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## RESEARCH ARTICLE

### PERSONAL TRAINER MARKETING

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#### ABSTRACT

The present study aims to demonstrate the importance of Personal Training marketing. For the accomplishment of this study we use as methodology the literature review. Where it approaches its knowledge by the profession being able thus to put itself in the labor market, with diverse strategies to obtain a good class becoming a good reference. With the existence of good Personal Training where you work in a simple and clear way the improvement of each one according to the chronological order of each person so as to understand the natural stages of development of each person. With this, one can work the Personal Marketing working in several areas emphasizing the importance of understanding and identifying the phase of each person in a coherent way and optimizing the psychological, motor, cognitive and affective development. Through this article, based on revisions we have the objective to understand the importance of a Personal Training to be able to obtain several forms of pedagogic learning, thus understanding that the lived phases have a reflection for the rest of life, where the individual learns to overcome their obstacles and deal with various situations that Personal Training provides. Therefore, we conclude that teachers have a great responsibility to develop a student in a correct way, because everything that the student will learn will be taken throughout his / her life and will be used in various ways, being able to determine if he has good self-esteem, solve day-to-day issues.

**Key words:** Personal Marketing, Personal Trainer, Physical Activity.

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#### INTRODUCTION

This work aims to search through bibliographical research and a questionnaire aimed at a specific audience to obtain answers so that the professional Personal trainer can through the resources that today already exist as social networks, flyer, word of mouth, indication, among others. Today the virtual media has been the tool of greatest return for any activity in the market, as well as our theme that will be addressed Personal Trainer that through social networks, can publicize their work and thus reach a very large audience of people who are interest in the subject and related activities. Starting from this assumption that the Personal trainer will have his work recognized by thousands of people, it gives the importance of a good marketing and a good presentation so that this professional has a return of all his investment in knowledge, improvements and dedication. The development of this research was through bibliographical research and also through Google Form an elaborate questionnaire so that we can know the importance that people have about the work of a PT, what they look for and expect from this professional among others.

#### Literature Review

**Personal Trainer:** We know how much and beneficial to health physical activity, health professionals, media, has the

science of the benefit that people get in practicing a physical activity. Studies show that motor, cognitive and emotional aspects as well as appearance in muscle gain, weight control, mood, breathing, stress relief, socialization, flexibility, longevity. With this thought was born the Personal Traine (PT) figure, where the professional acts by promoting specific training for his student, through Physical Evaluation, which involves the tests of Anamnesis, Body Composition, flexibility, postural, Neuromuscular, Cardiorespiratory and Coronary Risk. (Civinski, Montibeller and Braz, 2011, Miranda, Mello and Antunes, 2011). According to Domingues Filho (2006), "it defines personalized training as a private physical activity program, and accompanied by a Physical Education professional and performed at pre-established times to safely achieve the goal of the client, be it aesthetic, rehabilitation, training or health maintenance ". The Personal trainer should work with your student seeking information, and personal skills respecting their biological individuality. According to Fernandes (2008), he analyzed that in the academies, professionals have not engaged in activities such as Personal Training, thereby degrading the image of truly skilled and committed professionals. Because of this reality, this study seeks to reflect on each professional who acts as a Personal Trainer, the importance of obtaining knowledge and greater qualification with the responsibility of their performance and achieving the goal of their client, as well as knowing the resources that to publicize their work. A career in

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individualized training requires the professional to be fully committed to the area and to the commitment to the area. As with any profession, good Personal Training must have a very hard-working profile, thus taking advantage of the demands of their profession. The search of the public for personalized training has grown significantly, consequently the growth for the search for Personal Trainer in Brazil according (NOVAES and VIANA, 2008). When we observe in gymnastics gym, we have the wide vision of the space and the people in the place. But we always see a pair that does not move away, one watches closely while the other performs an exercise. Each student will always be accompanied by an executor. This is our main actor, where we will address his role in relation to this student.

This inseparable companion is known in the academies as a personalized trainer or simply Personal trainer. This professional who assembles the training according to the student's objective and his biological individuality, which will always be based on a health activity. According to Sabe (2009) the Personal Trainer is an area of service. The service is fixed to an economic value as well as to the personal value, the quality of the service and very important as this would guarantee the professional to keep the students, so look for new students. This student's confidence in this professional, where through the achievement of his goals, he / she has indicated to other people divulging their qualities to a target public. This professional in addition to having his students as main people who will indicate his services to other people, by his competence, will also have to make the dissemination of his work through other means.

## Marketing

Marketing comes from the word Mark-eting which is the ability to reach the target accordingly (Mark Peter Druker 2003). According to Philip Kotler in the book Marketing from A to Z, 80 concepts that every professional needs to know. Marketing is the art of creating genuine value for customers. It is art that helps us to become even better. The keywords of marketers are quality of services and values. We could not do a job on the growth opportunities of a Personal Trainer and not address all the ways to exploit the personal and professional marketing of that area according to Philip Kotler based on the Zen philosophy Marketing is very confused with the act of selling, the even says that marketing and sales are almost opposite, we can work with marketing before there is a product, introduced the personal marketing of Personal Trainer will understand what the students need, and what the active trainer already offers. Marketing determines how to launch, price, distribute, and promote service offerings. Then compile the results and improvements and when there is the time to retreat if necessary. Marketing should not be restricted to a department that creates ads, direct mail and standards. With the growth of the digital area of creativity and autonomous concept of the new companies, even our growth of entrepreneurship, we understand that the concept of marketing is challenging and without standards, but with a simple goal of drawing the attention of customers to the In addition, we would like to facilitate the access, at the beginning we are in the concept of fidelizing students, much more than attracting more and more students, we could also with this ample opportunity that marketing provides, we could also work with the possibility and sponsors to extend the services and partnerships of services. In marketing there is a golden rule

where your customers should be treated as you would like them to treat you.

## Personal Marketing

A set of planned actions that facilitate the achievement of private and professional success. A career in individualized training requires the professional to be completely dedicated in regard to the upgrades and commitment to the area, just as in any profession, the good Personal Trainer should have a trained profile with a lot of effort thus taking advantage of the demands of their profession. The search of the public for personalized training has grown significantly, consequently the growth for the search for Personal Trainer in Brazil according (NOVAES and VIANA, 2008). Personal Marketing, models the individual, determining ways to achieve the desired success. Therefore, personal marketing is all performance that generates the expectation of success to a person. It is the act of the person to modify his actions aiming at better placement in the market, in companies that have interest.

Where the individual becomes the product and seeks to sell his image. For this it is important to present well in the way of dressing, behaving and communicating with your students. The importance of doing your personal marketing should follow the care to make it in a positive way. Expanding knowledge and techniques to spread your image also as your skills and use of your contacts to achieve your goal. Some companies seek not only the employees with professional experience, but the one with the sum of information and ethics, that determine the professional profile of its future collaborator. It is no use to form a false image, because you will have to show your ability in practice and if you do not you will surely lose your job and / or some indication afterwards. Companies nowadays analyze far beyond the experiences of a professional, they want qualified people, but with moral principles, with the capacity to lead and inspire people, motivating everyone around them. In addition to lively people, and all these features are part of the Personal Marketing. By using personal marketing it is very easy to be tempted to lie about who you really are, and this ends up being easily discovered.

According to Santos (2002), working his image properly is a competence in itself. The whole stimulated attitude reflects on the product "you". However, you should notify what is considered a good image, and remember: "the first impression is the one that stays". Giving attention to everyone without distinction is never investment without return, on the contrary when it comes to personal marketing the way of treating others can be considered a very lucrative investment. We live in a time, in which the product packaging, is rather what one buys first, because of this the need for improvement constantly to hone their skills and show their differential among the other competitors, we must be aware of the tools used to qualify and differentiate us from other professionals. Packaging is important, but the product must be quality, this product is you and one should always pay attention to the personal presentation and manner of communication as this will be your business card.

Segundo Dias, et. All marketing plans are not only meant to convey information, but also to sell ideas, they must be convincing. The best marketing plans are not just facts but provide compelling foundations, concrete justifications and evidence of challenging results. According to Costa. (2002,

p.17) ... the difference that makes more or less success lies in the attitude. The distinction of the best occurs almost always by their attitudes, rarely by their abilities. For this reason the importance of elaborating a Personal Marketing Plan and improving it periodically.

Know that you do not work for others, but for yourself. The ideal is to create a positive image for yourself, self-confidence in order to believe in us even before anyone else. Gentleness, honesty, attention, objectivity, are decisions as important as caring for your physical appearance. Another factor that can not disrupt the development of qualities and shyness. Demonstrate decision, interest, enthusiasm and motivation in everything you do in this way the people around you will observe your willpower and pleasure in performing a particular activity.

## MATERIALS AND METHODS

The study was done through a bibliographical research and also an Anamnesis questionnaire, as well as through Google Forms 10 questions distributed between open-ended and multi-choice closed-ended, with a sample of 50 to 100 People of both sexes who seek or already had experience with a Personal Trainer, mean age 20 to 50 years. In this questionnaire it was approached all sectors that involve the profession, from its expectation as well as the financial part.

## RESULTS

Through an analysis of results it was verified that the individual training is recommended around 35% of the people by a doctor. With this, the professional becomes valuable in the practice of physical activities where 40% of the people reach their own goal, through personalized training and involving environment of 60% of health. About 70% of people seek a Personal Training with Experience and experience in the practice of activities, many go in search of this professional in an Academy. Where the people who seek the Personal is not for preference but for their Professional. With this, Personal Training's attitude is motivated to motivate the client to pursue his goals. Working on your values and having on average your own professional gain through disclosures, contacts, differentiated values. So Personal Training can get several clients, working at home, gym, using appliances or even the weight of their own body, so it makes its disclosures.

## Conclusion

This study was carried out to present the operation of the Personal Trainer Marketing Project in the practice of training and help in activity, passing the idea of the need for respect in the chronological learning of the ages in question to trainings, activities, and development. Motor development, cognitive and skills are changes that take place throughout life, which can be influenced according to what is presented in a pedagogical way, experiences, socioeconomic conditions, health issues and acquired or birth pathologies. Even with diverse cultures and / or ethnicity is present in human development, the way that each will develop will be different, but any new skills acquired is a form of development that has to be progressive in accordance with its purpose. Dealing with cultural differences is also a form of development. Teachers are worth remembering that the human being learns and also imitates something that is explained or shown throughout the day. But

that and sports make it more and more can get development and learn to have autonomy of their physical gestures, creativity and responsibility in situations taken. Thus, teachers have a great responsibility to develop a student in a correct way, because everything that the student will learn will be taken throughout his life and will be used in various ways, being able to determine if he has good self-esteem, from day to day, ease in resolve.

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