

# LA FITNESS PERSONAL TRAINING

An Informative Newsletter

Vol. 8

December 1997

By John Platero

## **Don't Freak Out it's only Christmas!**

If you're not selling packages of 36 sessions don't freak out, we're in the down cycle, the cold, soon to be wet, winter.

Instead, get organized. Formulate a plan for the next year. Find a large yearly calendar and pencil in some attainable goals. Pay all your bills, then spend the rest.

Besides, now is the time to reflect on all the good fortune you've had in the recent year and be thankful.

The future will unfold itself just fine without you worrying about it.

So relax and enjoy the holidays for they are healthier ones because of you.

You have made a difference.

## **Here's another good thought:**

### **COMPARE THE COMPETITION**

I've been checking around town to see if working at LA FITNESS was a good deal or not, and this is what I've found:

Sports Club LA, 24-Hour Fitness, Bally's and Spectrum do not allow independent training. The Crunch Gym does allow training but the trainer only gets a percentage. Like Gold's Gym in Redondo the most you'll get is 60%.

At Sports Club LA you'll start as a floor trainer for \$8 an hour. After 3 months you'll be able to train clients. Depending on your certifications, the average trainer pay per session is \$20 an hour. If you perform more than 30 sessions a week a trainer could make up to \$27 an hour. Meanwhile, \$49 is the lowest session price a "Sports Club LA" client can purchase. The average session price is \$57 per hour. If you happen to make the highest trainer rate of \$27 which is still less than 60%.

Better Bodies, Powerhouse and Fitness Forum all

charge \$300 a month rent. However it's single location only. Some Powerhouses and the Fitness

Forum do not have aerobic rooms therefore a smaller female population which results in less clients for us the trainers.

The smaller Personal Training gyms like Pro Gym, Private Exercise and Workout Warehouse all charge \$10 per client. This isn't bad if you're only doing about

5-10 sessions a week. After that, it just becomes too expensive.

24-hour Fitness and Balley's program is our old LA LIFESTYLE program. A trainer makes a 10% commission on any package they sell plus 6, 8, 9 or \$15 an hour when training the client.

Some clubs charge less rent per month or sometimes don't charge at all. Beware, usually there is no aerobic room. No aerobic room means no spinning, boxing, funk or yoga classes.

Good luck finding a client.

So for \$10 a day LA FITNESS is still the best deal in town. LA FITNESS is the only club with an independent trainer program that provides the trainers with leads. I know some of you don't use the appointment book but for some trainers that was an important tool to get themselves started. Remember it is there for you anytime you need leads

### **POST REHAB FITNESS SPECIALIST**

I'm very excited about these classes.

Enclosed you'll find the outlines and Maria's resume. Check her out. I can't wait to go through this class.

This is a "practical", "in the field", course for information on the therapeutic application of Personal Training.

### **Would you like to do Television?**

Are you interested in modeling, hosting or participating in fitness informercials? I had a meeting with a large production company that does about 50 informercials a year. The beginning of the year is coming up. They are always in need of talent. If you are interested please send me a 8 x 10 picture and a bio to:

Future Fit  
3500 Overland Ave Ste 230  
La, Ca. 90034

### **ACCOMPLISHMENTS**

CONGRATULATIONS JOYCE EILEEN for finishing second in the Miss Fitness qualifier. Joy's next competition will be the Nationals next year.

Congratulations Thierry Thomas for competing in the Muscle Mania. This contest has really gotten popular. There were over 167 competitors.

Thierry was shredded but got beat by a cadaver who could breathe!

### **IMPROVEMENTS**

**Do not use the LA FITNESS name or logo** on any of your flyers without the prior written approval from LA FITNESS. Also, the statement "**Independent Contractor not affiliated with LA FITNESS**" should be on all of your flyers, cards, price sheets or advertisements. If you need stickers, let me know

### **CLUB POLICIES**

If you want to change your EFT you must do so a month in advance. It was in the agreement you signed.

Go to the front desk and get an Eft form. Fill it out and fax it to me at 310- 287-0801 or Chad Abramo at 714-509-2507.

- Please show your card to the front desk at least once a day.

- In event of an accident and someone is injured, please go to the front desk and ask for an "incident report". Fill one of those out, make a copy for

yourself, fax a copy to me at 888-287-0801 and give the other to the front desk. This way your covered.

- If you have not received a "trainers card", or you have moved, call 800-600-2540, ext 561 and ask for Jim Irwin. Give him your correct address so you can be sent one.

**- This is a reminder, you will be charged a 10% late fee plus a \$10 bank charge if your rent comes back to us. We will also deny you entry to the club until you pay the balance. If your rent is \$300 it will cost you \$340 to get back in to the club. THERE WILL BE NO MORE EXCEPTIONS.**

### **OPPORTUNITIES**

If you're stuck looking for Christmas gifts I found a satellite dish for your home for only \$49! If you're interested in getting a satellite dish, just call me at 1-800-778-6060 and I'll get you the number.

### **UPCOMING EVENTS**

#### **FUTURE FIT**

#### **PERSONAL TRAINING SCHOOL**

Sat. and Sun. 8:30 am - 6:00 pm,

January 17-18 LA FITNESS - Marina Del Rey

310-827-0904 (for directions)

\$159 1-800-778-6060 to register

Please send any suggestions, comments, complaints, praises, accomplishments, articles or information you might find useful to the newsletter or training program to:

John Platero  
3500 Overland Ave ste 230  
LA, CA 90034