

[QUIET PLACE]

Seat your client in a quiet place so they feel comfortable.

[INTRO]

- How has your morning been so far? (Ask follow on questions, examples only below)
- What do you do for work? (If they say they've been at work)
- How long have you worked there?
- Do you enjoy your job?
- How old are your kids? (If they say they've dropped the kids at school)
- What are their names?
- Have you been in to use the club yet?
 - Yes: What did you do/use?
 - No: That's completely fine. Our session is going to cover the best type of training you'll need to hit your goal.

[ABOUT YOU]

(Member), I wanted to find out more about you and what you're looking to achieve so I can have a really clear idea on how I can help you to ensure we give you the best style of training possible.

[ROOKIE / REGULAR]

Have you been exercising in the last 12 months? **Reference if already told*

If yes:

- What training have you been doing?
- What do you enjoy the most?
- Anything you don't/didn't like? Why did you stop (if so)

If no:

- How long has it been since you exercised?
- What were you doing back then? What did you enjoy most?
- What didn't you enjoy? Why did you stop?

[DOMINO QUESTIONS]

**Turn physical goals into emotional goals*

- **When** we talked on the phone you said your main goal was (insert goal). Is that still your main priority?
- **How** much (weight would you like to lose)?
- **Where** would you like to focus on most with your toning?
- **Why** is it so important to you that you lose/gain that 10kg?
- **When** would you like to achieve these goals by? **Use a silent pause if needed*
- **Why** is that date so important?

[DRIVE THEORY VISUALISATION]

I just wanted to take a moment to think forward a few months. If we got to (December) and you hadn't ended up (losing that 10kg), how would that make you feel?

Well, the good news is that you said this meant a lot to you and you were really committed to your goals, so I'm confident in saying that we will be able to get you there. So let's flip the scenario now and say that you got to (December) and you have (lost 10kg) and achieved all of the goals you set. How would that make you feel?

Fantastic, let's make that a reality for you!

[FLUSH OUT OBJECTIONS]

- On a scale of 1-10, where 1 is not important at all and 10 is the most important part of your life, **how** important is it for you that we achieve these results?
- **Why** is it not only a 1 or a 2/10?
- **How** long have you been thinking about these goals?
- (Member), if you don't mind me asking, **what** has kept you from starting sooner?
- Is that still a problem for you?

[FREQUENCY | INTENSITY | TIME]

F: How often do you feel you need to train to achieve these goals?

I: On a scale of 1-10, how hard do you work/ want to work when you train?

T: How long do you usually work out or see yourself working out for?

[CONFIRMATION]

- Just to clarify (member), are there any health concerns or prior injuries I need to be aware of before we commence? Any back pain or old injuries?
- If **yes** and not safe to exercise, complete posture analysis and refer out before next session. Make sure member brings a clearance form to exercise with you on their next visit.
- If **yes** and safe to exercise, complete session but ask for advice.
- Have the client sign the pre-exercise form to confirm.

[PLANT THE SEED]

Have you ever worked with a personal trainer before?

- **Yes:** Fantastic. So I can assume you will already have a decent idea on how personal training works. This initial session is just a warm-up to get you back into the swing of things. It will also give me a good idea on what we need to focus on moving forward. You may find my approach a little different to your last trainer but let's see how you enjoy the session and talk about how to continue once we finish.

- **No:** No problem at all. Just to let you know, this intro session will just introduce you to personal training and will give us both a good indication on what training will be best for you moving forward. Most people do choose to continue on with PT so just see how you enjoy the sessions and we can discuss where to go once we wrap up today.

[MOMENT OF MAGIC]

Well (member, congratulations on taking the first step. The road ahead is going to have its challenges but I'm confident that we will get you the results you're after. Let's go get into our session.