

IMPORTANT

DANGER

9 Fatal Fitness

Business F#!kups:

That are stopping every Fit Pro and Fitness Business Owner from Getting the Rockstar Lifestyle, Freedom and 7 Figure Income they Deserve.



WARNING

DANGER



SHARE IT!

Please feel free to forward this ebook on to anyone you feel will benefit from it but it MUST remain in its original state with the wording and layout unchanged and in its complete form.

9 Fatal Fitness Business F#!kups

Do you sometimes feel that the world is against you?

That no matter how many new fitness qualifications you get you can't seem to earn above a certain number?

That no matter how good you are at getting great results for your clients you always seem to be struggling to make ends meet?

Do you have a great fitness product or service but no one seems to know about it no matter how much effort you put into marketing it?

Do clients come and exercise with you once but won't seem to commit to training regularly with you?

Are you afraid of charging what you think you're really worth because you're scared of losing clients to the cheaper option?

Is there a personal trainer or bootcamp down the road that you KNOW is not as good as yours yet they have packed sessions every day, a waiting list and everyone seems to be talking about them and not you?

Are you STILL mad at the gyms for using their minimum wage staff to teach classes and deliver personal training and blocking freelance Fit Pros out? (if so you really have to get over that one – it's old news guys).

If any of the above statements apply to you then *9 Fatal Fitness Business F#!kups* is for you.

I was urged to write this book because I see outstanding personal trainers, fit pros, fitness studios, group trainers and bootcamps not making the money or having the reputation they deserve because they make these *9 Fatal Fitness Business F#!kups* (pardon my French but lets get real about this - we're all adults) over and over again and aren't even aware they're doing anything wrong.

If you are even making ONE of these *9 Fatal Fitness Business F#!kups* then you are doing yourself and your income MASSIVE injustice.

And you also are doing your community a massive injustice by not delivering your life-changing fitness services to them as regularly or as effectively as you could if you had a thriving Fitness Business.

So it's your duty as Fitness Professionals to STOP making these *9 Fatal Fitness Business F#!kups* right now or nothing will change in your life and no one will feel the benefits of your fitness knowledge.

It's not about just the money but lets face it, if you don't make any money in this business you'll end

9 Fatal Fitness Business F#%kups

up quitting and not able to help people which is why you got into the business in the first place.

Let me tell you a story.....

In 2000 I embarked upon a Product and Furniture Design degree (it seemed like a good idea at the time?). By 2003 I knew I hated it and dropped out in the 3rd year of my degree to pursue a hobby that I was so passionate about I knew I could turn it into a great job.

That hobby was Fitness. I started in Group Exercise, and was soon teaching bootcamps and classes with a passion and energy that had me in demand all over my local area. I took more and more qualifications and soon began Personal Training and Nutritional Coaching as well.

I LOVED it. I loved that I got to exercise whilst earning money. I loved that I was having a genuine positive impact on peoples' lives. Within one short year of teaching I had entered and won a high profile competition to find the UK's Best New Fitness Presenter.

By 2005 I was presenting fitness all over the UK, had my own Fitness DVD series and was being invited to tour for iconic fitness industry brands like Reebok.

I was headhunted for the Fitness Manager role at a large well known Fitness and Sports Club based in London, UK (which was Europe's largest members gym with a Fitness Team of 100+) and in 2008 we went on to be voted Britains' Best Gym by Mens Health magazine.

So everything was going from strength to strength. Or so I thought.

You see what I didn't understand was anything about business or branding. I thought I was leading a glam lifestyle managing a high profile London gym during the week and then touring all over the country and beyond at the weekend presenting fitness to my 'fans'.

But really I was just on someone else's payroll. And they were squeezing the life out of me. And I was feeling more and more tired everyday.

I had no idea how to leverage this enormous following I was creating. And worst of all I believed that to earn more money I had no option to teach more and more classes and train more and more clients on top of my 50 hour a week Fitness Manager duties.

So by 2008 what happened to me is what happens to every single Fitness Professional I have ever worked with before or since. I burnt out. Big time.

As I tried to do more of my own training to get fitter so I could teach more classes (go figure out the logic on that one?) I put my body under more and more strain and eventually sustained a serious back injury that put me out of action for months.

I had spent so long giving out all my energy to my clients and classes that I literally had nothing left to give. My class quality



9 Fatal Fitness Business F#!kups

plummeted, I cancelled more and more classes last minute because I just didn't have the body or energy I needed to get through the hour.

One day I was treated so badly by my manager that I literally got up from my desk, thanked him for the last 4 years, told him I could no longer work for him and walked out.

So.

No job, no money, severe back injury and a hefty 4 figure London rent to pay.

Hmmm.

The next 12 months were the most challenging of my life. I had totally lost my love for fitness and there was literally no one recruiting in the midst of the worst economic downturn for 90 years. But I needed to eat and pay the rent.

So began an intense period of self study.

I studied **EVERYTHING** about how to make money. From property investing to the stock market to wealth mindsetting to internet marketing. I borrowed more and more money to learn more and more.

I sold my car, my TV, everything. At one point I had illegally rented out my spare room, my own room, even my sofa and I was sleeping on the kitchen floor to keep bringing money in to invest in my money-making education.

I networked relentlessly with marketing millionaires, business experts, personal branding experts and anyone who was making a significant amount of money to find out how they were able to do this so effortlessly whilst I had apparently been at the top of my game and yet was making less than £10 an hour for a 70 plus hour week at great cost to my health.

A year later I started to have real breakthroughs and had set up more than one successful online venture. I found the information I had learnt could be applied to any business anywhere to make it more profitable and more successful.

I realised that the knowledge I had acquired from 12 months of intense study and shameless millionaire networking was worth A LOT. One of my joint venture partnerships generated £30k in 30 days using one simple strategy.

So with this new knowledge I started to focus on what I really really wanted to do. After speaking with an old Fitness Presenter friend it hit me right between the eyes.

If I could teach other Fitness Professionals, Personal Trainers and Fitness Business Owners everything I now knew about business, marketing and personal branding I could show them how to work less hours, earn more money and have a bigger impact on more and more peoples lives.

They could avoid the burnout that hit me and start generating the money they are really truly worth. Together we could empower an entire industry to realise their true value and set up their own successful fitness businesses all over the world!

9 Fatal Fitness Business F#!kups

Now imagine if every Fitness Professional was being paid what they are really worth and felt so great about their work and their business that they delivered their services on bigger and bigger scales. Imagine we became such an empowered force that we could enable the population to live to their full physical potential through our training programs.

Imagine the positive knock on effect that would have? Better self esteem, better relationships, higher productivity, increased sense of achievement and openness to what is achievable.

I genuinely believe that if just 1% of the population were truly physically fit the world's problems would significantly decrease based on higher levels of self esteem, mental clarity and community.

So my mission, with your permission, is to empower all Fitness Professionals to run successful fitness businesses to train as many people to peak physical condition as possible .

Does that sound like something you want to be a part of?

Ok, then you have to stop making these *9 Fatal Fitness Business F#!kups* RIGHT NOW.

Every single broke and hopeless Fitness Professional I have ever spoken to or interviewed has made at least one of these F#!kups and it is holding them back from the recognition, money and status they truly deserve.

Until you understand these *9 Fatal Fitness Business F#!kups* you and your Fitness Business won't be able to move forward.

BUT....

when you do understand them your Fitness Business will seem to magically attract more money, run smoothly, attract attention from all the right people, be a joy to get up for everyday and expand effortlessly.

So here are the juicy details...

The 9 Fatal Fitness Business F#!kups

1. Pay As You Go Gives My Clients Great Flexibility
2. My Target Market? Everyone
3. Free advertising is for FREE
4. More qualifications = More money
5. More clients = More money
6. No referral structure
7. No Pictures Baby!
8. You've Got Mail?
9. Not leveraging Rock Star status

Now after reading through the Chapter Titles alone you might be feeling doubtful or unsure about these. You might think, 'Well I've always done that and it doesn't do me any harm'.

It does do you harm. Trust me.

Every single successful Fitness Professional, Personal Trainer, Group Trainer and Fitness Business Owner I have worked with does the EXACT opposite of these 9 things.

Some are very simple, some are harder to grasp. But all of them have the power to turn your Fitness Business into a 6 or even 7 figure income generator within the next 3 years if applied correctly.

For the purposes of this book I'm going to use the term Fit Pro to apply to all fitness instructors, personal trainers, bootcamp owners, group trainers and fitness business owners. The information in here applies to ANYONE in fitness industry.

Especially you.

So lets get going.

9 Fatal Fitness Business F#!kups

Fatal Fitness Business F#!kup #1

Pay As You Go Gives My Clients Great Flexibility

"I'm afraid to get my clients to pay up front because they won't want to commit and I'll lose them to another trainer"

"Pay as you go classes and sessions really set me apart from the competition because I'm so flexible and people like that"

"I can't use fixed monthly fees because if my clients miss a session I'll then owe them money"

This is one of the most basic rules of a successful fitness business. Get your clients on a direct debit that automatically gets transferred from their bank account into yours without them having to think about it every single month.

There are 4 main reasons for this:

1/ The only selling and closing process you should have to go through is the initial one you make when you first agree to take the client on board (notice I said you agree to take them on board, not you chase them down and beg them to sign up with you).

If you have a good selling and closing process, which will take you a fair amount of practice and initial effort to master, why would you want to put yourself through process that every month when you ask your client to buy another month's worth of sessions/classes?

You know gyms don't do this. Gyms don't chase their members every month to get another month's worth of money from them. Why should you?

By setting them up on monthly direct debit from the outset you only have to do the selling once. It's then their responsibility to actively make the decision that they want to stop training with you and cancel their direct debit – which of course they won't if you are doing your job correctly.

Your assumption is that they will of course want to keep training with you month after month because they are reaching their goals and if you make it clear that you only take on monthly payment clients that becomes their assumption too.

2/ By only accepting monthly recurring payment clients you increase the perceived value of what you are offering. Now it's crucial to understand two keys points about perceived value:

- It's good for you. If your value is perceived to be higher people will happily pay more for your services, treat you with more respect and you will gain the status and recognition you deserve.

9 Fatal Fitness Business F#%kups

- It's good for them. If a client invests more in your services they are more likely to commit to turning up to the sessions, they are more likely to implement whatever training and nutritional plan you give them to do in their own time AND they will put more effort in when they do train with you. This means that they will get the results they truly desire more quickly and efficiently, than if you only charged them now and again for the odd session when they turned up and did a half-assed workout.

You get what you want and they get what they want – great physical results as quickly as possible which is why they sought out your services in the first place. Win:Win.

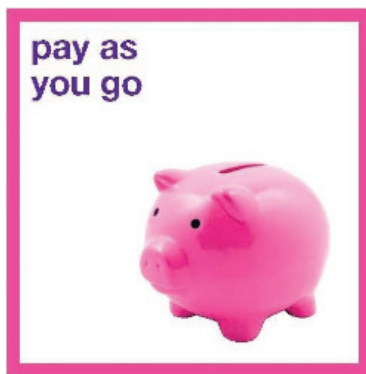
3/ Monthly payments make your admin way easier. You are not chasing around odd bits of money here and there. You're not trying to keep on top of your bookkeeping with random amounts of money coming in at random times in the month.

And if its all going straight into your account the temptation to dip into the cash payments that you haven't yet banked to go on a shopping spree or for a cheeky few beers (Fit Pros? Drinking beer? Surely not?) is totally removed.

4/ You can get VERY clear about your figures. And being clear about your figures is absolutely crucial to any Fitness Business success.

If you know your monthly revenue target is £10k and your monthly training package sells for £400 then you know you need exactly 25 clients to meet that target. You can get very definite about that and have a goal of recruiting a new client every 2 days. Within 2 months you have all the clients you need to reach your monthly target of £10k.

Easy right?



If your monthly revenue target is £15k and your monthly bootcamp offer sells for £150 then you know you need to run 2 lots of bootcamps that each have 50 people in them. You can then get very focused about how to attract 2 x 50 people to your bootcamp with your marketing activity as you have a very clear defined goal in mind.

You don't get stung by clients chopping and changing how often they want to train and you don't have to worry about how much money you may or may not have at the end of the month because you will have already been paid.

Something amazing happens when we focus very clearly on exactly what we want to achieve. The brain very easily figures out what you need to do to reach your goal.

The reason most of us don't feel we are achieving our goals is because we are not clear about them so the brain is trying to help us but doesn't really know what we want to get so doesn't know what to figure out for us.

Without getting too philosophical if you have the time read Rhonda Byrne's 'The Secret'. It uncovers the power behind being clear about what you want and focusing on only that.

Anyone who has achieved anything of significance has had a very clear defined objective. Exact

9 Fatal Fitness Business F#%kups

figures, exact numbers and exact timescales. They may not know 'how' they are going to do it but they know what they want and like magic the brain provides us with the solutions and actions we need to take to get us there.



Action Points:

Sign up for a paypal account so you can set up monthly subscriptions that can run through paypal or visit your bank and collect direct debit/electronic transfer forms for your clients.

To sum up:

Set clear defined monthly 'packages' that you offer your clients and get them to pay for it by direct debit. If they want to opt out after the first month fine no problem. But if you are doing your job properly they won't want to and they won't even have to think about putting their hand in their pocket because the money will come out without them even thinking about it.

This may lose you 5-10% of potential clients who say they want 'flexibility' (which by the way really means they already know they're not going stick at it, so why would you want to train those people anyway?) but it will ensure your existing clients stay longer than if they are on 'pay as you go' and are more committed. Plus it makes your life way easier admin wise.

And it will significantly improve your perceived value which is priceless to your personal brand and long term marketing strategy.

Need I say more?

9 Fatal Fitness Business F#!kups

Fatal Fitness Business F#!kup #2

My Target Market? Everyone.

"I can teach so many disciplines it really makes me a jack of all trades which is great for business"

"If I choose a specific target market I'm really limiting my options and potential customer base"

"I don't need to be specific with who I'm looking to train and teach – my stuff works for everyone"

When I have my first initial meeting with a new client looking to increase their Fitness Business revenue and I ask them who their target market is they usually respond one of 3 ways:

"My what?"

"I don't have a target market"

Or

"Everyone"

In 2010 we are bombarded with 3000 marketing messages every single day. The brain has to process up to 2 million pieces of information every single second.

As a result of this constant media offence on our senses we subconsciously block out 99.9% of the messages around us as 'white noise'. They all just blur into the background and become a sea of nothingness.

As Fit Pros with Fitness Businesses this poses us with a big challenge. How do we get our products and services in front of people who really need them so they take notice and buy from us?

The key is to be super specific with who you are trying to appeal to. If you try to appeal to 'everyone' (whoever 'everyone' is) your marketing messages whether they are flyers, websites, google ads or face to face conversations will appeal to no one as they are so non-specific they will just blur into the background of the multi-media that surrounds us.

The saying "You can't be everything to everyone" has never been truer than it is today.

If you look at the people or businesses around you having great success and that really stand out in their marketplace you will see that they are very clear about who they appeal to and what service they are offering.

This is because they have identified a clear target market or 'niche' and know exactly what triggers

9 Fatal Fitness Business F#%kups

to use to encourage them to buy.

An example of a target market or 'niche' is 'weight loss'. This is incredibly broad and to be honest probably what 95% of people are after so it doesn't help us much. 'Weight Loss for Men' is a better niche, we're getting more specific.

'A 12 Week Weight Loss Program for Men Over 50 who earn £30k+' is a great target market/niche and is where we want to be.

We're being very specific about who we're looking for, how much time they have, what results they want, how much they may be willing to spend on it and what their motivations may be based on their demographic.

Will they be motivated by the promise of having all the girls chasing them round and getting endless dates because they look so great? Or is it more likely that they want to lose weight because they're facing the dreaded middle age 'spread' and are probably starting to think about potential long term health problems. I'm sure you'll agree the latter is more likely (maybe there are 50 year olds still dating 4 different women a week but you'll probably agree they're in the minority).

And we also know how to price our 12 week program because we know the minimum amount of money they earn. And we can probably work out where they hang out, what they read and who their role models are based on the information we have so we can target and position our market effectively.

So because we have gotten really really specific about who we are trying to appeal to two things happen:

- We can use highly targeted marketing messages to laser focus in on our exact target market and therefore DOMINATE that market because they identify so closely with what we are offering. We become the 'gogo' solution for them and no one else is even considered.
- We can easily gain expert status in a specific niche. How many Fit Pros do you think there are trying to establish themselves as Fat Loss Experts? Probably half a million worldwide. How many Fit Pros do you think there are trying to establish themselves as Fat Loss Experts for Overweight Teenage Boys Who Want to Lose 8kg in 3 Months? A LOT less. This opens up the door for you to become established as THE expert in this area very quickly.

People will travel from miles and miles around to visit an 'Expert' or 'Rock Star' as I call them at Rock Star Fitness Marketing (I'll explain more on that later).

They will pay more for an expert, they will queue up to do business with them, they will buy books, online products and high end packages from experts. Experts work with less clients for more money, get book deals and an adoring fan base willing to buy anything from them.

9 Fatal Fitness Business F#!kups

Action Points:

Spend an hour after you have finished reading this book to decide who your ideal client is, the type of person you would get up at 4am in the morning to train if you had to and get specific about them. Decide whether they're male or female, what age, where they live, how much they earn, what their SPECIFIC goals are, what their interests are, what they like to do with their time etc. Building up a 'Client Profile' like this will get you more in tune with your target market and enable you to communicate with them more effectively.

To sum up:

Targeting everyone is really targeting no one. In truth to say you target everyone is just being lazy because you've not thought about it properly. The best thing you could ever do is get really picky about who your market is and start to politely refuse clients who don't fit that bill. Your status will soar and your profile amongst your target market will rocket to expert status commanding better opportunities for better money and less work.

9 Fatal Fitness Business F#!kups

Fatal Fitness Business F#!kup #3

Free Advertising is for FREE

"I use all the free ways to advertise because it saves me money"

"I like to do all my advertising myself because then I know it's been done properly"

"I'm happy to spend 3 hours a day on social media advertising my business because that's what it takes to get clients in"

**Totally
FREE***



***Not actually
free**

Now lets get one thing straight from the Getgo.

I LOVE free advertising.

I love the fact that social media platforms like Facebook, Youtube, Linked In, Ecademy and Twitter have given small Fitness Businesses, Fit Pros and Fitness Entrepreneurs the exact same marketing opportunities as major multi-million Fitness Brands.

The playing field has been levelled and in fact the balance has been tipped in the favour of Fit Pros and Small Fitness Businesses with strong personal brands because the new business currency for 2010 and beyond is trust, transparency and personality.

Big business cannot and will not cope with that. They simply cannot deliver that personal experience and therefore have lost the attention of today's consumers. The time has never been better for Fitness

Entrepreneurs and small Fitness Businesses to take market share and dominate their local fitness market.

Our attention is now on Friendship and not Search on the internet. In March 2010 Facebook officially overtook Google in the amount of hits it got a day. Youtube now gets 1 billion views a day. There's set to be 1 billion users on Facebook within the next 2 years. The face of 'marketing' is literally changing as 'marketing' is being phased out and communication and dialogue is being phased in.

So with all this in mind I am totally for 'free' advertising but I want to stress that it's not free. Free advertising will cost you something far more valuable than money.

And that is your time.

I would encourage you to set a hourly rate for yourself right now that you value your time at. Decide right now what you are worth per hour because if you don't value your time appropriately no one else will.

9 Fatal Fitness Business F#!kups

For instance, if you value your time at £200 an hour you should not do ANY activity that you can outsource or delegate to someone else for less than £200 an hour. Because in that hour you have just wasted following people on Twitter or adding people on Facebook you could have been out generating a £200 an hour opportunity worthy of your time.

Just because free advertising is 'free' in the monetary sense of the word it does not mean you should be the one doing it, you have the time to do it or you are the best person to be doing it.

In fact the exact opposite is true.

Having a presence on social media is so profitable if done correctly, that you should not have the time to be managing your social media accounts. You should be so overwhelmed with new clients and opportunities generated by your social media activity that you don't have time to manage your accounts

In March 2010 I conservatively estimated that my presence on Facebook generated me £30k of new business – seriously. I commit £1500 worth of my social media team's time a month to my own company's social media because they are SO important to my business. And to yours).

Yes by all means you should be there interacting and commenting authentically but you shouldn't be setting up the accounts, finding the friends, adding the followers or optimising the accounts – that can all be done for you at a very reasonable investment for the likely return.

Plus if you are on Social Media and aren't clear about what you are doing and how you are portraying yourself it can have a very detrimental affect on your Fitness Business. The messages sent out via social media say A LOT about you and your personal brand and once they're out there they take A LOT of undoing.

If you think clients, potential clients, potential business partners and investors aren't checking out your social media profiles before they decide to do business with you, you are WRONG. 87% of companies are now checking social media accounts before interviewing potential employees.

I have seen some horrific examples of Fit Pros social media accounts that have done untold damage to their Fitness Business. Pictures of them steaming drunk, tweeting "Im up at 5am to teach a bootcamp – I soooo want to be in bed" (I mean can you imagine a worse tweet to send out to your clients?)

Get a social media expert to manage your accounts who can do it quicker, more effectively, more professionally and generate you more new business and bring you more new clients and opportunities than you could ever learn to do.



9 Fatal Fitness Business F#%kups

Action Points:

Find a social media expert to help with your online profiles and strategies.

We have lots of good content at www.slamminsocialmedia.com which is specifically for Fitness and Health Businesses using social media or if you want more personal support then email me on lucy@slamminsocialmedia.com and I'll help to point you in the right direction if appropriate.

To sum up:

Free is not Free. Everything has a cost, be it your money or your time. Value your time highly and correctly because as Fit Pros and Fitness Businesses your time is your most precious resource and if you know your strengths are delivering great training session, great classes and changing peoples lives then focus on that. And continue to get better and better at that. You will stand out in your field and make more money and affect more lives as a consequence.

9 Fatal Fitness Business F#!kups

Fatal Fitness Business F#!kup #4

More Qualifications = More Money

"I'm the most qualified PT in my area so people should expect to pay more for my sessions"

"I'm not the most qualified PT in my area so people shouldn't expect to pay more for my sessions"

"Its ridiculous that the new trainer in town has a busier bootcamp than mine when I've been teaching for 10 years longer"

This is a real personal bug-bear of mine.

The expectancy that because a Fit Pro has qualifications coming out of their ears they should have clients queuing round the block by default is arrogant beyond belief.

I hate to break the news but being the most qualified Fit Pro in town is not a green card to a 6 figure Fitness Business. You do actually have to understand business, marketing and personal branding as well.

You could have so much fitness knowledge that you have developed a magic exercise that makes me lose 10 kg in 60 seconds but if I don't know you're there, you don't communicate what you do effectively or I just plain 'don't like you' Ill be heading to the class round the corner with the girl fresh out of her group exercise training qualification because she 'gets' what I want, I understand what she will do for me and she bothered to encourage me to go to the class.

Maybe they want it more because they feel they have more to prove, I don't know. All I know is it would appear the more Fitness Knowledge you have the less money you make.

It's true in other industries as well. Most of the super successful and wealthy business people who are having a positive effect on millions of peoples lives barely got through high school or dropped out of their degrees altogether.

overqualified
&
underpaid

Think of:

- Simon Cowell
- Steve Jobs
- Richard Branson
- Alan Sugar
- Duncan Bannatyne

9 Fatal Fitness Business F#%kups

If Richard Branson wants to earn another billion from his Virgin Active gym chain do you think he goes and learns about functional training? Or do you think he finds out about the best cutting edge fitness marketing strategies to push the Virgin Active brand forward, connect with more people and keep his business growing?

I'm going to make a bold suggestion. I'm going to suggest that the reason you may be investing relentlessly in further Fitness Qualifications is because you're frustrated with where you are in your fitness career and current income. You know you're not earning the amount you want to or are worth and you're not receiving the recognition you rightly deserve.

You're looking for a way to rectify this and the only way you can think of (because no one has shown you a different way) is to get some more qualifications in the hope clients will recognise your additional skills and flock to you.

It's really not your fault, it's just an industry trait that is enforced by the training providers to keep you buying. Again, I'm not putting a downer on being qualified but I'm saying think about why you are investing in them. Is it for more letters after your name?

Or is it really because you are dissatisfied and want to find a way to earn what you deserve and be recognised as a Fitness Expert?

What if I were to show you a different more effective way to earn more and get the recognition you deserve? (There is an easier way to stand out as a Fitness Rock Star and Ill talk more about that later...)

The Fitness Info Product guys I know making 6 to 7 figures a year on AUTOPILOT selling products on the internet aren't all that well qualified.

They're also not even that 'fit' themselves. They're in shape but they're not muscle bound, t-shirt ripping 5% body fat training machines. They just bothered to learn a little bit about branding and fitness marketing and as a result they earn way more money and reach way more people with their products.

Action Points:

Make it your business to know more about business. Reading this book is a brilliant start and just finishing it and applying just 25% the information shared will have a massive impact on your income levels.

To sum up:

Your Fitness Qualifications are not directly proportionate to how much you earn. In fact they seem to be just the opposite: the more you know the less you earn. But the more you know about Fitness Marketing and Branding the more you earn and the more recognition you gain. If you are looking for a turbo boost in your earnings and a fast track to Fitness Rock Star status focus on your marketing education not your fitness knowledge.

9 Fatal Fitness Business F#!kups

Fatal Fitness Business F#!kup #5

More Clients = More Money

“ If I want to earn more money I need more clients”

“ I work in a small town, there’s just not enough people here for me to make anymore money”

“ If I could just get another client and work 3 more hours a week I could hit my monthly target”



Ok, so getting new clients will make you more money. No doubt about it.

But it will also mean you lose more of your time to an extra client, you have another lot of admin to handle and another set of bookings to handle.

There are 3 Golden Rules For A Fitness Business to Make More Money:

- Get more clients
- Get your existing clients to spend more per 'order'
- Get your existing clients to make 'orders' more frequently

Now #1, Getting more clients, is the most time consuming, hardest to achieve and will actually produce the least money proportionate to the amount of effort involved.

#2 and #3 are almost totally overlooked by Fit Pros yet it is proven that over 30% of future business comes from your existing or past clients. It is on average 7 times cheaper to keep an existing client and increase their order spend and order frequency than it is to attract a new client.

Imagine if you just had 10 people that trained with you 4 times a week and each spent £2000 with you a month. How much easier would your life be? How much more value would you be able to deliver to those clients? And you'd have a very respectable £10k a month coming in. This is very achievable.

9 Fatal Fitness Business F#!kups

So how do you get your existing clients to spend more with you? Very simple.

You offer them more value.

Coaching legend Tony Robbins says “The amount you earn is directly proportionate to the amount of value you provide”.

If you really take this on board it's both frightening and massively empowering. It means that if whatever you are earning is below what you'd like it to be it's simply because you are not offering enough value to enough people.

If you can accept this and take it on board as constructive feedback you will realise that everything you need to earn more is within you already.

You simply have to offer more value. Offer what you are offering now but on steroids. Supercharge what you are doing until the value is at least twice the monetary remuneration you would like to receive.

So work out how much you want your existing clients to spend with you, work out a package that offers them at least twice that value and communicate that value to them clearly so they understand what you are offering.

Its very simple. Offer them more value and they will spend more with you.

Now that you have increased their order value you can focus on #3 which is getting them to 'order' more frequently with you.

Would any of your existing clients benefit more from training 3 times a week with you instead of 2? Would they benefit from a nutritional package alongside their training sessions? Would they benefit from one on one sessions as well as the group training they are already attending?

Assess your clients' needs. Go back to everything they told you when they signed up to train with you. What do they want? What is emotionally driving them? If you can tap into that you can make them understand the value in the increased frequency of training or 'ordering' you are offering them.

Remember this is not about 'tricking' people into buying things they don't want. This is about offering so much value that is exactly what your client needs to get them towards their deepest desires as quickly as possible. It is about communicating that so clearly to them that the decision they need to make that is best for them is made easily and without objection.

That way you both win. They get more value and the results they want and you make more money with less clients for less hours. Win:Win.

9 Fatal Fitness Business F#%kups

Action Points:

List 5 ways in which you could add more value to your current clients that would justify an increased order spend with you.

List 5 ways in which your clients would benefit and reach their goals more quickly from visiting you more frequently.

Sum it up:

Rather than just thinking about getting more clients, think instead about increasing your clients 'order' value and their 'order' frequency. Reassess how much value you are currently offering and what you could offer that would be of even more value and gives them exactly what they need and desire.

Everything you need to make more money is already within you. Offer more value and you will receive more money. Offer more value to more people and you will receive even more money.

9 Fatal Fitness Business F#!kups

Fatal Fitness Business F#!kup #6

No Referral Scheme

"I'm too embarrassed to ask clients for referrals"

"It's low value to beg my customers to bring their friends in"

"I hate pushing my services on people, if they want to come they'll come"

Referral schemes are undoubtedly the best client getting strategy there is. Ever.

It works particularly well for group training but it can be incredibly effective for any Fit Pro. I would estimate that less than 5% of Fitness Businesses are doing this on a consistent and systemised basis.

Having a referral scheme works awesomely well for:

1/ Getting new clients

2/ Keeping existing clients

and

3/ For gathering feedback on your sessions and highlighting if there are any potential problems with them.

1/ Getting new clients. This is really simple. Having a referral scheme is like having full time army of sales people out promoting your class or services whilst you're doing other stuff. It's way more effective than you promoting them yourself. This is because you are selling directly. You are bound to say your class is the best because you want the sale right? And your potential client knows this and as a result will immediately put a barrier up to you.

But someone referring a new client has sold your services not as the vendor but instead as a trusted advisor. They are a confidant. A friend. Someone who has personally experienced the effects of your class and is spreading the word about it because they want others to have the same great experience they are having. NOT because they are trying to sell anything.

We have officially left the era of 'marketing' and 'selling'. People's barriers go up as soon as they feel they are being sold to whether what they are being offered is exactly what they want or not. It's just a reflex reaction.

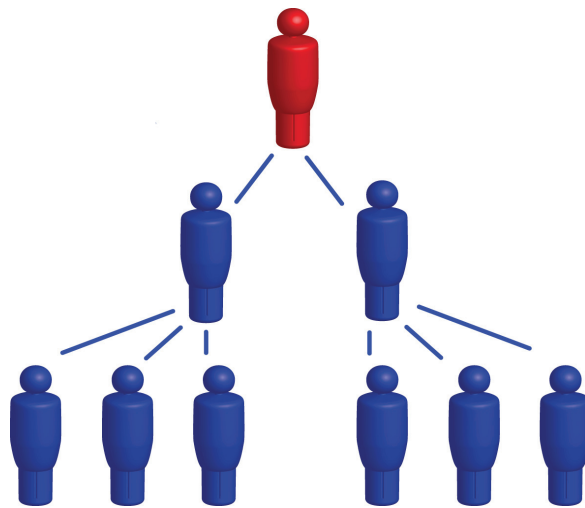
9 Fatal Fitness Business F#%kups

But if they are being communicated to by someone who is not selling but someone who is recommending then that is a completely different experience and they are more likely to listen. 74% of people are more likely to respond positively if they are being recommended a service by a 3rd party than if they are being directly sold to.

2/ If your clients are actively referring others to come and join them train with you then every time they are explaining the benefits of your training sessions to someone they are subconsciously reinforcing in their own mind all the benefits of your sessions. They are not only referring new clients, they are referring themselves constantly.

They become passionate advocates of you and your fitness services because they are delivering the message of how great you are over and over again. Their bond with you is strengthening all the time and the ties are deepening.

They also want to come more and more frequently because they want to be seen to be walking the talk to the people they referred. Because of their increased frequency they get better and better results and become an even more enthusiastic about you and so the cycle continues on and on.



That is pure marketing genius.

3/ If you ask someone to refer for you and they don't seem to want to that is a good indication that they are not entirely happy with the service you are offering. It's a good opportunity to dig a little deeper and see if there's something they don't like or you could change for the better.

Use it as constructive feedback, make the changes they suggest if they are valid. If they are not or the person just seems to be on a negative vibe then politely and non-aggressively give them a refund and suggest they leave the class or training.

Yes, it's one less client but an unhappy client will not only poison the group but they will actively complain to their friends and family spreading a negative vibe about your brand and your Fitness Business. Mud sticks and toxicity spreads. It will have a negative impact on your brand and the perception of your Fitness Business that will be near impossible to undo in the future and lose you far more potential money than the cost of the refund.

9 Fatal Fitness Business F#%kups

Action points:

Identify 5 current clients who would be great referral machines for you and work out an incentive package that they will love because it saves them money and that you will love because it will bring you new clients on autopilot every single week.

To sum it up:

Referral schemes are easy money but massively under-utilised in Fitness Businesses. If you're not using them you're missing out on having a fulltime sales team working for you for free. There are more ways of structuring and rewarding referral schemes than I could possibly list here but please when you have finished reading go to www.Rock Starfitnessmarketing.com and check out all the free referral scheme tips there from the Fitness Industries leading experts, apply them and watch your business grow before your very eyes.

9 Fatal Fitness Business F#!kups

Fatal Fitness Business F#!kup #7

No Pictures Baby!

"I don't really have time to do before and after pictures"

"My clients are too shy to do before and after pictures"

"I don't have a high quality camera for professional pictures"



Before and After pictures are the single most important thing you should have on any piece of marketing you produce for your Fitness Business.

They should be on the front page of your website and boldly outlined in paper marketing. On your facebook page and your business cards. Everywhere.

They should be updated regularly and you can never ever have too many of them.

I have a mentoring client who insists that anyone who wants to train with him must have a picture taken before they start and then they must agree to have them taken every 8 weeks from then on.

This is absolute genius for 3 big fat brilliant reasons that are so powerful.

If you rectified only one of the 9 Fatal Fitness Business F#!kups listed in this book it should be this one hands down. Everytime. Period.

1/ By insisting that his clients have a before picture when they start they have hardcore photographic evidence to remind them why they are embarking on this training program in the first place. They are committed to making a big change because they know in 8 weeks time when they have their next photo if there isn't a significant difference there will be no way of denying it because it'll be there in full photographic evidence.

2/ It commits them to keep training with you due to their own sense of competition. Once they see their first after photo and can see a significant change in their physique (which they will if you are any good at your job) they will be spurred on to see if they can better themselves in the next 8 weeks and achieve an even bigger change this time round. It becomes a perpetuating cycle where they are locked in to doing a better job every 8 weeks and addicted to the challenge of bettering themselves every time.

9 Fatal Fitness Business F#!kups

You get a happy, hardworking committed client who never wants to leave and they get the physique they always wanted. Everyone's happy.

3/ You get killer marketing material. In fitness marketing social proof trumps every other technique every time. People want to see people who looked just like they do and now look exactly how they want to look. Photos of actual bodily change are such undeniable proof of your skills and you just can't beat that.

I can't believe that Fit Pros are missing out on this UNBELIEVABLE marketing content because they don't have a 'professional camera'. Good! Natural, amateur looking photos are more believable – if they're pro photos people will think they've been touched up or it's a lighting trick. Take them on your iPhone, whatever – just take them

4/ It gets people out of the habit of measuring their achievements via their weight which we all know is BS anyway. Don't even bother weighing them – use the photos as the main indicator and take fat % and body measurements as well. Lead the way by ditching the scales and start focusing on what the clients want which is to look different not weigh different.

Some common excuses from you:

Your clients are too shy. No. You just haven't done a good enough job of explaining the benefits. Granted, they may take a bit of convincing for the first one but make it a condition of them training with you and I guarantee they will thank you for it after Week 8, love you for it after Week 16 and by Week 24 they'll be showing anyone who'll stop and listen their big fat before picture compared to how great they look now and bragging about how hard they worked and how great you are and before you know it you have more new clients hammering down your door again.

You've not got time. No. You just can't be bothered. And if you can't be bothered to do something that will dramatically affect your client's motivation and results then you are in totally the wrong profession and you should be serving up burgers in McDonalds.

Remember guys this really isn't about weight loss. It's not even about getting 'fit' and being healthier. It's about how people feel. Anyone who's looking to change their body shape is looking to feel different when they look in the mirror or try on a pair of jeans. Anyone who wants to get fit wants to feel different after climbing a flight of stairs.

This is a feeling game. Photos are massive feeling producers. They evoke emotions – good or bad. Bad feelings after the before picture will motivate them to change, feelings of hope when they see other clients before and after pictures will motivate them to take action and ecstatic feelings when they compare their before picture with their current after picture will make them come back to you again and again.

9 Fatal Fitness Business F#!kups

Action Points:

The next time you see your clients ensure you take a current picture and get them to provide a picture from before they started training with you. Simple.

Sum it up:

Take before and after photos of all your clients, class attendees, bootcamp attendees. Done.

Fatal Fitness Business F#!kup #8

You've Got Mail?



This is my personal biggest regret from my Fitness 'Career'. If I had collected all the names and email addresses of all the people I had ever taught, instructed, presented to and worked with I'd have a mailing list into the hundreds of thousands that I could be marketing all my Fitness Marketing and Fitness products too. How frustrating.

I don't want you to make the same mistake. Most serious Fit Pros now understand that if they don't have a website and social media presence in 2010 they are effectively nowhere and their Fitness Business will be dead by the end of the year.

But most of them still don't know what to actually do with all the traffic that their website gets.

Their websites are generally photo galleries of themselves and what they do. Which from a client-getting point of view is absolutely useless.

Your websites and social media pages have got to be funnels that guide traffic to sign up for your mailing list. Now to do this you need to offer them something which is of value to them NOT you. You talking about yourself is not going to get them to sign up to your mailing list.

Showing them a before and after picture of a client and offering them a free group training session if they enter their email address in the box is all about them and is of obvious value to them.

Building a mailing list in this way gives you an insurance policy. It means that no matter what happens, if Google blocks your website, your flyers get banned from distribution and Facebook shuts your account down you still have your mailing list which you can do email marketing to for free forever more. And no one can ever take that away from you.

You'll get to the stage where you have 5000 or so subscribers on your mailing list and all you have to do is send out an email and your next bootcamp is full and you just made £5k with one email.

That is the ultimate power marketing position. You become self sufficient and selling your services is just a predictable process that involves one click on the send button.

9 Fatal Fitness Business F#%kups

Action Points:

Sign up for an Aweber account <http://aweber.com/?332608>

This will manage your list for you and allow you to send out automated emails and personalised group emails. It even tells you how many people have opened your emails and who may not be responsive. An amazing tool any serious fitness business person must have.

Sum it up:

You must build a mailing list. It's the ultimate insurance policy and with a good website and traffic getting campaign you could have a list of 5000 local subscribers primed and ready to train with you again and again in less than 6 months.



9 Fatal Fitness Business F#!kups

Fatal Fitness Business F#!kup #9

Im not a Rock star..... Im just a Fit Pro

This final Fatal Fitness Business F#!kup is by far the most important one and obviously very close to my heart.

If you can turn this around and get this right this is the most cutting edge Fitness Marketing technique for 2010 and beyond. This will build you such a ferociously strong personal brand that you will never ever have to look for clients again.

Your name will be mentioned in all the right circles, other Fit Pros and clients will want to work with you, you will attract book deals, media appearances, you will effortlessly make as much money as you desire, you will be a role model, have a dedicated group of fans, have an unlimited effect on millions of lives and it will all be because you are doing exactly and only what you love.

Its about being a Fitness Rock Star.

The Rock Star of your chosen Fitness Niche.

The biggest mistake being made is that Fit Pros are not leveraging their already minor local celebrity status into full Fitness Rock Star status.

We have already said that personal branding and trust is the new business currency in this new era of dialogue and friendship. As Fit Pros you should already know that your 'personality' is more than 50% of what you deliver in your Fitness Sessions.

You are already in the unique position of being the face of your business whether you realise it or not. Most other professions hide behind business names, faceless shop fronts, static outdated websites and are generally rubbish with people.

As Fit Pros you deal with people face to face every single day. You already have the personal connection with your audience that big businesses are desperately trying to create through social media but they are just not capable of it.

In 2010 people want to connect with people. They want to know who the business is based on, whose values it's based around and they want to talk with other customers before they commit to buying anything from anyone.

So with this unique head start on big businesses can you see why now is the perfect time to leverage your Fitness Rock Star status and start to earn the money you really deserve?

Can you see how social media can enable you to reach more people than ever before as long as you use it properly?

Can you see why the Fitness Entrepreneur Revolution is coming and the era of the Fitness Rock Star is upon us?

9 Fatal Fitness Business F#%kups

There has never been a better opportunity than now to decide you're not going to accept mediocre pay, average respect and you're not going to accept that less than 1% of the population are fulfilling their physical potential because you can't get your message across to them.

There has never been a better time to start a Fitness Business and set challenging, inspiring goals for yourself.

The dream you've been dreaming is no longer a dream. It's just a formula.

And any formula can be learnt, duplicated and the same results can be expected again and again.

There are 5 simple steps to the Fitness Rock Star Formula:

1/ Set Your Mindset.

You have to get very clear about what you want and finally accept that you are totally responsible for your own circumstances.

You must believe in your own worth and understand that a multiple 6 to 7 figure income is not only realistic for a Fit Pro truly dedicated to delivering massive value to their clients but its going to be a natural by-product of this formula. It will happen as long as you are doing what you truly love.

If you do not love what you do you must stop RIGHT NOW. If you don't love truly impacting peoples lives in an insanely positive and far reaching way then stop.

Go and find something you love doing. That you would do all day long just because you want to. There is no reason in 2010 and beyond why anyone should be doing something they don't love.

With the correct mindset anything is possible. Be clear about what you want. And focus always and only on what you want.

2/ Communication

I have never met a Fit Pro yet who can eloquently and clearly communicate to me what they 'do' in less than 60 seconds.

Stop going around saying you're a 'personal trainer'.

Or you own a 'powerplate studio'.

Or you 'teach aerobics'.

That's NOT what you do and doesn't light anyone up inside with your enthusiasm.

What you 'do' is your underlying mission. It's the very reason you got into fitness in the first place.

9 Fatal Fitness Business F#!kups

It's the impact you're going to have on the world. The legacy you're going to leave behind.

Now you have the correct mindset and you know everything you want to achieve is not a dream, it's just a formula, isn't it time you decided what you really want to 'do'?

Isn't it time you decided what gift you are going to give the world?

Isn't it time you decided what you will be remembered for when you're gone?

Isn't it time you put your massive skills and passion and energy as a Fit Pro into something so earth-shatteringly exciting that just thinking about it makes you smile and charges you up with electric energy that could light a room up?

After a 60 minute conversation and a lot of digging and questioning I can usually get to the bottom of what they really do.

For instance a guy who told me he was a personal trainer on first meet. After an afternoon of conversation it turned out he was the creator of a 12 week exercise and nutritional program designed specifically for stockmarket traders to allow them to be entirely mentally focused for 72 hours straight if they needed because their bodies were in such fine physical form. Now that's a niche. That is something that will sell for £20k a pop. But no one knows he does that because he doesn't know how to communicate it clearly.

So firstly define your niche and then learn how to communicate that clearly and effectively and you will magnetise yourself to attract your ideal client and ideal opportunities for what you do.

The caveat is, you HAVE to love what you do. Don't do anything because you think it will make you money. Do something you truly truly love and the money will come whether you want it to or not.

3/ Write a book.

This gives you immediate expert status and it has never been easier to self publish a book and get it ranking as a best seller on Amazon.

All you need is 10 subjects of value to your target market that you have 10 tips for. So 10 tips on 10 different subjects and that my Fitness Rock Star friends is your book.

How much more weight do you think you have when interviewing a potential client (notice you are interviewing them NOT the other way round) and mention you are the author of the best selling fitness book that happens to be exactly about how to achieve whatever they want to achieve?

Nuf said.

9 Fatal Fitness Business F#!kups

4/ Get Famous.

With social media this is simple simple simple. With a well organised campaign you can have 3000 targetted follwers/friends in a month, over 2000 connections and better Google ranking than a Michael Jackson scandal.

Get out in your local area and become a local Fitness Rock Star. Speak publicly (again with a book this is SO easy), write for local papers and magazines, actively establish yourself as fitness expert.

Launch your own fitness TV show on ustream or youtube. Its not at all hard to do this.

Social Media is about to overtake porn as the #1 activity on the internet. Youtube gets 1 billion views a day and its FREE to use. Podcasts are set to triple in 2010. The audience for homemade video shows and radio shows has never been hungrier.

This is like a distant relation has paid for you to have your own TV station, newspaper and radio show that gets broadcast to billions of people.

If you launch a Fitness TV show in the internet and get 100,000 viewers how easy do you think it will be to be get on TV if you already have those viewing figures?

How easy will it be to get sponsored by Reebok or Nike with 200,000 followers on social media?

There is MASSIVE power in this and big brands know it. They know they can't compete with personal brands in 2010 so will look to align themselves with any fitness personalities with a big following via payment, retainers, sponsorships, media opportunities.

Do you think if you appear on TV as a fitness expert you will be over run with new clients? Of course you will.

5/ Network like a Pro

There has never been a period in history when the saying 'it's not what you know it's who you know' has been more true.

And no it may not be fair but it's just the way it is.

Use it to your advantage and learn how to network like a pro and all the recognition, connections and money you desire will come to you a lot more quickly than if you tough it out on your own.

Identify 3 key people in your industry who you know would massively help your business and your profile if you connected with them and got a chance to work with them.

Then look them up on social media and see if any of their friends are your friends, or friends of friends. There's always a way to get to key people if you can connect via someone they already know.

9 Fatal Fitness Business F#!kups

Ask their friend for an introduction from you and you will have immediate increased chance of connecting with them as you are not going in cold.

Very simple technique but very effective.



9 Fatal Fitness Business F#!kups

Sum it Up:

Leveraging these 5 key techniques and embracing your potential as a Fitness Rock Star will open doors for you that will build your brand and reputation so well that you won't even need to master marketing techniques to promote yourself anymore.

Your reputation will proceed you and you will have people queuing round the block to work with you, media attention coming out of your ears and finally the recognition you deserve. The recognition of a Fitness **Rock Star**.

So now that you know how to make a real impact on the world with your fitness knowledge decide what are you going to do?

What are you going to do with this awesome power you now have?

Things are always changing and the way that 99% of people do business is wrong. These *9 Fatal Fitness Business F#!kups* are common. They're common because most people don't even realise they're F#!kups.

Only 1% of Fitness Business owners are making GREAT money – the money they deserve. And are reaching THOUSANDS of people and making a real difference to peoples fitness levels and quality of life. The reason they are doing this is because they are NOT making these 9 fatal errors.

I understand this report will have been a shock to your system and it may seem foreign to you but if you want massively different results in your fitness business you need to take massively different actions. You need to do things the way the successful 1% do them.

You must stop making these *9 Fatal Fitness Business F#!kups* immediately and your business will grow and change before your very eyes.

It may be uncomfortable at first but the results will speak for themselves.

I have helped over 400 Fit Pros make these changes and if I can be of any help to you please email me on contact@rockstarfitnessmarketing.com

Please feel free to share this ebook with anyone you feel may benefit and lets change the fortunes of the fitness industry and the wellbeing of the world together.

To Your Success as a Fitness Rock Star

Lucy Johnson