

# Why Not I.A.R.T.?

## "Are You Recognized?"

One of the strongest objections toward obtaining I.A.R.T. certification seems to be that of *recognition*. We often receive e-mails or phone calls asking if we are "recognized", which is a subjective term that reflects the philosophy of the fitness facility and their exposure to countless magazine advertisements and hordes of instructors pouring out of weekend certification clinics.

Yes, we are recognized, as an educational institute with the Canadian federal government, but that is not enough in the eyes of many gym owners because of their exposure to 'how things are'.

Because of this mentality and the low standards that are encouraged world-wide, we even had a few customers return our courses while some potential students changed their minds about a purchase since the gym they wished to work "did not recognize" the I.A.R.T.

In one respect this does not make sense, since why would a gym not recognize a year of intensive, detailed study and application, yet recognize a quick weekend course consisting of a multiple-choice guess and 'fill in the blanks' exam?

On the other hand, this does make sense if you consider that it doesn't require a Formula 1 racer to do your grocery shopping.

In other words, there are few, if any, commercial gyms that can or will implement our advanced methods of clinical fitness prescription since their focus is on selling memberships and not catering to the individual needs of their clients. Consequently, if your goal in life is to work for a large commercial gym, then your best option is to investigate other certification options.

In fact, because of the immense disservice most commercial gyms provide their clientele, they shouldn't be in the business of offering personal trainer services. Fitness instruction services should be the responsibility of independent fitness professionals who take the time to cater to the needs and desires of those seeking such services.

Now, this is not to say that the average personal trainer working in a typical commercial gym can't purchase our materials, since we do guarantee their contents and full customer satisfaction; nor are we saying that these people shouldn't own an I.A.R.T. certification. Rather, once they become acquainted with our methods and standards, they will become very frustrated as to the standards of commercial gyms and what they have been doing (or not doing) for their clients.

Perhaps this is a good thing, since they will be encouraged to become financially independent and more responsible for the health and wellbeing of others, a situation far more rewarding than working in a "factory meat market."

## **"I Don't Have the Time to Devote to Your Studies."**

Suppose that 'recognition' is not a factor, since you plan on working for yourself and demonstrating to this industry that you do have higher standards. The other objection you may have is time.

You have to keep something in mind: I.A.R.T. certification must be treated as you would college or university. Of course, you don't have to 'attend' every day, for several hours, but you certainly have to put forth far greater effort than you would other certifications. You can't merely read a book, memorize its contents, then write a simple exam.

Unfortunately, we could not get away with anything less than intensive practical application. Our focus is to have our instructors become as competent as possible in fitness prescription and instruction, and to maintain the highest standards, and this requires sufficient study and "in the trenches" work.

The opposite seems to be the growing trend. Many personal trainers want to be 'certified' and get started (making money and enjoying the profession) right away, but few understand the concept of *professional standards and ethics* and being responsible for the health, safety, and care of other people.

They want the easy way out and the fastest method to become certified (so long as it is recognized!). This is why there are now certification you can complete on the Internet... in a matter of minutes!

Those who suggest that the I.A.R.T. certification process is very time consuming, and it is and needs to be, must realize that we all have the same number of seconds, minutes, and hours in our days. But what we do with that time makes all the difference.

Business people who are most knowledgeable and successful INVEST the necessary time. They take the proverbial 'bull by the horns' and do what needs to be done because they are aware of the rewards and self-satisfaction once they complete the journey.

Something else you should consider is that once certified, your education training has just begun. To keep on top of things requires further reading and studying, just as medical doctors do. Consequently, if you think all there is to being a fitness professional is a quick exam with no further studying and research, you're in for a big surprise... at least if you want to be successful.

You might as well get used to applying yourself to proper studies now and invest in an I.A.R.T. certification.

## "I Can't Afford Your Certification"

The final objection is one of cost, and since we are no more expensive than other certification options, this concern is typical across the board.

And so we have the situation where some people are willing to put forth the effort, and because they plan on upholding the highest standards possible, they want to be I.A.R.T. certified. But the problem is one of money.

What some people fail to realize is that I.A.R.T. certification does not come with a cost, but is an INVESTMENT. Think of the potential money to be made by offering the finest services anywhere, and at a cost of only \$1.56 per day, from beginning to end of the certification, all inclusive!

A nurse, for example, another health care provider, does not make as much money as most independent personal trainers, yet a nurse will spend a minimum two years in college and several thousand dollars to obtain his or her education. If this fact, together with the low \$1.56 per day investment, does not bring to light the value of I.A.R.T. certification, then read on...

You see, everyone's a member of the "Wish-Ida" club... I Wish Ida invested in that stock... I Wish Ida have purchased that gadget when it was on sale... the list is extensive, and all of us can, at one time, think of when we thought "I Wish Ida..."

If an I.A.R.T. certification is something you really want, then you need to go for it! After all, isn't it true that the only time you have ever really benefited from anything in your life has been when you said "yes" instead of "no"? Think of the things you own or have accomplished simply because you decided to say "yes" and take action.

Understand that the I.A.R.T. is not simply offering just another product so that you will have some skills to offer a service. We are offering a boost in knowledge, ability, and professionalism. These factors will make you more productive, marketable, and better able to meet your clients' needs. As a result, you are investing and owning more than a certification course... things that cannot be achieved in the same quality and to the same extent anywhere.

You still may be thinking that an I.A.R.T. certification is not in your budget. If you plan on being an independent personal trainer, running your own business service, then you are no different than any well-managed business, in that all businesses need to 'control' the flow of money with a carefully planned budget.

A budget is a necessary tool for every company to give direction to its goals. However, this tool does not dictate how the company is run... it must be flexible. Likewise, don't you think that you need to be flexible with your budget to nurture your best financial interests now and in your competitive future?

An I.A.R.T. certification is a system that will allow you an immediate and continuing competitive edge, and any serious fitness professional must manage his or her budget so that it is flexible to invest in such a worthwhile professional venture.

## **"The Law-of-Ten Determines a Thing's Value"**

At this point you may have decided on 'a' certification, since you have both the time and budget flexibility to invest. Your next question may be "Why the I.A.R.T.?" If you visit our web site at <http://www.ExerciseCertification.com>, you will note that we have one of the most extensive and detailed FAQs and information packages in the industry, proving we know what we're talking about and we have nothing to hide. However, a method to determine the value of something is to determine whether it will stand the test of ten-times.

For example, in the past you may have purchased jewelry, a car, a house, or some other item that has provided you enjoyment or pleasure. But after awhile of owning the item, could you answer this question positively: "*Would I now be willing to pay ten times more for it than I did?*" In effect, has it given you that much pleasure, increased income, improved knowledge and ability, etc.?

A clear example is if you paid for some advice that improved your health or saved your life... certainly that was worth more than you paid. If you think carefully, there likely are a number of things you would have paid more for after you experienced the quality of the product, service, or advice.

If you step into the future, ten years from now, you will realize, as many of our instructors have, that today's investment in an I.A.R.T. certification is worth far more than you are investing today. On the other hand, we are well aware of personal trainers who have been certified through other organizations, but who still feel as though they are lacking in knowledge and ability. Does that sound like a quality education?

We encourage you to visit our testimonials page at:

<http://www.ExerciseCertification.com/departments/testimonials.html> and read from several very happy customers and instructors who will tell you WHY you need to invest in the I.A.R.T. You certainly don't read testimonials like that anywhere else!

If you have further concerns, please contact us so that we can help. And if you are ready to undertake an I.A.R.T. certification, please complete our [application](#) for enrollment and remember the motto:

**"I'm the 'T' in I.A.R.T."**