

Session 457: Building a Successful Studio Centered Around the Fit Pro

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The game has changed! Now, more than ever, personal trainers maintain the client relationships and have several options for how and where they train their clients.

So how do you build a successful studio that attracts the savvy Fit Pro? It starts with you thinking deeply about what you can do to make working in your studio more attractive to them.

So, let's get into the mind of the _____ Fit Pro!

1. What do they really want?

1. _____

2. _____

3. _____

4. _____

2. How can your studio better _____ them?

1. _____

2. _____

3. _____

4. _____

3. How can you help them be _____ successful with you than they could be on their own?

1. _____

2. _____

3. _____

4. _____

4. How do you attract the fit pro who can now train their clients _____ from anywhere... for free!??

5. To build a successful studio does it matter who has the _____ with the client?

6. Embracing this approach can ultimately lead to more success and less _____, so you can _____ as a studio owner!

Action Steps:

1. What are 2 things you can do to better attract the savvy fit pro to your studio?

2. What are 2-3 things you can do to better serve the Fit Pro already on your team?
