Industry 101

PERSONAL TRAINING

Fitness trainers lead, instruct, and motivate individuals or groups in exercise activities, including cardiovascular exercises, strength training, and stretching. They work with people of all ages and skill levels. Personal trainers can work independently or be associated with a larger organization. They must be certified through a series of tests. Many personal trainers can start their career while they are still in school to get experience and make extra money.

TRENDS & INDUSTRY INFO

Fitness professionals need to remain knowledgeable about trends within the industry, which often change rather quickly.

According to the American Fitness Professionals Associations, some of the emerging industry trends in personal training include:

- Wearable Technology
- Body weight Training
- High-intensity Interval Training
- Strength Training
- Functional fitness

Fitness Trainers work in facilities such as health clubs, fitness or recreation centers, gyms, and yoga and pilates studios. Often, personal trainers make their own schedule, build their own book of clients and are in charge of their business.

Some are employed by various facilities or can be hired by a corporation to be an on-site trainer for employees through a wellness program.

FACTS & STATS

The median salary of a personal trainer is $36,000 a year. Some trainers can bill an hourly rate ranging between $30-$60.

Projected Percent Change in Employment, 2014-24
Fitness trainers and instructors

<table>
<thead>
<tr>
<th>Percent Change</th>
<th>Personal care and service occupations</th>
<th>Fitness trainers and aerobics instructors</th>
<th>Total, all occupations</th>
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</thead>
<tbody>
<tr>
<td>13%</td>
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<td>8%</td>
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<td>7%</td>
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Note: All Occupations includes all occupations in the U.S. Economy.
A Career in

PERSONAL TRAINING

SKILLS & EXPERIENCE NEEDED

Resume
Demonstrate a passion for health and fitness. List relevant coursework, work/volunteer experience. Any certifications will also be important to list.

Skills Required
• Customer Service  
• Passion for Fitness and working with people  
• Communication and Listening Skills  
• Motivational Skills  
• Problem Solving  
• Organization  
• Endurance and physical stamina

Experience
Part time jobs at the local gym are a great way to gain experience. You can also get certified while you are in school.

Hiring Process and Timelines
Behavioral based interviews are standard. Some organizations may also have you lead a class or session to demonstrate your ability to successfully facilitate instruction.

SAMPLE JOB TITLES
• Trainer  
• Athletic Trainer  
• Health Coach  
• Wellness Coach  
• Yoga Teacher  
• Group Fitness Instructor  
• Fitness Director  
• Wellness Director

OTHER RESOURCES
• The National Commission for Certifying Agencies (NCCA), part of the Institute for Credentialing Excellence, lists certifying organizations that are accredited.  
• American Council on Exercise

WHERE ARE UMD ALUMS?

UMD CAMPUS RESOURCES
• Kinesiology Club  
• Get a part time job or start training at Epply