



The Consumer Awareness Guide to Choosing a Personal Trainer



Don't Call Any Personal Trainer Until You've Read This Free Consumer Awareness Guide Where You'll Discover...

- How to Avoid 17 Personal Trainer Rip-Offs!
- 9 Costly Misconceptions About Personal Trainers & Personal Training
- 6 Mistakes to Avoid When Choosing a Personal Trainer
- 9 Questions to Ask a Personal Trainer Before You Hire Him or Her
- The Important Difference of Price and Value
- BONUS...7 Steps to Getting the Body You Desire.

This is an educational service provided by Terry Bachman, owner and operator of Per-Fit Bodies Personal Training & Nutrition Center. Terry has been in the personal training and nutrition industry for 35 years in Tempe, AZ



Dear Friends,

Choosing a personal trainer isn't easy. Why? Because you are bombarded with misleading advertising, confusing claims and simply bad advertising.

From super-low prices and high-pressure sales and prices – to unqualified personal trainers and near worthless training methods – how do ever find a qualified, competent, trustworthy, ethical professional personal trainer?

You start by reading this Free Consumer Awareness Guide. In this fact-filled booklet, you'll discover how to avoid 17 personal trainer rip-offs, 9 costly misconceptions of personal trainers, 6 mistakes to avoid when choosing a personal trainer, 9 questions to ask a personal trainer before you hire him or her, the important difference of price and value, and 7 steps to getting the body you desire.

I've helped a countless number of people craft and transform their bodies... inside and out...since 1983. Personal training is my passion and my life's work. Over the 35 years in this industry, I've seen innocent people forking over their hard earned money to personal trainers that don't get them results, give them low value service...or worse...give them dangerous exercises that may leave irreversible damage to their bodies.

That's why I wrote this FREE this guide to help you better understand personal training services. Now, with this information, you can make an informed intelligent decision.

And if you have any questions about personal trainers or personal training services, you're invited to call us at (480) 980-3337 or email at leanxtreme@gmail.com. We'll be happy to help you in any way.

In good health and my best to you,

Terry Bachman

Per-Fit Bodies

Terry Bachman

is a specialist in personal training and nutrition, with a BS in Nutrition and Exercise Science. He is the owner and operator of Per-Fit Bodies Personal Training & Nutrition Center in Tempe, AZ. Terry also offers online personal training and nutrition for those who are of too great a distance to train with him in person. He has been recognized as one of the top trainers in metro Phoenix, AZ. Terry has been in the personal training and nutrition industry for 35 years and has worked with clients from every walk of life from ages 8-85, including, but not limited to:

children, teens, homemakers, teachers, blue collar, CEO's, models, Dr.'s, nurses, police officers, firefighters, post rehab and an array of others. He has conducted speaking engagements, made media appearances, written numerous articles and is the author of the book, The L.E.A.N. Factor and DVD Lean X-Treme...21 minutes...21 days. Terry and his wife, Jocelyn, have one daughter, Aisha and reside in Tempe, AZ



"My company has been in Tempe, AZ for 30 years. I have dedicated this business to educate consumers and to help people achieve their best health... mentally and physically." ~ Terry Bachman

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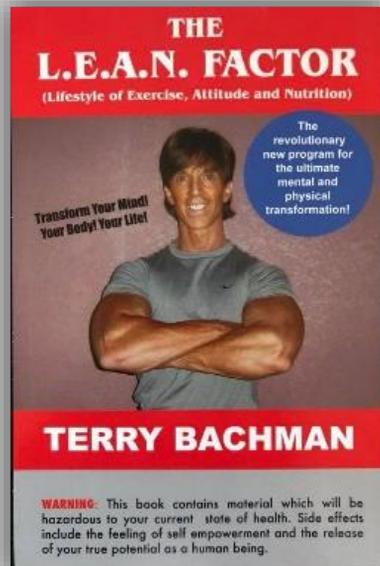
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This book is not just another fitness book but rather a total program which works in a synergistic fashion with the major components of life itself. Inside this book you will explore the exciting and vital pathway which will unleash the mental and physical potential within yourself. For more detailed info go to www.perfitbodies.com



HOW TO AVOID 17 PERSONAL TRAINER RIP-OFFS



RIP-OFF #1: UNBELIEVABLY LOW PRICE.

Obviously, to some degree, all of us are attracted by low price because we want to work within a budget. But some personal trainers use price to bait for their false and misleading advertising. They offer a cheap price between \$15-\$25/ hour and advertise it as personal training, only to find out you are thrown into a small group training class after you sign up. This is not personal training...it is group training. Group training should be a different price than personal one on one training...and if the group training is the same (or higher) price, run for the hills! They may also offer a low price to get you on the hook and then use high pressure sales to up-sell you. In addition, some personal trainers will advertise a cheap price for training services, but then you find out that price is only valid if you sign a long term contract of anywhere from 6 months to 1 year.

RIP-OFF #2: ADVERTISE A 60 MINUTE TRAINING SESSION, BUT YOU'RE REALLY ONLY GETTING 20-30 MINUTES.

This is all too common. You think you are getting an hour long session, but in reality you are getting 20-30 minutes of actual quality training. Let me explain. Some trainers are just lazy and do their best to "milk the clock". How? If your trainer puts you on a treadmill or any other cardio machine for ten plus minutes starting your session, they're wasting your time and money. (Now, if this is part of the actual workout as in a H.I.I.T. (High Intensity Interval Training) program then that is a different scenario...but what I am referring to is simply walking on the treadmill as part of a warm-up). You don't need to have a trainer stand by you as you warm-up on a treadmill or bicycle...and pay for it! Secondly, many personal trainers will take the last ten minutes of the hour session to stand by you again, as you cool-down. Again, typically there is no need to watch you walk on the treadmill again to cool down. In the same vein, if a trainer spends ten minutes at the beginning and/or end of an appointment stretching you, that's twenty minutes out of an hour (30 percent of the entire time) you're wasting on techniques that are easily learned and executed on your own. Thirdly, a trainer who spends every session doing tons of abdominal exercises is a waste of time. Abs are etched in the kitchen, not the gym. There is no such thing as spot reducing. The truth of the matter is you would be better off training legs than training the abdominals if it is a flat, six-pack you're after! Working the larger muscles will burn more calories during the session and through post burn after the session is completed, so why waste time on all that abdominal training? Finally, many personal trainers are guilty of wasting too much time during the session by getting way of track and chatting about themselves that have absolutely nothing to do with training. The result of all this? Your 60 minute session is

realistically only 20-30 minutes at best of actual personal training...which is wasting your time and money.

RIP-OFF #3: BAIT AND SWITCH.

You sign a contract for personal training with the “head trainer” or owner of the facility and after a few sessions or so, you are suddenly assigned to another trainer...and to make matters worse, you are still paying top dollar as if you were training with the top trainer or owner. It is not uncommon in commercial gyms for clients to go through 5-6 different trainers over the course of a year. It does not even matter if the head trainer, owner or previous personal trainer writes the training program for your new trainer. The fact is, you are not paying for an hour of time with the personal trainer, but instead are paying for the accumulated knowledge that personal trainer has spent years acquiring. In other words, you should not expect to pay a personal trainer with days or months of experience the same as you would pay for a personal trainer with years of experience and educational knowledge.

RIP-OFF #4: MISLEADING TRAINER EXPERIENCE.

As you have learned from above, a trainer’s experience is a very important aspect to look at when choosing a personal trainer. Unfortunately, many trainers will “spin the truth” on the experience issue. For example, they will tell you they have 2-10 years of training experience and leave the subject at that. But the “spin” is that they have 2-10 years of experience training themselves...not others. That is not to say training yourself does not compute to knowledge acquired, but there is a huge difference between training yourself for 10 years and training clients for 10 years!

RIP-OFF #5: ATTITUDE/ENERGY.

Does your trainer greet you with enthusiasm and bring energy into your sessions or is he/she as inspirational as wet lettuce? Is he/she someone who inspires you when you are around them? In other words, does your trainer “walk the talk” or does he/she tell you one thing, but they do another? Does your trainer exhibit a positive body language during the sessions or does he/she sit down when you are exercising (which, by the way, makes it look like they are lazy and bored with you)? True professional trainers have a genuine passion for their career, and don’t view their time with you as just another paycheck. They have made it their mission to help change lives. If you do not feel the genuine, positive, energetic personality then it’s time to move on.

RIP-OFF #6: PROFESSIONALISM.

This should go without saying, but never the less needs to be addressed. Is your trainer punctual? Do you have a training appointment at 8 am, but its 8:10 am you are still waiting for the trainer to come out to the training floor? Does your trainer frequently leave you on the training floor by yourself during the session? Does he/she sit down while they are training you (which is perceived as laziness and a disinterest in you)? Does the trainer value your time with them and try to pack as much training and learning into the session as possible, or are they distracting you with personal stories how they spent their weekend or the hot date they had over the weekend? Does your trainer eat while he/she is training you? I know this last one sounds really crazy, but I first witnessed this years ago (and too many times to mention since) when a well-known trainer got out his Tupperware and actually sat down and ate his chicken and rice while training his client! If a trainer is guilty of even one of the above, it is an insult to the client's choice to spend their discretionary income with you. There's nothing wrong with getting to know your trainer through occasional small talk but their time spent with you should be focused on YOU!

RIP-OFF #7: THEY'RE GLUED TO THEIR CELL PHONE.

How would you feel if your doctor pulled out his/her cell phone and started calling or texting his/her friend during your appointment? The only time a trainer should ever touch his/her phone during a session is if he/she is using a stop watch app to time reps or speed, adjust music on phone for the client's workout, or if he/she receives an emergency call. Far too many personal trainers fail to understand the unacceptable nature of this kind of behavior.

RIP-OFF #8: THEY ARE NOT CHECKING WITH YOU DURING YOUR SESSION.

It is important for the personal trainer to have a comprehensive understanding of your lifestyle, existing physical and or mental conditions. As well, the channels of communication should always be open as they should be constantly checking in with you during the session for such things as dizziness, nauseous, any pain around existing injury or etc. Lastly, there are also times when they should be checking in on you on your off days (in the event of injuries or etc.). If not, the personal trainer is not taking a personal interest in you.

RIP-OFF #9: THEY ARE NOT CHANGING THE ROUTINE UP.

Diversity and intensity are critical to a solid training program. If a trainer is running you through the same exact program (e.g. exercises, same order of exercises, reps, sets, intensity and etc.) they are lazy. The fact is, the body is highly adaptive and therefore must be challenged in different ways in order to successfully move forward. Not to mention from the mental standpoint

of the client being bored with the routine. This is fairly common among inexperienced and “clipboard trainers”. While there is absolutely nothing wrong with trainers tracking the workout of the client during the session, as specific client goals and programs warrant to do so, many times the trainer ends up spending more time walking around with their clipboard than actually training and focusing on the client. Many times, the better way may be for them to track their notes after the workout session (e.g. exercises, weights, reps, how they felt mentally or physically and etc.) so as to focus their attention solely on the client and not waste time during the actual session. This is especially true of H.I.I.T. (High Intensity Interval Training) programs, where exercises are performed very quickly one after another. In this type format, precious time is being wasted as the trainer is busy writing down everything while they could/should be setting up the next exercise, motivating the client, as well as focusing on the client performing the movement (s). In addition, many times the trainer has the workout for the client written out in advance and then all they have to do during the session is fill in the blanks. They are basically like a robot counting repetitions (that is “if” they are even counting the reps.). There is no thought or work put forth on the trainer’s part in the actual session itself. Again...laziness on the personal trainer’s part. Creativity and the ability to change things up in a moment’s notice within a training session to make it a more productive work-out for the client separates good trainers from great trainers.

RIP-OFF #10: TOO LAZY TO DEMONSTRATE.

Every personal trainer should be able to demonstrate the exercises, supply the do’s and don’ts of the movement, and inform the client what area (muscle) is being targeted. If you express confusion over the instructions you are given and the trainer’s first instinct isn’t to personally demonstrate it his or herself, you need to be concerned.

RIP-OFF #11: TOO STUBBORN TO CHANGE.

True professional trainers know the best exercises for the client to reach his or her goals. However, just because the textbook trainer’s manual says a particular exercise is considered an excellent movement does not mean it is suitable for “every” body. Simply put, bodies are unique and this is one of the examples where a trainers experience is so important when considering hiring a personal trainer. If a trainer repeatedly has you perform an exercise and it just never feels right, it may be time to look elsewhere for training assistance. It may indeed may be an excellent exercise, but sometimes your body is simply not in sync with it. Sometimes “textbook trainers” are so by the book that they fail to understand this. Basically, they are too stubborn to move on and find a better alternative exercise that will produce the same or better results.

RIP-OFF #12: THEY FOCUS ON WEIGHT LOSS.

Yes, you read that correctly! You would think personal trainers would have this down by now, but it's surprising how many still focus on weight loss instead of what they should only be focusing on...and that is fat loss. In addition, professional trainers should always direct your attention toward internal health first and foremost. If, during the nutrition consultation, they do not address your internal health such as cholesterol, triglycerides, insulin levels and etc. they are not a health professional. My personal motto is, "internalization creates external results." The bottom line, any personal trainer who promotes weight loss or even primarily uses the word "weight loss" is not a professional health practitioner.

RIP-OFF #13: THEY HAVE NO NUTRITIONAL BACKGROUND.

Nutrition is 75-80% of reaching your goals when it comes to fat loss and or lean muscle gain. So why would you hire someone who has no nutritional background? Most personal trainers nutritional knowledge comes from the same place as yours...the internet or the latest fitness article! Unfortunately, many times they will simply pass along the latest fad diet to the client which is popular at the time. Why? 1) Because they do not have an extensive knowledge of nutrition themselves and 2) It just makes it easier for the trainer. If a trainer's nutritional knowledge does not go beyond telling you to eat more protein and less carbs, or steering you towards the newest diet (not to mention not even being able to explain what it is) then it is time to move on. The bottom line is that all professional personal trainers should have an extensive knowledge of nutrition. What does this mean? For starters, they should have an educational background through school or, at the very least, through an accredited certification process. But it does not stop there. The best trainers are those who not only have the acquired nutritional knowledge, but those who have actually been out in the world and worked with people individually for many years. You see, with personal fitness training, it is one thing to be "book smart" and yet another to actually be out in the real world to determine what actually works in regards to the best nutritional system for the individual. On a final note, personal trainers should encourage you, at minimum, to have a blood profile completed (especially true of the older client) so he/she knows exactly what is going on within you from an internal standpoint, therefore can structure the exercise and nutrition program accordingly. In addition, having a blood profile prior to and then again at a later date will also lend as a "results" driven protocol as opposed to just measuring and or testing body fat percentage.

RIP-OFF #14: THEY CHARGE YOU A SEPARATE FEE FOR A NUTRITIONAL PROGRAM.

Many trainers will operate on an "ala cart" type business format. They will quote you a low program fee, but fail to disclose that the nutrition program is a separate fee from that of the exercise program. A reputable trainer with integrity will not charge you a separate fee for a nutritional program when you enlist in his/her exercise program. The only time you should be

prepared for a separate fee is if you only want a nutritional program. And finally, many trainers will have add-ons such as products you will need to purchase as part of their nutritional program. It's as though you were buying a car and found out that the dealer was charging you extra for the tires and steering wheel at the eleventh hour!

RIP-OFF #15: THE SUPPLEMENT PUSHER.

A trainer with integrity will not push nutritional supplements upon you. Their focus should be on teaching you the foundation of nutrition. I compare this much the same as if one were building a house. The house foundation is built first, not the walls and roof. The same is true in regards to transforming the body. Once and only when the foundation of nutrition is intact should the notion of supplements being addressed. The only time supplements should be recommended initially is the possibility of a multi-vitamin. But even then, it may be well advised to first discuss with your primary physician...dependent on your personal health issues. The fact is, supplements are a huge business and many trainers will take advantage of clients in talking them into purchasing when they are not needed. Be very wary of trainers who carry a full line of supplements as part of their nutritional program.

RIP-OFF #16: CONTRACTS.

Unfortunately, personal training contracts have started to become the norm, with E.F.T. (electric funds transfer) automatically taken out of your account. This practice use to be only in the commercial gyms but now they have made their way into private personal training studios, as well as with independent trainers. With the contracts, you are required to sign up for six-twelve months (occasionally you may find a minimum of three months). The sales approach used is to advertise a lower rate, but then you find out that rate is only good if you sign the twelve month contract. In addition, in such a long term contract it is not uncommon for you to go through 5-6 different trainers (especially if it is a commercial facility where there is a high turn-over rate of personal trainers). Although it is becoming the norm, I would highly advice against signing up for any personal training contracts and instead seek out a month to month format facility.

RIP-OFF #17: THE TRAINER IS OUT OF SHAPE.

Although this could have easily been the number one rip-off, I saved it for last! Let me put it this way, "one must practice what one preaches if one wishes for others to follow one's leadership." Typically, if a personal trainer is out of shape that is not a good sign. That is not to say that every male trainer should be 6% body fat or female trainer should be 15% body fat, but he/she should embody the things they seek to teach and thus have a transformational impact on their clients.

9 COSTLY MISCONCEPTIONS ABOUT PERSONAL TRAINERS & PERSONAL TRAINING



MISCONCEPTION #1: TRAINERS ARE LIKE DRILL SERGENTS.

Actually, trainers are more like motivating coaches. It is their job to provide positive encouragement and push you to the next level. Great trainers will learn to know your personality, needs, strengths and weaknesses so they can apply the right motivation to help you reach your goals. Great trainers find a way to motivate you each and every session. Yes, trainers are human beings and they have days in which they are tired, do not feel good, are hurting, emotionally drained or etc. but the difference between a good trainer and a great trainer is when the client has no clue that the trainer is having a bad day for whatever reason. Great trainers give 110% each and every session, regardless of what is going on in their personal life.

MISCONCEPTION #2: TRAINERS ARE TOO EXPENSIVE.

It is important to remember that you are not paying for an hour of training; you are paying for accumulated knowledge and experience that the trainer has spent years acquiring. Although price is a common concern (as some trainers do overcharge for what they are worth), it should not be your sole criteria on selection. Do consider other important factors such as knowledge, experience, and range of services, otherwise economy sessions generally may effectively be less beneficial than a slightly more alternative. Expensive is in the eye of the beholder. Some people spend \$50 on lunch and some spend \$5. Both prices will take care of the primary goal, which is to alleviate your hunger but the higher price will incorporate a higher quality of food (which equates to better health) and better service. Personal training is similar to dining out in a restaurant. The trainer is your waiter serving you. He/she is also the chef preparing the proper exercises that fit your exercise level. The trainer (If he/she is a great trainer) is also the one at the piano entertaining (motivating in this sense) you during the sometimes grueling process and, as well, the counselor giving you positive reinforcement to anything negative that may be presently going on in your life. Personal training is an investment in your health. You have to ask yourself, what is the price tag on your health? It's about taking control of your life. Often it is hard to see the return investment in monetary gains initially but the dividends are better health and severely cutting down your health risks of getting sick and or diseases. In addition, loss days at work due to sickness...not to mention hospitalization and surgery which can be very expensive to say the least. Speaking of which, consider the cost of knee replacement, hip replacement, heart surgery, back surgery, adult diabetes, pain and suffering of osteoporosis

and etc. that possibly could have been avoided with the help of obtaining a healthier lifestyle now through proper nutrition and exercise with the help of a professional personal trainer.

MISCONCEPTION #3: PERSONAL TRAINING SESSIONS MUST BE 60 MINUTES TO BE EFFECTIVE.

This could not be further from the truth. Workout protocols change depending upon the goal of the client. A fast-paced metabolic workout can be completed with great efficiency in 20-30 minutes where as a hypertrophy (muscle gain) workout could be 45-60 minutes. Actually, 30-45 minutes is the optimum time for any training session because of inducing naturally occurring growth hormone and testosterone release, both of which have a direct effect on your lean muscle enhancement. Secondly, your blood sugar hits its peak at around 45 minutes of hard training, and thereafter begins to lower, thus diminishing both your physical and mental energy. Consequently, going beyond 45-60 minutes of hard training you end up simply going through the motions, which of course is a waste of time.

MISCONCEPTION #4: WEIGHT TRAINING 2XWEEK IS ENOUGH TO MAINTAIN.

First of all, there is no such thing as maintenance. Nothing stays the same in life. And your body is certainly no exception to this universal rule. As far as the body aspect, you are always either gravitating forward or backward. There is no staying the same. Weight training should be performed a minimum of three days per week for results to occur, with four times being optimal. Training two times per week is better than nothing at all, but honestly it's not much better. I realize many people believe they can only fit in two days a week to train, but remember it only takes 20-30 minutes for a productive session. There are 10,080 minutes in one week and there is no excuse to not be able to find 60-90 minutes of that time to work-out. Weight training two times a week is basically a start, stop, and start...only to stop once again format. Even if you were to spread out the two days over the course of a week, like a Monday and Thursday, it still doesn't justify itself. There is simply too much time between workouts for any progress to occur. The fact is, the body begins to go back to its original "state of being" after 72 hours of non-stimulation. In conjunction with all this, many personal trainers will not tell you this and simply sell you a 2xweek package at a much higher rate just to get your money!

MISCONCEPTION #5: YOU SHOULD FOCUS ON LIFTING HEAVIER EACH WEEK.

Some personal trainers will constantly insist on you lifting heavier and heavier each session. This is sometimes typical of an inexperienced clipboard personal trainer where the mentality is bigger numbers/poundage for the client each week... which is much the same as the person

who is focused on the weight scale numbers and feels they must go down each week in order for progress to occur. Many times the personal trainer becomes too obsessed with the numbers game, thus the client learns from the trainer...and now the client too is obsessed with the lifting poundage numbers. Therefore, sometimes keeping a training logbook (clipboard) on the training floor is not always the best idea for a personal trainer to utilize during the clients training session, but instead should track pertinent items/notes after the session. Now of course that all being said about weight poundage, if you want to get stronger you will need to put up some decent loads. But too much of the same exercise stimulus applied over an extended period of time leads to accumulation and plateaus (not to mention injuries) --- not more growth. Trainers will not always explain this but the amount of weight used in an actual exercise is relative. For instance, lifting a 30lb. barbell can either be done in the way it feels like 30 lbs. or 80 lbs. It is all in how you perform the movement in both the physical and mental sense. A great, experienced trainer will teach you how this is done, which will in turn will cause you to gain more strength, induce more lean muscle, and minimize your potential injuries... while propelling you toward reaching your goals much faster.

MISCONCEPTION #6: IT'S BEST TO PERFORM 6-8 REPETITIONS FOR BUILDING AND 15-20 REPS FOR TONING.

It's funny how even personal trainers still adhere to this notion. The fact is, both of these statements are false. The first thing you must know is that "every" body is vastly unique and that the key is to ultimately distinguish what works best for the individual...and an experienced trainer can do this. This is why carbon copy workouts do not work in the long run. Just because one trainee has obtained fantastic results from performing 12 repetitions per set does not mean you will yield the same results! The fact is, it's really about training "holistically," which an experienced, knowledgeable trainer "should" be able to explain to you. Therefore, a word to the wise – be cautious of any trainer who instructs you to always keep your repetition scheme in a certain repetition range for a certain goal (this applies to both men and women).

MISCONCEPTION #7: ALL TRAINERS ARE NUTRITION EXPERTS.

That would be nice, if it were true. Unfortunately, most are not. That said, just because a personal trainer is not a nutrition guru does not mean he or she is not a good physical trainer. It just means you may have to look elsewhere to get assistance with the nutritional aspect. Some trainers obtain their nutritional knowledge from personal certifications. Others will pass themselves off as "know it all's" of nutrition. If they just tell you to eat more protein and less (or no carbohydrates) carbohydrates or simply endorse the latest diet such as Paleo, Keto, Intermittent Fasting Diet or etc. that may indeed be your clue to seek assistance elsewhere.

MISCONCEPTION #8: CERTIFIED TRAINERS.

The media and internet will tell you that if your trainer is certified you are good and while there is absolutely nothing wrong with that, here is what they do not tell you. There are almost 100 different certifications. It is an unregulated industry so that means your 90 year old grandmother can be a trainer. There are certification tests you can take over the internet and in less than 30 minutes you are a certified trainer. There are some franchise gyms (shall remain nameless) that in-house certify and within two days you are a “certified trainer”. Let this sink in. Someone who has never even lifted a weight on Friday can be your certified trainer you are paying top dollar for on Monday! I have personally known individuals who carry 4-5 different certifications from reputable organizations, but were clueless when it came to administering what they have learned, while on the other hand have known trainers with not a one certification and were great trainers. That all said, it’s not that certifications are worthless as there are many that are very good and they do provide a good foundation for someone wanting to become a personal trainer. Bottom line however...the best personal trainers are those who have the combination of experience, knowledge, creativity, motivation and passion; thus able to provide you, the consumer, with the best in high-quality service. A piece of paper alone will not give you any of these.

MISCONCEPTION #9: HIRING A TRAINER WILL MAGICALLY GET YOU IN SHAPE.

Simply hiring a trainer does not and will not give you the body you want. You will still have to meet with him/her and put forth the effort in the gym (and kitchen) to reach your goals.

6 MISTAKES TO AVOID WHEN CHOOSING A PERSONAL TRAINER



MISTAKE #1: MAKING A DECISION BASED ON PRICE ALONE.

The old adage “buy cheap buy twice” applies to personal trainers as well. Instead of simply calling about price, schedule a consultation to actually meet with the trainer. Most will offer a free consultation. Listen to your gut instinct during the consultation. Do some homework as to check-out their website, social media pages, yelp, and google their names. Ask for a couple client references who work out with the trainer (past or present) and speak with them directly.

Lastly, remember, you are not paying for an hour of training time; you are paying for accumulated knowledge and experience that the trainer has spent years acquiring.

MISTAKE #2: NOT SCREENING THE TRAINER.

As touched on with mistake #1 above, it is important to screen the trainer for a strong, positive google presence. A reputable trainer with integrity will have testimonials on websites, positive business presence on social media sites such as Facebook, Instagram and etc. Look for such things such as positive posts of client training videos, blog posts and etc. In addition, credentials related to health and fitness such as authoring articles or books, exercise videos and etc.

MISTAKE #3: CHOOSING A TRAINER WHO HAS NO NUTRITIONAL BACKGROUND.

Nutrition accounts for up to 80% of your success, so why would you choose someone who cannot supply you with professional nutritional guidance? If you do, you will now have to find someone else to help you with that.

MISTAKE #4: SELECTING A TRAINER WHO OFFERS THEIR TIME FOR FREE.

Now I know “free” sounds good, but you do get what you pay for (or in this case do not pay for). It is vitally important that whoever you work with places a high value on their time. If they do not value their time, how can you do so? The exception to this rule is on a first time consultation, as this should always be free.

MISTAKE #5: SIGNING UP FOR LONG TERM CONTRACTS.

Personally, I am against any personal training contracts. Never had them...Never will... at my studio. I would never advice to sign up with a personal training contract, but if you must, never more than 2-3 months. The problem is, many will entice you with signing up for twelve months to get a lower rate. For me, trust and integrity are the foundation of a relationship (be it personal or business) and starting out that relationship (trainer/client) with a pushy/greedy sales contract is not the way to begin a relationship.

MISTAKE #6: THE SLICK SALESMAN TRAINER.

A slick salesman personal trainer is basically an inexperienced, unconfident personal trainer who will do anything to get your money. They will overcome their lack of confidence (aka lack of knowledge) by throwing in a bunch of sciency sounding words to make themselves sound intelligent. Confident, experienced trainers will explain concepts clearly, and in a way you can

understand using appropriate metaphors. If a trainer responds to a question about fees with “How much can you afford or how much are you looking to spend” means they are more interested in your wallet than your health and fitness goals. Your response should be “thank you for your time” and look for the nearest exit.

9 QUESTIONS TO ASK A PERSONAL TRAINER BEFORE YOU HIRE HIM/HER



QUESTION #1: WHAT IS YOUR EDUCATIONAL BACKGROUND?

Answers to look for are exercise science, nutrition, kinesiology, and or certified through such certifications such as NSCA, NASM, ACSM, ACE, or ISSA.

QUESTION #2: HOW MANY YEARS OF EXPERIENCE DO YOU HAVE TRAINING CLIENTS (not yourself) AND HAS IT BEEN FULL-TIME, PART-TIME OR OCCASIONALLY BETWEEN JOBS?

Experience is king. There is no set number to look for, but we are talking about putting your health into someone else’s hands. Would you go to a Dr. for serious health issues who has a year experience or someone who has 20 plus years of experience?

QUESTION #3: WHAT IS YOUR TRAINING/ EXERCISE/ NUTRITION PHILOSOPHY?

It is important for you to know as much as possible about the trainer’s philosophy in these subjects. You certainly do not want to sign up for a program (especially a contract) not knowing what you are getting into.

QUESTION #4: DOES YOUR PRICING CHANGE?

Some trainers will offer incentive sign-up rates and then abruptly raise the rates down the road. Know what you are agreeing to before you sign up.

QUESTION #5: IS THIS A CONTRACT?

I strongly advise against any contracts. Not every trainer/facility will offer “contracts only”. But if you do decide to go with a contract, be sure to make it as short as possible and clearly understand how it is set up and how you may cancel it...should you desire to.

QUESTION #6: WHO WILL BE MY TRAINER?

Many times you assume the person you are speaking with will be your trainer, but in reality it will not be. As a second part to this question, you must ask if you will be with the same trainer throughout your training package? Again, you assume that you will, but many times you may go through 5-6 different trainers over a 6-12 month package...which is not good for your progress.

QUESTION #7: DO I HAVE TO PURCHASE SUPPLEMENTS AS PART OF YOUR PROGRAM?

If the answer is a hesitation “yes” or closely to it, consider this a red flag and look for the nearest exit.

QUESTION #8: WHAT IS YOUR CANCELLATION POLICY?

Session cancellation policies are standard among trainers/facilities, but it is important for you to fully understand them...for your own sake.

QUESTION #9: CAN YOU PUT ME IN TOUCH WITH ANY CURRENT CLIENT OR PAST CLIENT REFERENCES?

Don't be afraid to ask for this. This is your health... and “your” hard earned money. When you do contact a client reference, some questions to ask are: 1) What do you like/dislike about the trainer? 2) Have you had other trainers and, if so, how did they compare to this trainer in question? 3) Is the trainer punctual? 4) Is the trainer guilty of any of the items mentioned in RIP-OFF #6?

THE IMPORTANT DIFFERENCE OF PRICE AND VALUE



Price is what you pay. Value is what you get. There are many personal trainers and numerous training methods to choose from. As your health is priceless, it pays to invest in quality personal training rather than bargain personal training.

A long time ago, I was having a conversation with my Dr. In closing, he said, "Thank you for doing what you do." I responded, "Thank you, but you save lives!" He said, "I don't save lives, I actually prolong the sick because by the time people come to me it's too late but you, on the other hand, save lives by teaching them how to live healthy lives so they don't have to come to me."

With personal training, you get what you pay for. If you seek out a bargain trainer, you will get bargain personal training. This what you can look forward to receiving with bargain personal training:

- ❖ A trainer who is not punctual
- ❖ A trainer who may no-show on you
- ❖ A trainer who consistently cancels or reschedules
- ❖ A trainer who does not practice what he/she preaches
- ❖ A trainer who will literally sit down while training you (the only exception to this if he/she has a lower body injury which limits them from standing)
- ❖ A trainer who will eat food while training you
- ❖ A trainer who will chew gum while training you
- ❖ A trainer who will constantly be checking his/her phone while training you
- ❖ A trainer who is constantly chatting with others while training you
- ❖ A trainer who lacks professional language (cussing is not professional in a personal training environment)
- ❖ A trainer who constantly leaves you on the training floor by yourself, going off to the restroom, going back to his/her office or etc.
- ❖ A trainer who wastes "your" training time telling you about the date (s) they had over the weekend

7 STEPS TO GETTING THE BODY YOU WANT



STEP #1: VISUALIZATION.

The first step in obtaining something you desire begins with visualization. You must visualize it in your mind down to every detail. Visualize how you want to look, how you want to feel, what the process will be to become it, and actually seeing yourself incorporating and feeling this process. You must see it in your mind before you can become it.

STEP #2: PLACE YOURSELF IN THE CORRECT ENVIRONMENT.

You need to understand that with whom and where you associate will have a direct impact on whether you will attain your goals and/or whether you keep the goals you achieve. Do not hang around negative influencing individuals, environments or even share your goals with negative people. Doing so will only drag you down to their negative level of existence. However, do share your goals or aspirations with positive individuals, as this will compound the positive energy force. Doing so will also make you more accountable.

STEP #3: DEVELOP THE PROPER MINDSET FOR CHANGE TO OCCUR.

You must realize that everything begins and ends in the mind. If you believe in your mind that you can achieve something then you will achieve it. However, if your thoughts continually gravitate toward that you cannot achieve something, then you will not. Your focus should be on what you want, not what you do not want. You need to adjust your attitude in not only your thoughts but also in your words. Change your vocabulary by abolishing the phrases, “I should” and “I will try” and replace them with “I AM”, “I CAN” and “I WILL”.

STEP #4: ACCEPT YOU MAY EXPERIENCE ADVERSITY.

Adversity, as a whole, is a part of your life’s lessons which you must learn as a human being. You need to view the obstacles that may be thrown in your path merely as tests in determining how much you really want to reach your goals.

STEP #5: LEARN TO EMBRACE POSITIVE STRESS.

Stress has a negative connotation attached to it, but you must realize that some stress is actually good for you. This is what I refer to as “positive stress”. The key is to differentiate between bad stress and good stress. Good (positive) stress will allow you to accomplish something good in the end while bad stress will only offer negative rewards in the end.

STEP #6: SEEK PROFESSIONAL ASSISTANCE.

Use this Consumer Awareness Guide to hire a professional personal trainer. Even if for a few months to get you started. If you cannot find a qualified professional trainer in your area, hire an online trainer. Online training is appropriate for the individual who is limited by distance. A word of advice however – do not sign up for an online personal training company on the internet. Find a reputable personal trainer who trains in person and also has online training as part of his/her services.

STEP #7: YOUR PERSONAL CONTRACT.

Once you make the decision to transform and have realized the mental aspects that go along with making that transformation, you are ready to write down your goal (s). But don't make it a one-liner – make it a contract to yourself, such as the one I have included below. Once this is complete, make copies and place it where you will be able to see upon first awakening in the morning and throughout the day (e.g. on your bathroom mirror, refrigerator, cell phone and etc.).

YOUR PERSONAL CONTRACT



Take a moment and write down your goal or goals. DON'T WAIT – THE PROCRASTINATION STOPS NOW. Get a pen (make it in ink – not in pencil) this instant and fill out the following:

Goal: _____

The reason for my goal and what benefits I will receive in attaining it: _____

What I need to do to place myself in the correct environment: _____

Start date for goal: _____

Deadline for goal: _____

Obstacles I will need to overcome: _____

Professional assistance (name) I will need: _____

For accountability I will share my goal with: _____

THANK YOU...

...for reviewing our new CONSUMER AWARENESS GUIDE TO CHOOSING A PERSONAL TRAINER. I hope you found this information useful. Should you have any questions or wish to know more about our business services, feel free to contact us or visit any of our social media sites.

In great health and happiness to you,

Terry

*This booklet may not be reprinted, reproduced or sold.

“Terry helped me get into the best shape of my life. I released 36 lbs. of fat, dropped my cholesterol from 207 to 138 (increased HDL from 43 to 59 and lowered LDL from 144 to 70)!” ~ *Sara A.*

“I had a fasting blood glucose level of 385. My Dr. agreed to give me 30 days to bring it down naturally. After just 2 weeks on Terry’s nutrition and exercise program my glucose was down to 160...and after 3 weeks I had to cut my blood pressure meds in half!” ~ *Bobby W.*

“Terry is a fantastic motivator! You will achieve more in a short time than you would have ever thought possible. Training is not just his career, it’s his calling!” ~ *Amy B.*

“Terry has changed my life. 5 years ago I was an old, overweight male with no muscle tone. Today at 51, I am a young healthy male and on no meds.!” ~ *Douglass W.*

“Terry is a highly consistent & energetic trainer. I had the pleasure of working with him on my radio show and he was amazing. The response from the listeners on the show was excellent. I recommend him highly as a speaker or guest show host.” ~ *Lisa P.*

“Terry took me through, not one, but two pregnancies! I think, is this guy ever going to give up on me? But then I realized something...maybe that is why we go to him – he truly cares. He is an inspiration!” ~ *Lisa M.*

“Worth every penny. Every session with Terry is different so you never get bored of the same old routine. Terry’s energy and motivation are unmatched! The real excitement comes when your body transforms into something you never thought possible!” ~ *Thomas P.*

“The best upbeat trainer in town! I released 45 lbs. of fat, 10 inches off my waist, and 10 inches off my hips. My Dr. had originally wanted to put me on the statin Crestor, but I wanted to try Terry’s program first. The first 6 weeks of his exercise and nutritional program I lowered my cholesterol 100 points and my triglycerides by 147 points...all without any medications! ~ *Diane Z.*

“A transformation is not a future event; it is one’s present mental and physical activity that stimulates what is to come.”

~ *Terry Bachman*



Age is just a number. Terry at present day age 57.

PER-FIT BODIES

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