How to Retain Your Personal Training Clients

FITMETRIX
by MINDBODY.

Getting your personal training clients to come back isn't easy.

They need to feel a connection with their trainer. Plus, they need to see ongoing progress. That's why a winning retention strategy is key.

With FitMetrix by MINDBODY, you can easily foster personal connections and show clients their results before, during, and after their sessions.

This guide shows you how.

Before a session

Create an exceptional experience and a great trainer-client relationship by getting to know each other ahead of time. A client who feels comfortable will be more likely to continue booking sessions.

Get to know each other

Let prospective clients get to know your team on a more personal level. Share staff bios and photos, as well as areas of expertise and/or fun facts on your website. Connect with clients before they even walk into your facility.

Better prepare for each session, too. With access to detailed client profiles in FitMetrix, you can see important client information, and be able to note limitations and/or injuries, previous workout stats, and overall progress.

During a session

Set clients up for long-term success by discovering their current health status and goals from the start.

Fill out an intake form

At their first session, have clients fill out a detailed intake form.

Get to know their needs and goals—and ensure a more personalized program from the start. Store the information in their client profile for easy reference.

Complete a fitness assessment

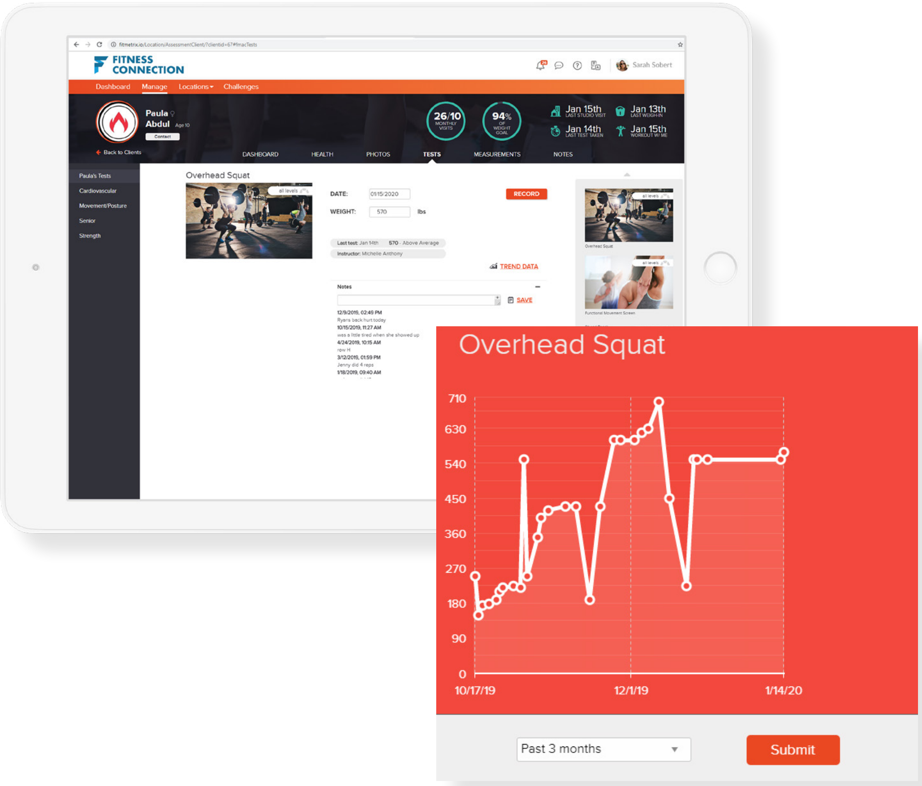
A fitness assessment provides insight into the client's current fitness level and sets a foundation to track progress from. In FitMetrix, you can record their initial results, and continue to track performance, measurements, etc.

For example, if a client wants to increase how much weight they squat, create a specific test in FitMetrix. Each week, keep track of their weight and reps as well as any additional notes (like if posture can be improved). FitMetrix will trend the data to show their progress over time.

Keep client notes

Manage client results and assessments in FitMetrix—the same platform where you manage your own training schedule.

In each client profile, take note of programming, modifications required, reps and weight used, etc. This makes preparation for future sessions faster and more effective.



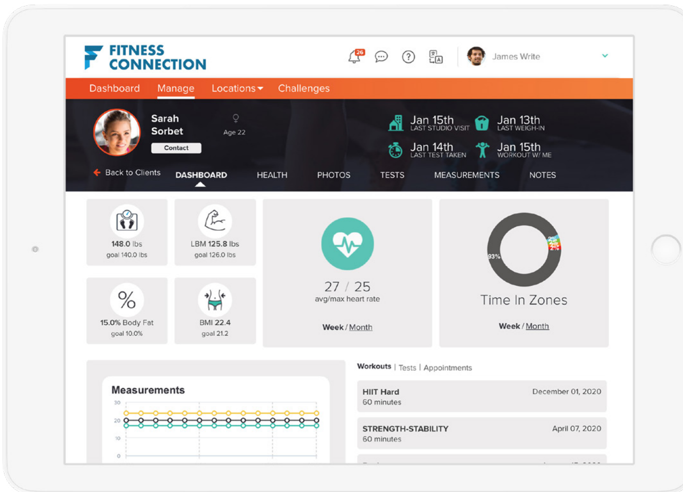
After they leave

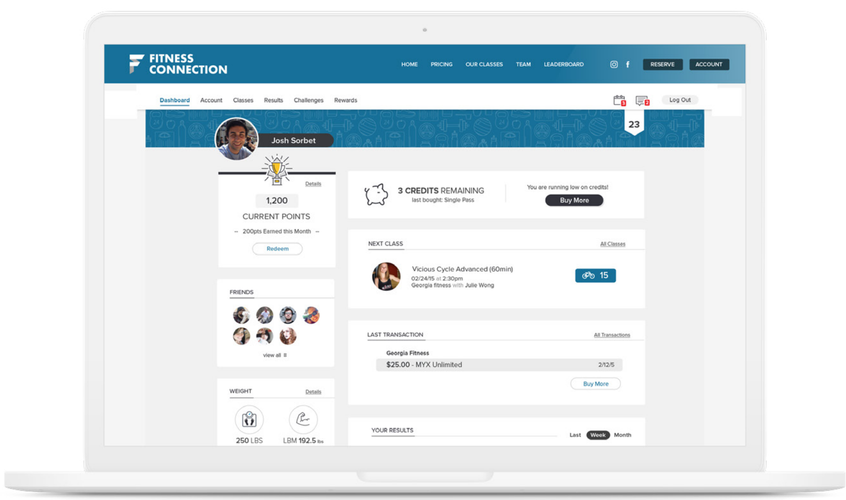
What happens between sessions is almost as important as the workout itself. Stay on top of progress and in touch with clients to continue building a connection.

Stay in the know

Using the FitMetrix Client dashboard, you can view workout stats like calories burned, time in heart rate zones, and current weight as compared to their goals. This visibility will help tailor each workout to their individual goals and show you, based on data, when to push a client harder and/or when to ease up.

Plus, you can show clients how they're progressing toward their goals with the ability to generate, print, and/or email reports.





Provide access to their results—wherever they go

Even at home, the member dashboard gives clients a look at how far they've come. That way, both client and trainer stay on the same page with stats like lean body mass, body fat percentage, body mass index (BMI), and more, in comparison to the client's individual goals.

Increased visibility into results equals increased client motivation and ultimately, retention.

Follow up

It's easy to keep in touch with clients via one-way SMS and emails sent straight from their FitMetrix client profile.

You can also show clients how far they've come with the ability to generate, print, and/or email progress reports.

Better retention made simple

These are just a few of the strategies you can put in place to keep your clients engaged.

Connect with us to see how FitMetrix by MINDBODY can help.

To learn first-hand how FitMetrix by MINDBODY can position your business for success, schedule a guided tour today.