



Welcome to **THE ISH-U**

Why good PT's don't last

Have you ever considered yourself to be a good PT? Well you would be among one of the many that do. The bad news is that good is just not enough anymore. To be good often means you are considered the same as every other PT and there is a golden rule in sales, "If all things are equal then it's just about price". So what does that mean? It means that if PT's are considered to get the same results and give the same service then you may as well just choose the cheapest.

Ask a good PT what makes them different and they will say "I get results and look after my clients and individually tailor their programs", but that is not a defining feature, that's just the same as all the rest that is just the job.

If I did a breakdown of the areas PT's need to be good at just to be doing the job, it would list out like this:

| | |
|---------------|------------|
| Consultations | Programmes |
| Workouts | Follow up |
| Education | Service |
| Results | Rapport |

You need to nail that stuff just to be good, but how do you take what everyone else is doing and make it better than good. Because if you are charging more than other trainers who deliver just what you deliver then that is why you are possibly having trouble growing your business. There is a massive difference between doing the job and getting the job done.

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