



## It s More Than Just Making Them Sweat: A Career Training Guide For Personal Fitness Train (Paperback)

By Ed Thornton

Robert D. Reed Publishers, United States, 2010. Paperback. Condition: New. Language: English . Brand New Book. It s More Than Just Making Them Sweat carves out a unique niche in the field of fitness publishing. No other book in this genre addresses more thoroughly the psychological factors of motivating clients and the how-to aspects of starting up and promoting a personal training business. No longer are personal trainers to be seen as glorified spotters just biding their time until the next career move. They are qualified health professionals who design and monitor the exercise programs that improve peoples lives and health. The goal of this book is to promote a more reverent view of personal trainers.



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