

## Tapping into New Years Resolutions

There's a small window of marketing opportunity available right after the first of the year -lasting for about 2-3 weeks - based on 'New Years Resolutions'. On a psychological level people re-evaluate their lives and tend to feel a renewed sense of enthusiasm toward change. This is a very important time for your business to have as much visibility as possible and to be in front of as many prospective clients as possible with your services, discounts & special offers on your services and channels to capture their contact information so you can market to them in the future.

The Internet and your web presence are both very important factors in establishing a connection with your potential clients. In today's market a web connection can be as important as a physical connection and in many cases leads to a physical connection if your website is doing it's job. Here are 10 tips as to how to leverage the Internet, your website and other marketing techniques to become more visible in order to tap into 'New Years Resolutions':

- 1- **Value-Added Membership Service-** Start the year by offering your existing and new clients a free membership service as a value-added component of your service. A membership offer could be as simple as access to web-based password protected area of your website where they will be able to access proprietary information such as articles, videos, or any other type of educational information related to your service. A membership password protected area could easily be added to your website- just ask your web designer.
- 2- **Update or Set up a 'New Years Resolutions' Adword Campaign-** Over 80% of the people searching trainers and fitness professionals is now done via the Internet- so securing an optimal spot in Google and other search engines could drive a huge amount of traffic to your website. Getting ranked in Google in an organic search could take a long time, but you could secure an immediate spot in their ad-word section. Unless you live in a large city, the key-words that relate to your business are probably not very competitive. This means that Adword marketing could be a cost effective way to drive traffic to your site. One of the benefits to the ad-word or Sponsored Link programs offered through Google and other search engines is that you can update the links, titles, and descriptions at any time using their management tools. If you already have a campaign set up, or if you are willing to set up a campaign, change the text in the description to feature your New Years discounts or specials. Since most people are in the shopping mode and looking for discounts it could give you a competitive advantage over other listings in the search.
- 3- **New Year's Resolution Special-** Incorporating a New Years special or discount sounds pretty basic but a lot of trainers tend to neglect such offerings. If you already do have an end-of-year discount promote it as actively as possible. Add it to your website in a prominent spot, include it in your emails, and any other types marketing campaigns that you are involved in. Remember, that this is a great time to get new clients and offering a generous one-time discount could secure a client that could be with you for a long time.
- 4- **Incentive Based E-Newsletter Opt-In-** Setting a goal of growing your email marketing database would be a great New Years resolution for your fitness business. The easiest and fastest way to do so is to add an email opt-in form to

- your website and to offer some type of e-gift such as an e-book or an e-course in order to incentivize your visitors to sign up. The e-gift can be linked in through an auto-responded in order to automate the delivery. Another incentive could be a discount or free membership for your service.
- 5- **Power Partner Networking-** There are powers in numbers... Most small business owners are also investing time and money into their marketing process and there is no reason that you can't combine some of your efforts. Take time to identify 3-4 reputable service providers that offer complimentary services such as yoga teachers, massage therapists, chiropractors, ect... and set up a meeting in order to brainstorm ways to cross promote each other. Some ideas such as: cross linking websites, co-creating presentations, mentions in each others email newsletters, or simply referring business back and forth are great ways to work smart vs. hard.
  - 6- **Commitment to Follow-up-** Every lead and prospective client that comes in should be treated like gold since prospective clients are the only thing that can be converted to actual clients. Statistically it takes on average 7 contacts to convert a prospect to a client and most people give up after 2. This is the easiest way to work hard vs. smart since getting and converting new prospects takes much more time, money and energy compared to converting existing prospects. A great investment in the New Year would be a Client Relationship Management Program (CRM). A CRM is a service designed to give you the tools to track and manage your prospecting follow-up process. The most important part of the sales process is follow up and a lack of follow up is the most common place that energy and momentum are leaked.
  - 7- **Being Responsive vs. Reactive-** In today's market, with a difficult economy and fitness businesses struggling, it's simple to slip into a reactive mode- meaning dealing with each situations or problems that arise without fully considering the longer term ramifications on your business. Reactive business behavior can become a habitual process that keeps your focus on putting out fires vs. growing your business. One of the best ways to be less reactive and more responsible with your business is to dedicate at least one hour a day to working 'on' your business versus just 'in' your business. Working 'in' your business is analogous to doing the day-to-day work and activities and dealing with situations as they arise. Working 'on' your business is investing time working on projects and actions designed to growing your business. Working on marketing projects are the most common activities that are aligned with working 'on' your business.
  - 8- **Holiday Wishes email blast-** Take a few moments to putting together an email to everyone in your email database wishing them a happy holidays. Include a subtle reminder at the end of the email, or in your signature about information on some type of Year-End special or discount that you are offering.
  - 9- **Holiday Gift Certificates-** Just about every business can offer on-line gift certificates and gift cards and it's easier and more cost effective than ever before to get them designed and printed. They can be sold directly over your website through a shopping cart or pay pal page or through 3<sup>rd</sup> party web-based companies that will handle the entire transaction. If your clients already value your service, you can make it simple for them to both refer you to others and to get gifts for their friends by offering gift certificates and gift cards.
  - 10- **Super Charge your referral program-** Many fitness businesses have been built on referrals by actively promoting their referral programs to their clients. The best referral programs are those that offer incentives to both the referee as well as the referrer. It's in your best interest to make it worth while for your clients to refer



you by rewarding them for their efforts and to make it easy for them to get others to commit by incentivizing them to come and check you out. You might want to consider a Refer-a-Friend program by offering a free training session or some type complimentary service to both parties. By making it complimentary you could remove most, if not all of the resistance to having your clients refer you. They are already using your service and would certainly not be opposed to a freebie - and it can be easier for them to convince their friends if there's not a financial investment for them either.

2009 is going to be a very interesting year regardless of what happens with the economy. Most fitness businesses are feeling the pain or discomfort of the changes that are upon us and each of has a choice as to how to respond to these changes. It's simple to slip into a reactive, fear based state and this will keep you like a deer in the headlights. In some cases when you don't know what to do the best thing to do is to do anything! Action creates shifts and these shifts will begin to change your perspective and give you a new vantage point on your situation. Regardless of what happens with the economy, some fitness businesses will rise above and prosper, and the ones that do are the ones that will have made the effort, and taken the steps towards make their businesses visible.

On-line visibility is one of the quickest and easiest ways to get in front of people. In today's market, most personal training clients expect their trainers to have a professional web presence and if you don't your credibility and professionalism will suffer before your prospective clients get a chance to even speak with you. Your website will be the first thing that many of your prospective clients will see of your business and it is one of the most important places to put your best foot forward.

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