

Workshop Details:

Dates: March 31, June 16, September 15 or December 8

Time: 8:00 am– 5:00 pm

Cost: \$149.00

CEC's : ACE .8

Register Now!

Choose any of the 4 convenient options:

Phone: 770-804-1898

E-mail: sara@formwell.com

Fax: 770-804-0330

Mail: 5064 Nandina Ln,
Dunwoody, Ga 30338

Please provide the following information:

Name:

Address:

Phone: ***Email:**

Credit Card Type: MC, Visa, or AMEX

Credit Card Number:

Expiration Date:

or

Check: Payable to FormWell

***Confirmation of registration will be E-mailed**

***Note: Registrations are non-refundable**

FormWell is recognized by the American Council on Exercise as a Continuing Education Specialist.

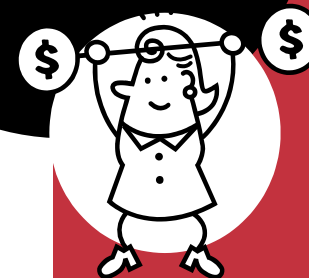
FormWell Personal Training
5064 Nandina Lane
Dunwoody, Georgia 30338
www.formwell.com

2007
Continuing Education
Opportunities...Make
More, Work Less!

March 31, June 16,
September 15, December 8

Success in the
Fitness
Industry

...set yourself apart
from the competition!



FormWell
Personal Fitness Training



Making Fitness a
Career!

Located minutes from downtown
Atlanta!

Workshop Description

This workshop is intended to reach the career paths of personal trainers, *Directors of Personal Training* within fitness facilities, as well as owner/entrepreneurs of private studios.

Our goal is to provide information that we have used in our studio (FormWell Personal Training) that has allowed us to be successful and surpass current industry statistics. Our focus will be to present the policies and expectations we have adhered to in our hiring of trainers and sales processes. In addition, we will provide FormWell's career path and benefit/bonus information that has allowed our trainers to view their position as a profession, not just a job.

...the average personal trainer works 38 hours per week and makes \$33.6K per year!

Workshop Objectives

1. Participants will be informed of current industry statistics.
2. Participants will be able to see what attributes are required of personal trainers.
3. Participants will understand the importance of the interviewing process and what being a professional in our industry entails.
4. Participants will walk away with the skills required to sell personal training to potential clients, including: phone conversation goals, providing free sessions, initial assessments/orientations, and scripts dealing with common objections.
5. Participants will learn how to acquire referrals from existing clients.
6. Participants will establish expectations of their career path and future success!

...the average FormWell trainer works 26.5 hours per week and makes \$50K per year!

Learn how to...

- ...Make more money!**
- ...Work less hours!**
- ...Retain clients!**
- ...Turn referrals into paying clients!**
- ...Find your perfect job or employee!**

Instructors

Sara Price, MS

Director of Personal Training, FormWell

IDEA Master Trainer

ACSM HFI

Rami Odeh, MS

President/Owner, FormWell

IDEA Master Trainer

ACSM HFI

Additional Information/ Questions

Contact: Sara Price, MS

Phone: 770-804-1898 ext. 15

Fax: 770-804-0330

E-mail: sara@formwell.com