

Welcome to the Marketing Your Services presentation. The purpose of this presentation is to provide the health and fitness professional with a brief overview on how to market their services to the consumer to help build a profitable personal training business. After completing this section, the health and fitness professional will be able to understand the basics of effective marketing strategies, understand the four P's of marketing, understand the three important pillars of building customer relationships in fitness, and develop and implement a marketing plan to promote weight management services.

As many have said in the past, knowledge is power. However, knowledge without application won't do anyone any good. With the previous presentations under your belt, now is the time to put your knowledge to practice by beginning to market yourself in the profitable niches of weight management.

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with others. In fitness, this exchange is imperative to building your business with clients. Without marketing, you won't be able to get your message out, and the results would mean less clients and more frustration.

Marketing yourself and your services properly in fitness should follow a simple four-step process. Number one, understand what your customers want. Number two, design your marketing strategy around what your customers want. Number three, build your program to deliver superior value. And number four, build strong and profitable relationships with your customers working to exceed their expectations. These four steps can help a professional build and retain a strong customer base.

Step one, understanding what your customers want. In health and fitness, the common denominator amongst all clients is the desire for results. They would not come to you if their focus was not on trying to obtain their vision of who they want to be physically. Focusing on the desires of your customer base should form the foundation of your marketing strategy.

Then identify the common desires among weight loss clients, and begin to form a plan on how to attract clients through sales and advertising, always remembering the end goal of satisfying customer needs. Write down a list of desires your target customer would want from your services. Underneath each item on the list, write down a way your services can meet the needs of your clients. Refer to the text for an example of this step.

Step number two, designing your marketing strategy. This step is often termed a customer driven marketing strategy and assists in positioning yourself in the target market determined in step one. In the fitness industry, there are segments of customers. Examples of these segments are those who desire weight loss, those who desire weight gain, youth or seniors. These segments are who you will target and focus your marketing strategies on.

Once you've determined your focus, there are two other important questions to answer. The first is how you will serve your target market, and the second is how your services will differentiate and position yourself in the marketplace. This is where you determine your value proposition. A value proposition is the set of benefits or values you promise to deliver to your customers to satisfy their needs. Your value proposition should answer the question of why they should buy your services and not someone else's.

For example, your focus might be on customers who hate the gym but want to lose weight. So your value proposition could be outdoor training that delivers weight loss without the hassle of a gym. Refer to the text for a detailed example of this step.

Step number three, prepare a marketing plan and program. You have determined the needs of the customer base you want to attract, and you have determined how you will serve these customers. Your value proposition is set, and now it is time to determine the action you are going to take to market your services.

This is the development of your marketing program. This means focusing on what is termed the four P's of marketing-- Product, Price, Place, and Promotion. You have determined your product through determining what service you are going to provide. So now the focus should be on how to price your services, where your services can be garnered or placed, and lastly, how to promote your services to your target market. We will start with price.

If you are a fitness professional working in an established health club or fitness facility, your price might be determined for you by the owners or managers of the club. If you are an independent trainer, this next step is extremely important and should be created based on a few simple questions. Number one, what are my overhead costs? Your session prices should collectively cover your overhead costs such as equipment, insurance, marketing and advertising costs, rent, leases, or building costs, such as electrical, water, and gas.

Number two, how many sessions per day and week at your determined rate will you need to cover

your costs and afford yourself a profit? Number three, what will the market bear? Your prices should reflect the customers and the household income of the area you choose to work in order to be competitive. Prices that are deemed too high or too low might deter your target market. Check the income status of the neighborhood or city you choose to train in and look at the median household income. Determine your prices based on what you feel the potential buyers and your business can afford.

The third P, Place, answers the question of where will your services be rendered? If you work for a health club facility, will potential clients need to buy a membership to your gym if you market outside the walls of the gym? If so, are there alternatives for those who do not want a permanent membership?

If you are an independent trainer and perform in-home training, what is the area you will service? If you perform outdoor fitness training, what parks or outdoor facilities will you work at? Your potential clients will need to know where they can find your services. In addition, this step will help you move forward with the next step, which is promotion.

The fourth P, Promotion, communicates the benefits of your product, personal training, and persuades a client to purchase your services. This is the creative side of marketing-- using forms of advertising and networking to inform potential clients of you and your services. There are several ways to promote your services by using business cards, building a website to advertise your skills, and testimonials. Become a part of the Allied Health Community or join the Chamber of Commerce which will allow you to network with local business groups that will work and advertise your services to a larger audience. You can also get involved in the community settings, including community events, churches, work sites, and clinical settings.

The final step, step number four, is building customer relationships. This step is often termed customer relationship management and focuses on building and maintaining customer relationships through delivering outstanding customer service and satisfaction. While this step might seem easier than others, this is the most important step for health and fitness professionals. Our customer service skills can make or break our ability to attain and retain clients. Building customer relationships in fitness requires three important skills-- effective and open communication, superior customer service, and maintaining a high level of professionalism.

In summary, marketing is more than promoting your services. To successfully market your services, you must understand what your clients want, design your strategy around their desires and price,

position and promote your services accordingly. In addition, to successfully entrench yourself in the industry, you must be able to build strong relationships with your clients through outstanding customer service, communication, and professionalism. Your keys to success and fitness are beyond the results you generate but in the relationships you build. Focus on delivering value to your clients and in turn, you and your services will become more valuable.