

## Rust Never Sleeps

When it comes to marketing, our habit patterns and tendencies that don't always serve our highest good seem to manifest almost more than anywhere else. For many personal trainers, the process of marketing can bring up a lot of personal and psychological stuff. Marketing typically involves: putting yourself out there, spending money without any ROI guarantees, learning new things, waiting for results for an undetermined period of time, putting out effort that may not bring in revenues, bringing in outside resources that can be expensive, being flexible and open to change, planning, testing, tweaking, revising and speculating. Marketing is an on-going, continually evolving process and there is no room for sitting on ones laurels. If you are not consistently working on and evolving your marketing process, the rust sets in before you know it.

Many fitness professionals tend to do the very minimal of amount of marketing to get by, and fall into patterns of avoidance, procrastination and anxiety when it comes to business development. Before long these bad marketing habits become deeply ingrained and are hard to break. 'Getting By' marketing might be ok when the economy is doing well, but when the economy is in a rut it can be very dangerous. Marketing, for most people is definitely one of the most necessary evils. It is necessary, but it does not have to be evil - in fact, the perception of it as being evil is at the core of the problem. Most of the bad vibes that come from marketing are based on false perceptions. These mis-perceptions can often times be dispelled simply by taking action. There is a saying- 'When you don't know what to do- do anything...'. Here are 10 tips to help you move beyond the fear and resistance to marketing and business development.

1. *Incorporate 1 New Marketing Strategy Immediately:* Every fitness business should have at least 3 marketing tactics in effect at any given time. At least one of these tactics should be a web-based marketing process. If you have less than 3, choose at least 1 from the list below and do the research within 2 weeks and initiate the tactic without hesitation:

Adword/PPC Marketing	Article Submission
Email Newsletter Marketing	Press Releases
Networking	Formal Referral Process
Advertising	Prospecting
Marketing Presentations	Search Engine Optimization
Viral Marketing via the web	

2. *Create an Organic Marketing Plan:* An organic marketing plan is a formal document that is reviewed, revised, and adjusted on at least a monthly basis. A marketing plan can be very easy to create. It simply outlines each of the marketing strategies that you are using, lists the resources for each strategy, features 2-10 weekly, monthly and annual goals for each strategy and lists a series of action steps for each strategy.
3. *Create a Business Development Awareness Chart:* Start by creating a list of everything that is important to do on a daily basis in order to grow your business. Add these items to the left hand column of a chart. Also create 31 columns –

representing the days of the month. At the end of each day simply check off if you have accomplished each of the items on the chart. This very simple system is a great tool to keep the important items of the day on the forefront of your mind. The chart can be revised regularly with new items- and you will find that once you start using it, you will come up new ideas to add. This chart can also be used for daily items for well being for your personal life. Below are a few ideas that can be added to your awareness chart for daily items:

Business

Call 5 prospects  
Spend 1 hr. working on bus growth  
Review Goals  
Make to do list for tomorrow  
Empty email in-box  
Write educational article  
Follow up with 5 prospects  
Work on educational presentation  
Start work by 9:00, end by 5:00

Personal

Yoga 30+ minutes  
Bed by 10:00 pm, wake by 6:00 am  
Practice Gratitude  
Quiet Time  
Read  
Write in Journal  
Walk with dogs  
Focus on breathing  
Meditate 30+ minutes

4. *Create 5 Business Development SMART Goals:* A smart goal is a goal that is specific, measurable, agreed in writing (written down), realistic and time activated (has deadline). A non-smart goal is typically just a wish. Taking the time to convert a wish to a SMART goal and this will make a huge impact in the possibility of accomplishing the goal. Choose 5 goals specifically designed to grow your business, convert them to SMART goals and read them daily.
5. *Educate Your-Self on Sales & Marketing:* Your ability to market and sell your service are actually more important than the quality of your service - when it comes to growing your business. Look for e-books, books, courses, webinars, workshops that focus on marketing and business development and do 1 thing per month to expand your knowledge. If you can find marketing education that is specific to fitness that is even better!
6. *Spend 1 Hour per Day Working 'On' Your Business vs. 'In' Your Business:* Many trainers get so caught up in the day-to-day that they forget to take the time to work on growing their business. This is referred to as working 'in' your business vs. 'on' your business. Take 1 hour per day- preferably morning- and work on growing your business. If you don't know where to start, start with research.
7. *Create 1 Educational-Based Presentation to Deliver to Corporations & Organizations:* You are an expert in your field and in most cases you know more about health and fitness than your prospects. It is much, much easier to educate than sell and while you are educating them on the benefits of your service are actually doing the selling- making your job much easier. If you can create a 30-minute education program on any area of health and fitness you will find that



there is a demand for what you know. If you present it as free education you will also find that corporations and organizations are looking for opportunities to show their employees/members value by offering free education.

8. *Join a Networking Group:* It is not always what you know, but who you know... You can actually grow your sales-force overnight without having to pay them by joining a networking group. Once you join you will struggle if you don't practice giving more than receiving. You will find that if you join a group and are actively promoting the other members that they will go out of their way to promote you and your business.
9. *Prioritize Lead Follow-Up:* Statistically, it takes on average 7 contacts to convert a prospect to a client and most people give up after 2. It takes significant time, money and energy to get interested prospects- it is a shame that most people let them go after 1 or 2 contacts. Develop the reputation for being pleasantly persistent- many of your prospects will actually appreciate it and few, if any will resent it. Remember that you have a great service and it is in your prospects best interest that you help them realize it.
10. *Automate/Simplify Whenever Possible:* There are many ways to automate and simplify marketing processes and the more that you can do to take a load off your plate, the more time you can spend in the one-on-one sales process. Here are a few ideas:
  - Hire a personal/virtual assistant to work on low-skill items that take up your time. Realize that your time has to be worth more than \$10-\$15 per hour.
  - Initiate auto responders and opt-in forms into your email marketing program.
  - Use auto responders in your email program to let people know that you will only be responding to email a few times per day. Email can be the biggest time waster.
  - Use a CRM (contact retention management) program to manage all of your prospects. Your prospects are like gold and you should have some type of system to manage the follow up process or it just won't work out. Check out systems such as [www.salesforce.com](http://www.salesforce.com) or [www.act.com](http://www.act.com).
  - Use an email service provider such as [www.constantcontact.com](http://www.constantcontact.com) to manage your email marketing program.

Now is the time to do what takes to break the chains and shackles of limiting beliefs and patterns around marketing and business development- the fate of your business may utterly depend on it. If you have any questions about any of the items in this article or any other- or if you have any questions regarding our web services don't hesitate to contact us. We not only help our clients get on the web, but to succeed on the web!



Mikel Bruce  
WebFlexor PT Websites  
888.282.7818  
[www.websitesforpt.com](http://www.websitesforpt.com)