

HOW 30 MINUTE SESSIONS HELPED INCREASE MY PERSONAL TRAINING PROFITS

By Nick Holtzman

You have probably heard from many of the Fitness Business Gurus in the industry the advantage of 30 minute sessions as opposed to the traditional 60 minute sessions. I just wanted to use this article to add in my own 2 cents as to how 30 minute sessions have benefited my personal training business:

- I have been able to attract many new clients based off of price alone. We normally charge \$70 to clients for one on one 60 minute sessions; we charge \$45 for a 30 minute session, thereby adding a client who may not have signed up otherwise based on the \$70 60 minute session. This option broadly opens up your potential client base, and does not limit it to just high end clients.**
- 30 minute workouts are very time efficient for some clients. I was able to quickly fill up my 11-1pm spots with 30 minute sessions for people who work in the area and cruise over for their lunch break for a quick workout in order to return to their job an hour later. With 60 minute sessions, this would not have been possible.**
- 30 minute workouts are much more enjoyable from a trainer and client's perspective. from the second you walk in, it's no BS or small talk, just getting down to business. It really sets the tone for the workout; the client knows that he/she has limited time to get his/her workout in, and will give you 100% every time. I have had every single client say to me that they got a better workout in those 30 minutes than they ever had in 60!**
- Simply put, 30 minute sessions are more profitable to your business and you as a trainer! The bottom line is if you line up 2 \$45 sessions back to back, you are potentially generating \$20 more per hour than single 60 minute sessions. As you know, that can really add up!**

I highly recommend adding 30 minute sessions to your training packages if you have not already. In reality, you are delivering MORE to your clients in LESS the time!