

Corrective Exercise Business Professional

By Justin Price, MA

Corrective Exercise Business Professional is targeted towards Fitness Professionals (encompassing Gym Instructors and Personal Trainers) who is interested in developing their business skills in the area of corrective exercise.

Corrective Exercise Business Professional explores:

- Assessing the Corrective Exercise Market
- Formulating a Corrective Exercise Business Plan
- Integrating Corrective Exercise Into Your Business
- Marketing Your Corrective Exercise Business
- Creating Networks and Referral Systems
- Delivering Exceptional Customer Service

Upon successful completion, course participants will:

- Know useful and practical ways to assess the market to determine where your potential customers are and specifically what you can do to fill their pain relief needs.
- Understand what you need to do in order to develop a successful and well-organized business plan.
- Be able to integrate corrective exercise services successfully into your business.
- Have the skills to reach customers with your marketing messages
- Know how to develop and implement a customer service model and code.

Course Presenter Bio

Based in San Diego, Justin is the creator of The BioMechanics Method® which provides corrective exercise education and programming for health and fitness professionals. He is an IDEA International Personal Trainer of the Year, expert on corrective exercise for the American Council on Exercise and BOSU® and founding author of PTA Global. He is also director of content for PTontheNet and an education provider for TRX and the National Strength and Conditioning Association.