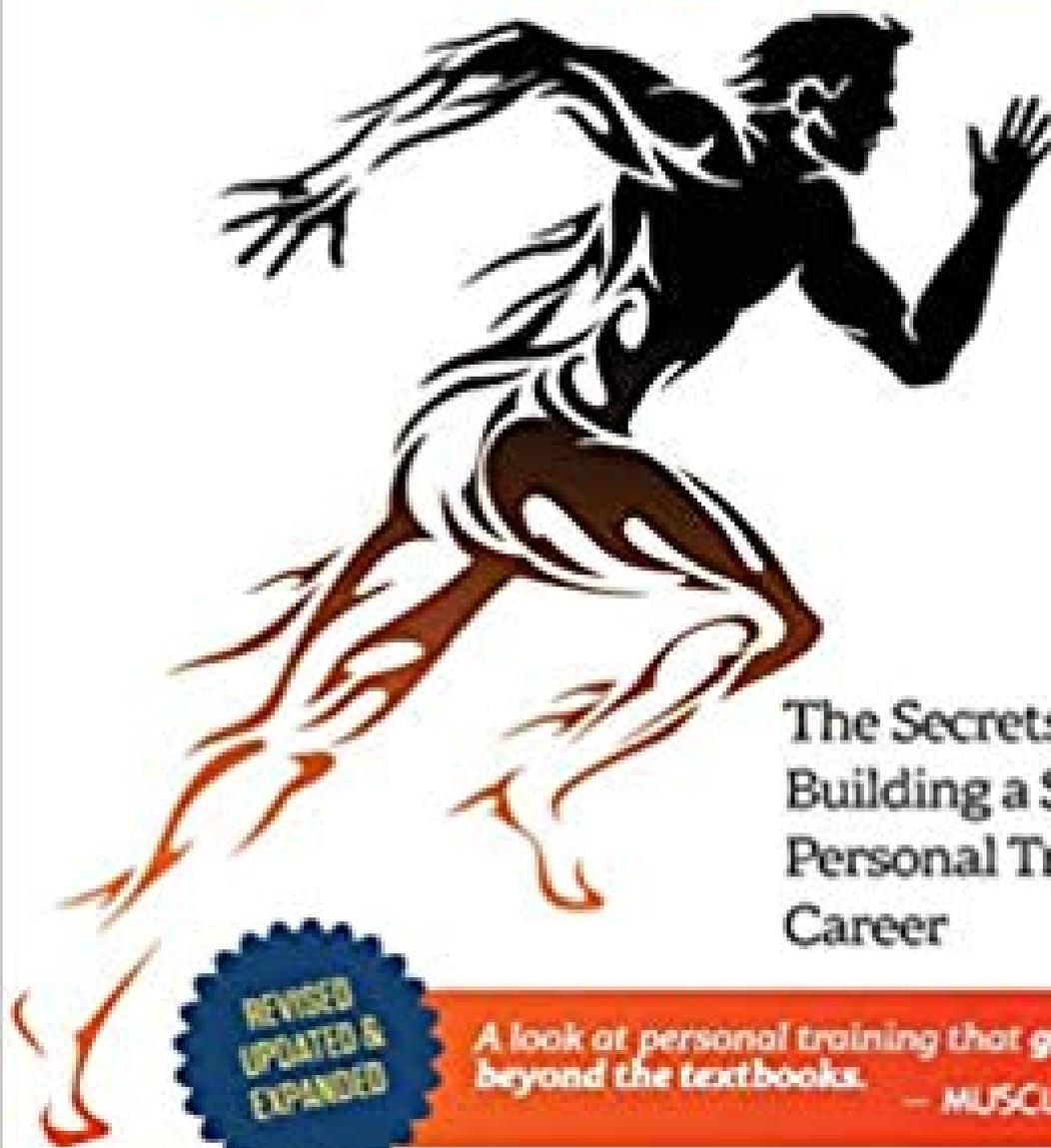


JONATHAN GOODMAN

FOREWORD BY LOU SCHULER, AUTHOR OF THE NEW RULES OF LIFTING SERIES

# IGNITE THE FIRE



The Secrets to  
Building a Successful  
Personal Training  
Career

REVISED  
UPDATED &  
EXPANDED

A look at personal training that goes  
beyond the textbooks.

— MUSCLE & FITNESS

Jonathan Goodman

# Ignite the Fire: The Secrets to Building a Successful Personal Training Career (Revised, Updated, and Expanded)



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Here's the offer: Today in a revised, expanded, and upgraded edition, Ignite the Fire is the highly practical approach to personal training currently relied on by thousands of trainers Worldwide." - Muscles & Fitness \*\*\*If you want to start or grow a successful, fulfilling, and profitable fitness career so you can live existence with an increase of freedom while helping the most amount of individuals possible, this book is for you personally!\*\*\*"A glance at personal training that goes beyond the textbooks. Repeatedly called among the "greatest books for fitness trainers", it offers a clear road map teaching you how to become a personal trainer, to obtaining a personal trainer certification, to building your job from the bottom up so you can create a clientele, your popularity, and income. For a long time Jon's been asked these queries so he read, watched, researched and interviewed the best in the world to compile Ignite the Fire. You are not alone. MAYBE YOU HAVE wanted to know the best, high-integrity techniques to get more clients, run a fitness business, or possess a good system for selling fitness? This powerful book for certified fitness trainers will show you how exactly to: Build your self-confidence to tackle the work head on and turn out on top (pg 16) Find your desire job in the exercise industry (pg 26) Discover, marketplace to, and sell your ideal customer while seamlessly coping with objections (pg 64) Build amazing workouts for beginners (pg 124) Deal with the 10 most typical difficult client types (pg 160) Develop multiple income streams while keeping your reputation (pg 202) Ignite the Fire provides a clear street map to building your career from the bottom up so that you can build a clientele, your status, and income. Don't delay, scroll up and purchase your copy today!



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The book I wish I had when I started as an individual trainer 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 had a need to know to reach your goals, and for years, I struggled, literally, merely to pay the lease and put food up for grabs. In case you are scared of the task ahead or feel like you're stuck in a rut, give yourself one hour a time to get through this publication. When I started, there is virtually no guidance obtainable in these missing regions of trainer education. Although I ultimately were left with lots of success in the exercise industry, I wish I had this publication when i began in personal training. people like Jonathan Goodman, a guy who is known as the trainer of trainers. He's that good. Some of the details in the book may not be new to long-period experienced trainers, yet every trainer at every level is sure to grab some valuable nuggets - some little tricks or insights they never considered before that could make even the already established trainer a lot more successful. On that take note, I also recommend that trainers follow the PTDC for continuing education and for the list of must-read material Jonathan and his group compile/curate every week, which saves most of us a whole lot of time in staying up to date. The info could help land your first client, make more money, get promoted or even score your dream job." and how to recognize and identify different "types" of clients.\* Ways to help your clients develop self-efficacy (and the psychology behind it)\* How exactly to develop romantic relationships and build loyalty with clients and with all the current people in your organization network\* Finding your correct fit in the market by reviewing the pros and cons of different types of training work including big package gyms, studios, in house training, garage gyms, community centers, medical facilities and online schooling\* New opportunities in online schooling and how to use the the web (blogs, social media marketing, etc) to increase your presence and business.\* How to adjust your method of goal setting for clients based on their training encounter and personality (using the old "Wise goals" approach may not work for everyone). He understands the psychology behind assisting people change.\* Why you should start broad and then become a professional, whether that's low back again pain prevention & rehab, getting great glutes, dealing with older customers, pre and post natal teaching and so forth.\* How exactly to sell fitness, even if you can't stand sales and don't consider yourself a sales person (including a practical 5 step offering formula)\* A close consider the 10 types of customers and how exactly to understand them and use them effectively\* How to develop the public skills of the worlds best trainers, such as for example approaching clients on the floor, making little talk, getting rapport, supporting quiet clients relax and start and developing great questioning abilities\* Also the "side pubs" ("Keys to success in the fitness industry") featuring all of the guest segments with some of the top trainers available were all very useful because they gave real world, practical advice. In summing up, though this book covers all bases (just as much as one book can do that), I believe the strongest part is the attention it gives to understanding psychology and human being behavior. When you realize the actuality of the typical client's lifestyle and deeper motivations, and use each individual, understanding where they're via, you'll develop a bond with your clients that a trainer who doesn't understand why will never achieve. I read Ignite the Fire.. one that will give you the edge. So when the title implies, Ignite the Fire explains how exactly to take your interest for fitness and move 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. Today there are teachers who've been there, done it, figured it all out and so are sharing their understanding;

Nevertheless, I highlighted a lot, and it provides great info. It had been a pretty basic and effective browse. I had not read the previous edition therefore i can't make a assessment, though I have read his book on social media marketing (also a great go through), follow him on Facebook and go to the fitness development center (PTDC) frequently. For new trainers, especially those who find themselves struggling to get business or carve out their particular niche where they fit best in the industry, this book will be indispensable and is worthy not only of reading, but of studying. Among the best for any trainer I've been a personal trainer for 12 years. I've gotten certifications through ACE, NCSF as a personal trainer, NCSF as a power trainer, Robert Dos Remedios' CPDS (certified program design professional), as well as read quite a few books on weight loss, program design, and also many in the non-public development globe. I did, it took me around 14 days to finish and I feel more ready than ever to turn my passion into a career.! I'm currently studying for his online personal trainer certification. His materials have managed to get more clear to me what Thing to do instantly than anything I've ever browse or studied. Large recommendation upon this book. Life Changing! It is worth the 10\$ kindle price.! 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 individualized run scheduling, strength function, and sufficient recovery. My wife is a instructor and since I really do all of this online we are able to travel during the summers. We've resided in Panama and Seattle and road tripped camping along the ways as well. This is the first industry related book I picked up to learn while trying to recognize and organize the questions and thoughts swirling around in my own head regarding the specific choices and paths I might consider. The programming I take advantage of I learned through the years from great coaches, however the psychology of people who require our help? This is actually the right book! I am currently preparing to begin my profession in fitness. I would not have the knowhow and self-confidence to carefully turn my running knowledge right into a business without Jon Goodman, and everything started along with his books. I've the certification, freelance knowledge and idea I required to have the ball rolling for my own business, but have lacked the self-confidence in knowing how to. Not only did I get answers to many all my immediate questions, but this publication got me a lot more excited for this following chapter in my own life. The "words of wisdom" throughout and quotations from successful individuals in this field were thought provoking. I enjoyed the good examples provided in the written text as to "what to do if this happens..A few of the topics Jonathan covered that I thought were especially valuable included:\* Compliance: Ways to get your customers to stay with it by using the right motivation, inspiration and conversation. Jonathan does a wonderful work explaining why he does what he does and the advantages and disadvantages of certain choices we are confronted with in this field. This book will without doubt be a reference guideline for me personally as I continue on my journey. AMAZING! This publication opened my eyes in all stuff in PT and is the best reserve I've found so far! Set yourself up for success About 2 . 5 years back I was a cop contemplating trying to become a fitness expert again. I experienced failed years before as I didn't have the self-confidence and hadn't yet accomplished my own workout goals. After mastering my own programming and seeing effects, I wanted to help others..As I type this years later I'm sitting down in my own personal training studio. I have over 50 customers I use in a small group environment. Jon Goodman offers guided me on how best to build a client army. WOW! Enter Jon. That was where I was and am still sometimes stuck.\* Understanding intrinsic and extrinsic motivation\* How to set yourself apart from the competition, differentiate yourself, and why this is so important

today. If you think any of his products might help you, get them yesterday. Jonathan's newly updated "Ignite the Fire", is an excellent guidebook to the complete range of abilities you must master to lead the field today. good. read it. Fast deliver and good product Fast deliver and great product AMAZING, INFORMATIONAL, OUTSTANDING This book was amazing!!! Probably the most important book I'll read as a Personal Trainer!! He actually ties everything in. Thanks so much No fire ignited here. Meh. Boring To listen to the author talk about himself so much. Is This Job Really For You? I love the book. Disclosure: I received a duplicate of the reserve directly from Jonathan. Great tips about how to get and maintain quality clients. NA Didn't get past the very first page. Informing individuals who only trainers with college degrees is just a little arrogant and naive and can be discouraging for those less economically privileged. Great read I just gave it 4 celebrities because I wish the reserve hit more of the web training business factors (as Jon may be the online guru). I'm sure it might have helped save me from years of frustration. I actually was at a crossroads in my life after college, being unsure of what to do. I was very interested in fitness but didn't know very much and am simply starting my profession. My partner told me to determine what I would do if I gained a billion dollars and never had to work a later date in my lifestyle, and then work out how to obtain paid to achieve that. Starting up as a Personal Trainer in an already saturated market place has always been daunting to me personally. I could not possess picked an improved book to read. In this publication, Jonathan Goodman goes through the journey of a existence as a Personal Trainer, helping you understand your eyesight, planning for success, starting up in a fitness center and pretty much any challenge you may encounter. I cannot recommend this publication enough to new and even founded Personal Trainers. To be successful in the personal training business requires greater than a formal exercise education or personal knowledge working out, it requires a deep knowledge of psychology and human behavior as well extensive knowledge of business, sales and marketing, and learning it all is not easy when you do not have a mentor. Jonathan Goodman's reserve Ignite the Fire brings everything together better than anything I've run into.



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