

## Finding the Right Match

# 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 the personalities of both parties to make sure they mesh. For a fitness studio, this means your instructors and clients work well together, each meeting the other's expectations.

Knowing which matches work best allows you to hire the ideal instructors for your studio, keeping clients happy and classes full. Here are three primary instruction styles – which one fits your business?

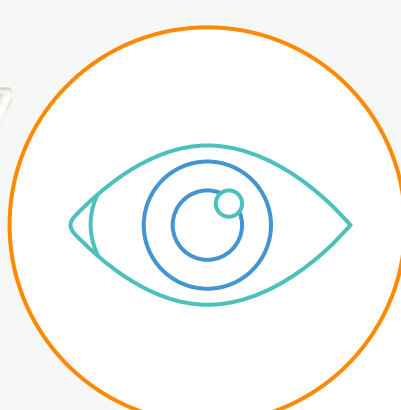


### The Knowledgeable Instructor

For clients who want things the right way



Pilates, kettlebells, Olympic weightlifting – all of these powerful techniques require amazing form and precision. Not only does working out the correct way deliver faster results, but it also prevents an injury.



The **Knowledgeable Instructor** knows every move inside and out, and she knows how to best teach each student. Moreover, she knows the latest styles and the most popular 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 are designed to be reflective, but they can be extremely challenging for beginners. New students often feel self-conscious about their limited abilities.



The **Patient Instructor** understands clients and doesn't make them feel judged for their inexperience. He takes a kind approach, provides different modifications and congratulates 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 every drop of sweat is progress and a workout wasn't good if it didn't require an Epsom salt bath afterward.



The **Intense Instructor** pushes these people hard, which is just what they're looking for. She's fit enough to perform/demonstrate the exercises in front of the class, experienced enough to describe proper technique and trained to help clients avoid injury.

## Create a Perfect Match with MINDBODY

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.

**MINDBODY is here to help you with all of your business needs.**

To schedule a demo and learn more, visit [www.mindbodyonline.com/business-software](http://www.mindbodyonline.com/business-software).



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