

# ***PERSONAL TRAINER***

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CAREER PATH



CREATE THE LIFE YOU WANT



*CREATE*  
*THE LIFE*  
**YOU WANT**  
**TO LIVE**

# STEPZ SUCCESS

Stepz Fitness, a company that can truly accelerate your career. In fact, the owner of Stepz Fitness, Sam Waller, is living proof of how your life can change within our organization. He started at Stepz Fitness when he was 17 year old working as a personal trainer. After working hard a building a strong network of clients he wanted to take the next step in his career. A chance meeting with the previous franchisor lead to an opportunity of a lifetime; Stepz Fitness St Lucia was selling. Sam decided at this point to take control of his future and spoke to one of his mentors about going into partnership to take ownership.

Within a couple of months, Sam and his business partner took ownership of the St Lucia Franchise. Building the franchise was easy for Mr Waller as he had a strong network of clients who supported the journey. Stepz Fitness St Lucia became one of the top performing franchises in the Stepz Network within 2 years. Mr Waller was keen to take the next step in his career and life in 2015. The opportunity was to become Master Franchisee of NSW and he jumped at it. He describes this time as a huge learning curve and will be the first to admit setting up the franchise in a new State was the hardest challenge of his life. Nevertheless he pushed on, setting up two franchises and creating the group-training arm of the franchise known as Stepz Interactive. Once again opportunity came knocking in early 2017 when the franchise needed new direction to navigate the competitive landscape. You can guess who jumped at the opportunity.

Stepz Fitness is built on values of flexibility and agility. Their smaller size allows rapid growth for those who are willing to step up to the challenge.

## Fun Fact!

*Mr Waller did not get the job after his first brief interview with the manager of Step Fitness St Lucia.*

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The background is a blurred image of a gym with various exercise machines and a rack of dumbbells. The entire image has a warm orange tint. The text "BECOME A FITNESS LEADER" is centered in white, with "LEADER" in a larger, bolder font. Two horizontal white lines are positioned above and below the text.

*BECOME*  
*A FITNESS*  
**LEADER**

# STEPZ VALUES

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Our company is driven by values which governs everything we do as a company:

**Encourage Positive Change** – We seek people who want to make a positive impact. Our belief is we are here on this earth to make a positive difference in lives of others.

**Inspire**– Go the extra mile for yourself, our customers, franchisees and team members. Present your best self in every thing you do. Empower others to become their best.

**Pursue Growth & Learning** – have a growth mindset. Seek opportunities to stretch your personal and professional capabilities. Take ownership of where you are now and where you want to be. Have dreams, goals and celebrate personal milestones.

**Deliver “WOW”** – operate at a world class standard. Go the extra mile for yourself, our customers, franchisees and team members. Deliver WOW through service.

**Build Community** – create long-term relationships with customers, partners and company. Have meaningful connections with people on a daily basis. Relationships are the cornerstone to your career, life and happiness.

**Share Value** – Set aside time to create products, build on ideas and share them with your team and leadership. We love innovation from every level.



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A woman is lying on a piece of gym equipment, possibly a recumbent bike or a similar machine. She is wearing a grey t-shirt with a red stripe across the chest. The background is a bright red wall. In the upper part of the image, there are several television screens displaying various images, including what looks like a person running and some abstract graphics. The entire image has a strong red color overlay, giving it a vibrant, energetic feel. The text "WE WANT TO CHANGE THE FITNESS INDUSTRY" is written in a bold, white, sans-serif font, centered over the woman's face and upper body. The text is split into four lines: "WE WANT", "TO CHANGE", "THE FITNESS", and "INDUSTRY". There are two horizontal white lines, one above the first line and one below the last line, framing the text.

**WE WANT  
TO CHANGE  
THE FITNESS  
INDUSTRY**

# DYNAMIC & AGILE CAREER PATH

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## ***Become A Leader Faster.***

The fitness industry is changing constantly. Stepz Fitness is no different. We want to find the right personal training partners who know that to be successful they need to be agile and dynamic.

Larger companies can not provide an environment that allows Personal Trainers to stay ahead of the curve. Stepz Fitness has the programs and ability to give you autonomy to be in control of your career and life.

Our pathways program will encourage you to manage or open your own studio in five years of starting with Stepz.

## **MANAGE OR OPEN YOUR OWN STUDIO IN 5 YEARS**



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The background of the image is a gym setting, specifically a dumbbell rack. Numerous black hexagonal dumbbells are arranged in rows on metal racks. The lighting is warm and orange-toned, creating a moody atmosphere. In the background, there are blurred silhouettes of other gym equipment and vertical orange poles. The text "WHY JOIN US?" is centered over the image, flanked by two horizontal white lines.

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**WHY**  
**JOIN US?**

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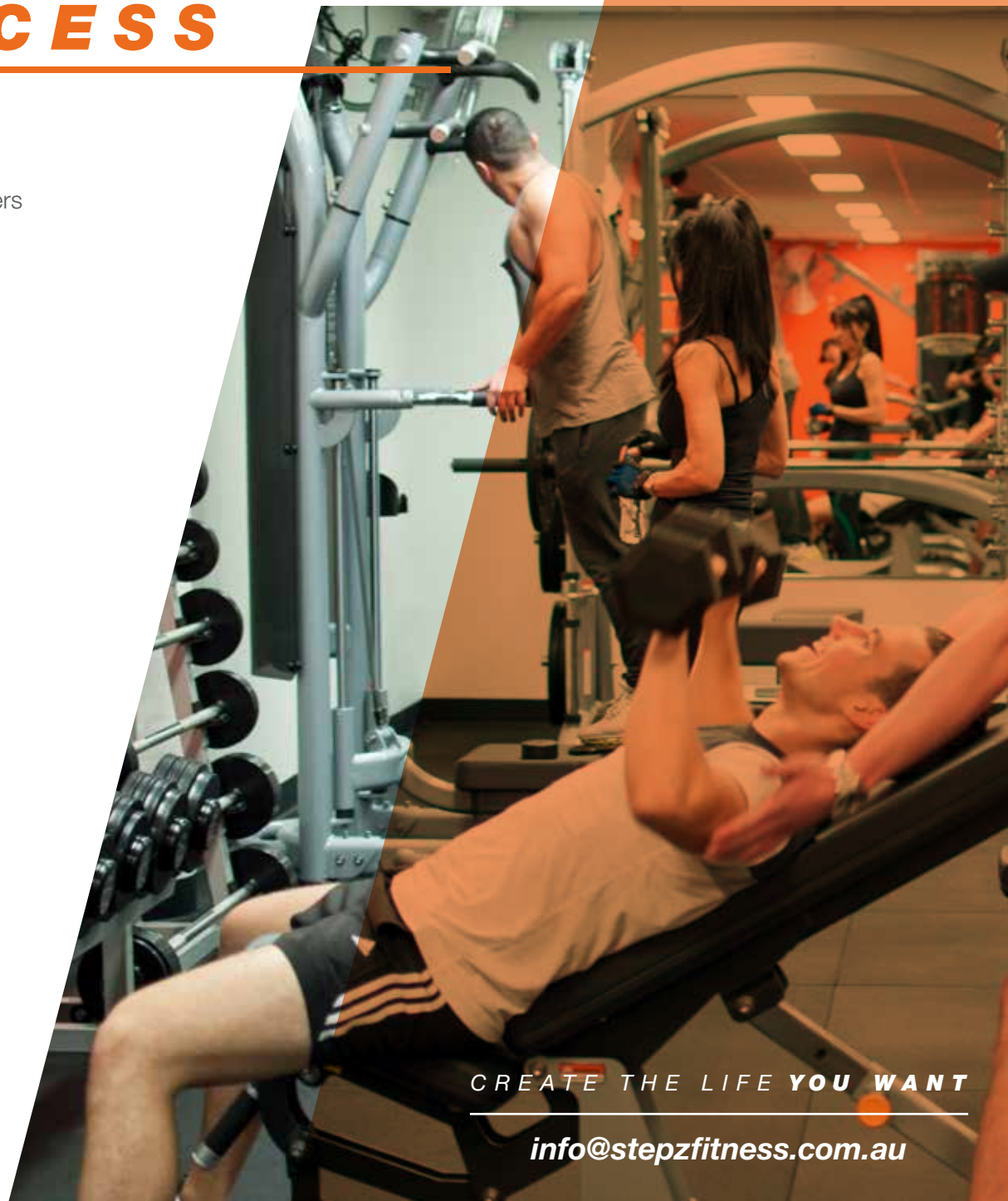
# STEPZ TO SUCCESS

## ***We care about personal trainers.***

Traditionally personal trainers have trouble transitioning to open their own business. Stepz Fitness has a goal to have more Personal Trainers open a franchise. The systems are there for you to succeed at a level unimagined before joining Stepz Fitness.

## **AS A PERSONAL TRAINER YOU WILL HAVE ACCESS TO THE:**

- > **BEST** Training and Development
- > **BEST** Equipment and Facilities
- > **BEST** Personal Training Career Path
- > **BEST** Fitness Innovation and Products
- > **BEST** Support Team



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The background image shows a gym with several people on treadmills. On the wall, there are large flat-screen TVs displaying a news program. The program features a male and a female news anchor. The text 'ONLY THE BEST' is overlaid in the center in a large, white, sans-serif font. The word 'ONLY' is on the top line, and 'THE BEST' is on the bottom line. Two horizontal white lines are positioned above and below the text, extending across the width of the letters. The overall lighting is warm and orange-toned.

ONLY  
THE BEST

# BECOME PART OF A FITNESS MOVEMENT

## QUALIFICATIONS

- A minimum of Certificate IV in Fitness(PersonalTraining).
- Current CPR and First Aid qualifications.
- Group Training Experience Preferred

## THE RIGHT FIT

Can you:

- Motivate people in a personal and passionate manner?
- Communicate effectively and with confidence?
- Do you have a goal bigger than yourself in fitness?
- Demonstrate an appetite for personal development and learning?

## SELECTION PROCESS

- Satisfy the minimum selection criteria.
- Club interview to determine job fit based on the key competencies and behaviours required for the role.
- Practical interview demonstrating your skills as a trainer.

CREATE THE LIFE **YOU WANT**

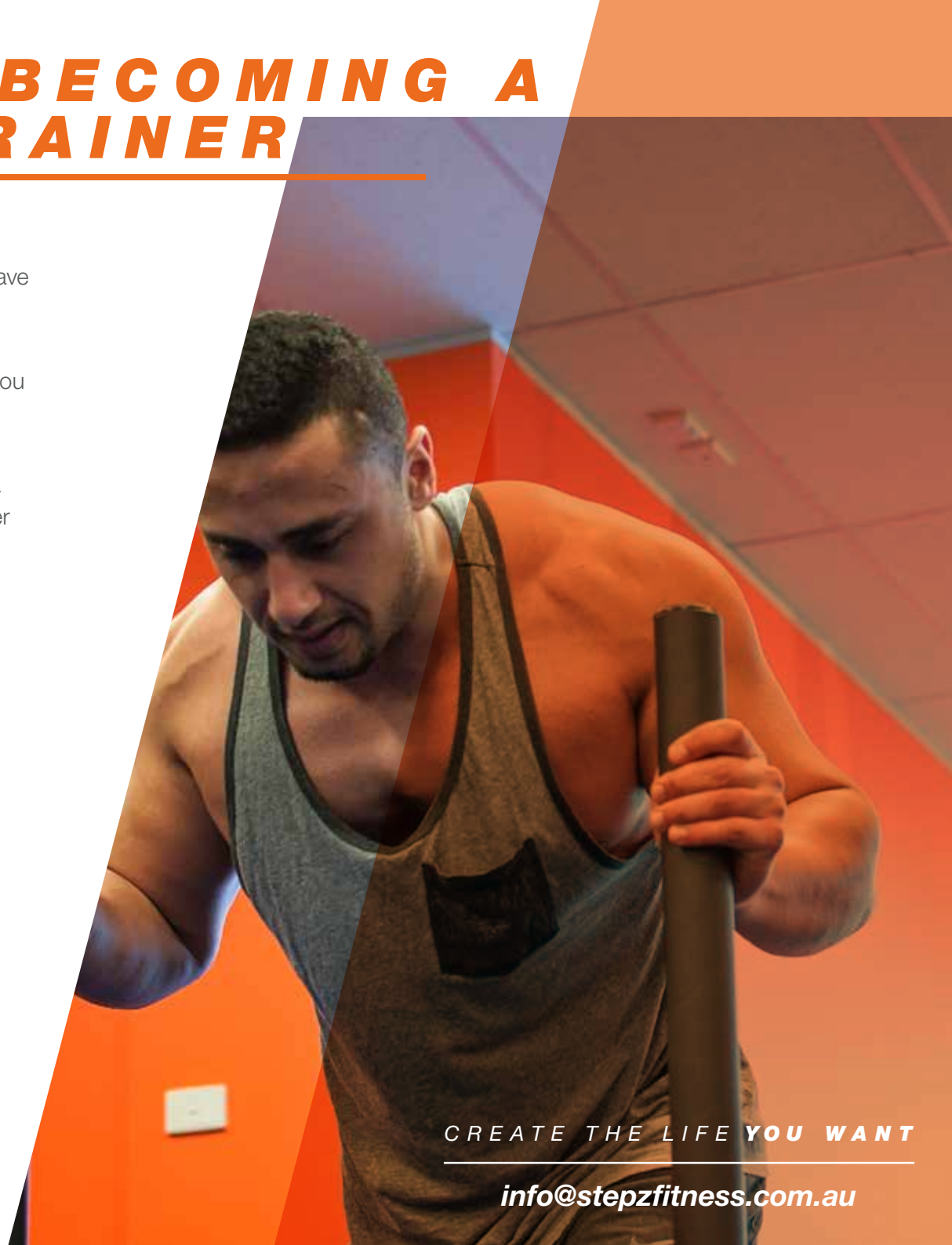
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# YOUR PATH TO BECOMING A SUCCESSFUL TRAINER

## THE RIGHT STEPZ

- You will be employed as a Stepz Trainer at Level 1 if you do not have an established client base
- You will be given a Personal Trainers contract once you complete your initial training and development period lasting six weeks.
- Once you meet the requirements of Level 1 and have established a strong client base. You will be interviewed for a Stepz Level 2 trainer and start running your own business.
- After you have completed your training you are able to start as a Personal Trainer
- After two years of building your business you will have an opportunity to apply for your own franchise within the Stepz network.



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# WHAT DEVELOPMENT & TRAINING DO I GET?

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## **Induction Course Focused on**

> Communication, Sales Training, Making Connections and membership handling.

## **Four Week Course Based on**

> Mentored training and development, fitness prescription and business organisation

## **Dedicated Support**

> A Personal Training Manager or Franchise Manager in club to mentor you every step of the way.

## **Advanced Fitness Workshops**

> Internal & External Presenters

## **Online Training & Business Portal**

> Easy to access tools to help you

## **Weekly Coaching**

> By the Personal Training Manager or Franchise Manager

## **Sales Coaching**

> 7 Hours of lead generation and sales coaching per week



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A man in a white t-shirt is working out on a piece of gym equipment, possibly a lat pulldown machine. He is leaning forward, and his muscles are visible. The background is a gym with other people and equipment, all bathed in a warm, orange-red light. The text "EARN WHILE YOU LEARN" is overlaid in the center in a white, bold, sans-serif font, flanked by two horizontal white lines.

*EARN WHILE  
YOU LEARN*

# HOW WILL I GET CLIENTS?

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## **MAKING CONNECTIONS**

Lending support and developing a rapport with members on the gym floor is one of the easiest ways to build a strong client base.

## **PRODUCT DELIVERY**

Whether you're designing unique Training Programs, delivering a Workshop or a Functional Group-Training Session there are several fitness products available to members where you gain access to large groups at a time to showcase your skills and personality.

## **MEMBER INDUCTION**

Helping a new member on their fitness journey provides an opportunity to establish a connection, set them up for success and become their mentor and friend.

## **1:1 PT PACKAGES**

You can sell, promote and get paid for packages of 5 or 10 x 45min 1:1 PT sessions, so that you can establish a client base prior to running your own business as a franchise PT.



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# EARNING YOUR POSITION

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## **To become a Level 2 Personal Trainer you need to:**

- > Complete your training and development program and be approved by the franchise owner.
- > Demonstrate you are able to acquire customers and clients autonomously.
- > Service those clients to the Stepz Standard.
- > Manage your own cashflow and business

## **BUSINESS SUCCESS**

- > Show you understand the company values and will add value to the team.
- > Consistently Deliver 'Wow' and have clients sing your praises.

## **FOUNDATION FOR SUCCESS**

- > Establish a strong client base of regular clients.
- > Demonstrate you are able to acquire customers and clients autonomously.  
Service those clients to the Stepz Standard.

## **APPROVAL**

- > Submit your client references to club manager and application to become a level 2 Trainer. Submit your business plan and invest in your future.



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# LEVEL 2 FRANCHISE PERSONAL TRAINER

## GETTING STARTED

- One-off fee of \$1000 (based on club) that can be paid upfront or in installments
- Full set of uniforms, business cards and PT profile given.

## BUSINESS GROWTH

- No set rostered floor hours or product delivery required.
- Optional fitness product delivery available to continue building clients.
- Ongoing trainer development and support as required.
- You determine your own session rate.

## RENTAL PAYMENTS

- \$0 weekly rental fees for first four weeks.
- Rent of approx \$250 p/week (dependent on club) commences.
- Equates to conducting approx five sessions on average and the rest is yours.



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A photograph of a gym interior with a warm, orange-toned lighting. In the foreground, there are several racks of dumbbells. In the background, there are various gym machines and a person standing near a mirror. A red sign with the word 'WEIGHTS' is visible on the wall. The text 'YOUR CAREER' is in a white, sans-serif font, followed by 'ENDLESS' in a larger, bold, white, sans-serif font, and 'OPPORTUNITIES' in a white, sans-serif font. The text is centered and framed by two horizontal white lines.

YOUR CAREER  
**ENDLESS**  
OPPORTUNITIES

THANKS FOR PUTTING  
YOUR WEIGHTS

# GOING FURTHER FASTER!

***We are committed to help you go further in your career so you can continue to be your best.***

## **COMPETITIVE RENTS**

- Stepz holds a long record of having low rents compared to competitors we see value in having great personal trainers on hand so we will not charge expensive rents

## **COMMERCIAL OPPORTUNITIES**

- Our goal is to see you open your own facility with Stepz Fitness.
- We will give you all the resources and training to make this a reality
- The average Stepz member is likely to want personal training services due to our value model

## **FRANCHISE SUPPORT**

- By joining a multi-national franchise and established brand in Stepz Fitness, you will have all the tools and systems needed to improve your services from day one

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**GET IN TOUCH TO FIND OUT MORE!**

*info@stepzfitness.com.au or simply visit your local franchise*

*Visit [stepzfitness.com.au/locations](http://stepzfitness.com.au/locations)*