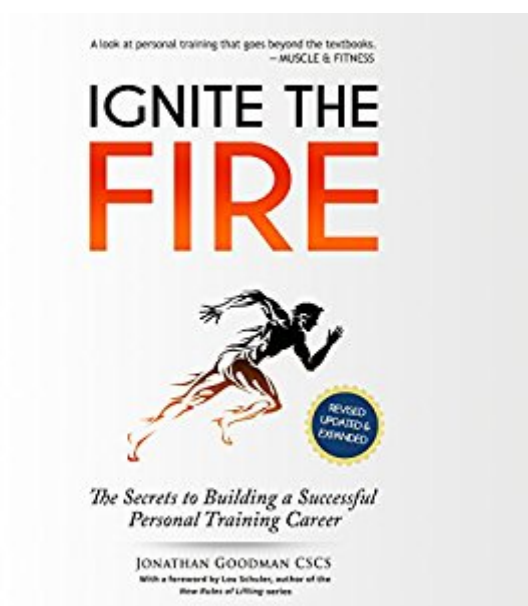


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Ignite The Fire: The Secrets To Building A Successful Personal Training Career (Revised, Updated, And Expanded)



Synopsis

Now in a revised, expanded, and upgraded edition, Ignite the Fire is the highly practical approach to personal training already relied on by thousands of trainers worldwide. Repeatedly called one of the "best books for personal trainers", it provides a clear road map teaching you how to become a personal trainer, to getting a personal trainer certification, to building your career from the bottom up so you can build a clientele, your reputation, and income. Have you ever wanted to know the best, high-integrity techniques to get more clients, run a fitness business, or have a solid system for selling personal training? You're not alone. For years Jon's been asked these questions so he read, watched, researched, and interviewed the best in the world to compile Ignite the Fire. This powerful book for certified personal trainers will show you how to: Find your dream job in the fitness industry Find, market to, and sell your ideal client while seamlessly dealing with objections Build amazing workouts for beginners Deal with difficult client types Develop multiple income streams while maintaining your reputation Ignite the Fire provides a clear road map to building your career from the bottom up so you can build a clientele, your reputation, and income.

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Customer Reviews

26 years ago, I graduated with a degree in exercise science, got certified by the ACSM and NSCA, and then dove into personal training in both small rural 'mom and pop gyms' and later in large metro area health clubs. But four years of college, the top certifications and even 6 years of bodybuilding (including winning 2 state titles by age 21) did not arm me with everything I needed to know to be successful, and for years, I struggled, literally, just to pay the rent and put food on the table. To be successful in the personal training business requires more than a formal exercise education or

personal experience working out, it takes a deep understanding of psychology and human behavior as well extensive knowledge of business, sales and marketing, and learning it all is not easy when you don't have a mentor. When I started, there was virtually no guidance available in these missing areas of trainer education. Today there are teachers who have been there, done it, figured it all out and are sharing their knowledge; people like Jonathan Goodman, a man who is known as the trainer of trainers. Jonathan's newly updated "Ignite the Fire", is a superb guidebook to the entire range of skills you must master to lead the field today. Some of the information in the book may not be new to long-time experienced trainers, yet every trainer at every level is sure to pick up some valuable nuggets - some little tricks or insights they never thought of before that could make even the already established trainer even more successful. For new trainers, especially those who are struggling to get business or carve out their unique niche where they fit best in the industry, this book will be indispensable and is worthy not just of reading, but of studying. The information could help you land your first client, make more money, get promoted or even score your dream job. Some of the topics Jonathan covered that I thought were especially valuable included:

- * Compliance: How to get your clients to stick with it by using the right motivation, inspiration and communication.*
- Techniques to help your clients develop self-efficacy (and the psychology behind it)*
- How to develop relationships and build loyalty with clients and with all the people in your business network*
- Finding your right fit in the industry by reviewing the pros and cons of different types of training work including big box gyms, studios, in home training, garage gyms, community centers, medical facilities and online training*
- New opportunities in online training and how to use the the web (blogs, social media, etc) to increase your visibility and business.*
- How to adjust your approach to goal setting for clients based on their training experience and personality (using the old "SMART goals" approach may not work for everyone).*
- Understanding intrinsic and extrinsic motivation*
- How to set yourself apart from the competition, differentiate yourself, and why this is so important today.*
- Why you should start broad and then become a specialist, whether that's low back pain prevention & rehab, getting great glutes, working with older clients, pre and post natal training and so on.*
- How to sell personal training, even if you don't like sales and don't consider yourself a sales person (including a practical 5 step selling formula)*
- A close look at the 10 types of clients and how to understand them and work with them effectively*
- How to develop the social skills of the worlds best trainers, such as approaching clients on the floor, making small talk, getting rapport, helping quiet clients relax and open up and developing great questioning skills*

Also the "side bars" ("Keys to success in the fitness industry") featuring all the guest segments with some of the top trainers in the business were all very helpful because they gave real world, practical tips and advice. In summing

up, though this book covers all bases (as much as one book can do that), I think the strongest part is the attention it gives to understanding psychology and human behavior. When you understand the reality of the typical client's lifestyle and deeper motivations, and work with each individual, knowing where they're coming from, you'll develop a bond with your clients that a trainer who doesn't understand this will never achieve... one that will give you the edge. And as the title implies, *Ignite the Fire* explains how to take your passion for fitness and pass it on to your clients, building an emotional connection with exercise for your clients, getting them excited to work out and keep doing it for life. Although I ultimately ended up with a lot of success in the fitness industry, I wish I had this book when I started out in personal training. I'm sure it could have helped save me from years of frustration. Disclosure: I received a copy of the book directly from Jonathan. I had not read the previous edition so I can't make a comparison, though I have read his book on social media (also a great read), follow him on Facebook and visit the personal training development center (PTDC) regularly. On that note, I also recommend that trainers follow the PTDC for continuing education and for the list of must-read material Jonathan and his team compile/curate every week, which saves all of us a whole lot of time in staying up to date.

I was at a crossroads in my life after college, not knowing what to do. My wife told me to figure out what I would do if I won a billion dollars and never had to work another day in my life, and then figure out how to get paid to do that. Because of Jonathan Goodman's books, the Online Trainer Academy, and Personal Trainer Development Center I'm able to consider myself retired because I "work" by helping busy adult runners train injury free with personalized run scheduling, strength work, and adequate recovery. My wife is a teacher and since I do all of this online we are able to travel during the summers. We've lived in Panama and Seattle and road tripped camping along the ways as well. I would not have the knowhow and confidence to turn my running expertise into a business without Jon Goodman, and it all started with his books.

About 2 and a half years ago I was a cop contemplating trying to become a personal trainer again. I had failed years before as I didn't have the confidence and hadn't yet achieved my own fitness goals. After mastering my own programming and seeing results, I wanted to help others. I read *Ignite the Fire*. As I type this years later I'm sitting in my own personal training studio. I have over 50 clients I work with in a small group setting. Jon Goodman has guided me on how to build a client army. The programming I use I learned over the years from great coaches, but the psychology of people who need our help? That was where I was and am still sometimes stuck. Enter Jon. He understands the

psychology behind helping people change. If you think any of his products might help you, buy them yesterday. He's that good.

Reading "Ignite the Fire" felt like having an intimate conversation with an expert in the personal training business who was extremely generous with his knowledge and no aspect of the book felt glossed over or rushed from picking a certification, seeing the scope of employment options to better understanding my clients' needs and ways to continually inspiring them. As a new trainer, I am grateful for this resources because I couldn't find anything as comprehensive about entering and succeeding in the personal training biz anywhere else. Thank you!

Ignite The Fire is awesome! I go back to it time and time again. It has helped me with my sales presentations, how to price my services and unique ways to stand out from the crowd. This book needs to be read and used as the go to book for every trainer trying to build a personal training career. Thanks for everything Jonathan! Mike Forsstrom

I truly enjoyed and value the information that I read in this book. I wish I had it when I first started training, it is full of helpful tips and systems to use that make you better and excited about training. We are all excited when we first start, but after dealing with a lot of the issues that arise as a trainer it is easy to get discouraged and seek other options. I recommend this book to anyone thinking of becoming a trainer, any trainer thinking of switching careers, or for any trainer looking to improve their business skills or increase their income.

Wonderfully written and opens up some new ideas and concepts to being a trainer. Has a lot to do with client retention and I like that. He has a great outlook on this profession and how to properly be a useful trainer. There are some grammatical errors such as missing words, or words blatantly switched in place. They are few and far between though so it is nothing close to a deal breaker.

I highly recommend this book to any personal trainers like myself who are just starting out and need more insight into the personal training field. This book covers everything from how to choose the right career path (Big Box Gym, Garage Gym, Independent, etc) to how to develop programs in a nutshell.

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