

# 101

## WAYS TO **ENHANCE** YOUR PT BUSINESS

Without Relying On Social Media

**Darren Tebbenham, BSc, MSc**

2017 EDITION

## **101 WAYS TO ENHANCE YOUR PT BUSINESS**

This book was first released as an e-book in 2012 and was edited for re-release in 2017. It includes a collection of strategies I have taught trainers over nearly two decades to grow their fitness business', without relying on social media.

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## INTRODUCTION

This book is designed to offer ideas about how to build a more robust Personal Training business with a “wow-factor” appeal to attract NEW clients into your business. It is full of handy tips and hints about how to maintain the clients you already have, and encourage them to refer others to you. You don’t need to use all 101, but hopefully there are a number you could embrace and implement immediately into your business.

Not got a PT business yet? No worries; many of the 101 ways walk you through how to go from just getting started to establishing yourself as the fully booked go-to-fitness-professional in your community!

In terms of how to use this resource, it is simple. Read through all 101 ideas. As one resonates with you, write down the number.

When you have finished, go back and make a note of those you wrote down. Decide on two or three you could quickly embrace and implement and integrate them immediately into your everyday practice.

Return to this book in 1-3 weeks’ time and re-read those ideas you wrote down first time around but did not choose to implement, and decide on another two or three to implement

into your business. Repeat this process several times until you feel you have your business just the way you want it.

The only thing this process assumes is that you are CLEAR about your purpose. That is, you have a clear WHY and have crystal clear focus about what you are trying to build. If you don't, and perhaps do not have a clear message and need help positioning yourself in the marketplace, well I've got you covered there too. Whilst ways 1 through 77 offer quick-fire ideas to take some action and implement some simple strategies immediately, ways 78 onwards directly help you to create clarity and develop a plan to drive your business forwards with confidence.

*Need more help?*

I offer a complimentary coaching call to help you get clear about how to build **your** 90-day plan to jump to £10,000 a month and beyond. You can visit [www.darrentebbenham.com](http://www.darrentebbenham.com) to book your complimentary and completely obligation-free coaching call today.

## ABOUT THE AUTHOR

Hi, my name is Darren Tebbenham and I have been a PT just like you with thousands of hours of experience as a personal trainer, including working at one of the largest personal training studio chains in the world, Vision Personal Training in Australia, now a \$40 million a year business with more than 50 studios across Australia and New Zealand. I was at the very first in Sydney. I have worked at the Hilton in Regent Street, London, and I have run my own PT studio and mobile PT business in Spain.

I have a strong academic background having lectured at Liverpool and Manchester Universities in Sport Psychology, and I am the founder and owner of the European Institute of Fitness, an internationally recognised Residential School of Personal Training qualifying people in fitness.

I love my business, having built it from nothing with a turnover in the first year of just a few thousand pounds to a business that has turned over more than £10 million in just over a decade.

With more than twenty years of experience in fitness, I have travelled the world and have loved



working with the thousands of trainers I have worked with who are now changing people's lives worldwide, across 5 continents and 30 countries.

I also understand how difficult it can be at times running a fitness business, especially without too much formal business or sales training – I don't have any. But what I do have is lots of **experience as a PT, a proven track record in business, and clients who are trainers who I personally coach and mentor** to help them not only earn well, and yes £10,000 a month, but to create a fitness business they can be proud of.

I don't know much about your business other than its strength is likely related to its owner, you, and your passion for fitness and wanting to help people. I hope this resource helps you leverage your passion and desire to continue to enjoy and grow your practice.

To finish, I would like to just emphasise one thing. Over the years, with the changes in the economy, changes in the role of the internet in terms of both the marketing and delivery of personal training, and indeed changes in certifications and the subsequent sheer volume of "qualified" personal trainers today, the public have become sceptical about personal training. Subsequently, I think it is very important, in fact, perhaps more important than ever before to have a *"wow factor"* feel to your business. Finding constant ways to enhance your PT business is, therefore, important. When you focus on creating a true solution to people's needs and consistently helping people feel good, you will create an

awesome business. Today, there is way too much marketing of poor products and not enough time spend on first making products great! This book presents 101 different ways in which you can accomplish exactly this, and I hope a number that might just work for you.



**Darren Tebbenham**, BSc, MSc

PS As you grow, your business grows with you. And as you find new ways to grow your business, your clients grow with you, too. Your constantly evolving products and services designed to truly help people, will keep you ahead of your competition, unaffected by temporary fads and passing trends and, with a strong foundation, will thrive. Enjoy the rest of this book.

## 101 WAYS TO ENHANCE YOUR PT BUSINESS

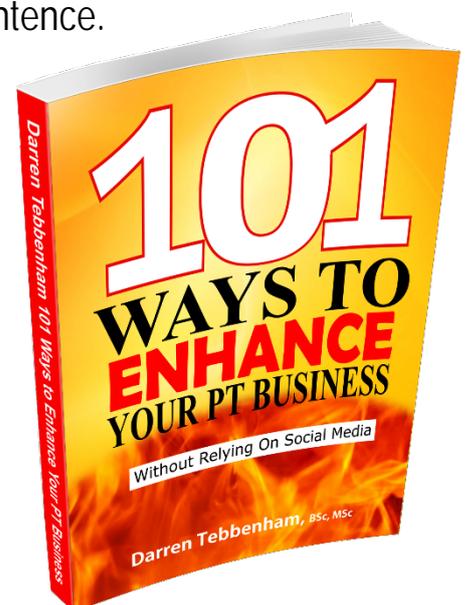
Today's marketplace offers new challenges for the 21<sup>st</sup> Century PT. There is more competition, public confusion over what to expect from a PT, and clients are increasingly demanding more for less. Obesity and type 2 diabetes are the most significant diseases of the western world with stress-related disorders not far behind.

Your role is to motivate, train, coach and manage your clients. Of the many mistakes Personal Trainers often make, I can sum up the essence of these mistakes in one sentence. Trainers assume clients are just like them and want to follow what they do to eat and work out to stay fit and healthy. But, there is much more to effective Personal Training than just making clients sweat.

The science is in understanding "what" and "why", and the art is getting to grips with "how". Many trainers struggle to make the money they wish to earn or create the lifestyle they wish to live. Again, I can sum up this struggle in one sentence.

Trainers don't get clear enough about their message or their positioning to ensure the right clients are clear about what outcomes they can achieve with their help.

As a modern-day Personal Trainer, your role is to offer time-efficient and cost-effective **solutions** to clients. You need to



make your clients say wow and you need to distinguish your business from the competition.

Finally, the online space has become crowded and noisy. Far too many trainers spend more than 30 hours a week on Facebook and other social media and yet less than 10 hours a week delivering paid PT. They are constantly posting with the idea they must put “content” out there to compete. And yet most of their posts are only liked by their current friends and clients. Few trainers can make money from Facebook and even those who do sacrifice hundreds of hours a month in order to do so. There is a better way.

I believe fundamental principles of business success still trump social trends and the latest technologies if used right. That’s not to say we shouldn’t use social media; of course, it has a role. But we need to learn to use it and not let it rule us.

Online marketers will have us believe they make thousands off Facebook and Facebook ads. Of course, many may well do so but only by teaching others how to make money from Facebook, ironic perhaps. Then once people buy their training, their training is automated and therefore devoid of any contact thereafter. As such they can spend all of their time marketing and posting content and doing all the things they do since they spend no time delivering their product. And this might sound OK, indeed they prey off people wanting to earn without working. But they work. They work sitting at their desks for hours,

just marketing rather than delivering their products. But here's the thing. I don't think this is as good as it sounds. I think most personal trainers love training people, want to train people, love the interaction of training people, and hate sitting at a desk for hours on end! Sure, you can add some online training to your business. You can automate aspects of your business and earn money from automated online products. But, fundamentally, first we must ensure our face-to-face business works. This resource helps ensure personal trainers earn well from their current face-to-face business without paralysing themselves with social media.

Strengthening your positioning using the content of this book will help put social media back in context and back on the shelf with everything else where it belongs. It is a tool for our businesses, and nothing more. It is wise to have many sources of marketing and promotion working for you. It is important to create a constant "wow" in your business, and it is important to create your own blueprint for success rather than hopelessly trying to follow someone else's. I do not offer a success blueprint, a specified number of steps to success, some magical formula to £10,000 a month or a proven method guaranteed to work for you. But what I do offer is 101 ways that might just transform your business and your earnings. Enjoy.

## HERE ARE MY 101 WAYS TO ENHANCE YOUR PT BUSINESS

*Let's get started -*

1. GET A WEBSITE AND MAKE YOUR CLIENTS THE HEROES OF THE STORY. Don't just rely on a Facebook profile, clients will try and find you online to find out more about what you do. So, ensure you have a simple and easy-to-navigate site that talks mainly about your target market. Use language that identifies with the visitor. Include a home page video (1 to 2 minutes in duration) that explains clearly what you do, who you are, and how you help people accomplish their goals. Focus on the outcomes you help people achieve, rather than yourself or even the products and services you offer. Don't YOU be the hero of the story; tell your story and how you can help your clients, indeed, become the hero in their own lives. Be the Jedi Knight showing them the way. Ensure a Call to Action (CTA) is prominent, use clear headers throughout the site with a different size font for finer copy. Make sure you include how visitors can reach you and entice people to click for more by offering a high value and immediately helpful resource. This can be a download, short video series or opportunity to book a coffee and chat with you. Be sure to appear friendly as well as someone that can clearly help them with their needs. There are numerous free website builders such as Wix, 1&1 or Weebly where you can build a free site using their templates and drop & drag technology to do so quickly and easily. Or you can

learn how to create one yourself using WordPress or, of course, you can pay someone to develop a website for you. However, the key isn't how "nice" your website looks, but the message it conveys specific to the audience it has been created for. Keep it up-to-date, refer people to it, consider optimising it so that people can find it when searching on Google and, above all, get clear about your positioning and messaging before you create it. Keep the look simple and clean. No long paragraphs and include plenty of imagery to create a pleasurable experience. You can also integrate a Client Management System (CMS) into your website. This can help manage your enquiries, your diary, bookings, payments and client notes. Having everything in one place can help prevent things from getting messy later. When sending email follow-up be sure to focus on your subject line as this entices people to open and read it. Include a PS at the end since most people ONLY read the subject and the PS, skimming the rest. Be funny, create intrigue, be controversial or ask a question. Reach out to your current contacts and connections through Facebook, Twitter, LinkedIn, Instagram, your email lists, if you have any, even friends and family i.e. your current network to ask them to reach out to their personal networks to help promote your site and new look business. If you already train people, try to include video testimonials on your site. If you need people to better understand your offer before being able to recognise the value in what you do then avoid putting prices on your website. If you are particularly cost-effective

then this is a reason to include prices. Indeed, if you are exclusive and much more expensive, again this might be a reason to include prices. There isn't a right or wrong answer, but you will need to consider for yourself the consequence of doing so or not. Finally, try not to be too corporate and "stuffy" – be real. Use your personality, through video perhaps, to express yourself and appeal to your audience.

2. **HAVE A NEWSLETTER AND CIRCULATE A HARD AS WELL AS SOFT COPY.** Include a client of the week / month section, research corner where you can share interesting facts or evidence supporting your approach, and some simple recipes to keep your clients eating healthily. Consider including information about session times if you offer either small group PT or group training sessions such as a Saturday run/walk club or circuit session, news about yourself and your business in terms of what you are up to, as well as relevant general information about exercise and health. Include topics such as how to shop right for faster weight loss, or a 5-point guide to eating out. Perhaps include an article on how to stay fit even on your hols, or staying fit even when you are away on business and only have a hotel room to work out in.

Try to offer weekly tips in a systemised manner to continue to add value to your service; provide a constant stream of new ideas and assistance even when you are not

around. You could give each edition a theme to continue to spark interest. Make sure it is written to your target market. Make sure it is interesting and worth reading.

*Your newsletter is also a sales tool.* Include information about what specific services you offer, how people can find out more, what tremendous results you offer clients and, of course, if you have a referral scheme or current offer, provide information about this too.

Circulate this to your current clients. Have an e-version and email copies to any "old" clients i.e. previous paying clients who used to train with you, and prospective clients who do not yet train with you, but who have previously contacted you about your services. Send it to your local GP or physio lists, local company lists in your area, indeed anyone who has registered an interest with you in the past. As your newsletter is full of good information, people will appreciate receiving it and your brand will grow. Be sure to brand your newsletter well (don't just send out a plain word doc). You can keep this super-simple and circulate one weekly, put more in it and circulate it fortnightly or really put effort in and release a copy monthly but with substantial

content. The frequency is up to you, but be consistent. Perhaps start less frequently and build from there.

Having a newsletter also projects that you are a reasonably sized practice. And whether you have just a handful or a full schedule of paying clients, a newsletter makes a statement that you are a serious and significant professional and successful business in your community. This is a great place to position yourself.

3. **HAVE A CLIENT SUCCESS BOARD OR FOLDER TO SHOW OFF YOUR CLIENTS' SUCCESS.** This will demonstrate to new prospective clients the results of your work. Include "before" and "after" photographs (with permission of course) of previous clients' successes as well as client testimonials to help establish yourself as an expert, with proof you deliver great results. Include any press releases you have circulated or mentions you may have had in the local paper (if you haven't any, start writing to them and make this a reality for next month). Also include clearly presented facts and figures as well as clear benefits about your products and services. It is one thing for you to passionately tell someone how good

you are and another thing for others to talk about how good you are. A client success board/folder demonstrates your ability to deliver on what you promise.

You may also wish to gain video testimonials from clients. These obviously cannot go in a success folder or on a success board in your studio, but they can certainly go on your website or Facebook or LinkedIn page. You should make these videos brief, perhaps one to two minutes in length, and focus on three main things. First, ask your client who is offering a testimonial where they were at *before* they started with you.

You want them to speak to camera about how they were feeling and even how nervous and unsure they were before starting with you. This will resonate with your prospects who feel something similar. Secondly, you should ask about their results so that your client states very clearly the result they achieved with you not only in terms of the measurable outcomes they achieved such as weight loss, but also about how differently they now feel, how much more energy they now have, and how much better their life is as a fitter, healthier and happier person. This will contrast nicely with their self-disclaimed doubt at the beginning. Lastly, you want to ask about how the program was for them so they can speak to camera about their journey and about how well you supported them. You may even ask about the key features of your service that made the greatest difference and what advice they would offer others in a similar boat. When your clients tell their story, you position yourself as Jedi showing your clients how to

become the true heroes of their own stories. This makes the story about them not you.

And this works tremendously well!

#### 4. USE A WELCOME PACK TO CREATE AN INSTANT WOW.

Include in your welcome pack a full biography about you, spare business cards for your clients to hand out to others they know, a selection of handouts about weight loss, health and fitness and, of course, a welcome letter introducing them to your business as a valued new client. Spend time talking with local health food stores, sports equipment and clothing outlets as well as cycling clubs, running clubs, hairdressers, beauticians, massage therapists and other related professionals and encourage them to offer 5-10% off their products if referred by you. Include these in your pack. This will add great perceived value and, in turn, increases the chance these other businesses in your community will refer clients to you. Train the prominent hair salon owner or manager free of charge once a month, offer special rates for referrals from these sources, and get the community talking about you.

A welcome pack offers a nice touch so that at the point of sale, your clients don't just go home and tell their partner they spent money today and have nothing to show for it. Instead, YOUR welcome pack will be left out on the coffee table for all to see. This is

good marketing and great for brand awareness. This is also yet another opportunity to help your clients say wow (right from the start)!

5. **RUN A REFER-A-FRIEND CAMPAIGN.** Make sure people know about it and make sure you chart your success running it. Once a new client starts training with you, let them know that you appreciate their commitment and that as a valued new client you would like to offer any friend, family member or indeed work colleague an opportunity to either train with you a couple of times for free, book in for one of your more expensive consultations or assessments again for free, or join them on one or two of their sessions if they are happy for them to do so without any additional charge. Let them know that should they then start training with you on a regular basis, you will offer them a free nutrition consultation, supermarket tour or, of course, additional complimentary PT sessions or discount off further personal training with you. You might offer that if they refer 3 or more you would reward their loyalty with a healthy eating £75 gift voucher to spend at any of your nominated healthy eating restaurants (featured in your newsletter). If they refer 5 or more, perhaps offer them a month's free training. But be sure to signpost your refer-a-friend campaign to ensure people know about it.

Of course, first you must establish **natural** referral by ensuring you offer a great experience for all of your clients all of the time. But by being proactive, you can keep

your marketing spend low and grow your clientele without the need for much external advertising at all.

Other ways you can encourage referral include calling your clients one month after they start with you to simply ask how things are going for them. You might start the call by clarifying that mostly you want to talk to them about their program and check how things are progressing. They, of course, will tell you how much they are, indeed, enjoying the program. This is a great time to thank them for their custom but also to ask whether they know anyone else who would also benefit in the same way they are doing in order that you can offer them a complimentary taster session. Take their details and introduce yourself to them, stating you have a mutual contact you are currently working with as their trainer and thought you would touch base. Explain that you offered them a free voucher for a friend to train with them, and that they were nominated as someone who might like and benefit from a complimentary session or consultation. Another route to take is to include printed referral vouchers in your welcome pack that a new client can hand out to invite a friend to try your services.

You may even offer a small upfront discount, at point of sale, if a client "Checks In" on Facebook or adds a brief comment about their session every time they train with you.

Although not strictly a referral system, this is a great way to gain great exposure to your clients' friends and family.

Finally, you might periodically invite clients to nominate a new friend or family member to train with them for no extra charge each month. Again, the objective is to keep introducing new prospects into your business. You may decide to make just one day or afternoon each week your "refer a friend day", dedicated to introducing new people into your business (refer a friend Thursday, for example). But don't just leave this to chance, make referral a system so that you can regularly benefit from your consistent delivery of your training. When you couple this with the right positioning and messaging i.e. clarity about your offer, your market and the results you provide you will also avoid attracting the wrong people, i.e. those your particular products and services are not suited to.

6. **WRITE TO LOCAL BUSINESSES (AND RELEVANT PROFESSIONALS) WITH AN ENTICING INVITATION TO TRAIN WITH YOU.** Add them to your mailing list for your newsletter as well. The idea is to gain the support of influential members of your community creating raving fans through your expert and fun delivery style. Make this a system not a one-off chance occurrence i.e. write to businesses every month; keep adding to your database and build relationships through your communication. You could create a

designed invitation or voucher to include in your email for impact, and you could print copies and offer them in person to strategic partners. This can be done easily in the free design app Canva. You might offer a voucher to your local hairdressers or beauticians, health food stores etc. You might create a lucky dip business card draw. You might simply invite people in person as you meet them about town. But engage with people, offline.

You could perhaps write to local GPs, chiropractors, podiatrists and physiotherapists. Introduce who you are and what you do, highlighting the benefits of your specialised services and how these might benefit them or their clients. You might aim to create a mutually beneficial relationship whereby you are looking to create a network of professionals to refer your clients to when they have needs beyond your scope of practice as well as wanting to become these allied health professionals' "trainer of choice" when they see clients who are deconditioned or needing to lose weight etc.

Make sure you are clear in your communication with what you would like them to do next. This might be to book in for a complimentary training session with you so they can experience first-hand what they might find appropriate for their clients, or it might

be to attend a buffet open day you are running on a specific lunch time or it might be to visit your website to get a better feel for your range of services.

Maintain regular and professional contact with these professionals, invite them periodically to different events you put on and don't be concerned if you don't have any immediate referrals from them. It takes time to build relationships, but continue to do so regardless of immediate outcome. Over time these people will come to learn about your reputation via mutual clients, other mutual acquaintances and, of course, the expert content of your communications. Work on these relationships, as just a single GP or physiotherapist sees many hundreds of patients (potential clients) essentially de-conditioned through an inactive lifestyle every month, and get just one on-side referring 5% of their patients to your group training or healthy eating course, for example, and you won't be able to cope with the volume of referral without significantly growing your business!

7. **ALWAYS LOOK SMART AND BE YOUR BRAND.** Look smart at work, when you are not at work, when you are about town, and remember every contact with someone you don't know offers a new opportunity for you to talk about what you do and how passionate you are about helping people. Whether or not they

are interested in receiving a complimentary session with you will also be influenced by their first impression of you, and first impressions count.

Be your brand, find ways to yell your message through how you dress and how you interact with others. Wear your uniform, carry your business cards and promote your business everywhere you go.

At the end of the day, you love your product and advocate a healthy lifestyle for all. You never know when you will meet potential new clients. You will be amazed how many people will come up to you and ask for your help sometimes because you are outside and away from a fitness environment and perhaps easier to approach.

Identify a range of branded materials you could offer your clients. These can range from branded T shirts to key rings and memory drives. Total Merchandise is one such company who will brand merchandise for you. You can get branded pens, water bottles, towels and protein shakers. You could wrap your car, buy magnetic signs for your car doors or just stickers for the windows (and your clients' car windows). These efforts portray a successful and switched-on fitness professional who knows what they

are doing. This is just the sort of positioning that can help you stand out. Clients want an assertive and successful trainer who can lead them to better health and fitness.

8. **HAVE A BUSINESS CARD THAT STANDS OUT, USE HANDOUTS AND LOOK LIKE A BUSINESS.** Promote yourself. Don't only have a business card, but use it to stand out. Be clear about the outcomes you create for people as opposed to the title you give yourself. Use a motivational quote or bright colour and imagery to make sure you stand out. When you hand someone your business card you want to be remembered, and your card needs to represent your brand. Use both sides, and without needing to explain verbally, make sure it screams what you are all about. Even in your handouts and client materials, become the go-to fitness expert by offering well presented, easy to read, simple and concise documents and reports and information packs related to health and fitness, weight loss and personal training and brand them! Education-based marketing is about setting yourself up as the most knowledgeable and expert trainer in town. Don't be afraid of giving out too much information. The more you can appear to really know your stuff the better, just make sure everything is on-brand.
9. **USE A VOUCHER SYSTEM TO REWARD COMMITMENT AND ENCOURAGE REFERRAL.** Although you should be careful with out and out discounts, you can create a voucher system so people can receive discounts

off specific consultations or online products you might offer. Perhaps after 10 sessions with you, clients receive a 30% discount voucher off your nutritional consultation or postural analysis. Include vouchers for other products such as top-up PT packages and, of course, those they can give to a friend to introduce them to personal training.

Create vouchers for others to use including massage therapists, health food shops, even retail outlets and, of course, physiotherapists and other allied health professionals and cross-promote your services.

Create a radio-blast or write to an editor about your “win a gift certificate” promotion. If you are going to do it, advertise it. Press releases are free, create some news in your community.

10. **SPEAK PUBLICLY ANYWHERE, EVERYWHERE, AND WHENEVER YOU CAN.** And if you are not confident with this, get some help. Speaking at local golf clubs, diet clubs, women in business alliances, sports dinners, school clubs... you name it, will enhance your profile and spread the word. When you do, don't speak at your audience but with them. Tell your story and engage with your audience. They will be drawn to your warmth and personality more than necessarily

the content of your presentation. So, relax and enjoy the experience. And if you are not currently a confident public speaker, do it anyway.

Getting out of your comfort zone and growing is par for the course as a business owner. You have just got to do it and trust every experience offers the potential for growth, so suck it up and grow. You can create the same impact, of course, running regular webinars, offering online talks that people can engage with even more easily. If you need help, book that courtesy coaching call I offered in the introduction to this book.

11. **DEVELOP A MAGIC MOMENT SYSTEM AND SPREAD YOUR POSITIVITY.** Ensure that every day you provide 2 minutes of high quality time with people you don't train. In a club environment, these can be members during time when you don't have any clients, in the morning with the reception team, managers, sales staff, newly joined members, mums leaving their regular morning group exercise workout... indeed anyone. And lighten up someone's day by being friendly, offering guidance or simply being present. Simply do this for yourself to feel good. When you help others, you help yourself. Approach members and chat to them and remember, if they don't want your help, it isn't personal. They just don't want your help at the moment. If you ever ask someone whether they want to start training with

you and they say no, run through in your head that no means 'not at the moment thank you but maybe in the future'. It isn't personal and you must not stop asking.

If you work outdoors or in people's homes for a living then apply these principles just to people you meet about town, developing conversations with people who have some interest in health, weight loss, fitness or performing well – there will be many opportunities to reach out and help. It might be simply that a current client mentions someone who is struggling with their health and you simply offer to help, even if only a call or email exchange. But find that one magic moment to reach out and help every day.

12. **MEET 10 NEW PEOPLE EVERY DAY (ONLINE AND OFFLINE).** Each day therefore, there will be 10 new people who know you who didn't know you before the day started. Ten people who now know how positive and caring you are and indeed ten people who will likely tell ten more people about you, and what you do. And that's 70 new people a week therefore talking about you. Be consistent and that's 300 new people every month. In fact, you will put yourself in front of more than 3000 new people a year. Just say hi to people you meet. You will be

wearing your uniform so people will ask. You can make this even easier by following the next idea below.

### 13. USE LINKEDIN TO YOUR ADVANTAGE TO “CONNECT”.

Set up your profile. Be sure to ensure your messaging and position is clear first. Don't just call yourself a Personal Trainer or Director of your own business. Use this part of your profile to define the outcomes you provide to people. For example: **Darren Tebbenham**, *Fitness Business Coach* helping personal trainers increase their earnings to £10k plus per month whilst falling back in love with their business in 90 days or less and, without relying on social media. Make sure this statement is going to be attractive to your target market or markets.

Yours might be - **John Doe**, *Founder of No-Matter-What-Fitness* helping fifty plus busy professionals and business owners find their inner athlete and run their first ½ marathon, no-matter-what!

Now join the right groups. I don't mean other PT groups; these are full of your competitors, not clients. Join groups of mums, professionals, local business owners....

wherever your market is. There are thousands of groups on LinkedIn. Join some groups, and create the habit of joining 1-2 new groups each month.

Now, connect with 3-5 people a day. This will help you meet your 10-a-day target.

Avoid just creating a standard LinkedIn connection but personalise it with a message.

Perhaps you connect with the accountant in the area, and you might use something like Hi John, I thought we might connect as I see you are a local accountant in the area and one of my services as a fitness and lifestyle coach is to offer local professionals like yourself time-efficient ways of keeping fit. It doesn't matter whether you feel this would fit right now as I also produce a cool monthly fitness and wellbeing eNewsletter packed with fitness tips, nutrition advice and motivational strategies to get started or maintain momentum for those already active. I appreciate how difficult it can be sometimes for busy professionals, hence why I wanted to connect with you. Anyway, maybe you might like that eNewsletter in your inbox each month or even catch up for a chat over coffee sometime.

Now, you might get something like 70% of people you contact connecting with you (and the connection requests are literally a copy and paste job with a little personalisation) and maybe 15% of these will take you up on a complimentary offer of some kind. Now, this is 15% of 70% of the 5 new contacts you make each day, say 5 days a week. This amounts to 25 new contacts made each week and over a year,

1200 new contacts. You will therefore create 900 new connections and book 135 complimentary sessions based on the numbers above. If just one in three continue and become paying clients this is 45 new clients – more than enough to be constantly fully booked.

Deliver well, and at least one of the two who didn't choose to start with you face-to-face will join your online program, and will certainly subscribe to your monthly newsletter and positively talk about you with others, regardless.

14. **OFFER A FREE TRIAL, TASTER SESSION OR COFFEE AND CHAT.** Maybe charge a nominal fee for a free week as an administration charge only, if you run something like an 8-week kick-start challenge for example (perhaps £10), but offer this back on day one of the free trial so that it is, in fact, free. All they have to do for it to be free is turn up.

If you use a complimentary session, this can be a training session but probably much more impactful would be a complimentary session to sit down and talk through their situation with you and for you to try and help them clarify what they might need. You could include an assessment or appraisal too, or even review their nutrition for example, with them having to complete a short food diary before they attend. This session can be offered as a coffee and a chat, discovery session, strategy

call...whatever. The key is to use language to create appeal to those for whom it is intended. But be sure to create excitement and genuine value for these sessions, deliver them well and track your effectiveness, i.e. how many go on to become your clients. If you delivered just 5 per week and converted 4 into paying clients, over just 90 days, i.e. three months you would have 50 new clients on your books! Deliver just 3 per week with only one becoming a new client and this is 50 new clients a year. This is a sales system that will not feel salesy.

15. **PROMOTE COMPLIMENTARY COACHING CALLS.** By offering a complimentary person-centred coaching call, you can help prospective clients get clear and confident about what they might need to do to reach their goals. A coaching call also offers the convenience of it being a call not a face to face visit. This Skype-based coaching call, for example, will require you to spend time asking about what they are hoping to achieve. As you do so, they will hear their own voice describing what they really want in terms of their health, weight and fitness with their own ears. The power is in them hearing their own voice, not yours. You can ask about how achieving this level of success will make them feel, who else would benefit and how else being fitter, feeling more confident and having more energy will show up in other areas of their life. This is exciting and when you compare and contrast this with how they currently feel by asking about their current fitness, eating and drinking habits,

and level of confidence around making change - you create a gap. This gap between where they are currently at and where they have just described they would much rather be creates a sense of journey for their training with you. You can ask about what they've tried before to get fit and healthy and how their past efforts worked out in the end. This will likely help them clarify they will need help this time. You can then outline very clearly what you do and how your packages will help them take this journey with confidence. This positions your packages as **solutions** to their needs. Setting up your programs in general as solutions is powerful and will help you make more sales and therefore as a direct consequence change more lives for the better.

## 16. PACKAGE YOUR PT INTO CLEARLY DEFINABLE

**OFFERS TO YOUR WELL-DEFINED MARKETS.** It is important to

provide clearly definable products tailored to specific client groups and income

earners. You could have a Diamond, Platinum, VIP and Gold package each defined by

the level of support and additional content included as standard. For example, the

Platinum pack might include additional consultations, reviews, unlimited access to your

members' area etc. than the VIP pack but not as much direct access to you personally

as the Diamond pack. Alternatively, the packages can differ simply in terms of the

amount of personal training in each. For example, one package might have one

training session per week, another two sessions per week, the third three sessions per

week and fourth, and most expensive package, again three sessions but with the opportunity to be accompanied by their partner or friend (i.e. 2-on-1) whenever they wish.

Another approach is to have a lifestyle package, weight loss package and results package defined by the intensity of the personal training included in each. For example, the lifestyle package might be a 6-month package with one session per week. The weight loss package might include a formal 1hr nutrition consultation, comprehensive body fat analysis, a personal supermarket tour and two sessions per week over a 12-week period. And the results pack might be a short-term kick start package with three sessions per week over just 6 weeks.

Alternatively, you can create packages for specific clinical populations, sports groups, older adults, children etc. This might include a golf conditioning or ski-fit package, running your personal best package or back care program. Equally, however, your offers must not confuse your clients, but create different offers to provide clear solutions tailored to different needs and circumstances.

You can create online programs or membership subscriptions for maintenance after someone has completed a program with you or, indeed, more online-based programs in the first place. For example, you could provide monthly program reviews, nutritional

plans and email support without any face-to-face training, but include group online coaching via Google Hangouts.

The other way to sell what you do is to offer monthly payment subscriptions for differing amounts of face-to-face training. Typically, you set up your business to offer a clear solution to a target market's problems but then at point of sale you offer a choice of one, two or three times-a-week one-on-one or small group 1hr or ½hr training. You then charge monthly for this service. You would typically include your unique extras into your solution like access to your private client area on your website or complimentary access to your client resources including attending a supermarket tour, quarterly review and fitness re-assessment, a range of hand-outs and client resources, whatever it may be. You now charge a set monthly amount for a designated period for example six months, a year or a rolling agreement until your client leaves, perhaps with a one month notice period being required. This way your client is looking at £99 for once-a-week, £145 for twice-a-week, £189 for three-times-a-week or £215 monthly for four-times-a-week training (½ hr sessions). Clearly, the more times per week they see you, the more value they will receive. The reason this can be effective is that firstly, you are avoiding the much higher figures when you sell a package paid upfront, but secondly, you are securing a set income for yourself over the designated period in question. With 20 clients paying monthly, for example an average of twice-a-week,

your bank account will receive an automated £2900 per month (see Jotform to set up monthly subscriptions for free integrated with PayPal or Stripe) each and every month for delivering 40 x ½ hr sessions per week (i.e. 20 hours-a-week). And the best thing is there is no handing over of money, forgotten payments etc. Payment is handled behind the scenes so you can just focus on training people.

17. **OFFER HALF-HOUR (AND 45-MINUTE) PT SESSIONS.** This will help you reach out to those who otherwise put off by the price-tag associated with 1hr personal training. Your clients may well stay, if in a studio or gym environment, for an hour but only pay for and spend 30 minutes with you. Thirty minutes is enough to complete a comprehensive resistance training workout, set them up for their CV work on their own or a cardio class they intend to attend straight afterwards. You can check how their nutrition is going and motivate them to stay on track between sessions. It is having an appointment to come in that is important here, and people will warm to the idea of this time-efficient way to train. Half-hour PT is more affordable and has the ability to open up your services to many more clients. A single 30-minute session per

week can still impact on someone's personal fitness and £20 a session, for example, is just £3 a day – a cup of coffee and a muffin!

If you are a mobile, at-home or outdoor PT it might be your session is 45 minutes. The extra time allows a little more personal contact but still presents a more cost-effective and time-efficient solution than a traditional one hour session.

18. **OFFER MOTIVATIONAL REVIEWS.** This can help anyone struggling with their motivation. This can be to those who have stopped coming and even friends and family of your current regular clients. Use this session whether chargeable or complimentary to re-ignite the desire to feel good about their fitness and health. Find out about their pains associated with poor health and poor energy levels, listen intently to how they would feel if they could gain the fitness-feel-good-factor once and for all. This is part of "mindset coaching", helping a client get clear and therefore excited and then more accountable for their results (or lack of them).

19. **OFFER PROFESSIONAL CONSULTATIONS AND ASSESSMENTS.** Include comprehensive fitness assessments with full report and follow-up, body composition analysis using the latest technologies and testing methods, group sports events and supermarket tours. In a supermarket tour, you are showing people around a supermarket teaching them how to read food labels, avoid

hidden sugars or fats, choose better protein sources, be aware of the differences between total carbohydrates in different fruits, select better peanut butters and develop more ideas for healthy snacks etc. Use nutritional support tools. You don't have to be a nutritionist and certainly do not need to be a dietician (unless you actually are), however we are in a unique position of being able to help. We have the trust to get into their heads; we can use prior success in fitness to bolster their confidence to make changes to their nutrition and we have already used goal setting so can use the same technique to help them in nutrition and lifestyle change. You can use food diaries to increase perceived value of your service, gaining valuable information about what your clients eat, how they feel as well as where they are and when they eat to help shape their behaviours towards ones that will better support the attainment of their goals.

As stated, deliver a supermarket tour once a week at your local supermarket. Invite current clients and their friends, prospective clients, those you spoke with who did not start PT with you and new people you simply meet about town and show them how to shop for good health. Start by touring the perimeter demonstrating this is where the fresh food is stored. Visit the cheese counter and emphasise the carbohydrate calories in dairy, go to the meat counter and talk through the better cuts to look for. Even visit the freezers and indicate better frozen foods including the advantages of frozen veg, more acceptable quick meals and what to be aware of in terms of hidden fats, trans

fats and empty calories. Spend time in the bread aisle pointing out smarter bread choices, in the cereals section reading labels and pointing out the better versus higher calorie cereals and spend time discussing and demonstrating the high sugar content of most low-fat products. You can bring with you a handout of the key information you share with them (don't forget to brand it with a clear call to action) and highlight the benefits of personal training. Your shoppers may all have their own shopping trolley or basket and have killed two birds with one stone having also done their week's shop with you. And above all, remember this is a tool to spread the word about your amazing PT product. Be sure to mention you can offer people a complimentary session.

20. **REMINDE CLIENTS OF APPOINTMENTS.** Cueing them will help develop habits. Use your phone, email or client management system to automate this but you can be sure, when you get into the habit of reminding clients (and prospects) of their appointment, you will improve your show rate. There is nothing more frustrating than preparing properly, being not just on time but before time, only for your client not to show. This can be completely automated again to make life easier for you. Managing clients behind the scenes is part of what makes you a "Coach" not just a "Trainer". This helps clients become more accountable too and, just like dentists retain

their clients by sending 6-monthly reminders, you too can use this simple strategy to enhance your PT business.

21. **FOLLOW UP AFTER COMPLIMENTARY AND FIRST APPOINTMENTS.** Always call your clients and hot prospects to check how they are, how they feel, what they most liked about the session to check that they are feeling positive about working with you. Make thank you calls, send thank you letters and leave motivational notes for your clients and anyone referring to you. Today there are some cool aps like Touch Note that enable you to use a photo you upload with an accompanying message and immediately have a postcard sent in the post to say thank you or congratulations. You can send a personal video message using video-emailing software. Or indeed a good old fashioned phone call or text message go a long way to encouraging your clients to say wow. Go above and beyond just training people; be an awesome PT business that makes every client and prospect feel special.
22. **CHART YOUR SUCCESSES – KNOW YOUR NUMBERS.** It is important for you to monitor your progress, regularly remind yourself how you are doing and drive your next steps based upon this information. Just as you would do this for your clients to help accelerate their results, why not do it for yourself too? Decide on your most important KPIs (Key Performance Indicators) and these will likely be income in, number of paying clients, new prospects created, prospects contacted and

other well defined daily actions completed. Make it visible. So, don't have this in a note book but buy a large whiteboard for your home office and display it so you have a daily reminder and reinforcement for your progress.

23. **CHART YOUR CLIENTS' SUCCESSES.** This will, of course, enable you to monitor their success and, in turn, better use their success in your marketing.

This also maintains a crisp results-based edge to your business and will keep you and your clients on their toes and accountable.

24. **TAKE EXCELLENT CLIENT NOTES.** This will help you to better shape their behaviours. With a 30-hr PT week and 29 other sessions between your once a week clients' sessions, you cannot possibly remember what you did, what was said, how they were feeling, what was going on with regards to their eating or what you agreed etc. Take client notes. Write up brief reports after each session or at the end of each day and keep these notes in good order. Use your notes to plan future sessions, interventions and points of contact. A timely phone call to acknowledge a client's first 5km run because you made a note of it can make all the difference. You can do this in

a digital client management system, schedule emails to reinforce their progress and easily print client reports when needed.

25. **HAVE A CANCELLATION POLICY.** Time is your most precious commodity. It is simple; your cancellation policy includes your rules of engagement. Mutual respect is a must in your business. If you do, however, charge for a missed session, be sure to use this time you have charged for to work on your client's program. If you fill their scheduled session with another client it will seem unethical to still charge for it. Similarly, if you charge for it but go home and watch TV you will be morally weakened and, I suspect, less likely to stick to your own policy. Again, this can be simply integrated via a robust client management system whereby a new client can read and tick to signal they have understood and accept your policy before continuing to book their sessions for example.

If you feel anxious about this, I suspect it is because you might not value your time and the value you offer enough. When you do and clients are clear and certain about the result they will achieve through you and your services, this will not be a problem at all.

26. **MOTIVATE YOUR CLIENTS THROUGH EMAIL, TEXT AND VIDEO MESSAGING.** This should part and parcel of your client motivation strategy. An email every Monday morning to your entire client base offering

a motivational message may provide simple and easy-to-implement high value contact that makes you stand out. You can personalise these if you wish. You could have a separate motivational message to previous clients to touch base or to new prospective clients who have received a complimentary session the week before. You can include motivational quotes, text rather than email or even video message to create a wow experience.

27. **MANAGE YOUR PHONE.** Ensure it does not interfere with sessions, does not dominate your actions i.e. make you reactive to needs of others rather than pro-active to enable you to execute your own daily plan as intended.

Use a message service to leave clear messages depending on whether it is the weekend, the middle of the day or you are away on business or indeed holiday. A clear message, for example stating that you are currently with clients and unable to take their call is better than your phone simply being switched off or ringing out. You can say that you hope they appreciate the priority you place on not taking incoming calls whilst training your clients and that you will attend to all voice messages between 8pm and 9pm this evening. This clear message will stop people calling you, free up time

during the day to stop having to listen through numerous voice messages and prioritise your time as you planned the night before.

You can set up a local number, 0800 number or 0845 number easily and have calls directed to your mobile, office, home or virtual reception team answering calls in your name and then passing on the message to you, billing you by the call.

28. **HAVE A DAILY PLAN.** Know when you are with clients, when you are writing your monthly newsletter or visiting a local sports club or available for complimentary PT. Your time is your greatest commodity, use it wisely. When you organise your time strategically you will effectively create more time to enjoy life. Being busy all the time running around like a headless chicken is not only not very fun but even if it has become just how it is, it isn't an effective use of your time. And your business is too precious and likely still vulnerable for you to waste too much time working inefficiently. Your daily plan should be in context and related to your weekly goals, monthly intended outcomes and bigger vision for your business and indeed life.

29. **BE £10 PER SESSION MORE EXPENSIVE EVERY YEAR.**  
As you get better so your clients receive a superior product and so you can raise your prices with confidence. You can always add more affordable options including ½ hr PT, small group PT and even off-peak PT to stay competitive. However, you literally

transform lives through fitness. It is important to position yourself and your products and services strategically so that you stand out rather than blend in. Increasing your prices also sends out a firm message you are sought-after, highly effective and results-driven. Simply provide notice and allow people to pre-purchase before the increase and people will understand and accept this is normal in any business, in any industry.

30. **BE £10 BETTER THAN YOU CHARGE EVERY SESSION.**

Do not deliver a £30-pound session even when you charge £30 per session. Deliver a £40 session and you will soon be worth £40 a session and charging £40 a session.

Then of course work out what a £50 session would be like and deliver that. You might not deliver paid-by-the-hour training but the principle of delivering above and beyond expectations is important.

31. **REMEMBER, KEEP IT SIMPLE SILLY.** Compound lifting, short, hard cardio, simple nutrition plans and loads of support. Deliver wow experiences not technical tat. Remember PT is much more than just making people sweat...When you

keep exercise and nutrition simple, you can deliver without too much concentration and therefore without delivery taking up too much attention. Our attention is limited.

With simple exercise choices, we leave much more attention spare to focus on making sure the experience of the session is just right, and that our clients are enjoying their training.

32. **REMEMBER AND CELEBRATE ALL CLIENTS' (AND PAST CLIENTS') BIRTHDAYS.** Send them a card, email, gift, text message – whatever is appropriate but systemise doing it every time. Clients will appreciate you remembering their birthday much more than whether you noticed their hip angle was slightly out in their squat! Of course, still ensure your training is technically correct but don't believe for a second that clients value this as much as you do. They don't. But they will spread the word when you remember important dates in their life en route to achieving the exceptional results you, of course, will help them attain.

33. **USE MUSIC TO CREATE ANOTHER WOW EXPERIENCE.** Include a question on your new client induction form about their favourite music. Either play this in one of their sessions early into their training, have it available on your iPod to motivate them through a tough cardio session, or have it as a wav file to play when clicked in a motivational email. Alternatively, encourage clients to use music to

motivate themselves in the morning to get up and get out on the road for their morning jog/walk. Alarm clocks, nowadays, have the ability to wake you up to whatever music you desire. Help them wake up feeling great through music. You could even create a fitness motivation playlist and copy it to a branded memory stick as a new client giveaway – wow!

#### 34. RUN A REGULAR FITNESS OR FAT LOSS CHALLENGE.

Having your existing (particularly most recent) clients commit to a specific challenge (8 weeks for example starting on a specific date) will sharpen their focus. On this date, they all attend for a weigh-in, pre-photos and whatever other weights and measures you plan to take and then kick off their challenge.

You, of course, encourage friends and family members of your clients to have a go too. You promote this challenge in all of your marketing and even put up a reward for the winner (12 months complimentary PT follow-up for example or perhaps your strategic partners you established earlier including the hairdresser, beautician and sports goods

dealer who now put up a free haircut, makeover, heart rate monitor or sports bag to the winner and, in return, they have their logo on your fitness challenge literature).

You will now have some clients training just once per week for an hour, others using your ½ hr training with others training with you almost daily. Either way everyone feels part of the challenge.

When it is over, and you repeat the weigh-ins, photos and any other final weights and measures have been completed you will have your winner. Celebrate this success along with the personal results attained by all your challenge candidates. Run a summer BBQ or hire out a restaurant and band and sell tickets. Lever off this and send press releases to local newspapers and radio stations, add these to your success board or folder for future prospective clients and enjoy the vibrant feel to your large client base full of happy clients, walking, living, breathing proof your business does what it says on the tin!

35. **PROMOTE THE BENEFITS OF ONCE-A-WEEK PT.** Help people get started by promoting affordable and attractive ways of accessing personal training support. People are perfectly capable and sometimes just need a nudge in the right direction. They start running daily and eating healthily now they know they have

your support. You will likely need good coaching skills but then you are a personal trainer, and personal training in the 21<sup>st</sup> Century is all about “coaching”.

## 36. PROMOTE THE BENEFITS OF ONCE-A-FORTNIGHT PT.

Increase your reach. Capturing people’s motivation is key and offering affordable support whether for new clients or older clients no longer able to sustain their weekly PT efforts will expand your client base. Simply having a support package available means you will appeal to more people and sends out a positive message that personal training doesn’t have to be twice a week to be effective. Besides, people always orientate towards middle of the road products. If you have a cheaper-end product as well as a high-end product you will likely sell more products between these extremes.

## 37. PROMOTE THE BENEFITS OF ONCE-A-MONTH PT. Re-

program, re-motivate, re-measure and re-inspire client success. Grow your client base. The more people you are training the more positive marketing opportunities you create. Don’t seek to train just 10 clients three times a week for a year, train 100 different clients during the year in different ways and release them from intensive PT

when you're done, but keep them close to you through your well-considered product ranges.

38. **PROMOTE THE BENEFITS OF AN ANNUAL HEALTH AND FITNESS CHECK-UP.** Keep everyone in your system, keep everyone on your mailing list and have the entire club and community talking about you. There is nothing wrong with conducting just an annual check-up. You might charge £90 and complete a thorough battery of tests and offer a comprehensive report with recommended actions. Who knows how many people this one-time client might tell about their exceptional experience with you?
39. **ADVERTISE AND DELIVER PARTNER PT.** Promote the benefits of sharing the costs with another. What better way to bring couples and friends together than to share time together doing something as important as looking after their health? Besides, in a world that operates at a hundred miles an hour, this might be the only time they spend time together without distraction!
40. **ADVERTISE AND DELIVER SMALL GROUP PT.** This presents another great opportunity to reach out to new clients otherwise prevented from accessing your support due to cost (perceived inability to afford PT). Group PT also enables clients who have purchased one-on-one PT packs from you to get started to

continue. Small group PT requires great PT skill and you need to be good at this to deliver it well, however, if you can this provides an amazing income stream in excess of your normal PT rate as at just £20 per session and 6-10 per group this presents you with a potential £200 per hour. This is great money and this service offers more than enough attention to personal form and technique, motivation each week to keep going and even nutritional support via your handouts and topping and tailing each session with exchanges about food and drink. Add to this a system to engage with your clients on a one-to-one level such as email and text message support and you are on a winner. In fact, you might question whether traditional one-on-one PT is always the best option. As small group PT is such an attractive offer to the client (3 times a week with a PT including ongoing nutrition and motivational support from just £60 a week), you can still upsell them into one-on-one PT where required adding specific postural correction, nutritional coaching or fitness assessments when needed.

41. **REWARD YOURSELF**. When you set proper goals, and achieve them, give yourself a proper pat on the back; take yourself out to dinner, perhaps invite someone else to come along with you, buy yourself something new, book that holiday or

weekend away, treat yourself. Feeling good drives more of the same and so feel absolutely amazing whenever and as much as you can.

42. **REWARD YOUR CLIENTS.** Perhaps when they achieve their goals, or when they accumulate 50 paid PT sessions with you and again when they reach 100, acknowledge their courage and commitment. Reward outcomes as well as behaviours – the right behaviours that you know they found most challenging. Reward them by calling them to say well done, reward them with a free session, or reduced rate PT or a paid weekend away on you. Place clear value on what you reward them with and do it. Ten really happy clients will market you and your business better than any marketing campaign ever will. So, reward the right things in the right ways and make your clients say wow!

43. **SELL OUTCOMES NOT SERVICES, THEN PROVIDE EXCEPTIONAL SERVICE.** Don't tell people what you do or even how well you do it. Share with them the actual result you help them attain. People buy outcomes and emotions and justify with logic. So, make it clear that when someone chooses you the outcomes they can expect to accomplish i.e. you are a fitness and nutrition coach helping people over forty get confident and 100% back in control of their nutrition feeling energised and absolutely fantastic in 90 days or less! This is different from a personal trainer offering professional fitness training in your own home. Sure, this is

what it might actually be. But the outcome is being confident, 100% back in control, energised and feeling fabulous. Once you have your clients on-board, be that customer-centric professional trainer.

44. **USE GOAL SETTING YOURSELF AND WITH YOUR CLIENTS.** Do this because it works, but only if you do it properly. Be clear about your big long term outcome goal – what you want by when. Break this down into smaller chunks being specific about each with a timeline for completion. Now focus on the first step and work out process goals or actions you need to take within a specified time frame to achieve this first landmark. Now get going, doing these specific things knowing they are the right things to do in the context of your bigger plan. Work on yourself first and your clients will follow. That is, don't ask your clients to embrace goal setting until you do so properly in your own life.
45. **BUILD A PT BUSINESS FROM THE GROUND UP.** How exciting to go from no clients to being fully booked loving life as a fitness professional. Here is my simple guide, creating a strong foundation for success... Make sure you have appropriate insurance (consider NRPT or Insure4Sport). Get your emergency first aid, i.e. CPR training if you have not already done so. Earn some money. Once earning some money, find someone to count your money, an accountant. Don't do this yourself. Consider a local accountant on recommendation from another similar-sized

business i.e. hairdresser, physiotherapist etc. This should only cost around £30 a month for the basics. You can earn for several months before organising an accountant or registering with HMRC. Once earning, register with HMRC, ask your accountant to do it for you. Open your business bank account, normally with free banking for your first year and we're ready to do business, properly.

Most of the content of this book should relate, but cutting to the chase you will need to:

- a) create a product range and pricing structure for your services.

You will need to develop this, keeping in mind who such products are designed for so that they can be created as a solution, i.e. an attractive offer that will appeal to your specific audience. Define your ideal client or clients that fit the products you have created. Think like they would. Work out where you will find them, how you will stand out from the crowd and be seen by them and how you will entice them into your marketing process. Decide on this process. Perhaps it is a Facebook campaign to webinar with a Coaching Skype Call follow-up? Decide what needs doing. Create a first 7-day plan to start. Develop a clear 90-day goal and break this down to three 30-

day milestones. Now just get on with it. Ready FIRE aim, sometimes we just have to get started.

46. **KNOW YOUR PRODUCT (BE SPECIFIC).** So, what is it? What does it look like, what does it do for your clients? How will they feel when they use it? How do current users feel when they use it? In no more than 30 words describe your product and speak it out loud. If you can't eloquently define what you do then others are not likely to understand and therefore buy into it either. Define it, embrace and love it. But be clear. People buy clarity!
47. **KNOW YOUR MARKET (BE SPECIFIC).** Where do they live, what do they do, how old are they, where do they shop, what do they read, what do they like, where can they be found, why do they need your product? What problems does your product fix? Why haven't your clients already found a solution? What new pleasures and experiences will your product provide for your target market? When you know your market really well, you can better market to them.
48. **FIND WAYS TO ENSURE YOUR MARKET FINDS YOUR PRODUCT.** Now that you know your product and your market, how will you help

your market find your product? And the answer is in these definitions. This will streamline your marketing strategies and shape the development of your products.

The secret to effective marketing is to ensure you understand what exactly it is that your specific product fixes (consider the specific “wants” and “desires” of your market).

You can now spend time at the right events, with the right people, create online strategies targeted correctly and write website copy pertinent to your market and their specific pains and pleasures. However, in order to attract people, you must also repel people. That is, you need to be brave enough to turn some people away from buying your products and services because it is clear they are NOT intended for them, in order to truly attract those they are purposefully designed for.

It's not rocket science or brain surgery. Create a product people want, understand what it will do for your clients and find ways for people to find out about it. Keep everything focused on OUTCOMES i.e. the benefits and specifically the solutions your services provide.

49. **PRACTICE SELLING AND GET GOOD AT IT.** Remember successful people make habits of those things they don't like to do but know need doing. So just do it – practice makes perfect. Even better, perfect practice makes permanent. So don't just do it until you get it right, practice until you can't get it wrong.

Sell benefits not features. When your clients ask, 'What's In It For Me' (WIIFM), what is in it for them? Spell it out! We all do it every single day and seek what we want in every way.

Think about it. Have you ever had to sell the idea of someone going out with you or to your partner to do what you would like to do or to your bank manager to give you an extension on your overdraft or to yourself to just put the latest mobile phone on your Visa card, even though you can't really afford it? We do sales all the time. And when we sell to clients who want to be fitter, weigh less and feel good again, we should sell what we do to them since what we offer is of great value. The more we can understand the psychology of selling, the more we can embrace sales. And do you know what? When we do, we don't actually feel like we are selling anyway, it feels more like people are buying. And this difference is important.

50. **USE YES SETS TO CREATE COMMITMENT.** Perhaps ask, so would you say you have felt frustrated in the past with your lack of results in fitness? [Yes] And do you think that starting with a personal trainer would help make sure you got the results you want this time? [Yes] OK, well would you like to get started and book in for your first session next week? [Absolutely Yes]. Yes sets gradually build commitment, helping the potential client say yes several times before asking for the appointment or sale. And in getting commitment for a nutritional change mid-way

through a program it might look something like this, so would you say that although you find it difficult to eat breakfasts in the morning, if you could it would be beneficial? [Yes] And do you think trying just a piece of toast and peanut butter, or a protein shake or some scrambled eggs or indeed a bowl of rolled oats in the morning might work and be a great start? [Yes]. Great, so will you email me on Friday this week to tell me how many breakfasts you managed this week? [Yes, absolutely].

51. **ASK FOR THE SALE.** You must remember to ask for the sale! Too many personal trainers feel too embarrassed to ask whether a potential client wants to start training with them and the client in turn lacks the confidence to ask whether you will be their personal trainer and train them. These missed opportunities are inexcusable. Your mission is to get people fit. So, ask for the sale. The worst that can happen is they can say no, which really means: no, not at this time, but maybe in the future. They weren't your client before you asked and they aren't after you asked, so nothing lost.
52. **ASK FOR REFERRAL.** Don't just ask for a sale but ask someone who has just said yes, or someone who has recently started with you, for referral. We discussed setting up a referral system earlier. Ask those who have been training with you for some time whether they know anyone who might like help with their fitness goals. Keeping asking for referral. If we don't ask, we don't get. Now sometimes we ask and don't get either. But when we provide something useful and of high value, we should

ask. I mean, perhaps you would recommend this book to someone you know to simply help spread some useful ideas. Perhaps you would share something on your social media for me?

53. **MANAGE YOUR FINANCES BY HAVING THREE BANK ACCOUNTS.** One bank account is where ALL money is paid into, your business account. One is your personal account that you pay yourself a set amount each month for your living expenses. This is like paying yourself your own wage, just internally by logging on and doing an internal transfer each month between accounts. Then you need a business savings account. This is where you pay a percentage of each transaction going into your business bank account as your best guess for tax. That way, you always have some money put away.

54. **KNOW YOUR STRENGTHS AND ADD ONE NEW PERSONAL STRENGTH EVERY MONTH.** Work on yourself all the time. Strengths show up anytime, anywhere. In the middle of adversity, of course, lies opportunity. It is during these times you need to be strong and play to your proven and refined strengths. Keep a list of your strengths and keep adding to them. This builds inner confidence. In addition, becoming clearer about your personal strengths helps to build a business and a career to your strengths (rather than copying others' "blueprints" for success). When we work on our strengths they can become world-class

relatively quickly. If we compare this to when we work on our weaknesses, our weaknesses rarely become strong and take a long time to improve. We will get the best results by working and improving upon our current strengths and finding ways to prevent our weaknesses from stopping us succeed (not necessarily working on them to improve them but planning around them). This is also much more fun.

55. **GET FEEDBACK FROM YOUR CLIENTS.** As feedback is indeed the breakfast of champions and you cannot be sure what your clients really think about your products and services without it, this is a must. Systemise asking for feedback by emailing clients with your feedback forms periodically or including hard copies every certain number of sessions as standard. Most trainers do not do this. But then again, you are not most trainers. Also ask your clients what they most want, as clients often surprise us. Sometimes they don't want what we think they need and do want things we had never thought of. You may also want to ask non-clients what holds them back and what they would most like, as this information will help you expand your clientele. Small surveys using survey monkey for example as an online and free survey tool of your database can yield important information about what they would want in a fitness and weight management product.

56. **MAKE MISTAKES AND GROW FROM YOUR SETBACKS.**  
All setbacks offer an opportunity to improve; they offer information about what doesn't

work so you can better find what does. If you can interpret feedback from an unhappy client, or the harsh words from your health and fitness manager, or the five complimentary PT sessions in a row that didn't result in a sale, or the poor session you just delivered, the bad week you are currently having, the challenging time you have ahead managing your finances, whatever... as opportunities, you will be successful! Build on your successes. When you focus on your successes not your failures you will grow in confidence and have a greater presence with new clients. And clients want a confident and successful PT.

57. **SET YOURSELF ANNUAL GOALS.** Use these to signpost your own success. Set big goals and break them down into achievable smaller pieces. Know where you are heading and stay focussed on the bigger picture. Know your KPIs (Key Performance Indicators) and track them. You need to know your business inside out. If you don't, who on earth will?
58. **SET YOURSELF MONTHLY, WEEKLY AND DAILY TARGETS.** How many new contacts will you make, how many people will you talk to, how many complimentary sessions will you set up? Record your performance, know what you want and assess whether you achieved it. Maintain your daily focus

using process goals i.e. gaining clarity about what needs doing to achieve what you want. Become super-clear every day about your priority to-dos!

59. **HAVE ACTIVE TO DO LISTS AND TICK ITEMS OFF AS YOU COMPLETE THEM.** This will ensure you make the most of the time you have, to get done what most needs doing. Successful people make habits of those things they don't like to do but know needs doing – your to-do lists should become priority lists and acted upon every day, focusing on the most important, first.
60. **USE JOTFORM TO CREATE ONLINE HEALTH APPRAISAL FORMS, NUTRITION QUESTIONNAIRES, PAYMENT FORMS, FEEDBACK FORMS AND ENQUIRY FORMS.** They easily integrate into a website, can be emailed directly to clients or posted on Facebook. Jotform offers an easy and free way to set up paperless direct debits and offers autoresponder follow-up too.
61. **BUILD SELF-ESTEEM.** It protects you from others, self and all unforeseen events. It helps you get out of your comfort zone and participate in your business, your career and, indeed, life in a way that will provide you with everything you need to be successful. No matter what people say or do to you, you are a good and decent person. Be clear to separate what you sometimes do (or have done) from who you are.

Be clear to add your interpretation of what people say to you or what happens in your life to build yourself up not destroy you. No one can make you feel anything. Clients cannot make you feel scared, nervous or stupid, your health and fitness manager cannot make you feel inferior or awkward, other trainers cannot make you feel angry or upset, your parents or partners cannot make you feel inadequate, unappreciated or unhappy – you have to give them permission first. It isn't what people say or do to you but what you add to what they say or do that makes you feel the way you do. Don't just believe in yourself, **know** that no matter what people say or do to you, you are a good and decent person. Believe in yourself and in your strengths and play to them. Belief is a choice and does NOT need evidence. It's like faith, it comes from within. Just choose to believe in yourself and the world will follow.

62. **DON'T JUST BE ON TIME, BE BEFORE TIME.** Be the ultimate professional, perform above and beyond your clients' expectations and make them say "wow, I love having a personal trainer" every day. People want to feel special and being before time, organised and ready to go helps achieve this aim. Being late or even just on time is not the right perception you want to create. When you are not just on time but before time you will be relaxed and well prepared. You will seem to your client just the sort of positive role model they need in their life as theirs is always so

rushed and disorganised. Being not just on time but always before time is really important, so make sure you always are.

63. **IDENTIFY ANY LIMITING BELIEFS YOU MAY HAVE.** These can jeopardise your future success. Our beliefs are powerful and often override temporary positive thinking or impulses to act. However, our beliefs are not really our own. Many of our beliefs are given to us by others including our parents, early influences such as teachers and other family members. Faulting thinking such as I will never build up a large clientele, or members don't want PT or my clients never exercise enough between sessions can build limiting beliefs. Do you believe you are amazing and can achieve just about anything? Do you believe you can charge 50% more than you do now and still have clients perceiving high value? Sometimes, we need to swap old, limiting beliefs for new ones.

64. **REPLACE LIMITING BELIEFS WITH ONES THAT WILL WORK FOR YOU NOT AGAINST YOU.** Consistently thinking in new ways can produce new beliefs. Once you have identified some limiting beliefs you are half way there. You now need to identify how they have handicapped you, what successes you would otherwise have if you hadn't had these beliefs and what future successes they may inhibit if they remain. Limiting beliefs sabotage success. So, once we recognise their debilitating effect we can set about changing them. Choose new

beliefs to hold and affirm them daily. Create a daily ritual of reminding yourself of your daily wins to boost self-confidence, acknowledge your strengths as they show up every day and associate with feelings of positivity. In a positive state, created by completing the above, affirm and re-affirm your new belief. State it again and again and associate with the positive emotion you just created as you reinforce this new belief by sheer repetition.

65. **BUILD BETTER THINKING PATTERNS.** What and how you think affects how you feel and how you feel dictates how you act. Developing a set of positive affirmations to self-talk yourself to change will better serve you than faulty thinking and negative self-talk. Become more aware of when you think negatively, where you are, what time of day or who you are with when you think this way so you can avoid these triggers and begin to prepare alternative ways to think in these situations. Use visualisation with guided meditation to rehearse your new beliefs and intentions, daily. Create a picture representing the outcome of you having such a belief and see it as often as possible.
66. **FEEL GOOD, IT JUST WORKS.** You cannot act in a way that is at direct odds to how you feel. Have you ever pretended to be happy when you are feeling down? It is difficult. To get out of these states simply change your physiology (shoulders back, chest out and breathe) focus on feeling good – do things that make

you feel good, surround yourself with people who make you feel good and avoid things, people and situations that don't. Everyone has their ups and downs; just make sure you can exit your negative emotional states quickly and effectively when you need to. Physically change something when you feel emotions you don't want to feel, move, exercise, alter your posture and as you do use this change to recreate the positive emotions you created above.

67. **DEVELOP YOUR KNOWLEDGE.** In today's world knowledge is power. Live like you will die tomorrow but learn like you will live forever. Read, read and read some more; listen to audio learning materials and pay attention to the changing nature of the industry. It is so easy to access information today; we are living in the information age. But knowledge is more than just knowing stuff; it is about applying it and integrating it with other stuff you know. This is therefore an active process. Don't read as many books as you can, but read a few multiple times; master them. It is too easy to just go through the motion of reading but, if there is no altered action or thinking, then we may not be using such resources optimally. Pick one mentor and just a few people to follow, and implement their teachings rather than following everyone and becoming more confused than inspired. Attend courses, seminars and even

Business BootCamps and remind yourself that growing You Ltd is a positive investment in your future success.

68. **IMPROVE YOUR SKILLS.** Constantly be trying to better help people change. Some skills (mostly technical PT skills) are easy and quick to master. Others, such as coaching and advanced communication skills, are more difficult and take much longer to master, but master them you must to thrive as a leading PT.
69. **IMPROVE YOUR COACHING.** Open questions for information as they instigate conversation. Open questions include “what attracts you to personal training, what do you think you would most gain if you did utilise the services of a good personal trainer, what is most frustrating you at the moment, and why is now the right time to get started?” Build rapport and create a relationship-based PT business. Take time to really get to know your clients and plan your between-PT-support carefully. Use closed questions for commitment and these include So do you think a personal trainer would be beneficial, would you like to get started sooner rather than later working towards your fitness goals, did you enjoy that session, would you like to book in for next week,

what would be best: later morning or mid-afternoon, would you like to pay cash or by credit card?

70. **LISTEN TWICE AS MUCH AS YOU SPEAK.** You have two ears and one mouth so use them in that proportion. Don't just listen with your ears, as the rainbow song tells us red and yellow and pink and green, purple and orange and blue; I can sing a rainbow, sing a rainbow; you can sing one too. *"Listen with your eyes"*, listen with your eyes and sing everything you see. So, tune in to what a person is saying both verbally and non-verbally.

Asking great questions and truly listening to the answers is the key. Use pregnant pauses and don't be afraid of silence (listen to it). To emphasise what a client tells you, especially at a key time for example when they finally admit they need a personal trainer, practice staying silent. Let them sit with what they have just said for a moment. Often, they will take the lead and talk some more. Or when you ask a particular question, for example that invokes thought, maybe you could ask, 'you say you don't need a personal trainer and yet you told me earlier you really haven't got the results you were looking for, I am a bit confused' the silence that follows as they think about

what you have just said is key. Don't interrupt their thoughts as it was your intent to make them think about what they really want. So let them.

## 71. AVOID SUSTAIN TALK AND PROMOTE CHANGE TALK.

Change talk refers to when we encourage our clients to talk themselves into change with clever use of questions, reflection and affirmation. However, sometimes because we try too hard, we become too directive in the provision of information and advice and so instigate sustain talk where our client says yes, but...with their verbal and body language and subsequent actions. Learn to coach well and become a better PT and mindset and behaviour change specialist.

## 72. ACCEPT CLIENTS FOR WHO THEY ARE.

When we judge people, make assumptions about them or show a lack of acceptance for who they are or what they do, we alienate ourselves. When clients fear being judged, they will lie to us, they will withhold important information and we will become disempowered to help them. Therefore, we need to be open to the fact not everyone feels like we do about exercise and eating healthily. And this is OK. They are still good and decent people.

## 73. DON'T JUST CALL YOURSELF A PERSONAL TRAINER.

You need to stand out and demonstrate you are indeed a certified trainer, but are much more than this. Consider terms such as Fitness & Nutrition Coach, Sports and

Rehabilitation specialist, Lifestyle-Fitness Coach and if you specialised in post-natal, for example, a New Mum's Fitness Coach. It is important to stand out, not fit in.

74. **ROLE MODEL THE RIGHT STANDARDS.** Think carefully about the qualities and standards you wish for your clients. Be careful not to become so engrossed in your own fitness and obsessions with specific elements of fitness that you alienate yourself from particular segments of your market. There is a divide growing between the fit and unfit. The fitter keep getting fitter and the unfit are losing too much ground. We need to bridge that gap and ensure we value the right things. Is it being incredibly fit or working out regularly that counts? Is it eating perfectly or better than previously that we value? Is it looking good or being happy that is the goal? Every business is built on values, even if the business owner doesn't realise it and often they are indeed the values of the business owner transposed into business value statements and the like. Take this aspect of your business seriously as when you become clear on what your values actually are and how you would like to see such values emanate through your business you will indeed create a values-based company.

75. **WRITE IT, BLOG IT, EMAIL IT, VIDEO IT (YOUR MOBILE PHONE WILL BE JUST FINE).** Publish your ideas and increase awareness about your expertise. Capture prospect details as you give away your free

reports and downloads and engage and relate with your audience and prospective clients.

76. **CHARGE OFF-PEAK RATES.** Help the more price-conscious client looking for a deal to save money whilst getting super-fit. If you know you have a bottleneck probably between 6am and 8am and again between 5pm and 7pm then offering a special rate for daytime sessions is a win-win. Shift workers, self-employed business owners and house wives/husbands can all benefit from this initiative.

77. **DON'T USE YOUR QUALIFICATIONS OR REPS**

**REGISTRATION TO LEAD.** Nobody cares about your qualifications or registrations; they have certainly never heard of REPs. Lead with how you can help i.e. the outcomes you can help them achieve and assure them of your capability to deliver on your promises using your credentials. Your credentials are more than just your qualifications. You will need to build know, like and trust and displaying client success stories does this particularly well. Include a brief biography or snippet of your training and education but keep it in context. Prospective clients assume you are qualified, they are looking for the right person to connect with them, "get" them and demonstrate that they have what it takes to ensure they achieve their end goal. If you don't have enough substantial evidence you are as good as you say i.e. testimonials then provide direct and immediately beneficial content to prove you are the real deal. This can be a short

video series they can watch, eBook they can download or Facebook group they can join for free then experience a 7-day free trial, for example. Just don't assume people will choose the person with the most qualifications because they are the most "qualified".

*Personal development for strategic advantage...use this section to learn just how important getting clear yourself is so that you can prioritise doing the right things to grow your own success.*

## 78. GET CLEAR – KNOW WHAT YOU WANT AND VISUALISE

**IT REGULARLY.** In order to build a bullet-proof business, we need to first develop a bullet-proof mindset. Get crystal clear about what you actually want. And I mean crystal clear. Most people, you see, are clearer about what they don't want than what they do want, and therefore create a vivid picture of this, instead of a positive image of their hopes and desires.

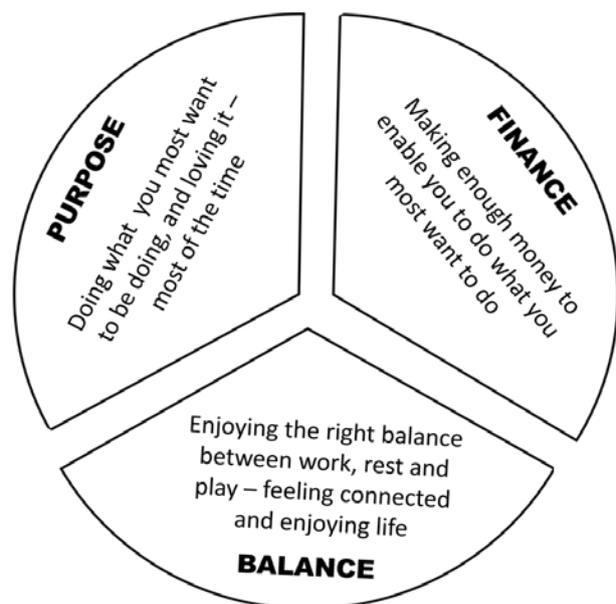
You see, we all have what is called our Reticular Activation System or RAS for short, and the job of our RAS is to direct our attention. Our RAS, however, is programmed by our most dominant thoughts or patterns of thinking. When we either channel too much energy into what we don't want OR change our mind about what we want all the time, we surrender the power of our mind to others, circumstances and luck. However, when

we get clear about what we do want we program our RAS to seek out ways to make it happen; it notices opportunities to support us.

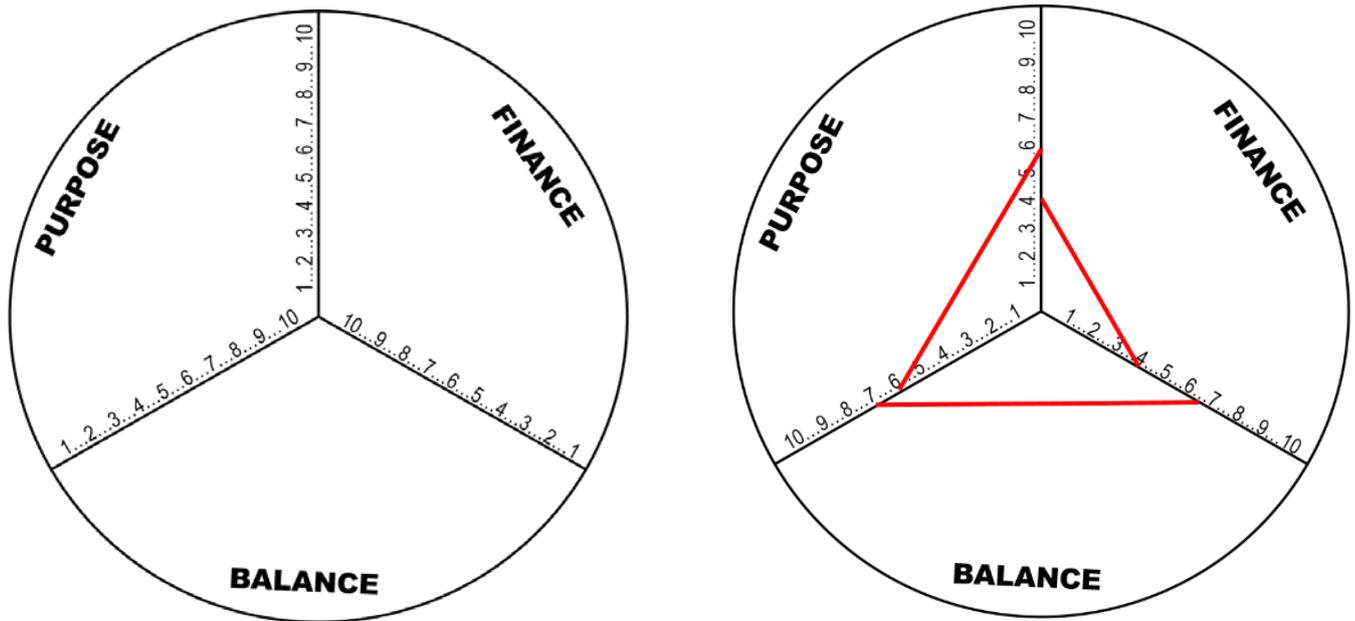
You see, although we already have access to most of the resources we will ever need to be successful, our brain cannot take in all the information and every piece of data it has access to and so selects what to notice and what to ignore. Creating a vivid image of our inner desires and goals directs our RAS to help us achieve it. It tunes in and filters differently to find ways to help us.

79. **GET CONFIDENT – DEFINE YOUR PURPOSE, DESIRED INCOME GOALS AND IDEAL WORK-LIFE BALANCE.** There are three areas we must get clear about to ensure success and happiness. These are our purpose, our finances, and our life balance.

Rate each of these areas below in terms of where you are currently at. Define what 10 would be for you in each area and rate yourself as to where you are today. For example, you might score how clear you are about what you



really want from your business (purpose) as a 6. Perhaps you change your mind lots and feel like you are just doing whatever you need to, but not really from a plan as such.

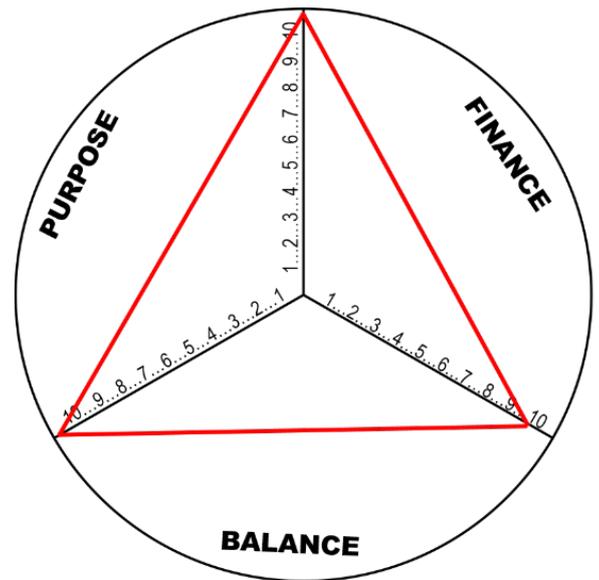


Then perhaps your finances score a 4. You are earning, but not enough. And finally, maybe you scored your life balance as a 7; you have lots of free time but are not really doing what you would love to be doing with it. Now, spend some time clarifying what 10/10 would be for your life balance i.e. what would be a great life. Get clear on how much time you want to yourself, not working, holidays per year, time doing self-improvement courses perhaps.

From here, get clearer about what 10/10 would be in terms of your income to enable this.

Finally, redirect your attention to your business and create a plan. Decide how you will

move it forwards. Use the other 99 ways in this resource to help, but just decide. You can change your mind later; you can revisit this in a few months. Life is dynamic. This is not a life plan. This is a way to create some change. Let's move to way number 3.



80. **CREATE A 90-DAY PLAN.** Start with defining an outcome goal. This can be in relation to finance or a project or product release or similar. Define the eventual outcome you seek 90 days from now. Create a clear 30-day plan to set you on the way. Be sure about where you need to be 30-days from now. Now, create your first 7-day action plan, i.e. what you intend to do.
81. **DEVELOP INTENTION-ATTENTION BALANCE.** Simply check in with yourself weekly. Are you clear about your Intention (what you want)? Is it consistent? Is it displayed and helping you remain crystal clear every day? Then check your Attention. Are you focusing on the right things to make it happen? When we have Intention-Attention balance we will accelerate success. If we are struggling, it is likely

this is out of sorts. That is, we are no longer clear or our ideas and ideals are changing all the time, or we are clear but we keep getting distracted.

82. **BECOME MORE ACCOUNTABLE.** Stop making excuses, protect your confidence and start making things happen. First of all, we need to amplify things a little. Consider for a moment everything goes just the way you want it. Imagine this. Feel the degree of satisfaction, joy and fulfilment you would feel. Now, compare this with the thought of nothing really changing except for time, and so another 2 years from now you are still where you are today. Humans need to grow. Our businesses need to grow to thrive. It is important to feel excited about the future. This excitement is arousal or drive. It is the very same physiology as anxiety, which is experienced, however, very different. The difference between feeling highly aroused and ready to move forwards with a high degree of drive versus feeling stranded and stuck with anxiety is our confidence. So, let's own our confidence. Here is a simple daily task to complete without fail that will help us thrive. I call it the 3-2-1 method. Every night before, bed run through 3 wins of the day in your mind, no matter how small. Celebrate these wins in your head. Then identify 2 strengths that showed up today and again no matter how small, clarify what they are in your mind. Finally, remember 1 positive emotion you felt today and feel it again. If you can't identify a positive emotion, think of someone you appreciate and send them a thank-you in your head. Feel the

appreciation and gratitude and simply associate with this emotion. Repeat this remembering these 3 wins, 2 personal strengths and 1 positive emotion as soon as you awake the next morning. You might write these down in a book by your bed every night and so read them back every morning. Do this daily to prevent anxiety and promote arousal and drive.

83. **EMBRACE  $E+R=O$ .** We can't control everything in our lives. The world sometimes just is. And we must deal with it. When we experience Outcomes (O) in our lives we don't like, that make us feel unhappy, frustrated, annoyed or angry, we may be able to change the cause E, the Event. However, sometimes we most certainly cannot. If it is another person that is the E, we can't expect to change them. If it is an event that already happened we cannot go back in time and change that either. We must instead learn to change R, our Response to the event. And this we have 100% control over. As we learn to better control R we will experience better Outcomes in our lives, no matter what. So, the next time you are experiencing an outcome you don't like, try working out the cause. Then if you can't change whatever Event is causing this, alter your Response to it!

84. **ANTICIPATE AND REDUCE INTERFERENCE.** Spend some time asking yourself what could potentially get in the way of you achieving your 90-day or

whatever related career or business goals you have. You may need to consider what has stopped you or got in the way in the past. We all have things that can inhibit us.

So, what are they? List 10 things. Be clear and detailed in what you write down. If you are only thinking about them right now (not writing them down) then at least try and speak them out loud. Once you have written down or spoken all ten out loud, create clear strategies you can implement immediately to prevent this from happening.

Once you have some interventions, work them into your weekly plans and to do lists. It is important to anticipate and plan for possible interference. As a side note to help you, interference can be from within (your own mindset, doubts, ability to stay focused), from other people (social influence and distraction) and from the environment (not setting up your work space correctly) or not planning your time properly to work ON your business instead of IN it. Repeat this activity at least quarterly.

85. **PRIORITISE TIME WORKING ON YOUR BUSINESS NOT JUST IN YOUR BUSINESS.** Block out consistent weekly time to do this. Friday afternoons or Sunday mornings for example. Ideally ½ a day to a full day every

week. This is a weekly discipline. Plan this time and work on your marketing, your growth strategies and checking in on your numbers.

This is not time to just catch up on paperwork. It is your business growth and development time. Perhaps take yourself away and pick an environment to do this work in that feels good. Block this time out in your diary or online scheduling system to absolutely prevent you from being able to book anyone in during this key time.

As a self-employed fitness professional, you are a technician (the fitness "trainer"), you are a manager (looking after your marketing, sales, finance and client management systems) and you are an entrepreneur (the CEO or MD of your own business, indeed life) and only you can do the work required in this role). Perhaps read the e-Myth Revisited by Michael Gerber.

86. **REDUCE OUTGOINGS, INCREASE INCOME AND INVEST THE DIFFERENCE.** Keep a keen eye on your vital statistics. You should know them like you know like you know everything about your business. There are only three ways to increase your income as a PT. One, you can charge more for your service. This is reasonable providing you offer great value and a distinct product range unlike other trainers in your area. Two, you can deliver more training. That is, you can work more hours. Again, this is OK until you work too many hours to stay fresh and vibrant

and able to consistently deliver a wow-experience to your clients, every time. Three, you can sell other products that don't take up your time to deliver. And that's it. I can't think of a fourth that doesn't fit into one of these three.

So, do you work longer hours or do you improve the value of what you do and increase your income per hour that you work? When I say charge more for your time I don't necessarily mean increase your one-on-one personal training rate from £35 per hour to £40 (although you could) but to increase your income perhaps through changing your business model and incorporating more small group PT, for example.

When I say increase income from other products, passively – I mean hiring other trainers, creating sellable eBooks, DVDs, nutrition programs and unique online programs as long as these other income streams are compatible with the values of your business that you set up earlier. However, this will require an even sharper business approach; we're back to investing in yourself again.

87. DESCRIBE AN IDEAL PT, WRITE IT OUT AND DISPLAY IT WHERE YOU CAN SEE IT AND BE THIS PERSONAL TRAINER EVERY DAY. Be specific; what are they like? How are they with their clients? How do they treat their prospective clients and how are they regarded in the community? Live up to this description every single day. When you act this out, you

will excite yourself; you become that £100/hr trainer well before you consider increasing your prices. When you act as if - you will empower yourself to become that trainer. You create a picture in your mind, and your mind goes about making it happen (and secretly behind the scenes without you even knowing).

This is the role of our unconscious mind and in particular the Reticular Activation System we discussed earlier, i.e. the part of the brain that filters and, just like when you do a Google search, ensures you always find what you are looking for.

88. **BE BEFORE YOU ARE AND YOU WILL BECOME.** Now go one step further and define what a trainer charging double your rate would do above and beyond what you do currently. Make a list and see how many of them you could embrace and start doing right away, today.

89. **BE COMPELLING AND TRUE.** Talk the talk and then walk the walk. Promise in a way that catches your market's attention and deliver on what you promise, every time. Develop a 10 second introduction to you and your business. When push comes to shove in a nutshell what do you do, to whom and why? And how

do people feel after they use what you do? This should excite you and fill you up with all the get up and go you need to get out there and build an unstoppable PT business.

90. READ STEPHEN COVEY'S 7 HABITS OF HIGHLY EFFECTIVE PEOPLE (AND HIS 8<sup>TH</sup> HABIT ABOUT LEADERSHIP). AND THEN READ IT AGAIN. Think wealthy, be wealthy, live life to the full. Inspire your clients to be more. Live, learn, love and leave a legacy! In body, mind, heart and soul live your life with meaning. In body to live, in mind to learn, in heart to love and in spirit to leave a legacy. Find your voice and help others find theirs.
91. NOTICE WHAT EVERYONE ELSE IS DOING AND DO THE OPPOSITE. Don't be a sheep. Find your voice and help others find theirs. Seriously, stop buying into other people's "blueprints", "proven" models, set "formulas" and hype. They never work. They are someone else's and even then, not always what they seem. Find your way. Blueprint your success. And as you do, learn to do the same for your clients. By this I mean help them find their way of finding their right balance in their life in terms of health and fitness, enjoying food and drink, working out

and relaxing. Be the kind of trainer that is truly client-centred. Constantly be looking to differentiate yourself, establish yourself and stand out from the crowd.

92. **CONSISTENTLY INVEST IN YOURSELF, IN YOUR PERSONAL AND PROFESSIONAL ONGOING DEVELOPMENT AND IN YOUR BUSINESS.** You and your business are either growing or dying. You can't just remain as you are. The reason is if you do, others catch you up and leave you behind. The world is forever changing and changing at unprecedented rates. You can evolve by sticking to your sound business and personal principles but can be more by investing time and resources in growing You Ltd. This can be going on courses, getting a coach or mentor, reading and applying what you read, joining different positive mentoring and mastermind groups and generally prioritising your development instead of sacrificing it to prioritise others including your clients. You best serve them by growing yourself! Most trainers feel a bit of a catch 22 here as they fear (False Evidence Appearing Real) they cannot invest in themselves until they earn more money but cannot earn more money until they invest in themselves and their development more. So what do they do? They go out of business. Ongoing personal development is critical, there is nothing more important!
93. **BECOME AN INVERSE PARANOID.** Start believing the world is plotting to do you good and that all set-backs and challenges are designed to make

you stronger, better and more able to **be more**. Develop a brand, a strong character behind your business, a clear essence of what you are about. Become a motivation coach for your clients and take personal training to another level.

94. **HAVE GREAT IDEAS, AND ACT ON THEM!** Ready FIRE Aim.

Spend time periodically away from distractions and the hustle and bustle of everyday life and learn to be more creative. Adopt a priority management system to better manage how you spend your time. Feel the fear and do it anyway. Make mistakes and learn from them. Remember FEAR is merely False Evidence Appearing Real. When you find yourself firing however, be sure to check your aim afterwards. It's ready FIRE Aim, and Aiming afterwards is important. Learn from your efforts and refine as you go.

95. **BE A HAPPY PT AND STOP COMPARING YOURSELF.** We

only compare ourselves with others when we, ourselves, are not progressing; when we have become stagnant. When we see progress, however, we compare ourselves to where we were and therefore feel great. Just focus on yourself and moving forwards, not with what anyone else is doing.

96. **NEVER, EVER GIVE UP - BUT CHANGE YOUR**

**APPROACH IF IT ISN'T WORKING!** Believe in yourself, your clients, your product and your industry. With success comes sacrifice. What are you prepared

to do to get what you want? If you want it bad enough you will do what you have to do to get it; you will be prepared to pay the price. The journey towards personal success will no doubt have many ups and downs. But this is the fun of chasing your dreams. The downs make us stronger and the ups make us feel happier.

97. **THINK LIKE A BUSINESS OWNER.** Have a vision statement and a business plan. Be clear about what you want and why you want it. Plan your attack and be accountable for your results. Create your own path to success, don't follow the crowd.
98. **SPECIALISE, FIND YOUR USP.** Establish an area of expertise, a USP or unique selling proposition that you do better than anyone else! This will take time so don't choose everything. Don't just think about personal training as your product or USP (personal training is your commodity not product) but about the unique experience clients have in your business.

Think about the experience clients have with you versus choosing a different trainer. Make this your USP. Working out what your USP is early on in your business building process is critical as it shapes everything else.

99. **BE INCREDIBLE EVERY SINGLE DAY.** Love what you do. Love owning your own business. Love being your own boss. Your business is but a

reflection of you. If your business is looking tired and weary then look at yourself, are you? Your energy levels, thirst for learning, desire for success, deep genuine concern for clients and big bright smile must show up every day in your business. But your stresses, disappointments, anxieties and frustrations can also show up, too. The buck stops with you.

Only you can take your business from where you are today to where you imagine it can be in the future. Of course, you can and should access support and guidance. You wouldn't attempt Everest without a guide. Your clients are incredible and through your support they achieve things they once thought impossible. I hope your business grows as you do, but you will have to grow first.

100. **STOP GOING AROUND IN CIRCLES.** People say, "if you do what you've always done, you'll get what you've always gotten". "If you want something different, you will need to do something different". The definition of madness, of course, is "doing what you have always done, hoping for a different result". If you are battling with social media, struggling to get your fitness business or PT career to the next level or feeling stuck in your current status quo, perhaps it is time for change.

Successful people embrace change. They are decisive, resourceful and 100% coachable. Are you?

101. BE DECISIVE, RESOURCEFUL AND 100% COACHABLE TO ATTAIN A NEW LEVEL OF SUCCESS. Attend a Darren Tebbenham Business Retreat. Get away. Re-invent yourself, empower yourself to learn with like-minded people, develop your confidence and leave with a plan, gain access to ongoing group support afterwards, and really launch or re-launch yourself with confidence - see [www.myfitproblueprint.com](http://www.myfitproblueprint.com)

## SUMMARY

So, these were my 101 ways to enhance your PT business. Did you take something away from reading through them? Which two or three will you implement tomorrow morning?

Would you like to find out more about my life-changing Business Retreats? You can visit [www.myfitproblueprint.com](http://www.myfitproblueprint.com) for more information.

This business bootcamp offers an intensive way to re-boot your business and learn from other like-minded PT business owners. You can book a complimentary coaching session with myself to discuss your needs more fully, and indeed whether BootCamp or a program of telephone coaching would be suitable for you by visiting my site and clicking to book your appointment.

When you are ready, I am here and I am looking forward to working with you. I understand the benefits of working with a business coach having invested properly in the services of a coach through E-Myth world-wide, one of the largest and well known business coaching programs in the world. What's unique about me and my approach is

that I am not only a business coach, but an experienced PT and business owner myself.

I'm ready, are you?

I would like to finish by simply wishing you good luck and happiness as a sought-after fitness professional and fellow fitness business owner and thank you for taking the time to read this book.

## REVIEW

Review all 101 now. Simply tick those that resonated most, and act on them -

- No 1.** Get a website and make your clients the heroes of the story
- No 2.** Have a newsletter and circulate hard as well as soft copy issues
- No 3.** Have a client success board or folder and show off your successes
- No 4.** Use a welcome pack to create an instant 'wow'
- No 5.** Run a refer-a-friend campaign
- No 6.** Write to local businesses with an enticing invitation to train with you
- No 7.** Always look smart and be your brand
- No 8.** Have a business card that stands out, use handouts and look like a business
- No 9.** Use a voucher system to reward commitment and encourage referral
- No 10.** Speak publicly anywhere and everywhere you can
- No 11.** Develop a magic moment system and spread your positivity
- No 12.** Meet 10 new people every day (online or offline)
- No 13.** Use LinkedIn to your advantage
- No 14.** Offer a free trial, taster session or a coffee-and-a-chat
- No 15.** Promote complimentary coaching calls
- No 16.** Package your PT into clearly definable offers to well-defined markets
- No 17.** Offer ½ hr (and 45 minute) sessions

- No 18.** Offer motivational reviews
- No 19.** Offer professional consultations and assessments
- No 20.** Remind clients of appointments
- No 21.** Follow up after complimentary and first appointments
- No 22.** Chart your success, know your numbers
- No 23.** Chart clients' success
- No 24.** Take excellent client notes
- No 25.** Have a cancellation policy
- No 26.** Motivate your clients through email, text and video messaging
- No 27.** Manage your phone
- No 28.** Have a daily plan
- No 29.** Be £10 per session more expensive every year
- No 30.** Be £10 better than you charge every session
- No 31.** Remember, Keep It Simple Silly
- No 32.** Remember and celebrate all clients' (and past clients') birthdays
- No 33.** Use music to create another wow experience
- No 34.** Run a regular fitness or fat loss challenge
- No 35.** Promote the benefits of once-a-week PT
- No 36.** Promote the benefits of once-a-fortnight PT

- No 37.** Promote the benefits of once-a-month PT
- No 38.** Promote the benefits of an annual health & fitness check-up
- No 39.** Advertise and deliver Partner PT
- No 40.** Advertise and deliver Small Group PT
- No 41.** Reward yourself
- No 42.** Reward your clients
- No 43.** Sell outcomes not services then provide an exceptional service
- No 44.** Use goal setting yourself and with your clients
- No 45.** Build a PT business from the ground up
- No 46.** Know your product (be specific)
- No 47.** Know your market (be specific)
- No 48.** Find ways to ensure your market finds your product
- No 49.** Practice selling and get good at it
- No 50.** Use yes-sets to create commitment
- No 51.** Ask for the sale
- No 52.** Ask for referral
- No 53.** Manage your finances with three bank accounts
- No 54.** Know your strengths and add one personal strength every month
- No 55.** Get feedback from your clients

- No 56.** Make mistakes and grow from your setbacks
- No 57.** Set yourself annual goals
- No 58.** Set yourself monthly, weekly and daily targets
- No 59.** Have active to do lists and tick items off as you complete them
- No 60.** Use Jotform to create online forms
- No 61.** Build self-esteem
- No 62.** Don't just be on time, be before time
- No 63.** Identify any limiting beliefs you may have
- No 64.** Replace limiting beliefs with ones that will work for you not against you
- No 65.** Build better thinking patterns
- No 66.** Feel good, it just works
- No 67.** Develop your knowledge
- No 68.** Improve your skills
- No 69.** Improve your coaching
- No 70.** Listen twice as much as you speak
- No 71.** Avoid sustain talk and promote change talk
- No 72.** Accept clients for who they are
- No 73.** Don't just call yourself a personal trainer
- No 74.** Role model the right standards

- No 75.** Write it, blog-it, email-it...video-it (your mobile phone is just fine)
- No 76.** Charge off-peak rates
- No 77.** Don't use your qualifications or REPs status as your lead
- No 78.** Get clear – know what you want & visualise it regularly
- No 79.** Get confident – define your purpose, ideal income and work-life balance
- No 80.** Create a 90-day plan
- No 81.** Develop Intention-Attention Balance
- No 82.** Become more accountable
- No 83.** Embrace  $E+R=O$
- No 84.** Anticipate and reduce interference
- No 85.** Prioritise working ON your business not just IN your business
- No 86.** Increase income, reduce outgoings and invest the difference
- No 87.** Describe an ideal PT and be this Personal Trainer every day
- No 88.** Be before you are and you will become
- No 89.** Be compelling and true
- No 90.** Read Stephen Covey's 7 Habits of Highly Effective People
- No 91.** Notice what everyone else is doing and then do the opposite
- No 92.** Consistently re-invest in yourself
- No 93.** Become an inverse paranoid

- No 94.** Have great ideas and act on them
- No 95.** Be a happy PT and stop comparing yourself
- No 96.** Never give up, but change your approach if it isn't working
- No 97.** Think like a business owner
- No 98.** Specialise and find your USP
- No 99.** Be incredible every single day
- No 100.** Stop going around in circles
- No 101.** Be decisive, resourceful and 100% coachable

## THE END?

This book outlined 101 ways to enhance your PT business, helping you create your own blueprint for success. It offers an “old school” approach modernised for the modern-day PT, so that you no longer rely on social media to grow your business.

Darren Tebbenham is an experienced trainer, mentor and business owner himself, having helped more than 3000 personal trainers work as fitness professionals across 5 continents in more than 30 countries world-wide. Darren has worked as a personal trainer in the UK, in Europe and in Australia. He has worked in cardiac rehabilitation, GP referral and elite sports. He has been a University lecturer, presented at national conferences, has a Master's degree in sport psychology and with his own business having turned over more than £10 million in 10 ten years – he knows what it takes to succeed. Find out more about working with him at

[www.myFITPROblueprint.com](http://www.myFITPROblueprint.com)

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