



Carl outside the gym

Carl gives helping hand to freelancers

By Louise Cordell

FREELANCE personal trainer Carl Prince has come up with a new business concept to help others start working for themselves.

He started out working as a trainer in a health club chain, while taking on his own clients in his spare time.

However, the private work soon piled up and he went into working freelance full time.

Carl said: "I preferred the flexibility of working for myself and there was a lot of business out there – I soon had too many clients and had to start getting other trainers involved and passing work on to them.

"I was then contacted by our local leisure club, the Brentwood Centre, because they wanted us to establish a private personal training service there.

"I went in with others who were freelancing for me, and we estab-

lished a Targetfit branded team at the club two years ago."

Once he had established this 'freelance team' model, Carl was keen to open up his own PT gym to take the idea further.

He found his ideal location in a former high street shop and refitted and expanded to provide a gym floor, a boxing area and a therapy room.

The gym is now home to four personal trainers, a massage therapist and a sports injury therapists, who all rent the facilities to use with their own private clients.

They are also able to use the Brentwood Centre facilities with their clients, and as the clubs are 15 miles apart they have the benefit of being able to market themselves in two separate areas.

Carl added: "I aim to provide a platform for personal trainers who want to be self employed, but who also like the support of having a team around them and the use of

two kitted out gym floors.

"Their clients are happy with the model too as they like the fact that the gym offers the privacy of just them and their trainers there."

Carl's focus is now on expanding and he has recently carried out a recruitment drive, aiming to show personal trainers that they can have a freelance career – without the risk.

He is also planning to launch a physiotherapy service, working on the same freelance basis, as an extra service for all his trainers' clients.

He added: "I believe that freelancing is a real growth area for the fitness industry, especially as the business has been profitable since we opened in September 2009.

"Targetfit is a fresh take on creating a personal training team that isn't restricted to one gym or to one set of members and I now want to take this new model further."