



Quotes, News, Pictures & Video [Login](#)



Top News
Reuters top ten news stories delivered to your inbox each day.
[Subscribe](#)

IS FOREX TRADING FAIR?

Why do some forex firms prevent you from placing orders inside the spread? Why do some forex firms prevent scalping or certain automated strategies? They may be restricting your trading in order to protect

Learn More
CURRENCY TRADING INVOLVES SIGNIFICANT RISK OF LOSS.

You are here: [Home](#) > [News](#) > [U.S.](#) > Article

DJIA : 8504.08 +235.44 +2.85% | Nasdaq : 1732.36 +52.22 +3.11%

Feeling the money burn, personal trainers go plural

Mon May 18, 2009 6:27am EDT

[Email](#) | [Print](#) | [Share](#) | [Reprints](#) | [Single Page](#)

[\[-\] Text](#) [\[+\]](#)

U.S.

[Swine Flu](#)

Politics

International

Technology

Entertainment

Sports

Lifestyle

Oddly Enough

Health

Science

Special Coverage

Video

Pictures

Your View

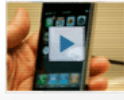
The Great Debate

Blogs

Weather

Reader Feedback

REUTERS VIDEO TECHNOLOGY



1 of 1

[Full Size](#)

[Featured Broker sponsored link](#)

By **Dorene Internicola**

NEW YORK (Reuters Life!) - Even in times of plenty personal trainers had the whiff of indulgence about them, coddling actress Sarah Jessica Parker back to her pre-natal abs or enabling Madonna to bypass her last 10 years.

But not all personal trainers have celebrity clients and with the economy in free fall their non-essential service is feeling the same pain as their belt-tightening clientele.

So to cope, many have made the journey from exclusive to semi-private.

"Business is down across the board," Neal Pire, an exercise physiologist and president of Inspire Training Systems, said in an interview.

"Small group training has been growing over the last five years, but exponentially in the past year," Pire, who trains personal trainers, said from his office in Bergen, New Jersey.

"Price-point has been a real consideration for the client."

Cedric Bryant, chief science officer of the American Council on Exercise (ACE), agrees.

"As discretionary income shrinks, personal trainers try to accommodate by working with two-to-four individuals at a time," he said from Seattle, Washington.

"It's not private but the trainer can make more money on hourly basis. Rather than \$80 an hour, he or she can charge three people \$40 each," said Bryant, whose non-profit organization sets certification standards for trainers.

Bryant says clients are benefiting from the camaraderie and motivation of the group, even as personal trainers work harder to boost their interpersonal skills, what he calls "the art of personal training."

"Rather than rely on the gadgets and gizmos, trainers are recognizing that the way to separate themselves is to develop strong relationships," he said.

Bryant said the most robust group trends are, at first glance, opposites. At one end there is boot camp, a vigorous, non-stop workout involving calisthenics, jumping jacks, and crunches. At the other is yoga, a practice that coordinates postures and stretches with breath.

For David Harris, senior director of personal training at Equinox Fitness, they reflect the Zeitgeist, as well as the individual.

"It's an interesting counterpoint. The boot camp approach is in play because of the times we're living in, it's more aggressive. Conversely, we're also seeing more participation in yoga," he said.

"Each offers stress relief," he said. "I think it depends on temperament. Boot camp is more for the extrovert needing to throw off a lot of energy. Yoga is more for the introvert pushing past personal boundaries."

While the industry might be reeling from the recessionary body blow, experts are confident it will regain its footing.

EDITOR'S CHOICE



A selection of our best photos from the past 24 hours. [Slideshow](#)

MOST POPULAR ON REUTERS

[Articles](#) | [Video](#)

1. **Lars von Trier film "Antichrist" shocks Cannes**
2. **Obama presses two-state solution in U.S.-Israel talks** | [Video](#)
3. **Earthquake shakes Los Angeles area**
4. **Sri Lanka wins civil war, says kills rebel leader**
5. **U.S. health officials troubled by new flu pattern**
6. **Man tried to hire prostitute for his son, 14**
7. **UPDATE 2-New Tom Hanks thriller fails to crack 'Code'**
8. **Toyota cranks up heat on Honda with new Prius** | [Video](#)
9. **Clouds on horizon for "American Idol" juggernaut?**
10. **New "Terminator" no fun without Schwarzenegger**

[Most Popular Articles RSS Feed](#)

WE WANT TO HEAR FROM YOU

Join the Reuters Consumer Insight Panel and help us get to know you better

Please take a moment to complete our survey



The U.S. Bureau of Labor projects employment of fitness workers will increase 27 percent over the 2006-2016 decade, as more people spend time and money on fitness.

"The landscape is changing but the future is very bright for fitness business," Harris said.

Pire agrees: "I see many second-career trainers -- from attorneys-turned-trainers to corporate-ladder-climbers-turned-trainers to stay-at-home moms-turned-trainers. It is not your traditional college-based education to workplace experience."

Maybe these hopefuls figure the best way to combat uncertainty -- in the job market and at the gym -- is with a well-formulated plan.

"The most important thing a trainer can do is help the client determine specific goals," Pire said.

"If you don't know where you're going, how do you know when you get there?"

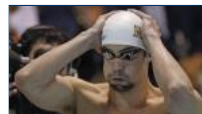
© Thomson Reuters 2009 All rights reserved

SHARE: [Del.icio.us](#) [Digg](#) [Mixx](#) [Yahoo!](#) [Facebook](#) [LinkedIn](#)

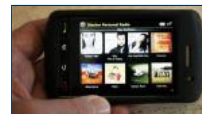
ALSO ON REUTERS



Blog: "Don't look at me, I'm just a kid — bill my parents!"



Can Phelps dominate the sprint in swimming comeback?



Full Coverage: Reuters Global Technology Summit

MORE TOP NEWS

[GM bankruptcy seen as all but inevitable](#)
[Obama presses two-state solution in U.S.-Israel talks](#) | [Video](#)
[American Express to cut 4,000 jobs](#)
[Obama faces test on closing Guantanamo](#)
[U.S. to unveil new policy on auto fuel standards](#)
[More Top News...](#)

Ads by Google [What's This?](#)

[In Home Personal Trainer](#)
 Voted one of the "Top 10 Personal Trainers in San Diego County"
www.optimalfitness.biz

[Personal Trainer Degrees](#)
 Inside Scoop on Personal Training. School Ratings, Applications & More
www.NaturalHealers.com

[Personal Trainer Program](#)
 Become a Certified Personal Trainer online with Penn Foster.
www.PennFoster.edu

[Personal Trainers](#)
 Searching For Personal Trainers? See Our Personal Trainers Guide.
kellyscornerstore.com

Reuters.com: [Help and Contact Us](#) | [Advertise With Us](#) | [Mobile](#) | [Newsletters](#) | [RSS](#) | [Interactive TV](#) | [Labs](#) | [Archive](#) | [Site Index](#) | [Video Index](#)

Thomson Reuters Corporate: [Copyright](#) | [Disclaimer](#) | [Privacy](#) | [Professional Products](#) | [Professional Products Support](#) | [About Thomson Reuters](#) | [Careers](#)

International Editions: [Africa](#) | [Arabic](#) | [Argentina](#) | [Brazil](#) | [Canada](#) | [China](#) | [France](#) | [Germany](#) | [India](#) | [Italy](#) | [Japan](#) | [Latin America](#) | [Mexico](#) | [Russia](#) | [Spain](#) | [United Kingdom](#) | [United States](#)

Thomson Reuters is the world's largest international multimedia news agency, providing investing news, world news, business news, technology news, headline news, small business news, news alerts, personal finance, stock market, and mutual funds information available on Reuters.com, video, mobile, and interactive television platforms. Thomson Reuters journalists are subject to an Editorial Handbook which requires fair presentation and disclosure of relevant interests.

NYSE and AMEX quotes delayed by at least 20 minutes. Nasdaq delayed by at least 15 minutes. For a complete list of exchanges and delays, please [click here](#).