



HOW TO ATTRACT GREAT
Personal Trainers
TO YOUR STRENGTH TRAINING BUSINESS

One of the challenges we hear over and over again from strength training studio owners is “I can’t find great trainers” or “it’s impossible to find high intensity trainers who GET IT” or “my trainers don’t care enough about the training, client experience, etc”.

Sound familiar?

Since you downloaded this PDF, the chances are you struggle to attract great trainers. As a strength training studio owner myself, I understand your frustration.

It’s impossible to find trainers who understand your high intensity strength training method, especially when most of the fitness industry is based on fads over evidence.

We’ve worked with many strength training studio businesses of all shapes and sizes, including Discover Strength, fit20, and Live Oak Strength. We’ve also recorded over 300 podcasts with the top strength training entrepreneurs to learn how they overcome this challenge and grow their business.

During our journey, we’ve learnt that lots of strength training studio owners struggle to attract good candidates. They end up hiring poor quality trainers who don’t have the right Core Values and attributes.

Studio owners don’t tend to use effective filters. This results in frequent hiring of trainers because “they like them” or they get a bit desperate to fill a spot and make a bad hire, which causes a lot of long term pain for everyone involved. This results in a great deal of stress for the candidate and the studio owner, and prevents them from getting to the next level in their business, leaving them feeling very frustrated.

Does this sound familiar?

Fortunately, we’ve put together a proven checklist to help you solve this problem for good, and attract great trainers to your strength training business.

This checklist was put together following extensive in-depth conversations with the Discover Strength team and, in particular, their Founder and CEO, Luke Carlson.

Discover Strength has the highest volume/revenue personal training studios in the world. They are only able to achieve this because they understand how to attract great trainers.

The Discover Strength team are the most qualified experts in the fitness industry to explain exactly how you find great trainers for your strength training business. Follow this 4 part checklist step-by-step and you will stop interviewing and hiring the wrong fit and start to attract great trainers to your business who help you win and retain clients.

Please note: this is NOT a quick fix. It requires you to put in the work to implement all of the steps properly. If you make the time to implement the steps, it’s much more likely you will attract the best trainer candidates to your business.

Don’t make the mistake of consuming this information without taking action. You must take action!



1

SET YOUR EMPLOYMENT STRATEGY

First, you need to ask yourself a question. The answer to this question is really important and will inform the rest of your approach. **Do not skip over this section.**

Take a pen and paper and spend 30-minutes to an hour journaling your answer to the following question:

What opportunity are you providing trainers and how does this align with your vision for your business?

For example, are you looking to create an employment destination, with a long term staff development plan or are you looking for some part-time help to give you more time-off and cover various shifts? Depending on your vision, your strategy could be wildly different.

Action - Journal on this question for 30-minutes to 1 hour and decide on the type of employment experience you want to create.



2

ATTRACT GREAT TRAINERS WITH YOUR WEBSITE

Your website is your first sales person and it's also the first place your prospective trainers will go to learn about your business and employment experience.

If your website looks dated, unprofessional, and doesn't answer their questions, you are not going to attract good quality trainer candidates.

If your website needs an update, you can do this yourself (which I don't recommend) or hire an agency for a few thousand dollars to build a very professional website, which converts clients and attracts great trainers. I highly recommend **Studio One Design** who built our studio website, **Optima Strength**.

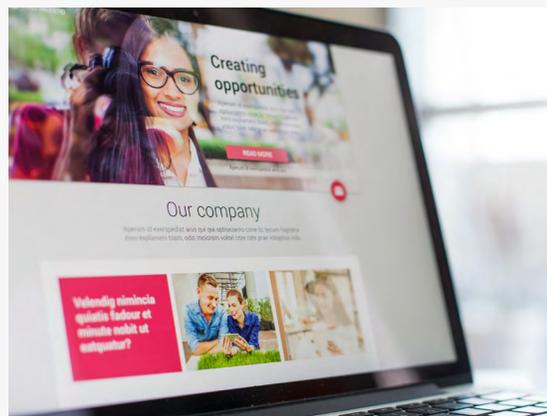
Your website serves multiple functions, which we can help with in our other programs. In this checklist, we're just going to focus on the pages specific to the prospective trainer.

Home Page

You need to have an effective home page, which clearly describes what you do, how you help your target market, how you're different, why you're an authority, and a plan for helping clients to achieve their goals. **Discover Strength does this very well.**

This is the first thing a prospective trainer sees, and first impressions are everything.

Add a Careers Page link on your Top Menu and/or Footer.



Careers Page

Your **Careers Page** should answer **ALL** of the prospective trainer's potential questions about your business and the employment experience.

Think back to all the questions you've been asked by prospective trainers in the past, such as:

1. What is the compensation?
2. What additional benefits do you provide?
3. What are the hours and schedule like?
4. What qualifications are required?
5. How does [your business] make a personal trainer career sustainable?
6. What type of training methodology does [your business] utilise?

Answer all of their most common questions honestly. Tell them the facts. This approach will simultaneously attract and qualify the right candidates and qualify out the bad candidates.

This will save you a lot of time and money interviewing poor candidates and making poor hiring decisions.

Action - Update your website and specifically your homepage and your careers page.





3

RUN INTERNSHIP PROGRAMS

Discover Strength have long since stated that their best trainers are derived from undergraduates in their internship programs.

But they don't run internships like any other business.

The purpose of the internship should be to increase excitement for your brand. It should last 5-6 weeks. Like Discover Strength, you could decide to run a Winter and Summer Internship Program or tailor your internship frequency and timing to your country or state.

When designing your internship, you need to think about the activities which will drive more excitement for your brand?

You can define Brand by the first few words that come out of someone's mouth when they think of your business. So if that's "1-on-1 personal training", you need to think about how you can give interns a taste of your 1-on-1 personal training, such that they become evangelical about what you do and how you do it, and want to apply for your personal training positions when they graduate.



You must make the experience free of anything that is superfluous or that will detract from increasing excitement about your brand. The types of activities and design you might include to support the previous example (1-on-1 personal training) for 1 week out of 6 could be:

Week:

Interns visit once per week for 3 hours.

- 1-hour classroom sessions on specific topics like high intensity training/evidence-based strength training, working with special populations, using advanced techniques, fat loss, training athletes, etc.
- 1-hour training floor sessions on each element of your service:
 - What a great repetition looks like.
 - What momentary muscular failure looks like.
 - What poor form looks like.
 - You can take the intern through a few sets to demonstrate.
- Scheduled separately - intern gets a workout by an expert trainer and personal trains an expert trainer.

The knowledge and feeling from the workout, will leave them on a crescendo of interest. At Discover Strength, on the interns final day, they give a presentation on a specific topic. They make it fun by providing food and drink, and provide the interns with some parting wisdom.



Discover Strength CEO, Luke Carlson, gives some words of wisdom to interns along the lines of “You now have this knowledge, tools in your tool belt, what are you going to do with it? Stay with the herd or focus on the evidence?”

In order to market your internship program to undergraduate students you need to add the opportunity to your careers page and, more importantly, build relationships with the appropriate faculty for your target colleges/universities.



Here's a step-by-step process for building relationships with faculty:

- 1** Using the college/university website, identify the contact details for the best contact (e.g. Head of Exercise Science) and phone or email them directly. On your phone call or email you must lead with value. In other words, the first words out of your mouth or toward the top of your email, after introducing yourself, should be what you do and your valuable opportunity for their students e.g. Why is it a fulfilling career? What are the benefits? How will it help interns grow?
- 2** Use this opportunity to not only promote the internship to undergraduates but also promote your current personal trainer positions to graduates. Knowledgeable exercise graduates with zero personal trainer experience tend to make excellent hires.
- 3** Ask if you can have your internship and career opportunities listed on their job boards.
- 4** Arrange to come in and give 5-10 minute presentations to educate undergraduates on your internship.

It's very likely that very few, if any, of your competition will make the effort to build relationships with faculty members in this way. It gives you a huge advantage in attracting the best talent.

Action - Create a high level plan for your internship program (you can fill in the details later), then go through the 4 step process to build relationships with faculty members at target colleges/universities.





4

HOW TO MARKET YOUR CAREER OPPORTUNITIES

Now that you have your professional looking website, and detailed career pages complete with details on your personal training careers and internships, it's time to promote this to prospective trainers and existing clients (who know prospective trainers).

Here's a step-by-step distribution process:

- 1 Post a link to your careers page (employment experience video optional) with promotional copy and a high quality image (**We use Canva**) to your social media pages (Linkedin, Facebook, Instagram, etc).
- 2 Send an email campaign to your clients, prospects, and alumni clients.
- 3 Promote the career opportunity to your networking groups, like BNI.
- 4 Post on local job boards.
- 5 Promote the job opportunity to every client who comes in for a workout (maybe they know someone).
- 6 Avoid generic recruitment websites like 'Indeed'. They tend to produce poor candidates and are very time and labour intensive.

Action - Promote your Careers page and trainer and internship opportunity across all of your assets.

So there you have it...

If you take the actions on the steps above, it's much, much more likely that you will attract great trainers, grow profit and reduce stress.

If you don't act now, you will continue to struggle to find good people and employ poor candidates, resulting in:

- More frustration and stress managing underperforming trainers.
- Increase client cancellations.
- No referrals from existing clients.
- No additional revenue from existing clients.
- A stagnant, or worse, dying business.
- A lack of revenue and profit in your business.
- You continue to feel hopeless and frustrated with your business.

Conversely, if you act on this information you will:

- Attract high quality trainers to your business.
- Improve workout quality and customer satisfaction thus increasing client retention.
- Drive more referrals from existing customers.
- Create more opportunities to upsell services.
- Grow your revenue and profit.
- Experience more peace of mind and less stress running your business.
- Build the business of your dreams.

Parting thoughts....

To attract great people, you have to become a great business. People talk with each other about what it's like to work for your company. If you build a great business with a great employment experience, you will naturally attract great trainers.

Once you implement these steps, you should have a big group of high quality candidates knocking down your door. The next step is to put each candidate through a rigorous hiring process to make sure they are the right fit for your business and going to help you get to the next level.

To get access to a complete Hiring Process (complete with each interview and all the steps), **join HIT Business Membership.**

When you join HIT Business Membership, you also get access to 100+ how-to guides from successful strength training entrepreneurs to help you grow your business with confidence.

It's a one-stop shop for all your business needs

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Thank you for downloading this PDF, and we wish you all the success in your strength training business.