



FINLAY FITNESS SYSTEMS

TRAINING · NUTRITION · LIFESTYLE

COACH INVESTMENT

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FOR PERSONAL TRAINING WITH FINLAY FITNESS SYSTEMS
AND INFORMATION RELATING TO COACH INVESTMENT



IS INVESTING IN A COACH WORTH YOUR MONEY?

Personally, I think everyone should have a coach. What a surprise coming from the person who works as a coach right? Well, while I am obviously bias towards thinking everyone should have a coach, it's worth noting that I myself have a coach, my coach has a coach, and his coach has a coach, so I am more than happy to put my money where my mouth is and fork out for a coach of my own. But what about you?

Here I am going to run you through a few of the reasons I think that you should consider getting at least some sort of coaching. If you have been thinking about getting a coach for while but still on the fence, **consider this your call to action**. If you don't think you need a coach, then maybe this article will help convince you that maybe you should think about it.

Whether or not you are joining a gym for the first time, been training for a while, or coming back after some time away, chances are you have at least given a little thought to getting a coach. But, coaches cost money, and everything you need to know about training can be found on the internet, right? Well, if that's the case, then why does anyone have a coach? **Because looking up how to do something isn't the same as actually doing the thing**. Anyone can look up how to be an electrician, or a plumber, or a realtor and find all the steps laid out. But when the lights go out, the toilet breaks or you need to sell a house, chances are you call in an expert.

Now you might be thinking that training in a gym is a lot simpler than the things I just laid out, and while you may think that's true now, coaching and personal training wouldn't be the billion-dollar industry that it is if everything was as simple as "just go to the gym and pick up weights".

IS COACHING 'TOO EXPENSIVE'?

Before we get into why you should consider paying a coach, let's look at the number one reason that most people are hesitant to get one: **Money**. Coaching or Personal Training can often be seen as a luxury expense, something that only the wealthy are able to afford, and while it is true that experienced coaches in the industry who have built up a business and are highly regarded may charge over \$100 per week. The vast majority of coaches charge more in the vicinity of \$60-\$80pw. Keep in mind that this is usually for in person coaching. The evolution of online coaching over the past few years has actually made things more affordable for the average consumer, with this almost always being a more affordable option than in person.

Now if this still sounds like a lot of money to throw at a coach, it can be a good idea to look at where else you spend your money at what value you get out of those things. Firstly, let's look at what you usually get for your money when hiring a coach (I'll use my own services as an example):

- 1 or 2 in person training sessions per week.
- A individualised strength training program which evolves as you progress
- Nutritional guidance in the form of calorie and macronutrient targets
- Accountability, Support, and help solving your problems
- Education around why you should be implementing certain practices around your Training, Nutrition and Lifestyle choices
- The investment of money can actually ensure you show up. This is to avoid the feeling of "wasting" your money. Some people feel more motivated when they've committed to something with their dollars.

Whether or not you feel your money is being wasted or not generally comes down to how much you use the services the coach provides. If you utilise all these services then coaching can be great value for money, **but if you miss sessions, skip days in your program, don't follow the diet advice and expect the coach to do the work for you, then you are in fact throwing money down the drain**.

Now that that's out of the way, lets take a look at some of the reasons people hire coaches and see if any of these reasons apply to you!

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WHY PEOPLE HIRE COACHES

LEARNING PROPER TECHNIQUE AND BUILDING GYM CONFIDENCE

There are two main times in someone's life when they are most likely to hire a coach, one we will get too later, and the other is **when they join the gym for the first time and have no idea what they are doing!** They may have done a quick google of "training programs" or "exercise X technique video", but for the most part they are just sort of winging it. So, this person's main reason for hiring a coach is to learn how to perform exercises correctly so they don't feel embarrassed for not really knowing what to do.

This is probably one of the most important times to hire a coach for a few reasons, these include:

- **To avoid training injuries from poor technique**
- **To avoid picking up bad technique habits which will be harder to break later on**
- **To speed up results at the beginning of your training which keeps you motivated early on**
- **To help distract you from gym anxiety and grow confidence**
- **An extra layer of accountability while forming new fitness habits and keep you consistent**

Plenty of people hire coaches with the idea of having help for the first couple of months in the gym before going out on their own once they have the knowledge to make progress on their own. This is a great idea, as if you have a good coach, you can learn a hell of a lot just by doing a few training blocks with one!

TO A GET AN INDIVIDUALISED TRAINING PROGRAM AND/OR ONGOING SUPPORT

Sometimes you might have a really specific goal you want to achieve, an injury you have to work around or just want a training program you know was specifically designed for you. Most people in the gym will be following some sort of training program whether that be one they found randomly online or one they had made for them. **In almost all cases its better to have a training program made for you with your goals in mind.** Not doing this is definitely going to slow down your progress or worse eventually stop you making progress all together.

So most coaches these days include a training program outside of the actual 1on1 PT sessions for you to complete on your own on the other days you train. This is usually delivered through a training app or an excel document, depending on the coach. **This allows the coach to monitor your progress on their end and make adjustments to things like exercise selection, training volume, days per week you train and session length** depending on how you are progressing and what they see during in-person sessions.

PROGRESS HAS STALLED

As mentioned earlier one of the most common times someone is likely to hire a coach is when they first join a gym. The other is when someone has been training for a while by themselves and they have stopped making progress, or they aren't making progress as quickly as they think they should be. Depending on their goal this could be many things, maybe their strength has plateaued, maybe weight loss has stalled, or they could just be in a bit of a rut in their training and spinning their wheels. Whatever the case, people often seek out coaches at this point to re-invigorate their training and kickstart their results.

What I have generally found in the past with these types of people is that they likely have gone it alone for most of their time in the gym or done something like group classes and just need that extra bit of guidance to make sure they are doing the right things. **Whether that be fixing up some poor technique habits, following a training program that is more individualised, aligning their nutrition with their fitness goals, some extra accountability to ensure they are being consistent with their overall training, or a combination of some/all of these factors.** If this is you then good news, as people like this are generally super successful once they have had the necessary tweaks made to the way they train.

WRAPPING UP

While not everyone necessarily "needs" to have a coach, if you really care about your progress and want to crush your goals, why would you not want to get to where you want to be the best way possible? Think of getting a coach like using google maps to get to a destination, sure, you might get where you want to go without it, but it will take a lot longer and the chances of getting lost are much higher!

If you think you might like to work with me specifically, you can inquire and find my coaching options (which includes 1on1 coaching, online coaching, and training programs) here: www.finlayfitnesssystems.com. I look forward to hearing from you!

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