

## Marketing your business

Most PTs don't embark on a career in the fitness industry because they love marketing, but, if you have your own fitness business, then market you must. Marketing is just another word for promoting, and you need to promote yourself, your skills and your knowledge. It's not as daunting as it may sound. Developing a marketing plan will help you work out what type of clients you want to work with, how to find them, and how to continue to grow your business.

A marketing plan can be simple or a complex document, it's up to you. The more time you take to carry out research and plan your approach, the easier and more effective your marketing will be. Googling marketing plan for personal trainers brings up many different templates you can use, but the key areas to cover are:

### 1. What are your goals?

For the majority of PTs, their overriding business goal would be to attract more clients. Using this as a starting point to develop more specific goals will help you develop a more specific marketing plan. Think about how many clients you'd like to attract within the next six-twelve months, then when you've done some research (see below), you could add further goals about the demographics of your potential clients.

### 2. Research

Research your potential clients – how old are they? What will their training needs be? Where is the best place to train them? How much can they afford to pay a PT? And the big question – how will you reach them? Have a look at how other, similar businesses are promoting their services – visit gyms, small studios, private PTs – ask them what has and hasn't worked for them, think about what would work for you.

### 3. What are the fitness needs of your audience?

If there's a business in your local area that is targeting a specific group of people, then there are other groups whose needs are not being met. Older people, pregnant women, elite athletes, overweight teenagers are just some specific demographics that you could target with your marketing. People have different motivations when it comes to fitness – by researching and tapping into these, you will be able to specifically target them in your marketing.

### 4. Market yourself

What can you offer clients that your competitors can't? Make yourself stand out – don't be afraid to let your personality come through in your marketing. People are more likely to enlist the services of someone they trust and like. Be friendly, professional and transparent.

### 5. Determine your marketing methods

Your research into your target market will help determine the best way to reach them. Planning an integrated marketing strategy using several different marketing methods can help you achieve the best possible results. Marketing methods to consider include:

- Social media marketing – the social media explosion has transformed the way small business owners can promote their business to a wide audience. Our [social media guide](#) gives a comprehensive overview of the pros and cons of the major social media channels and how to best use them to engage your audience.
- Website – building a simple website doesn't have to be expensive and is the perfect reference point for your clients and potential clients.



- Email marketing – once you have collected a database of clients or potential clients, you can start sending out e-newsletters and exclusive offers.
- Referral incentives – offering existing clients incentives for referring friends and family. Incentives can include cash, free sessions or vouchers.
- Fliers and posters – these are often forgotten in today’s digital age, but can still be an effective and profitable marketing technique.
- Word of mouth – possibly the most effective marketing tool

## 6. Plan, plan, plan

It’s all very well to put time and effort into planning how to reach new clients, but you need to ensure you need to ensure this is not at the expense of your existing clients. Using a spreadsheet or project management software to manage your time can help you strike a balance and take your business to the next level.

### Some simple things to consider about marketing your business:

- Great customer service is the backbone to any successful business
- Get a logo designed, something that captures what you represent
- Get a uniform, looking professional whilst providing a service is important
- Get a business card made up with your business name, logo and details. Check out [Vistaprint](#), its online and great value
- Promote your qualifications, insurances and professional associations, always be able to provide documentation if asked by a client
- Follow up with your clients pre and post training
- Verbal and written communication must always be appropriate and professional
- Maintain regular client engagement – Why not start your own newsletter, you could even link it to the [PAA blog](#) for some great articles

### Top 5 marketing tips from our staff here at PAA:

All the staff at PAA are PTs themselves, so know first-hand the rewards and the challenges of running their own business. Here they share what they have found most valuable:

- Focus on doing the small things well; make your client the primary focus and not the money. This will go a long way in retaining them if they really feel that you care about them reaching their goals
- Start your own Facebook page and push it through your network, ensure that you post regular content to keep your clients engaged, its free and a great way to reach a large pool of potential clients
- Connect with local businesses in your region
- Use referral offers to build your client base initially and reward your existing clients
- Spread the word, tell your friends, family and colleagues what you are doing with your personal training business

### And finally...

There is support if you need it. Give the PAA office a call on 1300 784 467 and have a chat to one of our staff. Our **Trainers Toolkit (link)** has further resources that can help you start your business. The **Australian Government’s Business (link)** has a comprehensive range of resources, including marketing and business plan templates.

