



June 2010

Welcome to **THE ISH-U**

When good training goes bad

I love great personal training! And when you see a great personal training session in progress, it's hard not to just stand there and watch. You know the type of session I'm talking about, it's interactive, with the client clearly loving it and hating it at the same time. There is sweat, motivation, and a PT that is 100% engaged in their client. The thing with great Personal Training is that when other members in the gym see these sessions, it makes them think, "Maybe I should get a personal trainer?" On the flip side when they see PT sessions that are about as interesting as watching paint dry, it just reaffirms to them why they don't want a trainer.

So when does great Personal Training go bad? I ask this because I train a lot of PT's and they all tell me they are going to be awesome and they will be the PT everyone talks about, however this statement is not often delivered on. I don't think that it is an intentional decision to be average, but at some point they do become average or worse than average. I recently did a seminar at a gym and I asked the question "who are the best trainers at this club?" They told me 7 names (which interestingly were the same names I always hear at that club"). I then ask "who are the trainers you would never train with"? They gave me 3 names (which again were the same names I always hear"), so a total of 10 names were given. I then asked for a list of all the trainers at the gym, I got another 3 names. That was 13 trainers they could remember, only 13 trainers out of 28, what about the other 15 trainers? We may as well put those 15 trainers in the category of trainers I would never train with, simple because I don't even know who they are.

So the point I'm getting to is: ***Does the way you personal train make people want to train with you or not want to train with you? Or are you trying to promote yourself to an audience that does not even know you exist?***

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