



# **Ignite the Fire -: The Secrets to Building a Successful Personal Training Career**

*Jonathan Goodman*

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Personal Trainers are now expected to be salespeople, psychologists, nutritionists, post-rehabilitation specialists, and motivational speakers. You can have all the training expertise in the world, but you must also be able to inspire passion in your clients, and develop relationships with the people you serve.

Have you ever struggled to get clients? Have you ever desperately tried to retain your clients only to have them drop off? Have you ever searched endlessly for the right gym to work at to no avail? Have you ever been frustrated by the state of the fitness industry and didn't know what to do? Have you ever thought that there must be more to personal training?

You're not alone. For years Jon's been asked these questions so he read, watched, researched and interviewed the best in the world to compile Ignite the Fire. This powerful book will show you how to:

- Find your dream personal training job
- Sell any client
- Build beginner workouts
- Market yourself
- Deal with difficult client types
- Make passive income
- Grow yourself, your career, and your bank account

Ignite the Fire is a highly practical approach to personal training. It provides a clear road map to building your career from the bottom up so you can build a clientele, your reputation, and income.

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