earn £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 Need Help Growing Your Own Personal Training Business?

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

With over 10 years experience of working with Personal Trainers across the UK we have learnt that there are three main reasons why Personal Trainers fail to be successful:

1. Unrealistic expectations of what it takes to be successful
2. No clear business strategy (marketing and finance in particular)
3. A lack of professional support from already successful and experienced Personal Trainers

Over the past decade we have learnt what it takes to build successful Personal Training businesses that consistently generate 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 Enquires Weekly

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

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

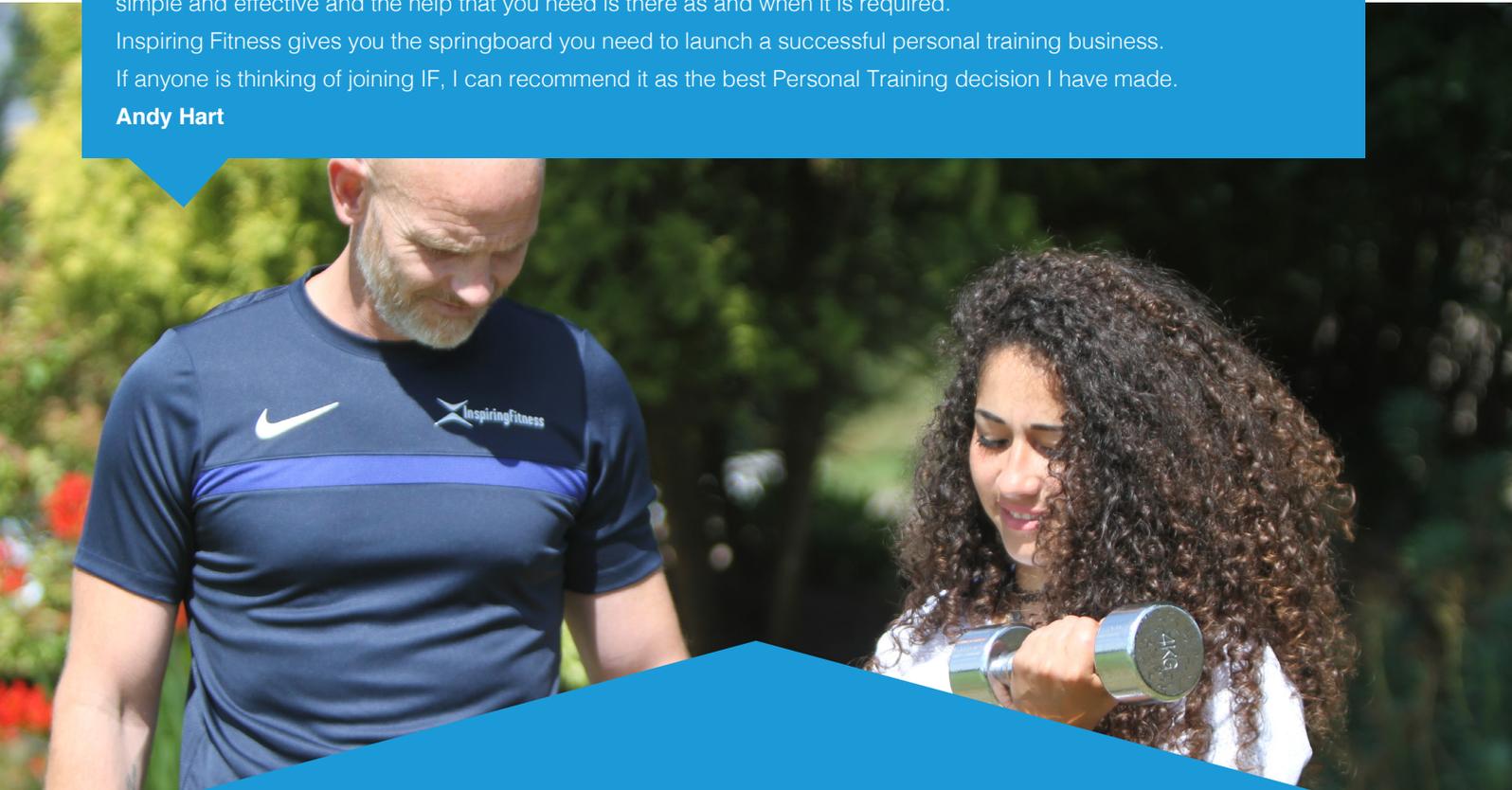
I first joined Inspiring Fitness after several years of being a qualified Personal Trainer, but only using the qualification to work part time. I wanted help in getting a full time personal training business off the ground. I started to get the business up and running and after 6 months I was doing 20 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 working with 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.

Inspiring Fitness gives you the springboard you need to launch a successful personal training business.

If anyone is thinking of joining IF, 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 build profitable and successful Mobile Personal Training Businesses.

Our purpose is to provide a support service that helps newly qualified and experienced Personal Trainers get busy, stay busy.

I reached my 12 month goals within 6 months of launching & have grown a steady business 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 starting a self employed business was, so decided to look for some support and Inspiring Fitness leapt out at me. I achieved my Personal Training business goals far faster than I'd have managed on my own and have gone onto to become completely independent – 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 enquires helped me get busy early on and the ongoing mentorship helped me become independent to the point that I can now operate my business on my own with the confidence of a full client base and my own local marketing strategy that generates new client enquires every week. I would highly recommend Inspiring Fitness to anyone wanting to get started with there own mobile business"

**Caro Pemberton**



"Before joining Inspiring Fitness I was at a loss as to how to get clients. I now get client enquires 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**



# Our Support Service

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 achieve a successful Personal Training business you need the right strategy and support in the following key areas:

## Marketing and Gaining New Clients

Build a marketing strategy that generates new client enquires every week and makes you the dominant Personal Trainer in your local area.

## Converting Client Enquiries 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 Enquiries.....

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 enquires.

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

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

**Peter Smith**



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# Cost Of Being A Self Employed Personal Trainer

Achieving an average income of £500-£1000 per week from your Personal Training business 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.

Comparing the different routes a Personal Trainer can take to be successful

## Route 1 - The Corporate Gym

One of the most common options is working in a gym providing “free hours” in order perform inductions, classes and cleaning duties and/or pay a gym rental fee for personal training space and access to members.

If taking the gym route, here are some of the key considerations:

- Gym based Personal Training is often a self employed endeavour
- Providing 15 free working hours to a gym is equal to giving over £100 worth of working hours for free each week (based on a £7 per hour minimum wage for anyone above 21 years).
- The working environment can be very competitive and often suit PT’s who are initially happy to take a “quantity over quality” approach.

## Route 2 - Going it Alone

The second option is going it completely alone as a Personal Trainer (mobile or studio based)

From our experience, here are the estimated costs for building a successful self employed business:

Cost of a professionally designed and hosted website = £500 - £1500

Cost of advertising to generate 2 new clients per month consistently (year one) = £200-£300 per month

Cost of set up (branding, clothing, stationery, professional advice) = £400 - £1000

If you are experienced enough to know what you are doing the average monthly spend to build a successful business in the 1st year would be estimated at £300 - £600 per month.

As PT’s we can be successful with both Route 1 or Route 2 as neither are good or bad, better or worse, they are simply different and whilst both require significant investment of time and money they also require very different type of strategy to work

## Inspiring Fitness - The Alternative Option For Success

If you want help and support to grow your own mobile personal training business (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:

### 1st Year Forecast From The Point Of Launching Your Mobile PT Business With Our Support

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+

# Our Monthly Fee

To build a successful business 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:

## Business Launch and New Client Enquiries

In the first 2 weeks with us you will complete a series of online coaching sessions to prepare you for launching your business.

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 marketing your business and generating new client enquiries.

## On-going Mentorship and Guaranteed Client Enquiries

Whilst working with Inspiring Fitness you will continue to receive one to one support and ongoing client enquiries 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 (1st year): £285 per month

Month 13+ (2nd year onwards): £185 per month

## Investment & Return

Our monthly fee is reduced after 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 enquiries we generate for you and the support and time invested.

Over the course of your first year our monthly fee (broken down weekly) equates to £65 per week.

Therefore in order to cover the cost of our monthly support fee you only need to be working with 1 Client **(performing x2 Personal Training sessions each week).**

Most Personal Trainers we support are aiming to achieve a consistent 20-25+ sessions per week, generating an average income of £500-£1000+ per week. Many will start this journey part time and alongside an existing job.

Whether you are starting your business full or part time as your business grows so do 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, with guidance to build a sustainable business but in my own personality...

The last 4 years have been successful for me. Consistent, strong retention, with steady new clients continually through the years. As in lots of aspects of my life I know that the 'Good will out' In the first year of doing this I was not the most busy of trainers. Slowly and strongly burning, IF enabled me to grow in my own unique way. This non rushed approach made me able to develop my own unique business. With their patience and trust in me I have been able to flourish. I am not the same as other trainers and I run my business a little differently too I'm sure, but to me I am achieving something I could only have dreamed about 6 years ago. 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 Case Study

Caro joined Inspiring Fitness in September 2016 and moved on from Inspiring Fitness in September 2017 with his own independently successful Personal Training Business.

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 business 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 enquires 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!  
(Key word being **CONSISTENTLY**)

Over time with Inspiring Fitness we also helped Caro develop his own Personal Training Brand and he is now operating his own Personal Training business with the confidence he can continue to be successful on his own.

**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 enquires generated 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.**

**It has now come to that time for me to do things alone and continue to expand my already busy Personal Training business with everything that I have learnt.**



**Get Busy, Stay Busy & Become Successfully Independent**

# 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 developing their own Mobile Personal Training Business. This includes newly qualified PT's, PT's who are struggling to get going with their business and PT's who want to transition away from their "day job" or the gym.

[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 a new business.

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

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

[How long does a Personal Trainer typically work with Inspiring Fitness for?](#)

For most Personal Trainers the journey can be summarised as "0-6 months to get really busy, 6-12 months to become consistent and stable, 12 months to establish independence and not need us anymore.

[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 Business.

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

1. Newly Qualified and Experienced Personal Trainers That Want To Work with Clients at Home / Outdoors
2. Personal Trainers who want help building a client base and transition away from the "day job" or being gym based
3. Former Personal Trainers who have left the industry and want to make a return in a "better way" than before

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 of launching & have grown a steady business 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 "Call Back" Contact Form  
And A Member Of Our Team Will Be In Touch To Discuss  
Your Interest In Inspiring Fitness](#)**