



JOSLYN THOMPSON RULE

EMPOWERING
WOMEN IN FITNESS

5 WAYS TO FIND YOUR VOICE AS A WOMAN IN THE FITNESS INDUSTRY

1. Prepare to work twice as hard – First on your mindset; then on your craft. You don't need to know more, you need think less.

Your knowledge, experience and training background won't help you move forward unless you do the mindset work at the same time (this never ends by the way). Fear that you may not know enough, what others think of you, or whether your social media following or how you look are a reflection of your success, will all stifle your ability to move forward. Women are far less likely to back themselves when talking about their strengths or how their work can help people. We don't want to come across as too pushy or over-confident! If you could sum up what you do in a sentence, can you say it with confidence and does it make you feel good?

2. Be cool with the fact that not everyone is going to dig you or your work.

One of the most difficult things to come to terms with as a trainer (we all want to help people, right?) is that you cannot be everything to everyone. Even more difficult is the fact that people may not like you, or your work. These are the people you need to thank (not try to please); their presence dilutes what you are trying to do if your work doesn't serve them. This gives you the chance to really speak to those who do like your work and what you stand for. Who is your ideal client? Does your current client base represent that?

3. Become what you feel is missing – fill the gap you seek.

Part of the reason why I set up the Women in Fitness Summit was because I was felt a need to champion some of the incredible trainers/coaches that I knew in the industry who perhaps didn't have a huge social media following, or were just not that active on social full stop (you'll come to learn that I really don't think it's the be-all and end-all!) It also came from a need to educate real women who were searching for answers they weren't getting. If you wish something existed and it doesn't, become it.

4. You're never going to know everything, start now!

The science of health and well-being is beyond expansive. New research is coming out all the time and it can feel overwhelming. BUT the basics are the basics, they never change and in reality, if most people got really good at sticking to the basics, they would get results! The key is, to study what you enjoy and have a genuine interest in – I love the phrase “don't let the internet rush you” – you will be unique only if you study what interests you, rather than mirroring someone else's success story. Play the long-game focusing on you, and don't get caught up in the comparison trap.

5. Ignore social following as an indicator of your worth/knowledge

It has no reference. If all social channels shut down tomorrow, would you still have a business?

So get out there and go for it! The fitness industry needs you!

Joslyn x