


report: Dax Moy

financial fitness

PART 3



this is a fantastic time to be a fitness professional! At no other time in history have so many people around the world been so conscious of their health (or lack of it) and actively seeking answers to their health and fitness problems ▶

Read that last statement again, and again, and again and, in fact, as many times as it takes for you to acknowledge it, memorise it and understand its meaning. For within this statement lies the most powerful promise of success and wealth for any and all of us who are willing to rise to the challenge of providing solutions to the problems faced by the masses. And I do mean **MASSES!**

The fact is, that within the health and fitness industry, there is so much work to go around that literally every fitness professional on the planet could fill their diaries and still there would be potential customers waiting in the wings for a chance to learn from you the 'secrets' that will allow them to achieve the kind of bodies and optimal health and fitness that they desire.

Don't think so? You only need to check out the number of gyms, magazines, diet and fitness books and websites on the Internet that offer health-based advice, to realise that the health and fitness industry is not only thriving, it's growing, and at an exponential rate.

Health and fitness is **BIG** business!

Now, I realise that for many of you reading this article, your experience may tell a very different story. Maybe you're struggling week-in, week-out to get any appointments into your diary. Maybe you're working for a club that fills your diary but takes most of what you earn in commission, leaving you burned-out and frustrated or perhaps you've had to cut your rates so low in order to remain 'competitive' that you're feeling undervalued, unappreciated and ready to quit the industry for pastures new. Nevertheless, whatever your current experience with the health and fitness industry, I stand by my original statement: this is a fantastic time to be a fitness professional...If, and only if, you're ready to become a fantastic fitness professional!

You see this industry already has lots of good people in it. They're the ones with good qualifications, good people skills and good application of their knowledge, yet how are they rewarded? Badly! That's right, if you're a good trainer, instructor or therapist then you're likely to be among the mainstream of fitness professionals who are scratching a living and barely getting by. Why? Because people expect you to be good. After all, it's your job. You should be good. If you're not good then you shouldn't be doing it in the first place! The trouble is, that good is simply not good enough. For most people it merely means the same as 'average', 'ok' or 'not bad'. Why would anyone want to pay more for average service? They wouldn't...and neither would you.

Yet how many of us go through our careers wanting better recognition and reward from our clients and employers without ever grasping the following simple truth?

We get paid exactly what we are worth!

Now, I know that many of you may disagree with that last statement, but think about it objectively; if you were worth more then you'd be able to ask for more money and you'd get it. No ifs, no buts. After all, look at the leaders in any industry or profession; they get paid huge sums because those that are paying for their

expertise believe that they are worth it. If you are failing to command the type of income that you desire then you are quite simply not showing your audience how valuable you are to them. Again, it comes down to being fantastic at what you do. In fact, believe it or not, once you consistently demonstrate that you are fantastic, your income will rise almost without effort as a natural consequence. You truly do reap what you sow.

Now, if at this point you're thinking that this is all too simplistic, that it couldn't possibly be this easy to increase your income, then you're right. It's not enough to just offer a fantastic service; you have to deliver it! Not just once in a while or when people are watching, but at all times, in all places and in all situations. It's not easy to do but the rewards are high. Both personally and financially.

So, how do we know if we're giving fantastic service? Simple; our diaries are busy and we're happy with what we're earning and have a clear picture of how those earnings will increase in the coming months and years. We've got clients raving about how



good we are and we have a continuous stream of new clients seeking out our expertise. In fact, we're too busy.

If this describes you then congratulations are in order. You obviously have a fine grasp of what it takes to make a success of yourself within the health and fitness industry. In fact, you don't even need to go on reading this article.

If, on the other hand, your reality is far from that described above then you may want to consider staying with me a little while longer while we investigate how and why others are succeeding when you're not.

Examine the background of any successful person from any industry or profession or any walk of life and you'll find a combination of qualities, skills and attitudes that, when added together, not only create a blueprint for success but will guarantee the success of any and all who follow it. And at an accelerated pace! These qualities are not 'magic' or 'secret' or difficult to attain. On the contrary, it may be their very simplicity and 'ordinariness' that makes them invisible to many success seekers and especially those with a 'magic pill' mentality who desire immediate results. Yet, without fail, you will find these qualities in EVERY successful person the world over.

what are these success qualities?

definiteness of purpose – All successful people know what they want to achieve and, more importantly why they want to achieve it. Ultimately, it's not enough to want to be a good fitness professional, or like the idea of earning money for getting people healthy. You've got to love what you do! If you don't, you'll never get anywhere.

clarity of vision – All successful people have a strategic overview that allows them to plot the course towards the achievement of their definite purpose. Without this vision, success is impossible. After all, if you can't define your concept of success in the first place then how can you possibly know if you've been successful?

distinct goals – If purpose is the destination and vision is the route then goals are the waypoints by which successful people measure their progress. All successful people have clear goals and deadlines for their achievement.

willingness to pay – Success costs! All successful people know this and pay the price willingly, be it time, money, effort or education – they pay their 'success subscriptions' on a regular and consistent basis.

unwavering belief – All successful people believe without a shadow of a doubt that they will achieve their dreams. They know that it will take effort, discipline and determination but that in the end they WILL be successful.

adaptability – Successful people know that they'll rarely succeed first time. They understand that failure is part of the success 'apprenticeship' yet they choose to adapt and learn from failure and continue the journey.

hunger for knowledge – There is a saying that success is kept on the top shelf and that you can only reach it by standing on the books you've read. Successful people set aside time and money to continually learn and update their knowledge in order to stay ahead in their chosen field.

go the extra mile – Successful people stand out simply because they do more than is expected of them. Whilst others 'make do' they continually look for ways to 'do it better'.

solve a problem – Successful people attract success by identifying specific problems faced by their clients and customers and providing specific solutions. They specialise!

trustworthiness – Successful people make good on their promises. They 'walk their talk' and consistently deliver the results that their clients want.

the success potential indicator

So, now that you know what the success qualities are, let's see how you match up!

To identify your success potential simply answer the 10 questions in the table shown as honestly as you can.

How did you do?

If you answered yes to 10 questions then you're already a success, or about to be. Congratulations!

If you answered yes to 7-9 questions then you're above average and just need a little more time and education to get to where you are going.

If you answered yes to 4-6 questions then you're average. Remember what I said about average. You've got some work ahead of you but there's still hope.

If you answered yes to less than 4 questions then you need to seriously consider whether success is possible for you within this industry.

in conclusion

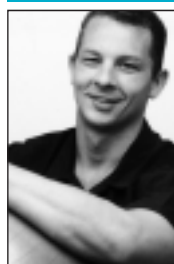
Contrary to popular belief, success will not come to you if you are good at your job. I'm sure that most, if not all of you reading this article are 'good' fitness professionals, yet as I have attempted to explain throughout this article, good fitness professionals are ten-a-penny.

As unfair as it may seem, in this ever-expanding industry of ours, it is not the good that will be rewarded for their efforts. Rather, the rewards will go to those who are willing to push themselves forever forward, past the finish line and to the end of the second mile. We're not talking good, not even very good, but better and BEST.

The question is: are you willing to put yourself on the line and make the extraordinary effort to dedicate yourself to creating, maintaining and improving yourself, your service and your clients?

If you are, I'll see you in the second mile! 🏆

table		
Question	Yes	No
1. Do you have clear and definite goals for your future with a set deadline for their completion as well as an action plan to get you there?		
2. Are you clear about WHY you want to achieve these goals?		
3. Have you determined what you are willing to sacrifice to achieve these goals?		
4. Do you have confidence (belief) in your ability to achieve these goals?		
5. Are you prepared to fail in your endeavour and yet return and continue the journey?		
6. Are you prepared to spend a MINIMUM of 5% of your annual income on gaining the knowledge and developing the skills and abilities necessary to move towards your goal?		
7. Are you prepared to continually give greater service than you are being paid to give?		
8. Can you describe in detail who your ideal clients are?		
9. Do you have a Unique Market Identity (UMI) that clearly distinguishes you from others?		
10. Do you follow through on the promises that you make to clients and colleagues? Do you 'deliver the goods'?		



Dax Moy is a Master Personal Trainer, Corrective and Performance Exercise Specialist and Educator working in London. Voted one of the UK's top Fitness Experts last year, Dax provides specialist training and mentoring to osteopaths, physiotherapists and fitness professionals from all four corners of the globe. For details of courses, seminars or mentoring or to discuss this article, contact Dax on 020 7354 3550, email: daxmoy@aol.com or visit www.daxmoy-pts.co.uk