

# HOW TO EARN MORE \$\$\$ PER HOUR THROUGH GROUP TRAINING....

By Nick Holtzman

Personal Trainers at most fitness centers have the option for their clients and prospective clients to participate in Group Personal Training. Most trainers, I have noticed, don't utilize this option to the best of their ability or sometimes fail to realize the benefits of pushing this PT option.

I probably am not telling you anything new or eye opening when I say that Group Training is a great way to earn more \$\$\$ per hour for your training services, plus it can be a very fun and exciting new challenge as you get the client combo to work together and push each other to reach their maximum workout potential. While everything I have said so far seems very straightforward and obvious, it seems kind of strange to me that most trainers don't push it as much as they should.

I suggest that every trainer/fitness center owner that are in need of new clients send out the following mass email to the members of their club this week; I can just about guarantee that you will receive at least one positive response:

***Subjext Line:TRY OUT GROUP PERSONAL TRAINING FOR FREE AT (YOUR CLUB)!!***

***Dear (your club) members:***

***With the holidays fast approaching, now is the perfect time for you and a loved one or friend to make that commitment together to finally get into the best shape of your life!! (Your Club) is offering some sweet Group Personal Training packages that are exactly what you are looking for to drop some weight and feel better than you have in years! With Group Personal Training, you and a friend or loved one will:***

- ***Have a fun and enjoyable time getting a fantastic workout in.***
- ***Motivate and push each other to reach levels you never thought possible!***
- ***Save lots of \$\$\$ through our affordable Group Training packages.***
- ***Finally reach and exceed your health and fitness goals together!***

***TRY OUT A FREE GROUP PERSONAL TRAINING SESSION AT (YOUR CLUB)!!***

***For a limited time only, I am offering a FREE Group Personal Training session for you and a friend/loved one to try out and see how fun and effective Group Personal Training can be! Simply respond by (date) to set up your appointment!***

**Sign your name and contact info and don't forget to include that P.S. at the end reminding the member/prospective client that this offer is only available for a limited time.**

**Once the members sign up, it is up to you to give them a fun and challenging group workout. Make sure to include group exercises that involve both partners so that they feel like they are working together to achieve one common goal. After that, getting them to sign up for a package should not be difficult.**

**Group Personal Training can be a great way to make more \$\$\$ per hour; what you would charge is up to you. For example, if you charge individuals \$60 per one on one session, I would usually put Group Training at about \$90 (1 session + 1/2 another). Make sure not to devalue it, but still show the client(s) how much value they are getting through all the benefits of group training (listed in the bullet points above). Ultimately what you charge, however, is up to you.**

**Give this email a try if you are interested in increasing your per hour \$\$\$ and looking to pick up a few new clients, and feel free to shoot me an email ([Nick@PTEndlessClients.com](mailto:Nick@PTEndlessClients.com)) for ideas on great group training exercises.**