



CAREER MOVES

YOUR GUIDE TO
BECOMING A
PERSONAL TRAINER
FROM NASM

NATIONAL ACADEMY OF SPORTS MEDICINE

Congratulations!



I personally want to congratulate you on considering becoming a Certified Personal Trainer through NASM.

We created this guide to provide an overview of what to expect in this thrilling profession.

It's an exciting time in the fitness industry. More and more people are choosing healthier lifestyles, so there are more opportunities than ever to make a living by changing people's lives.

For over 30 years, the National Academy of Sports Medicine (NASM) has been the gold standard for fitness certifications. People just like you with busy schedules, fulltime jobs, and other commitments,

now have successful careers and side jobs as personal trainers.

On behalf of all of us at NASM, we're excited you're interested in motivating others to lead happier, healthier lives.

Gratefully,

A handwritten signature in white ink that reads "Laurie McCartney". The signature is fluid and cursive, with a long horizontal stroke at the end.

Laurie McCartney

President, NASM, AFAA & Premier Global NASM



**What your
journey looks
like from
start to finish**



1. You decide to take the next step

It's a big decision, and we congratulate you for it. You'll be changing the world, one client at a time.



2. Research and choose a provider that fits you best, and also offers you the best education

We encourage you to look around. (Of course, we hope you'll keep in mind that NASM certifications are the most sought after, and the most respected in the personal training industry.)



3. Learn your craft

With the convenience of digital learning, combined with interactive classes and optional live workshops, you could earn your certification in as little as 4-12 weeks, as long as you...



4. Pass the exam

You'll have 3 chances to pass, with plenty of guidance and preparation along the way.



5. Off you go!

With NASM's support, you'll build your client roster and start making money in almost no time. And our Success Coaches will be with you every step of the way.



So why
NASM?

You'll leverage the power of NASM's Optimum Performance Training® Model – OPT™

The OPT™ Model is based on scientific evidence and principles and is highly adaptable and versatile in its application, progressing individuals through five distinct yet complementary training phases.



It's just part of what has set NASM apart from the competition for 30 years and counting.

**Because of our experience,
the expertise of our
instructors, and the quality
of our content, we equip
the best personal trainers
in the world.**

All of these gyms hire our trainers because they know they're of the highest quality. Plus, NASM personal trainers often earn more than their peers.*



ASCENSION PERFORMANCE



burn boot camp



HAVASU FITNESS

* - Median income for NASM certified trainers is based on respondents to an NASM 2016 survey who identified themselves as full-time trainers and who provided income data (respondents who did not report an income or reported an income under minimum wage have been excluded), compared to industry median income for full-time personal trainers as reported by the U.S. Dept. of Labor, Bureau of Statistics for 2015 available at <http://www.onetonline.org/link/summary/39-9031.00> (last visited March 30, 2017).

Learn at Your Own Pace

With NASM's exclusive online platform, you can earn your certification in as little as 4-12 weeks.

But we understand everyone's schedule is different.

So you can learn at a pace that's convenient for you. In fact, once you sign up, you have up to 6 months to take your certification exam.

With NASM, you choose the level of support you need.

BASIC		MOST POPULAR		BEST VALUE
Self-Study		Guided Study		All-Inclusive
\$46 \$68 /month Interest-free payment plans or \$559 \$799 (30% OFF)		\$91 \$132 /month Interest-free payment plans or \$1049 \$1499 (30% OFF)		\$115 \$195 /month Interest-free payment plans or \$1319 \$2199 (40% OFF)
Premium Self-Study \$65 \$95 /month Interest-free payment plans or \$769 \$1099 (30% OFF)				
<ul style="list-style-type: none"> ✓ 100% Online Course ✓ NCCA Accredited Exam ✓ State-of-the-Art, Digital Learning Platform ✓ High-End Learning Videos ✓ Audio Chapter Summaries ✓ Exercise Demonstration Library ✓ Handouts and Resources Library ✓ Practice Exam, Quizzes and Knowledge Checks Job Guarantee One-year NASM EDGE Trainer Plus Bonus Course: Fundamentals of Virtual Coaching Unlimited Access to NASM Fitness Experts Certification Exam Retest NASM-CPT Hardcopy Textbook Bonus Course: Motivational Interviewing for Coaches NASM EDGE CPT Exam Prep Gymternship™ Recertify for Life 	<ul style="list-style-type: none"> ✓ 100% Online Course ✓ NCCA Accredited Exam ✓ State-of-the-Art, Digital Learning Platform ✓ High-End Learning Videos ✓ Audio Chapter Summaries ✓ Exercise Demonstration Library ✓ Handouts and Resources Library ✓ Practice Exam, Quizzes and Knowledge Checks ✓ Job Guarantee ✓ One-year NASM EDGE Trainer Plus ✓ Bonus Course: Fundamentals of Virtual Coaching Unlimited Access to NASM Fitness Experts Certification Exam Retest NASM-CPT Hardcopy Textbook Bonus Course: Motivational Interviewing for Coaches NASM EDGE CPT Exam Prep Gymternship™ Recertify for Life 	<ul style="list-style-type: none"> ✓ 100% Online Course ✓ NCCA Accredited Exam ✓ State-of-the-Art, Digital Learning Platform ✓ High-End Learning Videos ✓ Audio Chapter Summaries ✓ Exercise Demonstration Library ✓ Handouts and Resources Library ✓ Practice Exam, Quizzes and Knowledge Checks ✓ Job Guarantee ✓ One-year NASM EDGE Trainer Plus ✓ Bonus Course: Fundamentals of Virtual Coaching ✓ Unlimited Access to NASM Fitness Experts ✓ Certification Exam Retest ✓ NASM-CPT Hardcopy Textbook ✓ Bonus Course: Motivational Interviewing for Coaches NASM EDGE CPT Exam Prep Gymternship™ Recertify for Life 	<ul style="list-style-type: none"> ✓ 100% Online Course ✓ NCCA Accredited Exam ✓ State-of-the-Art, Digital Learning Platform ✓ High-End Learning Videos ✓ Audio Chapter Summaries ✓ Exercise Demonstration Library ✓ Handouts and Resources Library ✓ Practice Exam, Quizzes and Knowledge Checks ✓ Job Guarantee ✓ One-year NASM EDGE Trainer Plus ✓ Bonus Course: Fundamentals of Virtual Coaching ✓ Unlimited Access to NASM Fitness Experts ✓ Certification Exam Retest ✓ NASM-CPT Hardcopy Textbook ✓ Bonus Course: Motivational Interviewing for Coaches ✓ NASM's Edge CPT Exam Prep ✓ Gymternship™ ✓ Recertify for Life 	
\$46 \$68 /month * \$49 down + 11 payments		\$91 \$132 /month * \$49 down + 11 payments		\$115 \$195 /month * \$49 down + 11 payments

A woman with dark hair tied back, wearing a black halter-neck top, looking directly at the camera. The background is a blurred gym with various equipment.

What comes after certification?

**Increase your skillset –
and your paycheck –
with a specialization.**

Adding a specialization to your body of knowledge can help shape the future of your business, increase your earning potential, and help you change more lives than ever before.

You'll gain all the skills, knowledge and confidence needed to help your clients – and yourself – succeed. Here are just a few of the specializations NASM offers:



NASM-PES

Performance Enhancement Specialization

Give your clients the competitive edge it takes to win by improving their flexibility, speed, and performance. You'll improve your personal marketability with sports-minded clientele – from weekend warriors, to pro-level athletes.

NASM-CES

Corrective Exercise Specialization

Understand and optimize your client's movement with the NASM-CES. You'll be able to assign individualized exercises to clients, helping them improve movement quality.



NASM-CNC

Nutrition Certification

Everything you need to give individualized nutrition coaching for any level of client. You'll meet your clients wherever they are on their paths towards health, and create lasting strategies for navigating real-world situations.

YOU'LL HAVE EXCLUSIVE CAREER OPPORTUNITIES.

NASM provides you with plenty of resources to keep the opportunities coming.



NASM partners with leading clubs and gyms. Which means increased chances of finding employment at one of them.



Exclusive business tools to help you maximize your time, profits, social presence and, most importantly, your self worth.



The NASM Job Board, which is constantly being updated with employment opportunities.



And of course, with our Premium Self-Study, Guided Study and All Inclusive Programs, *NASM guarantees you'll find a job within 90 days of your NASM-CPT certification.*



You have what it takes.

Just read these testimonials from our graduates. People with busy schedules just like yourself who succeeded, and went on to pursue a career in the fitness world.

"I am forever thankful to NASM for providing me with the best education to successfully improve my clients' lives. Every day I get to do what I love!"

CRYSTAL REEVES
NASM MASTER TRAINER, NASM-CPT,
CES, PES, FNS, WFS

"I have been certified for 19 years with NASM. If you're serious about the business, it's the best. Most places highly recommend NASM."

SUZANNE HYDE
NASM-CPT

"I cannot fully express how happy I am with the knowledge that NASM has given me!"

RENE MORENO
NASM-CPT, PES, FNS

"NASM has become a second family to me, and I am so glad that I chose to go with the BEST!"

AMBER BOYD
NASM MASTER TRAINER,
NASM-CPT, CES, GPTS

"So glad I chose NASM to complete my personal training certification. From start to finish, they have been great! If you're seriously interested in becoming a CPT, then NASM is my recommendation for you!"

BRENT TYLER
NASM-CPT



When you're ready to fulfill your dream,
make it a reality by calling

(800) 460-6276