

# The PT Recruitment Problem Most Gyms Ignore

Most gyms lose qualified PTs to other clubs, struggle to find replacements, and end up with dead floor space and lost rental income. The problem isn't just inconvenient — it's a recurring drain on revenue, energy, and competitive standing. Yet most gym owners treat it as an inevitable cost of doing business rather than a solvable structural problem.

The traditional hiring model is fundamentally broken. It's reactive, inconsistent, and entirely dependent on the external market delivering the right candidates at the right time. When a PT leaves, everything grinds to a halt whilst you scramble to replace lost floor income and client relationships built up over months or years.

## Reactive Recruitment

You only look for PTs when someone leaves — never ahead of the curve.

## No Quality Control

No control over trainer quality, loyalty, or cultural fit with your gym.

## Dead Floor Space

Empty PT bays mean zero rental income and a poorer member experience.

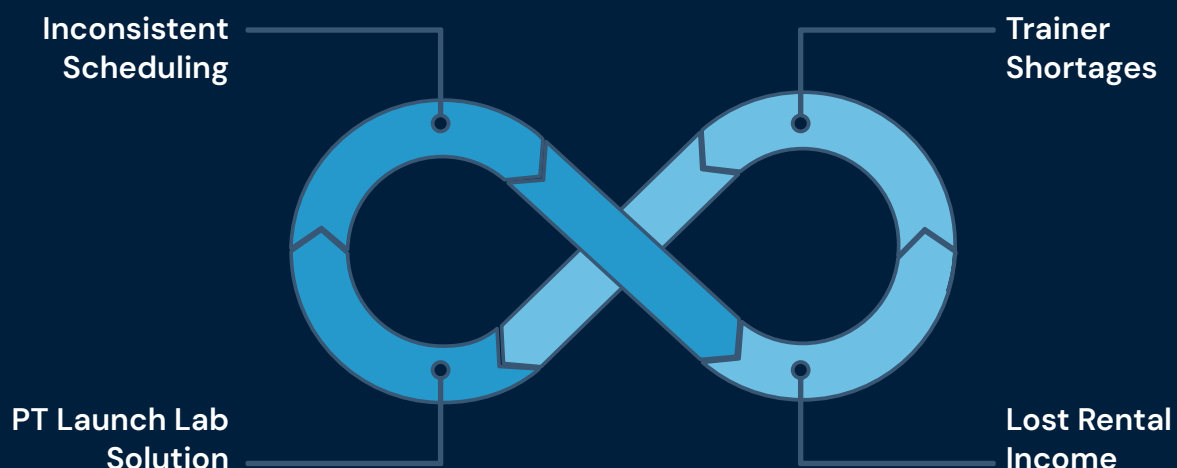
## Wasted Time

Hours lost interviewing unqualified candidates who never convert.

## Too Complex to DIY

Running your own accredited course is too costly and administratively overwhelming.

The result? A cycle of inconsistency that costs your gym thousands in lost rental income every year — and leaves your members without the trainers they want. PT Launch Lab was built specifically to break this cycle for independent gym owners.



# Your Gym. Your Academy. Your Pipeline.

## A Smarter Way to Build Your PT Team

PT Launch Lab turns your gym into a fully branded PT academy. The people already training in your gym — your members — become your next generation of personal trainers. They already love your gym, they already know your culture, and they're already showing up every day.

Instead of searching the open market for qualified candidates, you cultivate talent from within your own membership base. These are individuals who are invested in your community and far more likely to commit to your floor long-term.

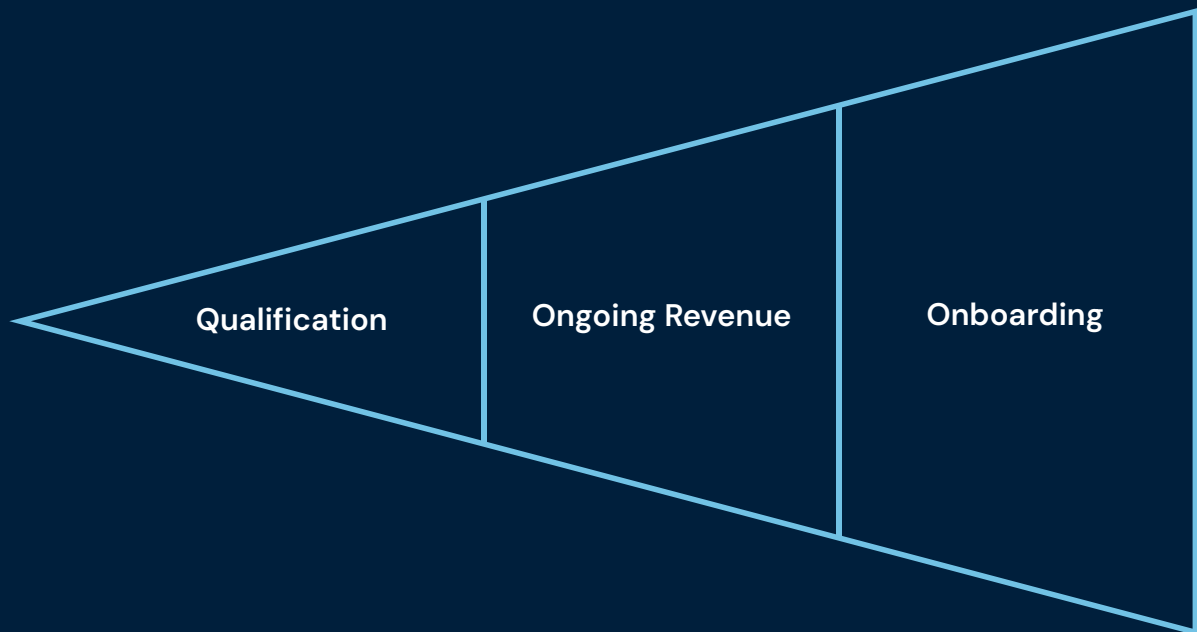
They qualify through your academy. They stay on your floor. You earn from day one — and continue earning through floor rental income as their client base grows.



✓ Members Become PTs

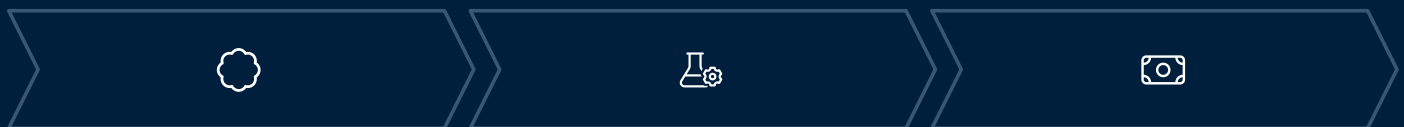
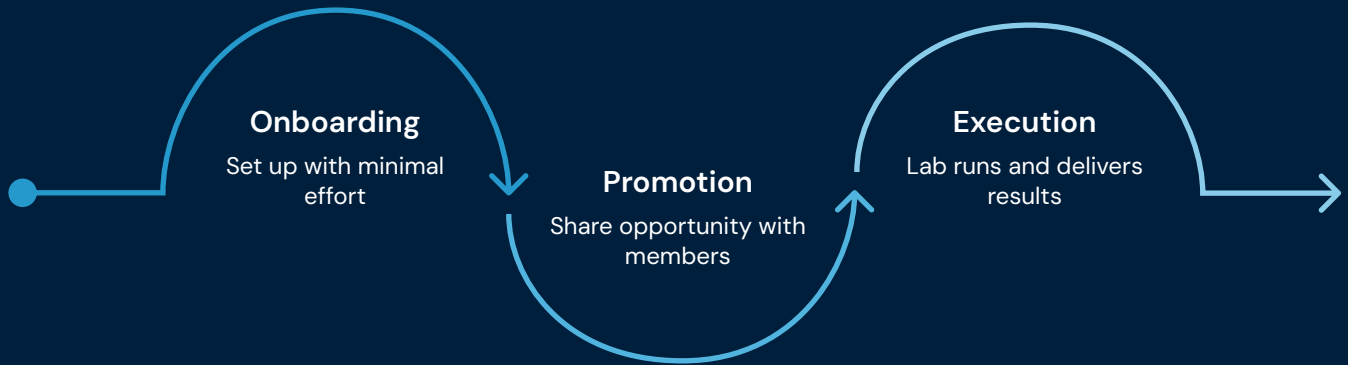
✓ They Stay on Your Floor

✓ You Earn Upfront



# Simple. Profitable. Hands-Off.

The PT Launch Lab partnership is engineered to deliver maximum value to your gym with the minimum possible burden on your time and team. There are three clear stages — and your role throughout is simply to promote the opportunity to your existing members.



## Step 1 — Your Branded Academy

Your gym gets a white-label academy with your logo, a custom enrolment link, and a QR code for in-gym posters. Members scan, enrol, and qualify — all under your brand.

## Step 2 — We Handle Everything

PT Launch Lab manages all education, tutoring, assessments, certifications, and student support. NCFE Level 2 & 3, Ofqual regulated, CIMSPA recognised. You don't teach a single session.

## Step 3 — You Earn

£500 per learner enrolled through your academy, paid upfront. Qualified trainers stay on your floor — paying rent, bringing clients, and building your PT income long term.

- Your gym earns from enrolment day — not after qualification. This is income generated before a single session is delivered.

# What This Looks Like in Practice

The financial case for the PT Launch Lab partnership is straightforward, transparent, and compelling. Unlike revenue-sharing arrangements or deferred income models, your gym receives its referral fee upfront — at the point of enrolment. There's no waiting, no conditions, and no ambiguity.



£500

## Per Enrolment

Paid upfront to your gym at point of sign-up.



£2,500

## For 5 Enrolments

Earned before a single student qualifies.



£5,000

## 10 Enrolments

Year one upfront income for an active partner gym.



£0

## Cost to Your Gym

Zero investment, zero overhead, zero teaching required.

Beyond the upfront referral income, the longer-term value lies in PT floor rental. Every trainer you help qualify through your academy is a trainer who already knows and loves your gym. They're dramatically more likely to set up their PT business on your floor — paying you monthly rent, bringing their own clients through your doors, and contributing to a vibrant, active gym floor that attracts and retains members.

A gym with 10 enrolments in year one earns £5,000 upfront, plus ongoing floor rent from qualified PTs who already know and love your gym.

# Everything Is Done For You

One of the most common concerns gym owners raise is whether the partnership will create additional workload for their team. The answer is an unequivocal no. PT Launch Lab is designed as a fully managed programme — your role begins and ends with pointing your members towards the opportunity. Every element of delivery, quality assurance, and student support sits entirely with us.

## **White-Label Branded Academy**

Your logo, custom enrolment link, QR code, and dedicated landing page — all branded to your gym.

## **Full Tutoring & Support**

All tutoring, learning support, assignment marking, feedback, and student communication handled by our team.

## **Ofqual Regulated Certs**

NCFE Level 2 & 3 certifications, fully Ofqual regulated and CIMSPA recognised. Assessed and quality-assured throughout.

## **Post-Qualification Mentorship**

Business mentorship after qualification, plus bi-monthly live webinars and access to a private graduate community.

# Industry-Recognised. Fully Accredited.

Credibility is the foundation of any PT qualification programme. Your members deserve to know that the certification they earn through your academy is the real deal — respected by employers, recognised by industry bodies, and regulated by the government's own qualifications authority.

## NCFE Level 2

Certificate in Gym Instructing — the foundational qualification for all fitness floor roles.

## NCFE Level 3

Diploma in Personal Training — the industry-standard PT qualification, fully job-ready on completion.

## Ofqual Regulated

Governed by the UK's official qualifications regulator — the same body that oversees GCSEs and A-Levels.

## CIMSPA Recognised

Endorsed by the Chartered Institute for the Management of Sport and Physical Activity.

## 100% Online

Fully self-paced, online delivery — accessible to your members around their existing training schedule.

## IQA Oversight

Delivered by qualified tutors with Internal Quality Assurance processes at every stage.

Your members graduate as fully qualified, job-ready personal trainers — with credentials that open doors at any gym in the country, but a relationship and loyalty that keeps them right where they started: on your floor.

## Certified

Graduates earn recognized credentials

## Job-Ready

Hands-on skills for real gym work

## Employable

Credentials accepted nationwide

## Loyal

Strong ties keep them on your floor



# One Partner Gym Per Area.

## Your area. Your advantage.

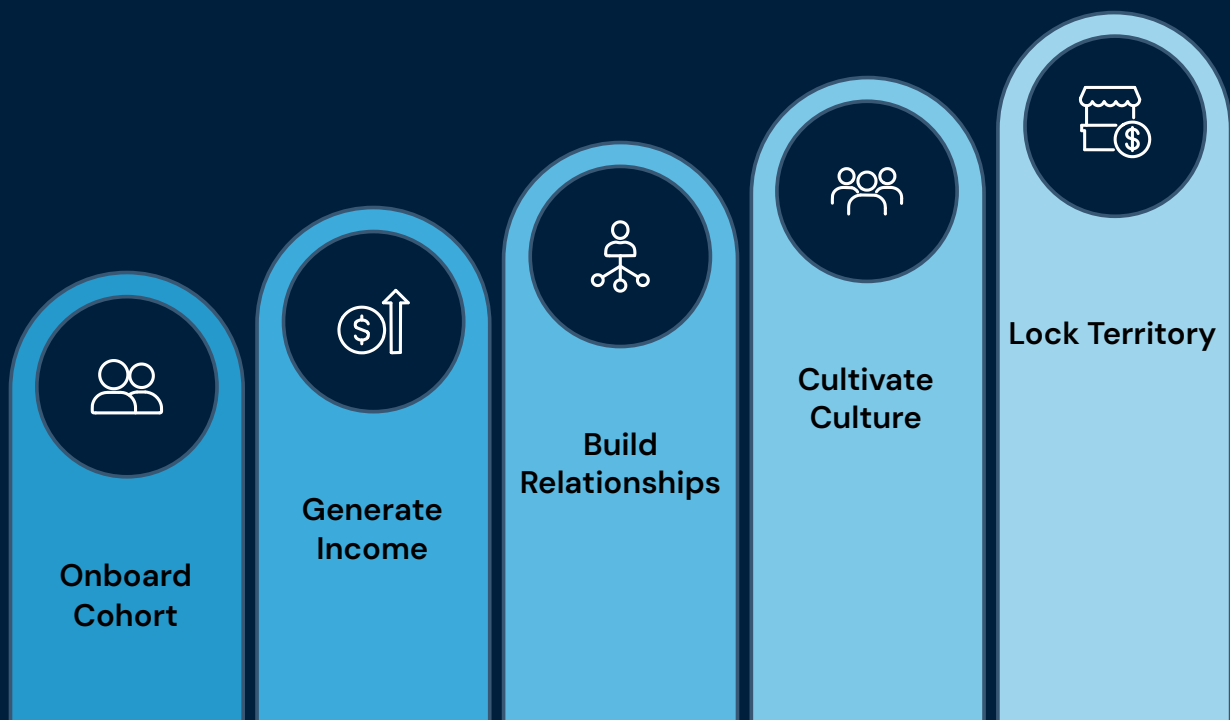
PT Launch Lab operates on a strictly exclusive territorial basis. Once we partner with a gym in your area, no other gym in that territory can join the programme. This isn't a network of competing academies — it's a single, protected pipeline for your gym alone.

Exclusivity transforms the partnership from a useful revenue stream into a genuine long-term competitive advantage. Whilst other gyms in your area continue to chase PTs on the open market — reacting to departures, posting job adverts, and hoping for the right candidates to appear — you'll be quietly building a consistent, self-replenishing pipeline of loyal, qualified trainers who came up through your own academy.

The value compounds over time. Each cohort of newly qualified trainers brings fresh rental income, new client relationships, and a stronger PT culture on your floor. The gym that moves first in any given area locks in this advantage permanently — there is no second chance once a competitor claims the territory.

### What Exclusivity Means For You

- No competing academies in your postcode area
- Your branded academy is the only local option
- First-mover advantage locked in permanently
- A pipeline no competitor can replicate



# Is This Right For Your Gym?

The PT Launch Lab partnership is specifically designed for a particular type of gym business. It's not a one-size-fits-all programme — and we're selective about who we partner with, because the exclusivity model only works when we're confident the partnership will be genuinely successful for both parties.



## This Works Best For...

- Commercial gyms with PT floor space and an established rental income model
- Gyms that have experienced trainer turnover and felt the financial pain of empty floor space
- Owners who want a long-term, self-sustaining trainer pipeline — not a one-off hire
- Independent gyms and small regional chains with an engaged, motivated membership base

## This Is Not For...

Corporate chains or franchise gyms without independent PT floor space. The programme requires an owner who can champion the academy to members directly and make local decisions about PT floor operations.



- 📄 Not sure if your gym qualifies? Book a free 20-minute call and we'll tell you honestly whether the programme is a fit — no obligation either way.

# Ready to Talk?

Book a free 20-minute call with Callum to find out if your gym qualifies for the PT Launch Lab partnership programme. There's no obligation, no hard sell, and no lengthy pitch deck to sit through. Just a straight, honest conversation about whether this makes sense for your gym, your area, and your goals.

<b>Free Discovery Call</b> 20 minutes with Callum. Straight answers about whether your gym qualifies and what the programme looks like in practice.	<b>No Obligation</b> No pressure, no hard sell. If it's not the right fit, we'll tell you. If it is, we'll move quickly — territories fill fast.	<b>Move Before Your Competitor Does</b> One gym per area. Once a territory is claimed, it's gone. Don't let a rival gym lock in this advantage first.
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We don't just qualify PTs. We build careers — and we build them in your gym, under your brand, for your long-term benefit.

[BOOK A DISCOVERY CALL](#)

[ENROL YOUR GYM TODAY](#)