Business Success for Fitness Professionals

.6 CEU's/ 6 CEC's

Here's your chance to learn how to go from being a great personal trainer to a successful business person! This 6 hour online interactive video enhanced workshop will provide you with the knowledge and tools need to increase your customer base and make more money! Specific topics include: Developing your business strategy, establishing your line of products and services, setting prices, promoting and selling your business and developing and maintaining relationships that are key to your success.

Required Workshop Text: 101 Ways to Improve Your Personal Trainer Business

Students who successfully complete this course will be able to:

1. Develop a business strategy to insure their Personal Training business is successful
2. Implement a pricing strategy to insure they increase their number of Personal Training Clients
3. Maintain Clients through understanding how to successfully build long-term relationships
4. Identify their strengths and weakness as a fitness entrepreneur and which strengths distinguish them from their competitors
5. Describe the opportunities and channels available for online marketing

BIO:
Mark S. Cassidy, MS
AS in Business Administration - Delaware County Community College
BS in Exercise Physiology - Temple University
MS in Organizational Development & Leadership - Philadelphia College of Osteopathic Medicine

Mark has held positions in the Exercise / Strength & Conditioning industry, which have included Fitness Trainer, Physical Rehabilitation Assistant, Sales Associate, Fitness Manager and Facility Supervisor since 1987. He has been responsible for training basketball players in professional leagues, including the National Basketball Association, since 1996. Mark has been working with the World Instructors Training Schools since 2000.

Course Fee: $195