

The Complete Book of Personal Training delivers exactly what the title promises and more, making it the most comprehensive and authoritative resource for you as a personal trainer, whether you are a newcomer to the field or have a well-established business. The book is truly a complete resource. Its full of information about working with clients and designing programs, and its also a practical guide to all aspects of the personal training business. The Complete Book of Personal Training will help you in the all aspects of your profession: -Learn applicable information on fitness testing and assessment. -Identify your clients goals and create fitness tests specifically for them. -Properly train and help special populations. -Understand the business side of personal training, including marketing yourself as a trainer, getting and retaining clients, and learning time management. -Learn how to expand your business. Noted author, educator, and personal trainer Douglas Brooks digs deep into the world of personal training, offering solutions to the challenges that trainers face in daily life and providing answers to many of the questions personal trainers ask throughout their careers. More than just a training manual, this text explores the best ways to run your business-from marketing and promotions to record keeping and retirement planning. The book includes a thorough index to help readers quickly locate any topic, and more than 100 photos accurately illustrate proper techniques for dozens of exercises. The Complete Book of Personal Training contains something for every personal trainer. Its the first reference of its kind to provide all the information you need to start, run, and grow a personal training business or career. The text is an essential tool to help you solve the daily organizational and business challenges of personal training.

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