

# Hiring the Perfect Fitness Instructor for Your Clients

Finding the perfect fitness instructor for your classes is a bit like playing matchmaker—you have to consider both personalities to make sure they mesh. For a fitness studio, this means your instructors and clients work well together, each meeting the other’s expectations.

## The Knowledgeable Instructor

For clients who want things the right way



Pilates, kettlebells, and other powerful techniques require careful form and precision. Working out correctly delivers faster results and modifications prevent injury.



The Knowledgeable Instructor knows every move and how to best teach each student. They also keep track of industry trends, helping clients stay on top of their game.

## The Patient Instructor

For clients who are just starting out



Practices like yoga, dance and martial arts can be extremely challenging for beginners. New students often feel self-conscious about their abilities.



The Patient Instructor doesn’t make them feel judged. They take a kind approach and congratulate students on even the smallest improvements.



## The Intense Instructor

For clients who want to push themselves to the limit



Some clients just can’t get enough high-intensity exercise. They believe a workout only works if it requires an Epsom salt bath afterward.



The Intense Instructor pushes these people hard, which is just what they’re looking for. They’re able to sweat it out multiple times a day while helping high achievers avoid injury.

The relationship between client and instructor helps drive your business’s success. Your clients need to fully trust their teachers, who in turn need to deliver on client expectations. Your business reputation demands it.

Mindbody is here to help you run and grow your business with cutting edge technology.

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