

The 52 Fundamentals Of A Great Coach

1. **ALWAYS** text your clients the night before to confirm session times.
2. Phones are used for **data recording/analysis** not for socialising during sessions.
3. While training your clients make them your **number 1** focus.
4. ALWAYS ask yourself “how can I make this persons experience even better than what it is right now?”
5. Understand that different people **communicate** & learn differently.
6. **100%** attention to your client.
7. Don’t get pissed off if your clients are late once every so often, things happen that are out of our **control**. If it happens regularly then, discuss politely, ask if everything is ok, do they need help.
8. Just because you **understand** you doesn’t mean everyone else understands you.
9. **Test and measure** constantly.
10. Be **proactive** in your involvement at the gym, help out even when not asked or expected to.
11. Set **specific goals** with members and explain the programming structure to them so they know what to expect moving forward.
12. You are always on show, your **appearance**, mannerisms, attitude and language all paint a picture of what you are like as a person and coach.
13. Clearly describe your **expectations** of training in every session.
14. **Manners** should always come first. Please and thank you are a must.
15. **Thank** your clients, without them you can’t do what you love.
16. You will **fail** if you don’t have a plan. Never mind as long as you learn from your failures.
17. **Systemise** everything. If you do a job twice, write it down or record it.
18. Do a **budget**, be on top of your finances, know your figures.
19. Don’t waste time worrying what other people are doing, focus on **being the best** you can be.
20. Don’t **sell** anything to your clients unless you have had great results from it first.
21. If they are sitting in front of you, there is a **reason** for it, **your purpose** (from their perspective) is to find the reason they need you.
22. Think of your clients like your **sales team** & you’re their manager. You’re training them to “sell” your philosophy to their friends and family. If they can’t sell what you do, you haven’t communicated it clearly enough.
23. **Paying clients** are number 1. Prospects are number 2.
24. **Serve** your clients to the best of your ability.
25. Ask for **referrals**.
26. If you see someone doing something in a different way than what you have learnt, approach with curiosity and ask them to show you why and how, if you think it’s wrong, offer your **suggestion** on how they might improve their technique for a better outcome.
27. Don’t think you know everything, always **listen** and choose the information you adopt. You never know when someone knows more about something than you do. Be excited to learn when you’re in this situation.
28. If you forget a name, **apologise** and simply ask again. Manners!
29. Give your clients **free** sessions or rewards once in a while.
30. Meet them for **coffee** at least 2 times a year.
31. Build relationships amongst members.



32. **Share** your life with your clients.
33. You can't help everyone, don't be **afraid** to tell people they might be better off with another coach or by getting specific help first.
34. Read books other than anatomy or training principles. Understanding **psychology** goes a long way to getting the best out of everyone.
35. Be a **professional**, like a doctor or physiotherapist, you are just as, if not MORE, important.
36. Practice what you **preach**.
37. Be the **coach** you wish you had.
38. Take **advice** from other trainers who have more **experience** than you.
39. Every so often do a **workout** with a client, but make sure you book it in on your time, not theirs.
40. Have a weekly **schedule calendar**.
41. Understand how **nutrition** works in your body before anyone else's.
42. Don't be **hungover** at work.
43. Give **sincere positive feedback** because you truly mean it, not because you want to sound motivating.
44. Ask clients **feedback** constantly.
45. **Clean up** after yourself in the gym.
46. Don't talk **poorly** of anyone behind their back or at the gym, someone is always listening.
47. Don't **swear** at the gym or at clients, there is simply no need for it.
48. If you need help, **ask**.
49. Don't try to **help** everyone, help those you want to help.
50. Spend at least 10% of your income on your **personal development** in the first 5 years of your career.
51. You are a **leader** within your community. Act like it.
52. Always have a **MENTOR!**