

5 STEPS TO A SUCCESSFUL PERSONAL TRAINING MARKETING PLAN

1

DEFINE YOUR MARKET

You must understand who exactly you want to work with. This can be as broad as working with weight loss clients or as specific as only accepting diabetic clients over the age of 50.

2

ADVERTISE

Get the word out that you are a personal trainer taking on new clients. You can do this at your gym. You can offer quick, free seminars that get in front of people. Build a website and get on social media whether you post your own content or pay for ads.

3

TURN PROSPECTS INTO CLIENTS

Once you have a list of people that attended your seminar or responded to an ad you ran, you must follow up with them. Create a plan with a script that you can refer to as you are speaking with them. Get them excited about their fitness goals and explain how you will help get them there.

4

KEEP CLIENTS SATISFIED & COMING BACK

This is crucial in becoming a successful personal trainer. Document your clients' progress, whether that be through measurements or photos, & ensure you have a log of all their workouts. A big part of keeping your clients coming back is ensuring they see their progress. This also helps to ensure they don't get bored & lose interest.

5

REFERRALS

It is often said that the best advertising is word of mouth. Once your clients start seeing results, they'll tell their friends who will want those results too.

The best time to ask for referrals is while your clients are excited & want their friends to join them!