

THE SECRET TO BECOMING A SUCCESSFUL FIT PRO



**IN JUST
THREE
STEPS**



Make your passion
your profession.

www.stormfitnessacademy.co.uk

HELLO AND WELCOME TO MY COMMUNITY



I'm Jon Bond,

Founder and Fitness Director of Storm Fitness Academy.

MY MISSION

Helping fitness enthusiasts become fitness professionals.

MY VISION

The largest community of successful fitness professionals on the planet.

MY WHY

When I first qualified as a personal trainer in 1999, I was bursting with enthusiasm. I couldn't wait to fill my week helping people achieve their health and fitness goals.

However, nobody taught me how to build a fitness business.

I had so many questions but nobody to answer them.

It was a challenging, lonely and expensive process. Still, I eventually achieved success in the industry after spending thousands on more training and business coaching.

My aim is to inspire fitness enthusiasts like you to make your passion your profession. Furthermore, provide you with all the support I didn't get, fast-tracking your success within the fitness industry.

Our nation has never been so sick mentally and physically, and they need someone like you to inspire them to change their lives.

We can achieve anything we want in life with a great coach and a like-minded, supportive community.

When you **join Storm Fitness Academy**, my community and I will become yours.

THREE STEPS TO SUCCESS

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SOME PEOPLE WANT IT TO HAPPEN

SOME WISH IT WOULD HAPPEN

OTHERS MAKE IT HAPPEN

MICHAEL JORDAN

”

THREE STEPS TO SUCCESS

Now I know what you are thinking there must be more than three steps to becoming a successful fitness professional.

Ok, well, there is a bit more than three, I guess, but there were definitely three key steps that lead me to my own success and where I am today.

Before I go into those, I better explain my definition of success because everyone has their own, I'm sure.

My definition of success

#1 MAKING FANTASTIC MONEY DOING WHAT YOU LOVE

Going to work each day in a job you enjoy, knowing you are good at, and that pays you well.

#2 LIVING AN AWESOME LIFESTYLE (WORK-LIFE-BALANCE)

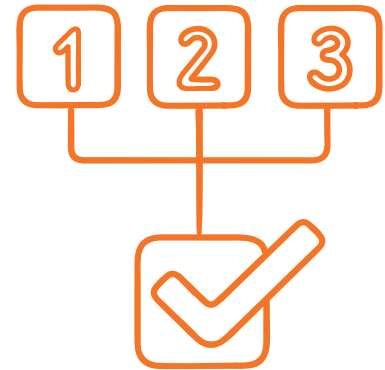
Have time to do the other things you enjoy, like spending quality time with friends and family and enjoying your hobbies.

#3 PROVIDING AN EXCELLENT SERVICE THAT CHANGES PEOPLE'S LIVES

Making lots of money and spending lots of quality time doing the things you love is great. Still, you can never feel truly fulfilled if you are not helping your society. Providing a five-star service and enriching people's lives is the real reward.

So, there you are. Those are the three metrics I use to measure my success in our fitness industry.

Ok, so let's move onto those three steps to success that I mentioned earlier.



STEP ONE

QUALIFY

QUALIFY

The first thing you need to do is get qualified. This is the first and most crucial step for a few reasons.

- 1.You will not get employed without qualifications.
- 2.You cannot get insurance without qualifications.
- 3.You cannot get clients without qualifications.

EMPLOYMENT

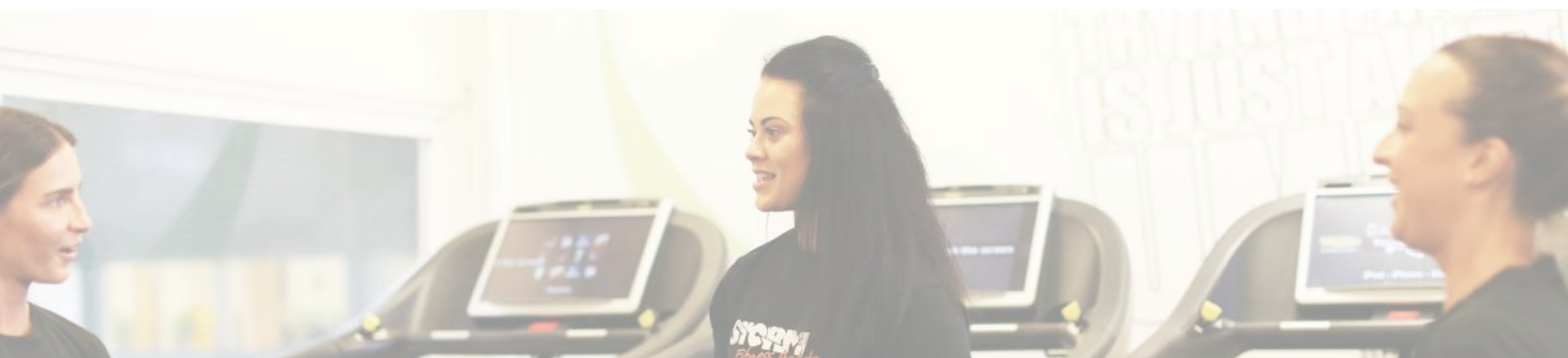
Every gym, sports centre and leisure facility in the UK will advertise their vacancies stating that nationally accredited qualifications are essential to work in the gym. So don't even think about submitting an application for a personal trainer job if you don't have them.

INSURANCE

Most insurance companies will not insure you without seeing evidence that you have accredited qualifications. Even if you do find a company that does not ask to see them, you will probably run into difficulties later down the line. If you ever need to make a claim, they may ask then, but your insurance will not cover you if you don't have them.

GETTING CLIENTS

Scammers are becoming more and more common, so the consumer is becoming very aware of people trading without the correct credentials. Without qualifications, you will find it humiliating when a client asks to see them. Furthermore, you may find your reputation jeopardised if they take to the internet to warn others you are trading without qualifications!



WHAT QUALIFICATIONS DO I NEED?

Once you have decided to make your passion your profession and become a fitness professional, understanding which personal trainer certification is best can be confusing. Don't worry. I will clear everything up for you here.

The two most important qualifications you need are a level 2 certificate in gym instruction and a level 3 diploma in personal training. With both those qualifications, you can apply for personal training jobs anywhere in the UK. They are also recognised in many other countries, meaning you are not limited to working only in the UK.

At Storm Fitness Academy, we have a course bundle that gives you those qualifications at a significant discount.

Check out the videos below:

[How do you become a personal trainer?](#)

[Which personal trainer certification is best?](#)



STEP TWO

MASTER

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**AN INVESTMENT IN KNOWLEDGE
PAYS THE BEST INTEREST**

BENJAMIN FRANKLIN

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Before you tell the world what a great trainer you are, you will need to first build the confidence required to believe you are a great trainer.

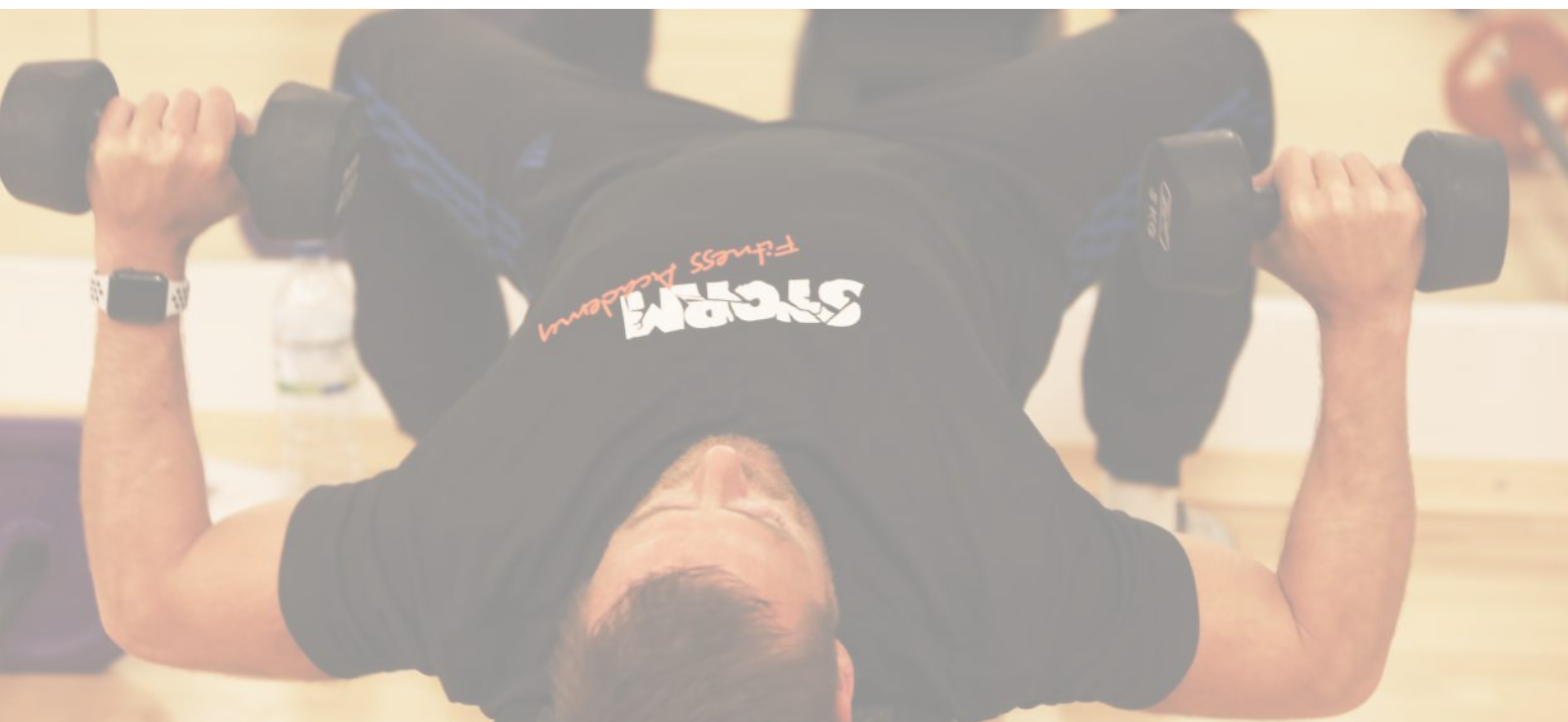
You can't do that without a solid foundation of knowledge in your subject area, health and fitness.

If you Google health and fitness, you will get over 3 billion search results. As a personal trainer, are you expected to know everything written on all of those pages?

Well, no, of course not. I have been working in the industry for over 20 years. My roles have included working as a sport scientist for Brighton and Hove Albion football club.

I have a CV packed full of qualifications, including a sports science degree. I'm currently finishing up my master's in strength and conditioning, but I still learn something new every day.

In fact, I often re-learn something I have forgotten.



SO WHAT SHOULD A PERSONAL TRAINER KNOW?

The old saying 'generalise before you specialise' certainly worked for me. When I began my career as a fitness professional, I wanted to understand as much as possible. So I signed up for every course going, read every book and watched every training video I could get my hands on.

This was wonderful for my confidence because I knew I was more qualified and more knowledgeable than all the other trainers around me.

Learn a little about a lot of things first because this will help you identify what excites you the most and what you are really good at.

Once you have a good idea about who you can help best and who you want to help, then you can focus all your time and energy on getting really good at that. Eventually becoming an authority figure in that area.

Check out the video below:

[What should a personal trainer know?](#)



STAND OUT FROM THE CROWD

At Storm Fitness Academy, we want all of our graduates to stand out from the crowd. We provide all our Academy trainers with colour training manuals, an online study portal, LIVE weekly webinars, and access to Active IQs e-learning platform.

These short courses are great for giving you bite-sized learning in specialist areas such as plant-based nutrition and mental health awareness. This is why we have upgraded our level 3 diploma in personal training to include access to them. The e-learning platform has over 20 additional CPD courses that include:

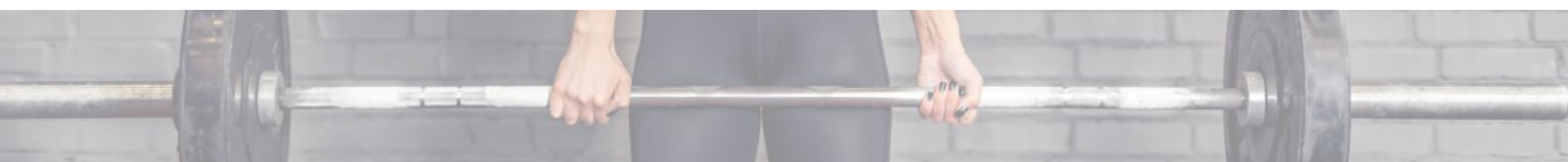
- PLANT-BASED NUTRITION
- ONLINE TRAINING
- ADVANCED KETTLEBELLS
- SUSPENSION TRAINING
- PADWORK TRAINING
- FUELLING EXERCISE FOR PHYSICAL ACTIVITY
- OBESITY MYTHS
- POWER CLUB TRAINING
- MEDICINE BALL TRAINING

and many more...

Helping you generalise before you specialise just like I did!

For trainers who want to take their learning to the next level, I recommend doing a level 4 certificate in strength and conditioning. This qualifies trainers to work with either amateur, semi-pro or pro athletes. Even if you do not intend to work with athletes, most people would like to be trained by a highly qualified trainer that can train athletes. Our Elite course also includes a Level 4 Certificate in Strength and Conditioning.

Do you want to attack the industry armed with qualifications, skills, and confidence that will help you build a very successful business? Then our Elite course is just what you need.





Becoming a master in your field is not just about qualifications and courses, although they are the foundation. It is also about your support network.

When you qualify as a personal trainer, it can feel lonely and overwhelming starting your personal training business. Friends and family are great for moral support. However, you will also need to access the help of other experienced trainers. Learning from other fitness professional's successes and failures is invaluable.

This is why we have an online support group for all our trainers to network with one another. Within this group, our graduates share ideas and continue to access our expertise even after they have qualified.

I personally engage with the group every week, sharing videos that address any questions my trainers have and offering advice on how to succeed in the industry.

STEP THREE

BUILD

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**KNOWING IS NOT ENOUGH
WE MUST APPLY.
WILLING IS NOT ENOUGH
WE MUST DO**

BRUCE LEE

”

By the time you get to this stage, you will be a highly qualified and knowledgeable fitness professional.

Now it's time to build your brand and build your fitness business.

I mentioned in the first section that I like to measure professional success with three metrics:

Are you.....

#1 Making fantastic money doing what you love

#2 Living an awesome lifestyle (work-life-balance)

#3 Providing an excellent service that changes people's lives

To have this success, you need a plan to develop the following three areas of your fitness business.

1.SALES

2.SYSTEMS

3.SERVICE





So many personal trainers believe in the fantasy:

If I build it, they will come.

Unfortunately, that just isn't the case.

IF YOU WANT CLIENTS, YOU NEED TO ASK FOR THEM.

- Share valuable content on your social media channels to build a relevant audience and call them to action.
- Present your offer and challenge them to get in touch.
- Then identify their needs and clarify how you and your service will solve their problem, and then confidently ask for the sale.

To grow your business, you are going to need some streamlined systems.

If each time you get a new client, your workload increases considerably, then you don't have enough systems working for you.

The best way to do this is to use tech, so if you are a technophobe, I recommend you work on that.

Building automations that take care of the admin will free up more of your time to produce valuable content for your customers.

Keep refining your processes and remove unnecessary steps that don't need to be there.

DELIVER EXACTLY WHAT YOUR CUSTOMER NEEDS AND LEAVE OUT THE REST.





You could be the 'wolf of wall street' when it comes to sales, and you might have more systems than NASA, but if your service is rubbish, your business will eventually fail.

ALLOCATE TIME IN YOUR WEEK TO DEVELOPING YOUR SERVICE.

The best way to do this is to talk to your customers. You need to know exactly what their problems are and what results they want.

Then build your products and services around fulfilling their need.

Try and find out your customers three most essential expectations and make sure your service exceeds those expectations.

After spending thousands of pounds seeing various business coaches, I created a blueprint for fit pro success. I share this blueprint on my Bulletproof Business course that I have included in both our Advanced and Elite Bundles with a massive 50% saving.

The course guides you step by step on how to build your very own profitable fitness business.

The modules include:

MODULE 1 - BUILD A BESPOKE BUSINESS

This module will take you through how to build a business that utilises your unique skills, knowledge and passions.

MODULE 2 - DESIGN YOUR AVATAR

This module will take you through how to identify your ideal customer and what their needs are.

MODULE 3 - SUPERCHARGE YOUR SALES

This module will guide you through how to build your sales funnel.

MODULE 4 - STREAMLINE YOUR SYSTEMS

This module will help you build some time-saving systems so you can scale your business.

MODULE 5 - CREATE A 5 STAR SERVICE

This module will teach you to build a 5-star service that gives you excellent retention, repeat sales and referrals.



BONUS STEP

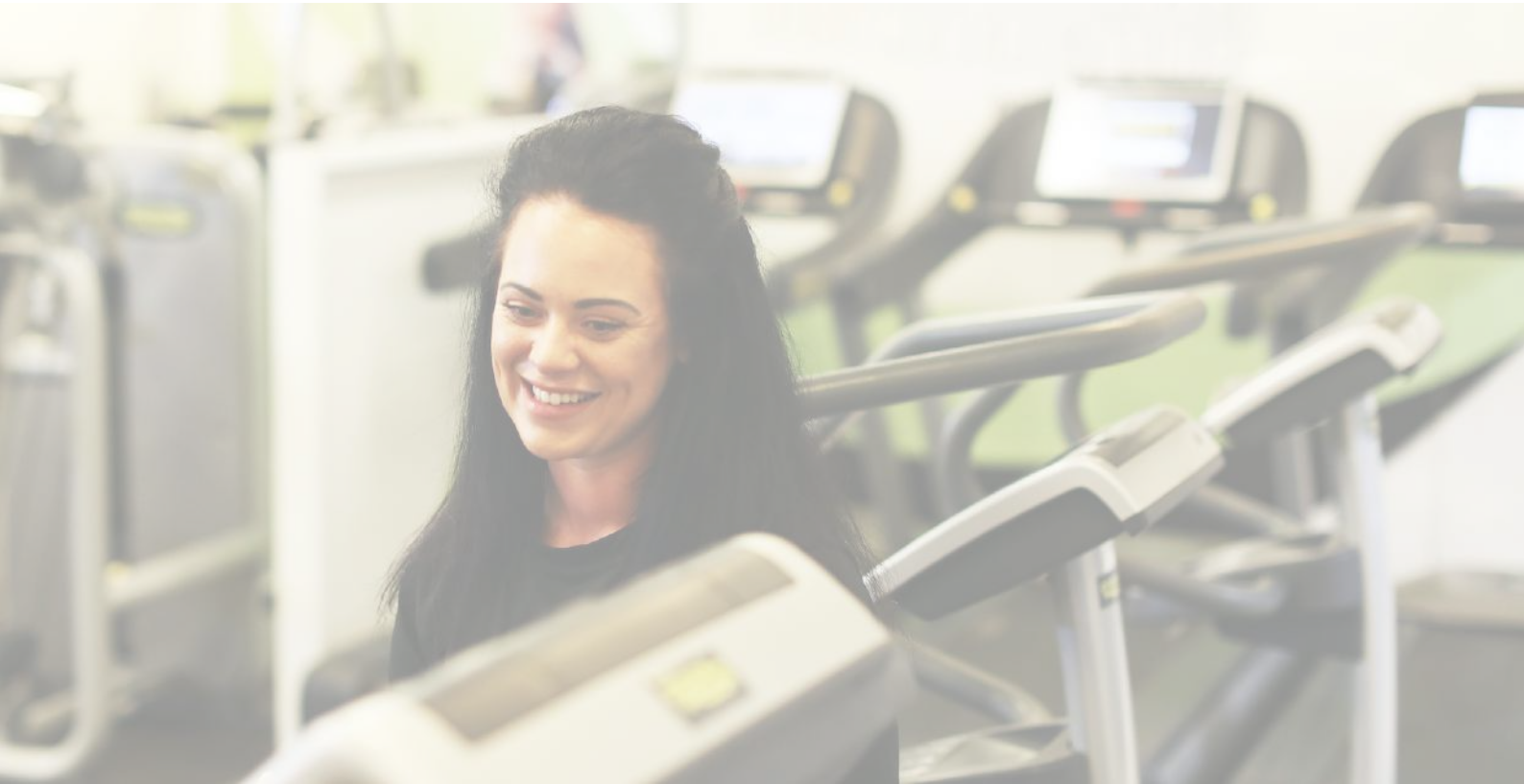
ACTION

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**ACTION IS THE FOUNDATIONAL KEY
TO ALL SUCCESS**

PABLO PICASSO

”



At Storm Fitness Academy, we give you all the resources you need to become a brilliant and successful trainer.

If you apply everything you learn from our incredible resources, you will have a great career.

However, you can't do that without learning one of the most important things we teach at Storm Fitness Academy.

The **mindset** to be successful.

We teach our PTs that you can have all the knowledge in the world, but it is worth nothing if you don't apply it.

LEARN AND TAKE ACTION

ACTION

Many people reading this will learn what it takes to be a top fitness professional but never take **ACTION**.

Probably because the **ACTION** bit is scary.

ACTION requires stepping out of your comfort zone.

ACTION requires trying something new.

ACTION requires risking failure.

However, **ACTION** is an essential component to success.

ACTION PASSES ASSESSMENTS

ACTION GAINS QUALIFICATIONS

ACTION CREATES NEW CAREERS

ACTION BUILDS BUSINESSES

ACTION CHANGES LIVES

ACTION FULFILS YOUR DREAMS



TIME FOR YOU TO TAKE ACTION

THE FITNESS INDUSTRY NEEDS YOU!

If you would like to....

1. MAKE GOOD MONEY DOING WHAT YOU LOVE
2. LIVE A FANTASTIC LIFESTYLE
3. PROVIDE AN EXCELLENT SERVICE THAT CHANGES PEOPLE'S LIVES

Then take some **ACTION** today and get in touch.

WHY DELAY THE OPPORTUNITY TO BUILD THE LIFE YOU TRULY DESIRE?

Just hit the green button below, and I will contact you shortly after.



IT IS TIME TO UNLEASH YOUR POTENTIAL

I look forward to hearing from you very soon.



JON BOND
BSc (Hons), PGCE, QTS

FREQUENTLY ASKED

QUESTIONS

CAN A PERSONAL TRAINER GIVE NUTRITIONAL ADVICE?

It is imperative as a fitness professional to work within your scope of practice to avoid any legal claims.

So, to give nutritional advice, you need a qualification that has assessed your nutritional knowledge and competency.

A qualification gives you the skills and expertise to help your clients effectively. It demonstrates that you have controlled risk and are working within your scope of practice.

At Storm Fitness Academy, our level 3 diploma in personal training includes nutrition as one of the modules, so you do not have to do a separate course. This means our graduate trainers can advise their clients on healthy eating principles, calculate calorie goals, macronutrient goals, and review food diaries.

Check out the video below:

[Can personal trainers give nutritional advice to their clients?](#)



WHAT IS THE DIFFERENCE BETWEEN A FITNESS INSTRUCTOR AND A PERSONAL TRAINER?

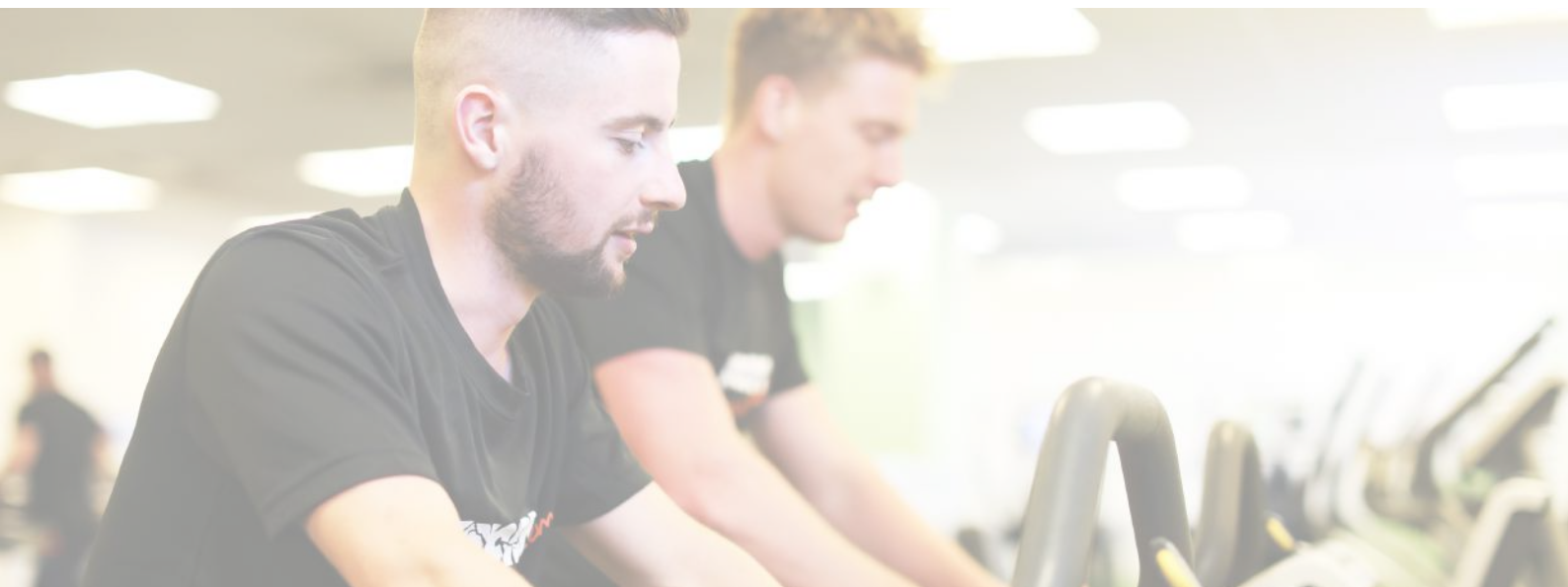
A FITNESS INSTRUCTOR

As a fitness instructor, you are responsible for the day to day running of the gym, which involves the following duties:

- Showing new customers around the gym
- Screening customers
- Writing programmes for customers
- Inducting customers do their programme
- Answering questions
- Giving advice on exercise and healthy eating
- Walking the gym floor and engaging with customers
- Cleaning gym equipment
- Carrying out maintenance checks of gym equipment

The working hours are usually on a shift basis and often involves evenings and weekends.

The salary isn't huge and, in some cases, not far from minimum wage. However, it is a great job to have whilst developing your skills, confidence and knowledge. You can also build a strong reputation so that when you decide to take the next step, you already have a loyal following.



WHAT IS THE DIFFERENCE BETWEEN A FITNESS INSTRUCTOR AND A PERSONAL TRAINER?

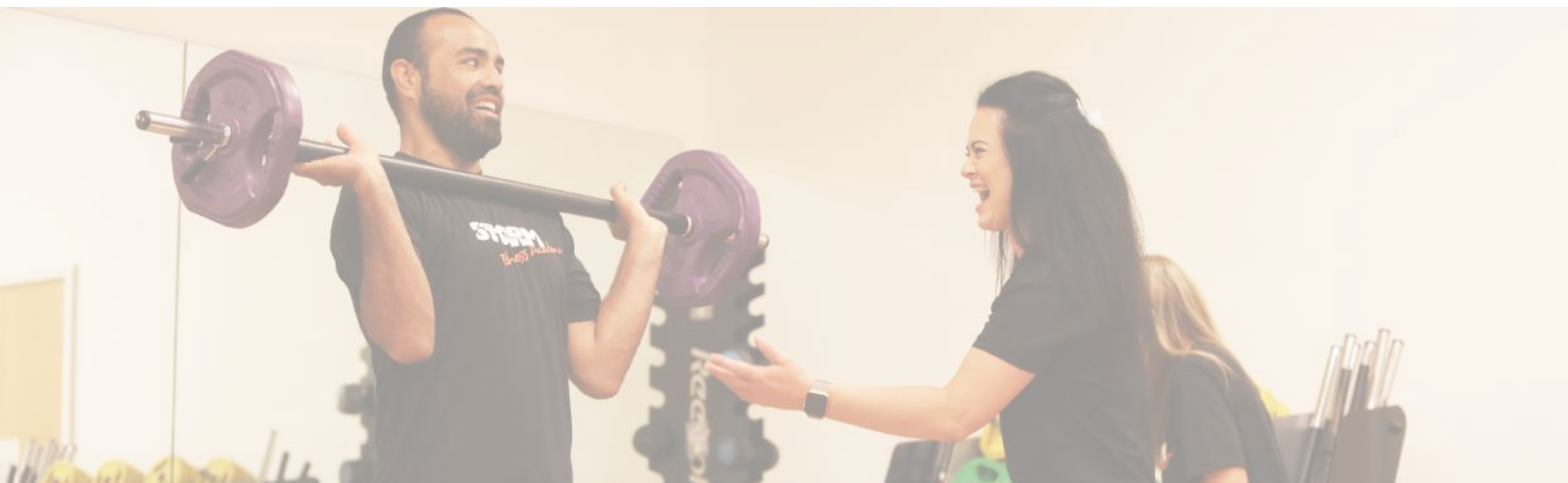
A PERSONAL TRAINER

As a personal trainer, you have a much smaller client base. Face to face trainers may only have 10-12 regular clients that see them two to three times a week. Online trainers can have as many as 50 clients. A personal trainer is responsible for helping their clients achieve their health and fitness goals and include the following duties:

- CARRYOUT SALES CALLS AND CONSULTATIONS OVER THE PHONE OR FACE TO FACE
- HEALTH AND FITNESS TESTING
- GOAL SETTING
- WRITING TRAINING PROGRAMMES
- DELIVERING PERSONAL TRAINING PROGRAMMES
- REVIEWING FOOD DIARIES AND GIVING NUTRITIONAL ADVICE
- CREATING VALUABLE CONTENT TO SHARE WITH THEIR AUDIENCE VIA SOCIAL MEDIA AND EMAIL.
- NETWORKING.
- BUILDING RESOURCES TO SUPPORT THEIR CLIENTS ACHIEVE THEIR GOALS.
- TROUBLESHOOTING CLIENT PROBLEMS
- LISTENING TO CLIENTS AND GIVING MORAL SUPPORT

And much more....

A personal trainer's job is more varied and requires a higher skill set which justifies their higher salary. A top-selling PT can earn over 60K a year. A top-selling online PT can make five times as much.



WHAT IS THE DIFFERENCE BETWEEN A FITNESS INSTRUCTOR AND A PERSONAL TRAINER?

Regardless of whether you want to work as a fitness instructor or not, you still need a level 2 gym instruction qualification. This is the entry requirement to a level 3 personal training qualification.

Once you have both your levels 2 & 3, feel free to jump straight in as a personal trainer.

Not everyone needs to spend time building their confidence as a gym instructor.

Check out the video below:

[What is the difference between a fitness instructor and a personal trainer?](#)



Working as a personal trainer is fun and rewarding.

IF YOU FOLLOW THE ADVICE WE GIVE YOU AT STORM FITNESS ACADEMY, IT CAN ALSO BE VERY AFFLUENT



CAN YOU MAKE GOOD MONEY AS A PERSONAL TRAINER?

If you are thinking about becoming a personal trainer, you likely want to know whether you can make good money as a personal trainer.

The answer is YES, of course, you can.

If you are smart and work hard, you can earn good money doing almost anything, and personal training is no different.

Several of our graduates, including myself, have developed successful fitness businesses that focus on helping niche audiences, allowing us to become an authority in that area. Therefore charging a specialist premium for our services.

Our Bulletproof Business course teaches you how to do the same.

You will learn how to make money and how to manage it.

ENSURING YOU HAVE ENOUGH TO FUND THE LIFESTYLE YOU DESIRE WHILST INVESTING FOR YOUR FUTURE.

Check out the video below:

[Can you make good money as a personal trainer?](#)



WANT TO LEARN MORE?

If you want to learn more about how to become a successful fitness professional then make sure you like and follow our socials.



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