



Cardiff Personal
Training Studio

www.cardiffptstudio.co.uk

The TRUE cost of Personal Training...

One of the misconceptions we believe personal training possesses, is the cost.

Here at Cardiff Personal Training Studio we try to make personal training as cost effective as possible.

We are happy to train pairs so you can split the cost and we also offer a full service using up to date technologies so you are not just paying for your individual personal training session, but in fact you are paying for us to help facilitate your lifestyle change.



An example we are often told by our clients is how much they have paid in monthly memberships and never really used the facilities compared to paying for a regular PT session that has motivated them to change their bad habits, and encouraged them to do more exercise.

Using this example take a look at a typical 6 month comparison of health club membership and regular PT sessions:

Case Point 1

- **Standard Gym / Health Club**
£95 joining fee plus
£50 monthly membership
(£49.95 to make you feel better!)
 - **Cardiff PT Studio**
£100
- Felt proud for joining a gym!
 - Used the gym 4 times
(including signing the paperwork!).
 - Had an induction from a young lad but could not remember anything he had said when you went back in yourself. Spent most of the time playing around with all of the equipment during your other two sessions.
 - First session was a 'gentle' introduction to exercising correctly for your aims.
 - Your PT explained that you will have a few muscle aches and went through some stretches that will help them recover.
 - Your second session was a bit more intense and your PT gave you some 'homework exercises' to do in between your PT sessions. The importance of nutrition was also discussed and how vital your eating is to achieving your aims.
 - Session 3 provided a programme for you to do outside of your PT sessions integrating all the exercises that had done in the previous two sessions. This bespoke programme used all the equipment (or lack of equipment) that you told your PT you had access to using.
 - In total you had 4 45 minute PT sessions and trained 4 times on your own. 8 sessions in a month!

Case Point 2

- £50
- Used the gym 2 times - everything felt so hard, you didn't really know what to do, and you didn't feel any progress so you didn't go again after the second session that month.
- £75
- 12 sessions - 3 PT sessions plus 9 sessions on your own including the programme that your PT gave you to do while you was working away. You were now developing the knowledge of how to train correctly for your aims from what you PT had taught you during the first 7 sessions.

Case Point 3

- £50
- 6 uses - you decided to make a concerted effort to use your gym so went twice in the first week and three times in the second week, you even did a class on the second week but felt so uncoordinated and behind you decided never to do one again!
- Then after your 6th visit you weighed yourself and realised you have gained weight rather than losing weight (your original aim). Felt de-motivated and didn't use it again that month...
- £90
- 13 sessions - 3 PT sessions plus 3 small group classes (SGC), and 7 sessions on your own including completing a fitness challenge (e.g. 10km Race) – something you never thought you would do! Your PT did the challenge with you and gave you the confidence to enter and complete it.
- You were now really seeing the benefits of exercise and your friends were noticing how much your body shape had changed.

Case Point 4

- £50
- 0 uses! Could not find the motivation to go to the gym after last month's hard work but lack of results.
- £65
- 15 sessions in a month - 2 PT sessions plus 3 small group training classes (SGC), and 10 sessions on your own. You started enjoying the SGC classes more and more so between you and your PT you decided it would be a good idea to do more of those next month so you could save money for your holiday but keep up with your training.

Case Point 5

- **£50**
- 0 uses - after 6 weeks of not using your gym you decided to go and cancel your membership but found out you had to give a calendar month notice so you would still have to pay another monthly fee!
- **£25**
- 12 sessions this month, 6 SGC classes, and 6 sessions on your own despite going on holiday! You found it hard to get back to exercising after your holiday but the SGT classes motivated you to 'get back to it' even though it felt pretty tough!

Case Point 6

- **£50**
- Never want to go near the place again after getting de-motivated to achieve your original goals and feeling robbed by the place for having to pay another month 'not to use it'.
- **£25**
- Continues with buying the SGC class packages to keep you motivated to train. You are now training 14 times a month (3 or 4 times a week) and is now part of your lifestyle and you even feel guilty when you miss a session! Your diet has completely changed, and your body looks completely different to what it was 6 months ago.

Case Results

- **Total payment - £395**
Total number of exercise sessions - 11
- **Total payment - £380**
Total number of exercise sessions - 74

Cost per session - £36

- Achievements – de-motivated and feeling robbed!

Cost per session - £5.14

- Achievements – a 'new you'! Exercise is now part of your life, and your PT has given you the knowledge of how to train and adapt your lifestyle to achieve your aims. You are forever grateful for their time and help, and even though the sessions are tough at times you know you will feel great at the end of them...



Cardiff Personal Training Studio is a fully equipped gym dedicated to personal training. We are here to help you get fitter and healthier

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