

3 Things You *MUST* Know

As a THANK YOU for choosing us as your number one Fitness Resource, we contacted our top 3 expert Fit Pros and asked them a question we think every trainer should ask.

What is the number one thing every trainer should know to be successful?

Shaun Zetlin, Master Trainer:



"The number one thing that every trainer must know to be successful is having the ability to relate to each individual client's emotional needs. As a trainer, you can possess all the knowledge in the world, however, if that doesn't translate into your client feeling comfortable with you in what you can offer then your educational value is unfortunately not enough. Additionally, it may then be inherently difficult to build the kind of lasting relationship that yields long-term physical benefits and results."

[Read more from Shaun.](#)

Karsten Jensen, Yes to Strength Founder:



The biggest roadblock to success is “unconscious incompetence” (thinking I know everything). Conversely, The one thing that drives all other aspects of success is “conscious incompetence” : knowing what I don’t know, while confidently applying what I do know. At the same time ask questions and follow up with research on the topics that you need to learn more about. As Zig

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Ziglar said: “If you are willing to learn nothing can stop you. If you are not willing to learn nothing can help you”

[Read more from Karsten.](#)

Greg Maurer, Expert Fitness Consultant:

The number one thing a trainer must understand to be successful is that all people are driven by three factors which can be summed up by this acronym:



Autonomy - everyone desires to be in control of their lives!

Mastery - everyone desires to develop mastery over some skill or process

Purpose - and most importantly everyone needs to find a sense of purpose or meaning in their lives

So to be successful a trainer must use this knowledge to help each training client to find and express their unique emotional driver or their purpose which is what will keep them motivated when the going gets tough in their journey of transformation!

[Read more from Greg.](#)

Again, thank you for choosing to be a part of the Fitness Professional Online elite email list, we are glad to have confirmed your interest and look forward to helping you enhance your fitness business in the future.

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