

Increasing the Presence of Female Personal Trainers in the Fitness Industry

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The Quick Numbers

70%

Of Personal
Training Clients
Are Female

35-55 yrs old

Average Age of
Female Clients

5-10%

Of Membership
base in
commercial gyms
Personal Train



Pub Med Study: Women's Perspectives of Personal Trainers

Top selection rationales when a female client looks for a Personal Trainer

- 1) Gender
- 2) Physical Appearance
- 3) Empathy
- 4) Results of Others



#1 Quality Women sited when asked...
“What would keep you loyal to your Personal Trainer?”

EMPATHY



15 Years, 4 Fitness Companies & Over 400 Locations.....



Recruitment & development efforts focused on building the characteristics that match what female clients want

