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Sports: from hobby to business

Rimas
Lithuania



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"SkillsXcellerate: Empowering youth on their path to independence through entrepreneurship"
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SkillsXcellerate



HOW AND WHEN RIMAS STARTED HIS BUSINESS

Rimas has been involved in sports since elementary school. He has always loved sports, so he has tried many of them: athletics, table tennis, boxing, muay thai, and others. He was even involved in sports as a referee. So not in vain he has chosen a personal trainer path for his career. Rimas had previous work experience in a gym, but one day he saw an opportunity to start working on his own. He first tried to do it part-time but later quit his job in the gym and is now his own boss. Rimas has never regretted this decision.

He is glad that he can help others fall in love with sports, combine exercises, and enjoy a healthy life. After all, our greatest wealth is health, so it is very important to take care of it constantly. Rimas can easily say that sports are his life. He helps his clients and himself maintain good physical shape and good mental health. Rimas likes to work with people helping them achieve their goals in sports and sometimes even in other fields in life.

HOW RIMAS DEVELOPED HIS BUSINESS

Rimas is currently working as a self-employed personal trainer in Kaunas. He is a professional trainer and has acquired a license for sports club activity organizer specialty. Rimas conducts individual workouts and makes training programs that allow clients to achieve their desired results more quickly, and save time. His service mainly includes personal training, training programs, personalized diet plans, and healthy eating plans.

Rimas has been actively involved in personal trainers' activity for more than five years and is happy to share the experience gained during this period with his clients who want to build their bodies.

He enjoys his work and is particularly happy when he sees happy clients, getting motivated and achieving their goals.

Rimas worked in a gym for some time, gaining experience before launching his own business, he jumped into the popularity of the sports wave and got many clients. It took some time for him to get such popularity, but creating a Facebook page and advertising through it was the best decision. He has a lot of followers on his Facebook page and that visibility helps attract new clients.

Rimas faced several obstacles on his journey to becoming his own boss. Transitioning from the stability of a gym job to starting his own business was far from easy. He had to navigate the uncertainty of finding and retaining clients, managing his finances without the safety net of a steady pay check, and juggling his time between his part-time business and his regular gym job. There were moments of doubt and financial strain, especially when business was slow. However, Rimas remained determined, learning to market his services, build a loyal client base, and balance the demands of entrepreneurship. These challenges tested his resolve, but ultimately, they strengthened his commitment to his path and led to the successful business he runs today.



WHAT ARE RIMAS' PLANS FOR THE FUTURE

Rimas is constantly improving his knowledge by reading special sports literature, he also participates in seminars for personal trainers, not just to get the latest knowledge that he can later transfer it to his clients but also because it is interesting to him, for his own development. He had some clients who had emigrated from Lithuania and continued consulting him online. Rimas sees this kind of work – making online trainings as a potential plan for expanding his own business.

WHAT ARE RIMAS' SUGGESTIONS FOR YOUNG PEOPLE WILLING TO START THEIR BUSINESS

As he has already mentioned, Rimas has always been interested in sports. He never doubted that his life would be in some way connected with sports. After trying to run his business part-time and seeing that he succeeded, and that his clients were happy with the results, it was like an adrenaline rush for Rimas resulting in him becoming happier and motivated to work more. For those uncertain about launching a business, start small – try it for half-time or over summer vacation. He believes it will work out for you, so take the leap



Image source: all pictures used in this story are from Rimas' personal archive.

We wish good luck to **RIMAS!**

If you are interested in learning more about Rimas' business or to get in touch with him, you can contact him by

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