

How to Survive and Thrive in the Fitness Industry

What does it take to build a strong foundation & endure long term as a Fitness Professional? One word... Reputation. Learn the tips and tools to develop, evolve and sustain a solid brand image and **build R.E.S.P.E.C.T** in today's competitive Fitness landscape.

R & R

A. How would someone describe your current fitness reputation?

1. Self-assessment and share – what's missing?

B. Establish a REPUTAION

R = Reliability

E = Energy

P = Passion

U = Unpretentiousness

T = Trained Up & Current

A = Attitude

T = Team Player

I = Integrity

O = Ownership

N = Never Be Satisfied

C. Maintain RESPECT

Resilient

Expert

Self –Confidence

Professionalism

Empathy

Class Act

Team Leader

D. How would you like someone to describe your future fitness reputation?

1. Projection of future self and share
2. The only one in the way is YOU!

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