

What is your Unique Value and Extraordinary Service Potential?

Unique means different than the masses or outside the realm of what is conventional.

- The personal training masses see the job as taking clients through exercise sessions.
- The personal training masses believe certification is a meaningful credential
- The personal training masses believe that a PAR-Q is sufficient to assess risk.
- The personal training masses believe that a waiver relieves them of liability
- The personal training masses believe they're entitled to professional pay although they have difficulty asking for it.

Are you different than the masses?

- Personal Training convention allows trainers to point fingers and blame clients and circumstances for lack of results.
- Personal Training convention is the result of a health club industry that fails the majority of its members and positions trainers as valueless.
- Personal Training convention allows for cancellations and no-shoes

Are you operating outside of convention?

- All health clubs say they're committed to their members.
- All weight loss options say they deliver results.
- All personal trainers say they have the knowledge to bring about fitness improvement.
- All personal trainers say they care about their clients.
- All personal trainers say the result is more important than the money.
- All personal trainers claim to be experts.
- Many personal trainers say they offer nutritional counseling.
- Many personal trainers say they are adept at program design.
- All personal trainers use the word customized when describing their routines.

EXERCISE

Complete this sentence. "People in need or in want of physical change should invest \$ ____ per _____ to retain my services because I . . ."

Anger

Lesson: Anger is an emotion that can be channeled into fuel for creative tension. What makes you angry? If you're having trouble answering the question, in line with the direction you seek to move in your career, what, that presently exists in your circle of awareness can or should make you angry?

As a yin for the yang of anger, we need to identify the opposite end of the rubber band (creative tension)

EXERCISE

Come up with one single sentence that will serve as a step toward crystallizing that which you ultimately want. Don't worry about getting the complete picture. Just answer the question, "what do I want." Make it unreasonable. Make it exciting and just barely believable.

EXERCISE

Define or describe the creative tension that exists between the source of your anger and the "want" you identified.

As an example, if I'm infuriated by a health food store chain selling billions of dollars worth of a supplement I know to be dangerous, and I want to create an educational institution where everyone can learn the simple secrets of health, fitness, and well being, I might say, "I am fueled by the anger incited by the willingness of a business entity to capitalize by taking money from a desperate marketplace, and I realize the importance of working to speed the existence of the Truth Institute." Notice the tension and its power to propel.

EXERCISE

To Go Beyond Better, live the old adage, "I learn something new every day." Commit to documenting one thought, perspective, or lesson each day. We'll share these on the calls to come. Collect these in a new notebook or journal you'll title, "The Lessons Book.