

# FIBR Shares Recruiting Strategies to Help Fitness Businesses Win the Talent Race While Celebrating Continued Growth

*Fitness recruiting leader encourages gyms, studios, and wellness brands to adopt smarter hiring strategies as demand for top talent continues to rise.*

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EINPresswire.com/ -- Finding great fitness professionals has never been more challenging, but according to FIBR, the businesses that invest in strategic recruiting and long-term talent development will be the ones best positioned for sustained growth.



FIBR is the leading platform connecting fitness professionals to career enhancement and employment opportunities.

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Posting a job online isn't enough. Fitness businesses that build intentional recruiting strategies instead of reacting to shortages will create stronger teams and deliver better member experiences.”

*William Coker, CEO*

As the fitness industry continues to evolve, FIBR is helping health clubs, boutique studios, franchise systems, and wellness brands rethink how they attract, hire, and retain exceptional employees. Founded exclusively for the fitness industry, FIBR has become a trusted recruiting and staffing partner for leading brands by combining industry expertise, an extensive network of fitness professionals, and a personalized approach that focuses on long-term success instead of simply filling open positions. FIBR's recruiting platform supports employers with sourcing, screening, and placing candidates across virtually every role in the fitness industry, from front desk staff and

personal trainers to general managers and executive leadership.

"Our industry has reached a point where posting a job online simply isn't enough," said William Coker, Co-Founder and President of FIBR. "Today's candidates are looking for purpose, culture, leadership, and opportunities to grow. Fitness businesses that build intentional recruiting strategies instead of reacting to staffing shortages will create stronger teams and deliver better

member experiences."

## Five Recruiting Tips for Today's Fitness Industry

Based on its work with gyms and studios nationwide, FIBR recommends five strategies for building stronger teams:

Build relationships before you have openings. Waiting until a position becomes vacant often leads to rushed hiring decisions. Successful fitness businesses maintain relationships with qualified professionals year-round so they have a pipeline of talent when opportunities arise.

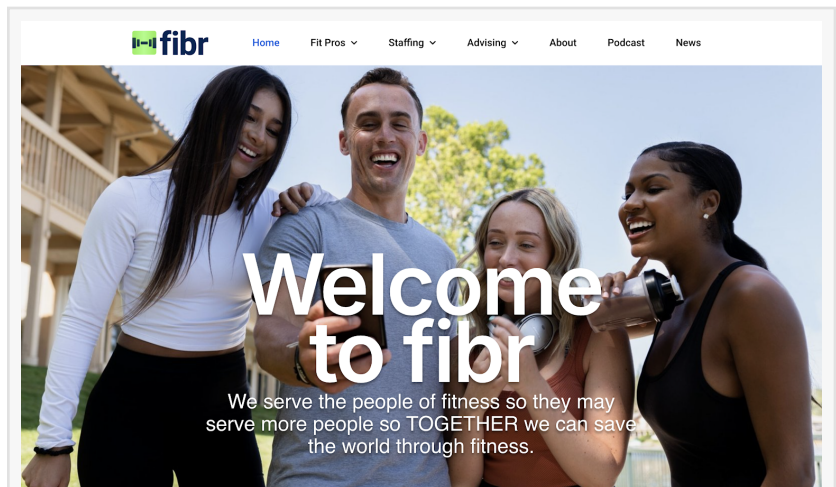
Hire for culture as much as credentials. Certifications and experience matter, but long-term success depends on whether a candidate aligns with the organization's values, coaching philosophy, and member experience.

Create a faster hiring process. Top candidates rarely stay on the market for long. Streamlining interviews, communication, and decision-making helps employers secure the best talent before competitors do.

Invest in onboarding and career development. Recruitment doesn't end when an offer is accepted. Structured onboarding, mentorship, and ongoing professional development improve retention and help new employees become productive more quickly.

Treat recruiting as a business strategy. Staffing isn't simply an HR function. Every employee directly impacts member satisfaction, retention, revenue, and brand reputation. Organizations that prioritize recruiting often outperform competitors that treat hiring as an afterthought.

These recommendations reflect trends FIBR has been highlighting in its recent educational content, including proactive talent planning, improving workplace culture, strengthening onboarding, and adapting recruiting strategies to meet the expectations of today's workforce.



FIBR now serves 44 brands across studios, gyms, recovery centers and med spas.



William Coker leads a team that streamlines hiring by connecting gyms and wellness businesses with qualified, passionate professionals.

## Continued Growth Across the Fitness Industry

[FIBR has continued expanding its reach](#) by growing its network of employer partners and career opportunities while helping connect fitness professionals with leading gyms, studios, wellness companies, and recovery brands. The company now works alongside many of the industry's most recognizable organizations and continues to broaden its recruiting capabilities to serve businesses of every size. Recent growth has also included expanding career opportunities across dozens of leading health and wellness brands while strengthening its recruiting resources for employers nationwide.

Unlike general recruiting firms, [FIBR focuses exclusively on the fitness and wellness industry](#), allowing its recruiters to better understand the skills, personalities, and leadership qualities that contribute to long-term success. The company has also developed a talent network of millions of fitness professionals, enabling faster placements and stronger candidate matches.

"Our mission has always been to serve the people of fitness so they can serve more people," Coker said. "Every great member experience starts with great people. When fitness businesses hire intentionally and invest in their teams, everyone benefits, including employees, members, and the communities they serve."

[To learn more](#) about FIBR's recruiting, staffing, and career placement services, visit the company's website.

### About FIBR

FIBR is a specialized recruiting, staffing, career placement, and business advisory company serving the fitness and wellness industry. Built by fitness professionals for fitness professionals, FIBR connects employers with high-quality talent while helping fitness professionals grow their careers. Through industry expertise, an extensive recruiting network, and personalized service, FIBR helps gyms, studios, health clubs, and wellness brands build stronger teams that drive long-term business success.

William Coker, Co-Founder and President

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