



# Successful Marketing Strategies

**Used by Six-Figure Earning Personal Trainers**



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# Introduction

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Many have been reading from my blog. Ten's of thousands actually. I thank you from the bottom of my heart for being one of them. For sharing my passion and optimism for the future of the personal training industry. The industry that's been so great to me. After 17 very successful years and counting, it's my turn to give back and help struggling personal trainers around the world by telling the TRUTH. By not pulling any punches, and by not being politically correct. I will do everything I possibly can to ensure that the followers of Personal Training Biz make more money to stay in business, so that they can continue to change lives through personal training.





For quite some time, you've been reading my continual push of WHO personal trainers should market their service to. Maybe more importantly you've been reading and learning WHY you should only market your service to these people. The kind of clientele that doesn't have any of the usual three objections facing you when you market to the general public. Money, time, or support. The kind of clientele that you don't have to "sell" your service to. You won't have to look pathetic while literally begging for the sale if you're straight forward with these people. They just want the truth of what you can offer them and what you can do for them. Their only objection is if you're good enough for them. Be "the one" in their eyes, and they'll market for you. Their friends and family trust their choices and recommendations.



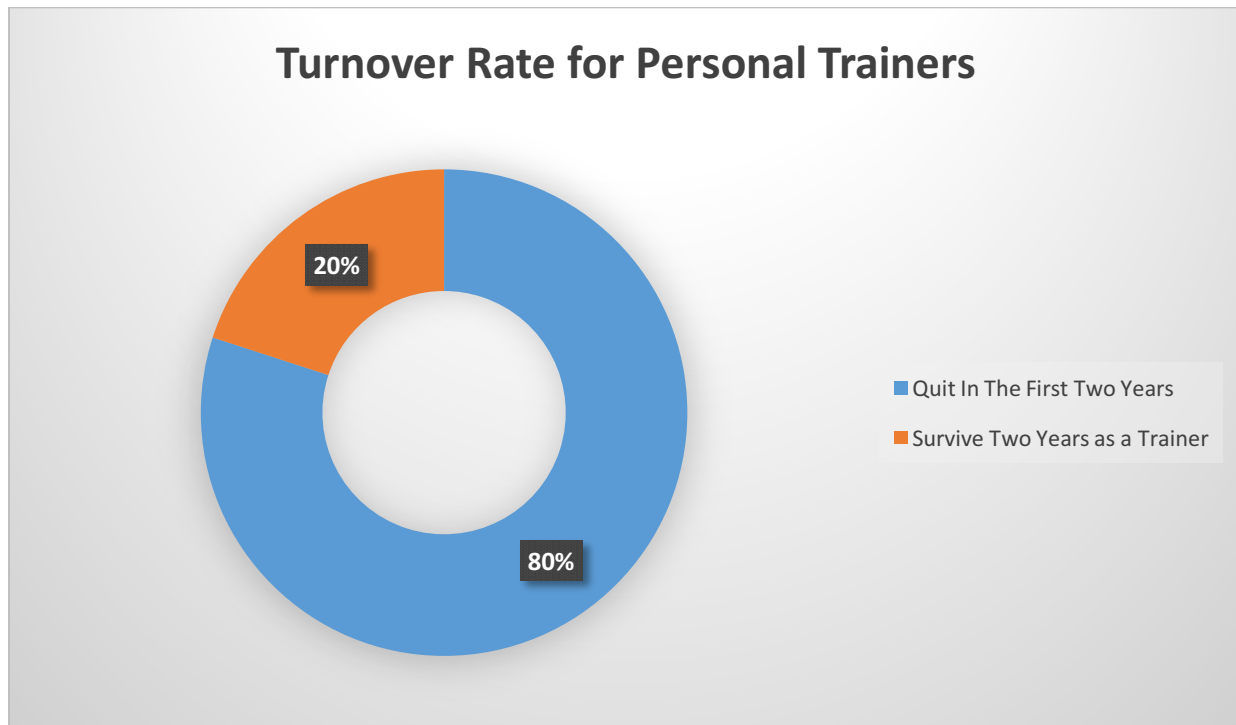
This is also the kind of clientele that won't quit your service. They're people that have never quit much of anything in their life. Ones that have always try hard. Not sometimes. Committed and consistent people. Winners that surround themselves with winners. You know who I'm taking about. Hopefully. **It's of course wealthy and successful people.** The supposedly secret ingredient for a long, profitable, happy career as a personal trainer. It's supposedly a secret, because in my 17+ years as a personal trainer, no one and I mean no one is talking about it or has talked about it. Except me. For many years I have been talking about it to almost every personal trainer and health club owner that I know.

Strangely this information of marketing their service to people that can actually afford it scares them. They continue to struggle with consistent clients, because they feel guilty going the route that I go. They may look rude or mean in the eyes of others. Wow has our world changed. I mean seriously don't you dare try to be successful. Don't you dare look out for yourself first. To this day, personal trainers all around the world continue to beg people to buy their service that have no earthly business doing so.

In many of my blogs posts you've probably noticed me referencing the sad and scary statistic that 80% of personal trainers quit within two years of starting. Bloggers everywhere continue to bash our industry and say that the high turnover rate is due to the majority of personal trainers being very uneducated. How can this be when we are living and personal training during a time where scientific information is a click away?

There is so much easy access for trainers to learn the science from the best minds on the planet, and yet trainers are still dropping like flies. The finger pointing from the bloggers couldn't be further from the truth. Actually most all personal trainers are quite educated scientifically. **Personal trainers continuing to fail stems from being uneducated in the BUSINESS side of personal training, not the SCIENCE side.** The failure in our industry will continue unless personal

trainers figure out that they're training the wrong people. People that can't continue to pay for the service. People that won't get any results.



In this highly anticipated E-Book, I want to finally share HOW I dominated my market for so many years, and continue to do so, and how easy it is. There are so many ways to get known in your city. Today I will show you them. I will show you how to become "the trainer" that everyone wants to hire. When this happens you can then charge what you're worth and raise your prices confidently. You can then fix your horrific gap-filled schedule. You can then be truly happy, and become an even better personal trainer.

Before I get into all the ways to cheaply and easily get known by the high paying wealthy successful celebrity type clients in your market, I first want to delve into some underutilized thoughts on networking in the personal training business.

In almost every blog post and success letter that I have written so far, and in probably every future one that I write, you will notice a common theme. The common theme is me pushing you to market your business to people that have wealth. Not only wealth financially, but also wealth in time and wealth in knowledge. So, not only can these potential clients afford your service long term which helps grow your business, but they have the freedom to workout whenever they want to. Not solely before 8:00 and after 5:00. Also, they have a wealth of knowledge that you can tap into while you are training them. Unless they won the lottery or their parents left them a pile of money, wealthy people are successful people.

## Successful Marketing Strategies Used by Six-Figure Earning Personal Trainers

Successful people have so much wisdom and advice to share with us, because they have EXPERIENCE. I can't even begin to tell you how much I've learned from my clients over the years, particularly pertaining to the business world. One of the major problems facing most personal trainers is that they fail to see personal training as a business. I want to help change this way of thinking by getting you to market to the right type of client.

Remember the saying, "It's not what you know, it's who you know." Well, it's truer than you think, especially in the business world. Any yes, personal training is a business like I've said. How many times has one of your friends or family members gotten a job or a promotion because of who they know? It happens all the time. Some people might think that this is luck, but believe me, you make your own luck. I'm sure you've heard the line, "A million dollar idea beats a high priced education any day." There's a boat load of millionaires who dropped out of high school and didn't go to college. They made their own luck.



Networking isn't for the shy or the unconfident. Great networking ability comes easy to people who have an outgoing personality. So, if you are known to be a quiet boring person my advice would be for you to either loosen up very quickly, or find a new job. (Sorry to some of you for that punch to the gut.)





Successful personal trainers are charming fun people with boat loads of charisma along with the gift of gab. I can tell within five minutes of meeting a new personal trainer if they'll make it in the business while not having a clue about their educational background. I know that's a little harsh, but I've been watching and listening for over 17 years. I know why so many personal trainers fail. I've witnessed it. More than not it wasn't because they were bad personal trainers. It was because they were horrible marketers and communicators. Nobody knew who they were. They were invisible.

Speaking of horrible marketing and communicating, here's a very important common sense tip that I can't believe I have had to give out over the years. **Everyone you know needs to know that you are a personal trainer. Not just your friends and family, but everyone they know too. Your dentist, family doctor, hair dresser, mailman, everybody you come in contact with needs to know what you do for a living.**

These people might not be interested in your services, but they most definitely know someone who would be. They'll sell for you. How many trainers do you think that your dentist knows? Probably just you, because there are far less trainers around than you think, and most trainers don't network very well. So, let's say that your dentist has the governor's wife in the chair one day and the topic of working out comes up. It's a pretty hot topic these days if you haven't noticed. The governor's wife then says that she's thinking about hiring a personal trainer.

What do you think your dentist will say to this? 100 bucks says that they'll say they know a great trainer, and then they'll give her your name. Cha-Ching! Yes, I know that sounds too good to be true, but that's what will happen when you continue to network every chance you get.

The big thing to remember here is that there really isn't that much competition out there. How many personal trainers does your brother-in-law know? One. How about your husband's or wife's



boss? One. What I'm saying is that the more people that know you and what you do, the better, because these people would always hire you or recommend you first. They don't know any other trainers. I know for a fact that some of the marketing/networking tips I give to trainers and owners don't get done, because they think that someone else is already doing it.



"My dentist probably already knows another trainer. Some trainer probably beat me to it." Really? I highly doubt that, but if that's the case, who cares. There's so much of that attitude in our world today. People thinking they're not worthy. Year after year look at all the great athletes, musicians, business owners, doctors, inventors, teachers, etc. that continue to amaze us. Did they hesitate on being great, because someone else wrote a great song or developed a new technology similar to their idea before they did? No. Heaven forbid that Papa John's joins the pizza community fully knowing there's 10 other pizza choices for people. I don't even recognize the picture below. I mean there's no way that people would order from them. They'll never make it. ; )



Almost all the trainers I have come in contact with in the past 17+ years sit around and wait for potential clients to approach them or call them. I guess they're hoping for a miracle, or for the salespeople at the gym to sell their service for them. If nobody knows who you are, how is anyone going to contact you? Why would they? Think about it. Most people would never go up to or call

a stranger for advice. Would you? I don't think I have ever gotten a client who came up to me or called me that didn't know who I was. I always got them from me initiating the sale, or from one of my current clients telling them about me.



My point is that there are plenty of wealthy/successful people out there to market your personal training service to. As I've said, your competition is for the most part, nonexistent. Most every personal trainer isn't marketing their service. And they're definitely not marketing it to the people I want you to market it to. They're too scared to. And probably too lazy. Hence the very high turnover rate in our industry. Truthfully though, as I've said many times before, personal trainers aren't taught much of anything pertaining to the business side of the industry. The side that matters most. I don't care how many certifications you have, or what your degree is. If you don't have any consistent paying clients, how will you stay in business? Who will you share your knowledge with?

Of course you know my repeated and repeated philosophy that you can't grow your personal training business with average income clients. Well, it's more of a truth than a philosophy. ; ) If you go the route of marketing to everyone, all you'll be doing is replacing clients week after week. Who wants that stress? Not me. Point is that if you are working for a health club, there are so many wealthy potential clients outside of your club. **Do you really want the sales people at the club choosing for you? Do you want to draw names out of a lead box? Do you want to try to sell someone your service after their free goal assessment? No way. I'd rather choose my own clients.**

Remember to not be afraid to tell people that you only want clients that can truly afford your service. A person might tell me about someone that wants to work with me, but right away I'll

ask if they have any money, and then I'll wink and smile. I don't want to waste my time or anyone else's. Be honest and upfront. If you work closely with one of the sales consultants at your health club, tell him or her to push wealthy people towards you. If they get you a long term client, slip them \$50.00. Why not be the trainer that only trains wealthy local celebrities? The business owners, the doctors, the big time lawyers. Before you know it, everyone will know that you train the "who's who" in your city. You won't have to worry about a thing once this happens.

If you are doing your personal training solely at a health club remember not to sell yourself short by only going after the members of the club. Your club might have 5000 members, but more than 75% of them can't afford you long term, so don't market to them. In a minute I'll show you a way to go after the other 25%. I bet that the club owner and manager would appreciate some outside the box thinking/marketing. Only a very small percentage of trainers market to people outside their club. There are thousands upon thousands of people within 15 minutes of your location that could afford personal training. Why don't they know about you? Get on their list of contacts. You'll be the only trainer in their rolodex, and they'll respect the fact that you showed some initiative. Successful people love "grinders," because that's how they became successful. They pounded the pavement and networked their butt off all day every day. Here's a quick example of some trainers not thinking... Right now I'm writing this at a really cool local coffee shop. What's a coffee shop usually full of during the day? Wealthy stay at home wives and mothers and/or retired people. Hmmm people with time and money. There's a place to put your business cards here, and I didn't find one single personal trainer card. Not the best marketing idea, but it wouldn't hurt ya know. Oh, and guess what's next door? A health club... SMH... Come on guys. Network. Market yourself.



Here's a question for you. Why did you become a personal trainer? I'm sure most everyone's answer is, "Because I love to work out, I love to go to the gym, and I love helping people." Well, that's all good, but as I've said a million times, what most trainers don't understand from the

start is that this personal training thing is a business first. **It's a business first, because if you don't make any money, you're going to have to quit no matter how scientifically savvy you think you are.** It's the same in every business. If the business doesn't make a profit, it closes. Now, you could work at a gym folding towels and cleaning machines 8 hours a day for \$9.00 an hour and call yourself a trainer, but you'll make under \$20,000 per year. Hey, if that's what you want to do go for it, but I think you want more out of the personal training business. Don't you want to share your knowledge and passion? Don't you want to make lots of money at the same time? Most of you probably got an exercise science degree which usually takes four years of college. Do you really want to sell insurance or work at Home Depot? Well, that's what you're going to end up doing if you don't get off your butt and start networking with the right people. Ask for some referrals. Don't you think that your current clients would want to help you grow your business? Sure they would.



If you fail in this business your clients have to find a new trainer. I don't think they want to do that. People hate change. It's uncomfortable. Plus, believe it or not, every time a trainer fails and has to quit it hurts our industry. Many trainers love to see other trainers fail, because they think, "More clients for me!" Wrong! First off, there are plenty of wealthy clients out there for all of us. Secondly, the more that health clubs and trainers fail, the more apprehensive potential customers become.

Another important idea to remember when it comes to networking is to welcome or initiate conversations that deal with you and your business. Don't avoid talking about yourself. Always be selling. This way you and your service are always fresh in people's minds. Every time you see your dentist just say something charming like, "Hey Doc, when are you going to hire me?" He or she will chuckle, but I bet they start to think about you a little more often. That's what you want.

## **Successful Marketing Strategies Used by Six-Figure Earning Personal Trainers**

When a person thinks about health and fitness or personal training, your name and face need to be thought of immediately. You need to be the only answer to their health/fitness problem.

A minute ago I mentioned that I doubt that I've ever been hired by a total stranger. All of my clients came from me directly marketing to them via mail, email, or through a referral. On the other hand I always get asked questions from strangers (usually employees) when I'm at the store, the mall, coffee shops, book stores, etc. if I'm wearing a health club PT shirt. I'm not saying that these short conversations will result in them hiring you, because most of them can't afford you, but if you generally go to these places at certain locations at certain times of the day you will build a business relationship. At the store and at the coffee shop the conversations are always health based. Whether it's the chia seeds you are purchasing that the Whole Foods cashier is interested in, or at the coffee shop where the barista gives you a hard time if you don't order a "skinny" latte. Why not slip them your business card? What would it hurt? They meet and talk to soooooo many people, and the topic of health and fitness always comes up. Most importantly, who are they meeting and talking to everyday?

As I mentioned earlier, it's mostly wealthy women and retired people that have some free time during the day. I'm sure they would love to join the "club" of having a personal trainer. Remember the quote, "It's not what you know, it's who you know." Well, it's not 100% correct. It should actually read, "It's not who you know, it's who knows you."

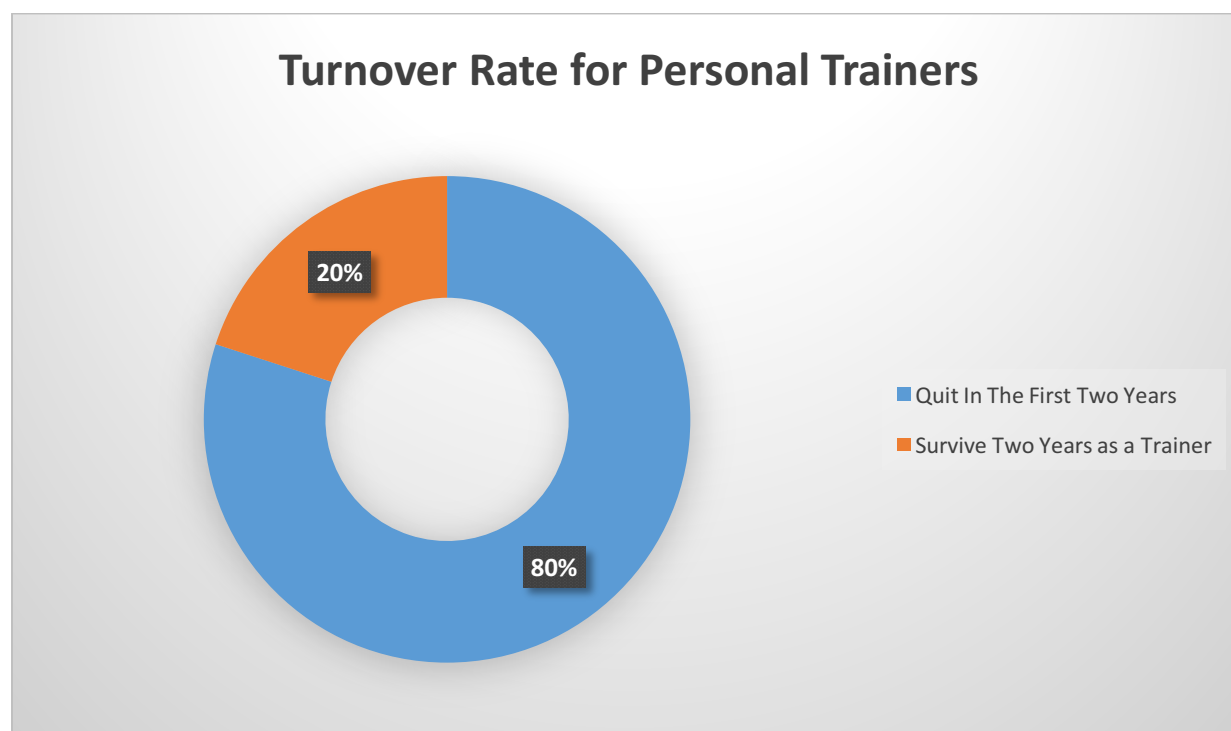


Since I'm the "old trainer" and have been in the business for over 17 years and self-employed for over 15 years, I get asked for help all the time. I've mentored quite a few personal trainers in the last 5+ years. I've witnessed and heard all the frustrations. I've witnessed tears. There's a lot of scared personal trainers out there. In a recent meeting with a pretty experienced personal trainer, they continued to cry, because they were so scared and confused on what to do in this industry to make money. They had the boss breathing down their neck every day. They felt so much pressure, but didn't know what to do. They wanted so badly to continue in this industry, but were barely making it financially. It was a constant burden. They didn't want to let down their



current clients. They didn't want their parents telling them again, "See, I told you that personal training was a bad career choice."

As you have definitely noticed, there's not really anyone out there to help you become financially stable in this industry. Just like all of your college professors, most club owners have never been a personal trainer. They tend to run too many deals which ends up crippling you the trainer. You're expected to renew the client at full price after they purchased six crappy half hour sessions for the price of three. And they probably could barely afford the "special" to begin with. Then there's the PT Director who just tells you to get out on the floor and talk to people. There are a few bloggers out there with good intentions, but much of their advice is almost insulting. Advice on showing your clients how to re-rack weights. Advice to be on time for your sessions. And my favorite, advice on how to get people to pay for your service when they obviously can't afford it. Oh and lets not forget all those role playing meetings they push that you love so much. I'm sorry, but most of the advice out there is horrible. Like I said, I'm sure you've noticed. The stats don't lie. 80% of PTs quit within two years of starting. The advice isn't working.



Honestly, besides myself with Personal Training Biz, there really isn't anyone out there telling you the TRUTH on how to truly make it in this industry. That you don't have to be a great sales person if you market to high end clientele. That all you need to do is GET KNOWN by the wealthy and the successful. I think the majority of personal trainers and most of the general public would say it's impossible to become financially stable in our jobs. Even past trainers that failed in our industry are online telling you to quit. They are now "expert" bloggers pushing you to go the

"easy route" and start a boot camp or add online training to your business, because you'll never make it training clients one on one. Sure, do these things if you want, but they're not the easy fix. You know what's easy? GETTING KNOWN. In the next few minutes I will show you how easy it is. To get known by the right people mind you. People that will pay and pay and pay month after month, year after year.

Ok fine. I think it's time. It's now time that I give you the missing piece of the puzzle. The last bit of supposedly secret information. The information of HOW to get known by the right people. The wealthy and the successful. The local celebrities. The information of HOW to become "the trainer" in your city. It's time for you to get to work marketing yourself. It's time for you to make a lot more money. It's time for you to become a happier and better personal trainer.



With many of the personal trainers around you dropping like flies, there will come a time where you are going to have to start thinking outside the box, and dealing with being a little uncomfortable. By reading information from me with Personal Training Biz this of course has already happened for you. I'm sure that much of my writing has stung a little. I have received so many emails and Facebook messages from personal trainers and health club owners from around the world that my truths hurt sometimes, but to keep them coming. That it motivates them. Remember that the marketing strategies that I push aren't only for trainers who are self employed or work outside of a health club. The strategies are for any and every personal trainer that wants to make a ton of money, and stay in the business. Strategies that will finally allow you to not be scared. Strategies that will bring you happiness in your job. Your life. The bonus is that



these marketing and networking ideas won't cost much, if anything at all. All it takes is effort. Wanting to be the best at anything takes time and energy. Patient persistence.



Ok ok here we go. I'll quit stalling. ; ) In order to market yourself to the perfect high end clientele in your market you will need to introduce yourself to them. Remember, nobody knows you or that you're a personal trainer. Well, not nobody, but not nearly enough of the right people do. To make this happen you will need to simply write the perfect bio/advertisement that you can, so you can send it out to the masses of wealthy/successful buyers that are within 15-20 minutes of you. It needs to be short and sweet, but also very informative and high energy. Mine is exactly one page. Make sure you include all of your credentials. Education, certifications, experience, number of sessions completed, (I'm almost to 35,000 hours) if you have been published, awards, speaking engagements, etc. Potential clients need to feel that you can be trusted. You also need to state your philosophies. Maybe talk about how your workouts are based on the latest scientific research, not magazine articles, or that you don't approve of "fad" workouts.

Now, when it comes to selling, people usually buy when you can offer them a solution to a problem they may have. In your bio/ad let them know that you can get them ready for a wedding, make them a more flexible person, add to their overall well-being, etc. Maybe you want to go after some wealthy golfers. If so, mention that you will make them a better player through a stronger core and more flexibility. You could start your bio/ad with a question. A question where the obvious answer leads them to think about hiring you for help. Like, "Would you like some help getting ready for wedding season? I guarantee to have you down one full size in no time!" or "Are you ready for golf season? With my help, you will hit it farther and straighter. Guaranteed!" Or maybe you're sending this out to the older population. "How is your overall health? I guarantee that within two weeks of working with me your overall sense of well-being will skyrocket!" Give them the answer that they need to hear. Say something to the fact that whatever they want to achieve, you will make it happen for them. Guaranteed. Yes, guarantee

your work. Don't be afraid to say it, because if they listen to you and commit to you, they will get results. You know this. They just need a little accountability.



You need to come up with a knockout punch in your closing. You need to show them that they'd be making a huge mistake by not hiring you, or by not passing your name on to friends and family. Promise them that you will be the "answer to their prayers." You need to make a lasting impression on them, so whenever they think health and fitness, working out, or personal trainer, they will automatically think of you. Let them know that you train people of all fitness levels, and make sure to list many references at the bottom. Also, some of these potential clients might be a little bit nervous. Be sure to reference the fact that not only will they get the results they're looking for, guaranteed, but they can also have piece of mind knowing that you will keep them safe. You will want to mention that they will have a blast working with you as well. Remember, many people on the planet have never worked out before. Fear is holding many of them back. Not laziness.

If any of your current clients are doctors, lawyers, or prominent business owners, make sure to make reference to that. Name dropping works. I subtly do it all the time. Do whatever it takes to get noticed. What would draw more attention to you? Training a teacher or a doctor? Easy answer. Society will almost always think that you are the best trainer around if you train a few doctors. Of course don't forget to leave your phone number and your email address at the bottom, and include a couple business cards. Believe or not I recently saw a personal trainer bio/ad where the trainer forgot to leave their contact information. Oops. Crazy huh?

Now you are probably wondering what to do with this bio/ad, and why I want you to write it. Think about this question. In your mind what is a better way to advertise your personal training business, cold calls or by mail? Going the mail route is a lot better, and I'm going to give you many reasons why. Cold calls put people on the spot. If some telemarketer calls you, you can't get off the phone fast enough, or you just hang up on them. Most of the time, I won't even answer the

phone if I don't recognize the number. Also, you'll probably forget half the things you want to say to a potential client on the phone, because you will be nervous, or you will be able to tell that the person you're talking to is either scared or annoyed. What if you can't get a hold of anyone and you end up leaving voicemail after voicemail. What a waste of time. Unless it's a follow up call, nobody I know takes a sales pitch voicemail too seriously. It will get deleted pretty quickly.

On the other hand, people love to get mail, especially if it has a hand written envelope. Don't forget this trick. People will ALWAYS open an envelope if it's hand written, because they will be curious. If it's some typical envelope from a credit card company or a satellite TV company it goes right to the trash, because we get those all the time. I don't know about you, but personally hand written envelopes from someone I don't know don't show up in my mailbox all that often. Actually, it will be exciting for a person to open, because it will make them feel a little special.

Ok, so again handwrite the envelope. You could maybe use a return address label if you want, but always handwrite their name and address. Go ahead and type your bio/advertisement, but of course make sure to sign your name at the bottom. We want these people to think you took extra time for them. It will seem somewhat personal to them. We want that. This way you're on your way to building a relationship with them. We want them to think, "Hey, this trainer wants to train me! Cool!"

Another great thing about advertising this way is that the person receiving the letter has absolutely no pressure to buy right now. This ad could sit on their counter for a month before they call you, but who cares. At least they are thinking about you, and now they know a personal trainer, and that trainer is you! As I've stated many times, you want EVERYONE to know who you are. The more people that know you, the less marketing you have to do personally. I get calls all the time from people that want to hire me, and I ask them how they found out about me, and they mention somebody I've never heard of. Hmmmm? This strategy works. It works fast, and it continues to work.

# Going After Certain Members At Your Club

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Ok, so who should you send your bio/ad to? People that can afford a personal trainer long term of course. Let's start with the easiest way to get your hands on a bundle of names and addresses of wealthy and successful people, especially if you are working for a health club.



In all my years training I've never known another trainer to take advantage of this brilliant and simple idea, but I hope you will. **If you train at a club, I want you to immediately go and print out the member list. Of course, make sure the addresses are included.** Hopefully, your club is very organized, and demands the entire contract to be filled out when someone joins. Anyways, sift through the addresses and pick out the ones that are located in high end neighborhoods. If some addresses are missing, try looking them up in the phone book, especially if you recognize the name as being someone that is wealthy. As I stated, you only want to advertise to the people that can afford your service long term. And as I've said a million times in my blog, don't get pulled into not caring who hires you. Getting wealthy long term clients will make your life so much easier, and make your job so much more enjoyable.

Now, if you work at a very large club, you're looking at 250+ potential clients that you should send your ad/bio to. If you're at a smaller club this is still a wonderful marketing strategy, because you are making yourself known to more people. Most of the smaller clubs I train at have plenty of potential clients. What if you ONLY grabbed three new clients out of this marketing strategy? What if each new client ONLY commits to you two times a week. On average, that's ONLY an extra \$300.00 more per week and \$1200.00 per month. ; ) You need to also understand that these new clients will be talking about you all the time to their friends and family. People that can also afford you and your service.



Another thing. **Every month I want you to get the new members list.** This way you will be consistently getting your name out. New members are great to go after, because they are all so gung-ho about getting fit. Again, always prioritize the list. Only send your ad/bio to the people who live in the high end neighborhoods. If you're not sure which neighborhoods are which, ask for help. Also, ask your best front desk person and best sales consultant for help when marketing to members of your club that are wealthy and successful, and that don't have a personal trainer for some reason. They see these people come into the club all the time. I'm sure they know who some of the doctors and lawyers and business owner are. Along with the wealthy retired people. Hopefully now you will pay more attention to the members and be able to pick out the ones to market to. It's not hard to spot a wealthy potential client. I can spot one a mile away. Errrrr maybe 20 feet away... ; )

Ya know... Your potential clients, people that live in the big houses and drive the expensive cars not only can afford personal training, but also love to spend money on things that make their lives easier. Hiring you makes it easier for them to get healthy, because you will help hold them accountable. So many of my clients tell me that they would probably not workout without me. The 2-4 appointments they have per week with me makes them consistent. We want our clients to rely on us. You might find this strange, but as I've said in a few of my blogs, I don't want my clients working out without me. I don't want them to think they can.



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Once people from your club start getting your ad/bio in the mail, it's going to be so easy to start introducing yourself to more members. They'll be a lot more winks, handshakes, and pats on the back throughout the day. You'll really be able to showcase your charm now, and everyone will notice. You want all the members to be able to put a face with your name. Remember earlier I said, "It's not who you know, it's who knows you." Members will come up to you and say, "Hey I got your note in the mail. My wife Susan is thinking about hiring you." This would be a perfect time to give them your business card. I recommended sending a couple cards with your ad/bio to each person, but go ahead and make sure to give them another. If you don't hear anything from the wife within a week or two, approach her and razz her a little. Be charming, not a nervous dork. ; ) Just say something like, "Hey Susan how are you? You're husband mentioned that you were thinking about hiring me. If you'd like, why don't you let me show you how foam rolling can benefit you, and you can ask me questions and talk about any concerns that you may have." Again, please be charming. Here's your chance to work on having charisma.



Your boss is going to be so impressed with this/your idea ; ) of marketing directly to certain members. I'm almost positive that they'll pay for the postage. Something to think about is if you are one of many trainers at your club, you might want to keep this marketing strategy to yourself. I doubt you need permission to have access to the member list, but if you do, maybe ask your boss to keep this idea between you and them at least until you get what you want out of this marketing strategy. I'm not a big fan of withholding information that will help others, as I am sharing information with thousands of people through Personal Training Biz, but I just want you



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to test the waters first since you are the first trainer at your club to show courage and truly market yourself instead of relying on others.



# Pay Attention To Radio, Tv, And Newspaper Ads

Here's another marketing/networking strategy that will blow your mind with its simplicity. You'll probably say the usual, "Why didn't I think of this before?" This strategy is another simple way for you to make contact with potential clients that can afford to hire you. Always remember that everyone ISN'T a potential client!



Most everyone would love to have a personal trainer, but not everyone can afford one long term, and you need long term clients to build your business. Otherwise you will be consistently replacing what you lose. Your business can never grow this way. You need retention. Just think of yourself as a new car salesman at a Lexus dealership. Yeah, most people can afford a used Ford Taurus, but not many can afford a new Lexus. You would never waste your time trying to sell a new Lexus to someone you know can't afford it. If you haven't done the math, seeing a trainer 2-3 times per week will cost a person \$400 a month minimum. Middle class people can't afford this month after month, year after year. They will quit after a month or two. I guarantee it. Paying their mortgage is more important than paying you.

Ok, back to the new strategy. How often do you hear or see wealthy peoples' business addresses or email addresses on the radio, TV, or the newspaper? They're everywhere. Lawyers, doctors, car dealership owners, heating and cooling company owners, dentists, bank presidents, you name it. These people CAN afford your service, and I bet that the majority of these people don't have a personal trainer and don't even know one. Well, if I was you, I'd change that. You HAVE TO send your ad/bio and an email to these people. Talk about some cheap and easy advertising. These wealthy potential clients are willingly giving out their name, place of business, and email addresses. Why are they doing this?

To GET KNOWN. Why aren't personal trainers doing this? Well, here's your chance. **Always remember to hand write the info on the envelope.** That way they'll be sure to open it out of curiosity. Don't forget to send a business card along too. Many wealthy people collect business cards believe it or not. Especially business owners, because they are networking gods. They know at least one person in every profession in town. They always "know a guy." If you need your roof fixed, they can give you a name. The more business people that have your card the better. You definitely want to be the personal trainer that they know of. If they don't bite right away send them something again in a month. Show them that you are eager to have their business. Business owners love young passionate entrepreneurs.

If you live in a larger city I'd like you to also go after the top radio and TV personalities. Who in our profession has the guts to do this? Do you? You should, because if you start training local celebrities you will become the "it" trainer. You'd look pretty big time if you were training Howard Stern or Matt Lauer wouldn't you? Now, those two names are a little extreme, but why not go after the big dogs? Their work addresses and email addresses are readily available too. I'm sure their office manager will read through your stuff first, but hopefully it will land on their desk. First and foremost we want them to know who you are and what you offer. I highly doubt that many trainers in your area are doing this. Actually I guarantee that most aren't. Again, by contacting these perfect potential clients, you will be the only trainer these people will know. Also, these local celebrities may even be a little bit flattered that you showed the courage to advertise to them.



Have you noticed that celebrities seem to be the smartest people on the planet? Some of you might be shaking your head saying, "No way!" right now, but think about it. They had to have made many great decisions to make it to where they are. Maybe you read my blog post [Who Are the Best Personal Trainers on the Planet?](#) where I talked about the power of celebrity opinion. Society wants to know what their favorite food is, what their political views are, and what their favorite diet plan is. So, if one hires you, you suddenly become the absolute best trainer around, because remember a celebrity would only work with the best. The general public trusts their choices, because they have made it to the top. In order to make it big, a person needs to make good decisions. Wealthy and successful people tend to do so.



Don't forget that once you start training a TV or radio personality, it could very well turn into some free on air publicity. You know that they'll plug you once in awhile, especially if you get them some great results. Everyone will want to know how they made this body transformation. This might even turn into you doing some TV or radio spots. Then, you become a local celebrity.

Ya know, pretty much every single marketing strategy I give you is not currently being used and will never be used by any other personal trainer in your neck of the woods. I want you to be aggressive with these strategies, so you'll have a stable personal training business that grows and grows. How many of the personal trainers that you know will be in business five years from now? Probably not too many. I feel that most or all trainers get out of the business, because they fail to see personal training as a business from the very beginning. Many trainers think and say, "It



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will take a little while, but people will hire me.” Huh!? When, how, why? Don’t become this trainer! Have some self respect. You probably became a trainer because you have passion for health and fitness and you want to help others achieve physical greatness. This is every young trainer’s initial reason for wanting to be a personal trainer, but your main concern better be making money so you can fix your schedule, avoid burnout, and stay in business.

# Network with High End Chiropractors and Massage Therapists

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Alright, it's time for you to toughen up and find the courage to network with some other business owners. I want you to network with business owners that have the same passion as you and I do. I want you to find the entrepreneurs that want what you want. Consistent long term clients. In the wealthiest area of your city, I want you to locate the most successful chiropractor and massage therapist. Find the biggest/busiest and most posh chiropractic office and massage therapy site (spa) around.



Remember this next statement, and don't let anyone tell you any different. **The best personal trainers are the ones that make the most money.** Read the last sentence again, and think really hard before you start to shake your head no. Think about it again. The same is true for every business. How do you find the best dentist, lawyer, hitting coach, chiropractor, or massage



therapist? You find the ones that have the most clientele, the most money, the nicest car, the biggest house, etc. You look for the most successful person in each field. How can all of their clientele be wrong?

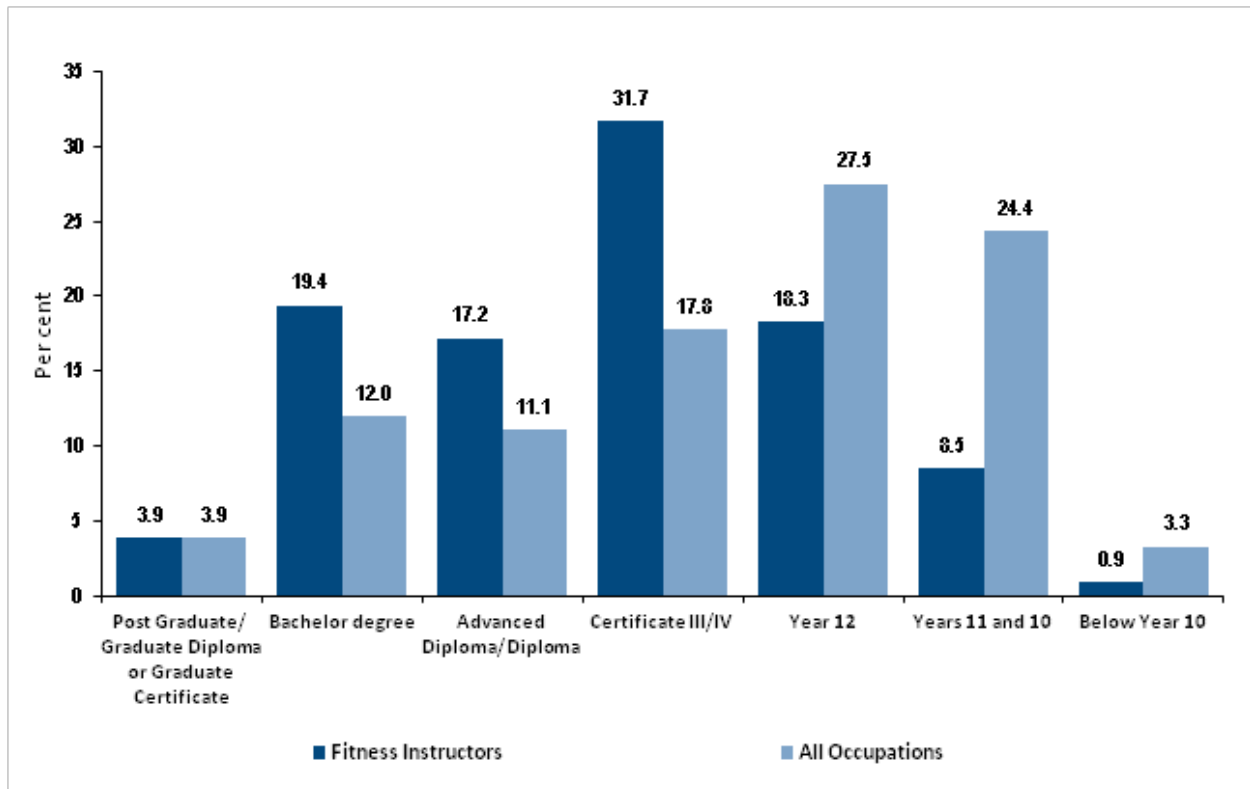
The bonus of networking with chiropractors and massage therapists is that most of their clients usually have a lot of disposable income, and they are very concerned with their health and well being. Now listen, this deal needs to be more than a business card exchange. I want you to build a relationship with these people. You could just call some chiropractors and massage therapists on the phone and tell them you'd like to meet with them to discuss some networking ideas, but I think you should absolutely start with sending them a note in the mail. As I've said, phone calls scare the heck out of people, and you'll probably end up leaving a dreaded voicemail. Go the mail route. Again it's non-threatening, and you can explain yourself thoroughly on paper. In the note address how interested you are to work with them, and how you would love to set up a time to talk. Along with your credentials, philosophies, and some good references if you have any. Also in the note ask them to lunch, (and when the time comes, pay for it) and let them know that you'll be following this note up with a phone call in a couple days. You want this to be more than a business relationship. You want them to like you and your ideas from the beginning. Be passionate and act excited. Most everyone likes to surround themselves with optimistic happy people. Especially entrepreneurs. Work on having a contagious personality and attitude of loving your life and your job. It will rub off on everyone. It is essential that you work on your charm, charisma, and having a magnetic personality.

I want you to take this networking thing as far as you can. I don't just want you to ask them to spread the word about you. The "scratch my back, I'll scratch yours" crap never turns into anything big. I want more. I want you to want more. What you want is their client list with home addresses and email addresses included. Now, in order to get this you are going to have to earn their trust. You earn their trust by building an outstanding business relationship and maybe even a friendship eventually. At your lunch meeting schedule a time where you can train them once per week at no charge. Yes for free. This is about giving up something small now for a big return later. By training them you can earn their trust even more. They're not going to want to send their clients to an unreliable/uneducated trainer with a bad personality, so be at your best. They're not going to put their reputation on the line for you, unless they can see that their clients are going to be in good hands when training with you. Also, chiropractic care, massage therapy, and strength training all go hand in hand, so this networking idea should go over quite well. They will probably want to do a trade with you where you'll receive free adjustments or massages, so you will network for them. Not a bad deal at all.

Remember that them there chiropractors and massage therapists ain't no dummies. Ha Ha ; ) They know the human body quite well, so you better be well informed. I'm not saying that you

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have to memorize the chart below, but ya might not want to make a fool out of yourself. They are all about wellness, balance, stability, flexibility, and strength. As I've said many times in my blog, I know that most all of you are quite educated. All I'm saying is to study up on what chiropractic care and massage therapy entail, because most of their clients have the same beliefs and wants.



Please don't scare them with big heavy movements in the beginning either. I doubt they really care how much you can deadlift. And yes I know that the deadlift is a great exercise so settle down! ; ) My point is that it will truly depend on each individual as you know, but initially you might want to focus a little more on flexibility, core strength, balance, and over-all body strength. In my experience many of their clients have probably been injured at one time or another, probably recently, so be careful.





Not if, but when you get some clients from this marketing strategy I want you to be ready to adapt to each person. What I mean by this is that if a wealthy woman that gets a massage 1-2 days a week from the message therapist that you are networking with wants to hire you, you better be ready to kiss her rear end. Remember it's not about you. You need to become the person that she wants you to be. If she wants to talk about Oprah, you better start loving Oprah. If she hates people that drink, don't talk about the bar you were at the night before. The clients that you are going to be getting love to be pampered.

They love to be taken care of. Always be full of compliments and optimism. Be charming as I've said. Also, never have them put their own weights away, and think about sometimes cleaning the equipment before they use it. Throw in foam rolling and stretching every session too. Always go get a sweat towel for them, and hand them a healthy recipe a couple times a month. These little extras will go a long way with them committing to you, and telling all their friends and family about you. Just learn to become more of an agreeable person.

One other thing you need to do is to ask the chiropractor and the massage therapist to give a heads up to their clients that you will be sending a bio/ad to them. Just see if they can send out a mass email describing your great qualities, and the fact that you are their personal trainer. This way these potential clients will know that your information is coming and will probably be looking forward to receiving it. If their chiropractor or massage therapist trusts you and speaks highly of you, they will strongly consider hiring you to become their personal trainer.

This marketing strategy is a great way to make contact with tons of high quality potential clients quickly, and with very little cost. DO NOT pass on this idea. If you are a little nervous I understand, but realize that you are good at what you do, and take action. By going through with this networking idea, you will also be able to make new contacts month after month, because as their



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businesses grow, so can yours. Stop hoping that the phone is going to ring. Stop dreaming that doctors and professional athletes are going to hire you. THEY'RE NOT GONNA, unless you network. Unless you get known. Who will call you? No one knows who you are. Stop wasting time and go get noticed. Stay motivated. Stay inspired.

# High End Realtors

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I drive a lot. As most of you know, I train at quite a few different gyms, and I train many people at their home. So I listen the radio quite a bit. Mostly sports radio. I hear a lot of local advertising. You know how you hear someone's name that is synonymous with a product or service? Like how Steve Jobs = Apple, or Bill Gates = Microsoft.



Another example is when you think pizza, you might think Papa Johns or Dominoes. Those companies are huge. They have a very high name recognition. Well, when you say realtor, who do you think of?

My guess is nobody. You probably don't know the names of any of the most successful realtors in your city. Well, I do because there's this guy on the radio who won't let me forget his name. He is dominating because he markets himself like crazy. His name is everywhere. I wonder what his specialty is... Oh yeah, it's selling huge homes to wealthy people. What a great person to network with. You're probably thinking that he already has a personal trainer, or that he knows of a few, or that another trainer has beat you to it. Ummmm I doubt it on all three fronts.

Here's what you do. You **MUST** do this! Send a note to the most highly regarded realtor around. The one that sells the most expensive homes in your area. Check the paper and online, or just call a few real estate offices and fib a little. Ya know, just act like you're in the market for a million dollar home. ; ) Ask for the name of the realtor or realtors that only deals with very high end property.

Ok, once you have their name send them a note. Tell them you know how busy they are, but that you'd love to take them to lunch. Talk about the great idea you have of offering your service as a gift to any of their new home buyers. Tell them why you picked them. That you want to work with the best, and how passionate you are to grow your business and help others. Maybe offer a personal training package worth \$250.00, along with your bio, and a couple of nicely done recipe printouts that the realtor can put in their "welcome home packet." You of course will need to

offer the realtor a session or two a week for letting you do this. This is the least you could do. This is a win win for the realtor as well. First off they get you at no cost one or two times a week, and their clients get a great gift from them that didn't cost a dime.

This marketing strategy could also be used with a dentist, chiropractor, massage therapist, physical therapist, acupuncturist, high end hair salon owner, high end coffee shop barista, etc. These establishments could use your packet as a gift for new clients/patients or maybe as a Christmas gift to certain people. Of course only do this with the very high end places. Businesses that are fairly new located in rich growing neighborhoods. Don't be afraid to let people know that you want high end clientele. Believe me, they understand.

One of the most important things to remember is that if the first or second chiropractor or realtor or whomever turn you down or don't get back to you, don't take it personally. Keep trying. All it takes is one. One driven successful passionate massage therapist or dentist etc. to join you in becoming "the one" in your city. When people say personal trainer, your name should be mentioned. Just like that realtor in my city.

# High End Car Dealerships

Just a second ago I talked about the idea of networking with higher end chiropractors and massage therapists. Again, this is a fantastic strategy, because the people that pay for these services are very concerned with their health and well-being. They are not only trying to lead a healthier lifestyle, but they do not seem to be too worried about the costs. Wealthy people that love their body. The perfect client! The next marketing strategy that I want to tell you about is similar only in the fact that the potential clients have lots of disposable income.



Just in case you have forgotten, having wealthy clients allows you to grow your personal training business because they can afford your service for years. This will give you clientele retention, which of course leads to growth and success. Happiness. This is true in every business whether it is in the personal training business or not. This strategy for networking with potential clients, deals with their unconscious need to spend a lot of money on the best of what life has to offer them. Why do you think most wealthy people out there buy expensive cars?

The common answer would be, "Because they can afford it." Well, in my experience I feel there is more to it than that. All of my clients drive Mercedes, BMW, Lexus, Range Rover, Porsche, etc. Yes, these rides are beautiful pieces of machinery, but there is another reason the buyer spent so much. **They see the VALUE in it. Just like a \$75 an hour personal trainer vs. a \$25 an hour one. Which will they choose? We've all heard the saying, "You get what you pay for." Well, most of the time that statement is true. When someone spends a lot of money on something they can expect it to be worth every penny. If it turns out to be a smart purchase and they get exactly what**

they wanted out of it, they will be a loyal customer for life, and they will brag about their "smart" choice to all of their friends and family members.

Although personal training does not come cheap, it too will be seen as an affordable investment to them. If you provide your clients impeccable service and some TLC, you too will have a loyal customer for life, because they will see value in you. Just like a salesperson in the car industry, personal trainers need repeat buyers to become successful.

So here is another option for building a strong clientele base. Send another one of your notes to the owner and/or sales manager at one of the higher end car dealerships. In the note, just like with the realtor, let them know that you'll be calling in a couple days to set up an appointment with them to discuss networking opportunities that will benefit both. Stick with BMW, Benz, Lexus, and Land Rover. Better yet, go to the even higher end dealerships like Ferrari or Porsche if available. I want you to become best buddies with the owner and/or sales manager. Do you know how many wealthy people they know? Tons! The easiest way to build a relationship with this person is to offer them something. What you're offering is a chance to work with you, a great personal trainer, at no cost to them. You're also offering every person that buys a car, the gift of a personal training package.

Ask yourself, how much is this relationship worth to you. You need to answer this question for yourself before making a trade with them or the realtor, chiropractor, physical therapist, etc. If it was me I'd let them know that you would happily train them one or two times per week, if they will push your service. They could add one of your business cards and your ad/bio to every new car sale packet. You could offer every person that buys a new car a personal training package worth \$250.00. I'm not a big fan of saying free. Make sure to put a value on it. This is a great gift and a very original perk that could be used by salespeople everywhere. It's another way for the dealership to say thank you for purchasing a new car from them. Understand that \$250.00 worth of personal training sessions probably isn't that big of a deal to most millionaires. At the very least they have your information. At best, you get new client. Remember, it's not who you know, but who knows you.

A great thing that could come with having a relationship with someone who deals with the wealthy on a daily basis is that this person will know plenty of names of well-to-do people and their place of business. This means access to names and addresses of people that have wealth. You will then be able to make direct contact with many more people that can afford your service. Do not forget that all of these wealthy people have wealthy friends and usually have wealthy family members, so this networking thing could get huge in a hurry. If you have been reading my blog you are already sick of me saying this, but here it is again.



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"You can't grow your personal training business by marketing to the middle class." This is why I don't have you speak with the used car salesperson at a Ford or Chevy dealership. I'm not trying to be a jerk. I'm just being realistic. As soon as you stop thinking "everyone" is a potential client the better off you will be. Be on your way to making a ton of money, and being a lot happier in this business by understanding this TRUTH. Stop replacing lost clients every week that can't continually buy sessions. Most trainers do not know their training schedule from one week to the next, because there isn't any stability in their personal training business. That's why the turnover is so high in our industry. I can tell you what my training schedule will be for the next year. This is what having wealthy/stable clients will do for your business and not to mention, your sanity.



# Direct Mail Advertising

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Sending a direct mailer to homes in wealthy neighborhoods in your city is a fantastic and easy way to advertise yourself to thousands of people that can afford your service. Take a day and drive through some of these neighborhoods and notice the cars and the landscaping. Pay attention to the neighborhoods where expenses were not spared. Nice homes with average cars and unfinished landscaping are not what you are looking for.



You want to send a mailer to the neighborhoods that have huge homes with \$50,000+ cars in the driveways, and a golf cart in the garage. Again again again always always always ; ) remember that everyone IS NOT a potential client. Grow your business with clients that not only have a lot of money, but also love to spend it. You might think that going the direct mail route is old school, and that no one uses this marketing strategy anymore. That's definitely not the case. How many trainers would have the courage to use this strategy or any of the ones I've talked about for that matter?

How often do wealthy/successful people get directly contacted by a personal trainer? Ummmm most of them would say they've never been contacted. What I'm saying is that these people will respect you for your hunger and passion. You're just like them. Like they did to become very successful, you're showing that you want to be the best around, and that you're willing to pound the pavement and work hard. Why wait for the right clients to contact you? Sorry, but they won't contact you. You won't get lucky.

Now, you are probably going to need some help getting the addresses of these very expensive homes, otherwise you will spend a month driving around town writing down street numbers. There are plenty of direct mailing companies that can narrow down your search of wealthy

neighborhoods. By using one of these companies they will help you design a professional looking mailer, and it will be sent to exactly the people you want it sent to. You can ask the company to find the neighborhoods where the average income per household is \$250,000 or higher, or where the homes are valued at \$500,000+. This of course depends on where you live. In some cities a household making \$250,000 is barely making ends meet, and a \$500,000 home is a fixer upper. Bottom line is that with the help of this company, you won't be wasting time and money advertising to people who would never pay for personal training, or know anyone that would. We not only want wealthy clients, but we also want clients that have wealthy friends and family members. How does a never ending list of referrals sound?

You might be a little worried about the cost of hiring a direct mailing company. Don't be. Sometimes you have to spend some to make some. I just talked to a buddy of mine who manages a health club, and they just sent out 4000 mailers for just over \$2000. So, they paid about 50 cents per mailer. If you sent out 100, it would have cost you only \$50, which for most trainers is approximately one training session. I'd take that any day. Just shop a few direct mailing companies and find the best deal. A bonus of working with one of these companies is that they will have tons of samples for you to look at. They will be able to give you some great ideas for your mailer.



The design of your mailer is as important as whom you send it to. Just like I talked about earlier with writing your bio/ad, this direct mailer needs to be a winning ad. Since you will be sending it to the upper class neighborhoods in your city you will need to have some sort of sales pitch that will catch their eye. We definitely want there to be a pause when they flip through their stack of mail and come across your advertisement. Ask yourself, "What do wealthy people do, or what hobbies do they have that may require getting in better shape?" I want you to ask yourself this question, because you can use the answers you come up with on many different advertisements throughout the year.

This doesn't have to be a one-time thing. Wealthy people take multiple trips/vacations every year, so you could use different themes in your ads throughout the year. Ski trips, golfing trips,

island weddings, etc. Say something like, “Get ready for the Best Spring Break Trip of your life by getting in the Best Shape of your life Guaranteed!” Another one could be, “Spring Training Special!” “Sign up Today, and get ready for swimsuit season!” As I've said, golf is another idea that you could run with, because half of the rich neighborhoods are on golf courses. The bottom line is you need to answer a question that a potential client may have, or solve a problem that they may have. In other words, relate to them, and give them what they want. Everyone would love to get in better shape, but try to give them a reason to do so. More importantly give them a reason to choose you to help them.

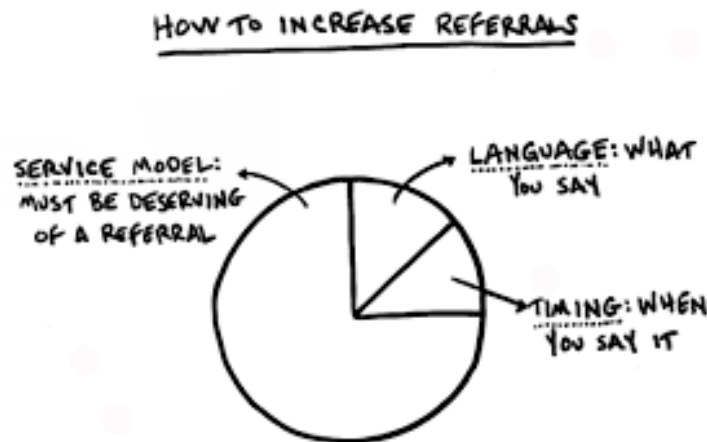
I wouldn't send more than 100 or so mailers out at a time, because you never know what the response will be. Let the first 100-200 mailers be a test. If there isn't much of a response, you will probably need to change the ad/mailer. If it goes well, you are set! You might not have to dominate the city after all. Just dominate a couple neighborhoods. Remember that you don't need 40 clients when they're wealthy. Seriously, get 15-20 committed high end clients, and start doing anywhere from 30-60 high paying sessions per week every week. Beautiful!

So, yes, this marketing strategy isn't free, but it's a wonderful way to narrow down your search for wealthy clients. Middle class people do not live in wealthy neighborhoods. They don't drive Range Rovers. Every family that lives in these neighborhoods can afford you. They can afford you for years. Notice I said every “family.” This means that the adults aren't the only potential clients. **In a very near future E-Book I will talk to you about the future of personal training.** Training kids is the future in this business of personal training. Not only high school and college athletes like I do, but also just normal everyday kids that want to be healthier. Maybe their parents want their kids to be more active, knowing that they spend too much time on the internet or their video game system. Wow, that sounds like me. Xbox Live anyone? No, I'm not going to give out my gamer tag... Y'all couldn't handle me anyways. ;) I've been a nerd video gamer longer than some of you have been alive. LOL

Ok, last but not least. My favorite way of all to get great clients is...

# Asking For Referrals

As I just said, this is the easiest way to get great clients. Once you get one or two wealthy / successful clients through one of my strategies from this E-Book, you'll be on your way to getting tons of referrals. These clients will of course know many people that could afford your service. Hey, maybe you'll get so many perfect high paying long term clients you'll need to turn down referrals. You'll be getting them without having to ask. I know, I do all the time. It's a wonderful problem to have, but just in case you want another client or two, just ask one of your clients for one. Honestly, you probably won't even have to ask. Their friends and family members just end of calling you or emailing you. It's the best compliment that a current client can give you.



Referrals are such easy sells, because as I've mentioned in a few of my blogs, people trust the opinion of wealthy and successful people. This is because wealthy and successful people have made some great decisions in their life to get where they are today. Why do you think certain clothes or cologne companies hire big time athletes or super famous actors to push their product? It's because people listen to them and their opinion. People truly believe that wealthy successful people are smarter than everyone else.

I can't really argue that either. Wealthy successful people are smarter. Hence their fame and fortune. Most people that have a ton of money and success deserve it. They busted their ass for a very long time, and made some good decisions along the way. Sure they screwed up many times as we all do, but they kept working. Kept trying. Kept their passion alive. That's what I'm trying to teach you with Personal Training Biz. Don't stop dreaming. Keep pushing. Learn what you need to do to stay in the industry you love and do it!

Here's an example of how referrals have worked so wonderfully for me over the years. Back, way back in 1998 when I was just starting out, and many of you were still sucking your thumb ; ) I started training this woman. Let's call her Sally. Sally was of course wealthy and successful, which was perfect right off the bat. Not too much time passed, and I started training her father who was loaded. Yes! He had just had a kidney transplant, so we slowly got him rolling and built a wonderful, almost father/son relationship.

One of his friends who was the president of a major company in town had also just had a kidney transplant, so I started training him too. Then the wife of the president of the company starts with me. Not too long after that Sally's brother and mother joined in. Then her brother's (the brother I already train) son who was a big time high school football player started with me as a sophomore, and trained with me all the way through his D1 college football career whenever he was home on break. I'm not done. Then, Sally's brother (again same brother and father of the football player) refers me his buddy who's a partner at the second largest law firm in town. Of course I start training the lawyer's wife too, and one of his clients. I train the partner's son and his wife too. A doctor and a dentist. The partner also got me his lawyer friend and his wife. Wow huh?

How many of these 14 people do I still train you ask? 11! Sally's father sadly passed away a few years ago, and her mom just didn't like to come to that gym anymore because it hurt her emotionally. She missed her husband, and being around me and the gym was too hard on her. I miss them both... I trained Sally's father three times a week for over 12 years. Sally's nephew, the college football player graduated and got a great job on the west coast, so of course I don't train him anymore. So, how did training Sally help me and my business?

Well, I don't know exactly how much money I've made from this referral tree, but I'm guessing it's well into six-figures. Because of her and her family, and a few of their friends, I not only made a ton of money, I got KNOWN. Is she responsible for the results I helped all of these people achieve, or how I treated them in order for them to "fall in love" with me? No, but it all started with her. Bottom line is that because of getting this one client, (wealthy and successful Sally) it led to me nabbing many more perfect clients.

Ya know it didn't actually end there. I have many other clients that saw my list of references on the ad/bio that I sent them. They recognized some of the names. They knew some of these people personally, or at least had heard of them. They knew that they were successful people. They knew they were smart, and would only hire the best. This is why you can't market your personal training service to just anyone. Contrary to what an "expert" blogger that many of you probably follow on Facebook said, personal training **IS** for the elite. Just like golf coaches. Just like tennis coaches. Just like having a nanny, or a personal chef. I'm not going to apologize to anyone for telling these truths. Marketing to everyone and ending the "eliteness" in our industry

is what's killing off personal trainers. Pushing all those personal training deals and specials to entice middle class people will end your career. I can't be any more honest than that. Much of what I say stings a little I know, but you need to hear it.



Almost every personal trainer that I've met wants what I have. They want to make the money I make. They want the schedule I have. The freedom. They know what I say is the truth, and yet most are too scared to market to wealthy people. They think it's mean to only market to them, or it's too much work for them. Are you scared? Don't you want consistent clients that get great results and pay you consistent money? Don't you want to end your fears and be able to sleep at night?

How is it mean to only market to high end clients? If it's so mean maybe go picket at the Mercedes dealer and yell, "I want a Mercedes! Lower your prices!" over and over. LOL If you think it's too much work well you better wake up fast. The best people in every industry bust their asses all day every day. They didn't get lucky. I understand fear, but I don't have time for lazy people that play the blame game. I mean how hard is it to get known? It's so easy. Don't you think you should have to advertise your business? How hard is it to believe in your qualities as a personal trainer, put in on paper, and mail it out to high end people? Do you really want to wait around and HOPE you get noticed by a couple doctors and some pro athletes? Do you really think that some big time clients are going to stumble across you and your service? Are they going to go up to the 20 pictures of trainers on the health club wall and pick you? The problem is that NOBODY KNOWS



WHO YOU ARE! At least the right people don't. Just like in every other industry, you need to be seen and heard. Your name needs to be synonymous with personal training.

I haven't sent out an ad/bio to anyone for quite a long time. I don't need to. I don't want to. I train so much. My business manager says I train too much, because it slows down my writing. He's always yelling at me to hurry up. Someday soon I will definitely have to say goodbye to a few clients, but not yet. I really enjoy it, and oh yeah I'm a little greedy. Ha Ha, but during my first five years as a personal trainer, I consistently asked my clients for names and addresses of people that they knew which #1 can afford my service, and #2 may be interested in my service that I could send my bio/ad to. Yes, I always started with #1, but most personal trainers would ONLY ask #2. Remember what I say in almost everyone of my blog posts.

***You can't grow your personal training business by training average income clients.***

They'll never stick. Hey, I'm interested in Ferraris, but that doesn't mean I can afford one. Think about it. Do you really want to be consistently replacing clients that quit after a week or two, or would you rather be doing 50+ sessions per week with 15 stable clients for the rest of your career?

As you have noticed from reading this today, there are many, many ways you can accumulate quality names and addresses of perfect potential clients. Asking your current clients for names and addresses of friends and family members is probably my favorite way, because your current clients will consistently mention you to their friends and family and ask, "Hey, did you get that letter from my trainer?" and "Hey, when are you gonna hire my trainer?" They will network for you. Talk about cheap and easy advertising. The great thing is that your current client did all the work. They told their friend or family member all about you. What your philosophies are, that you're always on time, how much fun you are, how much you've helped them, how much it costs. All the information is already on the table. You don't have to "SELL" them one bit. Yea!

So how did I get my clients to give me names and addresses consistently? I BEGGED! Ha, Ha, well kind of. I tended to keep bugging them and reminding them in a funny sarcastic way, so then they almost felt obligated to help me. Make it so your current clients feel as though it's a priority for them to help you grow your business. Reward them by taking them out for lunch, or give them a \$50 gift card to their favorite restaurant. Don't say, "Hey I'll take you out to lunch if your friend hires me." When their friend hires you, just ask them to lunch. Reward them if they're instrumental in getting someone to hire you. One thing I've learned from all of my clients, who are all very wealthy, is that no one ever buys them anything.

Everyone figures that they have so much money, so they're always the one paying for everyone's dinner, or giving all the gifts. Believe me, they'll appreciate a nice lunch, or a new book. Something thoughtful. The ladies love a bottle of good olive oil or balsamic vinegar. They don't get to experience that very often, because they're always the ones making everyone else happy. This will also greatly improve your trainer/client relationship. The better the relationship the longer they'll train with you, and the more they'll network for you. It's called "personal" training for a reason.

## In Closing

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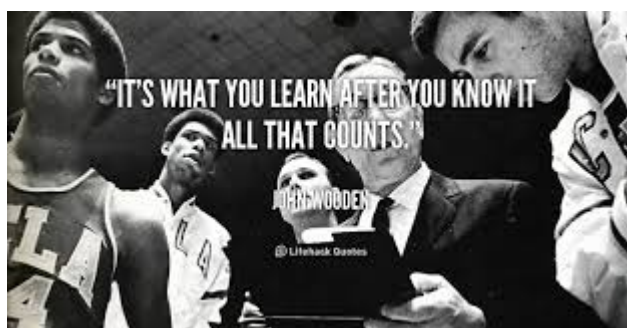
Ok, I better start wrapping this thing up. Before I close I need to give thanks, and maybe chew your butt a little more to get you motivated. ; ) So, first off thank you so much for supporting Personal Training Biz. This project has been a dream of mine for quite a sometime. I can not believe how fast my following has grown, and continues to grow. You are a part of it. I'm so glad that so many have felt and enjoyed my passion for this industry. All I want is to inspire and motivate good trainers to be able to thrive financially so they can continue to change lives.



I hope you have learned a lot from me through my blog, success letter, and E-Books. There is so much more to come, so stick with me. I will continue to tell the truth about our industry. I will continue to ruffle feathers by not sugar coating anything, and by being overly honest. I welcome the naysayers. They are always the jealous and lazy personal trainers and health club owners that are afraid of the truth. The same people preaching that it's not about the money. That it's only about helping people. That being broke and working horrible hours is a prerequisite to be a personal trainer. These haters drive me to tell more. To give you the information you need. To tell more truths.

I want to instill my passion in you. Confidence. Charm. Charisma. Why not shoot for the president of the bank? Why not market to the owner of the sports team? Pro athletes. The anchor of the nightly news. Why not send them a bio/ad? Don't you believe you're good enough? What's holding you back? Are you afraid of success and the work it entails? Yeah, being elite at something is hard work. Some say that it's a lot easier being average. Is it though?

The last thing you need to do is pass on the marketing strategies I shared in this E-Book. Strategies I have used. Strategies that other six-figure earning personal trainers use. I've been killin it in this industry for over 17 years, and I still have many mentors. I'm still learning everyday. Don't you dare begin to think that these strategies won't work, or that it will be too much work to put them in motion. This is the same pessimistic attitude that every former personal trainer had that failed in this business. This attitude is leading to 80% of them quitting in less than two years. They blamed and continue to blame everyone and everything except themselves. Let me be your mentor.



Marketing only to wealthy/successful people has allowed me so much in my life. It's allowed me to stay in business, end my fears, make a lot of money, take time off, have a perfect schedule, have many mentors, keep my passions, spend time with loved ones, workout consistently, read, run errands, coach youth sports, pick up my kid from school, cook dinner for my family, fall in love with my job, take on this Personal Training Biz project, and learn exactly how this industry works. It's allowed me to realize that happiness was all around me. That it always had been. That I didn't need to look for it. Now I can share this information with you. Most importantly it's

## Successful Marketing Strategies Used by Six-Figure Earning Personal Trainers

allowed me to understand what it means to be truly thankful to the point of me coming to tears of joy almost everyday. I now want so much to give back to the industry that's been so wonderful to me. I want to give back to you. Take responsibility. Stop being average. Again, I'll say it. ACTION ELIMINATES FEAR! Get to work.

***"Mediocrity is the highest form of selfishness."***

***-Brian Klemmer***

Thank you so much for reading, talk soon!

**Mark Ruehle**

