

HOW TO MAKE MORE MONEY IN THE FITNESS INDUSTRY

DEANNA REITER, M.A.

Notice

The information in this book is designed to help you make decisions regarding your fitness career. It is up to the reader to incorporate this information successfully into his or her current work and financial situation. The author is not liable for any business ventures that result in unsuccessful outcomes.

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Introduction

A Note from the Author

Fitness professionals are some of the most genuine, outgoing and charismatic people I've had the pleasure to know. The majority are health conscious and continually seeking knowledge. Fitness professionals are committed to improving the quality and longevity of people's lives through helping them reach their health and fitness goals.

Having worked with thousands of fitness professionals across the country, I've found something else in common with at least ninety-five percent of us: we'd like to be making more money. That probably comes as no surprise. Most people would like to make more money than they currently are – no matter what field they're in.

There's another similarity among ninety-five percent of fitness professionals: we're working for a fitness facility. While that may have a wealth of benefits, such as a free gym membership and educational trainings, making top dollar isn't one of them. The unfortunate truth is that it's unlikely you'll get paid what you're worth working for someone else.

Working for someone else offers you a safe and protected environment as you're learning and growing in your field. It's a great idea for the first two years of any new career. Beyond that time frame, working for someone else likely means that you're receiving insignificant financial compensation for your significant contributions to the world.

Continue to work for an employer if that's fulfilling and meeting all of your goals and dreams. But most likely, it's not. There's a reason why you're reading these words right now. You want to make more money doing what you love.

There comes a time to create a new path.

That time is now. This book is your key to traveling down that path *successfully*.

It's time to stop receiving minimal pay for high quality work.

Although there are many personal trainers working for less pay than they'd like to be, it's far more common for group fitness instructors to receive nominal or no financial compensation for their time. Most of these fitness instructors feel that teaching fitness helps them to stay in shape. They are happy to get "paid to work out" or are satisfied knowing they're motivating others even when they aren't being paid. They want to "give back" to their community.

This is great, but it leaves a burning question: Is that *really* the truth?

You can find the answer to that question with this one:

If you were offered payment for your services, would you take it?

Many people would prefer a paid position rather than a volunteer position. The truth is that many group fitness instructors, the majority of whom are female, simply want to make extra money to supplement their husband's income or the income from a full-time job.

These are not bad reasons to be in the group fitness industry. What we need to realize, however, is that the current bottom line mentality for most people in fitness isn't far from the mentality many women had prior to the Equal Rights Amendment in all areas of the workforce. That mentality sets, and keeps, the bar low.

There are plenty of fitness professionals with a Masters degree in a health and fitness related field making approximately \$15 per hour at their local fitness center. That is not adequate compensation for their educational level. They are the bread and butter of the facility, yet they'd barely be able to afford more than a diet of bread and butter if they lived solely on such meager wages.

Teaching and training people in fitness is a professional career. Until that is commonly recognized by employers, especially executive directors, and embodied by employees, salaries are unlikely to change.

Truth be told, fitness professionals aren't alone in this dilemma. Healers, musicians and other artists are happy to be doing what they love and getting paid a little something to reflect their work.

But even though this is a common thread in many professions, it doesn't make it acceptable and you don't have to accept it. If you really, truly want to make more money in fitness, then you've got the right book in your hands.

I've been employed in the fitness industry since 1996 when I began coaching at the high school level. I've worked many jobs and had several businesses. Some of these jobs include:

- National Presenter
- Fitness Curriculum Writer
- Sports Coach
- Athletic Director
- Wellness Director
- Personal Trainer
- Corporate Contracted Employee
- Non-profit Contracted Employee
- Group Fitness Instructor
- Co-Instructor
- Substitute Instructor
- Dog Walker

Teacher
Program Coordinator
Business Owner

Over the years, my income varied greatly with the multitude of jobs and titles I've held. It increased with my education, experience level and certainty in my abilities. But the most notable increase in my financial net worth occurred when I learned and applied several important traits for success and began working for myself.

These traits are detailed in this book. Master them and a pay increase is bound to happen. Master them *and* start your own business and your pay increase will be substantial.

Many fitness centers will probably admit that they would not survive without their personal training and group fitness programs. Yet the amount of money paid to most instructors, trainers, and coordinators does not reflect the importance of these programs, while executive directors are earning high pay for overseeing the whole operation – even if it's a non-profit, community-based business.

In 2010, the IDEA Health and Fitness Association reported its findings from more than three hundred of its members who are fitness professionals nationwide to better understand the education and occupational levels of the industry and their associated salaries. IDEA compiled a Fitness Compensation Trend Report, in which it reported that professionals holding specialty certifications earn significantly more than individuals with personal training or group fitness instructor certifications only. It also reported that personal trainers out earn group fitness instructors.

One may argue that there is often more training and education in the personal training industry than in group fitness. That may have been the case more than a decade ago, but the majority of today's group fitness instructors are highly educated and experienced in the fitness industry. The more likely discrepancy is because the personal training industry is comprised of a higher percentage of men than the group fitness industry. Men are traditionally still viewed as the "breadwinners" in the United States and a salary discrepancy still favors men.

2010 Financial Compensation for IDEA Fitness Professionals

Type of Fitness Professional	Average Annual Salary	Average Hourly Salary
Fitness Program Director	\$50,639	\$27.25
Personal Training Director	\$42,364	\$29
Group Exercise Coordinator	\$37,538	\$21
Personal Trainer	\$39,182	\$34
Pilates/Yoga Instructor	\$35,167	\$33
Specialty Instructor	\$25,500	\$27.75
Group Fitness Instructor	--	\$24.50
Fitness Floor Staff	--	\$11.75

Aside from the salary discrepancy between the two fields of fitness, there is also a discrepancy between the titles used in reference to the head of each department. The head of a personal training department is called a Personal Training *Director*, whereas the head of a group fitness department is called a Group Fitness *Coordinator*. In the English language, a director is considered to be a title connoting more authority than that of a coordinator.

While the national average group fitness instructor or personal trainer salary isn't likely to increase any time soon, there is plenty that can be done to increase *your* income if you choose to follow the recommendations in this book. For the majority of people, achieving the highest increase in pay is possible only by starting a business. However, this is not the ideal path for everybody. Therefore, Section I of this book, *Skills for Success*, offers helpful suggestions on ways to communicate, collaborate, get organized, self-promote and negotiate higher compensation. Section II, *Business Basics*, includes information on creating and running a business, including step-by-step start up guides.

It is up to you to apply the information in this book in a way that works for you. Set aside information that doesn't work for you right now.

If you are considering starting your own business, you'll want to take the quiz: *Do You Have What It Takes to Make More Money in the Fitness Industry?* If you already own a business or have never contemplated starting a business, you'll still want to take this quiz simply to satisfy your curiosity about being or becoming an entrepreneur or to hone entrepreneurial traits that will help you increase your income while working for someone else. Wherever you fit on the entrepreneur spectrum, one thing is definite – you want to make more money in fitness. If you didn't, you wouldn't have purchased this book.

Be certain to take action where it's needed. The best information in the world won't help you if you don't apply it.

Best of luck on your journey to making more money in an industry you love!

Deanna Reiter