



# THE ULTIMATE PRICE GUIDE FOR HIRING A PERSONAL TRAINER



7 THINGS YOU MUST KNOW BEFORE HIRING A FITNESS PRO



# HOW TO HIRE A PERSONAL TRAINER OR FITNESS COACH



7 QUESTIONS TO ASK BEFORE  
HIRING A FITNESS PRO

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# HELLO THERE!

Thanks for downloading this guide! Inside you'll find everything you need to find the right Personal Trainer or Coach for **YOU** and **YOUR GOALS**.

But first, I want to congratulate you on taking a major step towards your **HEALTH** and **FITNESS**.

Hiring a trainer or coach is a **GREAT** way to fast-track your progress to get the results you're looking for safely, quickly and more easily (and even have a lot of fun along the way).

But the truth is, finding exactly the right coach or program for **YOU** can be pretty confusing. It can also feel a bit intimidating, especially if you're new to fitness studios and gyms.

What questions should you ask? How do you make an informed decision? How do you know you're making the right investment in your health and fitness?

This guide will arm you with the questions to ask so you feel **CONFIDENT** when it comes to hiring a coach and choosing a program. You'll know *exactly* what info you need so you can get the most **VALUE** for your money, time, and effort.



*The first  
wealth is  
health.*

RALPH WALDO  
EMERSON

Here are some quick dos and don'ts when it comes to hiring a coach or trainer:

- ✗ Don't hire based solely on price (more on that below!)
- ✓ DO get referrals and do pay attention to word-of-mouth
- ✗ Don't hire the first trainer recommended by the fitness facility simply because it's the easiest choice
- ✓ DO ask a lot of questions ... and most importantly:
- ✓ DO listen to your gut instincts!

**Ultimately, you want to hire a coach who:**

- ✓ Is experienced helping people like you get the results you're after
- ✓ Is a good fit personality-wise
- ✓ Will push you and challenge you to be your best, even when you "don't feel like it"
- ✓ Will be there for you when you need it most and hold you accountable
- ✓ Truly cares about YOU
- ✓ Provides a high value for their time and expertise.

My goal is for you to get the BEST results and experience possible.

If you have any questions whatsoever, feel free to send me an email or call us at 0418 263 786. We're here to help reach your goals.

*Thank You!*

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# 7 THINGS YOU NEED TO KNOW BEFORE HIRING A TRAINER OR COACH

## **1** WHY DO YOU WANT TO HIRE A TRAINER?

There are a lot of GREAT reasons to work with a trainer or fitness coach, but before you hire one or join a transformation program, be sure you have a clear idea of what you actually want from the process.

A great coach can help you formulate your specific goals and a timeline for achieving them, but you need to know the basics first.

- Do you want to lose weight?
- Are you coming back from an injury?
- Do you want to become stronger?
- Are you looking to improve your skills or fitness for a specific sport or event?
- Do you just want to feel better and have more energy? Get better quality sleep?
- Is putting on muscle a goal?
- Do you have any medical conditions?

Some trainers and coaches will be more equipped to help with certain goals than others, and the truth is, some enjoy working with specific populations more than others, because of their background and interests.

**In addition to having the expertise necessary to help you, you also want your trainer / coach to enjoy working with you as much as you enjoy working with them!**

As an example, if you're new to working out or you recently had a baby and need to work on core strength and stability, hiring a coach who focuses on youth athletes might not be the best fit.

It's worth the time to think about your goals and then seek out coaches who have demonstrated experience in helping others achieve the results you're looking for.



*Setting goals is the first step in turning the invisible into the visible.*

TONY ROBBINS



## 2 DO YOU WANT A **TRAINER** OR A **COACH**?

This might sound like semantics ... but it can be make-or-break when it comes to getting real results. It boils down to whether you want:

- A **complete program** to help you achieve your goals, or
- A great workout

A **PERSONAL TRAINER** will put together workouts for you and guide you through them, counting your reps and correcting your form. A trainer will also provide encouragement to push you through your workouts – “great job!” “you can do it!” “awesome!”

And that’s fantastic – if that’s all you want.

BUT ... a **COACH** will do all of that, PLUS provide you with guidance that reaches far beyond your workouts.

This can include accountability, support for building a healthy lifestyle, diet and food assistance, self-development and mindset coaching, and all the "extras" you need to create real shifts and lasting RESULTS in your life.

At **Tighten Up**, we’re proud to take a coaching approach and offer a complete program that includes:

- Fitness, strength and mobility.
- Dietary assistance.
- Weight-loss and maintenance.
- Food planning and recipes.
- Bespoke training programs for your unique body type and goals.
- Body Composition Scanning.
- Mindset and confidence.
- Proven 16 week process to results.



### 3 DO THEY HAVE A PROVEN TRACK RECORD OF RESULTS?

First, if you have a chance to see your potential trainer / coach in action at the gym or studio, do your own reconnaissance and watch how they interact with their clients during sessions.

Are they attentive and do they offer form correction? Or do they seem distracted, on their phone, and disengaged?

Another thing to notice: *Do all their clients seem to do the same basic workout, or does each client appear to get a personalised training program with exercise modifications?*

If it's not possible to watch the trainer interact with their clients, get references and/or talk to 2-3 current clients about their experience and results.



*Exercise is king.  
Nutrition is queen.  
Put them together  
and you've got  
a kingdom.*

JACK LALANNE



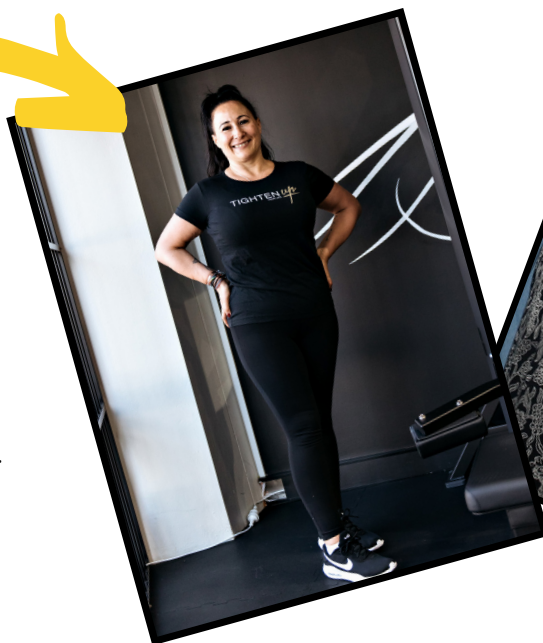


## HERE ARE SOME OF OUR SUCCESS STORIES

Here are just a few of the amazing clients we've served over the years!

### VALERIE

Gained confidence.  
Improved sleep.  
More energy.  
More active and happy.  
Went clothes shopping.  
Lost 19.2kg.



### WILLIAM

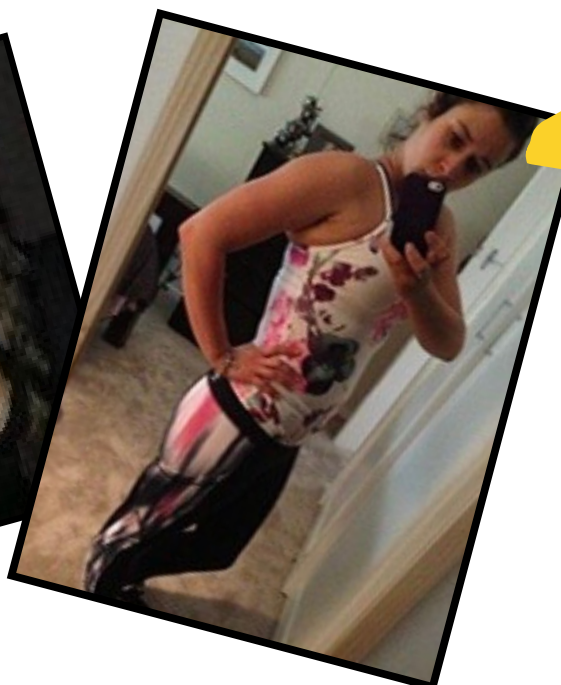
Healthy body and mind.  
More energy for my family.  
More focused for work.  
Motivated for more fun.  
Lost 20cm from waist.

## MORE AMAZING TRANSFORMATIONS

We couldn't be more proud to our client's results.

### DANI

Feels strong and fit.  
More energy.  
Gained confidence.  
Keeping up with the kids.  
Went from over 100kg to  
size 9 skinny jeans.



### BEK

Gained confidence.  
Feels strong and alive.  
Changed my life.  
"Strong is Sexy"  
From a size 16 to 10.  
Lost 10kg.



### 4 WHAT ARE THEIR QUALIFICATIONS?

Here's a weird fact: almost **NO ONE** ever asks trainers about their certifications and credentials.

It's a question that's definitely worth asking.

Why? In Australia personal trainers and coaches are required have to be certified and insured in order to work with clients.

Check that qualifications are indeed Australian Industry standard.

### THINGS *to Know*

Having a  
certification  
doesn't mean  
someone is a great  
trainer or coach.





## POPULAR TRAINER *Certifications*

- AIPT
- PTAC
- AIF
- ACSF

Compounding the confusion, there are literally **DOZENS** of companies that offer personal trainer certifications. Some offer certifications after a just a few months of of learning while others require a year of study or even a four-year degree.

While being certified isn't required and might not even predict whether a trainer does a good job, it **DOES** indicate a level of professionalism.

Plus, certified trainers must take continuing education courses in order to keep their credentials current, which ensures they stay up-to-date with current research and keep their skills sharp.

Two other things you should ask about, both of which show a commitment to professionalism: current CPR/FIRST AID certification and liability insurance.

On the previous page, the photos of the certifications are real, they are mine. That's not even all of them! Every year I attend Filex which is held by our governing body: Fitness Australia. These are 4 day events that deep dive into current science, trends and topics of interest. So important for up skilling and keeping abreast of changes.

## 5 DO YOUR PERSONALITIES "CLICK"?

This is an intangible quality, so you'll have to trust your gut on this one.

It's important that you and your coach enjoy each other's company, since you are going to be spending a lot of time together!

This doesn't mean you need to be BFF's – but you should find them motivating, inspiring, and knowledgeable.

You also need to be able to trust them because they will be pushing you out of your comfort zone on a regular basis (that's part of getting results!).

Also: think about what motivates YOU. *Do you need a cheerleader or a drill sergeant? Or a little of both? Will the trainer be able to deliver?*

**You should feel confident that they can motivate and support you as you reach toward your goals.**



*If something stands  
between you and your  
success, move it.  
Never be denied.*

DWAYNE "THE ROCK" JOHNSON



## 6 ARE THEY AVAILABLE WHEN YOU WANT TO WORK OUT? WHERE DO THEY TRAIN CLIENTS?

There are 3 things to make sure about here:

- ✓ Many clients want to train either before or after work, so check with your potential coach that they're available during the times you want to work out.
- ✓ Do some careful thinking about the fitness studio's location. If you have to drive a half-hour out of your way a few times a week, it might be harder to regularly attend sessions.
- ✓ Does their training style suit your likes and personality? For example, some people prefer to work out in a large group, while others prefer fewer people.

Here are some other considerations:

- What is their cancellation policy? Most trainers have a 24-hour cancellation policy. It's a good idea to know upfront what to expect.
- Also, does the trainer or studio guarantee results to people who follow their program? What happens if you don't get the expected results after truly following their guidelines for a set period of time?



### QUICK *Note*

If weight loss is a goal, your nutrition will play a major role, so be sure to ask about that, too!





## HOW MUCH DOES IT COST?

The price of training should play a role in your decision ... as should what you're actually GETTING for your money.

Remember that committing to a program is an **INVESTMENT** in your health, quality of life, and longevity, and should never be looked at as an expense.

A great coach has the potential to change the course of the rest of your life... your self-confidence, health, the way you look and feel, longevity, and the list goes on!

Ask about rates and any special offers they currently have. Some coaches charge per month; others, per session or per program. Also check if there is a minimum term.

The investment for our Coaching Programs here at Tighten Up start from \$44 depending on your level of commitment and what your specific goals are.

We're proud to be able to offer a **COMPLETE PROGRAM** that includes more than just what happens during your sessions.

Our Coaching Process is a 16 week cycle which includes:  
Goal setting and planning.  
Creating healthy habits  
Building Confidence  
Mindset and RESULTS!  
We use science based strategies and data to track results





TIGHTEN *up*

## MAKING YOUR DECISION

Once you've gotten answers to all your questions and concerns, it's time to put it all together and figure out which coach and fitness program is the best for YOU and your goals.

Your choice will likely depend on a variety of things including their ability to get results, availability, investment, location AND also your instinct about who will be the right fit for you.

**Hiring a coach is a reflection of your commitment to your goals. It's also an investment of your **TIME, ENERGY, and MOTIVATION!****

Here at Tighten Up we're 110% committed to our clients to achieve the best possible results ... while having FUN in the process!

2 weeks unlimited Small Group Training sessions = \$299

Strategy and Goal Setting Session = \$289

Myzone MZ-1 Heart Rate monitor = \$99

Postural and Movement Assessment = \$55

Beginner Exercise Guide and Programs = \$199

Simple and Easy Recipe eBook = \$29.95

Habit Checklist and Mini Guide eBook = \$28.95

Support from your Coach and Crew = Priceless!

Total Value \$999.90

\*\*\*\*\*ONLY 10 DEALS AVAILABLE!\*\*\*\*\*

Again, if you have any questions, we're just a phone call or text away!

Thanks Again!