



# Top Questions to Ask Before Hiring a Trainer

nielsenfitness  
PREMIUM PERSONAL TRAINING

At Nielsen Fitness, we understand how overwhelming it can be to seek out a personal trainer, especially for the first time. You'll want to do your due diligence when researching and interviewing a prospective trainer. Here are some things we suggest you ask to determine whether a potential trainer is a fit for you.



Our trainers go beyond simply being certified, and are committed to using their knowledge to help people improve their fitness, health, and thereby their lives in general!

## **1. What are your certifications?**

All trainers must have earned an appropriate personal training certification before working with clients, to ensure that they can work with your specific needs and are aware of appropriate training practices, and all of our trainers have been certified through well-recognized bodies. However, a certification is not necessarily insurance that a person will be an excellent trainer, or that they will continue to be motivated to keep up to date and apply their knowledge to the best of their ability. Therefore, all of our trainers undergo a diligent hiring process, which includes a practical component, to ensure that each team member meets the high level of standard that you should expect from Toronto's leading provider of personal training.

## **2. How long have you been a certified personal trainer?**

This one comes down to the ever-important matter of experience. The longer a person has been operating as a certified trainer, the better it is for the client. When they are working with you, your trainer will be drawing upon all their previous experience in order to give you the best workouts possible and to help you achieve the best results possible!

## **3. Are you insured?**

We take safety very seriously. All Nielsen Fitness trainers are required to purchase and carry liability insurance. Should you be injured during a session, you will not be left without recompense for situations such as missing days at work.

#### **4. Where do you see yourself in 5 years?**

It is important to ask about your trainer's long-term goals to make sure that they will be present to support you over the years as you progress. Some businesses have a very high employee turnover rate, and trainers move into and out of a client's life like a revolving door. Of course, you would prefer a consistent trainer who knows you well: knows your specific needs and goals, and has demonstrated an ability to consistently meet them. Nielsen Fitness' trainers have all demonstrated loyalty and commitment to their clients, guiding them and improving their fitness levels over the years.

#### **5. What are you doing to further your education and improve yourself as a trainer?**

Mediocre trainers complete their baseline fitness certifications and never improve their knowledge base or improve their performance with their clients.

Great trainers distinguish themselves by keeping current with emerging research and regularly update their training in order to give you the best results possible. All of Nielsen Fitness' trainers regularly update their training, whether through completing additional external certifications or through in-house professional development events where trainers get together to share their expertise with one another.

#### **6. Do you specialize in any modalities or equipment?**

Although all trainers have a broad knowledge base and are familiar with all common fitness equipment, some trainers have a strong interest in particular exercise modalities, be it working with kettlebells, High-Intensity Interval Training (HIIT), working with the swiss ball, or something else. If you have a particular interest in any such modality, let us know and we will do our utmost to match you with a trainer who shares your interest!



## 7. Have you ever injured a client?

Knowing your trainer's history, including its darker moments, is vital. You should be able to get a picture of your trainer's skill and knowledge by looking at their testimonials and checking their references. A history free of client injuries indicates an extensive knowledge base that has been successfully applied to prevent injuries. Where necessary, Nielsen Fitness trainers will also use their extensive fitness and anatomical knowledge to collaborate with your physiotherapist or RMT to speed up your recovery and prevent aggravating pre-existing injuries.

## 8. Are you experienced enough to work with someone who is no longer 20?

As we age, our bodies inevitably change.

It is essential to keep this in mind when training adults in their 30s and beyond. Muscle recovery may slow down and connective tissues may become more prone to injury through overstraining or tearing. Further, as we age we often accrue a history of injuries and resulting compensations. An excellent trainer understands all of these issues and will be able to design a workout regimen appropriate to your fitness level and age. Nielsen Fitness workouts are customized to your specific needs and goals and your outcomes are measured by specific metrics, based on your fitness goals.

## 9. Can you work with someone who has an injury?

Absolutely! Injuries, while unfortunate, do not have to derail your training at all! Your trainer should have the necessary knowledge to work around any injury by modifying your training to allow the injured area to rest, or by modifying the exercises you are given so they are safe for you.



## **10. Can I train with you even if I have a chronic condition?**

Again, absolutely! On the team, we have trainers who specialize in all areas of fitness including working with special populations and special health conditions, and we will match the trainer and their skillset to your needs. Nielsen Fitness will never turn away anybody who is committed to exercising and improving their fitness and health.

## **11. Do you perform a fitness assessment?**

Absolutely! Before you begin your sessions with your Nielsen Fitness trainer, we will come for a complimentary fitness assessment where we take your measurements, discuss your needs and goals, and give you a mini workout to get the ball rolling.

## **12. Do you track client progress?**

Surprisingly, not all personal trainers invest the effort to accurately track their clients' progress!

This means that their clients will not have an accurate picture of how far they have come or how close they are to reaching their goals. Nielsen Fitness offers regular fitness assessments, where we measure your body to determine not only your measurements but also calculate the amount of lean muscle you are carrying and your body fat percentage. We then use this information to further customize your workout program and, where possible, give you appropriate nutritional suggestions.

## **13. What protocol do you use to track client progress?**

An accurate, standardized measurement technique is crucial; otherwise, results will be meaningless. Nielsen Fitness trainers are well-versed in proper measurement techniques, ensuring you get an accurate picture of your fitness level and body composition every time you are assessed. To measure your body, we use two techniques: circumference measurements and caliper measurements.



The circumference measurements are taken with a measuring tape and are especially useful to determine how well the two sides of your body are coming into alignment – often clients begin with a greater amount of muscle on the neurologically dominant side of their body, an imbalance which can lead to injury and joint soreness if it persists. The caliper measurements on the other hand are used to determine the amount of adipose tissue that exists at different points of your body, allowing us to very accurately determine your body fat percentage and body composition.

## **14. What happens if I'm sick or can't make a session?**

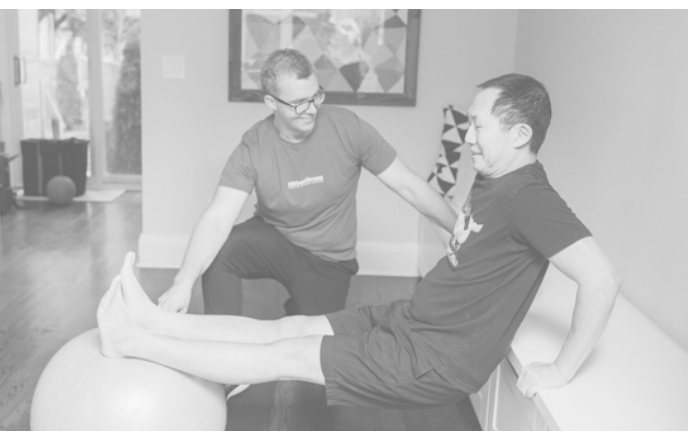
If you have to miss a session, we expect you to give your trainer 24 hours' notice, or else you will be charged for the session.

This 24-hour cancellation policy is in place to keep both trainers and clients accountable to their goals.

Further, your trainer is a dedicated, skilled professional whose time is valuable. That being said, we all know that sometimes life throws us unexpected curveballs, and where 24 hours notice is not possible, we will use our best judgement on canceling without charge.

## **15. What would you do if you missed a workout?**

Missing scheduled appointments demonstrates a lack of investment in your progress and success. All of Nielsen Fitness' trainers are committed to arriving and arriving on time. If something unexpected happens to your trainer suddenly en route or before your appointment, we will let you know as soon as possible and strive to make it right. We deeply value the hard work you put in and take your commitment to your goals seriously!





## **16. What happens when you're sick or away on vacation?**

If a trainer is sick or on vacation, they can draw upon the large and skilled Nielsen Fitness team to have an alternate trainer conduct your sessions. You should never be left hanging if your trainer is away!

## **17. What are your rates?**

Nielsen Fitness strives to offer a training package to suit every budget. To begin, we offer two levels of service: Express and Platinum. Express sessions are 40 minutes in duration, while Platinum sessions last for 60 minutes, and are recommended for clients with pre-existing conditions or chronic injuries.

After a Platinum session, you will receive a written copy of your workout, and you have constant access to your trainer for further guidance, whether you seek additional information on your exercises or nutritional support! Contact us to learn more about our rates and get started by applying for your first free workout and assessment!

