

6 Reasons

People Don't Stick with Gym Memberships & How to Overcome Them



According to a recent USA Today report, 67 percent of people never use their gym membership (1). This equates to nearly \$400 million wasted each year!

While those numbers are staggering, it's the stories behind them that are more disheartening: hundreds of thousands of discouraged people stalled on their path toward health, wellness, and the fulfilling life they seek.

**BUT WHAT COULD DRIVE THAT
MANY PEOPLE TO LET GO OF
THEIR DESIRE TO BECOME
STRONGER, HEALTHIER, AND
MORE CONFIDENT?**

*There is no substitute for hard work.
Always be humble and hungry.*

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Here are six of the top reasons why people quit the gym

1 They lose motivation.

We've all been there—gung-ho and ready to conquer a goal. But in no time at all, life as we know it gets in the way. It becomes harder and harder to keep up the momentum (especially if results are lagging).

The truth is, losing motivation is totally normal—it's what you do in those moments that matter. Around here, we like to say, "Motivation will fail you, consistency won't."

The Solution

Surround yourself with support.

At No Limit Personal Training, we design a program specifically for you, and our coaches work with you (during every workout) to help you meet and crush your goals. When you feel unmotivated, they'll be there to offer accountability, structure, and guidance. You'll get results because you'll have the discipline (and help) to continue pushing through, even when you don't feel like it. And eventually, consistency will win out.

2 They have a plan that demands too much too soon.

It's exciting to begin a new program when motivation and dedication are high. But when a plan is unrealistic and the new demands are too drastic, it can work against you fast.

For instance, let's say your new program requires you to change lots of things at once: work out 5 days a week, drink a gallon of water a day, go on a restrictive diet, get 8 hours of sleep, etc. If you weren't doing any of those things initially, it's going to be a huge leap to change it all overnight.

The Solution

Don't rush it. We generally recommend building one new habit at a time.

At No Limit Personal Training, our coaches spend time talking with every new person who walks through our doors before we even think about asking them to break a sweat (personal training). We want to understand your unique challenges, lifestyle, and personal goals so we can create a plan that accounts for it all—a plan that you can reasonably stick to for the long haul.

They try to start their journey at the wrong time.

You would never schedule a moving truck to show up at your house before you've packed a single box, but people essentially do that all the time when they join a gym. The timing just doesn't line up.

There are certain seasons in life when starting a new plan is not ideal. An accountant signing on during tax season? A busy mom during the holidays? Nope, not sustainable. It's unrealistic to expect someone to begin a new workout routine and overhaul their diet when life is already complicated!

In other words, the timing of when you start a program (and how aggressively you do it) matters—and largely determines whether you'll be successful or quit.

The Solution

Choose a fitness program that fits into your lifestyle, not the other way around.

At No Limit Personal Training, we help our clients choose a program that's right for right now and then help them evolve as their life does over time. That means if something isn't working, we adjust until it does.

4 They're at the wrong gym. (big one!)

Where you work out is nearly as important as what you do. And, let's be honest, most gyms are less than inviting—dirty equipment, loud environments, cramped spaces, and intimidating trainers.

No one will consistently show up to the last place they want to be!

The Solution

Vibe matters. Pick a gym that aligns with your personality and you'll have a better chance at getting the experience (and results!) you're looking for.

At No Limit Personal Training, we've done everything we can to create an inviting experience for you.

When you arrive for a workout, your coach will already have your area cleaned and organized with all your gear ready to go. Then, they'll guide you through every step of your workout so you can stop thinking and start doing it! Our community is incredible and the people are supportive and encouraging.

5 They're afraid of failing.

We've already given you the statistics on how few people stick with a program until they get results. The problem is, these past failures prevent people from believing they can ever actually succeed—many never risk trying again. But the truth is, those people were NOT the reason their prior attempts didn't work out.

If they had actually had the right plan, at the right time, with the right support, they would have had everything they needed to achieve their goals, without struggling to maintain the effort. Their fitness program would have been sustainable, productive, and right for them.

The Solution

Remember, YOU didn't fail your goals—the equation (right plan + right time + right support) failed you.

At No Limit Personal Training, we design programs that you'll not only be able to stick with but you'll also enjoy. The results will come, too, but we promise they'll feel secondary to how you feel inside. In fact, you may love our facility, team, and community so much that you pop by on your days off just to chat up your new friends! (It happens all the time!)



They don't have guidance.

Most gym memberships boil down to having access to space and stuff—which, when you think about it, is like renting equipment. But, if you don't feel confident knowing what to do with that equipment on an evolving basis, workouts become mundane and results stall. It's really hard to take a fitness journey on your own.

The Solution

Let a professional personal coach do the thinking for you.

When you commit to No Limit Personal Training, we commit to your success. In fact, we're so committed to you, we'll ensure your program fits your lifestyle. You never have to fear being abandoned or having to figure things out on your own. We'll walk with you every step of the way. Your win is our high—and we have the expertise to make success a reality.



**SO... YOU ALREADY KNOW THE
OLD WAYS DON'T WORK.**

Now, it's time for a proven program, designed for you. No Limit Personal Training has already hundreds of people achieve the results they dream of, and you're next.

We've done everything in our power to remove all foreseeable obstacles to your success, the only thing left is for YOU to take the first step.

Book your complimentary First Experience Session today and get ready to transform your life.

BOOK YOUR SESSION