

FITNESSLAB

UKSCA Accredited Personal Trainer / Strength & Conditioning Coach – Fitness Lab

Location: Central London - Soho, Fitzrovia, Mayfair & Marylebone

Role: Self-employed coaching position

Requirement: Current UKSCA Accreditation + Level 3 Personal Training Qualification

About Fitness Lab

Fitness Lab is a 1-to-1 personal training company operating four private studios across **Soho, Fitzrovia, Mayfair and Marylebone**.

Our mission is simple: **to be the best personal training company in London**.

We provide high-quality, individually tailored personal training within private training environments, working with a diverse client base ranging from busy professionals and executives to recreational athletes and individuals simply looking to become stronger, healthier and more capable.

As we continue to grow across Central London, we are looking for **UKSCA Accredited coaches** who combine excellent technical knowledge with the communication skills, professionalism and personality required to deliver an exceptional 1-to-1 coaching experience.

A Different Model for Personal Trainers

Our coaches **do not pay Fitness Lab rent, licence fees or facility fees**.

We also don't expect our coaches to generate their own client base.

Fitness Lab handles the marketing and client acquisition required to bring new clients into the business. We then provide our coaches with consultations and opportunities to build their diaries.

This allows you to focus your energy on what you should be doing: **developing your craft, coaching clients and delivering an outstanding service**.

As part of the Fitness Lab team, you will receive:

- Fitness Lab email address
- Branded coaching kit
- Professional coach profile on the Fitness Lab website
- Structured onboarding
- Ongoing coaching development and mentorship
- New client consultations and leads
- Support building and maintaining your client diary
- Access to our private Central London training facilities

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Coaching Positions & Hours

We operate two primary coaching schedules:

AM Coach

- Monday–Friday: **6:00am–1:00pm**
- Saturday: **8:00am–1:00pm**

PM Coach

- Monday–Friday: **1:00pm–9:00pm**
- Saturday: **8:00am–1:00pm**

Current and upcoming opportunities exist across our **Soho, Fitzrovia, Mayfair and Marylebone** studios as the business continues to grow.

How We Build Your Client Base

Unless you are taking over an existing client base, you will initially join us with an empty diary, which **we actively work to fill for you.**

Fitness Lab currently attracts approximately **25–35 new clients per month** across the business.

During the early stages of your role, your diary will naturally be more consultation-heavy. As you successfully convert consultations and retain clients, this transitions into a greater proportion of regular personal training sessions.

A successful coach will typically build towards approximately **15–20 sessions per week within 8–12 weeks**, with continued growth thereafter.

Ultimately, the speed and size of your diary will be influenced by your ability to deliver excellent consultations, create strong client relationships and retain the clients introduced to you.

Pay & Earning Potential

Coaches are **paid per session delivered.**

There is no rent or facility fee deducted from your earnings. If you deliver 120 eligible sessions within a month, you are paid for 120 sessions in accordance with the applicable session rate.

Full details of our pay structure and earning potential will be provided during the recruitment process.

More Than Technical Coaching

UKSCA Accreditation demonstrates an excellent standard of technical knowledge and coaching competence, but we're looking for coaches who want to combine that expertise with an equally high standard of **personal service and client experience.**

At Fitness Lab, we believe personal training is as much a **hospitality and relationship business** as it is a fitness business.

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Our clients need technically excellent programming and coaching, but they also need to feel listened to, understood, supported and valued.

That means the small details matter.

How you greet a client, the questions you ask, remembering what's happening in their life, following up outside sessions, communicating professionally and maintaining the studio environment are all part of being an excellent Fitness Lab coach.

No task is beneath anyone within our team. We expect everyone to contribute to maintaining the standards of our studios and the experience our clients receive.

What We're Looking For

We want coaches who:

- Have excellent technical coaching knowledge and practical ability
- Want to build a genuine long-term career within coaching
- Are passionate about strength training and evidence-based practice
- Can translate technical knowledge into effective coaching for everyday clients
- Are confident working with a wide variety of abilities, ages and goals
- Are excellent communicators and listeners
- Understand the importance of client relationships and retention
- Are highly organised and reliable
- Take ownership rather than waiting to be managed
- Work well independently while contributing positively to a wider team
- Actively seek feedback and opportunities to develop
- Hold themselves to high professional standards

How Success Is Measured

We want our coaches to build successful, sustainable client bases. Key performance areas include:

- **Client retention** – developing strong relationships and retaining the clients introduced to you
- **Diary occupancy** – building and maintaining a consistently busy coaching diary
- **Coaching quality** – delivering appropriate, progressive and individualised programming
- **Client outcomes** – helping clients make measurable progress towards their goals
- **Client experience** – delivering an exceptional level of service
- **Professionalism and communication** – maintaining high standards inside and outside the studio
- **Organisation and teamwork** – contributing positively to the wider Fitness Lab team

Essential Qualifications & Requirements

Applicants **must** meet the following requirements:

- **Current UKSCA Accredited Strength & Conditioning Coach (ASCC) status**
- **Level 3 Personal Training qualification**
- Right to work in the UK
- Live within a realistic commutable distance of **W1, Central London**
- Be able to commit to the required AM or PM coaching schedule

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To Apply

If you are a UKSCA Accredited coach who wants to apply your knowledge within a high-quality 1-to-1 personal training environment and build a successful coaching career in Central London, we'd love to hear from you.

Please send your **CV and a cover letter explaining why Fitness Lab and this role are the right fit for you at this stage of your career** to:

jack@fitnesslab.fit

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Pay Progression & Opportunity

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Monthly & Annual Earning Potential

At Fitness Lab, your earning potential grows with your performance. The table below outlines estimated monthly and annual income at three key levels. Foundation Coaches (100 sessions/month) are building consistency. Performance Coaches (120/month) are well-established with strong client bases. Elite Coaches (140/month) are fully booked and delivering outstanding results. Our model rewards consistency, quality, and growth — giving you a clear, achievable path to success.

Coach Level	Monthly Earnings	Annual Earnings	Achievable Within
Foundation Coach: (100 Sessions Per Month)	£2,874	£34,488	0-3 months
Performance Coach: (120 Sessions Per Month)	£3,591	£43,092	3-9 months
Elite Coach: (140 Sessions Per Month)	£4,371	£52,452	9-12 months