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# 1000

*ways to*

**earn more**  
**money**

...as a personal trainer.

[lukearmourpt.com](http://lukearmourpt.com)



100 ways to earn more money as a personal trainer, vol 1.

## the introduction

Welcome to the ultimate guide to earning more money as a personal trainer. Throughout the course of this e-book, you'll discover 100 proven ways of earning more money, with methods ranging from earning extra pocket money, to a lucrative career progression.

Each example uses 15 years worth of experience in the fitness industry.

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## about me

My name is Luke Armour, and I have been in the fitness industry, as I say, for 15 years. I've progressed from working outside, to being in a gym, to owning two personal training studios of which are thriving with hundreds of visitors daily.

Using my vast experience, I help personal trainers establish successful businesses - not misleading 'fantasies'.

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## traffic light system

The e-book works on an easy to digest basis via a traffic light system.

**'Green'** pages. Lower risk financially. Actionable in a quicker time.

**'Orange'** pages. Trickier to implement, either financially or via time taken.

**'Red'** pages. Very challenging, but represent higher reward if successful.

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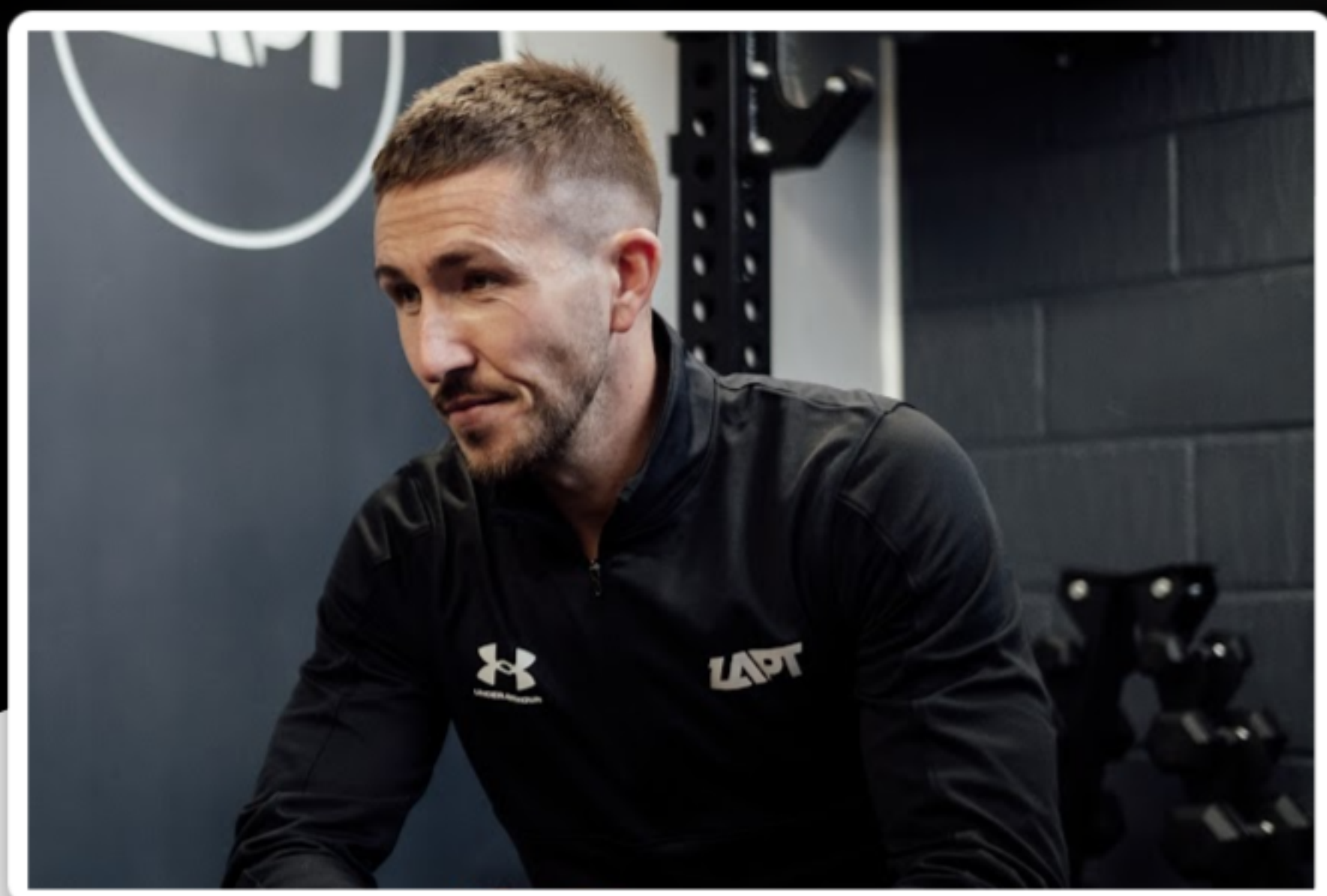


## the video call

There is not a chance that I'd simply send a document to anybody without opportunity of a follow up business call to provide more detailed info - at no extra cost.

All you have to do is decide what one option you'd like to pursue, and we'll have a video call and put an action plan together to utilise this way of earning more money.

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## document exclusivity

Your document will be password protected and it is your own responsibility to ensure its privacy remains exclusive to your business.

Sharing documents with others not only decrease your chances of success, but devalue the methods shown. You do not want to share your secrets to personal training success!

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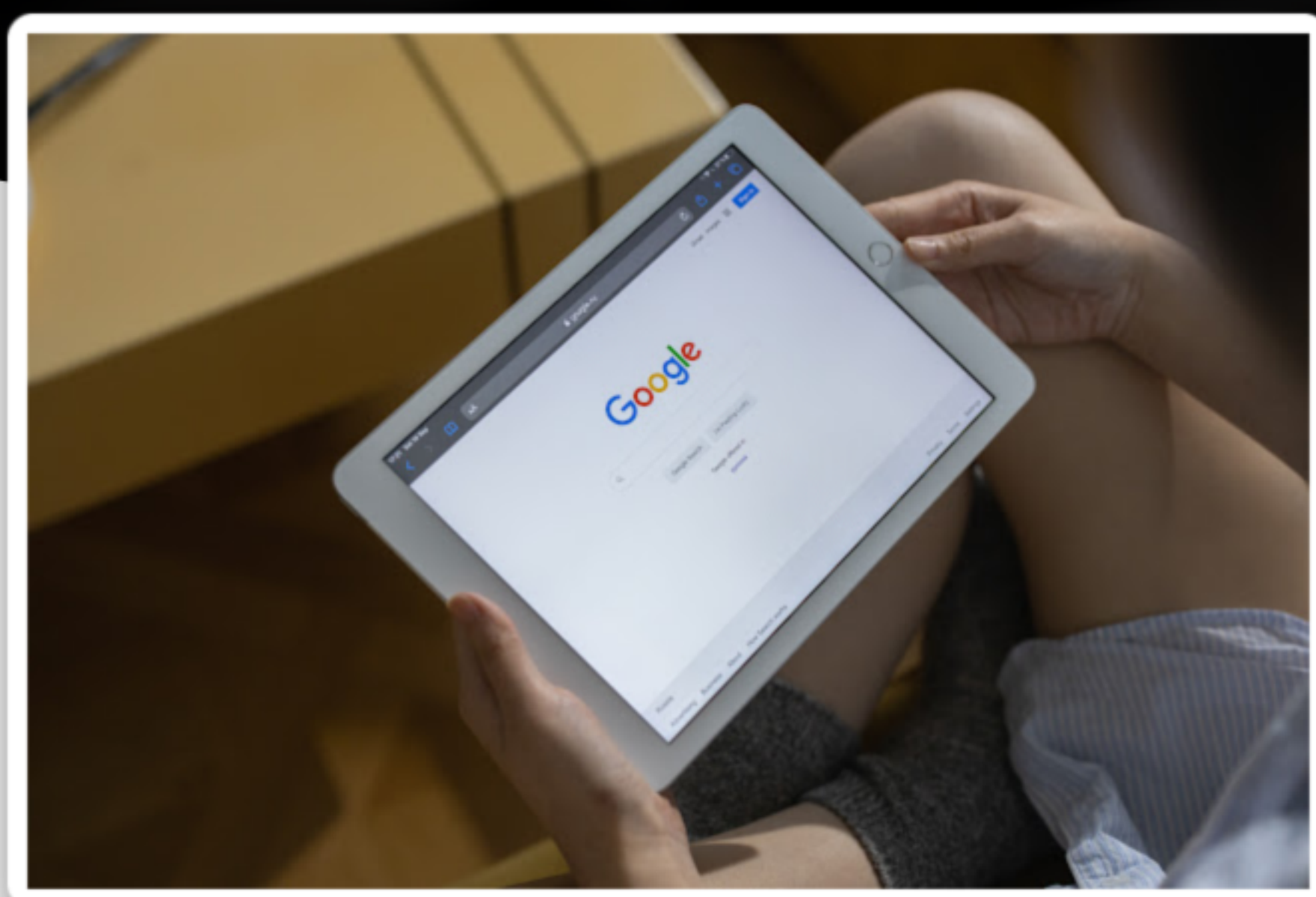


## google reviews

Ask clients after the 6-8 week mark to leave a Google review. Do so when they have started to see results and are keen to leave a review.

This will make you look trustworthy and boost your visibility on the search engine to gain more enquiries. Try to avoid asking friends and family to review your services as it'll instantly make you look 'desperate'.

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## lead generation sites

There are websites where you fill in your details as a personal trainer and you are contacted about enquiries. Websites such as Bark will charge you to receive a prospects details.

Set aside a reasonable budget for investing, it can work. **In one year an investment of £360 yielded £9,600 of work.** The downside is that some 'leads' can prove to be useless.

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## workout **craze**

If you've got a unique concept of a particular workout, or combination of exercises that you believe will be the next best thing, give it a name, package it up, and patent the concept!

You can sell 1:1 sessions using this concept, group sessions, or even better, market the product to a wider audience and have it implemented within gyms nationwide **Be creative!**

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## upfront payments

Suggest to a client that they can save 10% on their personal training cost if they pay for a substantial period upfront. This could be 12 weeks, 6 months, or even a whole year.

It's not uncommon for clients to set aside money for fitness and pay in one large hit. It's a much more secure way to run a business without worrying about clients giving up early.

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## affluent areas

Fancy a commute to London?

Advertise via Google or social media for a specific day to target the area you'd be happy to pitch up at a local field and take on 1:1 clients.

You can potentially charge double what you currently charge locally, with just petrol costs or train fare to consider. Check with local councils as to their permission requirements.

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## the disclaimer

This document is for the **intended use of personal trainers** to enhance their chances of being successful in business.

It is **not intended to force an individual into any financial decisions** without serious personal consideration.

Each photo used is with thanks to either **Rob Power Commercial**, or **Pexels**, the free image download website. If you have an issue with any photograph, please let us know as soon as physically possible.

The first video call is **inclusive of the original purchase price**. Additional calls after that are chargeable per hour at the up to date rate.

**Sharing of this document is prohibited** not just for legal reasons, but doing so significantly reduces your chances of implementing the tips successfully.

## the disclaimer

The advice given drastically varies in ease of implementation. **Some will require a financial investment into making them possible**, and others will not.

Every tip given requires careful planning and dedication to making it work. **This is not a quick fix solution to your fundamental problems** as a qualified personal trainer.

Always ensure you have the **relevant qualifications for any venture you take on**, as this may result in legal action being taken against you.

This is **not a document of qualified financial advice**, it is based on 15 years of experience within the fitness industry. Please seek the advice of a financial advisor before taking on any big financial 'risks'.

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With over 15 years in the fitness industry, you'll be given the **very best ways to earn money as a personal trainer**, not only to help your business out in the short term - but **grow your business in the long term**. Whether you work outside, in a gym, or have your own studio, **this e-book is for you.**