

FITNESS MARKETING

*A Guide to Marketing
Your Fitness Business*

by Pat Rigsby



Foreword by Nick Berry
Edited by Robert J. Kenney

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Fitness Consulting Group

Elizabethtown, KY

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Foreword

Throughout this book, you're going to read a lot about the sizzle and the steak. In the business coaching world, much like the rest of the world, it's not difficult to find the sizzle. Those who prefer the sizzle will happily seek you out so they can do what they do – sizzle – and not a great deal more.

Every once in a while though, you run into someone, and you recognize immediately that there's more to what they have to offer than just the sizzle – they deliver the steak as well. Pat is one of the rare people who happens to have some sizzle but also has a whole lot more of the steak.

The proof of what Pat brings is right there and easy to find. Wherever he's been, he has brought success, and he has brought it pretty quickly. As a college coach, he managed to take a program with the tiniest of budgets from an annual losing record to a national power in only a few years. He was the youngest college coach at any level to ever win 100 games. After coaching, he went into the fitness industry, and in a matter of months his region became a routine top-producer for one of the largest personal training companies in the world. His success as a business owner in both the personal training and health club industries led him to the business coaching world and the birth of Fitness Consulting Group. Since its founding, FCG has exploded into multiple other ventures, including the franchises Athletic Revolution and Fitness Revolution, and the end result of all these ventures has been consistently the same: success.

I've been fortunate enough to have known and to have partnered with Pat since he's been in the fitness industry, so I have perspective on what he can accomplish like no one else can possibly have. There is an abundance of success stories and testimonials out there from individuals who can tell you of their results and experiences while working directly with him. However, I've been able to witness his impact over and over – instance after instance – year after year.

That just doesn't happen by accident. Success doesn't repeatedly materialize without the substance and formula behind it. That's the thing about Pat, and that's what you'll find in this book; he knows what is needed to be successful, and he can teach you to blend those ingredients. Whether it's mastering your service, marketing, staffing, etc., he knows how to transform your business into a successful operation. He has proven it time and time again, and I trust that he will continue to do so – to the benefit of thousands and thousands of fitness professionals as well as to our own companies.

-Nick Berry

Introduction

During my time in the fitness industry, I have watched many people aspire to success. I am one of those people, and while I'm certainly a work in progress, my business partner Nick Berry and I have had our fair share of success already and also have helped thousands of fitness pros just like you achieve great successes of their own.

Because of this, I'm often asked what my secrets to success are. I don't think they're secrets, but every one of us needs to have his or her own personal formula. This book is a collection of essays that share the strategies, tactics, and the mindset "secrets" that have led us and the fitness professionals we have worked with to the successes that we've achieved and that will undoubtedly be the foundation for our future successes.

Here are my suggestions on how to use this book. I've written each chapter so that it can stand on its own as a lesson that you can take immediate action on, so don't feel that you have to read the entire book before you can start deriving benefit from it. Read a chapter, and apply what you've learned. Take action. If you approach the book in this fashion, I can guarantee that you will benefit greatly from this resource. The lessons in *Fitness Marketing: A Guide to Marketing Your Fitness Business* have helped personal trainers and coaches open their own facilities, grow six- and seven-figure-a-year businesses, gain more freedom, and enjoy the types of careers and lives they've always wanted – and these lessons can do the same for you, too.

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Pat Rigsby

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Magnetic Fitness Marketing

When it comes to developing an effective approach to fitness marketing, there are a number of different ways you can go – and unfortunately there are plenty of potential mistakes you can make. With that in mind, I've created this simple fitness marketing guide for you.

Fitness Marketing Rule #1: Always use a unique selling proposition (USP) that clearly answers the question, “Why should your prospects choose to use you and your services over every other fitness professional or solution out there?”

You absolutely, positively must be able to answer that question.

Why should anyone choose to use you over any other option that they have available to them?

That becomes the essence of your USP.

Think about your market(s) and what they would like to get from a fitness professional or fitness facility, but currently are not getting, and boldly promise to deliver that to them.

That's a powerful USP.

Then, include your USP in all of your marketing.

Fitness Marketing Rule #2: Always niche every single marketing piece to a specific target market so that you can speak about the exact benefits that your target market is looking to get from you and your fitness business.

Remember, people spend money on a product or service for the benefits that they receive from the product or service, not the features.

When you use niche marketing, you will speak to one group of prospects at a time and will be able to talk to them about the exact benefits that they want to experience.

Whereas, when you mass market your services and try to attract every prospect that you can with all of your marketing, you are never able to really tap into what any one group of prospects really wants (i.e. overweight vs. poor health).

Mass marketing leads to talking about the features of your business. Niche marketing leads to talking about the benefits of your services.

Let's not forget – niche marketing will also enhance your positioning in your marketplace by helping to create the perception among your prospects of you being a specialist and not just a generalist.

Fitness Marketing Rule #3: Always use an attention-grabbing headline, which appeals to your prospects' self-interest, in all your marketing.

This is hands-down the number one most important element of creating any marketing piece that gets a tremendous response.

Have a headline that speaks to the self-interest of the prospect, piques curiosity, or promises to give some news.

Any way you slice it, your headline is THE most important component of every marketing piece that you put together.

A headline is what decides whether someone is going to actually read your ad or just skip right over it.

When creating a marketing message, you should ALWAYS spend the bulk of your time on the headline.

It's just that important.

Fitness Marketing Rule #4: Always make an offer to propel prospects to take action in every marketing piece you have.

This is pretty straightforward.

Every marketing piece that you have, even your Yellow Pages ad, should have some type of offer.

That offer could be a free personal training session, a trial membership, or a discount, for example.

It doesn't matter what it is – the most important thing is to have an offer.

Any advertisement or email that doesn't make an offer is simply trying to create a brand or an image in the marketplace and is an absolute waste of your time and money.

As a side note, the more irresistible the offer is, the better the response you will get to the message.

Fitness Marketing Rule #5: Always have a specific and clear call-to-action telling prospects exactly what they should do to take advantage of the offer you've made in your marketing piece.

Besides an offer, you must have clear instructions telling your prospects exactly what they should do to take advantage of your offer.

For instance, maybe you would include something like, "Call Right Now To Take Advantage Of..."

Don't ever assume that they are going to know what to do.

Tell them exactly what to do and be clear and concise.

Fitness Marketing Rule #6: Use risk-reversal with all your offers by guaranteeing some aspect of your service.

Risk-reversal is one of THE most powerful ways to craft an irresistible offer.

I could literally write several articles on this subject alone.

Really, it's probably THE most powerful way to convert Prospects into clients or members.

By guaranteeing to deliver what it is that you are promising in your marketing message, you are taking all the risk off the prospect and putting it on you.

I know this sounds scary, but it builds tremendous credibility with your prospects in your marketplace.

This one change alone can double, triple, or even quadruple the response that you are getting right now from your marketing.

By offering a money-back guarantee on what you do, yes, some people will ask for a refund, but those refunds will be far outweighed by the number of new clients and members that you get from the risk-reversal.

Fitness Marketing Rule #7: Focus at least half your marketing time, energy, and money on making up-sell, cross-sell, and re-sell offers to your current and past clients and members to increase the lifetime value of your average client or member.

The most responsive group of individuals to your marketing is your past and present client or member base.

Always remember, the hardest sale to make is the first sale.

Not only that, but the real money to be made in the fitness industry is on the back-end.

The back-end is all of the money that clients spend with you AFTER they have made an initial purchase with you.

Your goal should be to make 8-10 irresistible offers per year to your past and present clients and members.

You can do this through any of your marketing campaigns.

In addition, this forces you to continue to come up with exciting and fresh ways to package and repackage services and products into new bundles and programs.

With frequent contact and offers, you will significantly increase the dollar value of each one of your clients or members and will keep them using your services or facility for a much longer period of time.

Focus on the back-end.

Fitness Marketing Rule #8: Use the EARN, ASK, REWARD referral system to get your business to critical mass (the point where a majority of your new clients or members are referrals).

EARN referrals by delivering outrageously valuable service.

ASK for referrals frequently, either in person or via an outreach campaign.

Always REWARD and recognize the clients who refer new clients to your business with a gift of perceived value.

Put these 8 rules to work in your business and you'll be laying the foundation for Magnetic Fitness Marketing.

The Hierarchy of Client-Getting

If you needed to generate new business now, what would you do?

I don't mean new clients next week or next month. I mean you need new clients NOW to pay the bills.

Would you sit at home and submit articles and press releases, or would you make blog posts and phone calls?

There are dozens of things you could do if you had to generate new clients, but which ones would pay off fastest?

With that in mind I created a simple Hierarchy of Client-Getting activities to get you started.

Level One Activities – If you need new clients TODAY, these should be the focal point of your marketing efforts.

- Talking to members of your network face to face
- Doing public speaking
- Meeting new people through networking events and personal networking activities
- Visiting local businesses and marketing to employees or creating JV's
- Asking for referrals

As you probably noticed, these all involve face-to-face contact.

Level Two Activities – These activities are almost as effective as level one activities; however, they are a little less effective, as nothing is as powerful as “belly to belly” marketing.

- Personally calling members of your network
- Making business-to-business calls
- Sending press releases to the local media
- Personally e-mailing members of your network
- Asking for referrals via mailings to your clients
- Doing reactivation calls

Why are these not as effective as level one activities? First off, a significant percentage of the time your phone calls will end up as voice mails, and your messages and emails will get lost in the volume of other calls and emails the recipient receives. Secondly – it's much harder to say “no” in person.

Level Three Activities - These activities are valuable, but often take a while to pay off or need to be done in volume to yield big results. However, once they hit critical mass they can drive a business.

- Submitting SEO Press Releases
- Submitting articles
- Blogging

- Doing direct mailings to your network
- Sending an email newsletter
- Doing reactivation mailings
- Lead bowls or boxes
- Craigslist ads
- Facebook groups & fan pages
- Door hangers

These are all great activities that are low cost and potentially can have a huge impact on your business, but if you're running a bootcamp with 5 campers and are looking to reach 25 campers within the next 30 days – it's unlikely that these activities will get you there.

If you can outsource these and ramp them up fast that will almost always be the best approach you can take because you can focus on levels 1 & 2 but not miss out on the benefits of level 3.

Level Four Activities – Only do these activities after you've really worked the first three levels.

- Newspaper ads
- Radio ads
- Direct mail to cold lists
- Billboards
- TV ads

These can be effective – in fact we've used them all for our businesses at one time or another, but they're expensive and not going to provide you with your best ROI.

So are you getting the idea yet?

When we have coaching clients that aren't generating enough new business, 98% of the time it's because they've gotten comfortable working on level three activities and ignoring the level one and two activities.

Let me try to drive this home with an analogy for you:

If you needed someone to lend you \$1000, which would you do:

- A. Post a request on your blog
- B. Send someone an email to ask
- C. Send someone a letter to ask
- D. Call them and personally ask
- E. Visit them face to face and ask

OK, while that's not a perfect analogy, I'm sure you get the picture. The most powerful way to persuade someone is to do it in person or as close to in person as you possibly can.

So spend 30 minutes evaluating what percentage of your marketing time is spent on level one and level two activities. Then make an effort to increase it by at least 50%.

Who's Your Who?

One of the biggest hindrances to fitness marketing success I see made is not knowing “who your who is”... or who you are actually for.

This is a lesson I learned way back when I was coaching college baseball, and a lesson which every time I've deviated from I've suffered.

When I coached, I built a very successful program by recruiting blue collar type players. Young men from middle-class or lower-middle-class families that were usually hard workers, had been overlooked by bigger colleges, and had a chip on their shoulder, determined to prove that they were better than some of the hot prospects that had kept them in the shadows.

I knew this was my type of player. It was who I identified with – who I was most effective coaching. In fact, it's probably who I'd been just a few years prior.

This worked for me. Recruiting those types of players was comfortable for me. Coaching those guys was fun. We even finished 5th in the World Series one season with a team comprised almost entirely of those types of blue collar players.

The only time I ever really deviated from that recruiting strategy was the point when coaching stopped being fun. After having a decent amount of success, I was now able to get the attention of some of the more highly-touted recruits. I was a pretty good salesman, so a number of them ended up choosing to become part of our program.

Biggest mistake I ever made as a coach.

These guys were the polar opposite of the players I'd enjoyed coaching. They felt a sense of entitlement. They had never really faced any adversity, so they weren't mentally tough. They had poor work ethic since they'd always been able to succeed on talent alone.

Make no mistake – I'm not trying to run them down. They were very talented ballplayers; I just wasn't the right guy to coach them.

We still won a lot of ballgames, but for the first time in my coaching career, I was watching the clock. You know what I mean... counting the minutes until whatever we were doing was over.

Needless to say, once I figured out the error of my ways I fixed it.

Now, the success that we enjoy coaching professionals is founded in being very clear on “who our who is.”

The people that Nick and I choose to work with – and who, not coincidentally, are attracted to working with us – have the following characteristics:

- They're doers. They're action-takers that aren't afraid of doing work.
- They're entrepreneurs or aspiring entrepreneurs. They look to grow and expand their business and aren't afraid to redefine their roles in their businesses.
- They're serious about their craft. They care about being a great trainer or coach.

- They believe that providing a quality service is the foundation of a successful business.
- They're willing to do what it takes to get better and to reach their goals. They not afraid to invest time, money and energy in reaching their goals.

Over time we've figured out who we're NOT for:

- Personal trainers who are not entrepreneurial. (By the way, this is the vast majority of trainers.)
- Those trainers who are not really focused on being a great trainer or coach.
- Personal trainers that are entirely focused on sales and marketing and don't prioritize client experience or satisfaction. (Strange coming from a business and marketing guy, right?)
- People who are out just to make a quick buck.
- Trainers that are eternally chasing the "Four Hour Work Week" and aren't willing to work.

There are plenty of other coaches or marketers out there that can serve those people – but they're not a good fit for us. In fact, determining who we're for has been kind of liberating. It makes everything I do much more fun. I can write to an audience and not have to compromise what I'm trying to say. I can go into calls, coaching sessions, or events genuinely excited to talk to people or spend time with them because they're our type of people.

It's really the foundation for building a business we enjoy.

My wife has done this with Fit Yummy Mummy. She speaks to a very specific audience. Moms. But not just moms. Pretty much they're moms like her. She's not attracting moms that have personal shoppers. She's not attracting cardio queens. She's attracting busy moms that are willing to lift weights and work relatively hard to reach their goals.

Now, this is a little different than the typical stuff you'll see on niche marketing. Typically, discussions on niche marketing center around targeting an audience like women, or moms, or baseball players.

That's a great start, but what I'm talking about goes beyond that when it comes to achieving fitness marketing success. Determining your "who" can be, in part, targeting a niche market like that, but it's also about creating a culture that attracts a certain type of person – and repels a certain type of person.

I could be defined as a business coach (among other things) whose niche market is personal trainers. But like I mentioned before, we attract personal trainers that have certain characteristics and we repel personal trainers that have others.

This happens because our "who" is weaved throughout what we do. What I write. How we coach people. The way our events are. Everything is designed to be for our "who."

So this is where the work begins for you to achieve your own fitness marketing success. Who do you want to work with? Can you describe them in detail? Once you know who your who is...

- Your website should reflect it
- The language you use to describe your business should make it clear

- The things you post on Facebook should showcase and attract your who
- Any advertising or marketing materials should speak directly to them
- The culture you create in your business should cater to your who

I'm not telling you to blow up your current business and run out everyone that doesn't fit your "who." No, just start creating a culture that will strengthen your relationships with them while weeding out the people who aren't a good fit.

Once you do this, you'll start enjoying your fitness business more. Achieving marketing success will be easier than you ever imagined! You'll start viewing your clients like your extended family – I know I do. Your business will start attracting more people that are a great fit because your current clients will rave to their friends, family members and co-workers about their experience. Running your business will be a lot of fun – just as it should be.

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Relationship Marketing with a Fitness Newsletter

A fitness newsletter is a fantastic fitness marketing tool for building relationships. It doesn't matter if we're talking about developing relationships with people you just met through networking or cultivating relationships with the clients you currently have: A newsletter is a must-have part of your marketing arsenal.

In short, a fitness newsletter:

- Is a perfect way to build value in your expertise for members of your network.
- Allows you to stay connected with your current clients outside of their sessions.
- Is a great way to educate your network in the different things you offer and share new offerings with your client base.
- Is a simple way to increase referrals.

How does a fitness newsletter build value in your expertise?

By delivering consistently solid information to your network's inboxes each week, you can become the trusted expert in their eyes. For non-clients, you can become the person that they look to for sound advice and lean on when they decide to invest in their health and fitness.

It also keeps you at the top of their mind so that when fitness related topics or opportunities arise, you're the first person they think of.

If you deliver quality information on a consistent basis, you'll soon be seen as the expert.

How does staying in contact with your current clients through a fitness newsletter benefit you?

There are a few ways, for example:

- You can educate them on topics that you don't have time to cover in sessions or in camp.
- You can add one additional "touch" per week – a critical thing for group-training-based businesses.
- You can offer public recognition for everything from goals achieved to referrals given.
- You can help keep clients compliant by staying in front of them outside of sessions.

If you're providing good information, there is zero downside to contacting your current clients outside of sessions, and having something that you can do on a consistent basis will quickly pay dividends.

How can a fitness newsletter make you more money?

That's the big question, right? Here are a few ways that sending a weekly newsletter will increase your bottom line:

- 1) You can stay in front of your prospects so that you're basically soft-selling them into becoming clients. Remember, when someone opts-in to your list or you add them to your

network, they may not yet be ready to come on board as a client. But by positioning yourself as an expert that they can trust, they eventually will.

- 2) You can ask for referrals from your current clients through the newsletter and highlight those who have recently referred to you.
- 3) You can sell solutions like [Personal Trainer Foods](#) or [Prograde](#).
- 4) You can announce new programs that you're offering.
- 5) You can announce things like your interest in public speaking or running corporate programs to your entire network at once.
- 6) You will enhance retention.
- 7) You can be an affiliate for infoproducts or sell tools like bands or foam rollers without inventorying them.

Basically, your newsletter can help you get more clients, help you generate more revenue per client, and help you keep those clients longer, which are the only 3 ways that you can grow your business.

Why is a fitness newsletter such a powerful marketing tool?

Your newsletter is a piece of highly targeted marketing that does not feel like marketing to your clients and prospects. For them it is a value-added service that they don't have to pay for. Every week you are demonstrating the range of your vast knowledge and expertise. Your newsletter shows people how much you care. It offers you a way to keep them informed of every single service, offer, and newsworthy item, every single week.

Pretty powerful, right?

Should I use a pre-made fitness newsletter?

Another big question.

In my mind, the answer is "no" if:

- You love to write and you're consistent about writing your newsletters on a weekly basis.
- You have ample time to write the caliber of newsletters that you want to deliver.

In my mind, the answer is "yes" if:

- You want to automate a key component of your marketing efforts.
- You like done-for-you solutions.
- You don't love to write, or you have trouble writing well or efficiently.
- You want to spend your time in other areas of your business – or want more free time for yourself.

If you do use a done for you solution, I think that the quality of content is key. If you want to position yourself as an expert, then the newsletters have to be top notch.

At this point, it's pretty obvious that I'm a fan of newsletters. Considering that I write one pretty much daily, I should be, right? We've actually worked on providing our own newsletter solution

for quite some time but could never get the software or the overall product up to the level we felt was necessary to deliver to the market, and, with the rapid growth of Fitness Revolution, it just hasn't been able to be our top priority.

So no matter what, I hope you've seen the incredible value in delivering a weekly fitness newsletter.

Whether you take on the responsibility of creating one yourself or use a done-for-you solution, it's a must.

Where's Your Marketing Bottleneck?

When I consult with fitness professionals, more often than not a big part of the early conversations are dedicated to generating more clients and more money.

Later on, the topics switch to hiring, staffing, and other aspects of managing the growth. Still, in the initial stages the focus is usually on eliminating the bottlenecks in their fitness marketing plan.

Essentially, there are four critical steps to growing a business:

- 1. Identify Your Lead Sources**
- 2. Develop Your Front End Offer(s)**
- 3. Develop Your Core Offering(s)**
- 4. Develop Your Backend Offering(s)**

Whether you realize it or not, you already have some form of these Big 4 in place, so eliminating the bottlenecks in your marketing plan really boils down to these two tasks:

1. Optimizing your Big 4.
2. Improving the flow between the Big 4.

Let's start with the first point.

Optimizing the Big 4

Identify Your Lead Sources – You need to have effective enough lead sources in place where they provide you a monthly minimum of twice as many leads as you need to convert into clients to reach your financial goals.

My recommendations are that you need a minimum of two external lead sources and two internal lead sources going each month as the basis of your fitness marketing plan.

How would we optimize our lead generation?

Optimization Strategy #1 – Make sure you have 2 external and 2 internal strategies in place.

Optimization Strategy #2 – Determine how many leads each of those strategies are producing each month and how many of those leads are being converted into paying clients.

Optimization Strategy #3 – Determine if the current lead sources...

-Need to be replaced – and if so, with what.

-Can be improved – and if so, how can they be improved.

-Are effective as are – and if so, how can they be built upon.

Your Front End Offer(s) – How are you turning your leads into paying clients? Maybe it's a free trial, a paid trial, an assessment, or a Transformation Contest.

Maybe it's several of those or different front-end offerings like clinics or workshops.

No matter what, you need some way for a person to try out what you do while incurring minimal risk. My suggestion is to have several different methods in place throughout the year.

So how do we optimize front end offers?

Optimization Strategy #1 – Determine what strategy or strategies you will be using. Once that is decided, determine who each of those offers will be made to. Deal of the Day buyers might be presented with one offer while Business of the Month leads might get another.

Optimization Strategy #2 – Determine how often you'll rotate offers to your "main list" and what those offers are. Offers get stale after a while, so one month you might present a 2-week trial and the next month a 21-Day Drop-a-Dress-Size promo.

Optimization Strategy #3 – Determine how you will build value and sell your core offerings during the front end offers.

Remember – the primary reason for having a front end offer is to convert leads into long term clients.

Your Core Offering(s) – Your Core Offerings are the foundation of your business, so everything else centers on them.

The Core Offerings we see that have the most success are semi-private, small-group, and large-group/bootcamp.

Now, how do we maximize core offerings?

Optimization Strategy #1 – Determine what is the most effective use of your time as a professional, i.e. what offerings to deliver based on your space, schedule, and the client base you want to serve.

Optimization Strategy #2 – Determine how you should price your offerings.

Optimization Strategy #3 – Determine how to improve your core offerings to maximize results, retention, and referrals.

Your Backend Offering(s) – Most fitness pros drop the ball on the Back End. The Back End is basically comprised of the "problems" created by your Core Offerings and the opportunities your clients potentially create.

When it comes to optimizing your Back End Offering(s), where do we start?

Optimization Strategy #1 – Determine what "problems" your Core Offerings create. Because a client participates in your Core Programs, they want certain results. Consider:

- (a) What can you provide that isn't addressed in your Core Programs but will help them achieve their goals faster?
- (b) What is addressed in your Core Programs but that your clients want more of?

Optimization Strategy #2 – Determine what opportunities your Core Clients create. Your clients can potentially be your primary source of new leads through referrals. In addition, they can open doors in the community for everything from Corporate Programs to public speaking engagements.

Optimization Strategy #3 – Determine what Back End Offerings to implement and how to make the most of them.

Improving the Flow

Those are the ways we optimize the Big 4, but we still need to improve the flow between them.

So, if the flow between your Lead Sources and Front End Offer(s) isn't where you would want it to be, we might:

- (a) Determine if the Front End Offer is strong enough.
- (b) Determine if you're building enough value in it.
- (c) Look for ways to remove more of the risk / fear associated with taking advantage of your offer.

If the flow between your Front End Offer and your Core Offering(s) isn't where you would want it to be, we might:

- (a) Look at the points where you are presenting your Core Programs; are you presenting them early enough during the Front End Programs?
- (b) Determine how you're building value in your Core Programs and see if there are ways that you can build more personal value for the prospect.
- (c) Work on your sales presentation.
- (d) Look at different pricing strategies.

If the flow between your Core Offering(s) and your Back End isn't where you would want it to be, we might:

- (a) Look at when and how you are presenting Back End Programs.
- (b) Determine if the ways that you're asking for referrals are the most effective approaches for your business model.

And we'd make sure that everything is being tracked to measure what impact any changes we make are having on your marketing plan.

Ultimately, your marketing plan relies on you simply having the Big 4 components in place and optimizing them. That's it. Nothing more. It doesn't require some ninja strategy or anything like that. Follow this blueprint I just laid out, and you'll soon see your number of new clients and your profits jumping up.

Marketing Without Spending a Fortune

One of the most common questions I get goes something like this:

“How can I fill up my schedule without spending a fortune on ineffective advertising or direct mail?”

What they really mean is:

“I don’t have enough clients. Can you help?”

Well, the better question is, “What didn’t I do in the past few weeks to cause me not to have as many clients as I want?” I guess what I’m saying is the answer lies in *your own actions*. Every day you get to decide whether you’re going to work on your business or just complain about the problems within your business.

So, with that in mind, here are 4 things you can do ASAP to get things rolling... if you’re willing to take ACTION:

1. Evaluate your sales system

Without an effective sales system, an increase in leads isn’t going to help you much. You need to have a systematic approach for presenting your offerings to your prospects that will give you the highest possible outcome when it comes to generating clients and increasing revenue. Here are some tips:

-Use a script. Every presentation should be the same. Develop your best approach, and use it every time.

-Use an alternate choice close. Present 2-3 options and ask the prospect which one they want to get started with.

-If your ideal offering is a 3 session per week bootcamp, make sure there is a 4 or 5 session per week option. This will make the 3 session per week option look less expensive by comparison.

Bottom line: bad sales system = bad income.

2. Ask for referrals

While you should have several referral systems in place, this one is probably the easiest. EVERY time someone says anything positive about your services reply with this:

“I’m so glad you’re seeing great results and enjoy working with me. I enjoy working with people like you that are truly motivated to achieve their goals. (Pause) By the way, most of our new clients are referrals from current clients that are enjoying their experience with us – so if you’re pleased with your progress please tell your friends that would like to achieve similar results about us.”

Many will respond by saying that they’ve already told someone about you. If that is the case, then simply thank them for doing so by providing them with a gift card or certificate that they can provide to a referral.

3. Reactivate former clients

Here is a simple way to reactivate former clients. Go through your database, and call your former clients using this simple script:

“Hi _____, this is _____ from XYZ Personal Training. I just wanted to give you a call to see how you’ve been doing since your last camp/session?”

If they say they’re doing fine, simply say:

“I am so glad to hear that. If you need anything or want to come back in for a session, please give me a call.”

If the response is something like, “I’ve been slacking on my workouts,” or, “I need to get back on track,” follow up with:

“Let’s schedule you to come back in for a free session this week. Which is better for you, Tuesday or Wednesday?”

Remember, if people forget about you they can’t refer.

4. Reach out to local businesses

If you want to fill up your bootcamp with prospects fast, you can do a business call campaign. A business call campaign is probably not in everyone’s comfort zone, but if you’re willing to do it you are guaranteed to generate a bunch of new prospects in a hurry. The added benefit to something like this is that it makes your camp a lot more energetic with bigger numbers and really expands your network in a hurry. So here is what you do.

Pull out the phone book and turn to the yellow pages. Start with the A’s and begin calling all local businesses that might have an employee that fits your target market. Here is an easy script for you to use:

“ Hello, this is _____ from _____ and in celebration of our ‘Get (Your City) Fit Month’ I wanted to call a few local businesses, and the first person to answer the phone WINS A FREE TWO WEEK COMPLIMENTRAY MEMBERSHIP to my fitness bootcamp...

AND THAT’S YOU!!!

CONGRATULATIONS!!!

Now all you have to do is RSVP by going to my website and entering your claim number in the next 48 hours (have form or contact page) or by coming to camp orientation this Saturday at 10 AM. GREAT!!! And your first and last name was? And I also need second phone number where you can be reached?

OK _____, when you come to orientation, ask for (name) and it should take about 10 minutes to get you registered. And if for some reason you cannot make your appointment (DATE/TIME) – can we count on you to give us a call back at (number) with a better time?”

If you commit to making a dozen calls a day you'll get 3-4 people that want to take you up on your offer. Of those, 1-2 will show up to camp. Five days a week of that means 5-10 new leads a week, or 20-40 new leads per month.

Now, here's how you turn them into paying clients:

Following orientation or the first day of camp, show them that they can trade in the 2 weeks for one month free if they enroll in the next camp (or 2 camps... your choice) if they choose to during their first visit.

Even if you only convert 25%, that's 5-10 new campers per month. Not bad for a few phone calls.

So there you have it, four ways to add more prospects and more clients without spending a dime. And remember, these are in addition to the things you should be doing on a daily and weekly basis while executing your fitness business growth plan. If you're working from a planned list, you should have no problem filling up your schedule in a hurry, with almost zero out of pocket cost.

Here's another way to grow your business without spending a dime...

The Most Valuable FREE Gift... Ever!!!

\$597.89 Worth of "PURE" Fitness Business Building Information – Yours, Absolutely FREE... just as a thank-you for investing in *Fitness Marketing: A Guide to Marketing Your Fitness Business!!!*

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The One Hour Personal Trainer Marketing Plan

When it comes to marketing, personal trainers tend to procrastinate. They'd rather do just about anything else – write programs, read, or watch stuff online. Heck, they'd rather straighten up the gym than actually market.

But for a personal trainer, marketing is critical. No getting around it.

So what if I told you that you only have to spend an hour a day to execute a solid marketing plan?

Well, it's true. You can accomplish a lot in an hour.

But it has to be a quality hour.

No texting, checking email, talking on the phone, or checking out websites, unless that particular activity is critical to your marketing task for the day.

So how can an hour be enough? Simple. No multi-tasking means you'll be ultra-efficient.

You'll get stuff done.

And as you'll often hear me say: You Get Paid For Done.

Here's an idea of what you can get done in an hour:

- Send your weekly or bi-weekly email newsletter to your list
- Text all of your clients to tell them "good job"
- Write a press release
- Work on a monthly print newsletter
- Attend a networking event
- Drop in on a few local businesses
- Post some pictures of a class on your Facebook page and tag your clients
- Contact some members of your network with a call, personal email, or note
- Send some handwritten cards
- Send some gifts to clients
- Call several local organizations or businesses to arrange speaking engagements
- Work on a Facebook ad campaign
- Send an offer to your clients for a workshop or some other promotion
- Make some reactivation calls
- Take a client out for coffee
- Hand out a few plastic gift cards
- Set up a lead box
- Do a talk for a local group or business

There are dozens of other things that you can do, but that should get you started.

Now that you have a list of what to do, let's set some ground rules for your One Hour Personal Trainer Marketing Plan:

1. Block off an hour a day to market. Treat it just like you'd treat an hour scheduled with a client. No canceling unless there is a real emergency. It doesn't matter which hour unless you plan to attend a meeting or give a talk – then you probably ought to choose the time you're scheduled to attend.
2. No interruptions. Turn off your email and your phone unless they play a part in what you're doing for the day. No browsing the internet. No distractions.
3. Plan what you're going to do the evening before. You don't want to go into the hour with no idea how you'll spend it. You also want to be able to be efficient so you want to know what you might need in advance so it will be easy to access.
4. Get stuff done. Try to get as much done as possible during that hour.

That's it. And you can even have Sundays off if you want.

6 hours a week (or 7 if you're really ambitious) to having the fitness business you want. Pretty small price to pay.

But, like anything in life, if you're willing to work hard and intelligently, you don't have to work long.

So are you willing to do what it takes for one hour?

How You Can Employ Persuasive Fitness Marketing

We have all heard the 80/20 principle: You get 80% of your results from 20% of your fitness marketing efforts.

So, work smart.

Why waste time and money doing a bunch of things that aren't paying off? Instead, be selective and strategic with who you target and how you approach them, and then hit them with marketing that will make them sit up and pay attention.

Here's an example of a five-step plan that will make your fitness marketing more persuasive and more effective:

Step One: Define Your Ideal Client

Start by looking at your existing client base. Identify the traits your best clients (your top twenty-percent) have in common. Then, go after prospects with similar profiles. This allows you to streamline your marketing efforts. Instead of trying to market to everyone, you can just market to the people who are most likely to LOVE what you do. So determine who your best clients are, then find out information like the following:

- Are your best clients women or men?
- How far do they live from your facility?
- How old are they?
- What neighborhoods do they live in?
- What groups do they belong to?
- Where do they work?
- Where do they shop?
- What other businesses do they frequent?
- How did they find out about you?
- What were their goals when they came to you?
- What things do they like best about your training and business?

How do you find this information out? You ask them. Call them. Take them out to lunch. Not only will they be able to clearly identify the traits of your ideal clients, but they'll also be able to open plenty of doors for you to start reaching those clients.

Step Two: Get in Front of Them

Once you've identified your ideal client, you need to determine how you can get in front of them. Here are some simple ideas:

- Public Speaking – If you know where they work or what groups they belong to, go speak there. Hold “Lunch and Learns” for businesses and short talks for groups. Use the people you're already training as a means of opening those doors for you.

-Facebook – The people you’re currently training are likely friends with people that also fit your target market. Take photos at every class and post them on Facebook. Tag your clients and the pics will show up on their wall.

-Facebook #2 – Run Facebook ads specifically targeting those demographics. Facebook is incredible for this as it lets you target virtually everything from age and gender to interests. So start using Facebook ads.

-Networking – If you know the groups your Ideal Client belongs to, go join them and get to know people. Build relationships.

-Direct Mail – I don’t focus on direct mail much, but that’s not because it doesn’t work; it’s because most people do it wrong. Instead of sending 5,000 postcards out to a random group of people only identified by income and blowing \$2,000, send a 3-letter sequence to neighborhoods where your clients live and use their testimonials in the mailings.

-Referral Promos – If you want more clients like the ones you have, ask your clients to bring their friends. Honestly, there is no better way to get more people like the ones you have than to get you clients to bring their friends.

Step Three: Start Educating Them

Even after you’ve identified your ideal client and started marketing to a targeted list, it is not likely that everyone will be ready to become a client right away. The trick is to start the conversation – to educate them as to the benefits of your training by providing content that makes them think about all the reasons why they SHOULD be interested.

Business guru Chet Holmes says that at any given time, only “3% of people are actually buying, another 6-7% are open to it, 30% aren’t thinking about it, 30% don’t think they are interested, and 30% know they are not interested.” If this is even close to accurate, then your job is to create a message which will pique the interest of all involved. Don’t just sell training. Provide credible information that validates the need for what you offer. A perfect way to do this is through a recurring email newsletter that positions you as an expert and provides great information.

Step Four: Be Persuasive

It’s not just what you say but how you say it that counts. Robert Cialdini, THE expert on persuasion and influence, has identified what he calls “Six Weapons of Influence” (principles that direct human behavior), which can be powerful, persuasive agents. Weaving aspects of Cialdini’s teachings into your messaging can be extremely effective.

Here are the 6:

1. Social Proof
2. Authority
3. Likeability
4. Reciprocation
5. Consistency
6. Scarcity

By mixing these elements with some of your own personality, you have a winning formula.

Start with a strong headline that focuses on the prospect and immediately offers a benefit, blend in some of the 6 elements listed above, add some solid education, include a Call-To-Action, and you're all set.

Step Five: Systematically Execute

Remember that building a business serving your Ideal Client is a process, not a single event – you need to make your approach systematic. I know that the first newsletter I sent out had 17 subscribers, and half of them were our employees. Now we have over 60,000 on our newsletter list. But this has happened one subscriber at a time, and we've never missed a newsletter. So set a schedule and stick to it. Determination and consistency yield results.

A Different Fitness Marketing Strategy

In my baseball coaching days, we had to do a lot of fundraising.

Our program's budget was great – if we'd been a rec league team for 8-year olds!

So we did everything we could from selling cheesecakes to renting a riverboat and holding a casino night.

It was probably the thing that I liked least about coaching, but it was a necessary part of the job.

Fast forward to a couple of years ago, and I was trying to think of a new fitness marketing strategy to get more leads and sell more memberships for our personal training business.

Enter the fundraiser.

The idea for this strategy was simple: We'd give organizations that needed to raise money short term memberships to sell at a steep discount, and they could keep the proceeds.

We got the new, qualified (they'd already paid for the membership) lead.

Since then we've introduced this technique to Mastermind & Bootcamp Blueprint members, and some have absolutely killed with it.

Check out what Bootcamp Blueprint member Andy Perkins had to say:

I've had to close my fundraising promo in camp after only 8 days. We added 40 campers since last Saturday and we can't physically take anymore. it is by far the easiest thing I have ever done to get a lot of prospects into camp. We've never had anyone who has come for a free trial not sign up so hopefully we will end up with 40 new campers by the end of May.

And a follow up a few days later:

Our fundraiser hasn't calmed down at all, it's still going strong!! We have now had to start a later camp two days a week and an earlier camp on Saturday to accommodate all of the inquiries. We are averaging about 3 inquiries per day and people still have 9 more days to sign up.

We now have a Monday and Wednesday camp with 47 people and a Tuesday and Thursday camp with 40 people, with 12 people already signed up for our new camps on Tuesday, Thursday and Saturday.

These fundraisers are awesome! Thank you so much for sharing the idea.

Andy

That's pretty tough to beat: You get to help local organizations that need to raise money, and in turn you get a bunch of new, qualified leads for your business.

Fundraising in a Nutshell

1. Decide what you want to offer. For camps something like 1 month for \$20 is solid.
2. Find an organization that needs to raise money. Youth sports teams/leagues, church organizations, and the like are a good place to start.
3. Provide the organization with 1-month membership cards to sell and a tracking form for each person selling to allow you to track customers and follow up. Ideally, you will provide a script for the people selling as well, talking up the benefits of your service and how it's helping the organization.
4. Set a start and end date; it doesn't work well without deadlines.
5. If you really want to ensure success, train the people selling on the script, tell them who to approach first (family, neighbors, friends, co-workers of parents), and offer prizes for the top sellers.
6. Follow up with the customers to get them in to an orientation or assessment. A lot will initially buy only to help the organization but will be open to trying out your service. Make sure they do.
7. Turn them into ongoing clients by delivering a great service and having a special offer to get them to continue.

That's it – a fitness marketing strategy you're not doing which can bring in dozens of qualified leads.

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Making Deal of the Day Offers Work for Your Fitness Business

At this point, Deal of the Day offers are pretty commonplace among the fitness business pros that I talk with.

But even with them being so common, most trainers struggle to extract even half the value they can provide to a business.

With that in mind, I've put together a little primer on how you can get value from Groupon, Living Social, and the rest as the market has matured.

Determine What You Want – Are you looking for 200-800 leads? An influx of cash? Would you rather get fewer leads, but at a little better quality? You need to know what you're trying to get out of a Deal of the Day offer before you ever start.

Remember, They Need You More Than You Need Them – Very few businesses are as well-equipped as a group training business to sell through a Deal of the Day site. For their main offers, these sites basically want to sell “Look Good, Feel Good or Taste Good” packages, and a lot of the providers of those are less anxious to do a deal than you'd think.

Most massage therapy businesses are ill-equipped to handle big volume. Restaurants' costs go up proportionally to their sales and they don't really offer continuity. So a lot of these types of businesses negotiate with the Deal of the Day site to make the offer work for them.

And you can, too.

Remember, without something to sell, these sites don't exist, and there are a finite number of businesses in each community.

They need you in order to be successful, so negotiate to get the deal you want.

Build the Right Offer – Pretty much anything you sell through one of these sites will convert best if it's a full-month deal. My suggestion is not to offer an unlimited deal. A deluxe package that includes 3 days per week of bootcamp should convert well if you add a few bonuses like:

- An assessment
- An orientation
- A meal plan
- A motivational program (you could just send a series of emails)

I'm sure you can think of others. Something like this will usually sell for \$25-49 and generate the highest volume of leads. If you want fewer leads, offer something at a price point from \$49-99. This would typically include semi-private or even 1-on-1 training. Typically, your offer will sell between 15-35% of normal value.

Add Time Slots – My suggestion is to add additional temporary time slots if you have an influx of leads. The key word here is temporary. Tell your clients you're adding these time slots for 4-6 weeks to accommodate the influx of new people and the new times will disappear unless you hit

a certain number of ongoing members for those times. This will help you keep your current people happy.

Staff Up – If you need to add staff, do it. Get superstar campers to help out as needed with orientations or as assistant coaches. The way to manage an influx is to plan for it.

Have an Online Registration Form – Ideally the Deal of the Day site will allow you to have a link on the page to a registration page on your site where the buyers can activate their coupon. On this form you'll want to capture name, phone number, and email address at minimum. On the thank-you page, I'd do the following:

-Step 1: Have a One-Time Offer to Upgrade – Have a sales page where the Deal of the Day buyer can upgrade their membership to 3 additional months where they pay just \$1 for the next month and regular price for the following 2 months. While you won't convert a lot of these, you'll get a few.

-Step 2: Give Them a Special Bonus Page – After they exit the one time offer or take the upgrade, have the new buyer land on a final thank-you page that has the following:

(a) An opt-in form for a FREE unannounced bonus (a special report from Prograde). Prograde offers a couple great free special reports that not only will deliver some value to your new client but will also tag the lead under you in Prograde's system. This way, Prograde will start marketing to them and you'll get the commissions to any sales that are made, while they do all the work.

(b) Tips on how to get the most from your program. This is a big win/win where you can strengthen the relationship with the new client by giving them valuable tips and suggestions, and you can also promote things like Meal Movement as key success factors to get the most from the program.

Plug Them Into The Conversion Funnel – Ideally, you'll then move the prospect into this type of Conversion Funnel:

Step 1: Initial Call to Build Value – If you have a number of leads that is manageable, you should try to spend 15-20 minutes on the phone with each new client during an initial call to ask them what their goals are, why achieving those goals is important to them, and then explaining how your program will help them achieve what they want. You'll also schedule them for an initial orientation.

This step will help you get far more people to show up and pre-sell your program so that when you make an in-person offer, they already feel comfortable with how your program will help them achieve their goals.

If you don't have time to talk to everyone, call as many as you can and send questionnaires to the rest. To convert at a high level, you need to "find their pain" and be able to explain how your program will alleviate it.

Step 2: Make a Confirmation Call – Everyone should receive a confirmation call to remind them of when they need to be at orientation, what to wear, where you're located, and anything else they need to do to get the most from the experience.

This will help alleviate some of the anxiety associated with a client coming to a first session.

Step 3: Run an Orientation – An orientation is the perfect bridge for your new clients to get them into your regular programs. You can go over your expectations, show them some common exercises, and do a mini-assessment where you at least assess how they might do in your regular program.

This time is also when you'll really emphasize how your program will help them achieve their goals. You can make some personal connections. It's really a great opportunity to separate yourself from any other fitness experience they've ever had.

At the conclusion of the orientation, make an offer. Something simple like this:

"We really appreciate you becoming part of the Fitness Revolution Family. If you already know that our program is going to be a good fit to help you achieve your goals, I'd like to make you a special offer. You can trade in your one month membership for an additional month FREE if you enroll in our 3 month program.

"Then you'd be able to train with us for the next 4 months and have only 2 monthly installments of \$179 in February and March.

"If you'd like to take advantage of this, you can turn in this form today or by the end of our class on Monday."

You'll convert some leads right there and some others by the end of the next session.

Step 4: Send a Follow-up Text - Something simple like:

"Just wanted to let you know that you did a great job today. Can't wait to see you Monday!"

The highest-attrition point fitness pros see from Deal of the Day buyers is those that buy but never show up. The second highest? People who never come back after Day 1. The follow-up text will help improve that. It will also help sway those people thinking about taking you up on your special offer.

Step 5: Assessment/Consultation – Ideally the assessment would happen before someone is actually starting your program, but if you don't have time due to volume, try to meet with everyone who is active to do a personal goal and physical assessment. This will help not only deliver a better training experience but will also help you build value in your program and form a stronger personal connection.

During this session, you can give them a second chance at the initial special offer.

Step 6: Seven Touches in 21 Days – During the Deal of the Day Client's first 21 days, you should set a goal of 7 touches. This can be any combination of:

- Personal calls from you
- Personal emails from you
- Personal texts from you
- Assessments/consults
- Newsletters
- Thank-you cards
- Brief personal chats before or after sessions

Something that I've fallen in love with as a "touch" recently is a tool called Postcard on the Run:

<http://www.postcardontherun.com>

You snap a photo with your smart phone and you can send it as a postcard straight from your phone for \$1.49. This is a great personal touch that will certainly separate you from your competitors.

Step 7: Make A Second Offer – Around the end of week 3, you can make a second special offer. My suggestion is to phrase it something like this:

"I'd like to go ahead and get you enrolled in an ongoing program so you can continue to see results. We have a 2-session per week option for \$129 and a 3-session per week option for \$179. If you'd like to go ahead and lock in your spot, I'll go ahead and give you the first month for \$39. Which option would you like to continue with?"

By asking in the 3rd week, if they say they need to think about it, you still have a couple sessions remaining to secure their enrollment.

Step 8: Final Offer – On the next-to-last day of their Deal of the Day membership, you should remind them of the offer you just made and let them know this is their final opportunity to get their next month at the discounted rate. The deadline will convert the people on the fence. If you have a downsell offer like a DVD of your own, a Fitness Coaching Program, or a Bootcamp to Go type of program, sell it here.

Referrals, Connections & Back End Offers – Once someone becomes a client in one of your 3, 6, or 12 month programs, you should be leaning on them for:

- Referrals – Ask at the point of sale and periodically thereafter.
- Connections – Find opportunities to do speaking engagements, connect with charities, or run corporate programs.
- Back-End Sales – I like nutrition coaching, workshops, Meal Movement, supplements like Prograde, resistance bands, and anything else that will complement their current program.

Maximize Their Value – A good goal to have is to convert 20-40% of the Deal of the Day Buyers that attended your camp into 3, 6 or 12 month clients. Using the above mentioned conversion process will certainly help. But even with those conversion rates, you still have 60-80% that didn't buy, so we need to maximize their value. Here are a couple ideas:

Step 1: Follow Up With Low Risk Offers – If you run Transformation Contests, 21 Day Drop a Dress Size Deals, Workshops, and other such offers, make sure you're sending them to this list. If you get \$47-197 from a half-dozen of these prospects every time you run an offer, you'll end up generating an additional \$5,000 – \$10,000 from this list.

Step 2: Sell Affiliate Promotions – Again, our goal at this point is to generate value from these leads so you can run offers to affiliate products like:

- Information Products like Fit Yummy Mummy
- Supplements like Prograde
- Products like bands
- Other solutions like Meal Movement

These people have shown an interest in fitness and fat loss, so if you continue to present them with offers for solutions or tools that can help them with their fitness or fat loss goals, you'll generate some sales. This just requires consistently mailing them a newsletter with good information, which you should be doing anyway.

If you approach Deal of the Day Offers like this, then you can potentially generate revenue at 12 different points:

1. Initial split with the Deal of the Day site
2. One-time offer at online registration
3. Prograde sales through unannounced gift report
4. Sales at orientation
5. Sales at assessment
6. Sales at second offer after week 3.
7. Final special offer opportunity
8. Downsells at final meeting
9. Referrals from clients
10. Upsells to clients
11. Low-risk offers to unconverted leads
12. Affiliate offers to unconverted leads

At least 12 different ways to profit from Deal of the Day buyers – and that's not counting back-end offers individually. A little bit different from the way most people approach it, right? Most take the split from the Deal of the Day site and maybe make a single offer and convert 5% of the leads. Don't make that mistake. Follow this plan and make Deal of the Day offers work for you.

An Easy Personal Training Advertising Program

If you want to maximize the referrals your clients send you, you need to make it easy for them. It doesn't get much easier than this when it comes to personal training advertising.

1. You gift your clients each two 1-month memberships to share with their friends.
2. You provide them this email (below) to send to friends of theirs that they think would enjoy the memberships.
3. If the friend joins as a paying member after the gift membership is up, you reward the referrer.

Here's the email:

Hey [friend's name]!

Hope things are going great for you.

I've recently been attending [business name] Fitness Bootcamp, and the owner just gave me two 1-month memberships that I can give as gifts to friends of mine that might enjoy the program.

That's why I'm emailing you.

I've always wanted someone to motivate me to stay on track and push me to reach my goals and [Your name] has done that for me. In fact, I've already lost [x] pounds since I joined.

If you'd like to have one of the memberships, I'd love to give it to you as I'd really enjoy having you in class and I'm sure you'd love it!

Just email me back or give me a call and let me know if you would like me to save one of the memberships for you.

If you don't have time or are already part of a program you like, no problem.

Again, I hope things are going well for you. Hope to see you soon.

Have a great day!

[Client's Name]

Your clients can give high-value gifts to their friends, and you've made it easy. You get referrals and your clients potentially get a reward if their friends join moving forward.

It's up to you if you give them 1 or 2 memberships they can give away, but I wouldn't go over 2. You want to keep the perceived value of the gift memberships as high as you can.

Otherwise, it's plug and play, so take this email and go get some referrals.

7 Steps to Building Your Own Fitness Marketing Partnership Team

Fitness marketing partnerships with local businesses are some of the fastest ways to build your business.

Here's a step-by-step marketing plan to get you started:

1. Join Your Local Chamber of Commerce – The Chamber is a great place to start finding other like-minded business owners who serve your target market that are also aggressively looking for ways to grow their businesses.

2. Create your Category List – Identify types of businesses that serve your target market. Here are a few examples:

- Chiropractors
- Spa/Esthetician
- Salon
- Cosmetic surgeon
- Massage therapist
- Nutrition store
- Financial planner
- Sporting goods store
- Dry cleaner
- Tanning salon
- Golf pro
- Tennis pro
- Pre-school/Child-care provider
- Accountant
- Physician
- Dentist

3. Pick Your Targets – Identify the businesses in each category that would be the best fit to partner with. There will likely be a couple/few in each category that might be a good fit. Rank them and start at the top. Here are some criteria to help you pick potential partners:

- You know the owner or a key employee
- Close proximity to your business
- Already serves some of your clients (you already have an “in”)
- Does PPC advertising (open to new ideas and might have an email list)
- They have a website
- They advertise in the community – newspaper, radio, TV, direct mail
- They have a good reputation

4. Make Contact – You need to initiate the process by scheduling a meeting with the business owner. If you have a personal relationship with the owner or an employee, reach out immediately. If you don't, work through your clients or personal network to find someone who does have a relationship and can introduce you. As a last resort, you can initiate contact with a letter followed up by a phone call.

5. The Meeting – It all starts with you giving. Explain to the business owner what you can do for them. Tell the business owner that you'd like to begin referring your clients and your personal network to them. Then identify other ways that you can help one another. Here are some ideas to get you started:

- Gift cards
- Lead boxes
- Endorsed mailings or emails
- Discounts or freebies for customers/clients
- Free services for them and free/discount services for their staff
- Create a "Your Community's Best Businesses" network
- Point-of-sale gifts
- Seminars: either joint events or events to each other's list
- Co-op mailings

6. Getting Started – While there are all sorts of things you can do with a Strategic Alliance Partner, don't try to do them all at once. Pick one or two from the list above or something else you have in mind. Put them in place, track the results and set up a time 2-3 weeks later to meet again and review.

7. Meet and Optimize. Connect again and review how the initial promotions are working. Look for ways to improve the offers and get more conversions. Try new promotions. Keep testing and tweaking until you've hit winners that reward both businesses and are a win for the clients/customers/patients.

There's a simple, step-by-step formula to get you rolling with creating your own fitness marketing partnership team. As always, the real key is taking action. Can you do this? More importantly, WILL you do this?

What's the Eighth Step?

The Most Valuable FREE Gift... Ever!!!

\$597.89 Worth of "PURE" Fitness Business Building Information – Yours, Absolutely FREE... just as a thank-you for investing in *Fitness Marketing: A Guide to Marketing Your Fitness Business!!!*

Access your Collection of Marketing, Sales, and Profit-Producing Information & Resources at:

www.fitbusinessinsider.com/kindle

Personal Trainer Marketing Simplified

You know how sometimes things seem so big, so daunting, that we almost get paralyzed and stop making headway on them entirely?

When I talk to a personal trainer marketing his or her business, it often seems that way.

Well, I'm going to do my best to simplify the whole "personal trainer marketing thing" once and for all. Because it really is simple.

First – let's get to the bottom of what marketing really is if you're a good trainer or coach. Marketing is simply exposing people to your service and why it's better than all other available options.

I don't really care how you do it. If you're very good at what you do and someone experiences it, I'll take my chances on your likelihood of building a successful business.

So with that as the basis of a successful approach to marketing, the real need is to get people to test drive what you do.

Where do you get these people?

Well, it astounds me when fitness pros ask about doing a 5,000-piece postcard mailer or running a newspaper ad when they've never actually told everyone they know about what they do and how they can help them.

Seems pretty backwards to me.

The Power of Your Network

A salesman named Joe Girard was the first person I ever heard talk about the concept of the 250 List. Basically, what Mr. Girard said was that everyone knows 250 people, at least in passing.

So if you know 250 people, why start by trying to sell to people that you have no relationship with?

You may be thinking, "I don't know 250 people." Maybe, but humor me.

1. Open up a spreadsheet on your computer.
2. Pull out your cell phone and open up the contact list.
3. Start copying all the contacts and their contact information onto your new list.
4. Once you're done, open up your email account and do the exact same thing.
5. Finally, log into Facebook and LinkedIn and do this exercise one more time.

At this point you likely have 250 or more people, even if you weed out your pseudo-friends from Facebook. If not, you're probably darn close.

If you've put the names of these people in the first column on your spreadsheet, use the second column to list their phone number and the third to list their email address.

If you're missing one or the other, no sweat. We'll use whatever you have.

Now, if you want to do extra credit work, list their occupation in the fourth column, and any other things you know about them in the fifth. (Do they have kids? What church do they attend? Are they a youth-league coach or involved in the Chamber of Commerce? List that here.)

This Master List – your 250 list – literally can be the hub of your personal trainer marketing efforts.

How so?

Here's how you could use it:

Step 1. Personally reach out to everyone (yes, everyone... don't try to pre-qualify people here), and make sure they know about your business and how you can help people. Invite them in for a free trial of some sort. Tell them they're welcome to gift a free trial to any friend, family member, co-worker, or neighbor they think might benefit from what you do.

By the way – personally means personal calls, personal visits, personal cards/letters, or personal emails. There is nothing less effective than a mass email that looks like a forward.

Step 2. Segment the list into A's, B's, and C's. A's are the people that you're closest to, that are your raving fans, and the ones who will help you any way they can. B's are the people that know what you do and value it, but may not be referring to you or aren't really ambassadors for what you do. C's are people who you'd think of as acquaintances.

Sit down over coffee or lunch with the A's and tell them about your vision for what you want your business to be. Let them know about things you want to do – more public speaking, launching a youth program, starting corporate fitness, whatever you're working on. Ask them for any advice or help they can offer. Many will jump right in and assist you. Let's say you want to start training young athletes and tell an A member of your network. They'll say something like, "I know Coach Jones over at the High School. I'll introduce you. And my brother in law is on the board for the local youth soccer league. I'll connect you with him."

Basically, they can open the doors you want opened.

With the B's, see how you can help them. Work to turn them into A's. Offer help. Educate them. Just strengthen the connection. Some will become A's and all will become better ambassadors for your business.

With the C's, get to know them. The difference between them being a C and a B is almost always familiarity.

Step 3 Publicize your actions and get connected. Every time you're looking to do something, from the public speaking or launching a youth or corporate program I just mentioned to looking for a new facility location or running a charity event, put it out to your network. Almost always someone will be able to connect you with what you're looking for.

Step 4 Stay in constant contact. There is nothing worse than someone who only contacts you when they need someone or something. I remember a marketer a couple years ago that only mailed his list when he was pitching something. Not cool.

My belief is that you should reach out to people “just because.” You never know when something may present itself. Let me give you an example:

Way back in December of 2004, Damon Moschetto became our account rep for a nutrition company we decided to work with. In spite of Damon making fun of us for not being very technologically savvy, we became friends. After a couple of years, we moved away from that nutrition company when we started consulting with and selling Prograde, but we remained friends with Damon. We’d talk every month or two, never really with the thought of some immediate business benefit. Fast forward to 2011. Damon is now on board with us working on a couple of big projects and is a valuable member of our Fitness Revolution team, all because we stayed in contact.

You can stay in contact through personal calls and emails, visits for coffee or lunch, email newsletters, or the like. Just stay in contact.

But don’t stop there. With the people you do know, work hard to learn more about them and also about how you can serve them.

But the power of a network is not only about who you currently know, it’s also about those people that you can meet and get to know.

I often tell fitness pros that we work with that a good goal is to add 1-2 people to your network each day. Think about it. If you add just one person to your network and you actually cultivate that relationship, over the course of a single year you’ll have built 365 more relationships than you had 12 months prior.

365 relationships is enough to build one heck of a business. Your initial 250 network members are enough to build one heck of a business.

Why again were you going to start with Craigslist ads, lead boxes, and direct mail?

If ALL you did for the next 12 months was to relentlessly network, you’d be one of the top 1% of the industry when it came to marketing. Guaranteed.

But that’s not what I’m suggesting you do.

No, as much as I love networking and recognize that it’s the most powerful marketing tactic available to you, I’m not a fan of putting all my eggs in any one basket.

So here’s what I teach to the people I coach:

At any given time you **MUST** have at least **2 External Marketing Strategies and 2 Internal Marketing Strategies** running.

That’s the bare minimum.

So what are the External Marketing Strategies we like? Here are a few:

- Networking – we covered that
- Public speaking – networking on steroids
- Joint Ventures with congruent businesses
- Fundraisers in your community
- Deal of the Day sites – great if done well, but, unfortunately, not in your control
- Business or School of the Month programs
- Direct mail – I don't talk about this much because it's a little more advanced and requires a little more investment than some of the others, but it's a winner if you're good at it
- Facebook Ads and focused social media marketing

There are others – but those are solid to start with.

And what are the Internal Personal Trainer Marketing Strategies we like? Here are several:

- Point-of-sale referral offers
- Referral contests
- Bring-a-friend events
- Transformation contests
- Referral gift cards
- Reactivation campaigns

Again, there are plenty of others, but you get the picture.

So we've covered the fact that you need to begin with marketing to your network.

Then we addressed the fact that you need to have at least 2 External and 2 Internal Marketing Strategies going on at any given time.

For a personal trainer marketing their business, the other thing needed to be successful is a means of measuring or tracking the effectiveness of what they do.

Unfortunately, that's not something most fitness pros love, so we'll make it really simple.

At bare minimum, you need to know how many leads each of your 4 monthly marketing strategies produces.

Of those leads, you need to know how many come in and test drive what you have to offer.

Finally, you need to know how many of those test drivers actually sign on and become your client.

So you need to know number of leads, number of shows, and number of closes.

That's it.

Sure, there are about two-dozen other things that you could track and get value from, but these 3 are the big ones.

So let's summarize this little crash course on personal trainer marketing:

Key Point #1: Marketing a personal training business is not rocket science and shouldn't be difficult if you focus on a few key things.

Key Point #2: Start with your personal network. List everyone you know, cultivate those relationships, and make sure they not only know what you do but also are personally invited in to try out what you offer.

Key Point #3: For your A players, empower them to be ambassadors for your business. Work hard to move your B players to the A level and your C players to the B level.

Key Point #4: Commit to adding one new person to your network each and every day. Follow up with them and turn new contacts into powerful relationships. Again, like your current network, cultivate the relationship and get them to experience what you have to offer.

Key Point #5: Along with networking, you need to have a few other marketing strategies in place. Our minimum plan calls for 2 External and 2 Internal. Have 2 of each in play each and every month.

Key Point #6: Track the numbers (leads/shows/closes) for each of these 4 Strategies. If the numbers are not good, either improve the strategy or replace it. If the numbers are good, pour more resources into the strategy and play to your strengths.

Finally – a good starting point for most fitness businesses would be a goal of 25-30 solid leads per month. If you're getting 25-30 per month and you're building significant value, providing a great experience, and at least somewhat proficient at closing sales, you've got what you need to build a great business.

Marketing Your Fitness Business with Cards

One of the most underutilized ways to market your fitness business is through the use of handwritten notes or cards. In a time where everyone defaults to email, you can stand out from the crowd by doing a little more and sending cards or notes through the mail. Marketing your fitness business this way isn't very expensive as you're only mailing a specific list and the return on investment is typically outstanding.

Here are a few ideas and examples you can use:

1. Sending a Referral Request Card – for most of our more successful fitness pros, referrals are either their #1 or #2 lead source. There are a number of ways to ask for referrals, but one I see most fitness pros ignore is sending cards or notes to request referrals. Here's a simple one you can swipe and deploy:

Dear (Name),

I'm firing my advertisers!

I've decided that instead of paying a newspaper, radio station, or some direct mail company to market our camps, I'd rather reward you.

For every friend, family member, or co-worker that you refer to one of our camps, I'd like to give you a \$50 American Express Gift Card. This will allow you to benefit from sharing your experiences with me and our programs to those that are important to you. It will also allow me to continue to work with motivated clients like you and to spend my time working on program design, training, and serving my current clients instead of marketing.

So, if you feel like my camps have benefited you, I'd appreciate it if you shared them with those people you care about. I look forward to helping them and rewarding you soon!

Sincerely,

(Your Name)

Here's another example that you can send after someone has been part of your program for a month:

(Name),

I just wanted to send you this note to thank you for being my client. I really strive to give you the best service possible and hope that you feel that I exceed your expectations in every way.

If you do feel this way, are pleased with the incredible progress that you've made, and know someone who would really benefit from this same type of program, would you be kind enough to tell them about me? You may have a friend, a coworker, or a family member who is looking for a program like ours. And by telling them about me and what I offer, and how we've truly delivered for you, that means that I can focus my time and energy on continually giving and doing more for you and my other important clients instead of on marketing and advertising. So, if you have

anyone close to you who would really benefit from our programs, please let them know about how I can help them.

Thanks again and I look forward to seeing you soon,

(Your Name)

Sending a Referral Thank-You Card – One of the most powerful things that you can do to boost your referrals is to recognize the referrer when they do send you someone. This will encourage them to refer again and start to create a referral culture in your business. Here's a simple card you can send:

Dear (Name),

I met with (referral name) last (day). I can't thank you enough for recommending me to her.

She is exactly the type of person I enjoy working with and helping achieve fitness success. My business is built on happy, satisfied clients sending me other happy, satisfied clients – so you know your referrals are very important to me. I would like to give you a \$50 American Express Gift Card as a way of expressing my gratitude. I've included it with this card so you can enjoy it immediately.

Thanks again,

(Your Name)

Sending Birthday & Christmas Cards – Not every card or note you send needs to generate revenue. Sending cards at birthdays, Christmas, and other special occasions is a great way to enhance the experience your clients are having with your business. Here are examples of very simple cards or handwritten notes you can send during Birthdays and Christmas:

Dear (Name),

I just wanted to wish you a Happy Birthday! I hope you enjoy your special day and know that I am thinking about you. Happy Birthday!!!

(Your Name)

Dear (Name),

I want to wish you a happy holiday season, and let you know we appreciate you being a part of the (Your Business) family. Sincerely,

(Your Name)

Sending a Reactivation Card – One of the easiest ways to boost your income is to run a reactivation campaign. While defaulting to email may be the easy way to go, you'll get a better response if you include a card or handwritten note in your campaign. Here's one you can use:

(Name),

I Miss You!

I'm very concerned.

You were a valued client of mine, and I haven't seen you for a while. I would genuinely like to know the reason why. I hope that you weren't unhappy in any way with my service or your results.

Or maybe you were concerned about the cost of training and didn't think you could afford to continue.

I can only guess at why you haven't continued to be a client, but I'm concerned that the goals you had when joining us are going to go unfulfilled.

I want you to know that if there is anything I've done that has kept you from continuing, I want to make it right.

So I want to invite you back to train with me for 2 weeks – for free. No strings attached. It's truly important to me that you reach your health and fitness goals, and the best way for me help you is to have you here as a client.

I hope to hear from you in the next few days, and I look forward to seeing you very soon.

Sincerely,

(Your Name)

(phone)

(email)

Sending a Card to Your Network – If you want to add clients in a hurry, there is no better way than to leverage your network. Hopefully, you've got a list of the people in your network already, but, if not, I'd start creating one. Once you have it, here is a note you can send to not only get them to try out what you have to offer but also to start cultivating them to hopefully one day become ambassadors for your business:

Dear (Name),

I hope things are going well.

I'm writing to share some good news. I'm expanding my personal training business and I wanted to let you know that I want you to lean on me as your fitness resource. I'd like to give you two weeks of my fitness bootcamp for free to use as you wish so that I can help you achieve any fitness goals you may have, or you can provide them to someone important to you if you feel you don't need them right now.

I'd also like to invite you to join my free fitness newsletter and know that you can contact me any time that you have a fitness-related question.

I hope you can come in and participate in camp soon, as I'd enjoy seeing you again and being of help to you.

Sincerely,

(Your Name)

(contact info)

Sending Upsell Offers – One simple way to maximize the value of your clients is to offer upsells to them soon after they become clients. Here is a simple example upsell card you can send 3-5 days after someone joins one of your programs:

Dear (Name),

Thank you for becoming a client of (Your Business). I realize that you have choices when it comes to fitness, and I truly appreciate you choosing me to help you reach your goals!

As a way of expressing my gratitude for you becoming a client I'd like to offer you a 15% discount off Prograde Nutrition's (product), which is the perfect complement to your current program.

If you're interested in adding this, you can call me or let me know during your next training session.

Thanks again,

(Your Name)

Sending Cards to Unconverted Leads – Sometimes leads come into your business that you don't convert. Maybe it was bad timing. Maybe they weren't that motivated. For whatever reason, they didn't join then – but that doesn't mean they never will. When you're marketing your fitness business, one of the best ways to maximize ROI is to continue to market to all of your leads since you've already paid and put in the work to acquire them. Here's some copy you can use:

Dear (Name),

I wanted to follow up one last time and thank you for considering me to help you achieve your fitness goals. I appreciate the opportunity to earn your business, and I am disappointed you decided against joining. Over time, I've learned that many people like what my programs have to offer, but for some reason or another they feel like it isn't the right time for them. I know that everyone needs a healthier lifestyle, and I know that I can help them achieve that. So in order to help you adjust to this new lifestyle, I am going to change my offer to you.

I'd like to invite you in for 2 free weeks of training with me to experience how my programs can benefit you. No strings attached. If you don't want to continue after that, at least I'll know that I've empowered you with the knowledge that it takes to get results. All I need from you is to call me within the next 2 weeks to schedule your first camp and I will take care of the rest. Easy enough? I want to thank you again and hope that you are able to make it in to take advantage of this offer, and start moving towards the goals you have set for yourself.

Yours in Fitness,

(Your Name)

Phone

Sending Cards or Notes to New Additions to Your Network – If you want to be great at networking, then you need to be great at following up. Here is some brief copy that you can use:

Dear (Name),

I wanted to follow up and let you know that it was great meeting you at (event).

(Short note about the person you met and what you learned about them)

I'm also writing to let you know that I want you to lean on me as your fitness resource. I'd like to give you two weeks of training for free to use as you wish so that I can help you achieve any fitness goals you may have, or provide them to someone important to you if you feel you don't need them right now.

I'd also like to invite you to join my free fitness newsletter and know that you can contact me anytime that you have a fitness related question.

I hope that you can make it in for a session soon as I'd enjoy seeing you again and being of help to you.

Sincerely,

(Your Name)

There you go – several cards you can market your fitness business with – ready to use. Now when it comes to sending the cards or notes, I have 3 suggestions:

Sending Handwritten Notes – There is nothing better than a handwritten note since it's so personal. Use blank cards and let people know you took the time to write them personally. The only downside is that it's time consuming.

Send Out Cards – We've used this for some time. You can pre-write cards and use it like you'd use an autoresponder system. The cost for the system and cards is very reasonable for what you get. The only downside is that you lose a little of the personal touch – but you still are doing more than 99% of other businesses, and it's very scalable. You can learn more about Send Out Cards at their website (<https://www.sendoutcards.com>). If you choose to use Send Out Cards, you'll need a code to join – ours is 30152.

Postcard on the Run – This is something I just came across and love. It's an app for smartphones that allows you to snap a picture and use it to create a postcard. The picture serves as the front of the card (glossy stock) and you can type a short message on the back. The cards are relatively cheap and because you can snap photos of people in sessions and use them – it has a nice personal touch. You can learn more at www.postcardontherun.com.

So when you're marketing your fitness business, I hope you see that cards or notes can play a big role. And now you've got some ready-to-use copy to get you started.

3 Killer Referral Strategies

1. Physician Referrals: If you want to set yourself apart from other fitness pros in your community, send a health and fitness report to your clients' physicians. This professional courtesy is designed to create a line of communication between the doctor and yourself – and as a bonus, it positions you as a credible resource for the doctor when making recommendations to patients. The report might include the following:

- Weight
- Body fat Percentage
- Resting Heart Rate
- Blood Pressure
- Muscular Strength Assessment
- Flexibility/Mobility Assessment

Include whatever else goes into your assessment process. You can send this report each time you update your assessment. This single approach can set you apart from other fitness pros and fitness providers in the eyes of your community's medical professional.

2. Referral Stimulator Email: This is very simple to do. Just send a personal email to clients and ask for referrals. Here's an example:

Subject: I Need Your Help!

Dear Ms. Jones,

I think you can help me with a problem I have. I don't know if you realize it or not, but marketing for new clients can be pretty expensive. And after I spend all that money on marketing, I'm still not guaranteed to get one single new client.

"Word of Mouth" marketing is still the best type of marketing. And frankly, I'd rather reward you for sending me new clients than spend all my money on radio or newspaper. Many happy clients have mentioned that their friends, acquaintances, and family members have expressed an interest in improving their health and fitness. With this in mind, I came up with my new...

Referral Reward Program!

Here's how it works. For every referral that you send me who becomes a client, I'll give you 20% off of your monthly rate for the next 3 months.

So if you refer just 5 people you'll get your next 3 months of training FREE!

I know that I don't have to offer rewards for referring friends, but I think it's important to show that I value you as a client and appreciate your referrals.

When you think about people that you might refer, keep these ideas in MIND:

- People you work with
- Friends listed in your phone or email address book
- Neighbors
- People you know from your hobbies and other interests
- Family members
- People you do business with
- People who attend your church

Hopefully, that will jog your memory a little. If you just spend a few minutes thinking about it, I'm sure you'll come up with quite a few people you know who would like to experience all the benefits that you've experienced while working with me.

All you need to do is reply with the people you think would be interested in finding out more about my services and their contact information. I'll contact them and offer them a free gift of 2 weeks of my fitness bootcamp as a gift from you.

Thanks for your help and I look forward to rewarding you soon!

3. “Bring a Friend” Sessions: If you run bootcamps, this is the most simple referral system you can put in place. Just announce a “Bring a Friend Week” in which all of your clients can bring a guest free of charge to participate in a week of workouts.

Announce the event about a week prior to the actual day, and continue to promote it leading up to the event. You can combine this with another referral system and offer incentives or a preferred rate for any guest that becomes a client. Have a way to capture the contact information of each guest and continue to market to them via a newsletter or other promotional material. Have a free report and a special offer for upcoming events available to them at the conclusion of the session.

This works almost as well with standard one-on-one or semi-private training, it just takes a little more preparation for the actual sessions. You can develop a standardized entry-level program for the guests to follow for their workouts.

If you want to really take this to the next level, hold a contest with prizes for the camper or client that brings the most friends during the week, and give them their next month free.

Now you have 3 easy to use referral strategies at your disposal. Pick 2 and plug them into your business next week so you can start getting these referrals rolling in.

And now, a killer reward for Kindle Readers of *Fitness Marketing: A Guide to Marketing Your Fitness Business...*

The Most Valuable FREE Gift... Ever!!!

\$597.89 Worth of “PURE” Fitness Business Building Information – Yours, Absolutely FREE...
just as a thank-you for investing in *Fitness Marketing: A Guide to Marketing Your Fitness
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Access your Collection of Marketing, Sales, and Profit-Producing Information & Resources at:

www.fitbusinessinsider.com/kindle

Accomplishing Goals & Getting More Clients

If you want to accomplish anything, basically it boils down to this simple formula:

1. Set a target

2. Break down reaching that target into a few simple steps

Let's use getting more clients as an example.

Target: Get 10 New Clients in August

Step 1: Ask every current client for the names and contact information of 3 prospects in exchange for a branded T-shirt.

Step 2: Contact each of those prospects and offer them a free sample of what you do.

Step 3: Contact all former clients and offer them an incentive to start back with you.

Step 4: Attend at least 4 networking events in August, and add at least 3 people to your network at each.

Step 5: Offer those 12 people a free sample of what you do.

With that simple approach, you should be able to get a minimum of 20 prospects in for a free trial or a couple free sessions. Of those, you should have no problem converting at least half, and you will have your 10.

Now maybe you prefer public speaking or Facebook ads. Maybe you prefer the Business of the Month program. That's OK – the formula is the same. The key is being specific.

Set a specific target, and create simple but specific steps.

In the example, I specified how many clients I wanted to get (10).

I specified how many clients I'd ask for referrals (all of them).

I specified how many leads I'd ask for from each client (3).

I specified how many former clients I'd contact (all of them).

Finally, I specified how many networking events I'd go to (4) and how many leads I'd get from each one (3).

This approach not only gives me a goal for each step, but also it allows me to measure, which, in turn, allows me to improve moving forward.

If I determine that many of my clients wouldn't give me 3 leads, for example, that would mean that I needed a stronger incentive.

If I figure out that very few of my former clients are willing to come back in, I need a better offer.

If I learn that I'm only getting 2 new contacts at each networking event, I need to attend more events.

If I close fewer than half the trials, I need to tighten up my sales presentation, or I need to make the trial a better experience for the prospect.

If you're not being specific, you'll never figure out any of this. You'll be stuck just guessing what you need to do next.

So set a target and some simple but specific steps to get there, and you'll suddenly see the business side of what you do get easier and your number of clients grow month after month.

My #1 Fitness Business Marketing Tip

What's my #1 fitness business marketing tip?

People ask me this all the time...

Honestly, asking what is my #1 fitness business marketing tip is like asking what the best training tool is.

Dumbbells, kettlebells, bands – everyone has their own opinion.

It's the same with marketing tactics.

Some people love public speaking while others can't stand it.

Pay per click is a favorite for some, while others avoid it completely.

But here is one thing that you can go to the bank on when it comes to marketing:

If something works, do more of it.

If you're good at public speaking, find more places to speak.

If yard signs work, put more out.

Seems simple, but it's more uncommon than you'd ever believe.

Coaches come to me and say, "I've been getting a lot of leads from networking, so I need something else I can do."

Umm... how about more networking?

So my #1 fitness marketing tip is this: If something is working, do more of it.

That's pretty much what we're doing with live events.

Our most successful clients are the ones who attend live events.

They are the ones who always do the best job of implementing.

So it dawned on us: Do more live events.

We now offer multiple Elite Training Workshops to allow coaches and fitness business owners around the nation to learn from some of the best in the industry for an entire day.

We have an IYCA summit for coaches to come together in the name of youth conditioning.

For our fast-growing Fitness Revolution Franchise, we have put together an FR Summit as well.

It works well for us and our business. What works best for you and your business?

9 Tips for Generating Publicity and Becoming a Local Fitness Celebrity

If you want to put your business on the fast track, there is no better way than being positioned as a local Fitness Celebrity through the media.

If the media runs your release or a story about you, they're essentially endorsing you as a professional.

Plus, if you establish rapport with the media, they'll come to you when they need quotes or help on a story that falls within your area of expertise. Heck, I was even able to parlay a media relationship into a weekly TV segment. And if I can get a regular spot on TV, I know you can ;-)

So here are 9 tips to get you started on your way to being a Fitness Celebrity:

1. Develop a list of local media contacts. Newspaper, radio, TV, community journals and any local websites fit the bill. You can use Google Maps and call the outlets directly to find the appropriate person to send releases to and the format which they prefer to receive media releases. You can also use Elance to have someone do it for you for less than \$100.

2. Develop a media kit. Create your own fitness media kit and send it to everyone on the list you just developed. Your kit should include:

- Contact information
- Business card
- Press release
- Brochure or summary sheet of what you offer/do
- Recent press clippings
- Photos that can showcase your business
- Calendar of upcoming events
- Your camera-ready logo
- Nonprofit and community projects
- Recent awards

3. Contact each person on your media list. Let them know who you are and that you are ready to help. Provide your contact information. The media's needs are time sensitive so you have to be ready to respond on a moment's notice if they call.

4. Write, write, write. Block off time to write a press release, and do so at least every 2 weeks. You can write releases:

- Piggybacking on major local or national news
- Piggybacking upcoming holidays or events
- Stirring up controversy
- Based on general topics of public interest
- Announcing significant business accomplishments

- Announcing the launch of a new program
- Announcing charitable contribution or support

5. Be consistent. Your media contacts are getting hit with hundreds of releases every day. Not all of yours will get picked up, but when they do the impact can be huge.

6. Study how to write effective releases. If you want the media to take you seriously and your releases to grab their attention, you need to write your releases in the proper format and use attention-grabbing headlines.

7. Keep your releases short. 1-2 pages maximum, 1.5-line spacing.

8. Be newsworthy. Don't send media releases that could pass for advertisements. Provide newsworthy content, preferably with a hook, and you'll get picked up soon enough.

9. Send a thank-you note. Good manners go a long way (but don't send a gift as most media professionals ethically can't accept it).

There you have it – 9 steps to becoming a local fitness celebrity. Trust me, the payoff is worth the investment.

Want to find out more tips, absolutely free? Announcing...

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www.fitbusinessinsider.com/kindle

7 Proven Fitness Referral Tactics

Here are 7 fitness referral strategies that you should be using right now to grow your fitness business:

Fitness Referral Tactic # 1 – If you want referrals, you have to ask.

If you do a great job delivering results and creating an experience for your clients, you'll find that many of them really do want to give you referrals, but you still have to lead the way and ask.

You can't trust that your clients are going to send you business, but if you step up and ask, many will!

Fitness Referral Tactic # 2 – Over-deliver every day.

To generate referrals, you need to be referral-worthy. You have to be more than just an average trainer. You have to do more than show up, deliver programs, and count reps. You have to go above and beyond to turn your clients into raving fans. If you do, they WILL talk about you.

Fitness Referral Tactic # 3 – Pay them.

Hey, running a business isn't free, and neither is acquiring new clients. Pay your clients for referrals with cash, services, and other rewards. Paying for referrals beats the heck out of paying for ads that offer no guarantee to even generate a call.

Fitness Referral Tactic # 4 – Join a networking group.

Networking groups are great places to meet new people and increase your referral network. Chamber of Commerce, BNI, and any number of other groups offer you an opportunity to share the benefits of your business, build relationships, and grow your business.

Take advantage of them.

Fitness Referral Tactic # 5 – Work your network.

You already know 100, 200, maybe even 300 people. There is probably at least one person in your life that could open doors that would transform your business.

Are you regularly in communication with them? Contact the members of your network. See how you can be of help to them. Follow up.

Fitness Referral Tactic # 6 – Give referrals.

If you give without looking for some sort of immediate payoff, you'll eventually get back what you give and then some. So start looking for ways you can help others. It will pay off – I promise.

Fitness Referral Tactic # 7 – Team up.

Partner up with other businesses that provide complementary products and services to the same target market that you do. It goes back to #6 – find ways you can bring value to other business owners and soon you'll display the value you can offer to their clients, customers, or patients.

Referral marketing is the best way to grow your business, but don't mistake it for a passive way to grow it. Work these fitness referral tactics and others like Transformation Contests & Referral Contests and your business will explode right before your eyes.

53 Tips to Get More Clients and Grow Your Fitness Business

Here are 53 random fitness business tips that will help you generate new clients and get those clients to stay longer, purchase more, and refer often.

On Developing Fitness Marketing Materials

1. A good headline makes or breaks you.
2. The first paragraph has to be great to get the prospect to continue reading in any copy.
3. The P.S. is the next most important component of successful copy.
4. Test, test, test.
5. Marketing materials are most effective when presented to people that already know, like and trust you.
6. Use testimonials with pictures.
7. Have a strong call to action.
8. Recognize that marketing materials are just a means of getting prospects in front of you.

On Forming Strategic Alliances

9. Don't be afraid to ask.
10. Show how you can help them first.
11. Create a win/win situation at all times.
12. Only work with people that have the right customer/client/patient base, run a business that you feel comfortable associating yourself with, and aren't jerks.

On Fitness Referrals

13. Earn the referral by providing a great service and an extraordinary experience.
14. Ask for the referral in multiple ways.
15. Reward the referring action. It's your job to close.
16. Reward the referral again when the referred prospect buys.
17. Remember how much it would cost to acquire a new client through advertising when rewarding a referrer.
18. Use Transformation Challenges, Walls of Fame, Referral Contests, Bring-a-Friend Days, Point-of-Sale Referral Systems, Referral Request Mailings, and a variety of other means to keep the referral mindset prominent in your business.

On Conversion Rates – Turning Prospects into Clients

19. Offer a powerful guarantee. At a minimum: 100% money back.

20. Have a powerful USP that appeals to your niche market.
21. Have more than one type of offering: semi-private, bootcamps, small group, and group weight management all can help you convert more prospects, as can different tiers within the same offering.
22. Make it easy to buy – use EFT billing so payments can be spread out.
23. Have plenty of testimonials handy – social proof is crucial.
24. Try before you buy. As opposed to what some people think, free sessions are a great idea. If your average package is \$1,000, wouldn't you expect someone to want to know what they're spending a thousand bucks on?
25. Use a sales script. If something works, stick with it.
26. Test different sales presentations. We changed 1 step and increased our average transaction value by \$400.
27. Spend more time listening than talking.
28. Find their pain.
29. Educate on value, not price.
30. Don't be afraid to ask for the sale.
31. Don't be afraid to ask for a BIG sale.
32. Target better prospects. That doesn't always mean more affluent prospects. Target prospects that are a better fit for you and your business.
33. Track everything: close rates, average deal size, etc.

On Maximizing Lifetime Client Value

34. Give better service. Every day you need to be on your game.
35. Underpromise and overdeliver.
36. Stay in regular contact outside of normal sessions with phone calls, emails, etc.
37. Add complementary services – nutrition, massage, etc.
38. Add complementary products – supplements, foam rollers, etc
39. Use longer-term contracts.
40. Keep a lot of client data – birthdays, anniversaries, kids' names, hobbies, etc.
41. Schedule the next appointment today if you are running a 1-on-1 or semi-private business.
42. Send a weekly e-mail newsletter.

43. Send greeting cards for birthdays and holidays and cards for reaching goals, or cards to just say thanks.
44. Post-purchase reassurance – make calls, send cards, and make sure the client continues to be happy they chose you.
45. Have new special offers each month. Make sure that every client is presented with these offers.
46. Run Transformation Challenges and offer a special upgraded package for the duration.
47. Sell consumables – supplements need to be re-purchased again, while DVD's and foam rollers don't.
48. Raise your prices. You can do it in small increments, too. A \$2 or \$3 increase per session will get no resistance from clients but add a lot to your bottom line over the year.
49. Have a scripted up-sell at the initial point of sale.
50. Have scripted up-sells at specific points during each client's program.
51. Use automated billing.
52. Suggest your most expensive program first.
53. Treat everyone like you want to be treated.

Epilogue

What's Next?

I've covered a lot of territory in this book, and you probably have a lot of ideas to get started. But you may also have a pretty long list of question marks like, "How do I do that?"

When Nick and I first started out, we asked that same question many times. Over the years, we have built a huge arsenal of tools, resources, experts, and vendors. All of these make it much, much easier to do what you do.

As a reader, you can see all of these at our "hub" site, Fit Business Insider. Just visit:

www.FitBusinessInsider.com

...to find a knowledge base of everything you need to take your business to the next level.

And as a Kindle reader, don't miss our fantastic gift to you: **\$597.89 worth of fitness business-building material, all for FREE**. Just head over to:

www.fitbusinessinsider.com/kindle

Will You Do Me a Favor?

I first want to thank you for reading *Fitness Marketing: A Guide to Marketing Your Fitness Business*. You took the time to seek out and read this business-growing product, and you must be quite serious about advancing your fitness business. Well, so am I, and I'm always looking for ways to improve.

So I'm wondering if you would take a few minutes to post a comment on the blog at www.FitBusinessInsider.com. There, you can share your thoughts about what you learned and how it can impact or has impacted you and your business.

We at FCG and other fitness entrepreneurs want to know what you think about it. Any feedback is greatly appreciated. All you need to do is go to www.FitBusinessInsider.com and leave a comment on any blog post. And if you leave your email address, I'll send you a bonus gift to show my appreciation.

How's that sound? Another free business-building gift for helping us with your feedback. Not a bad deal.

I really appreciate your help, and we look forward to personally seeing your feedback.

Dedicated To Your Success,

Pat

About the Author

Pat Rigsby is an author, consultant, and fitness entrepreneur and is the co-owner of over a dozen businesses within the fitness industry. He, along with Nick Berry, has positioned Fitness Consulting Group as the leading business development organization in the fitness industry. FCG provides resources, coaching programs, and consulting to give you everything you need to start or grow your personal training or fitness related business.

In addition to his business coaching and consulting work, Pat is also the co-owner of two of the leading fitness franchises in the world, Athletic Revolution and Fitness Revolution.

Athletic Revolution, the fastest growing youth fitness and sports performance franchise in the world, was founded in order to provide passionate youth fitness professionals with a system for developing a successful business that could provide them with a fulfilling career and a chance to have a profound impact in their communities serving the youth market. You can learn more about the Athletic Revolution opportunity by visiting:

www.MyAthleticRevolution.com

Fitness Revolution, launched in January, 2011, is already the fastest growing personal training franchise in the world. It was developed to allow the fitness industry's best trainers and coaches to have access to the systems, tools, and support necessary to reach their professional potential. You can learn more about the Fitness Revolution opportunity by going to:

www.FitnessRevolutionFranchise.com

Pat also hosts a number of conferences and webinars and writes a blog and newsletter that reach over 65,000 fitness professionals on the topics of fitness business development, fitness marketing, and other business topics. He has been seen on NBC, ABC, CBS, and in industry publications like Personal Fitness Professional, Club Industry and Club Business International. You can learn more about Pat's coaching programs and products or download his collection of free business building gifts by going to:

www.FitBusinessInsider.com