

BUSINESS MASTERY FOR PERSONAL TRAINERS

Darren Tebbenham, 2023



Freelance self-employed Personal Trainers, like most small business owners, are often far more skilled and, indeed, motivated by the technical element of their role i.e. training people than they are the more managerial aspect of being highly successful in their chosen field.

Of course, by better systemising their administration and client management, for example, they would likely enjoy spending time with their clients even more knowing their own back yard was in good order.

When we embrace this critical role more fully and schedule time to work ON our business not just IN it, we attract more clients, improve our retention and better enjoy consistent progress and fulfilment.

Darren Tebbenham



When it comes to growing a successful business the most important factor of all is, in fact, neither of these roles.

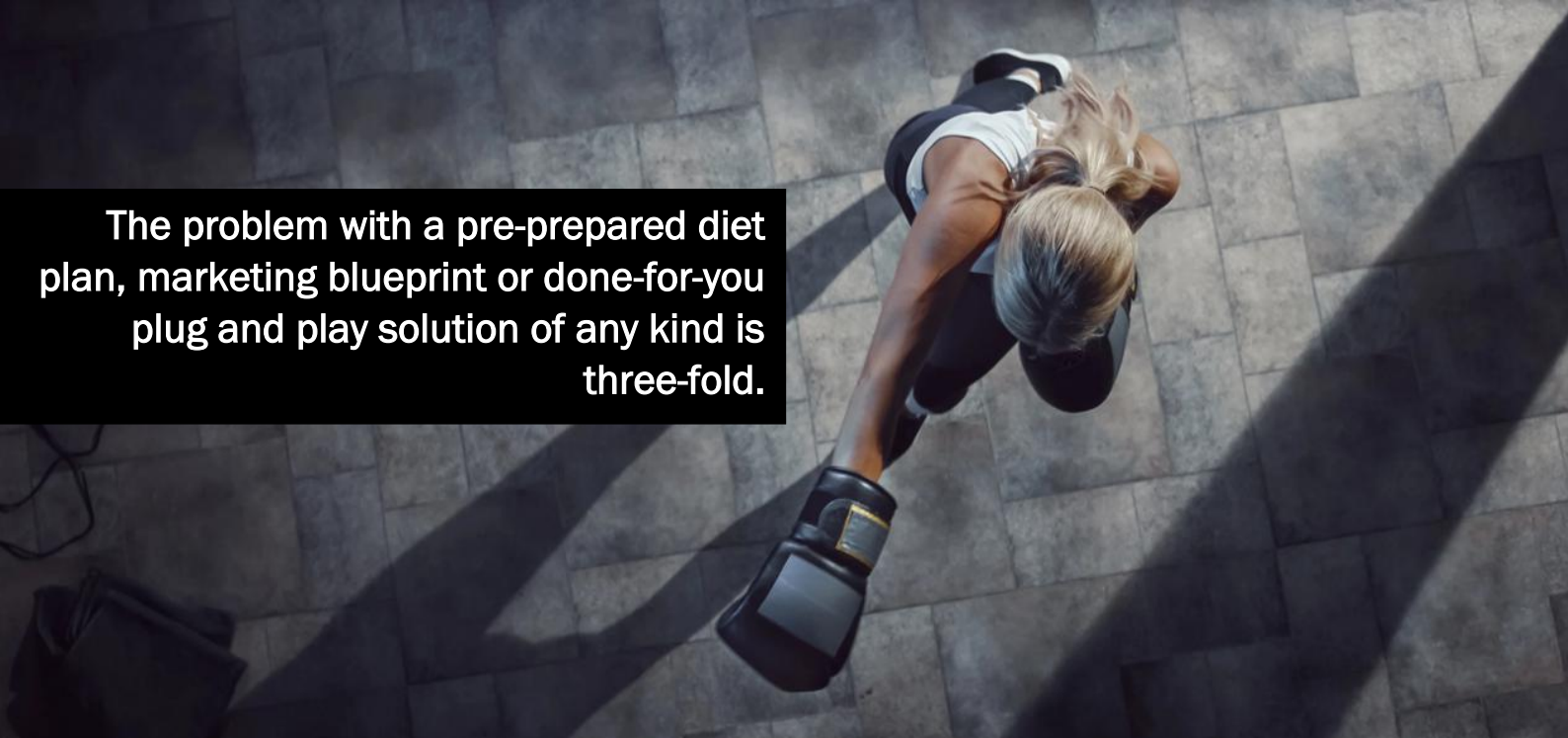
The most important role of any small business owner is the role of entrepreneur i.e. their leadership role to steer their business and grow it profitably.

Most personal trainers, in fact, most small business owners in general don't do this particularly well. This is not surprising given most small business owners got into business based on their passion for what they do, not their passion for business. However, perhaps ironically, mastering business can be really fun, enjoyable and, of course, extremely rewarding!

Unfortunately, many trainers invest their time and money in the wrong things, which can make business feel really tiring, hard work and enduring. They become attracted to done-for-you blueprints and cheat sheets very much like how their clients are attracted to diet plans and quick-fixes.

Of course, we all know these don't work in the longer term. But they seem attractive none the less.

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The problem with a pre-prepared diet plan, marketing blueprint or done-for-you plug and play solution of any kind is three-fold.

One, they are often developed by people who have never used them but created them based solely on basic profiteering or text-book theory. Two, they have, at best, worked in somebody else's business not yours. But three and this is the most important flaw of all, it's not the implementation of a blueprint that works but its creation.

Let me explain. People don't achieve incredible success following a blueprint but attain it in developing one. As we do the work ourselves and create our own proprietary way of doing things we master doing it. And this is the secret no one tells you, probably because it's hard work. But I can tell you it is essential that we master our own small business by learning to do business well and not try to short-cut things by looking for somebody else to do it for us.

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The same is true for weight loss,
health and wellbeing too.

When a client buys and downloads their meal plan, they are buying somebody else's way of eating. Instead, when they are coached to own their own way of eating and develop their own rituals and routines that work for them they master their health and wellbeing. Your role is to coach them to master their health and fitness through your coaching work. My role is to coach you to master your business through mine.

I think the misconception that success is a straight line doesn't help. Success takes time and patience. Success also requires struggle too. We've all had plenty of this I suspect. But we need to embrace it not be disappointed or frustrated by it.

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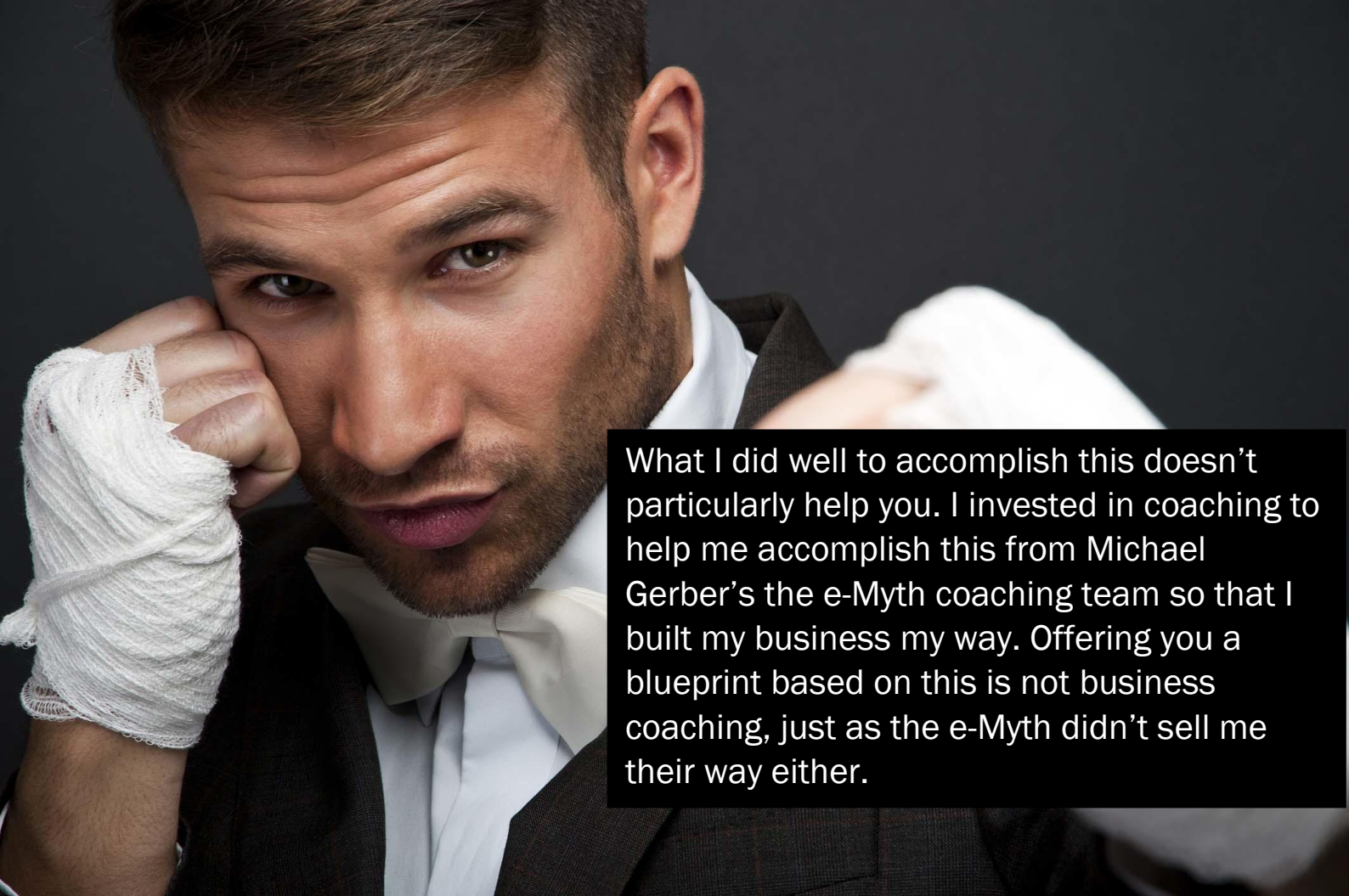


I have experienced times where I have doubted who I am and whether I am cut out for business at all.

I have stood up at national conferences to speak and experienced the very same imposter syndrome that I think everyone feels as they become more successful. I have run executive retreats for clients at £5000 a head and yet have launched coaching events where no one has even shown up.

I have created nutrition coaching products that never made a sale and yet a business that went from zero to £1million over a 4-year period turning over more than £10 million in revenue to date. Given only 4.5% of all small business owners in any field ever reach this mark, of course, this makes me proud.

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What I did well to accomplish this doesn't particularly help you. I invested in coaching to help me accomplish this from Michael Gerber's the e-Myth coaching team so that I built my business my way. Offering you a blueprint based on this is not business coaching, just as the e-Myth didn't sell me their way either.

My ability to coach you is based on all of this, not just the good bits. It is based on my struggles and failures too. It is based on my ability to bounce back after setback. It is based on my formal training and skills as a coach. And it is based on my 25 plus years working in health and fitness not merely one piece of relative success.

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You see, being a business coach isn't about having just one way of doing things and giving it to as many people as possible. It is about not having a way at all but helping clients develop their way that works for them building them the income, helping them create the impact and enjoy the freedom of building a business and serves them.

Your ability to help i.e. coach your clients isn't about how well you prepare your meal plans or how well you have trained this week. It is in your ability to guide people towards their goals and prevent them giving up when the going gets tough or constantly changing direction every time an alternative way of doing things emerges on social media.

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I can help you master business to fulfil your potential and grow a highly profitable coaching business your way. Trying to take short-cuts is a sure recipe for failure.

I offer a complimentary coaching call to simply talk about your business, struggles and ambition for the future. Of course, this is obligation-free and there is no heavy sales pitch at the end. I'll tell you now I provide coaching help for personal trainers to build their business their way.

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INVITATION

BE A
BETTER
COACH IN
THE
HEALTH &
FITNESS
SPACE



My ambition in this call is to help you since if I can't even do that, well, there's no point you asking me for further help is there? It's over to you to ask me what and how I might be able to help you after the call if you wish. Hopefully, that sounds fair enough.

What I know like I know like I know is that if you are not currently where you want to be, are wanting to drive things to a whole new level or just feel stuck and need some help, I can help.

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