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**Example**

**Personal Trainer Bio**

Here is an example of a personal trainer bio.

It’s something that even as an inexperienced personal trainer starting out in the fitness business, you should have. So don’t put off writing one. It’s a brilliant way to let people know what you are all about as well as to market your services to potential clients.

Before we start, it’s important to remember these key points when coming up with your personal trainer bio.

It should:

* Have a target audience in mind
* Not be too technical
* Be relatively short
* Written in the first person
* Include a personal story (if you have one)

When it comes to structure and layout, a personal trainer bio should:

* Start with your experience (not necessary if you are a new trainer)
* Mention your credentials
* Include the area you specialize in
* End with a call to action

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| **Sample Personal Trainer Bio** |

**John Doe**

**Power Gym, 3 Magnolia Road, Hinesburg**

**ACE certified personal trainer with 3 years experience (experience and credentials)**

I help people like YOU to lose weight through personalized exercise programs. **(the area that you specialize in)**

If you are TIRED of being overweight and you want to make a positive change that will LAST, give me a call on (099) 91041010 to set up a free assessment. **(the call to action)**

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It’s that simple really. Short, sweet and to the point with a certain target audience in mind, while showing experience, credentials, the area specialized in and with a call to action for potential clients to act upon.