



## The Complete Personal Trainers Marketing Master Plan

<http://pthub.com>



Let us take the strain of your marketing

<http://pthub.co.uk> & <http://pthub.com>

Version 1.0



In April 2009 I **saved** a Personal Training Studio over £10,000. That's how much they were quoted by a marketing firm here in Birmingham for a professional marketing plan and implementation of a few simple ideas, with no guarantee of results! I showed them the actual strategy for free and also how to **make an additional £25,000+ a year** through a properly implemented marketing and promotion plan. I now run there marketing for them and there business is growing month on month and all this during the recession!

It worked so well I've decided to release it to all Personal Trainers **FREE OF CHARGE!** This is the result ...

### **First off, Let me tell you a little bit about me...**

My name is **Chris Laing** and I've been in the fitness industry for well over 15 years now working as a Personal Trainer, Gym and Personal Trainer Manager, Club Manager and Independent Club Owner and I currently run a successful Company in Birmingham. I've just released the improved **Version 2 of PTHub.co.uk and PTHub.com**. I've invested thousands of pounds and more hours than I care to remember into the project and I'm truly excited to launch PTHub.co.uk V.2 and I hope you'll take 5 minutes to have a look. This Marketing Master Plan has taken me 2 weeks of dedication to produce with additional information in my PT Marketing Blog at PTHub.com. I'm giving it you Free, but for those of you serious about growing your business this year, please give me a call on 0845 307 6504 and lets talk about a PTHub.co.uk marketing membership to boost your business.

PTHub version 2 is the only proactive Personal Trainer Marketing solution on the market. Encompassing a full, tried and tested, marketing solution with the sole aim to increase your PT revenue dramatically.

**However, I appreciate some Personal Trainers will want to manage there own marketing, hence me releasing this full and comprehensive marketing plan that will enable you to generate new business and add thousands of pounds in additional revenue to your bank account. But bear in mind, PTHub.com and .co.uk offer all the below in an affordable managed package designed just for YOU!**

**Read, Digest, Implement and Reap the Rewards!!!**



Every good marketing plan should involve Online and Offline activity. We'll start with Online....

- 1) I'm assuming you have a website already (if not, and you want one, email me at [chris@pthub.co.uk](mailto:chris@pthub.co.uk) ) lets look at what should be on every **HOME PAGE** of every Personal Trainers website
  - a) Your **Phone Number** – Make it stand out
  - b) Your **Email Address** – Should be clickable and opens an email form once clicked
  - c) A **Contact form** – yes some people are that lazy they wont copy your email address, so make it easy for them and add a contact form or visible link to an email form or a hyperlink that opens up an email form.
  - d) **Newsletter / Top Tips / Give away subscription form** – You must gather your website visitor details! Just because the visitor to your website doesn't want to buy today, they may do some time down the line, there is no easier person to market to than an 'action taker'. The 'action takers ' in this case are the website visitors who have requested your newsletter / top tips/give away. Make sure you send one newsletter a month without fail with a call to action! That's your offer, e.g. buy 12 sessions get 2 Free!  
The best email marketing tool on the market today is available here with a video guide on how to use it effectively  
<http://pthub.com/personal-trainer-marketing/the-best-email-marketing-service>
  - e) **A Picture of YOU!** People are 3 times as likely to email someone they can put a face to. It's an icebreaker and reassures the client when they can see who there **actual** trainer will be! Don't use a drawing / caricature or an image of someone else, use a real picture of YOU.

Who would you choose from the 3 images below to be your Personal Trainer?



OR



OR

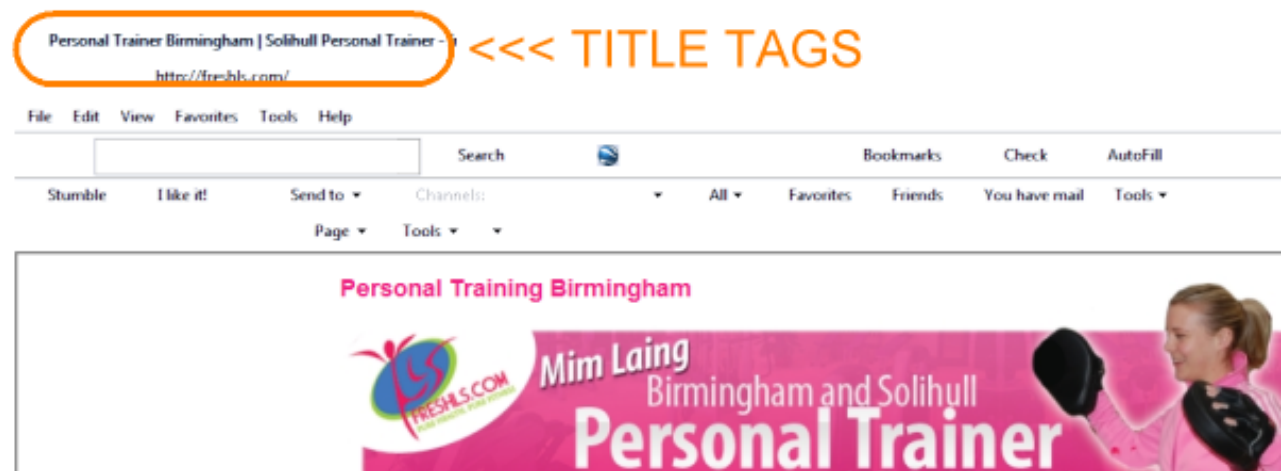


???

**Any sensible answer will pick the middle one!**



- f) This isn't an SEO (search engine optimisation) Tutorial but your main page of your website should be **optimised for your region!** This includes your main desired search term in your HEAD title tags and not your own name or business name, a major school boy error repeated in millions of websites worldwide (e.g. Personal Trainer Leeds), Header tags (H1,H2,H3 and H4) should also have your desired search term, Description should start with your desired search term and you should bold your desired search term at least once on your own page. The total keyword density of your home page should be at least 2% to 10% of what you want to rank for! Avoid websites programmed in flash that do not have an html alternative.



- g) **Your latest offer/ new client offer**

- 2) **Landing Page** – Every Personal Trainer should also have a Landing page to back up there website – Why? If you already have a website! A large number of people who buy online browse a large number of sites and forget about some of the sites they have visited. Having a one page website with basic details allows them to make a quick enquiry and gather the important details, more importantly it enables you to capture there's! You'll be surprised how many enquiries come by way of a simple landing page! **DO NOT Underestimate the power of it!**

Landing pages will also be important for your Google Pay Per Click Campaigns.

### **That's 2 simple steps everyone can do.**

If you need a Website or Landing Page please consider using PTHub.com's service. We offer professional sites designed for Personal Trainers. For more information visit - <http://pthub.com/web-design/> for websites and <http://pthub.com/landing-pages/> for Landing Pages.

We have also negotiated low cost hosting for all Personal Trainers. You can buy it for 1 pence for month 1 and from £3 per month onwards. It comes with a featured packed control panel where you can easily set up email addresses and websites as well as monitor your visitor stats.

Visit <http://pthub.com/web/0> and use coupon code HGC25 to get the first month for 1 pence

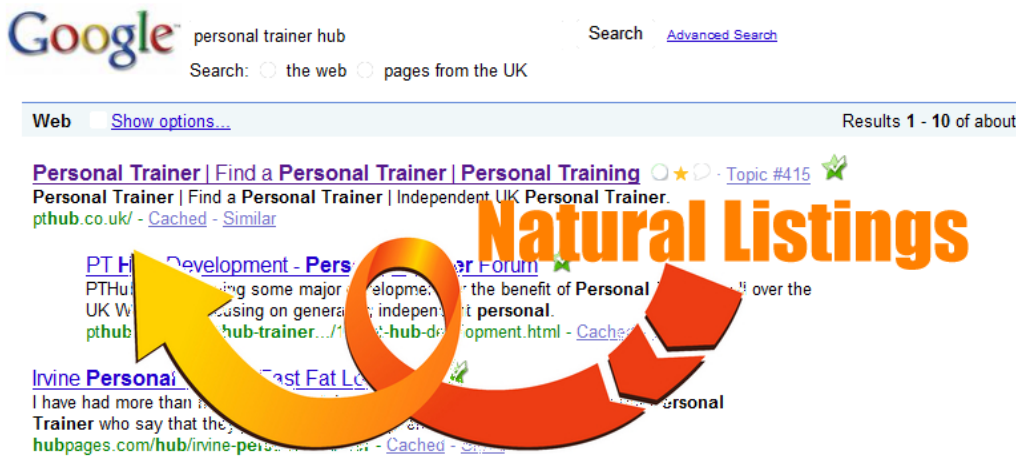


Now you have your online presence sorted, let's get the right people to your site/s...

**Submit to Google!** Google's home page is made up of several different elements.

**You should be in at least 3 of these!** You can submit your site to Google by typing **Webmaster Tools** in Google search and creating a FREE account with them.

- 1) **Google Natural Listings** – As I mentioned above this isn't an SEO tutorial but follow the basic advice above and you won't go far wrong. A tip to help you get indexed quickly is to submit your website to Digg.com and through Google's own webmaster tools, Try It!



- 2) **Google Business Listings** – For a complete guide on how to accomplish this visit <http://pthub.com/personal-trainer-marketing/how-to-set-up-google-local-business-listings/>

As with the natural listings, only 10 results are shown on the front page! Visit PTHub.com to learn how to dominate these listings and muscle your way to the top!





- 3) **Google Paid Listings - Adwords** – Watch my FREE tutorial on creating a successful adwords campaign in under 5 minutes. I show you how to choose the right keywords, how much to pay for them and how to write compelling ad text that will make you stand out from the crowd.  
<http://pthub.com/personal-trainer-marketing/how-to-set-up-a-google-adwords-campaign/>  
**This tutorial is worth its weight in Gold.** It will teach you several things that most adwords campaigns miss out on. Watch it and read it now.  
**WARNING!!!...**  
Are you currently paying an external marketing company £99+ just for Google Adwords? Did you receive a cold call from them? **STOP RIGHT NOW, YOU ARE LOSING MONEY!** these are mass SEO sweat shops, often based in Spain (ask them where they are) and they're not doing you justice! Part of your budget is just there profit and isn't working for you!  
**For the same money you can benefit from all of PTHUBs additional targeted marketing services, including adwords. Consider taking out a PTHub.co.uk membership and measure the difference!**
- 4) **Directories** – Submit to as many as possible, but at the very least submit to all the below
- Yellow Pages
  - DMOZ.com
  - Digg.com
  - Personal Trainer and Fitness Related Directories (again search Google or check out the list at PTHub.com)
- 5) **Be proactive in online related communities**, you'll be surprised the amount of business you can pick up just by being active in online communities. Browse the web (Google.co.uk) with search terms such as **Personal Training Forum**, Fitness Forum, Exercise Forum, Weight Loss Forum, etc and get posting regularly. Also look at other forums and communities such as Business Forums etc
- 6) **Consider other Ad networks** – E.g. Facebook ads – read my free article <http://pthub.com/personal-trainer-marketing/facebook-ads/> on how to set up a Facebook Advertising campaign.  
Facebook ads are great as you can target your audience. E.g target women who have a profile stating *engaged* to get those potentially interested in getting into shape before there weddings!

**That's the web cracked, let's get to your offline campaign**



- 1) **First off, do you have existing clients?** If so, remember the 80:20 adage. 80% of your business will come from 20% of your clients. Getting them referring to you is easier than you think. Set up a referral program with rewards. Offer them a free session for every client they refer to you, or offer them a free tshirt etc etc

I appreciate its sometimes hard to hand out referral cards to existing clients, so get them subscribed to your newsletter and add it in there! Referral cards should always be handed out on your initial meeting.

Ask yourself, are you currently doing this? If not why not? Start today! Get your email marketing software here – <http://pthub.com/web/1>

## 2) Business Cards

### What an under used, under valued marketing tool

Lets look at 2 examples of a Business Card that a Personal Trainer will use.

Here's one that will **not** work properly for you but has the basic info on it

You see many examples of these lying around Gyms. Ask yourself, why are they still lying around in a gym, why aren't they in peoples hands?



### Now lets look at a Business Card that will work for you...



Here's one with all the important bits marked out for you

*your email address* **mim@freshls.com**

*a picture of you* 

*your name* **Mim Laing**

**Personal Trainer**

*what you do!* **Get Fit, Lose Weight and Have Fun**

*your phone number* **07969 088 797**

**FREE HEALTH & FITNESS CONSULTATION** *a free, no obligation offer!*

**www.freshls.com** **T&C's Apply**

*your website*

Here it is without the scribble....

**mim@freshls.com**

**Mim Laing**

**Personal Trainer**

**Get Fit, Lose Weight and Have Fun**

**07969 088 797**

**FREE HEALTH & FITNESS CONSULTATION**

**www.freshls.com** **T&C's Apply**

Years of research shows that if a 'buyer' see's a picture of the person they want to contact or do business with, they are **3 times as likely to make that contact!** Pair this with an irresistible free offer and easy to see contact details then you have more chance of closing the deal.

Bear in mind this scenario. A potential client is working out in the gym. They see 4 or 5 trainers busy training clients and they like the look of you and your training style. As you're busy they look at the table where all the PTs business cards are. None have a picture on! How is that potential client going to contact the right trainer.



Now imagine the same scenario with the above business card! **PUT YOUR PICTURE ON YOUR CARD!**

You could even go one step further with the above and add a call to action to the offer.

**E.g. Free Initial Consultation ...**

- a) to the next 3 clients who call me
- b) If booked today /within next 2 days
- c) Offer expires soon
- d) To new gym members etc etc

Get your business cards designed and printed by PTHub.com and get these working for you!

If you need a professional card designing like the one above, call PTHub on 0845 307 6504 or email [chris@pthub.co.uk](mailto:chris@pthub.co.uk)

**Other ways to get your name and business brand out there include...**

- a) Get client tshirts printed, your clients become a walking billboard for your services
  - b) Mouse Mats, Pens and Water bottles are all cheap to produce and provide a constant reminder to your clients that they should be personal training.
  - c) Produce a free guide and give it away online and offline
- remember, those who aren't a client today, may well become a client in the following months.

One of the best online newsletter tools is available here...

<http://pthub.com/personal-trainer-marketing/the-best-email-marketing-service/>

Build this email list and email your subscribers regularly and reap the rewards.



- 3) **Tap into local businesses** and offer free health checks with the lead into making this a regular event but next time paid for. You could easily charge £100 - £200 per hour to a local business for a Health, Fitness and Nutrition monthly seminar / event. Making this a regular event not only introduces an additional revenue stream, but introduces you to potential individual clients.

**There are 3 easy to follow steps on how to do this below**

**Step 1** - Getting the details of the decision maker.

Now this probably includes a quick cold call, but it isn't as hard as you think, here are 2 ways to do it...

**Example 1**

Dial the company number – When the receptionist answers use these words and only these words...

**Receptionist** – Hello, Joe Smiths Surveyors

**You**- Can you help me please?

**Receptionist** – I will if I can

**You** – I have been asked to send a letter to the person responsible for your Human Resources /Training and I don't have that persons name

*Receptionist should respond with the persons name*

**You** – and there first name please

*Receptionist responds*

**You** - thanks very much. I will put a letter in the post to them today

The most important words here are... Can you help me please?...

**Example 2**

**You** – Is that company XYZ?

**Receptionist** – Yes

**You** – Im just addressing an envelope – is your post code ABC 123?

**Receptionist** – yes (or she / he will correct postcode)

**You** - So that's – Number 1, Big Buildings, London, ABC 123?

**Receptionist** – Yes (or they correct the address)

**You** – I am sending an invitation for our Health Seminar to your Training / Human resources department, to whom would I address the invitation?

**Receptionist** – Mr XYZ

**You** – What is her/his first name and there position in the company/practice/firm please

**Receptionist** – HR Manager



**Step 2**

Send a letter to local businesses offering a free health and fitness consultation to their staff

Heres an example for you...

*Your Name*

*Your Address*

*Dear Joe,*

*You may of heard that Fresh Lifestyle Personal Training are offering a second round of Free Health and Fitness checks to businesses throughout Birmingham. This highly sought after service books up quickly and I wanted to offer you a priority free booking to reserve a time and day for your staff.*

*We visit your premises in work time and spend an hour with your staff measuring weight, body mass and blood pressure and offer simple health, fitness and nutritional advice. We bring all the equipment and only need a small space to set up in.*

*As I mentioned, there is no charge for this service and the benefits of a healthy workforce are widely known*

*I'll give you a courtesy call within the next 2 or 3 days to see if you would like to reserve a time for your Health and Fitness Checks*

*Thanks*

*James*

**Ok, the important bits of this letter include...**

- 1) You have already been doing this in your area (even if you haven't) and that it books up quickly
- 2) You won't take up much time and space. It shouldn't be anymore than 2 hours and you don't want to get people sweaty at work
- 3) You bring all the equipment, so not putting the client out
- 4) You reinforce it's a free service
- 5) YOU will make a follow up call (how to do this is below)

The critical part of offering this service is to take your marketing materials with you, collect all the personal details of the people you carry checks out on and that you produce and give to the organiser an offer to make this a regular 1,2 or 3 monthly service, but next time paid for.



Most employers would happily spend £100 - £200 for a couple of hours of your time offering health, fitness and nutritional advice once a month. Consider setting a group challenge for your next visit (e.g. replace the mid morning coffee with a glass of water for a month, sell them the benefits of this. If they work on a 1<sup>st</sup>, 2<sup>nd</sup> 3<sup>rd</sup> floor (etc) office set them a goal on who climbs the most stairs in a month instead of using the lift challenge etc. I'm sure you're more creative than me, so think of some ideas yourself.

And remember cross selling. If you work in a near by gym. Find out what the gym will pay you for introducing new members. If the gyms membership fee is £40 per month, that's an annual contract value of £480. An introduction fee of £100 is money for you and a benefit for the gym. Any gym who wont offer an incentive to staff or freelance sales teams for introducing new clients are missing a trick, mention this to the regional sales manager! If they still wont do a deal visit a local independent gym, they will!

### Step 3

#### The follow up call

Here's that follow up phone call...

**You** – Hello can I speak to Mr/ Mrs XYZ please

*On being put through to Mr /Mrs XYZ*

**You** – Hello Mr / Mrs XYZ this is James from Lifestyle Personal Training, did you get my letter?

**Them** - Yes

The purpose of me calling today is that I would like to offer your company priority booking for a free health, fitness and nutrition visit, do you think your staff could benefit from this?

This should be your chance to close the deal. If they say No, don't treat it as a no, Simply say..

That's fine. I'd like to call you again in 3 months time when I repeat this offer would that be ok.

You should get a yes.

Also say you'll send through a poster with information on it for Health and Fitness in the Workplace.

Put something together with your details on for there staff to see.

You now have, at the worst case scenario, made a contact to market to in the future. The next time you call they will know who you are. In the best case, you've got a lead into someone's business and potential future revenue.

#### Important –

- a) Do not try and sell anything during the call
- b) Do not discuss everything on the phone, if they require more info arrange to go and visit them in person
- c) Do not make a statement you cannot justify
- d) If you have to talk about the services mention the benefits only.

**That's it! Let's look at other ways to generate more revenue...**



### Other Top Tips

- 1) Sell your sessions in blocks of 6, 12 and 24 instead of 5, 10 and 20 and encourage a minimum of 2 sessions per week. Always remember to set your terms and conditions too. For example, Sessions valid for 3 months from day of purchase.
- 2) Implement other strategies to break down negative sales barriers. E.g. Train with a friend and split the cost.
- 3) Be proactive, Carry out Free Health checks, they only take 10 minutes to perform and you should pass out your marketing material to everyone and capture their details so that you can market to them. Don't just give them a business card and let them go, get their email and address and get them to opt in to your information
- 4) Piggy back market. That's right jump onto other businesses marketing. E.g. is there a local fitness equipment store near you? If so give the store owner a voucher that can be redeemed for 1 free personal training consultation against any of their sales over £100. So if someone is buying a treadmill from them, they also get a free PT session from you so they can maximise its use. The fitness company get something extra that will help them close the sale and you get an introduction to someone who is interested in fitness  
What about other businesses, Beauty Salons, Golf Clubs, Up and Running, Sports Clubs etc etc
- 5) Offer discounts for training in the day time compared to your peak hours (early mornings and evenings)

### Secondary Spend

Every Business should have secondary spend items that they can up sell and cross sell to their customers. You're no different. PTHub.com will soon be offering Fitness Equipment at trade prices to Personal Trainers, along with nutritional products. Also look at other company's offerings such as *Up and Running* (running equipment) who like to partner with Personal Trainers. You should always offer the basics to your clients and that includes Swiss balls, proper workout gear and other basic home exercise equipment.

### OK, I know what you're going to say...

**But Chris, it's going to take me ages to implement all this,** I hate making cold calls, I really don't want to spend a load of money and time setting up online ads that may or may not work, I can't code landing pages or make those changes you told me to with my website, It'll cost me hundreds if not thousands to carry out all that, I just want to focus on delivering great personal training sessions! That's what I'm great at!

**Exactly and so you should!**

Read on.....



That's why I have developed PTHub.co.uk Version 2 **to do all the above** for the low introduction monthly fee of just £99\* (normal price £149)

Listen, I've given you the tools to do this yourself above

But I appreciate 90% of you would rather invest a little bit of money into your business to help it grow and reach new levels. I'm so confident PTHub can work for you I'm offering a 90 day Guarantee. If after 90 days you don't see a dramatic increase in your PT revenue then I'll market you for a further **90 days Totally FREE!**

#### **Here's a list of benefits that PTHub Personal Trainers receive**

- 1) Inclusion in a targeted Google Ad campaign with a monthly budget of £2500 and growing daily
- 2) Inclusion in the exclusive PTHub.co.uk website that receives over 25,000 visitors per month
- 3) We'll do a proactive telesales campaign just for you and your business in your area on a regular basis
- 4) You'll have access to professionally written marketing materials and tools
- 5) Search Engine Optimisation on your own website included for all our members by our SEO team
- 6) Access to PTHub.com 's private members only area, which includes tips and tutorials that every personal trainer should have access to
- 7) Ongoing targeted promotion.
- 8) A personal PTHub account manager to ensure you are getting the service you deserve and the new clients you want!

Plus loads more....

#### **Simply visit...**

<http://pthub.co.uk/personaltraining/signup>

**and create a FREE account to get started. The moment you upgrade your membership you'll be able to create a PTHub.co.uk profile. Within 24 hours (weekdays) one of our team will call you to implement our marketing strategy for your business**

**We look forward to helping you grow your business.**

Please note – PTHub are a Professional UK Personal Trainer Marketing Business. We can only market a select number of trainers in anyone area. We work on a first come first served basis. You must already be qualified as a Personal Trainer and hold insurance. Our services start from £99 per person (this is already discounted from our normal fee of £149), Groups of Personal Trainers e.g. a Personal Training Studio with upto 5 Trainers costs £199. Individual Personal Trainers based in London £199 and London based PT Studios at £299. Discounts are only available for a limited time. We reserve the right to change these prices without notice.