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Mr. Greco

English III

7 April 2023

Proper Motivation

Jennifer Baumann uses what she calls “toys” for her exercise routines— all the fun exercise equipment that are available at some gyms. She likes to bring slam balls, yoga mats, and more. Baumann brings these “toys” to her first meeting with a client in order to get to know them and have a little fun. She has found that this approach often creates an immediate bond. Consequently, a client is more likely to schedule another session and plan a regular routine with her. But there was a challenge for Baumann when lockdown began, you might say it changed her business forever.

When COVID struck it was a big change for most people: gym’s closing down, everyone going into lockdown, lot’s of scary stuff. During those times, lots of businesses shut down; small businesses especially -- roughly about 43% of all small businesses had either temporarily closed or shut down completely. Most gyms in California increased their classes and memberships by 20% since people were being quarantined. That means the gym owners weren’t making as much money so they had to raise the price, which only caused more problems as people couldn’t afford the rising prices. With Baumann having her small business being a personal trainer, people would think that her business would fail. Right? Wrong.... Baumann experienced no troubles during the lockdown because of her quick thinking. What she did was use Zoom or Google Meet to do her sessions with her clients, even at home. Before COVID she used to meet her clients at gyms or at their homes. When the lockdown happened she simply rescheduled her appointments

to online sessions. This was great because she could send calendar reminders to her clients and have them join the meetings, and listen to Baumann and her instructions even if they weren't right next to each other. This worked out well for her and even as things have calmed down now COVID-wise, Baumann still does online exercise sessions with her clients. If one of Baumann's clients say that they can't leave their home she can easily reschedule the appointment to be online rather than in person.

A workout routine can be a chore, but Baumann knows a way to make it fun as well as affordable. Baumann helps her clients keep up a proper exercise routine. Her clients suggest her services to family or friends. She works not only as a fitness coach but she is also a personal trainer, and can work publicly at a gym or have a host private class. She can either go in person at your home, online, or at a gym. There are not many trainers out there that are that flexible with what they can do, and only focus on one of those aspects. While other trainers tell their clients to buy equipment they can't necessarily afford, Baumann lends equipment to her clients if they don't have them.

There are spikes in gym memberships mainly in California and many people are wanting to get fit and want to change. Mainly gym's get the most customers during the new year, right after New Years Eve. They want to go forward with their New Year's resolution about "wanting to get fit." However, gym memberships can be expensive and lot's of the time you'll have to wait to use specific equipment you want to use. That's when their "New Years Resolution" starts to go downhill as they workout at a gym for maybe a month or two and then start to get tired of it; That people won't be motivated anymore and will cause people to not go to their gym's and stay at home. A problem with that is there are people out there that forget to cancel their memberships and are spending money for a gym they don't go to anymore. Even if you are going off and on

and you're not going every day or week, you are still wasting money. This can be very bad for your income since no one is helping remind you that you have a membership at a gym you're not going to.

Having a personal trainer has lots of benefits, with one easy example being the very specific schedule that they tailor to fit your specific needs. Another benefit is you will get reminded by your trainer constantly about the date on which you'll be exercising. Baumann has the motivation to get you going and start working out every single day if she had too, because she loves her job and that is a key quality that personal trainers need in order to motivate not only you but themselves as well.

People can argue that having a personal trainer may be expensive and in some cases the extra cost can be a bit much—and it's true, some trainers can cost a lot of money. Typically an hourly rate of \$60-\$70, that can range to \$300-\$400 per month. That's why you have to look very carefully and choose a good personal trainer that has good reviews and a good background. You have to see if they have the basic needs of personal trainer requirements. An example being a certification, they at least have a high school diploma, and finally CPR and first aid education. If they fit these minimum requirements, then you will know they will deliver a good experience for you, and if they get good reviews on their website or on the site you found them on, then that is a sign that you might have found the one.

Baumann explains she used to have a website “called GCB-Fit.com. However, it became kind of obsolete. No one really goes to people's websites anymore.” (This information was received through an interview with Baumann). Which is not exactly true but in some cases it can be. Baumann explains that if your website is not being visited that much, the main reason is that it “isn't user-friendly, [so] no one will want to visit it. No matter how great your content is”

(Baumann). So even if she had great videos and posts about her exercise routines, Baumann's website wasn't working out on the performance and eye catching user scale. However, Baumann found ways of overcoming that obstacle. Her main way of spreading her business as of now is word of mouth. That means when one of her customers really enjoyed their workout session with her or feel satisfied with her performance, they suggest her to their family members or friends, and those friends share her with other friends, etc. Despite that, she did tell me that "what I personally need to be better at is putting out like on Next Door and different websites about how they can find me." So in the future Baumann will eventually spread her business by social media and sharing her business door to door with out-of-home advertising.

One thing that makes Baumann one of the better personal trainers out there is she makes sure that exercise is not a chore, but rather an enjoyable experience. When I was speaking with Baumann about how many clients she normally gets, she told me: "It fluctuates. Right now, I probably have a dozen clients, and I have about five classes. I've had where I was teaching 15 classes a week and also had that many clients. So part of me getting older is I can't do the big huge workouts like 15 of those, you know, ten of those per week, so I do a lot of my own." So a client can easily request a class with her.

One of Baumann's long-time clients explains why she has stayed with her after all this time: "I think it's because, well, we've become friends after all this time, so we're good friends by now. So we kept with her partly out of loyalty and friendship, but we also get great workouts. We used to meet with Baumann in person at our house before the pandemic. And then once the pandemic happened, we resorted to it on FaceTime, and it just works out well because she knows our habits and our tendencies." That tells us that Baumann is so good at her job it doesn't even seem like you're going to go exercise with your fitness instructor; rather you are going to go hang

out with your friend. Baumann also loves to talk and chat with her clients while they are doing some exercise routines since she likes to make exercise not boring and to keep it entertaining.

In conclusion, Baumann tries to make exercise fun and not an exhausting chore which most people describe it as. She is not only great at keeping a proper schedule but keeps her clients motivated and wanting to come back for more. Personal trainers aren't there just to remind you to workout and teach you certain exercises, but to help you stay motivated and keep up with your body health. All you have to do is do some research on personal trainers and choose one that you think might be a good fit for you; you might not find the perfect trainer immediately, and that's okay. Just keep looking and you'll find not only the perfect trainer for you, but a potential lifetime friendship.

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