



## **Information for Personal Trainers**

Firstly thanks for downloading this information and for taking the time to read it.

We are aiming to create a new sport for gyms and gym members where everyone in the fitness industry who wants to get involved can benefit financially. Personal Trainers specifically can benefit financially in many ways.

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#### **1. Why you might like to consider also becoming an Octathalon Trainer**

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- c) The ability to tap into a larger market place and to increase your 1:1 income
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#### **a) The chance to increase your hourly rate of income**

We have developed Group Octathalon personal training sessions. We have tested these fully and have provided marketing support for them that you can download from the website and print off to advertise them in your gym.

1. These group training sessions take place in the gym floor area and not studio space.
2. Up to 12 people at a time work together in pairs with you facilitating their training.
3. The entry cost for these sessions is much less than your normal 1:1 hourly charge but with several people attending at the same time, your hourly rate will be much more than your 1:1 rate.
4. You will have a guidebook that covers 30 sessions that you can follow or tweak to suit your own preferences and gym layout. Every time you take these sessions they will be different.
5. The group personal training sessions have been hugely successful as it allows members to interact and communicate more with each other as they help and motivate each other during the intense, short & sharp sessions where one works whilst the other assists and rests. In addition to that fit and strong people are able to work with those who are beginners to fitness with the Octathlon sessions. Your ability to mix and match the pairs will considerably enhance the value of these sessions as well as increasing the overall benefit of them to your members.
6. Everyone likes a goal to train for and, with 15 different Octathlon courses, there will always be one that is suitable for someone. We have Junior and Senior courses as well as courses for those who are beginners to fitness. This means that these group sessions will have a wide appeal and this considerably opens up your market place.
7. Running an Octathlon event in your gym will also earn you a healthy amount of extra money for the time you put in as well as gain you extra local awareness and publicity which we have found is excellent for new trainers wishing to establish themselves in a new club.
8. The contents of the Octathlon website are designed to help you do all these things

**b) The opportunity to more easily promote your work to wider audiences**

Aside from promoting your group sessions and Octathlon events in your club, you can go on to hold Octathlon team events against other local clubs. Local media are all too happy to report on local sporting fixtures and their results. This offers a great opportunity to promote your work and success in your local community. In particular you may want to start your own Octathlon League in your local area and invite teams to join in. There will be a simple button to create a team and to create a league on the website – all you have to do is enter the results of an event and the team positions in the leagues become automatic and open for all members to see.

**c) The ability to tap into a larger market place and to increase your 1:1 income**

The hourly rate you charge for your Octathlon group personal training sessions will be less than your hourly rate and that will open up much larger audiences within your club who will become aware of your services and of the value that you can offer. In all cases so far we have found that these group sessions have increased the numbers of 1:1 sessions the trainers do.

**d) Enhanced career & financial prospects in the future**

You have the choice to extend a basic Octathlon license up to higher levels. The Green Grade license offers you the chance to offer a specially designed Octathlon Corporate package to businesses. The excellent advantage the Octathlon offers in

this package is the ability to evidence value for money to those businesses after the training has been completed.

When the next phase of the website begins, you will be able to build your own team and members of your team will be able to build their teams. Not only will you then earn commissions on whatever they spend in our shop, but also by building the teams you will earn a share of their annual league membership payments. This will lead to a growing regular annual income.

Further license enhancements above the green level offer even more attractive benefits should you choose to take those paths. All of these things now offer the trainer good career prospects.

### **e) Rights to run Octathlon events in your own town/city**

If you are the first trainer to become an Octathlon Trainer in your area, you can elect to take the option to own the rights to the local Octathlon league. All interclub events in that area will be under your control. You will have the say in what courses are run and you will own the sponsorship rights to the league and you can even create as many leagues as the area can cope with. Aside from then having more events and more event entry fee income, there is also an annual League entry fee which is distributed to the Team Managers – all of whom will likely be signed up under yourself as you will be likely to be the first person who introduced the Octathlon to them. A successful local league will lead to Regional & National league positions and your ability to grow your team will then also bring greater financial rewards as the sport grows. These rights can also be sold on to other team managers in your area.

## **2. The immediate financial benefits that the Octathlon can bring you.**

Consider a figure of £5 per hour and that you will get 10 people in your regular group sessions. It is possible to run 2 of these sessions back to back at least 3 times a week. (Some of our trainers are doing more than this.) This will give you an extra £300 per week income.

By running an internal event with 40 people competing and with a typical entry cost of £15 you will earn an extra £600. This is likely to net down to around £400 after costs. These costs could be in giving away a free or discounted entry to those that help you run the event (judging and time keeping) and also for any cups or prizes you want to award. This size of event can easily be run in half a day with 2 lanes. We know of clubs now running these once a month.

Just doing the above and you could increase your income by an extra £15,000 per year for only around an extra 30 hours a month work. This equates roughly to earnings around £40 an hour.

These figures need to be adjusted depending on where you work and what the typical costs are for group sessions.

Now consider the cost of becoming an Octathalon trainer – Just £75 + tax (if you get in early it could be as little as £25 + tax along with some free memberships you can sell on to your members.)

As an Octathalon Trainer you will be the only person who can verify times. People will look to pay for your services in order to get themselves a verified time. Everyone you have coming to all your Octathalon group training sessions and events, will be able to select you as their trainer under their own profile page. When they do this you will see a list of names under you trainees button on your profile page. If you click on a name there, you will be led to that persons profile page where you will be able to click to verify a time. It is quick and simple but offers another way for you to charge a small amount for your time.

### **3. Some basic license details**

#### **Licenses**

Licenses are here to help you, and us, develop the sport for the benefit of us all.

The Octathalon has been designed as a sport and as such needs to have an organisation that regulates and controls that sport. It has also been designed to help boost Personal Trainer income but a certain degree of administration does need to occur in order to achieve these things and this costs a small amount.

The license allows us a degree of control at a distance over how the Octathalon is run. To help you make money from the Octathalon and to give your customers extra value we have had to create the members area along with an extensive database on our website.

The more people who join the more the sport will grow and the more everyone will benefit.

#### **Main requirement**

For that reason the main requirement in the terms of the trainer license is that everyone attending Octathalon Group Training Sessions and competing in Octathalon events has, at least, basic membership of our site.

It is fine for people to try out a couple of sessions before deciding to join but it is in your interest to get them to join and to even pay a little more to join your own online group.

For these reasons we have developed the Octathalon Licensing system. In addition to that, for those who are interested we have also introduced a license for trainers to be able to run National & International Octathalon events.

#### **How much does the license cost?**

It is a one of cost of £75 + p&p and this includes the Yellow license guidebook.

#### **What can I do with the basic Octathalon Trainer license?**

1. You can promote yourself as an Octathalon trainer within your club.
2. You can promote and earn income from running Octathalon Group Personal

Training sessions

3. You can promote and earn income from running internal Octathlon events for your club members

### **What are the basic conditions of this license?**

1. You need to have current Personal Trainer Insurance
2. You need to be at least a basic member of this website
3. You need to run one Octathlon event each year where at least 10 people are members of this website.
4. You need to promote and to put up the results of all your Octathlon events on the Octathlon website.
5. You need to do at least one run through of one of the Octathlon courses each year and put up your times in your own profile
6. Everyone who does your Octathlon groups sessions and who attends your events must be a member of this website like yourself.

### **ANNUAL REVALIDATION – No cost**

You need to annually revalidate your licence. This does not cost you anything except the renewal of your own membership to the site. To revalidate your license you need to run one Octathlon event a year which you must put up on the Events section on the site and where at least 10 of your own members from your workplace have verified times. You will also need to have done a time for the Octathlon club course yourself.

### **Why is it worth me extending my license as a Trainer?**

You do not have to go up to the higher level licenses. Many of our trainers are happy to just run local Octathlon events and to run the group personal training Octathlon sessions. However if you do.....

.....the higher the license you have, the more you can charge for your services and the more ways you can work with the Octathlon to earn.

The potential to earn more is one main incentive to go up the levels. The other incentive is that you will also get more advanced levels of training which will help you offer an improved service to your customers.

Here are some of the main benefits of going up levels

**Yellow License** -Earning money from running Group Octathlon training sessions and running local internal Octathlon events.

**Orange License** - Licensed to run and to earn income from holding local Interclub events & giving yourself excellent local exposure in your community & you can now earn income as a judge at Regional & National events.

**Green License** - You will now be licensed to run and earn income from the Octathlon Group Heart Rate Training Sessions as well as being licensed to run Regional events in your own country. You are now allowed to use the Octathlon

logo along with your own logo on T-Shirts and Sweatshirts for sale on your own website or directly in your club. You will also be licensed to run Corporate Octathlon sessions and you will be able to deliver a Corporate package into businesses where, with the Octathlon system, you will be able to evidence value for money in a way that has never before been possible. These Corporate sessions will substantially increase your income potential.

**Blue License** - At this level you will be licensed to run National Qualifier events. You are now allowed to have a link to your own website from your own profile area. The training course to reach this grade is a choice between Event Management or in Coaching techniques and practices. Sponsorship opportunities now exist at this level of license.

**Purple License** – At this level you are licensed to run National Events. The Training courses at this grade are either on Advanced Event Management or Supervisory Coaching Skills. Both of these will lead to enhanced financial opportunity

**Brown License** - Licensed to coach professional Octathletes. The Training course is all about high performance level training.

**Black License** - At this level you are able to run International events & licensed to train the coaches. The training course is on high performance coaching

### **How to go up the License levels**

You automatically start with the yellow license when you purchase the book and the license. Alternatively you could do a short half day course at a recognised training centre, for the same price, where they will explain things in more detail.

If you want to go up to the Orange License you need to purchase the Orange license training package from the shop. You will then receive a training manual with instructions. Essentially it is an evidence based assessment where you have to provide evidence of how well you are running the group training sessions and the events via feedback from your members and your own self assessment.

To pass and gain Orange grade you will then have to attend a practical assessment day which will include a full run through of the Octathlon Club course and it will assess your ability to run Group Octathlon classes and your ability to judge and to run events.

The practical assessment days as well as many of the higher level licenses will be run by training providers, many of which will have places local to you where you can attend these days. They may also be higher grade Octathlon Trainers who have taken out a Training provider license. This is another option for you where you can go on to earn from the Octathlon where you will be assessing & grading other trainers.

Going from an Orange license to a Green one, and beyond, is done in a similar way. You purchase the Green license manual from the shop on this site, or at a training centre, but only if you already hold the Orange license. You will then need to practice the heart rate training yourself until you feel ready to attend a workshop and

assessment session which you have to pass. On the workshop you will also be taught how to run the Corporate Octathlon sessions.

You will also have to meet the same requirements as the members grading system in order to go up the license levels. In other words as an Orange licensed trainer, you will need to also be an Orange grade member and so on.

If you live abroad and there is no one in your country who is able to run these practical assessment days, please contact us as other arrangements can be made.