

**FOR IMMEDIATE RELEASE**

**NASM Personal Trainers Gain Access to Global Independent Business Consultant Group  
NPE and NASM partner to benefit current and soon-to-be certified trainers**

**Chandler, Ariz.** (March 3, 2016) – Plans to help make [NASM](#)-certified personal trainers even stronger independent business owners were announced today. Through a partnership with Net Profit Explosion (NPE), the National Academy of Sports Medicine (NASM) will provide certified personal trainers with key insights and resources to start, maintain and grow their personal fitness training business. NPE is a leading provider of business growth and entrepreneurship consultation in the U.S. and internationally. The partnership pairs two premier leaders to produce unique and immediate benefits to existing and future NASM-certified personal trainers.

“Our first priority is delivering an optimal certification and specialization program to our personal trainer ‘candidates’,” said Andrew Wyant, president of NASM. “The second priority is their success as independent business owners. NPE is the type of professional service that can help trainers maintain and acquire new clients with an eye toward future growth.”

By partnering with NPE, NASM-certified trainers have the opportunity to learn valuable entrepreneurship skills that can propel the growth of a fitness-based business. Whether a trainer is just starting out as a one-person enterprise or opening their own facility and managing a team of trainers, NPE provides education, coaching, and access to a community of like-minded professionals dedicated to helping each other take their business to the next level.

“I’m thrilled to hear about the partnership between NASM and NPE, two phenomenal game changing companies!” said Maurice D. Williams, a NASM-certified professional and NPE client. “NPE has taught me how to run a successful fitness business. Without them, I’d still be lost and making a lot of mistakes. If you’re a fitness business owner or aspiring to be one, don’t waste time trying to figure out how to run a fitness business when NPE has already done this for you!”

NPE provides business guides, case study videos, coaching programs and events for its members. “Thousands of professionals have followed our programs to create thriving, profitable businesses,” said Sean Greeley, CEO of NPE. “We offer step-by-step plans to help personal trainers learn the business skills they need to succeed. We know that NASM-certified personal trainers are some of the most respected in the business. Their evidenced-based training techniques are sure to be a substantive selling point and differentiator. They’re leading the standards for certifications in the United States.”

The earning potential for certified personal trainers has increased over 26% in the last 5 years according to data from the Bureau of Labor Statistics\*. “With a certification from NASM and a business training program from NPE, personal trainers can find ways to capitalize on their earning potential and build the fitness business of their dreams,” said Wyant.



## **About NASM**

Since 1987, the National Academy of Sports Medicine® (NASM®) has been a global leader in providing evidence-based certifications and advanced specializations for fitness professionals. In addition to its NCCA-accredited Certified Personal Trainer (CPT) exam, NASM offers a progressive career track with access to continuing education and specializations including the Corrective Exercise Specialist (CES), Fitness Nutrition Specialist (FNS) and Performance Enhancement Specialist (PES).

Academic institutions nationwide incorporate NASM's leading fitness content into their curriculum as part of personal trainer courses (leading to CPT certification), and bachelor's and master's degree programs. The vision of NASM is to empower fitness and wellness professionals, supporting them in their goal of motivating clients to lead healthier lives.

To learn more about NASM, visit [www.nasm.org](http://www.nasm.org) or call 1.800.460.NASM. For news, industry insight and promotions, follow us on [Facebook](#) or [Twitter](#).

## **About Net Profit Explosion**

[NPE](#) is dedicated to empowering entrepreneurs to achieve their goals and fulfill their dreams. For nearly 10 years, they've served over 21,432 fitness professionals and business owners in 94 countries. NPE has been featured six times on the Inc. 500/5000 list of fastest growing, privately-owned US companies and has three regional offices around the world to best serve their clients: Orlando, FL, USA; London, England; and Sydney, Australia. To learn more about NPE, visit [www.NetProfitExplosion.com](http://www.NetProfitExplosion.com) or call 1.888.866.4998. For fitness business education, news and promotions, register online at [www.NetProfitExplosion.com](http://www.NetProfitExplosion.com) and follow us on [Facebook](#) or [Twitter](#).

\*Bureau of Labor Statistics 2014 vs. 2010 annual mean wage fitness trainers and aerobics instructors

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