



10 Fitness Business Marketing Lessons Learned

By Liam Thompson & Matt Murphy



Dear Friend,

Since launching Internet Fitpro and Active Fitness Marketing we've worked with some of the biggest and leading authorities in the fitness industry.

We've created, tested - and then tested again - a number of marketing strategies to help our clients (see client list below) generate thousands of leads and sales.

We've put together this special report to give you an insight into what's working now.

You see, in the fitness industry there are a lot of coaches, 'gurus', consulting companies (and more) that teach marketing, but the only thing they market is their own business.

Which means what they actually teach is out-dated, or they just scrape the surface on a subject because they don't fully understand it or have no real life experience and results.

And how can they, because they only have experience in marketing their own business?

This means their clients don't get the 'best' possible results, because they are learning from sources that don't fully understand in-depth marketing.

We've put this short report together to help you, and give you a sneak peak on a few things that if you implement can massively help you generate and convert more business for you.

**Speak soon,
Liam Thompson & Matt Murphy**

P.S. Due to non disclosure agreements. Not all clients are featured in this report however you'll still find value in what we have to share and the marketing strategies we feature. If you would like to work together please visit:

90DayAccelerate.com

Just Some of Who We've Worked With



Paul Mort

A Straight Talking, High Performing Leader of Businessmen. Paul achieved success with a successful bootcamp & personal training business in the North East. He went on to launch Marketing Muscle Inner Circle to help fitness businesses attract more clients and launched the supplement company Lean Greens. He now coaches men to lead more successful and rewarding lives.



"Big" Chris McCombs

'Big Chris McCombs' went from ex convict to successful personal trainer in Orange County. Utilising a range of marketing tactics that he went on to teach to thousands of personal trainers around the world how to grow their businesses. Chris is famous for writing highly popular blog posts such as '37 ways to be a total badass'.



Lift the Bar

Lift The Bar helps Personal Trainers learn new skills, improve their client results and boost their job security more quickly, more efficiently and less expensively than anyone else. Their dedication to support members and offer value has led to them becoming highly respected in the fitness world.



James Hanley

James is the Owner of Revolution Fitness in Dublin. Under his leadership Revolution fitness has become a popular gym that specialises in helping those who are new to the gym scene, nervous about training, or have injuries. They help members avoid all the risks that come with joining a commercial gym. James has been able to make the transition from coach on the gym floor to business owner while his staff manage the day to day running of Revolution Fitness.



Charlotte Ord

Charlotte became the first person to win Personal Trainer of the year in 2010, demonstrating just how successful her career has been. Charlotte became the head strength and conditioning coach with the England Lacrosse Squad and was a trainer on ITV's The Biggest Loser. Since running a busy personal training club in Surrey, Charlotte has continued her training to complete her PhD in counselling.



Leon Melnicenko

Leon is the founder of Unique Bootcamp Workouts, and the Workout Design Club. Specialising in helping bootcamp & group fitness instructors design and plan engaging, fun and popular workouts for their members. An ex Royal Navy Marine, Leon works from his home in Spain with over 500 international instructors.



Elite Fitness & Performance Academy

Elite Fitness & Performance Academy have created a unique learning environment that educates personal trainers in Dublin. Teaching courses from their own fully operating Personal Training studio in Dublin they blend real world practical skills with theory to ensure their graduates are amongst the most skilled trainers and coaches in the industry.



Tara Hammett

Tara Hammett specialises in helping busy mums get back in shape. Working mostly online with ladies around the UK she has made appearances on TV and radio, sharing her message about positivity and self care to her audience.

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Lesson 1: Stop Trying to Automate Everything

With the creation of more automated software and tech tools, there's a belief that the best way to move a potential client towards your service is by automating every step of the process. While automation is definitely useful, especially with email, over-reliance often slows down the process of acquiring new clients.

If you want to dramatically speed up the process of attracting higher-quality clients focus on starting conversations as often as possible. Showing that you want to speak to potential clients and discover what their personal challenges are will position you as someone who can help them.

How about offering potential clients the option to get on a call with you, by asking questions in your emails to encourage responses?

02

Lesson 2: You Will Never Be Able To Please Everyone

One mistake we see a lot from fitness businesses is a confusing message.

An example could be a gym who markets itself as being welcoming to all, from beginners to elite athletes.

At first, this sounds appealing and inclusive. The reality is different. Beginners might be worried about fitting in somewhere that has elite athletes working out. Meanwhile the elite athletes won't want to be training somewhere filled with beginners. Can you see the problem with this?

By focusing only on your ideal clients, you'll have a clear marketing message for consistently attracting new clients.

Being clear on who your ideal client is makes it easier for you to stand out from other fitness businesses in your town.

*Note: Being clear on who you want to work with doesn't mean you can't take on clients who are not exact matches. E.g. in my fitness business, I focused on marketing to 30-50 yr old mums who wanted to lose weight. About 30% of my clients were male.

03

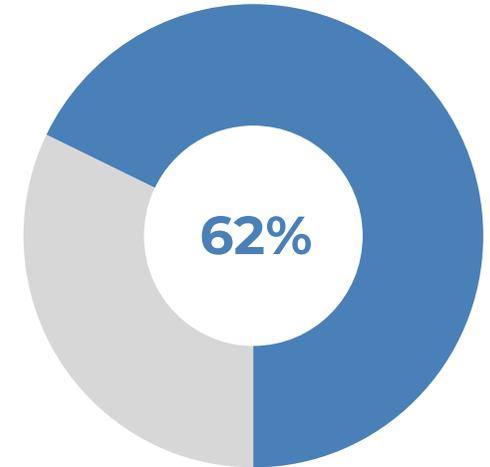
Lesson 3: Use Images of Real People

When a potential client lands on your website, they want to see pictures of people who are just like them.

We recommend using pictures of your 'real' clients instead of stock images. When you use real images you make your potential clients who see your marketing confident, the people you work with are exactly like them.

When you use stock images of ripped and shredded fitness models you risk intimidating them, although this depends on your target market.

Best practice is to use images of happy smiling clients having fun and clearly show their faces in the picture. This applies to your adverts and your fitness business website.



Using pictures of 'real' people
caused a 62% increase in
opt-in

04

Lesson 4: Focus on the Destination and Not The Journey

When a client starts working with a fitness coach they generally only want one thing. In this case, the result you can help them achieve. How you deliver your service, 1-1, groups or online isn't as important as you think it is.

When people invest in fitness and personal training they simply want to know if you can help them achieve their fitness and body goals.

Let me introduce an idea:

Imagine a plane flying from London to New York.

Seats are available at different price points and levels of service from economy right through to first class. Can you package your fitness services in the same way?

Create a results based coaching offer. Your service should be aimed at helping clients achieve one specific goal. Different options can be based around the level of service, unlike many trainers who charge on length of contract.

1-1 could be your high end first class style offer, semi private or small group could be business class and group training could be your premium economy product. Online only could be the economy. The main difference being the level of service, with the same end results for your clients.

05

Lesson 5: Learn To Speak Client

Many fitness businesses unwittingly confuse potential clients by using language only others in the fitness industry understand. Industry words like TRX, HIIT, “Biosignature Practitioner” or Level 3 Trainer don’t mean anything to most of the general public

When you use the language of your client it’s much easier for you to connect , build trust and demonstrate you understand them. This is a very powerful and underused marketing tool.

You can learn a lot from your consultations and application forms by paying attention to the words and language your ideal clients use to describe the results they want.

The closer you get to using their language, the easier it will be to create a connection and a powerful sales message.

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Lesson 6: Sell The Journey A Single Step At A Time

One reason fitness businesses marketing campaigns fail is because they ask for a big commitment too early in the relationship.

Imagine walking up to someone you've never met before and proposing marriage. They would probably tell you to get lost, and rightly so. The reality is many fitness businesses are doing this with their marketing..

Consider the steps someone goes through to find out more about you. All you need to do is sell the next step in the journey. In a dating example, the process could be;

- 1. Approach someone in a bar and introduce yourself**
- 2. Ask for their phone number and Invite them on a date**
- 3. Go on some dates, introduce to family and friends**

- 4. Move in together**
- 5. Get married**

If you miss out more than one step in the process it will probably not work out. The same is true for your marketing.

Steps to consider:

- 1. Finding out about you and what you do**
- 2. Get to know you by joining your email list or free Facebook group**
- 3. Have a conversation about how you can help them**
- 4. Make an offer or attempt to close a sale with them**
- 5. Retain them as a loyal customer and continue to serve them**

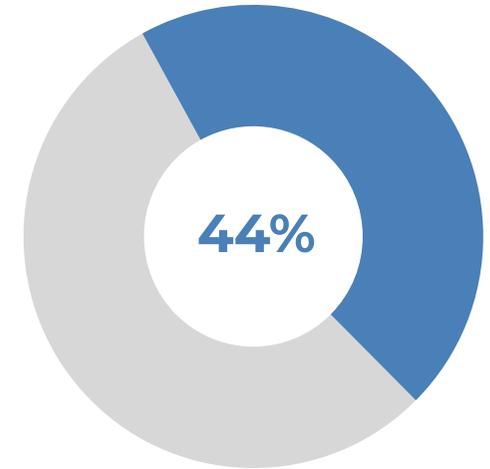
07

Lesson 7: Follow Up Relentlessly

Joe Girard is the world's greatest car salesman. Joe has sold over 13,000 cars and holds a record of 1,425 in just one year. Joe understands the power of the follow-up better than anyone.

Much of Joe's success is due to his relentless communication with possible buyers. Sending cards to everyone that had shown an interest in buying a car as well as past customers. Cards at Christmas, Thanksgiving, Easter. He would find any reason to stay in touch and stay at the top of their minds.

The easiest way to do this yourself is to build an email list or start a local Facebook group. You can use these as a vehicle for delivering regular content until they trust you enough to do business with you. Follow up consistently with anyone who expresses interest in working with you.



80% of sales require 5 follow-up calls after the meeting. 44% of sales reps give up after 1 follow-up

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Lesson 8: Grow A List Of Prospects

When a prospect first finds out about your business they are not always ready to get started straight away. If not, then you need a way to stay in touch with them.

Asking for a small commitment such as an email address means you can stay in touch until the time comes when they are ready to start working with you. By not staying in touch there's a good chance they'll look elsewhere when they are ready. A free gift or download is one of the easiest ways to ask for a website visitor's email address.

Emailing regularly also means they remember you and know exactly how you can help them. It gives you a chance to develop and nurture a know, like and trust relationship. Powerful stuff.


3,800%

Email marketers in the U.K.
reported an average return on
investment of 3,800%.

09

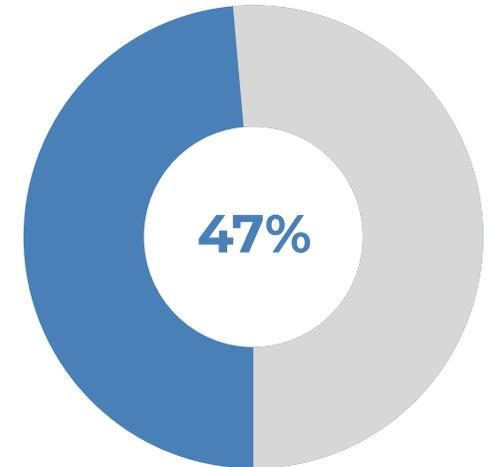
Lesson 9: Give Away Your Best Info

When it comes to building a relationship with a potential client, if you give away your best content, you'll instantly position yourself as an expert and someone they can trust.

Readers will feel that if you give away great advice freely then your "paid for" services must be even better.

A simple but effective way to think about this is to give away 'the what' and charge for 'the how'.

Give away the information they are looking for and sell the process of "how to apply the knowledge" to help them achieve the result they want.



47% of buyers viewed three to five pieces of content before engaging with a sales rep

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Lesson 10: Success Stories and Case Studies

Want more people to respond to your marketing and your website? Simply show them your results. Social proof in the form of testimonials and case studies is one of the most powerful marketing tools you have at your disposal.

Collecting and publishing Facebook and Google reviews, testimonials and case studies will help your prospects believe you are the solution to their problem. Especially if they see social proof that reminds them of themselves.

There are 4 key questions you should ask when asking your clients for powerful testimonials

- 1. How did you feel before you started working with us?**
- 2. What were your biggest concerns before working with us?**
- 3. What was your experience like when you started?**
- 4. What have you achieved or how has life changed since you started?**

Aim to use real pictures of clients to make your social proof look more 'real', even if you only use a headshot.

Success Stories



Conor Clarke
Clarke Fitness

*When Conor needed to raise over **£15,000 of cold hard cash in new body transformation sales in a little over 6 weeks**, Liam & Matt were there to help. They were able to help him get clear on his offers and message to attract more clients than ever.*



Greg Smith
Core Results

*We needed help attracting new members to our facility. Liam & Matt helped us get clear on our marketing and start attracting new clients so we could hit our business targets. We never thought we would get **more leads than we could handle!***



Kellen Lake
Just You Fitness
North Carolina

*Kellen wanted to increase the sales in his Semi Private Personal Training business. He had no idea that Liam & Matt would end up tripling his business and selling over **\$25,000 of personal fitness sessions in just 3 months**. Kellen had to hire another trainer to meet the demand.*



Richie Doran
Urban Fit Crew

*When Richie Doran wanted to fill his new boxercise class in Dublin, he asked Liam & Matt to help him hit that goal. They created an ad campaign that delivered **75 new enquiries in the first 30 days** alone and filled his Boxercise classes not just once, not just twice but three times over.*



Liam O'Hagan
Personal Trainer

*When Personal Trainer Liam O'Hagan reached out to Liam & Matt for help to get more personal training clients he sold **£7,450 of personal training** sessions in just 6 weeks, despite having no fitness facility.*



Tara Hammett
Online
Personal trainer

*When Fitness Model and New Mum's Weight Loss Expert Tara Hammett realised she couldn't do everything growing her Online Membership program and selling more of her Online Fitness Programs, she asked Liam & Matt to help her. A team that could look after all the online aspects of her business and bring in over **80 new clients in a little over 4 months.***



Saadiah Arfan
Personal Trainer

*Saadiah asked for support from Liam & Matt to help her realise her fitness business goals. Glasgow based personal trainer Saadiah, wanted to earn more in her fitness business and launch her new online training program, She could never have imagined being able to **double her business in 12 weeks** while cutting her working week down to just 3 days so she could spend more time with her family.*



Val Sikora
VVS Fitness

*Some of the most genuine and absolutely genius people I have ever had the pleasure of working with! **I have already picked up so many NEW clients**, and it's mainly because I have gained so much clarity on my Ideal Client avatar, my marketing message, and everything else when it comes to online marketing strategy!*

Want us to help you in attracting more leads and converting those leads to paying clients?

Go to 90dayaccelerate.com