



YMCA Awards

Level 3 Business acumen for
personal trainers

2018

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**Identifying clients who may be
interested in our PT services**

Linking your PT service offering with different clients' and their wants and needs

- Overweight – desire to lose weight
- Physically inactive – desire to be more active
- Elderly – need to strengthen bones, muscles and joints
- Children – maintain physical activity, promote the benefits of being physically active and healthy
- Under achieving athletes- improve performance
- Adults – improve body image, maintain healthy body weight, achieve exercise and fitness targets

