

The University of Tampa

Get Wright Fitness

Bryan Wright
Capstone Project
Dr. Chris Gurrie
August 10th, 2021

TABLE OF CONTENTS

INTRODUCTION

EXECUTIVE SUMMARY	#1
OBJECTIVE	#1
LOGO	#2
MISSION	#2
KEYS TO SUCCESS	#2

ABOUT ME

WHO	#2
WHERE	#3
WHY	#3

SERVICES

SERVICE DESCRIPTION	#3
LEGAL STRUCTURE	#3
COMPETITIVE COMPARISION	#3-4
MARKET	4
TECHNOLOGY	#4-5
TRAINING	#5

ANALYSIS

MARKET NEEDS.....	#5
MARKET TRENDS	#6

MANAGEMENT

MARKET NEEDS.....	#6
-------------------	----

FINANCIAL

EXPENSES.....	#6
---------------	----

SCREENSHOTS

WEBSITE	#7-9
INSTAGRAM POST	#10

PERSONAL TRAINING

SERVANT LEADERSHIP THEORY	#11-19
REFERENCES	#20-22

Execution Summary:

This project is broken up into parts. First, giving a brief description and insight on my business through a business plan. Next, writing my findings and then sharing that information with my audience in a strategic plan. The plan will contain multiple types of communication tactics I've learned throughout the program. Including how they will be used, a rough estimate of my finances, and how I will be measuring the effectiveness of my website and training. The third part will be my website and the necessary advertising/communication strategies revolving around social media: website design, Instagram stories, feedback on training, prices, and advertising. Get Wright Fitness is a unique fitness brand with a strong focus on providing lifestyle enhancement to its members with an upbeat friendly atmosphere for athletes and fitness enthusiasts. Wanting to accommodate our customers we are flexible where you would like training to take place. My company wants to deliver the highest level of services to our members to ensure great results.

Objective:**The Goal of the brand externally:**

As the founder of Get Wright Fitness I must set clear financial objectives to emphasize the target of my company. Some goals I want to accomplish are increasing sales figures, improving human resources, focus on customer service, and establishing strong brand awareness. Sales help companies measure their position against industry competitors. Focusing on ways to surpass the competition in market share, product quality, and brand objective. Next, the staffing of an organization is also focusing on human resources. You could also set an objective of diversifying your employees by focusing on hiring a specific number of women and minorities. In addition, focusing on customer service, you want to measure customers' satisfaction rate costs and overall product or service.

The Goal of the financial side internally:

A customer service objective could be to reduce the delivery and distribution time of products and services. Another could be to reduce the number and frequency of customer returns and complaints or to improve the response time of client inquiries. Lastly establishing brand awareness. In the age of social media marketing, many small businesses are finding that brand marketing is another vital objective. Branding is all about selling the experience of your product or service by communicating to your audience how your business satisfies a want or need or makes their lives more convenient. One branding objective could be to increase my number of social media likes on influential platforms such as Instagram. The key to making money on these platforms is not a follower count. It is having good engagement. Lastly branding objective could be to increase your social media awareness by analyzing a metric such as website visits.

Logo:

GET WRIGHT FITNESS

Mission:

Multisport and fitness brand designed to help our customers enhance their lives with an innovative experience of health and fitness. This entails custom workout routines, flexible hours of operation, and cost-effective training. Trying to cater to a large target audience trying to achieve the benefits of a healthier lifestyle. In addition to creating a network of clubs through our site and application. We want to offer our members the widest range of amenities and the friendliest service at an affordable price in a non-intimidating environment. It is our mission to provide unique programs, staff, and equipment, to fully meet the various sports and fitness levels of our members, while generating a profit for the owners and investors. Besides providing an excellent value to our customers, we are determined to create an unmatched atmosphere that will add to the enjoyment of every member and employee. Our hope is that through the use of our services members enjoy and appreciate sports, fitness, and for life will be enhanced not only physically but mentally.

Keys to Success:

- Create A Unique Selling Proposition
- Teach Clients
- Provide Individual Solutions
- Provide Positive Reinforcement & Feedback
- Follow ups (satisfied clientele)
- Keep Learning

About Me:

What: Do you want to change your mindset and physic? Do you want to further your athletic career in college? What are you long term goals and where do you see yourself?

Who am I: A student athlete in the Master of Arts in Professional Communication program at The University of Tampa? Looking to research males and females in sports to not

only help them gain physical but mental strength in sports and day to day life. In addition to creating a marketing campaign.

Who Our Target Audience Is: Currently high school and college athletes interested in advancing their skills, and targeting people that want a professional trainer?

Where: The goal for my capstone is to develop a marketing campaign and enhance athletes and my customers abilities.

Why: Growing up as an athlete, getting the right training for strength and conditioning as well as specific training for the sport you're focusing on helps dramatically especially if you want to play at the next level whether it's in college or professionally. I want to not only help but guide these athletes down the path to success with helping them get recruited and help their sports careers to take them to the next level.

Services:

Get Wright Fitness provides its members with the fitness drills and coaching by certified, personal trainers. From group to individual training the company customizes specific programs geared to increase performance, strength, speed and confidence on the field and in the weight room.

Boot Camp: intensive fitness weight loss or weight gain program geared for individuals for superior results.

Private training: a private training program uniquely designed for the client seeking to find fitness comfort through personalized one to one training in a stress-free environment.

Group Training: encompasses any and all form of fitness that's done in a group setting, led by a personal trainer.

Legal structure:

Currently my company Get Wright Fitness is a sole proprietorship but in the near future I would love to be an LLC.

Competitive Comparison:

I differentiate myself through my prices, flexibility to adhere to the customer wants and needs, exciting training regiments, and my knowledge and background in lacrosse and speed and agility. I am also NASM certified.

Some local competitors

- Retro Fitness
- Optimum Gym

- Elite Strength & Conditioning
- Anytime Fitness
- Crunch
- MI40 Gym
- Powerhouse Gym athletic Club
- LA fitness
- Lifetime Fitness

Market:

The sports and fitness industry is a booming business. The games and wellness industry is a thriving business. Businessperson magazine reports that wellness is a 17.6-billion-dollar industry that has nearly multiplied over the most recent 10 years. Preparing is intended for customers who are looking for long haul results better way of life as after effect of being fit and have a better body and attitude. Get fit stay fit and have a good time. In any case, the wellness business presents various difficulties including maintenance, steady loss, and rivalry. To react to these, we should join an essential organization center around client connections and the board procedures to remain on top of things. (IBISworld, 2020)

By maintaining my focus in strategy, marketing, program development, and fulfillment, I will be known as one of the top fitness trainers for lacrosse in the area. With Tampa being a developing city there is plenty of room for growth. We should be aware, however, that our competitive edge may be diluted if we become complacent in our program development and implementation. It will be important for us to keep up with the current trends in both sport and fitness programs.

All of the users of my training must feel like they are getting the best possible value for their money. If there is a better value, for equal services, we will match or beat that value for our customers. We would like to cater to a large target audience from beginners to advance sports enthusiasts and people focused on personal fitness.

Clients: Retaining new clients particularly within the first year of the operation will be very important in order to achieve the company's projected sales.

Brand Recognition: Building awareness and brand name recognition will be key to retaining new clients and achieving sustainable growth.

Technology

- Website – This will be my main platform allowing my customers to sign up for training, buy apparel, and read testimonials.

- Hype Video – With this video my goal is to inspire others to work out with me.
- Instagram posts –With online training being a million-dollar business and our ever-changing world with social media. I will generate interactive posts on Instagram and do training videos.

The measurable for my capstone will be easy to manage as I can track cash flow, clicks, and foot traffic from the website in addition to getting feedback from my athletes, and additional clients.

Training:

Educated and Experiences fitness professionals:

1. Strength training
2. Personal training
3. Lacrosse

Friendly knowledgeable and certified in training and instructions take the risk out of training by working with people that know what they're doing.

Equipment:

- Dumbbell (300)
- Kettlebells (625)
- Fitness Balls (123)
- Sleds (250)
- Boxes (165)
- Mini bands (60)
- TRX (200)
- Weighted Ropes` (105)
 - Total (1,828)
 - One-time payment unless equipment breaks

Market Needs:

Unique selling points:

- Group fitness class:
- One on Ones:
 - no need to learn how to use complicated equipment meet people have fun in our friendly but competitive environment
- Something for everyone
- Easy contracts
- Can pay for individual classes
- Choose three months, six months, or a yearly membership

Marketing Campaign

- Post offers and discounts online.
- Showcase happy customers.
- Create calls-to-action

Market Trends:

- Online training
- Creative pieces
- Website
- Hype Video

Management (Personnel Plan)

One of the most important characteristics of a good personal trainer is the ability to be flexible. Flexibility, problem solving skills, and being able to think on your feet are all pretty much essential if you want to be successful in this job.

Financial

Expenses

- Equipment (1828)
- Marketing (175)
- Insurance (30)
 - Total cost (2,033)

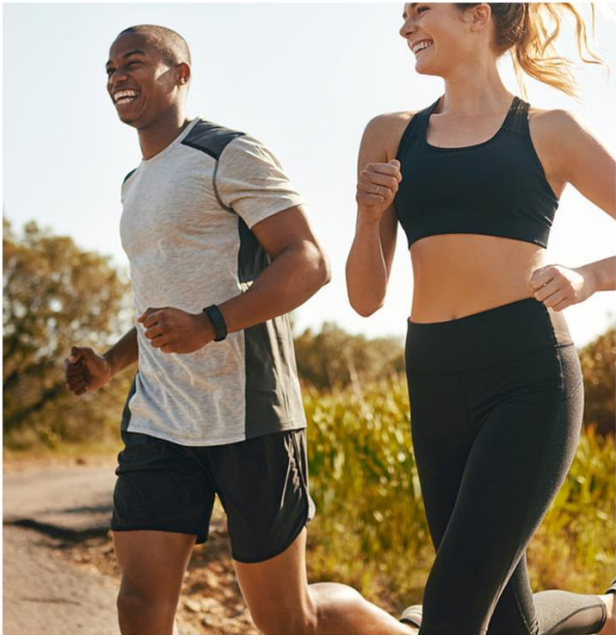
Cost:

The costs of the website and development would come down to what platform I use to start the site. In addition to getting professional pictures and video taken. All together around \$175 dollars. I will be using Wix.com to create my website, hiring Maverik media to take pictures and help me create professional content. Best way to track customer retention is through a sales process.


Screenshots of website:

INTRODUCING GET WRIGHT FITNESS

Move Your Body Shape Your Future




Let's Chat!




Sweatpants Shorts

\$30.00




White Short Sleeve

\$25.00




Tank Top

\$25.00




Visor

\$25.00



Sports Bra

\$25.00



White Long Sleeve

\$30.00



Difficult roads often lead to beautiful destinations

Getting in shape shouldn't be a punishment. It's an amazing and empowering lifestyle decision that anyone can make. I believe in finding the pleasurable side of fitness; and while there may be a sore muscle along the way, the benefits of fitness are worth the challenge. I have developed my training regime by working with a variety of people, and constantly adapting my program to the needs of my new clients not only making them physically stronger but mentally as well!

Let's Chat!

Our Services



Speed & Agility Training

Mon, Wed, Fri
1 hr
\$30

Book Now



Lacrosse Training

Mon, Wed, Fri
1 hr
\$50

Book Now



Weight Training

Mon, Wed, Fri
1 hr
\$35

Book Now

Let's Chat!

FEEDBACK

Brandon

" I trained with Bryan a few times over the summer to stay in shape for football season. My sessions with him were primarily based around cardio, speed & conditioning, and strength training. Before our sessions began, there was consistent communication between Bryan and I to discuss both my previous training experience and preferred level of intensity. I let Bryan know that I am training for the NFL and required high level training across the board. He created a program to match my goals and needs.

• • • ○

Upcoming Events



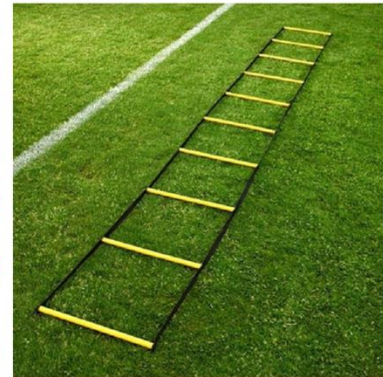
Fall Kick Off

RSVP



Next Level Lacrosse

RSVP



Florida Elite

RSVP

Let's Chat!

Instagram Post:



Personal Training

It is my dream to have a career doing something that I love, and for me, that is personal training. Personal training as a profession may seem appealing on the surface, especially when you hear about the incredible potential to accrue a lot of money, but it is difficult to maintain a steady income. Not only do I enjoy my job, but I love seeing how I can shape people's lives for the better. To achieve this, a personal trainer needs to be equipped with the right skill set, attitude, and commitment to become successful and to have long-term stability in this career field. My brand, Get Wright Fitness has helped me change the lives of individuals, both mentally and physically. I achieve this through group and one-on-one training, primarily in person and over Zoom, depending on the individual's wants and needs.

In 2020-2021 everyone wants to be a fitness enthusiast and start a career in fitness and health. But most have no idea how to make their dream a reality. I caught the fitness bug early. I started working out and reading articles about nutrition and fitness when I was in high school. By the time I was 20, I had put on 30 pounds of muscle, felt awesome, and vanquished my skinny guy genetics. Like many people who start living the "healthy lifestyle," I quickly became the go-to fitness and nutrition expert for my friends and family, a position and responsibility I enjoyed and cherished. My newfound love for exercising and eating healthy coupled with the results I saw in the mirror and my ability to help others get in shape made me feel like I had found my purpose. One day a crazy idea popped into my head: What if I became a personal trainer and tried helping others transform their minds and bodies? What if that was my job? Taking control of my own health and fitness had shown me how much potential I had to change my life. To find meaning and purpose and to make a difference. In the next paragraph, I will be talking about the

servant leadership theory and how it is an important method to the everyday success of the life of a personal trainer.

Get Wright Fitness's Mission of Leadership

My passion for fitness, growing stronger, and developing my brand has led me to in-depth research. Specifically, I have been drawn to deep diving the Servant Leadership theory and how it relates to this industry. Servant Leaders lead through influence rather than by authority, and they earn the right to lead through their actions (Popescu Ljungholm D. 2016). Servant Leadership is extremely important in this line of work. In order to expand your services, you have to be ready to think outside the box and find ways to motivate those who are not currently exercisers or who have lost the motivation to keep going. For these reasons, it is important to understand some of the theories that pertain to exercise adoption and adherence. Learning different techniques, methods, and strategies to be able to reach a broader target audience, to adhere to everyone's wants and needs, all while being profitable are vital. I will now transition into discussing the ideal qualities of a personal trainer.

A lot of people are intimidated and find themselves vulnerable while performing fitness activities and working out. This vulnerability is why finding a personal trainer that will help you feel comfortable enough to lower your guard, help you control your anxiety, and better yourself is so important (Bautista, C. 2005). Qualified Fitness Trainers will work with you to set goals and help you conquer them. Some key traits and characteristics that successful trainers exhibit during this process are as follows:

Traits of a Personal Trainer

Patience and Honesty: I believe this should be the number one quality a client should look for in a trainer. As cliché, as it sounds, achieving your goals, will not happen overnight.

Patience is key to foster a good client-trainer relationship for a long-lasting bond and commitment. As a trainer, you should be truthful and transparent with your clients no matter what. Trainers should never give you false hope or make empty promises, but rather they should reassure you that they're going to be by your side every step of the way on your journey to reaching your personal goals. Being a good communicator is especially important. Your trainer must be able to talk you through technical workouts and be able to explain them in several ways, so you understand. Communication is also key when it comes to implementing nutrition in conjunction with workouts, explaining how the two affect your body scientifically.

Additionally, being professional. A good trainer is one who establishes professional boundaries. While it is important to feel comfortable and friendly with your trainer, a good trainer holds you accountable, being firm when needed. Furthermore, being well educated and trained. Your trainers resume and credentials are important, nothing is more satisfying than knowing you're getting instruction by the best and most educated. Your trainer should take pride in staying up to date with the latest fitness and nutrition trends and research and regularly sharing that knowledge with you. A great trainer is driven and shows you how invested they are in you and your fitness journey. Finally having a good personality. Trusting that your trainer has your best interest in mind is crucial. Your trainer will see you at your lowest points, during the time you look and feel your worst, and they will be by your side when you set new personal records and feel on top of the world. They will be encouraging and your biggest cheerleader and like a friend, they will be understanding and ready to listen. They will always hold you accountable for following your workout routine and program (Brewer, 2010).

Servant leadership not only helps me develop different workouts but helps me in my approach when working with different clientele. In any business the customer is always right and comes first. Using the traits, I highlighted above I will be on the path to success and I will be the best trainer I can be. I will now transition by explaining some workouts I do with my beginner clients and my advanced clients.

Introducing a beginner to weightlifting and working out should be done slowly. On the first day, I sit down with my client before we start working out and generate a list of goals for their fitness journey. These goals include physical goals and mental goals and highlight the key things they want to accomplish during their program. I then take their feedback and develop workouts that will put them on the path to achieving the results they wish to see. For the first two weeks, their training program focuses on body weight, bar workouts and using 5lb dumbbells while practicing form and technique, all while preventing injury.

The body parts that are targeted are listed below:

- Back, biceps, calves, chest, hamstring, quad, shoulders, traps, triceps, abs

Every bodyweight exercise introduced uses multiple muscle groups, gets your heart rate pumping, and burns tons of calories. This workout for beginners lasts thirty to forty minutes three times per week and develops strength training and stability.

Bodyweight Workout

Circuit 1:

- 30 Jumping Jacks
- 30 Pushups
- 30 squats

Circuit 2:

- 25 Lunges
- 25 Tricep dips
- 60 Second plank with alternating leg lifts

Circuit 3:

- 20 Squat jumps
- 20 Second wall sit

20 Bicycle crunches
Circuit 4:
15 Single leg glute bridge
15 Donkey kicks
15 mountain climbers

Repeat this workout twice resting in between circuits.

Communication Collateral

Cheryl:

“Workouts were just what I was looking for. The instructor Bryan was very upbeat and extremely motivating throughout the entire class. I am 41 and am overweight and looking to lose some weight in a healthy way without a crazy diet. After an 8-week training secession and a cleaner diet regimen, I was able to reduce my weight by 15 pounds. I feel amazing and I will continue to attend these classes. I would like to now get my body toned up moving forward with the training. I am certain that Bryan will help me achieve these goals. He has already helped me believe in myself and be not only physically but mentally strong.”

Jess:

“Bryan is a true leader for Get Wright Fitness. In addition to being highly qualified to train he is organized, energetic and optimistic. Bryan not only challenged me physically but inspired me to grow mentally and emotionally. Throughout the year, Bryan has continued to impress me with his passion to not only connect with his clients but to help each individual to achieve their personal goals while celebrating each victory along the way!”

Zara:

“I started working out with Bryan this year and was added to his group chat Get Wright **Fitness** early on. He uses this chat to schedule his sessions with his clients, polling popular days and times that work best for the collective. He also uses the chat as a platform for motivation,

sending positive quotes out to his clients daily. His flexible scheduling provides his clients with the opportunity to do anywhere from 1-5 sessions a week, Monday through Friday, early morning or evening.

You show up for your session and you find a variety of clean equipment that he provides for your use. He puts on an upbeat playlist and begins the session with a group stretch. After everyone is loosened up, he gives an overview of the workout for the day, whether it be a team circuit or otherwise. He makes sure to demonstrate proper form for all exercises and will make personalized recommendations throughout the sessions for your improvement. The majority of his sessions are for time, not for reps. This creates a challenge of, “you versus you.

He is always willing to adjust exercises for you on the fly, by observing your strengths, weaknesses, and body. He is never afraid to get involved, often time jumping in and working out alongside his clients. His passion is extremely evident, and it is highly motivating.”

Brian:

“I have been working out with weights and fitness training all of my life. Doing Bryan's bodyweight program allowed me to stay in shape during covid. He has a unique way of making working out fun while pushing each individual to achieve your goals. I loved how even in a group setting that skill level and motivational levels were maximized for each personality. I was able to make gains and push my cardio limits in a new way.”

Brittney:

“Bryan is a great trainer! He has motivating music playing in the background and a safe and enjoyable environment. All fitness levels can go to him 5 stars.”

Julia:

“Being an athlete playing lacrosse I wanted to work on my speed and agility. Bryan is super patient and super encouraging and helped me tremendously not only with my form running but my footwork.”

Robbin:

“Now that I am in my early 50’s fitness is definitely needed. Bryan is passionate about health and fitness, which made me think about getting healthy. He has made me discover the love I have for exercise. The one-on-one at the turf gets me motivated. After the workout, I feel refreshed and ready to start my day. Also, I am impressed with the cleanliness. This is a huge and important factor to consider when I’m working out. Bryan provides wipes and surface cleaner right after the workouts which are greatly appreciated.”

Chris:

“Bryan is not only a great leader but has been my captain for lacrosse for the past two years and has helped me in all aspects whether it is lacrosse, school, footwork and being more confident. I’ve not only become more confident on the field but off the field as well.”

Brendon:

“I trained with Bryan a few times over the summer to stay in shape for football season. My sessions with him were primarily based on cardio, speed & conditioning, and strength training.

Before our sessions began, there was consistent communication between Bryan and I to discuss both my previous training experience and preferred level of intensity. I let Bryan know that I am training for the NFL and required high-level training across the board. He created a program to match my goals and needs.

Cardio sessions were very intense, and I felt like my cardio was improving with every session. Bryan was able to implement very intense cardio exercises that include both running and bodyweight movements. The speed and conditioning training with Bryan was very helpful as well. Bryan puts an emphasis on running form while also implementing drills that improve speed as well. The strength training portion of the program was very impressive. Rather than focusing on heavy weights and low rep schemes, Bryan implemented a variety of lifting movements that focused on proper form, low to moderate resistance with a higher number of reps. The best part about his services is that he actually does all of the exercises with you. So you can avoid the awkward feeling of having a person watching you as you exercise. It was also helpful because I was able to see how the exercises should be done properly on of Bryan's demonstrations of them. Overall, I am very pleased with my experience while training with Bryan and I plan to use his services to stay in shape during the offseason.

Personal trainers and strength coaches are educators. With that being said it is important that all trainers really understand how people learn in order to coach effectively. The learning styles theory states that everyone learns differently and it's up to the teacher to determine which style the students will learn best from. Depending upon the skill, the client and the current situation there are many different types of cues and ways to teach. In the next section of my paper, I will discuss my future clients and how I can continue to be successful in this industry.

Future Clients:

- Complimentary gym session
- Run a free nutrition seminar
- Use social media platforms such as Instagram, Facebook, and Twitter to bring new faces to the gym through personal training offers

- Increase brand visibility
- Create mini-fitness workshops such as kettlebell courses, to engage members, improve their fitness on their own time.
- Create a client referral and rewards program for my services
- Use every class as an opportunity to promote and sell merchandise

The focus of this study was: What qualities are most important in becoming a successful personal trainer? The evidence of credibility, reliability, and trustworthiness were provided throughout. There were both strengths and limitations to each approach. However, with careful use of this method, you can be successful as a personal trainer, while creating a steady stream of revenue with a loyal customer base. With the help and better understanding of these theories and methods I will determine what kind of leader I am and how-to better train and empower my customers. I will use them to help me solve common problems in this industry, specifically media marketing for my company and how I can use them to reach a bigger target audience. With a lifelong passion for being my own boss, I have developed an interest in controlling my earning potential at an early age with diverse influences. I'm passionate about having the ability to help people reach their physical goals through exercise and developing healthier minds in the process. Further developing Get Wright Fitness will help me achieve my goals by providing me with an avenue to do so and I am so excited to see my brand take off with all of the hard work I have cultivated. The MAPC program I believe has helped me shape my leadership skills and equip me with the communication skills needed to make me a successful business owner.

References:

Additional information Funding The work is supported by the Economic and Social Research Council (grant number: ES/J50001X/1). (n.d.). The Role of Fitness Professionals in Public Health: A Review of the Literature. Retrieved October 05, 2020, from <https://www.tandfonline.com/doi/full/10.1080/00336297.2016.1224193>

Albinsson, P. A., Perera, B. Y., & Shows, G. D. (2017). Pursuing fitness: how dialectic goal striving and intersubjectivity influence consumer outcomes. *Consumption, Markets & Culture*, 20(1), 35–58. <https://doi-org.eSearch.ut.edu/10.1080/10253866.2016.1172213>

Bautista, C. (2005). Communication and Women's Exercise: Examining the Link between Social Physique Anxiety and Perceived Social Support. *Conference Papers -- International Communication Association*, 1–32

Costanzo, D. (n.d.). ACSM Certification: The Evolution of the Exercise... : ACSM's Health & Fitness Journal. Retrieved October 05, 2020, from https://journals.lww.com/acsm-healthfitness/Fulltext/2006/07000/ACSM_Certification__The_Evolution_of_the_Exercise.11.aspx?bid=AMCampaignWKHJ

Educational Contents Analysis Of Ncca Accredited Personal... : The Journal of Strength & Conditioning Research. (n.d.). Retrieved October 05, 2020, from https://journals.lww.com/nsca-jscr/Abstract/2010/01001/Educational_Content_Analysis_Of_Ncca_Accredited.101.aspx

Fit for Consumption: Sociology and the Business of Fitness. (n.d.). Retrieved October 05, 2020, from <https://books.google.com/books?hl=en>

“Industry Market Research, Reports, and Statistics.” *IBISWorld*, www.ibisworld.com/united-states/market-research-reports/personal-trainers-industry/.

Informit - RMIT Training PTY LTD (<https://www.informit.org/researchers/who-is-informit>).

(n.d.). Goal orientation in coaching differs according to region, experience, and education.

Retrieved October 05, 2020, from

<https://search.informit.com.au/documentSummary;dn=706292592147936;res=IELBUS>

Linkul, R. (2014), Getting the most out of a Certification in Personal training.

https://www.researchgate.net/profile/Justin_Kompf/publication/288327851_The_scope_of_practice_for_the_personal_trainer/links/567fefc408aebccc4e073b03.pdf#page=30

McMillan, Sherri, and Alex McMillan. "Bartering personal training services: trading your services means a higher profit for your business." *IDEA Fitness Journal*, vol. 1, no. 5, 2004, p.

S12+. *Gale Academic*

OneFile, link.gale.com/apps/doc/A124941732/AONE?u=anon~d50482a5&sid=googleScholar&xid=037e56cb. Accessed 5 Aug. 2021.

Melton, D., Katula, J., & Mustian, K. (2008, May). The current state of personal training: An industry perspective of personal trainers in a small Southeast community. Retrieved October 05, 2020, from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4021014/>

Mujtaba, B., & Sungkhawan, J. (n.d.). Journal of Diversity Management (JDM). Retrieved October 05, 2020, from <https://www.clutejournals.com/index.php/JDM/article/view/4947>

POPESCU LJUNGHOLM, D. (2016). Effective Servant Leadership Behavior in Organizations. *Linguistic & Philosophical Investigations*, 15, 239–245.

Prado, G. V., Calabuig Moreno, F., Añó Sanz, V., Núñez, P. J., & Crespo Hervás, J. (2017).

To post or not to post: social media sharing and sporting event performance. *Psychology & Marketing*, 34(11), 995–1003. <https://doi-org.eSearch.ut.edu/10.1002/mar.21038>

The Psychology of Executive Coaching: Theory and Application. (n.d.). Retrieved October 05, 2020, from <https://books.google.com/books?hl=en>