



How To Be An Insanely Good Online Fitness Coach: No Marketing Hacks. No Branding Secrets. Just What It Takes to Be Successful With Clients, And Build a Real Career in the Fitness Industry

Scott Abel

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How To Be An Insanely Good Online Fitness Coach offers an in-depth guide for fitness professionals looking to take their career (and their clients) to the next level.

This is *not* a book about marketing yourself, advertising, managing payments, or anything at all like that. It's just about *how to be insanely good at your job--how to help your clients achieve their goals, build on them, and become more independent.*

*For over 30 years Scott Abel has been helping his clients lose weight, get ready for bodybuilding shows, and balance careers and all sorts of life's stressors with fitness. **His clients stay with him on average between five and six years, and yet, counter-intuitively, his focus is on creating client independence.***

This book covers:

- The four steps for communicating effectively as a coach,
- Why asking "which certification is best?" is the wrong question to ask if you want to be a better, more successful fitness professional.
- How to stop being just a trainer, and become a true coach (look at a professional sports team, and look at the role of the coach and the role of trainer--which one do you want to be?)
- How to use the "triangle of awareness" as a hermeneutic for figuring out what areas to focus on with each client interaction.
- How to create and keep a useful "client file" when you get a new client.
- Where to start with brand new clients, and how to set the right precedents and get them started on the right foot.
- Common coaching mistakes, and the characteristics of great coaches.
- How to deal with boundaries.
- How to deal with the non-linear nature of client success and progress, and keep them better committed long-term.

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