

The Brookbush Institute Publishes a NEW Article: 'Judging a Personal Trainer by Appearance'

Personal Trainers and Coaches Should Not Be Judged on Their Looks or Lifts. (And Why Equating Muscles with Knowledge is a Sign of Ignorance)

NEW YORK, NY, UNITED STATES, July 25, 2025 /EINPresswire.com/ -- Excerpt From the Article:

“

The best trainers and coaches I have ever known did not compete in amateur or pro athletics; however, some of the worst trainers I have ever seen were former athletes who lacked formal knowledge. ”

Dr. Brent Brookbush, CEO of Brookbush Institute

[Judging a Personal Trainer by Appearance](#)

- Certification: [Certified Personal Trainer \(CPT\) Certification](#)

- Additional Glossary Term: [Evidence-Based Practice \(EBP\)](#)

INTRODUCTION

Equating a certified personal trainer's or strength coach's appearance, or even their athletic performance, with expertise is one of the most persistent and damaging misconceptions in our industry. Yet this flawed thinking continues: the six-pack obsession, the “how much do you lift?” comments, and the assumption that a lean, muscular physique implies greater knowledge than someone with

average muscle mass and decades of education and coaching experience. Let's be clear: training yourself, your own body, and your own performance are equivalent to working with a single client, yourself. And that client is biased. Would you trust a physician or physical therapist who had only ever treated themselves and assumed their results would apply to you?

LET'S ASK SOME OBVIOUS QUESTIONS

- Does lifting heavier weights make you more knowledgeable?
- Can six hours a week in the gym teach you biomechanics, physiology, or periodization?
- Is there any correlation between physical strength and grades in anatomy or exercise science courses?
- Do great genetics make you better at helping clients with chronic disease, movement dysfunction, or time constraints?
- Does having a bathing-suit-ready body prove you've spent years studying the human movement system?

- Does participation in bodybuilding or strength sports mean you understand more than athletes in other disciplines?
- Does being a former collegiate or professional athlete automatically mean you know how to solve other people's problems?
- As we age and our bodies change, does our ability to coach, educate, or treat others diminish? Does less muscle mean less knowledge?

FOR THE FULL TEXT AND SO MUCH MORE, CLICK ON THE LINK

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There is no greater sign of ignorance in our industry than an individual who equates knowledge with physical appearance/performance.

Judging A Personal Trainer by Appearance -
<https://brookbushinstitute.com/articles/judging-a-personal-trainer-by-appearance>

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