

# PFP

## Personal Fitness Professional

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www.fit-pro.com



**JESSICA STORM**  
Reston, Virginia

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"If you make your clients happy, they'll walk away satisfied, spreading the good word about you and your results."

# Jessica Storm

Reston, Virginia

## Certifications and Education:

ACSM HFI; IDEA PFT Master; NFPT Certified Master Trainer; NASM CES; BASI Pilates Certified; BA in Environmental Science/Biology, Union College

## Notables:

Owner and President of Storm Fitness, LLC  
([www.stormfitness.com](http://www.stormfitness.com))

## Specialty:

My program designs incorporate different challenges with moves that make people use their whole bodies. I focus on functional training and see the core as the brain or central part of the body. Once you get control of the core, the entire body will start to gain control and work as a unit.

## Jessica on attracting clients:

My biggest piece of advice is word of mouth. Like most trainers, I started off paying for ads and giving free consultations and fitness sessions. Now, I don't have to do that anymore because I have created such a demand.

meetjessica

Word of mouth works by literally servicing a client, making them feel like they're the most important client of the day and giving them the best workout they could possibly get. Clients walk away happy, and they talk about me and their results to their friends. If you make your clients happy, they'll walk away satisfied, spreading the good word about you and your results.

## Jessica's advice for the fitness entrepreneur:

You need to understand the basic foundation of the exercise sciences, then, you have to have confidence. It was scary the first few times I began attracting clients on my own, but I've always had confidence. In my opinion, you need confidence, a good personality, education, enthusiasm and you must really love training. This combination is key whether working at a club or going out on your own.