

## Discovering Your Purpose and the Scope of What You Can Do



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### Why Did You Get Involved in the Fitness Industry?

Most people in our industry because they want to help others.

- "People don't buy what you do, they buy why you do it." - Simon Sinek (Author of "Start With Why")
- People don't care how much you know until they know how much you care." – Theodore Roosevelt



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### Why Did You Get Involved in the Fitness Industry?

- It shouldn't have been for the money
  - Average annual income for personal trainers (Schroeder, 2015) was \$28,548
  - (US Department of Labor, 2016) was \$38,160
- And yet, if we go forward with caring for others and understand business, we can also be more financially successful. "Do well by doing good." - Ben Franklin



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**What Roles Do Fitness Professionals Serve?  
For Members/Clients:**

- Information gatherers
- Coaches and motivational interviewers
- Educators
- Program designers
- Movement Educators
- Cheerleaders




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**What Roles Do Managers Serve?  
For Employees:**

- Information gatherers
- Coaches and motivational interviewers
- **Employee Role** Educators
- **Team** designers
- **Career** Educators
- Cheerleaders




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**Scope of Your Training and Education**

- College degrees
- Certifications
- Certificate programs
- Additional training/education – courses, conferences, books, articles, internships, etc.

Never stop learning!




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### Scope of the Law

Negligence and the 4 D's

1. **Duty:** responsibility to another person
2. **Dereliction of duty:** breaking or neglecting a duty
3. **Direct cause:** the action, or lack of action, that causes an event
4. **Damages:** damage and/or injury resulting from the causal event




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### Ethical Responsibilities

- Hippocratic Oath "first, do no harm"
- All actions taken with the member's/client's best interest in mind
- Treat all members/clients with equal respect
- Look and act like the professional you want to be
- Acquire and maintain the best up-to-date knowledge




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### Ethical Responsibilities

- Maintain a professional relationship (you're there for them)
- Provide and maintain a safe environment
- Treat all members'/clients' information as confidential




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**Upcoming Discussions: Career Roles**

- Employee
- Independent contractor
- Opening your own brick and mortar



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**Next Up:**

**Choosing to Be a Personal Trainer  
for a Fitness Facility**



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