

PTA Florida Founding Member Offer

Professional Trainers Association of Florida is opening enrollment for the first 100 participants — Founding Members.

PTA Florida is an association for 1-on-1 trainers and private coaches across different sports and specialties.

This is not only about fitness.

The association will represent professionals who work individually with clients: from personal fitness training to golf, tennis, boxing, martial arts, running, swimming, mobility, strength & conditioning, senior fitness, youth sports, wellness coaching, and other specialties.

During the enrollment period for the first 100 participants, the membership fee is \$0.

After the official launch of the association, small monthly membership dues will be introduced.

The first 100 Founding Members will receive a special discounted rate as early participants.

Our goal is to create a professional platform for trainers and private coaches in Florida that helps them gain more credibility, more visibility,

more connections, more content, and more opportunities to attract clients.

Who this association is for

PTA Florida is being created for professionals who work with clients individually or in a small group format.

The association may include:

- personal fitness trainers
- strength & conditioning coaches
- golf coaches
- tennis coaches
- boxing coaches
- martial arts coaches
- running coaches
- swimming coaches
- mobility coaches
- yoga / pilates instructors
- senior fitness specialists
- youth sports coaches
- post-rehab / corrective exercise specialists
- nutrition & wellness coaches
- performance coaches

Main principle:

If you professionally help people become stronger, healthier, more skilled, more active, or better in their sport — PTA Florida can be a valuable platform for you.

What the first 100 Founding Members receive

1. \$0 Membership Fee during the launch stage

For the first 100 Founding Members, joining the association is free.

This is an opportunity to join at an early stage with no membership fee and receive the benefits of Founding Member status before the official launch of the association.

After the official presentation and launch of the association — planned for Fall 2026 in Miami — membership will become monthly paid membership, estimated at \$30–60 per month, but the first 100 Founding Members will keep a special discounted rate for life.

2. Founding Member status

The first 100 participants receive a special status:

Founding Member of Professional Trainers Association of Florida

This status can be used:

- in your Instagram bio
- on your personal website
- on LinkedIn
- in your resume
- in presentations for clients
- in your email signature
- in marketing materials

This strengthens your professional image and shows that you are part of the first group of a professional sport association in Florida.

3. Your personal profile in the Florida trainers database

Each Founding Member receives a personal profile in the trainers database on PTA-FL.ORG.

The profile will include:

- your photo
- your name
- your city
- your specialty
- your certifications
- your experience
- work format: in-person / online / hybrid
- links to Instagram, Facebook, your website, or booking page
- contact information

This will be an additional professional page that you can send to potential clients.

4. Association badge for your website and social media

Each Founding Member receives a digital badge:

PTA Florida Founding Member

It can be used:

- on your website
- in Instagram highlights
- in stories
- in your email signature
- in PDF presentations

- in your bio
- in advertising materials

This is an additional visual mark of trust for your clients.

5. A post about you as a new association member

After the first 30 participants are officially confirmed, the association will begin daily publication of welcome posts about Founding Members.

The post will include:

- your photo
- your name
- your city
- your specialty
- a short description of your experience
- a link to your profile or Instagram
- an invitation to learn more about you

This will give you additional visibility through the association account and help present you as part of the first PTA Florida roster.

6. Reels presentation featuring you

For each Founding Member, we will also create a short reels presentation.

Format:

- who you are
- where you work
- what type of clients you work with

- what your specialty is
- why clients should come to you for training
- an invitation to a personal training session

This reel will be published on the association account, and you may also publish it on your personal account. The reel will be promoted at the association's expense.

The goal is not simply to add you to a list, but to genuinely help present you to the audience as a professional.

7. Weekly repost of your stories

The association will repost members' stories weekly on the PTA Florida account.

This may include:

- your training sessions
- coaching sessions
- client transformations
- helpful tips
- behind the scenes
- your events
- your offers
- your professional updates

This will create additional activity and audience crossover between association members.

7. Following active association members on your accounts

Active members will be encouraged to follow one another in order to strengthen networking and support inside the community.

The idea is simple: every new member receives not just a status, but access to a growing professional network.

This will help:

- grow your professional audience
- build connections with other trainers
- open opportunities for referrals
- maintain activity among participants

8. Branded PTA Florida T-shirt

Founding Members receive a branded PTA Florida T-shirt.

This is part of the association's visual identity and a sign of participation in the first group of members.

The T-shirt can be used:

- at events
- during shoots
- in reels
- at meetups
- in professional content

After the first 100 Founding Members

After 100 Founding Members are confirmed, an official presentation and launch of the association is planned in Miami.

The presentation is tentatively planned for September.

After the official launch, PTA Florida will begin operating as a full membership association with monthly membership dues.

At the same time, the first 100 Founding Members will retain a special discounted rate as participants who joined during the launch stage.

What will become available after the official launch

1. 30-minute video training session with you for the YouTube series

After the official launch, we plan to launch a YouTube series where trainer-members of the association will conduct 30-minute training or educational sessions with a host and showcase their work with clients in an entertaining format.

This may include fitness, golf, tennis, boxing, mobility, strength training, running technique, sport-specific coaching, or another area you work in.

This will help promote you as an expert and create professional video content that can be used for your personal brand.

2. Participation in entertaining YouTube projects

In addition to educational videos, PTA Florida will develop more lively and entertaining formats.

For example:

- trainer challenges
- fitness / sport debates
- reaction videos
- myth-busting episodes
- transformation stories
- interviews
- lifestyle content
- collaborations between trainers and coaches

The goal is to make fitness and sport content more interesting, useful, and visible to a wider audience.

3. Promotion of the association website among potential clients

After the official launch, PTA Florida will promote the association website among people looking for trainers and coaches in Florida.

The goal is for potential clients to visit the site, choose a city, direction, and specialization, and find a suitable trainer or coach.

This may become an additional client acquisition channel for members.

4. Client referral opportunities

When client inquiries come through the association website or social media, they will be directed to suitable members based on:

- location
- specialization
- sport / direction

- experience
- language
- work format
- client type

For example:

- Naples
- Miami
- Fort Lauderdale
- Tampa
- Orlando
- online coaching
- weight loss
- strength training
- senior fitness
- golf lessons
- tennis coaching
- boxing
- running coaching
- youth sports
- post-rehab
- nutrition support

The association does not replace your personal marketing, but it can become an additional source of trust, visibility, and potential referrals.

5. Access to partner discounts

After launch, the association will form partner offers for members.

Planned areas include:

- photo and video content creation
- reels production
- personal brand photography
- sports nutrition
- fitness apparel
- sport apparel
- gyms
- studios
- sport facilities
- golf / tennis / wellness businesses
- residential complexes
- wellness businesses
- equipment
- booking / business tools

The goal is for membership to provide not only status, but also practical savings on services that trainers need.

6. Access to events

After launch, the association will hold events for trainers, coaches, and wellness professionals.

Formats:

- networking meetups
- educational workshops
- business breakfasts
- trainer / coach panels
- fitness events
- sport events

- wellness events
- seminars
- presentations
- collaborations with gyms, clubs, sport facilities, and clinics

This will give you an opportunity to meet other professionals, find partners, and strengthen your professional network.

No Long-Term Commitment

We do not want membership in the association to feel like an obligation or pressure.

If for any reason you decide that PTA Florida is not right for you, you will be able to stop participating without any long-term obligations.

During the enrollment period for the first 100 Founding Members, the membership fee is \$0.

After the official launch of the association, small monthly membership dues will be introduced, while the first 100 Founding Members will retain a special discounted rate.

We are confident that the value of participation will be significantly greater than the membership fee because of the professional status, visibility, content, networking, media exposure, partner opportunities, and potential referrals.

Our goal is not to retain people through obligations, but to create such value that members themselves want to remain part of the association.

Summary: what you receive as a Founding Member

- \$0 membership fee during the enrollment of the first 100 participants
- special Founding Member status
- special discounted rate after the official launch
- personal profile in the Florida trainers database
- digital badge for your website and social media
- welcome post about you after the first 30 participants are confirmed
- required reels presentation featuring you
- weekly repost of your stories
- support and follows from active members
- branded PTA Florida T-shirt
- opportunity to participate in the first media projects
- priority visibility at the start of the association

After the official launch:

- presentation of the association in Miami, tentatively in September
- YouTube training session featuring you
- participation in entertaining YouTube projects
- promotion of the website among potential clients
- opportunity to receive client referrals
- access to partner discounts
- participation in events, workshops, and networking

Why it makes sense to join now

PTA Florida is currently forming its first 100 Founding Members.

At this stage, membership is free, while early participants receive more attention, more visibility, and special Founding Member status.

After the official presentation and launch of the association, membership will become monthly paid membership.

But the first 100 Founding Members will receive a special rate as participants who joined during the launch stage.

If you are a professional trainer or private coach in Florida — fitness, golf, tennis, boxing, martial arts, running, swimming, strength, mobility, wellness, or another specialty — and you want to gain additional status, visibility, content, connections, and the opportunity to be part of a new professional sport association from the very beginning, now is the best time to [join](#).