



THE PERSONAL TRAINING ACADEMY GLOBAL'S

FITNESS PROFESSIONAL'S PLAYBOOK

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Introduction

Purpose of the Playbook

Every good player has unique talents and strengths that help shape who they are and how they perform. These talents are good enough to win some plays, but many times not enough to win the game. Like any sport, for players to win the game of fitness, they must run the right plays, with regular practice and great coaching from experts along the way.

This Playbook serves as a place to find winning plays to call when problems arise, tools to use, and systems to follow. These resources were created by some of the best and the brightest in the industry and are used today by the highest performing personal trainers, fitness managers, and clubs in the business. This Playbook is intended to work alongside PTA Global education and FasTrack course to ensure all players understand how to use the tools, leverage the science and rationale behind the systems, and can put these systems and tools into practice.

Enjoy, have fun, and get ready to win the game of fitness!



How to Use this Playbook

This Playbook has been carefully organized to break down key concepts into manageable sections. Each section is filled with information that will help you focus on key points, deepen your knowledge, and apply your new skills.

As you read, keep an eye out for:



Warm Ups: Important preparation work that should be completed before heading to the next section or activity.



Huddle Ups: These are key points to discuss and/or roleplay with your teams, giving you some extra practice for important concepts.



Game Tape Reviews: Review what you learned and reflect on wins or knowledge you acquired along the way.



Foul on the Plays: These are “Don’ts” or cautionary guidelines associated with the activity.



Extra Points: An opportunity to earn bonus points and take your learning to the next level. Post about client successes, your personal accomplishments and more on social media and tag PTA Global using #ptag or @ptag. When you do, you will have a chance to be recognized as a PTA Global MVP, receive free PTA Global swag, win continuing education courses, and much more!

Study Tips

The following tips are designed to maximize your success in navigating the FasTrack course and preparing for your career as a Fitness Professional.

- **Pace yourself:** You will be spending a lot of time reviewing course videos and materials, including the Playbook. Allow yourself enough time to thoroughly review the materials and comprehend the information before progressing within the Playbook.
- **Schedule your study time:** It’s helpful to set aside designated times in your schedule to complete the coursework and Playbook activities. Enter them in your calendar and make sure to stick to them.
- **Download notes, PTA Global tools, and other materials:** As you proceed through the online videos, you’ll find many have PowerPoint notes and additional materials available for download. Print the documents and save them for future use.
- **Read and re-read:** When reviewing the course materials, scan the information once to obtain an overview of the materials. Then, go back and watch/read the information thoroughly, noting important information, key terms, and concepts.
- **Take time to think:** Stop frequently as you review course material to consider the concepts presented. Ask yourself how you can apply the information and techniques covered to build your business.
- **Lighten up:** Use a highlighter to accent important concepts and information or areas that may require additional review or practice.
- **Get bold:** Key terms and concepts appear in **bold type** to help you focus your review.

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Your First 90 Days

The first 90 days of a trainer's journey into the profession can feel like an uphill battle, sometimes filled with unmet expectations, frustration, and tough learning curves. An onboarding system helps provide not only structure and consistency, but also a framework to detail what's ahead. This can help keep your head in the game while ensuring adequate time is allowed to develop critical skills.

The following [chart](#) will help structure your first 90 days using the PTA Global FasTrack program. Following this schedule will help you manage your time and maximize results (increase income!).

The far-right column "Total Expected Time" includes the online course, application of skills, and meeting time with your fitness manager or club leader.



Be sure to check out this [video](#) on maximizing your first 90 days as a fitness professional.



| Week | Topic / Skill | Activity | PTA Global Tool | Meet Fitness Manager (Hours) | Total Expected Time (Hours) |
|------|------------------------------|---|---------------------------------|------------------------------|-----------------------------|
| 1 | Orientation Meet the Team | Complete PTA Global FasTrack Course (FTC) | | 2 | 10 |
| 2 | Orientation | Review Orientation section in FTC and Practice w/ Leadership | PDQ | 2 | 5 |
| 3 | Programming | Review Programming section in FTC and Practice w/ Team | PDT | 2 | 5 |
| 4 | Retention | Review Kaizen-6 section in FTC and Practice w/ Leadership | Kaizen-6 | 2 | 5 |
| 5 | Presentation | Review Presentation section in FTC and Practice w/ Leadership | Sales Presentation | 2 | 5 |
| 6 | Overcoming Objections | Review Overcoming Objections section in FTC & Practice w/Leadership | Overcoming Objections Scripting | 2 | 5 |
| 7 | Follow-Up | Review Follow-up section in FTC and Practice w/ Leadership | Follow-Up Scripting | 1 | 3 |
| 8 | Prospecting | Review Prospecting section in FTC and Practice w/ Leadership | Prospecting | 1 | 3 |
| 9 | Programming | Review Programming section in FTC and Practice w/ Team | Online PDT | 1 | 3 |
| 10 | Programming (ESD) | Review Programming section in FTC and Practice w/ Team | PDT | 1 | 3 |
| 11 | Motivation & Behavior Change | Review Motivation section in FTC and Practice w/ Team | DBS | 1 | 3 |
| 12 | 90-Day Review | Review 90-day performance w/ Leaders and determine revised skills Set Goals and targets for 30, 60 & 90 days Determine additional PTAG education/courses needed | | 1 | 3 |