

FITNESS PROFIT EXPLOSION

The Ultimate Lead Generation Systems for
Personal Trainers

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ProfitMAX Marketing
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Germantown, MD 20874

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Introduction

In this material you are going to learn the 6 extremely powerful, lead generation systems that will dramatically increase your client base and allow you to achieve levels of both business and personal success you never thought possible. And for those of you who thinking what I just said is hype or even just overstated, I ask you to wait until you've implemented these systems to your business before you pass judgment.

Before we get into the nitty gritty, I'd like to share with you my personal story and those of a few of the personal trainers that I've been privileged enough to work with and help.

Ok... here we go.

As you may already know, I'm a certified personal trainer and have been since 1997 and have had my ups and downs like most. I spent the first 3+ years of my personal trainer working in various health clubs just outside of the Washington, DC area and during that time gained invaluable experience and became a great trainer with a fairly large client base.

Even though I was busy, there were a few things wrong. The first thing that bothered me is that I was maxed out – I got to the point where I was training 8-10 clients a day and still wasn't earning the income that I needed or wanted. I was working the typical trainers hours – early in the morning and late in to the evening and couldn't make any more money and also still felt like I was missing something.

After a few years of near burnout feelings I tried the fitness director thing for less money and found that that too offered me with little of challenge and no room for growth. All along that time I had a few clients on the side as my own personal business but it was just part-time and here and there.

So after more frustration and lack of fulfillment I finally decided to go out on my own. I began to set things up (business name, cards, etc) and decided to leave my job as a fitness director on September 1st of 2001 – 10 days before the attacks. I had 5 clients which didn't even supply me with enough money to cover my bills and then after September 11th I lost all but one client!

I was in trouble! No for some of you that may not sound like a big deal but for me it was – married with 4 children and no money in savings. I ended up paying most of my bills on our credit cards and debt piled up fast! I knew I had to something... either get

a job or find some clients fast. I have no college degree and most of my previous work experience was physical labor and that sure doesn't pay much so I decided that I had to learn as much as I could about business and marketing and get some clients.

So I began reading every marketing book and buying every business course. I ran ads in newspapers, spent thousands of dollars in direct mail (at time when people were scared to even open their mail because of the anthrax attacks), spent lots of time networking, and in the process find out what worked and what didn't when trying to market and sell personal training.

To make a long story short, I went from over \$30,000 in debt with one measly client to a thriving fitness business with three trainers working with me that bring in on average over \$8,500 a month in PT in just under a year and a half! And that's not to mention the \$1,500+ a month in product sales online, and a couple thousand each year in speaking!

I'm not trying to brag and am not saying I'm the best trainer or anything like that. What I am trying to say is that if I can do it, so can you! You can do even better, especially if you take what I've learned and put in place.

One of the biggest problems with a service business is – you trade your time for dollars and can only work so much so your income is limited.

There are just a few exceptions...

1. you gradually increase your fees
2. you have other trainers working for you
3. you train partners/groups for a larger hourly rate
4. you earn additional income by selling products

What I realized was that you can only increase your rates to a certain point, eventually you severely limit your earning potential due to too few clients. See, when it comes to setting your rates it's a numbers game – at what point do you earn the most money with the least amount of time/effort. I personally have been able to raise my rates from \$50 an hour to \$75 in less than 2 years. The key is to raise them at the right time and you have to do it the right way.

I won't cover setting your rates here but do in the course titled, "How to Set Your Rates for Maximum Profitability" which will be available on my website www.profitmax-marketing.com

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One of the other options is to have trainers work with you. I ended up adding a trainer once my schedule got full and slowly got him busy, then added another, and so on. I now have 3 trainers and am about to add 2 more! But let me first give you a word of caution... it may sound great but it can be very frustrating and time consuming!

I was very fortunate to have a close friend of mine (trainer I worked with for years in a health club) leave his fulltime job as an accountant's assistant making \$35k+ a year and slowly we built his schedule up to where he's making the same amount of money but working half as many hours and on his own terms.

There is a lot more paper work, hands on administration, and time required on your part. That's not even to mention the potential problems of having someone who's maybe not as responsible as you like, etc. So having trainers can be good or bad. I suggest you weight the differences and make a decision.

Training partners and groups is another way to increase your profitability without working more. The problem here is that some trainers don't enjoy training groups and many clients prefer one-on-one training. I personally prefer training individuals but have found that if I do small groups (4 or less) or partners occasionally it's not too bad. It's really a personal preference thing... I enjoy speaking to groups more than I do training groups, but that's just me.

Then you have the option of selling products. This is one of my personal favorites because you can earn money while you are not working! All of the other methods we've talked about require you being there – your time. You can sell other people's products (supplements, equipment, journals, etc) or you can create and sell your own.

I won't cover the specifics of selling and/or creating products here but go into great detail in my course on creating and selling fitness products which you can learn more about at my website www.profitmax-marketing.com

I do both and have found it to be extremely effective and typically earn over \$3,000 each month just from online product sales... not bad money for something that requires little of my time. It's beautiful – you can earn money while you eat, sleep, play... whatever you want!

To sum it up, I've found that it works best if you implement all these strategies. There's no reason why you can't raise you rates, train groups, bring on other trainers, and sell products. I look at it this way... what would you do if you weren't able to train al of a sudden? You should always try to have what's called Multiple Streams of Income and

there's a great book with that title by Robert G Allen – I highly recommend you check it out!

The lead generation systems I'm going to teach you in this course can and will bring you in a flood of new business - and if you do it as I'll show you it won't be the sporadic flow of business you are used to (busy one week, dead the next). You will have clients coming to you already sold each and every week – and if it's like my experience it will often times be more business than you and your team can handle!

Just to give you a quick idea of how powerful these lead generation systems are I'd like to give you some stats from my own business. As you'll learn in this course, there are 6 different systems I use and teach, and each and every month they bring in an average of 15 new clients! Plus, if you do things right, the way I'll show you, much of it's automatic and you can easily track where each client is coming from.

Here are some specific examples:

- in February 2003 we received 6 clients from the internet which brought in over \$6,000 in upfront training revenue!
- in just the first 10 days of this month (April 2003) we've received 3 new clients from referrals which brought in \$2,800 in upfront training revenue
- a workshop I taught on metabolism in March to 50+ women resulted in 2 new clients and over \$200 in product sales from my website

This is not to mention the backend product sales they may make and if they continue (which over 65% of our clients do) it means even more profits! I should also note that my personal training programs are educational based and are geared towards getting the client to the point where they don't need us. Of course we have some who want to have a trainer there every session of every week, but my main focus is on helping these people learn how to do it on their own.

I should also say that I don't even utilize all 6 of the lead generating systems at once! Just think what's possible if you work on all of them!

Lead Generation Systems Overview

What I'd like to do now is give you a quick outline of the systems and what they entail. Later in this course each system is covered in detail, along with specific examples and step-by-step instructions on how to get them up and running fast!

Ok, here we go...

System 1 – Internet

The internet is proving to be by far, the most effective AND profitable lead generation system out there – and that's why it's first on the list! It's funny how some people are always slow to accept new things (especially technology) and the internet is no different. Don't be one of those people! The internet is growing at a rapid rate and there's no stopping it – either you get on now or you'll struggle to barely stay afloat!

Here are just a few of the benefits:

- very inexpensive
- huge (global) reach
- prospect are looking for you rather than you chasing after them (like with advertising)

Again, I'm not going to go into detail here but just know that if you don't have a website yet, you are losing ground each and everyday. So for those of you who don't have a website, as soon as your done reviewing this course, the first thing you do should be to get a website out there.

System 2 – Referrals

Another great way to get clients, and it to has little or no cost! Up until about 2 years ago, over 60% of my clients came by way of referral! Now, only about 30% come from referrals because we are getting a whopping 60% or more from the internet.

When it comes to referrals, it can often times be a bit challenging and sporadic. The key to making referrals a legitimate lead source is to automate as much of it as possible AND make it easy for your family, friends, and clients to refer people to you.

In this system, I also include networking, relationship marketing, and joint ventures and partnerships as they all in essence end up bringing in business by way of referral. Again, more on referrals later.

System 3 – Relationship Marketing

This is a hot topic right now in the marketing world and for a good reason. Businesses are finally starting to realize that marketing isn't about finding customers and clients but about building relationships.

This relationship-focused approach is extremely important and can actually be applied to nearly every aspect of your business from how you answer the phone to how you interact with your community. However, the two areas that I've found relationships to have the biggest impact are with networking and joint ventures.

In this section I'll cover how you can quickly and easily leverage your business with networking and joint ventures.

System 4 – Lectures and Workshops

One of the most effective methods of generating targeted leads is to offer lectures and workshops on various health and fitness topics – preferably on topics closely related to your specialty (you do specialize, don't you?).

These can be both free or paid and if done correctly can bring in tons of new business AND product sales! Other industries have been using this method successfully for years and I personally, along with many of the trainers I work with, have had great success with them.

One quick note...

Many people have probably heard others say that free workshops or sessions are a waste of your time, that they decrease your value, and so on. Well, guess what? It's total B.S.!!! Not only have I personally proven this to be incorrect, but so have dozens of the trainers I personally work with and coach. The key is, you have to do it the right way and I'll explain how to do that later.

System 5 – Advertising

While advertising can be costly and sometimes totally ineffective, it can sometimes be a great source of new business. The potential risks often outweigh the possible gains, yet if done the way I'll show you, you significantly reduce the risk and dramatically increase the response.

The problem with advertising is two fold:

1. you are going after the prospect
2. most people don't believe what they read in ads

The good news is if you use what I call a multi-step, direct response approach, you can get receive response rates 2-3 times what's typical! In the section on advertising I'll cover this in more detail and give you sample campaigns you can copy and use.

System 6 – Direct Mail

I've placed direct mail last on my list for a few reasons. First off, let me say this, direct mail can be very effective and is used by thousands and thousands of businesses to bring in billions of dollars in sales each year. There are a few downsides to direct mail though:

1. very expensive
2. better suited to selling low cost products
3. limited reach and harder to target and qualify prospects

This doesn't mean it can't be used as an effective source of generating leads, you just have to be more cautious and should only use direct mail if you are already using some of the other systems.

Ok... there you have it - the 6 systems that will bring in a steady flow of "hot" leads ready to ready to buy. So are you ready to get into the details? Now we are going to break each system down into great detail and I will give you specific, step-by-step instructions on how to get them up and running fast.

Lead Generation System 1: Internet

As I mentioned earlier, the internet can be an extremely powerful business building tool – the key is to know how to use it to your advantage. Most of the personal trainers I talk to either don't have a site, or if they do, it's not doing nearly as much as it could! And it's not just trainers, many businesses are moving to the internet very slowly and many won't survive.

Very few people realize how big of an impact the internet is going to have on not only the way we do business, but our lives in general. Many things have changed already and it will only be more noticeable in the years to come. For example, I recently began buying my groceries online. I use a service called Peapod, which has partnered with various grocery store chains like Giant Food to offer grocery delivery. This service was slow to catch on but is extremely popular in many areas across the US.

Another great example is books. More and more people are buying books online at sites like Amazon and book stores are turning into lounges to try to offset the major losses they are suffering due to the internet. Toys are another category where the internet is putting a hurting on retailers. Mark my words – you WILL be surprised by how much the internet will impact our world. This subject is so complex and important that I can't even do it justice. I highly recommend you get a copy of a book titled, "Future Consumer.com." It is an excellent read and gives some great looks into the future of business.

I mentioned earlier how powerful the internet has been for my personal training business, but before we get into the "how to" I want to give you more proof of how amazing it is!

One of the trainers I personally coach has implemented the internet lead generation system I'm going to show you and it has tripled his business in less than 9 months! Here's an actual case study for you to model:

Kim V – Arizona (She doesn't want me to use her last name because she doesn't want her competition to know her secrets)

Before:

- trained an average of 10 sessions a week
- charged \$40 per session
- monthly income was approx \$1600 before taxes and expenses
- used business cards and word of mouth to market her business

After:

- only implemented one lead system – internet
- training an average of 20 sessions a week
- raised training fees to \$50 per hour
- selling an average of \$200 a month in products from her website
- monthly income now around \$4200

Let me show you how she did it...

The first thing she did was build a website herself in about 2 weeks. Her cost: \$0 – other than the software FrontPage, which she already had. The next thing she did was optimize the site so it would rank well for her target keyword phrases (fitness program her town Arizona, personal trainer her town Arizona, etc).

Then she submit her site to the search engines exactly as I explained it to her and within 2 weeks her website was ranked in the top 5 on Google, MSN, AOL, Yahoo, and others! Then she put her url on all of her marketing pieces (at this point it was only business cards and an occasional flier).

That was it! Nine months later her business (actually, her income) had tripled! Over 50% of the new clients found and contacted her via her website. This percentage is close to the approximately 70% that my business is getting from the internet!

After this course you'll have everything you need to duplicate this, or even do better!

Ok... let's talk about exactly what you need to do get this system in place.

Step 1 – Setting up your website

A website is a must! The longer you wait the more money you are losing! So if you don't have one yet, you better get started right after reading this section! For those of you who already do, please still read thru this section as I'll be covering important information on not just how to build a site but also how it should be laid out, what the number one goal of your site should be, and more. So read on...

You have two options – build it yourself or pay someone to do it for you. There are pro's and con's to both which I'll cover now.

Option 1 – Do it yourself

Regardless of what you may have heard or been told, you CAN build a website yourself, and it doesn't have to look cheesy! But at the same time I'm not going to blow smoke and say that it's easy because it's not, especially if you don't know html (which I didn't)!

My first website was built by my brother who was just learning how to use FrontPage and no offense Keith, it was ugly! We joke about it now but the important thing was that I had a site and it was on the internet for all the world to see.

All but one of my sites were built by me personally using FrontPage. Please take a minute to check them out see what you think:

<http://www.personaltrainerbusinesstoolbox.com>

<http://www.profitmax-marketing.com>

<http://www.fitness-marketing.com>

<http://www.achieve-fitness.com>

<http://www.fitness-for-brides.com>

<http://www.burn-fat-fast.com>

As you can see I have built numerous sites – some are “mini-sites” that sell just a single product and others are large “content based” sites. I think they look very professional and the important thing is they do the job. And what is the job you ask? It all depends. In this case, your main objective is to use the website to capture the names and contact information of people who are interested in your product or service.

You can accomplish this with both types of websites. The key is you have to offer them something – a reason to give you their name, email, etc. I'll talk about the specifics on this later. First, lets talk a little more about building your site.

Below are what I feel are the pluses and minuses to building your own website.

Pros:

- inexpensive
- total control over project

Cons:

- requires html knowledge or of software like FrontPage, Dreamweaver, etc
- may not look as professional or function as well as a professionally built site
- very time consuming

Another point that I want to make is, you can't under estimate the importance of a professional looking site. I come across so many fitness sites that just look horrible! I'm not saying you need to have a super fancy and high-tech site with flash or anything like that, but just that it needs to look professional. Remember, it's a direct representation of you and your business/service.

Here are some great resources for building a site yourself:

Website Templates

www.templatemonster.com

www.thetemplatestore.com

www.designgalaxy.net

Online Website Builders

www.sitebuildit.com

HTML Tutorials

www.html.com

Free Website Tools

www.bravenet.com - This is the best site when it comes to web tools. They have every tool you could ever need! If you own a web site you definitely want to check them out.

www.freeautobot.com - This is the best auto-responder out there with no ads and unlimited number of responses. Plus, best of all... it's FREE!

www.webposition.com - Invaluable tool to save you time and to help build traffic to your web site. WebPosition Gold reports your site's search positions and then helps you improve them.

Option 2 – Pay to have one built

Many people go this route, end up spending a ton of money, and still don't get what they want. This is not to say that you shouldn't have someone build a site for you, just that you need to be cautious and involved.

Let me tell you about an experience I had with a web design company...

After building and maintaining 4 or 5 sites myself, I realized that it was very time consuming AND since I'm not a web designer, I wasn't making money while I spent hours and hours fooling around in FrontPage. So I decided that my time was better spent training clients, creating products, running my business and that I would pay to have a company build a site for me.

I was excited about my new project and mistakenly rushed into choosing a company – BIG MISTAKE! To spare you from the long and boring details, I ended up spending over \$1,500 for a website that didn't look the I wanted it to, function the way I wanted to, and since I didn't know html I couldn't even update or edit it!

Don't do what I did.

If you decide to hire someone let me give you a few quick pointers:

1. first thing you should do is check their portfolio and look for sites you like – if you don't see anything you like check some other companies
2. before committing to any project agreement or contract, be sure to thoroughly explain what you want
3. ask them if they have designed any fitness related sites (this is key)
4. find out what their policy is on revisions – how many times can you recommend they make change

Here are some additional things to consider when making your decision:

Pros:

- professional looking and functioning site
- requires much less time (allowing you to focus on what makes you money)
- can be completed much faster

Cons:

- can be expensive
- only you know what you want your site to look like

I personally have taken both routes and think that it's best if you have someone design the site for you, but it all depends on you and your situation. Look at it this way, you're a personal trainer – NOT a web designer. Don't waste hours and hours like I did fooling around with software programs, HTML, java scripts, etc. Spend your time doing things

that make you money – that’s one of the things that every successful business person will tell you.

If you would like to have a professional looking and functioning, custom designed fitness website please check out my service. I take on a small number of web design projects and might be able to give you the site you want but at a fraction of what you’d pay elsewhere.

I can personally design a high quality, custom website with a professional look AND more importantly, a site that sells your service and products. Remember, your website can and should serve multiple functions:

1. immediately tell the visitor what the site is about
2. show them benefits – why they should stay
3. give them a reason to give you their contact info
4. educate and inform (pre-sell) your prospects and clients
5. offer online sign up (for training) and online product sales (optional)

You can learn more about my Custom Fitness Website design service and check out some examples of my work here:

<http://www.profitmax-marketing.com/webdesign.htm>

Step 2 – Optimize your site

This step is very important. You can have a great website but what good is it if no one can find it?

In this section I’ll give you some basic tips for optimizing your website to deliver high search engine rankings and targeted traffic. The key point to remember here is this: who is it that you want to find your website? You must know exactly who your “ideal” client is and optimize your site so they can find it.

So, if you don’t know who your ideal client is yet you need to figure it out. I also recommend you read “The Complete Guide to Successful Fitness Marketing” if you haven’t already. You can find it here: www.profitmax-marketing.com/manual.htm

Then you need to think about what your ideal client would search for if they were looking for a personal trainer or fitness program. Put yourself in their shoes – what are some the words and phrases you would use?

Here are just a few that come to mind:

- personal trainer
- fitness programs
- weight loss program
- exercise program
- metabolism
- fat loss
- body sculpting
- strength training
- cardiovascular exercise
- flexibility

These are just a few of the many possible words and phrases you might use in your site. Just remember, you want to choose ones that your ideal client is likely to use most.

There is a lot to optimizing your website and it is such a complex subject that there are complete manuals, courses, software, etc on the subject. My goal here is not to turn you into a search engine optimization expert but just to give you a basic understanding of some of the fundamentals and simple things you can do to make sure your potential clients actually find your website.

To give you even more info on how to optimize your website, I've included the following tutorial on meta tags with permission from www.bravenet.com

Getting listed high on the search engines is hard. Getting a high listing without Meta Tags is practically impossible.

You can use our free Meta Tag generator right here in the members area, but before you do, let us tell you why they are so essential to your site. When you submit your site to AltaVista or many of the other engines that use spiders, they only ask you for one thing - your URL. Why? Simple, they send a spider to crawl your site for all the other details. And the very first thing this spider looks for is ... Meta Tags!

If you don't have Meta Tags in place, things can get ugly. The spider will move to the text on your page, with the end result being a really messy site description and no keywords ... that's bad!

Let's go over the two vital elements in them - description and keywords. Of all the tag elements, these are the ones you should spend the most time and research on.

Description

A lot of people miss the boat on this. Think about it ... when you do a search and results are returned, what do YOU want to see? Keep this in mind when you write your description. You want to know what the site has and what it does. Nobody wants to see: "this is the world's greatest site! come visit it now and you won't be sorry!" Instead of a long description, try entering two or three short sentences about your site.

In these sentences, use relevant keywords! If you're not sure how to write your description, do a search for sites similar to yours. Find the top sites listed and view theirs! Find the ones that stand out and say - CLICK ME! Use these descriptions as a starting point for yours.

Keywords

This tag is the mother of all Meta Tags. These are very important, especially when submitting to the engines that use spiders or robots to crawl your site. Keywords can be one-word descriptions of what you offer or short descriptions. Once again, go to a few different search engines and search for a site similar to yours using different keywords. Look at the top 20 results of your searches and keep track of the sites that match yours the most.

Now, go to these sites, look at their source and their keywords listed. This will give you a good idea of some of the keywords you should be using. This is important - DO NOT repeat your keywords more than 7 times. Why? Some search engines treat repetitive keywords as spam and will automatically reject you. And always list your most relevant keywords FIRST.

Trick for Clicks

If you have the room, one last thing you may want to consider is mis-spellings. Yes, it's true ... people do mis-spell more than you think. Don't put too much emphasis on it, but find your most relevant keywords and perhaps enter a few of those with close, but not correct spellings!

Adding the Tags to Your Site

Open your HTML editor and the page you want to insert your Meta Tags on. Next, open your browser and point it to the [Free Meta Tag Maker](#) right here at Bravenet. You can type in the tags by hand if you like, but why bother if you can just copy/paste into your pages!

All HTML pages have the following tag structure in the source code:

```
<HTML>
<HEAD>
<TITLE> (This is where you type the title of your page that will display at the top of the
client browser)
</TITLE>
</HEAD>
<BODY>
```

(This is where the main content of your site goes)
</BODY>

You will need to paste or type your Meta Tags in between the two HEAD Tags and "after" the TITLE Tag. Here's an example of what it will look like. We left out the actual tag info in this example. That info goes after CONTENT and between the two double-quotes "".

```
<HEAD>
<TITLE> The title of your site goes here.</TITLE>

<META NAME="KEYWORDS" CONTENT="">
<META NAME="DESCRIPTION" CONTENT="">
</HEAD>
<BODY>
Your site's main content begins here.
</BODY>
```

That's all there is to it! We highly recommend putting Meta Tags on ALL of your pages.

Some people can submit their site to certain search engines 100's of times and still not get accepted. Don't panic though. Just follow the instructions we've given you and you'll be on your way to a listing.

Why don't some people get listed? Page errors, or bad html coding. And the kicker is, some people don't even know they have errors on their page. That's right ... the newer version browsers are very forgiving and will allow your page to load with or without errors. We'll show you the ultimate trick on the next page, but first let's deal with errors.

The most common error people make on their site is broken images. Not only does this make your site's appearance look shabby, it will slow down your load time and lower your score for search engines. You're probably thinking I'm goofy because you'd "know" if you had a broken image cause it's visual right? That's only right if you're sitting there watching your site 24/7 which I don't think you are. How many of you link to other sites? How many of you link to affiliate programs that require you to use images on remote servers? There are your broken images ... not to mention the ones some people link to from clipart archives.

So does this mean you shouldn't trade links? No ... but if you can, store the images on your own site. That way, you don't have to hope their site is running when your site is spidered. The affiliate images are a bit harder to deal with, but we'll cover that on the next page. Right now let's deal with html coding....

Keep in mind when you submit your site that you are scored on several factors. This includes keywords, title, description, page speed and page errors. The higher you score, the higher you will be listed. The number one rule of thumb - "all html tags should be closed". Open tag - <HEAD> Closed tag - </HEAD>

Some HTML editors have built in html checkers. That's always recommended "before" submitting your site. If your editor doesn't, then use one of the free html checkers on the web.

Here's a handful we've found:

[Dr. Watson](#)
[NetMechanic](#)
[SiteInspector](#)

Run your site through one of the HTML validators. Odds are you will have errors. If not ... good for you! If you do have errors, we highly recommend fixing them ALL before submitting your site.

OK... now here's some specific examples of how you can optimize your meta tags for the best possible search engine rankings...

Title Tag

Your title tag is very important and for a few reasons. First, it tells the search engines that will spider and index your site what the page is about. It is critical that your title tag have your main keywords in it AND that each page have a different title using different keywords.

For example, let's say that you're a trainer in Austin, Texas and your url is www.fitnessforwomenintexas.com and that your target market is women. Notice that the domain name has several important keywords: fitness, women, and Texas. The more times your keywords show up the better.

So for the main page, your title tag might look like this:

```
<title>Personal Fitness Training For Women in Austin Texas</title>
```

Here's what some of the other title tags might look like for other pages:

- Programs Page <title>fitness programs for women in Austin Texas</title>
- Contact Us <title>contact Austin's top personal fitness trainer Franky Fitness</title>
- About Us <title>learn about Austin's leading fitness expert and personal trainer, Franky Fitness</title>
- Fitness Products <title>fitness books, equipment and products from Austin's leading fitness trainer, Franky Fitness</title>

You get the idea, right? Great. Start thinking about what keywords and phrases you'll use in your title tags.

Description Tag

Your description tag should accurately describe what the page is about. It should be a little longer than your title tag and should be a bit more descriptive. Here are some examples:

Home Page

```
<META NAME="DESCRIPTION" CONTENT=" Fitness for women in Austin Texas. Get in shape fast, tighten and tone, lose weight, burn fat, look and feel great with the help of certified personal fitness trainer, Franky Fitness ">
```

Again, your goal is to accurately describe that page while at the same time get in your main keywords and phrases. Below is an excerpt from a tutorial on description tags.

Keyword Tags

Just as it sounds – this tag is used to list relevant keywords and phrases. DO NOT try adding popular keywords that are not relevant to your site in attempt to get artificially high rankings! The search engines can and will ban you for life! That means, your url would never be indexed or included in their search results and you don't want that.

It's recommended you don't use commas between words and that you start with your most important phrases and then list individual keywords.

Here is an example of what a keyword tag might look:

```
<META NAME="KEYWORDS" CONTENT=" personal trainer in Austin Texas fitness for women personal fitness weight loss exercise programs lose weight increase strength tighten and tone muscles ">
```

Content

Search engines want to deliver relevant and meaningful results to their users and therefore base their rankings in part on how relevant your website is to the search the user made. They do this by weighing how relevant your site is by how many times the search term was in each page of your site. So sites with more pages that are relevant to the search will almost always rank higher.

For example, someone does a search for personal trainers in Austin Texas. Let's say that your competitors website www.texasfitness.com is small site with the typical pages (about us, services, contact us, etc)

Your site www.fitnessforwomenintexas.com however, has dozens of fitness articles and on each of those pages at the bottom of each article you have a short byline that reads something like this:

"Find this articles useful? Have questions? Ask Austin's leading personal trainer and fitness expert, Franky Fitness. Click here to email Franky or call 800-fit-franky"

You also have keyword rich meta tags on every page of your site.

Your website would get ranked quite a bit higher because it has far more relevant content! So if you have articles you have already written, get them up there and if you don't have any you need to get writing!

You can also use other peoples content on your site. For example, do a search for "free fitness content" or "free fitness articles" and ask the authors if you can use their articles on your site – many will say yes!

You are welcome to use any of my articles on your website as long as you add a short link to my site at the end of each article. You can find some of my articles here: www.achieve-fitness.com/free_resources.htm

You'll also want to add content rich pages designed specifically to get you ranked high for a certain search term. The reason is not everyone searched the same way. While on person might search for "personal trainer Austin" another might search for "fitness programs Austin".

For example, you can add an article on "how to hire a personal trainer" and optimize that specific page for the search term "personal trainer in Austin Texas." This page would rank well because not only is it relevant but the word personal trainer will be mentioned in your meta tags and throughout the page in the article.

Link Popularity

Another important aspect of optimizing your site is link popularity. Let me give you my non-technical explanation of what link popularity is...

like I mentioned earlier, search engines want to deliver relevant results so one of the ways they ensure this is by looking at how many websites link to yours and how relevant they are to the search term.

For example, if I search for "fitness programs Austin Texas", the search engine would look at all the sites (that have relevant info on this topic) and give better rankings to the ones with more fitness websites linking to it. Even better would be other sites having to do with fitness programs and Austin Texas.

So one of your goals is to partner with other websites (again, relevant to fitness) and trade links with them. At first it's no big deal but eventually it gets to the point where it becomes very time consuming so then you may want to consider one of the software programs or services out there that automate it.

I personally use and recommend a the link directory service by www.lifesapitchwebdesign.com .There service has been great and it is boosted my search engine rankings and traffic dramatically! So I recommend you check them out if you are considering a link directory software or service.

Not only will the links boost your rankings but they can also send you lots of traffic! And, the more traffic your site receives the more the search engines view it as an important and popular site, and that too will boost your rankings.

Ok... well there you have it. Simple things you can do to optimize your website for the best possible rankings. Don't forget – who is your target and what would they search for?

Step 3 – Submit it!

After you have optimized your website, you then need to get it listed in the search engines and directories. How do you do that? It's actually quite easy and don't let anyone make you think it's difficult or confusing – if I can figure it so can you. Believe me, I'm no technical wizard ☺

Here are some Do's and Don'ts:

DON'T:

- pay \$300 to be listed in yahoo
- submit your site over and over
- waste your money on software programs like WebPosition Gold, SEOptimizer, etc (these are fine programs but not necessary)

- pay for submission to 5,000 search engines (only 6 or 8 really matter)
- buy "guaranteed" traffic (not related to submissions but very important)
- pay for fancy web stats – most hosting services include free stats

DO:

- submit to Inktomi (they deliver results for AOL, MSN, and others)
- manually submit to Google once
- check your web stats and see where your traffic is coming from

MAYBE:

- pay to be listed in Ask Jeeves + Teoma
- pay to be listed in Lycos

Here's where you can learn more about submitting your site to Inktomi:

<http://ink.ineedhits.com>

Here's the page to use to submit to Google (just once!):

<http://www.google.com/addurl>

Here's some additional resources and information getting your site listed:

<http://spider-food.net>

<http://www.searchenginewatch.com/resources/>

<http://www.marketleap.com/default.htm>

Step 4 – Capture their email!

In order to effectively use the internet to market your service you **MUST** get your prospects to give you their email when they visit your site. Why do you need their email?

So you can follow-up! You want to be able to build that relationship, educate them, and show them how your service can help them. If you can do that, you'll be astonished by how easy marketing can be. This is called multi-step relationship marketing and that great part about it is that it sells them along the way so when they contact you they are ready to buy! Doubt me? I hope not because this is how it works and there's no reason why you can't do the same.

So how can you get your visitors to leave their email and / or contact info?

There are quite a few ways and I'll list a handful now:

- offer a free email newsletter
- offer a free email course
- offer a free e-book or report
- offer a free session

Here's how it works...

1. On every page of your site you have a form people can fill out to sign up for your free offer (newsletter, ebook, etc).
2. They fill out the form and subscribe to your email newsletter
3. It automatically adds them to your database and sends them the first email
4. In each email you educate, inform, and build a relationship with the reader (make your emails personal – NOT corporate sounding)
5. Each email also includes info about your service and or products with a link to your site where they can find more info
6. You continue to email them until they buy or unsubscribe

Here's a short list of what you can do with your email course, newsletter, etc:

- educate prospects and clients with articles, tips, etc
- mention special offers on programs and products
- stimulate referrals
- collect testimonials
- pre-sell your service
- sell low-cost fitness products
- survey to find out exactly what they want
- and again, most importantly, build a relationship

Remember, people prefer to do business with people they know and trust. To see an example of this process, go to my website www.burn-fat-fast.com and sign up for my free email course. By the way, you are welcome to use my email course – just email me for more info jesse@achieve-fitness.com.

You can also sign up for my free email newsletter at www.achieve-fitness.com

Ok... are you seeing the potential yet? I hope so because it's huge! Now I want to show you how you can easily get this set up for your website.

Autoresponders, do you know what they? If so, great! If not, don't worry – I'll teach you. I like to call autoresponders 24-hr automated selling machines and here's why...

For those of you who are not familiar with autoresponders, here's a quick explanation of how they work. An autoresponder is a software program that sends out emails for you automatically and at pre-set intervals and times.

For example, when you signed up for my Burn Fat FAST! email course, my autoresponder automatically added you to my database and then sent you the first email in a series of about 10. Then every 5 days you will receive the next lesson in the course automatically. I don't ever have to do anything – it does it all for me. Amazing, isn't it?

Setting up an Autoresponder

First thing you need to do is choose a service or software program. There are both free and paid services and most likely you will want to start with a free one.

I actually use two different services: www.freeautobot.com which is an awesome free service and www.1shoppingcart.com which is paid service that handles not only my autoresponders, but also online ordering, customer and prospect database, ad tracking, and more.

Setting up an account is easy. I'm going to assume you are going to start using a free service and therefore will give you step-by-step instructions on how to set up and account and configure it with your emails.

Step 1 – go to www.freeautobot.com and sign up for a free account

Step 2 – once you've set up your account, log in to your account management area

Step 3 – copy and paste your emails (just the welcome email if a newsletter, otherwise, all the emails in your course)

Step 4 – set how far apart you want each email to be

Step 5 – save it

Step 6- add the sign up form to your site

To add the form simply copy and paste the html code into your site where you want to place the form. You can also find instructions on how to add the form in the account management area by clicking on the help button while in the "add client" section.

People can subscribe 3 ways:

1. You can add them manually (not recommended – too time consuming)
2. They can use the form on your site
3. They can send a blank email address to your special email address (should look like this username@freeautobot.com)

Now, if you are wondering what you will use in these emails, let me give you a few more ideas...

You can publish an email newsletter like I do at www.achieve-fitness.com . It's called Fitness Success News and I send it out once every two weeks. You can do yours at whatever frequency you want (weekly, monthly, etc). As I mentioned earlier, you are welcome to use my articles. Just email me for more info at jesse@achieve-fitness.com

You can offer a free e-book. Go to www.achieve-fitness.com/freebook.htm to see how I use this technique.

You can offer a free email course. Here are some examples of courses you might offer:

"Fast Fitness Tips"

"Keys to Successful Weight Loss + Fitness"

"5 Fitness Secrets Guaranteed To Jump Start Your Fitness Program"

The example above can be split up into 5 separate emails and each one with a link back to your site and a short plug about your service and products. You get the idea.

NOTE: If you have questions or need help getting this set up please email me at jesse@profitmax-marketing.com.

Lead Generation System 2: Referrals

Referrals are another great source of business but there are a few downsides – let's cover both the benefits and the disadvantages.

Pros:

- Little or no cost
- Requires little of your time(especially if done correctly)

Cons:

- Slow process
- Often not enough to sustain or grow your business
- May or may not be qualified
- Sporadic – not too reliable

Up until a year or two ago, over 50% of my clients came by way of referral. Sounds great, doesn't it? Trouble is, referrals can often times be sporadic and unqualified. The good news is, I've found a way to eliminate most, if not all of the negatives and speed up and automate much of the process! Now how does that sound? Are you ready to get started? Ok, good, here we go...

To make the most of referrals you need to truly understand the process and improve it. What's the main reason referrals tend to be sporadic? There's actually a couple:

1. It's difficult for friends/associates to send you referrals

What do you do with extra business cards people give you when they ask you to pass them out? I know if you're like me, you throw them in a drawer in your desk – maybe even the trash!

You've got to make it as easy as possible for people to send you referrals! Here's how you do that:

- Offer incentives for people to send you business(ex. Gifts, free training, a referral bonus \$20-50?, discount, etc)
- Use a referral letter/form via mail/ email/website
- Ask frequently – by phone, mail, email, in person
- Use your business card (forget the boring, traditional card and use yours to ask for those referrals and be sure to mention how you'll reward them) "Tell your friends about "Achieve Fitness" and receive free training"!

Note: Included in this course is a referral request letter you can use and example of how I ask for referrals

2. Not having enough people who consistently send you referrals

Have you ever noticed that some people will send you clients all the time while others will go years and never even mention you to their friends?

This is referred to as the 80/20 rule. Are you familiar with it? It's been proven that 20% of your clients/customer will account for 80% of your business.

So what does this mean to you? It means you better take really good care of those 20%! These are the clients that train with you for years and they send you tons of referrals. These clients are extremely important to your business so be sure to treat them that way.

I'm not going to go into it here but it's important that I mention it quickly. You must think long-term – what is the life time value of a customer worth to you? If you haven't already I recommend you read the chapter on customer & client value in my manual, "The complete guide to successful fitness marketing".

Ok, so how do you get more of these referral giving people into your world? Networking my friend – and no I'm no talking about multi-level marketing(MLM) or anything like that. What I'm talking about is getting out there, making contacts, and building relationships! People who know you and trust you are far more likely to send you business when you ask.

I didn't want to go into too much detail as I cover relationship marketing in a later section. So for now just remember this:

1. Make it easy for people to send you business
2. The more people you know the better. And the better they know and trust you, the more business they'll send you.

Attachments and Examples

Online referral form: www.achieve-fitness.com/refer-a-friend.htm

Referral request letter (below):



Give Your Friends The Gift of Guaranteed Weight Loss And Fitness Success!

Dear Charles,

I have a problem and need your help.

Just like any other business, we need new clients to stay in business. Of course we thought about advertising but that seemed awfully expensive and a little risky. Then I decided a better idea would be to let a few of our best clients give away our services as free gifts to their friends.

So that's exactly what we're doing for the next 6 weeks. And here's how it works:

1. Who do you know that would like to start a fitness program or may need some help with their current plan? A friend, neighbor, a relative? Just jot down their name on the enclosed certificate and send it back to us, or call our office with their information.
2. Then we'll send your friend a free copy of our BURN FAT FAST! Guide (a \$25 value) as a gift coming from you.
3. There are no strings attached and absolutely no-obligation for your friend to use our services or buy any of our products.

Your friend is bound to love you for sending them such a great gift... plus it's something they can use to improve their health and fitness! And if your friend does decide to take advantage of our fitness programs you will receive 2 FREE personal fitness sessions (a \$140 value). Don't forget to check out the Refer-A-Friend page on our website... it talks about all of the great gifts you can receive for referring your friends to our services.

As you might guess, we're expecting a large response to this offer and I've only set aside a limited amount of free BURN FAT FAST! Guides so it's important that you let us know right away whom you've selected.

Just pick up the phone and give me a call at 240-731-3724 to give us the name of your friend and we'll take care of the rest from there. Or if you prefer, simply fill out the referral form below and send it back to us.

Either way, your friend will receive a FREE copy of our BURN FAT FAST! Guide, which is sure to help them start achieving their health and fitness goals. Plus, you get to look good and we get the opportunity to expand our business. That way everybody wins.

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Thank you again for your continued business.

Sincerely,

Jesse Cannone

Refer-A-Friend

Please complete the form below and fax to 240-361-0414 or mail to:

Achieve Fitness 13521 Ambassador Drive Germantown, MD 20874

Who do you know who would like to receive a FREE copy of our BURN FAT FAST! Guide?

1.

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

2.

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

---- end sample letter ----

Note: It is also strongly recommended you read Dan Kennedy's book "Magnetic Marketing" as it is an excellent resource and it will teach you exactly how important relationship marketing is and how to go about it. www.dankennedy.com

Lead Generation System 3: Relationship Marketing

Relationship marketing seems to be a popular topic lately but few people really understand what it means. There is more to it than just handing out business cards and industry conferences and expos. Referrals could have also fallen under this category but I feel they are so important I wanted to devote a whole system to it.

I also think joint ventures and partnerships fall under this category because in order to set up these types of arrangements you need to meet these people and develop relationships with them. So I am going to cover both networking and joint ventures in this system.

How would you like 50-100 people recommending your products every month? How about 300-500 people telling their friends about your fitness programs?

Sounds great, doesn't it? Well, it is! I built up my list of clients, customers, friends, and business contacts from 70 to over 200 in just 3 months! Not to sound like I'm bragging, but to show you that it is possible.

Make sure you listen closely and re-read this next paragraph if you need to because it is the most important aspect of marketing and is critical to your success!

Word of mouth advertising is the most effective form of advertising or marketing there is... and it just so happens to be FREE! The problem is, many people don't work on building their word of mouth advertising or they don't know how.

Networking

Someone promoting your product or service to a friend is hundreds of times more effective than any ad you could ever run! The key to building word of mouth advertising is in building relationships. Not just going to a chamber of commerce event and meeting people. That's what I thought it was... and I thought it would bring me lots of new business.

Well, guess what... it didn't! At least not until I started to work on building relationships with those people I would meet at networking events. You can't just hand out your business card and expect people to call you.

===> Side Note: About Business Cards

It's important that you have a business card that gives the individual a reason to call. Make sure your business cards are benefit oriented, not about you and how many certifications you have. Remember, people don't care! All they are concerned with is WIIFM (What's In It For Me?). You can offer a FREE report, consultation, or something... be creative and think of ways to make the person remember your card and most importantly – take action!

Think about it... what do you do with the business cards you get when you meet someone? If you are like most people, they end up in a drawer somewhere or even in the trash. After you meet that person, do you keep in touch with them? Most of the trainers, actually, most business people I talk to don't even follow-up!

Here's what I do and I have found it to work very well. You might want to consider doing something similar. As soon as I get back to my office after a networking event (or after meeting someone) I send them a personalized email telling them it was nice to meet them and I look forward to speaking with them again soon. Here is a sample email I send:

Sample Follow-Up Email

Hello Glen,

I just wanted to say it was nice meeting you today at the BNI guest day. I really enjoyed the meeting and am looking forward to the next one.

As I mentioned this morning, I help people achieve their weight loss and fitness goals and guarantee their success. If a client doesn't meet their goals they are entitled to a full refund... no questions asked!

I also wanted to let you know that you can have access to tons of great health and fitness resources on my website totally FREE. Articles, reports, newsletters, contests, and more are available by visiting <http://www.achieve-fitness.com>.

Well, I look forward to speaking with you again soon.

P.S. I would be more than happy to answer any weight loss or fitness questions you might have. Plus, you can also get a copy of my new weight loss email course, "Burn Fat FAST!" free by sending a blank email to the link below <mailto:burn-fat-fast@freeautobot.com>.

Sincerely,
Jesse Cannone

FITNESS PROFIT EXPLOSION

Achieve Fitness – Guaranteed Fitness Success!

<http://www.achieve-fitness.com>

<http://www.burn-fat-fast.com>

<http://www.fitness-for-brides.com>

Phone: 240-731-3724 Fax: 240-361-0414

--- end sample letter ---

There are many ways you can follow-up... the key is to do it! I choose email in most cases because it's quick, free, and interactive with links to websites, free reports, etc.

If you really want to succeed, strive to build quality relationships. The more you know about each other the more comfortable you will both be sending a referral. The one downside to relationship marketing is it takes time... there is no quick explosion of new clients. However, there will be over time and the greatest part is it will cost you nothing!

I know some of you reading this are asking, "That's great, but what can I do now to build my list of contacts quickly?" You can speed this process up by consistently going out and meeting people.

Below are just a few of the many ways to meet new people:

- Chamber of Commerce
- BNI (Business Networking International... world's largest networking organization)
- Church Groups
- Toastmaster's Club, Kiwanis Club, and Community Groups
- Gym / Health Club
- Health Fairs

Those are just a few. Don't be afraid to get out there. The more you do the more your business will benefit!

I personally recommend you join BNI because it's all about giving and getting referrals. You usually meet once each week as a group and exchange referrals and chat. It's not only a great way to get referrals but also to meet potential joint venture partners!

Step 1 – Create a compelling, call-to-action business card

Your card needs to be different. You want it to get people to call you, even if just out of curiosity. You can offer a free session, free report, free book, etc

Here is an example of what my card looks like.

FREE Fitness Training!

Call now to schedule your FREE session
with the area's leading personal trainer
and fitness expert, Jesse Cannone!

Call 240-731-3724 or register online at
www.achieve-fitness.com/freetpt.htm


Guaranteed Fitness Success!

www.achieve-fitness.com

Jesse Cannone
Certified Personal Fitness Trainer

Phone: 240-731-3724
Fax: 240-361-0414
Email: jesse@achieve-fitness.com

Step 2 – Join a networking/referral group

Get signed up and start going to the meetings – don't forget a big stack of business cards AND if you have articles, reports, or books that you've written, bring those also. They are great samples and are more interesting than a business card. You can even offer to conduct a free fitness workshop for the group that way everyone in the group will get a chance to experience your knowledge and they will be much more likely to send you business.

Step 3 – Follow up with every one you meet

I talked about this earlier and even included a sample email that you can use – the key is you MUST do it! Most people will be surprised by your kind and courteous follow-up and that only makes them think more of you.

Joint Ventures

Smart business is about using leverage and joint ventures present one of the best opportunities for you -especially for those of you who are new to the business or just don't have a large prospect/client list.

Why not take advantage of someone else's list? There are plenty of other businesses you strike deals with to use their mailing list to help you gain clients and customers.

I've covered this in great detail in my book, "The Complete Guide to Successful Fitness Marketing" so rather than rewrite the same info I've included that section here below.

What is a Joint Venture?

A joint venture is simply two businesses or individuals who decide to join together to offer a product or service and share the profits. An example of a joint venture would be a personal trainer teaming up with a massage therapist to offer a package that includes both of their services and split the profits in a way they both feel is appropriate.

There are many different ways you can structure joint ventures and later in this section I'll give you a list of people and businesses that are good candidates for joint ventures. Before we get into the details I'd also like to explain another term you'll hear me use which is "Endorsed Offers."

What is an Endorsed Offer?

An endorsed offer isn't much different than a Joint Venture. I like to think of endorsed offers as part of what joint ventures are. An endorsed offer is when another business or individual endorses your business to their customers and clients. These types of offers tend to work best with similar but non competing businesses. I'll give you a list of sample endorsed offers you can use along with the letter you'd use to get businesses to work with you.

Here's an example of how a basic endorsed offer works:

Let's say that you team up with a massage therapist in your area and decide to promote each others business. You would have them send a letter to their clients recommending your service and offering them a special offer. For this example, you two have decided to offer an intro personal training package for half the normal cost (remember, even if you don't make much on the front end that's not what matters... think long term! 1 new client can be worth thousands!).

The letter should be printed on their letterhead and you would pay for the printing and postage. **NOTE: Never mail just one letter or piece!** You of course would send out a second and even third follow-up letter reminding them of the offer and how other clients of the massage therapist have benefited from your program.

Here's how your mailing sequence would look:

- Mail initial letter (on their letterhead)
- Mail 2nd follow-up letter 7 days after
- Mail 3rd follow-up letter (saying something like this is your last chance - offer is about to expire) 10 days after

I should also mention that this doesn't have to be regular mail. This works really well with email also. I have even experimented with a combination of an initial letter, a follow-up phone call a week after, and then an email or two 10-14 days after. Be creative... there are many ways to make this work and I'm sure you can see how this works. I should also say that these types of promotions work better than any other form of advertising!

In an endorsed offer, both sides win! You gain new clients and the other business gains tons of goodwill and appreciation from their clients. Plus, don't forget, you can often work these offers both ways.

Here's a list of just some of the businesses and individuals you can set up Joint Ventures and Endorsed Offers with:

- Massage Therapists
- Chiropractors
- Physical Therapists
- Nutritionists / Dieticians
- Health Food Stores
- Fitness Equipment Stores
- Orthopedic Specialists

Don't forget, they don't even have to be in the health, fitness, or medical fields. Here are some other possibilities:

- Realtors
- Bankers
- Hair Salons
- Accountants

- Lawyers
- Dentists

Like I said earlier, don't be afraid to experiment! You can even set up Endorsed Offers with non-related businesses. For example, I've set up deals with Property Managers of upscale apartments communities. This can be extremely powerful! One endorsed offer I set up in one of these apartment communities literally tripled my business in about 3-4 months.

I got 1 new client from the first letter, 3 from a second notice postcard, 2 from a third postcard, and 5 from referrals since then. That's 10 clients! All of this from one building and with very little marketing expense. All together it cost me \$175 in printing and postage. The average program cost is \$389 and some of these new clients signed up for huge 24 session packages at \$1,550!

Plus, if you're smart, you're thinking long term and you realize as I have that this one deal is going to be worth thousands and thousands! Where else can you get that type of a return on your investment? I've made over \$4000 from this one building and all it cost me was \$175.

Here are some other ideas for setting up endorsed offers:

- Offer their clients or customers a FREE session
- Give their clients a FREE book, newsletter or report (think long term)
- Offer a discount intro package
- Offer a joint program or product (ex. 3 PT sessions and 2 massages)

Don't forget, you can use the following to get your endorsed offer message to their clients and customers:

- Letters
- Postcards
- Email
- Phone calls
- Or any combination of these and others

Here's a sample letter you can use to get other businesses to work with you:

Sample Joint Venture Proposal Letter

Dear Mary Massage,

My name is Tommy Trainer and I have a proposal that I feel you and your business will really benefit from.

I'd like to offer your customers a FREE copy of my Fast Fitness Guide and a FREE fitness consultation. My Fast Fitness Guide sells for \$20 and I normally charge \$60 for a consultation. You would benefit in a few ways.

We would send your customers a letter explaining to them that as a way of saying thank you for their business you have bought them a Complete Health + Fitness Consultation AND a copy of the Fast Fitness Guide. Of course, you won't pay for these services.

Benefit 1 - Your clients will be extremely appreciative!

I will spend an hour with your clients helping them map out a fitness and nutrition program that will help them meet their goals. They will truly appreciate your generosity and will be much more likely to do business with you again AND refer their friends and family to you.

Benefit 2 - After meeting with me they will likely become more concerned with their health and well being and therefore be willing to spend more time (and \$\$\$) with you.

Benefit 3 - Your clients will feel like you offer a more well rounded service and that's another reason why they'll likely stay with you longer.

How I benefit - The consultation and the guide is theirs to keep with absolutely no obligation and I will NOT skimp at all, nor will I give them any sort of a sales pitch. And to make you feel even more comfortable I would be glad to give you both a copy of my Fast Fitness Guide and meet with you for a consultation.

And I'll benefit because they will likely love what I teach them and some may ask about my services.

Here's how the process would work:

I would write the letter that you'll send on your letterhead and you would of course have complete control over the letter. I would pay for printing and postage.

As you can see it can really work well for both of us and I'm open to any ideas you might have also. Please think about it and I'll give you a call in a few days to see if you'd like to talk about it.

Thanks for your time and I'm looking forward to working with you.

Sincerely,

Tommy Trainer

TipTop Trainers
www.tiptoptrainers.com
555-555-1212

--- end sample letter ---

Ok... remember that was just an example and you will need to tailor the letter to the specific individual or business you are addressing.

NOTE: I should also mention that many businesses and individuals will fail to see the benefits in it for them so that's why your letter should educate them and mention all of the ways they will benefit. Just like you try to sell your services to clients you need to sell other businesses into working together. Now some will never get it and you don't want to waste your time with them, but don't think that this is too hard or that it's too much work. It can be hard, frustrating, and maybe slow to get going but once you do watch out!

Remember, it doesn't take much to create a cash flow machine! As I mentioned earlier, one endorsed offer I set up not only brought in 10 clients in just 3 months, but the property manager also manages 3 other buildings in the area. So now I have 2 other trainers working those buildings for me. Be patient and look for opportunities. They're out there - you just have to be looking for them.

I should also say that often times, businesses are more likely to take you up on your offer during the holidays. Christmas and Thanksgiving are two great times of year when both businesses are trying to thank their customers and clients and most people are worried about getting in shape, or staying in shape.

Now let's look at a sample letter that you would send to the client or customer:

Sample Endorsed Offer Letter (to customers/clients)

Mary Massage Letter Head

Candice Client
123 Maple St
Houston, TX 12345

Dear Mrs. Client,

I'm writing to you today because I truly appreciate your business and I wanted to say thank you.

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As a way of saying thank you, I'd like to give you a free copy of the Fast Fitness Guide and a free fitness consultation with Tommy Trainer. Tommy is a certified personal trainer and many of my clients have worked with him and recently I decided to get his help. He normally charges \$89 for a fitness consultation and his book but since you are a valued client of mine, I've paid Tommy to help you with your fitness goals.

Here's what Stacy Thompson said about her experience with Tommy:

"Stacy's Testimonial goes here"

I should also mention that your fitness consultation is totally paid for and there is no obligation to you at all. Meet with him, ask him as many questions as you like, have him map out a fitness and nutrition plan for you, and milk him for every bit of information you can. Be sure to bring a note pad and pen.

Well, thanks again for your business. Your certificate for the fitness consultation and the Fast Fitness Guide are enclosed. If you feel unsure or have questions please feel free to give me a call, and if I can't answer your questions then you'll want to call Tommy directly at 331-555-1234. You can also visit his website at www.tommytrainer.com

Sincerely,
Mary Massage

Mary Massage Inc.
www.marymassage.com
555-555-1212

--- end sample letter ---

Again, as with the other sample letter, you might need to make minor changes but over all you should stick to this type of "thank you" letter.

Another great Joint Venture strategy is to offer a referral fee to your Joint Venture partner. I personally do this with a few massage therapists and it works quite well. The way it works is any time someone asks about massage I send them to my Joint Venture partner and if they sign up they send me a \$20 referral fee and vice versa. This method seems less risky to some people and it can still grow your business faster than any other method.

If you have doubts I understand... so did I. But I finally mustered up the courage to give it a try and I was totally shocked by the response! Now, before I consider any cold advertising I make sure I first have exhausted all possible endorsed offer promotions. If you are serious about being successful you will try this!

Ok... let's recap...

Step 1 – Locate potential JV partners

There are many ways to find them – here are just a few:

- current and past clients
- yellow pages
- internet searches
- networking and referral groups
- looking thru ads in area papers and magazines
- and I'm sure there are businesses that you already know of that might be a good match for you

Step 2 – Present your proposal

I recommend you use a three step approach:

1. phone call or email to briefly mention idea and tell them you will be sending a letter
2. mail your proposal letter
3. follow up phone call to seal the deal or answer questions

Feel free to use the letters I've included and to change them as you feel necessary.

Step 3 – Run the promotion!

Once you've got things set up, run a small test. I recommend doing a test of 100-300 at most just to see what the response is like. If it works well, then test again but a slightly larger segment of the list 300-500. If the first test doesn't deliver a good response, try changing the offer and then test again.

I've included sample letters for you to use. After you do this a few times you'll find what works and also that gets easier each time.

If you still have questions, don't worry... I'll be glad to answer your questions and there are also some great books out there just on Joint Ventures. Here are just a few great resources on Joint Ventures and Endorsed Offers:

[The Mastermind Marketing System](#) by Jay Abraham

Jay Abraham's The Master Mind Marketing System shows you how to take maximum advantage of the hidden opportunities, assets and advantages you possess NOW, the advantages that all super successful people capitalize on.

[Magnetic Marketing](#) by Dan Kennedy

Learn the secrets to relationship marketing and how to dramatically increase your profits while decreasing your expenses!

Word of mouth advertising or "Relationship Marketing," is so big that I could devote a whole book to it... so that's what I'm doing. I'm currently in the process of writing a book that will show you step-by-step how to quickly and effectively master the art of relationship marketing. Look for it in the coming months.

Lead Generation System 4: Workshop + Classes

Free Workshops have proven to be extremely effective for both myself and hundreds of other trainers. The thing is, as with everything in life, there's a right way and a wrong way.

There's always a big debate about whether or not it's a good idea to offer free samples (workshops, consultations, books, videos, reports, etc). Some so-called experts are saying that by giving away your time/service, or product, you decrease the perceived value.

In order for this system to work for you there's a few things you must understand. What we are really talking about here is people and how they think. Let me give you a few examples...

There are many products and services that you sample before you buy, and your perception of the value doesn't change.

For instance, we test drive cars before we buy and after a test drive you don't feel like the car is worthless because they let you drive it for free. Most people want to buy after they test drive a car, and it's this way with just about anything in life!

Let me ask you this, would you send me a check today for \$1,200 for personal training after finding my card on a bulletin board? Probably not, however, if I offered you a free "trial" session at no charge and you were able to experience the service, would you feel more comfortable making the purchase? Of course!

Your number one business goal should be to make you prospects feel as comfortable as possible with making a buying decision. So how do you do that? By letting them experience your service, feel the benefits, see how knowledgeable you are, and showing them how bad they need you. You can't do that with a newspaper ad.

Granted, offering free session/workshops you are bound to get the occasional "freebie junkie" but so what – you'll also be getting dozens of other people who may not have called you if you didn't offer them some sort of sample.

Here are a few methods of sampling that can work well:

1. Offer a free one-hour workshop

It can be on any health/fitness/weight loss related topic – one that your “ideal client” would be interested in.

Free workshops (and paid) are one of my personal favorites for a few reasons:

1. I enjoy speaking
2. I get to reach more people in a group and therefore is less time consuming than say free one-on-one sessions.
3. You really get to wow them with your knowledge and how it can help them

2. Free session/consultation

This is a must! It’s like a mechanic looking at your car and giving you a free estimate. The key is you need to qualify the prospect on the phone before you set up the free session. Find out from them by asking probing questions, how serious they are and what they expect from the session. If it really sounds like all they want is something free – explain to them that the free session is for individuals who are interested in possibly taking part in your personal fitness program. That’s how you eliminate the time-wasters.

Another problem I hear from trainers is that they don’t know what to do during the free session. You should base what you do or talk about in the session on the info you got from the initial contact. Some people want to go through an actual workout while others want to sit down and talk about what it will take for them to reach their goals. Either way, it’s a great opportunity for you to show them how you can help them.

Your presentation is critical and I can’t stress that enough. I’ve included an article I wrote on how to improve your sales and presentation skills.

4 Powerful Tips to Improve Your Presentation Skills and Close More Sales!

by Jesse Cannone CFT, CPRS, CSPN

It’s funny how many trainers contact me and say that they do lots of free sessions but still can’t sign up any clients. What’s even more funny is that I used to be one of them! Things didn’t change for me until I started to do things differently. I’m going to give you some tips that I feel will make a world of difference and have you signing up more clients than you can handle!

Sales closing tip #1 - Relax!

You’d be surprised how much this affects your presentation and ability to close the sale. I know it sounds basic common sense, but it is extremely powerful. If you go into a

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presentation worried about whether or not they'll sign up, you'll end up being anxious or maybe worse.

Plus, if you go into the session feeling calm, confident, and relaxed, it shows through and it puts the prospect more at ease. When they're more relaxed you'll both get so much more out of the meeting.

Sales closing tip #2 - Wow them....Don't SELL them!

This is key! If you focus on showing them how they will benefit and you educate them, they will be far more likely to take advantage of your service/program.

The high-pressure sales approach turns most people off. So do your best to give the prospect exactly what they want and forget about selling. Remember, before you can sell, you must pre-sell, and you do that by educating them and showing them all the reasons why they need you.

Sales closing tip #3 - Be prepared!

The absolute worst thing you can do is to try to wing it! Practice your presentation and perfect it. This takes practice and preparation.

Before the meeting you should rehearse your presentation. Go through it in your head. Say their name multiple times, and know exactly how you want it to flow.

Sales closing tip #4 - Your presentation must flow

I touched on this earlier but want to go into more detail as to how your session should flow. Please keep in mind that these are just recommendations that I've personally found to be very helpful.

Here's how a presentation might go:

- Greeting/hand shake
- Asking questions to get an idea of what the prospect wants from the session/meeting
- Identify goals
- Talk about what they might currently be doing + past experiences
- Give some general guidelines/tips
- Depending upon flow so far, you might explain how he/she can achieve their goals with your program
- Present program options and explain what a typical session goes like(what they'll experience, learn , feel, etc)
- Ask "When would you like to start" and then shut up! Give them a chance to respond
- If they come back with an objection, try to address/answer it and they ask again

You don't want to be pushy but you need to ask for the sale! For years, I lost out on tons of clients because I didn't feel comfortable asking for the sale. This fear is what holds most people back in life. Don't let it hold you down! You'll be surprised by how many people just say okay and will pull out their checkbook!

Well, I hope these tips help you improve your presentation, closing skills, and your profits. Keep in mind that these are just a few of the many ways for you to become a better presenter and salesman. And remember, you aren't in the fitness business, you're in the business of selling personal training!

This information really applies to all interactions you have with you prospects – especially in person.

Ok....moving on.

3. Offer free book/report

Another great way for people to sample your knowledge and at the same time tell them how you can help them. I personally like this method because it involves little or none of you time – if you set it up as I will show you.

For example, I offer a free copy of my Burn Fat Fast weight loss guide to prospects in exchange for their name, address, email and phone number.

Here's how my system is set up:

1. I drive traffic to this page on my website www.achieve-fitness.com/freebook.htm via postcards, email, and small print ads.
2. Individuals submit form to receive free book and my website automatically saves their contact info, adds them to my email newsletter list, and forwards me the info by email
3. They download and read the book, receive my newsletter which educates them, has special offers on products and services, and most importantly builds a relationship (remember, people prefer to do business with people they know and trust)
4. They sign up for training, purchase products, tell their friends, read articles, recipes, etc and worst case scenario – you may have helped some one learn more about fitness. Even if they don't take any action now, when they do decide to start a fitness program who will they remember?

Here are some actual print ads that I've used:

FREE Weight Loss Book!


Maryland Top Fitness Trainer Is Giving Away 50 Copies Of His New Burn Fat FAST! Weight Loss Book!



Here's just some of what's covered:

- *The 3 steps that you MUST follow if you want to effectively lose weight... and keep it OFF!*
- *Why how often you eat is more important than what you eat!*
- *How to maximize fat loss and dramatically increase your metabolism!*

Get Your FREE Copy Now at www.achieve-fitness.com/freebook.htm or by calling 240-731-3724



FREE Weight Loss Book!

Montgomery County's Top Personal Fitness Trainer Is Giving Away 50 Copies Of His Popular Burn Fat FAST! Weight Loss Guide!

Here's just some of what's covered

- *Why how often you eat is more important than what you eat!*
- *The 3 steps that you MUST follow if you want to be successful!*
- *How to maximize fat loss and dramatically increase your metabolism!*
- *Plus, sample meal plans, weekly exercise schedules, and more!*

Get your FREE copy now at www.achieve-fitness.com/freebook.htm or by calling 240-731-3724

Don't Miss Out! Only 50 copies will be given away so you must act now!

You can also find more sample ads, fliers, postcards, etc in my Instant Fitness Marketing Tools CD or at <http://www.personaltrainerbusiness toolbox.com>

Here's how to get this type of system up:

1. identify your target market "ideal client"
2. choose location, date, and time
3. market and promote it
4. over deliver and WOW them

Here are just a few ideas for places to hold your workshop:

- Comm. Centers
- Area gym/health club
- Churches/places of worship
- Medical centers
- Community colleges
- You can even rent a conference room in a hotel if you need to (try free locations first)

4. Set up registration

The most important part of the whole process is registration – you must get the contact info from everyone who attends. There are a few ways to do this:

- Online form
- Phone
- Email
- Fax
- Mail

The more the better. If you are doing the workshop somewhere and they are handling the registrations, find out if you will have access to that info. If not, you need a way to get their contact info from them when they attend. You can offer a free gift to everyone for signing in – just use a generic sign in sheet.

5. Promote it!

Get as many people there as possible - even if they are just friends of yours that come for free. The more people there the better it looks. How, do you ask?

- Press release to every tv, radio, newspaper, and magazine in your area
- Mention it in your newsletter(email, print or both)
- Feature it on your website
- Mention it on your voicemail
- Verbally tell everyone you know

- Post fliers on bulleting boards
- Mail post cards (depends- great if partnering with another organization and they will foot the bill)
- Newspaper ads (depends- you probably won't even need it)

6. Wow them!

Your presentation should knock their socks off! By the end of it you should have people asking you about your programs and don't sweat it if you're new to speaking and are nervous. You'll get better each time and eventually you'll be great! I'm not kidding. The more you do the presentation the better you'll get, more confident, more relaxed, less nervous, etc.

I know some of you may be saying "I'm not a great speaker" or " I'm too shy". Well, guess what, I was probably one of the most shy people in the world and I can honestly say that public speaking has changed my life! I have more confidence now than I ever thought possible! And guess what else, that confidence is responsible for success in all areas of my life. So if you have fears and doubts I understand but just know that something little like talking to a group of 6 or 8 people can make a world of difference.

I'm not going to go into detail about what topics you should cover but here are just a few tips to help you choose:

- Choose something you're passionate about
- Choose something that you know really well
- Choose something that your target market wants to learn

7. Follow up

One of the biggest mistakes I see is trainer getting leads and then forgetting about them if they don't sign up right away. Don't make that mistake – remember, you never know when they might be ready. Follow up after the workshop with a phone call – this adds a personal touch and really builds more trust.

I also recommend you follow-up with a letter a week later. Just a few short paragraphs thanking them for attending and reminding them of you special offer.

Then, add them to your newsletter and continue to educate them and build that relationship.

Here are samples of the flyers, post cards, letters, news releases, etc that you can use:

FREE Weight Loss Workshop!

***"Finally... The Truth About
How To Lose Weight!"***

Thursday January 9th, 2003 @ 7pm

This FREE weight loss workshop will be held at the Potomac Community Center in Potomac, MD. For directions or more information please call 240-731-3724

**Learn The Secrets To Successful Weight Loss + Fitness
From The Area's Leading Personal Fitness Trainer!**

Here's just some of what you'll learn:

- ✓ Why your metabolism slows down and how to prevent it!
- ✓ The 4 secrets to successful and lasting weight loss!
- ✓ Why traditional diet and exercise programs fail and how to know what's hype and what's not!
- ✓ How to achieve your weight loss and fitness goals and guarantee your success!



**Space is limited so register now online at
www.achieve-fitness.com/upcoming_events.htm
or by calling 240-731-3724**



A brief history on Jesse Cannone & Achieve Fitness

Achieve Fitness is Maryland's ONLY fitness program that guarantees results or a full refund, and was founded by Jesse Cannone in 1998. Mr. Cannone is a Certified Personal Fitness Trainer, Certified Specialist In Performance Nutrition, and one of the leading personal trainers in the Maryland and DC area. He has helped hundreds of people successfully lose weight and achieve their fitness goals. You can learn more about Jesse Cannone and Achieve Fitness by visiting his website www.achieve-fitness.com

Here's a sample press release you can use to promote a workshop:

Sample Workshop Press Release

For Immediate Release

"No More Back Pain"

Local fitness company, Achieve Fitness & Rehabilitation, will be conducting a **"No More Back Pain"** Workshop on April 10th, 2002 at the Potomac Community Center in Potomac, Maryland.

The workshop will be presented by one of the areas leading Health and Fitness Experts, Jesse Cannone and also Steve Hefferon, the Director of the National Capital Area Sports Massage Team.

Here's just some of what participants will learn:

- How to identify the cause of their back pain
- Why most traditional treatments don't work
- How to identify muscle imbalances and correct them
- Why their current exercise program may be worsening their condition
- The most effective treatment methods
- The keys to eliminate back pain

The workshop begins at 7pm and costs just \$19 per person. For more information or to register contact Jesse Cannone at 240-731-3724 or visit www.achieve-fitness.com

---- end sample press release ----

Here's a sample email you can use to promote a workshop or lecture:

Finally... The Truth About How To Lose Weight!

In this FREE Small Group Workshop Presented By Leading Health + Fitness Specialist, Jesse Cannone, you'll learn:

- The 4 Secrets To Successful And Lasting Weight Loss!
- Why Your Metabolism Slows Down And How To Prevent It!
- Why Traditional Diet And Exercise Programs Fail!
- How To Guarantee Your Success!

Wednesday February 13th, 2002 @ 7pm

This FREE workshop will be held at the Potomac Community Center in Potomac, Maryland. Registrations must be received by February 11th, 2002.

For more information please call 240-731-3724 or visit www.achieve-fitness.com

All participants will receive a FREE copy of the BURN FAT FAST! manual (\$15 value)!

4 Easy Ways To Register:

1. Register online at www.achieve-fitness.com (Upcoming Events Page)
2. Register by phone 240-731-3724
3. Fax your registration to 240-361-0414
4. Register by mail. Complete the form below and mail to:

Achieve Fitness, 13521 Ambassador Drive, Germantown, MD 20874

=====

Registration Form

() YES! I'd like to register for the FREE workshop, "Finally... The Truth About How To Lose Weight" on February 13th, 2002.

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Name _____

Address _____

Phone _____ E-mail _____

To your health,

Jesse Cannone

P.S. Please tell your friends about the great FREE resources available at www.achieve-fitness.com

Achieve Fitness - Guaranteed Fitness Success!

<http://www.achieve-fitness.com>

<http://www.burn-fat-fast.com>

<http://www.fitness-for-brides.com>

Phone: 240-731-3724 Fax: 240-361-0414

---- end sample email ----

Lead Generation System 5: Advertising

As I mentioned in the previous sections, I'm not going to cover these topics in great detail because I have already in "The Complete Guide to Successful Fitness Marketing", which is included in membership at <http://www.personaltrainerbusiness toolbox.com> and is also available at <http://www.profitmax-marketing.com> .

What I'd like to do is just touch on a few important points and then give you specific examples you can use right away. Ok....are you ready?

First off, let me remind you that these systems are in order from most effective to least effective. That said, you should not even consider advertising unless you already have some of the other systems in place.

Here's why:

- Advertising can be very expensive
- Usually delivers poor results

Advertising doesn't work well because most people ignore ads and/or don't believe what they say. Remember that marketing is a battle of perceptions and most people respond to advertising.

So when you weigh the effectiveness and reach of the ad against the cost you will almost always find it not to be worth it.

This is not to say advertising is worthless but just that most people use it improperly. To maximize the effectiveness of advertising it is best if it follows positive publicity (newspaper feature, interview, etc).

If someone sees your ad in the local paper after they read an article about how many people you help in the community they will be far more likely to respond.

Another major problem with traditional advertising is it doesn't do anything for the individual reading the ad. Most ads you see list a bunch of the products or services features.

Look at the ad below and see what you think:



www.EliteAthleteTraining.com

E.A.T.S. was developed to provide comprehensive fitness programs to help each and every client achieve their goals.

E.A.T.S. programs address: strength training, cardiovascular fitness, weight management, and flexibility.

E.A.T.S. will make you look and feel better!

E.A.T.S. also offers programs for:
Strength & Conditioning
Junior Fitness (ages 8-12)
Post-Rehabilitation

Call
301.972.0558
Rockville
or
301.391.6800
Damascus
for your
free training
consultation.

What does this ad make you want to do? NOTHING!!!!

This ad is actually from a couple of good friends of mine, Jason and Alan and hopefully they won't be offended by a little constructive criticism. Here we go...

First, there is no headline - they are assuming that their logo is going to be of interest to the reader. It's fine to use your logo in your marketing but don't think that it should come before the benefits to the reader.

Second, most people don't care why "EATS was developed..." What they care about is whether or not it's worth it for them to read your marketing piece and how is it going to help them.

Also, there isn't enough emphasis on benefits and it sounds too corporate. Most people don't want a corporation to help them get in shape - they want a person. The ad also needs a stronger call to action. The few good points are that there is plenty of white space so it's easy to read and it is laid out well.

Now compare that ad to the one below:

Lose Those Holiday Pounds FAST With The ONLY Fitness Program To GUARANTEE Your Success!



How would you like to:

- ✓ Burn off those excess pounds!
- ✓ Tighten and tone your muscles!
- ✓ Increase energy levels and metabolism!
- ✓ Reshape your body!

Potomac's Leading Personal Fitness Trainer, Jesse Cannone is offering his Jump Start Personal Fitness program for HALF the normal cost! Here's what the program includes:

- 3 Personal Training Sessions
- Individualized 8-Week Fitness Program
- FREE 8-Week Exercise + Nutrition Journal
- FREE Copy of the Burn Fat FAST! Guide

Now only \$150!
That's **\$100 OFF** the normal cost!

Call Now To Get Started
240-731-3724 or visit
www.achieve-fitness.com



How is it different? Notice the benefit rich headline and the bulleted benefits. How about the call to action?

Remember this – WIIFM – What's in it for me? Show them how they'll benefit and why they need to act now. If you need more on how to write your copy please read the chapter on copywriting in "The complete guide to successful fitness marketing". I also recommend you read "The fall of advertising" by Al & Laura Ries.

In order for advertising to work at all there are a couple of things you must do. Here is some criteria for an effective ad:

- Strong, benefit rich headline
- Easy to read and understand (use basic English not everyone is a personal trainer)
- Use a graphic(s) that the reader can connect with
- Have a call to action(use emotion & urgency)
- Use a multi-step approach (don't expect to sell thousand dollar training packages via a newspaper ad)

This last point here is very important. Too many business (trainers especially) will run ads thinking that people are going to call in response to the ad and purchase their service. Let me ask you something – if you are thumbing through the paper and come across an ad for a painting company who is advertising a special: “We’ll paint every room in your house for \$2000!” and you don’t really have that kind of money to spend on painting, plus you don’t feel that your house looks that bad – are you going to call them and give your credit card number right away?

Well, this is similar to the way many people who see your ad are going to feel. Remember, marketing is about perceptions and many people who may truly need your help won’t admit it.

Plus, personal training is perceived as an expensive, luxury service that for the most part is for the wealthy. Another perception you are going up against is this: “I don’t need a trainer – I know plenty about fitness because I read all the fitness magazines”.

It’s scary but true. Many people think they’re fitness experts just because they’ve been exercising for years, or they read lots of fitness magazines and books. These people may not see the true value in working with a personal trainer.

With that said, the most effective approach to advertising is by using a direct-response style ad using multiple steps. For example, rather than try to sell your expensive personal training service directly in the ad, you use the ad as step one. In step one you are just trying to get people who might be interested in a personal trainer to stand up and say “I’m interested”.

There are quite a few ways you can do this. Here are a few examples:

- Offer a low-cost fitness product like a book or video
- Offer a free workshop on fitness & weight loss
- Offer a free book or report
- Offer a free trial or low-cost intro offer

Anyone who responds to the offer above is interested in fitness and weight loss and is much more likely prospect than anyone reading the paper. This method can be used to build a huge mailing list in which all of the people on the list are some what qualified.

Then you hit them with Step 2, and that is your sales letter or presentation. I talked about this process in the section of workshops so I'm not going to go into great detail here again. Just remember, it's a lot easier to sell water to someone in the desert than it is someone who lives by the river.

Use multi-step advertising to first qualify them and then present them with your offer.

Here are some examples of how I use multi-step advertising:

Example 1 – flyer insert in local community newsletter. On the following page is a flier I used in my local paper to generate leads. I offered a free copy of my Burn Fat Fast weight loss guide which people could download from my website after completing a short form. Here is the page they went to on my site to download it: www.achieve-fitness.com/freebook.htm

FREE!

Weight Loss Guide



Learn The Keys To Successful Weight Loss and Fitness!

One Of Maryland's Top Fitness Experts and Personal Trainers Is Giving Away 50 Copies Of His Guide To Successful Weight Loss, Burn Fat FAST!

Here's just some of what's covered in this amazing book:

- Why how often you eat is more important than what you eat!
- The 3 steps that you MUST follow if you want to effectively lose weight... and keep it OFF!
- What metabolism is, how it works, what affects it, and how you can dramatically increase yours!
- Why you don't need to exercise to burn fat... exercise is a bonus!
- Sample meal plans, strength training routines, cardio workouts, and weekly exercise schedules.
- Plus so much more!

Be one of the first 50 people to respond and you will receive a FREE copy of the Burn Fat FAST! book by visiting www.achieve-fitness.com/freebook.htm or calling 240-731-3724

Get Your FREE Copy Now at
www.achieve-fitness.com/freebook.htm

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This particular promotion cost me \$200 and that included the cost of printing. I received 37 leads and 2 became clients. One of the clients continued training with me for 9 months which totaled Over \$2400! So was my \$200 investment worth it? It sure was!

Example 2 – newspaper ad with discount introductory offer.

The first step was to get them to take advantage of an intro-offer and then have them continue with a regular training program. Don't be afraid to even lose money on the front end - you must understand what your average client is worth to you (mine usually spend on average \$1800 so not making much on the intro package is fine because I make it back in the long run).

This ad ran in a small paper in an upscale area for 2 weeks only (weekly paper). The ads cost me a total of \$214. I received a total of only 4 responses which resulted in one client who signed up for the intro package initially and then purchased another 3 sessions. So the total revenue was \$300 – not much of a profit.



Guaranteed Weight Loss!

Jump Start Fitness Program

- Rapidly Burn That Unwanted Body Fat!
- Strengthen + Tone Those Muscles!
- Dramatically Increase Your Metabolism!
- Keep That Promise To Yourself!

- 3 Personal Training Sessions
- Individualized 8-Week Program
- **FREE** 8-Week Daily Exercise + Nutrition Journal
- **FREE** Copy of our BURN FAT FAST! Manual

Now Only \$199 (normally \$279)!
*Offer expires Jan. 31st, 2002

Call Now To Start Your Jump Start Fitness Program 240-731-3724!
www.achieve-fitness.com

Achieve
Fitness & Rehabilitation

So I decided to change the ad slightly and run it again but in a monthly magazine this time called Washington Woman.

Here's what that ad looked like:

Jump Start Your Fitness in 2003!

How would you like to:

- ✓ Burn off those excess pounds!
- ✓ Tighten and tone those muscles!
- ✓ Increase energy levels and metabolism!
- ✓ Reshape your body!



Potomac's Leading Fitness Trainer, Jesse Cannone is offering his Jump Start Personal Fitness program for HALF the normal cost! Here's what the program includes:

- 3 Personal Training Sessions
- Individualized 8-Week Fitness Program
- FREE 8-Week Exercise + Nutrition Journal
- FREE Copy of the Burn Fat FAST! Guide

Now only \$150!

That's **\$100 OFF**
the normal cost!

**Call now to get started 240-731-3724 or visit
www.achieve-fitness.com/jumpstart.htm**

This ad pulled a better response rate but because I switched the headline and where the ad ran I can't be certain as to why. My guess is it was a combination of 3 things:

1. better ad
2. all female audience usually more responsive
3. monthly publication which has a longer shelf life

Here's the stats on this ad:

- 9 leads resulting in 3 new clients @ intro package
- 1 client continued for additional 6 week/12session program
- ad cost \$260
- Total income \$929

This worked better and was well worth it. Because there's so much that needs to be considered when you consider running an ad, I decided to make a list. Here are things to consider when designing and running an ad:

- Who's your target(ideal client)
- What type of media or publication will you used
- What's the shelf life (ex. Monthly magazines people keep around longer than a weekly paper)
- What's your offer
- How will you track your response

Since how you write your ad is just as important as where you run it, I've included a section on writing copy form "The Complete Guide to Successful Fitness Marketing"

Killer Copy = Killer Profits: How To Write Copy That Sells!

The subject of copywriting can sometimes be a confusing one so my goal is to clear up any confusion you might have and give you specific, usable examples of how to write letters, design ads, and run promotions in a way that gets people to take action... and remember, that's what it's all about.

First, let's define what copy is. Copy is any sales, promotional, or marketing message in which you are trying to get your "ideal" prospect to take a specific action. So that can come in many forms but in most cases copy comes in the form of the text of a letter, ad, flier, etc.

Before we start I'd like to outline what I feel are the most important steps to writing copy that sells.

1. Understand EXACTLY what your ideal client WANTS

One thing you must always remember is that marketing is a battle of perceptions and the most effective approach is to address the prospect's wants and NOT their needs. In order to do this you must understand their psychographics - not just where they live and whether they have money or not, but learn as much about that person as possible.

NEVER assume! Take the time to learn as much as you can about your target market, even if you think you know all there is to know you can always learn more and the more you know the better your marketing will be... and that means more \$\$\$!

For example, let's say that your ideal client is a 30-50 year old male business executive. In order to effectively market and sell to them you MUST know what they want. Do they want to look more attractive to their spouse? Do they want to improve their golf game? When do they tend to exercise and where? Do they feel they need help from a personal trainer or are they more likely to follow a program that they read about in Men's Health magazine?

The best way to do this is to put yourself in their place. Think about what it would be like to be in their shoes. What would you feel? What would you want to accomplish? The more in touch you are with your ideal client the easier it is to develop a marketing message that appeals to their wants.

One great way to put yourself in their shoes is to place a picture of your ideal client in front of you as you write your marketing message. You should also watch the television programs that they are likely to watch, go to restaurants they are likely to dine, and do things they do to get a good feel for who it is you are writing to.

Here's an example of a headline that might grab their attention:

"Fast Fitness For Busy Executives! - Area's Top Corporate Fitness Trainer Guarantees Your Success With His FAST Fitness Program. Maximize the effectiveness of your workouts and get the results you want in less than 3 hours each week."

I just thought of that off the top of my head and I'm sure if you sit down and really think about what it is they want you could do much better. My ideal client is 30-50 year old women, mostly mothers so my marketing messages differ quite a bit.

I should also note that I give many examples of effective marketing messages in this manual and even more in my Instant Fitness Marketing Tools CD, which some of you may already have.

2. WIIFM -What's in it for me???

You must write about benefits! Forget about your credentials, your fancy logo, and focus on what they are going to get from your service. Why should they train with you or buy your product? You need to address the underlying reasons why they want to get fit.

All throughout your marketing message you should stress and emphasize benefits and make the prospect feel like they are just steps away from those specific benefits that they want so badly. So nearly every headline, sub-headline, paragraph of body copy, and call to action should include the benefits. And when I say benefits I don't mean feel better, increase energy levels, etc. You must word your benefits in a way that appeals to your ideal client.

For example, if you are targeting middle aged women you will get a much better response by saying something like this:

"Tighten and Tone Those Thighs! Re-Shape Your Shoulders and Arms! Flatten Your Stomach! And Have Energy Levels Like A 4 Year Old!"

Rather than:

"Look Good! Feel Great! Get In The Best Shape Of Your Life!"

You tell me which one will appeal to women in their 30's and 40's?

3. Make them take action

There are many ways to do this and I've already touched on it but it's so important that I want to talk about it again here. You **MUST** give your prospect a strong reason to act now. Don't ever run an ad, mail a letter, or post a flier unless you have a strong call to action that makes them feel like they can't miss this opportunity.

Here's just a few ways you can get your ideal clients to take action now:

1. Use deadlines
2. Add Bonuses
3. Limited time discount pricing

I could go on for days! The possibilities are endless. Be creative and have an open mind. Think about what your ideal client wants and make them an offer they can't refuse.

Remember, even if you don't make as much money upfront you still are gaining a new customer - and a new customer can be worth thousands! So don't be afraid to even loss

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money or break even initially. A great way to get new clients is to offer an intro package at a discount price.

For example, I offer a program called Jump Start which consists of 3 sessions for only \$199. Well, I still get a good hourly rate but that's not what matters! What matters is that after the 3 sessions they are likely to continue training which means even more \$\$\$! For my business, 76% of the clients who start off on my Jump Start program continue training either on a weekly or monthly (Tune-Up) basis.

What this does is give the prospect a low cost, introductory, and low risk chance for them to try my service. As long as you give valuable information, educate and WOW your clients most will feel like they can't afford not to continue.

Components of Effective Copy

I've developed a very simple yet extremely effective checklist for writing marketing and copy that covers all the bases. Here it is:

-WHO

Before you write any headline think about who you are targeting.

-WHAT + WHY

What do they want, why should they use your service, and how will they benefit

-HOW

Give them your offer and tell them how to take action.

-WHEN

Give them a deadline. When will they miss out on your irresistible offer?

1. Headline

The most important aspect of your copy is your headline. It's so important that there are hundreds of books that cover just headlines. Think about it... when you read a magazine or newspaper which ads catch your attention? They say you have 7 seconds to get your prospects attention so you have to have a headline that is going to grab them.

Look at it this way - **if your headline doesn't grab them then you've lost them!** ALWAYS write out at least 10 or more test headlines and ask people what they think, preferably people who fit the description of your ideal client.

You want to use powerful words to get your message across as quickly as possible while grabbing their attention and getting them to read on.

Your headline should also qualify your prospect. For example, if you work with golfers then you don't want to use a general headline. Use one that gets the attention of your ideal prospect.

Use testimonials both in your headline and throughout your copy. Often times, testimonial headlines will outperform any other type of headline. So look at your testimonials and see what you can come up with. Here's one from one of my clients that I used that were really well:

"I Couldn't Believe I Lost My Love Handles..."

This headline worked extremely well even though it didn't target or qualify my ideal client. It worked because people can relate and they too want the same results.

2. Sub-headline

A sub-headline can be used in many ways and often times the best sub-headlines can be the headlines that were good but not chosen as your main headline. I recommend using them throughout your body copy, especially in long copy like letters and websites.

You can use sub-heads that are questions to get the prospect to think about something, or sub-heads that are statements to draw attention to a particular section of your copy. The biggest benefit of a sub-headline is it can keep your reader or prospect interested.

I personally try to use a sub-head for every 2-3 paragraphs. The thing is some people like to read long copy and some people don't. So, make your marketing to appeal to both. You can do that with sub-heads.

NOTE: Long copy does work! Don't think for a minute that it doesn't. Just some people respond to it differently. It has proven to outperform image advertising for decades now.

For those of you who don't know what I mean by "image advertising", I mean running an ad with your logo on top instead of a benefit-rich headline, or printing up expensive and flashy brochures that do little to get the prospect to take action.

You want them to do something and in most cases your logo or glossy photos won't do it!

Experiment and see what works, but NEVER try to market your business or service with image advertising... it just doesn't work well and you probably don't have millions to waste trying.

3. Body

This is where you can really explain to your prospect why they need your service. You have the room to mention all of the benefits that are important to them. The body is also where you present your offer. Gradually lead your prospect thru your copy and offer to the call to action.

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Your body copy is going to vary based on what your goal of the marketing piece is and whether it's an ad, flier, post card, letter, free report, etc. I personally have found that small space ads and post cards work well as lead generators and letters and free reports work well to do the selling. I talked about lead generation and systems in detail earlier in this manual.

Just remember that each step in your marketing process has one step only. Don't try to sell your service in a small space ad or with a postcard... that's not it's job. I strongly recommend you follow the **2-step direct response marketing process**.

Step 1 – Generate leads via small space ads, post cards, fliers, etc

Step 2 – Follow up with your full marketing (sales) message via letter, free report, brochure(although I should also say that I would NEVER use a brochure before a letter or report), phone call, etc.

Here's a small list of tips and strategies for writing body copy that gets your prospect to take advantage of your offer:

-Use questions to lead your prospect down a smooth path that takes them right where you want them.

-Transitions are key! You must make sure that your body copy flows smoothly from topic to topic and all along the way taking them one step closer to taking the desired action.

-Use stories to tell your prospect how great they will feel and how much fat they'll burn when they start your personal training program.

4. Close

This is where you ask the prospect to take action. You can't just put your company name and number and expect them to call. **You MUST give them a reason to call**. If you did a good job, your headline, subheads, and body copy will have already convinced them and they will be ready to act... so tell them exactly what you want them to do!

Here's an example of a strong, general close that works well in some situations:

"Call me now at 301-555-5555 to start your Fitness Transformation and I'll immediately send you your FREE Fitness Transformation Guide."

Don't just copy my example. Make sure you understand the prospect, what they want, and tell them how you will give them what they want. Be sure to incorporate their wants and the benefits into your close. Let's say you work with golfers. Your close may look something like this:

"So Are You Ready To Add 30 Yards To Your Drive? Call now to start your Golf Fitness Program and you'll also receive 1 FREE Personal Golf Instruction Lesson from the area's leading golfpro, Johnny Golf! Call 800-Fit-Golf Now!"

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I did a couple things in that example. See if you can point them out. I mentioned the benefit in the close in the form of a question. Then I used a free golf lesson with a local golf pro to add value and get them to act now.

You can easily form relationships like this with other professionals in your market. In that example you could pay the golf pro a flat rate for each client and add that cost into the cost of your program. Or you could set up a deal where he gives your clients 1 free lesson and you give his clients 1 free session.

The point is you can and should build relationships like this for many reasons. I'll talk more about this in the section on Joint Ventures and Endorsed Offers.

Power Words

FREE	Secrets
YOU	Easy
Better	NOW
GUARANTEED	Ultimate
Smarter	Amazing
HOW TO	Exciting
Quicker	Cutting-edge
SAVE	Break-thru
YES!	Revealing
The Truth About...	Fast
Do You Want To...	Discover
Aren't You Ready To...	

There are some great books just on power words. One I use is Words That Sell by Richard Bayan. You can find it in just about any book store or online.

One thing I recommend you do if you aren't already is start collecting marketing pieces in a folder or binder and categorize them. So every time you come across a postcard you like add it to your collection and when you sit down to write or design a marketing piece look thru your collection and see what you can use.

A final note on advertising...

It's funny when advertising sales reps who obviously know nothing about marketing tell you that you really need to run your ad 7 or 7 times before people will respond. That's CRAZY!!! Don't let any advertising rep sell you on why frequency (how many times you run your ad) is the most important factor in the success of an ad campaign – B.S.!

If you run the same crappy ad over and over again it isn't going to all of a sudden start working. If you don't get much of a response the first time – change the ad! Try a new headline or change the offer. Plus, if you are using a direct-response style ad like we talked about, you should see response right away.

Another word of caution... don't think that you need to "Brand" your business by wasting half of your ad space with your logo. People aren't going to call you because they saw your logo – they'll call you because you gave them a reason to call (benefits – how you can solve their problem and a sense of urgency). I strongly recommend you get a copy of "The 22 immutable laws of marketing" by Jack Trout & Al Ries and "The Fall of Advertising & the Rise of PR" by Al & Laura Ries - two awesome books that will teach you some of the most important lessons in marketing and business!

NOTE: The ads shown in this section are available on my Instant Fitness Marketing Tools CD and as part of membership at <http://www.personaltrainerbusinessstoolbox.com>

Lead Generation System 6: Direct Mail

Direct mail can be a great method of generating leads. However, it can also be quite expensive and carries greater risk. This is why it's the last system covered in this course.

For years and years, direct mail has been used to sell anything and everything from sunglasses to cars to septic systems. Thousands of businesses rely on it each year to bring billions of dollars in sales.

Here's a list of some pros and cons which should help you determine whether or not you'll use direct mail, and if so, in what capacity:

Pros:

- Can be very effective
- Easy to track and test
- Can be very targeted
- Can be used in conjunction with joint venture partners

Cons:

- Expensive when compared to other systems
- Higher risk
- Slower response times
- May be difficult to locate small lists

Rather than bore or confuse you with a bunch of theory, I'm going to give you some examples of how I used direct mail in my personal training business and show you what worked, what didn't and why.

Example 1 – Free report post card campaign

“Finally...The Truth About How To Lose Weight”

Are you frustrated by your inability to lose weight and keep it off? Top health and fitness expert exposes the 5 biggest weight loss myths and reveals the 7 powerful secrets to finally achieve your health and fitness goals!

Call Now To Hear An Amazing **24 Hour FREE Recorded Message** And To Receive A Copy Of This **Special FREE Report!**
240-638-5047

The post card was sent out to 240 homes in a slightly upscale community. I compiled the lists myself by driving up and down each street and jotted down the street name and house numbers.

The total cost of the mailing was \$61 (\$51 postage and \$10 for printing). I received 4 calls and one turned into a client who signed for 6 sessions at \$350. One thing I also need to mention here is that this was right after September 11th and this had a pretty big impact on the potential response.

I followed up a week later with this postcard:

FINAL NOTICE

This may be your last chance to receive a FREE copy of my Amazing FREE Report, “Finally...The Truth About How To Lose Weight”!

You'll learn:

- The 4 biggest weight loss myths!
- The 4 secrets to losing weight and keeping it OFF!
- Why you don't need to join a gym or health club!
 - How to burn fat while you sleep!
- Why you only need to exercise 2-3 x per week!

Plus, the first 10 callers will also receive a FREE copy of my new book, **BURN FAT FAST!**

Call Now To Receive Your Copy Of This Amazing FREE Report!
240-638-5047 24 Hr FREE Recorded Message

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The second round of postcards cost another \$61 and resulted in another 5 calls with one individual signing up for 12 sessions at \$700.

So here's the final stats:

Total cost was: \$122
Total # of calls: 9
New clients: 2
Total revenue: \$1050

So it worked fairly well. Would you give me \$122 if I was going to give you back \$1050 in 2 weeks? I hope so. A word of caution though, not every campaign goes this well - some do better and some do bomb. So you need to think thru what you are planning on doing and make sure you have some of the other lead generation systems already in place. Also, I wouldn't spend a lot of money with direct mail if you don't have it. For example, don't spend your rent money... you need to know that you may lose every cent on a campaign.

Example 2 - Special Offer Postcard

Jump Start Your Weight Loss + Fitness Now With This Special Offer!

Area's Leading Fitness Expert Is Going To Take On 10 New Clients At
Half Of The Normal Cost!

Jump Start Fitness Program

- 3 One on One Sessions (\$210 value)
- Individualized 6-Week Fitness Program (\$80 value)
- 90-Day Daily Exercise + Nutrition Journal (\$20 value)
 - Fitness Success CD-ROM (\$20 value)
- 6-Weeks of Unlimited E-mail Consulting (\$89 value)
 - Guaranteed Results! (priceless!)

Now only \$199... Normally \$400!

This offer is only good for the first 10 callers!

Call Now To Jump Start Your Fitness 240-731-3724
www.achieve-fitness.com

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I sent this postcard to 520 homes in an upscale community. The total cost was \$145 (\$110 postage + \$35 printing). I received 5 calls and 2 signed up for the intro package. One of the 2 continued with another 6 sessions.

Here's the final stats:

Total cost: \$145
Total # of calls: 5
New clients: 2
Total revenue: \$398

Not a great response for 520 postcards and because of that I decided to not send out the second round. Now looking back on it I should have sent them out but with a different headline and maybe to just half of the 520.

Example 3 - Success Story from Neighbor Postcard

Your Neighbor, Jim Pantos, Has An Amazing Story To Tell You

Hello, my name is Jim Pantos, and I'm your neighbor in Milestone. Although we may never meet, I hope my story will help you. Three years ago I realized that I was overweight, tired, suffered from numerous aches and pains, was eating poorly, and just felt bad. I had tried exercise on my own but it never gave me the results I wanted. So I decided to look into getting help from a professional.

When I began working with Jesse Cannone in November, 1998, I weighed nearly 230 pounds and was over 20% body fat. I had lower back pain and forearm tendonitis commonly known as tennis elbow.

Jesse has helped greatly in shaping my attitude from one of frustration to one of determination by demonstrating a formula that has shown proven success first in his own results and then in mine. After less than three years, I now weigh 190 pounds with a body fat level of 10%. My back is almost completely pain free and I cannot remember the last time I felt any pain in my forearm. This has happened without any medical attention whatsoever. And these results have happened even as I have gotten three years older, which makes it even more valuable to me. I have benefited tremendously from his skill and knowledge. It is not just some small improvement in the way I look and feel. It is a substantial gain in the quality of my life.

I was so happy with Jesse's services that I volunteered to tell my neighbors about him...so you can get the same results I got! If you would like to learn more about how you can start achieving your health and fitness goals I recommend you call his 24 hour recorded message and request a FREE copy of his incredible report, "16 Tips To Looking And Feeling Great". You'll also learn about his amazing money back guarantee. Call now to receive your FREE copy of his report 240-638-5047. There is absolutely no obligation. Or, if you would like to speak with Jesse Cannone directly, call him at 240-731-3724. You'll be glad you did!

This postcard went out to 240 homes in the neighborhood of one of my clients. He sent me his testimonial and agreed to me using it on a postcard. The cost of the mailing was \$65 (\$50 postage and \$15 for printing). I received only 2 calls and neither became clients.

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I followed this up a week later with a second notice postcard and received only 3 calls with again no new clients. Looking back on it now I can see a few things that I should have done differently.

First, the story of my client is great but there is too much text and it isn't easy to read. Second, adding before and after photos would have dramatically increased the response (my client didn't feel comfortable with it). And the third thing was the community it was mailed to wasn't upscale enough - if I sent the same campaign to another community it would likely have received a slightly better response.

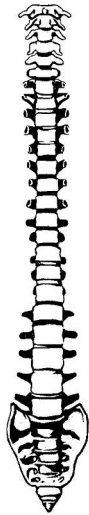
NOTE: I have since used this testimonial in many other marketing pieces with great success.

Here's the final stats:

Total cost: \$130
Total # of calls: 5
New clients: 0
Total revenue: \$0

Example 4 - FREE Report on Back Pain

Here's a postcard I use on bulletin boards in gyms to generate leads:



BACK PAIN? ACHY JOINTS?

FREE REPORT

**Top Personal Fitness Trainer and Rehabilitation Specialist
Reveals The Secrets To Eliminating Aches and Pains...Forever!**

**If you are tired of suffering from back pain, joint pain, arthritis,
tendonitis, and muscle aches...**

**Then you must read this amazing FREE report! The
information in it is guaranteed to change your life!**

**CALL NOW TO RECEIVE YOUR FREE COPY OF THIS
SPECIAL REPORT!**

240-731-3724

This postcard works well and I think it's a combination of the headline which many people can relate to and the graphic of the spine which helps it stand out. You can use this format in many ways and this postcard could also be mailed or handed out.

As you can see, all of the examples I showed you were postcards. The reason is, postcards are less expensive than letters and often get a better response. If you are going to use direct mail there are a few things you need to consider:

- What's your objective?
- The quality of the list
- You should always send at least 2 pieces if not more
- What's the minimum response you need to break even
- Be sure to test different headlines, layouts, offers, and calls to action

Here are a few postcards you can modify and use:

Postcard #1 - FREE Session

FREE Fitness Training!

This coupon entitles you to a FREE, one on one personal training session - compliments of Achieve Fitness, the ONLY company to offer fitness programs that GUARANTEE RESULTS or a full refund!

Call now to schedule your FREE personal training session 240-731-3724! There's absolutely no obligation. Learn exactly what it takes to be successful, receive a personalized fitness program... plus it's totally FREE!

Call now 240-731-3724 or visit
www.achieve-fitness.com/freept.htm



This postcard can be mailed, posted on bulletin boards, or handed out and can be found in the members area at <http://www.personaltrainerbusinesstoolbox.com> and also on my Instant Fitness Marketing Tools CD http://www.profitmax-marketing.com/instant_tools.htm

Postcard #2 - Special Offer/Intro Package

Special Holiday Offer for Residents of 4615 N.Park Ave - Get in Shape FAST with...

Half-Price Personal Fitness Training

Not only do you have access to a great fitness facility right in your building, but now you can even get the help of the area's leading personal fitness trainer, Jesse Cannone, for half the usual cost!

Jump Start Personal Fitness Program Includes:

Now Just \$150! (regularly \$250)

3 One-Hour Personal Training Sessions
Individualized Strength/Flexibility/Cardiovascular Program
Step-by-Step Instruction + Motivation
Guaranteed Results... Or Your Money Back!



Here's what one of your neighbors had to say:

"If you are looking for a personalized fitness program that includes both exercise and diet information, Jesse Cannone at Achieve Fitness is for you. We were able to create a more effective routine for me to yield the results that I wanted." Shannon Z - Resident 4615 N.Park Ave

This coupon entitles you to **\$100 OFF** our Jump Start Personal Fitness Program! We can only accept the first 7 people who respond to this special half-price offer by Jan.30th! Aren't you ready to finally start a fitness program that guarantees your success? Call now to get started 240-731-3724 or register online at www.achieve-fitness.com/jumpstart.htm

This postcard can be mailed to neighbors of a client or just edit the copy and use it on bulletin boards and as a handout. It can be found in the members area at <http://www.personaltrainerbusinesstoolbox.com> and also on my Instant Fitness Marketing Tools CD http://www.profitmax-marketing.com/instant_tools.htm

These are just examples and there are no limits to what you can do with direct mail. Don't be afraid of trying new things and using your imagination - just make sure that it is likely going to deliver the desired result. As with all of your marketing, not just direct mail, you need to always remember who your ideal client is and what's the objective of the marketing piece.

Again, there are more examples in the members area at <http://www.personaltrainerbusinesstoolbox.com> and also on my Instant Fitness Marketing Tools CD http://www.profitmax-marketing.com/instant_tools.htm

Conclusion

So are you excited? You should be – the 6 systems we just covered are the most powerful lead generation systems there are for marketing and promoting your fitness business.

You may have noticed that publicity was not one of the six systems. This is not because it is not effective but I left it out because it is not reliable. You can't count on publicity and therefore you shouldn't rely on it. However, it is a great way to increase exposure of your company and service and should be an integrated part of your marketing plan.

There are some great books and courses on publicity that I have personally used and really benefited from. Here are a few:

George McKenzie's Publicity Goldmine

<http://www.getfreepublicity.com>

Alex Carroll's Radio Publicity

www.alexcarroll.com

Now that you have these 6 lead generating systems, all you have to do is set them up and watch them work. I do also recommend you put together a marketing plan that utilizes certain systems at certain times to maximize the effectiveness of your marketing.

I am currently in the process of putting together a step-by-step marketing plan for personal trainers. It will include week-by-week and month-by-month instructions along with complete, ready-to-use promotions. For example, you'll flip to December in the marketing plan and it will give you a complete promotion you can use to bring a ton of new business with everyone's new years resolutions. If you are interested in learning more about the marketing plan please email me at jesse@profitmax-marketing.com

Well, thanks again and I hope you found this course to not only be beneficial, but also extremely profitable. If you have questions or need more help with your marketing please consider my one on one business and marketing coaching. You can learn more about it here: www.profitmax-marketing.com/consulting.htm

I look forward to hearing of your success!

Jesse Cannone