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THE MARKETING BLUEPRINT

SIMPLE MARKETING FOR A TOP-LEVEL TRAINING PRACTICE

In reality, [Super-Trainer](http://super-trainer.com/) is all about **MARKETING** –

We cover the techniques to make you a more marketable trainer. You'll notice there aren't any posts on exercise or kinesiology here. While that's all important, that interestingly enough isn't what makes the best trainers with the best lifestyles. What does is their personal marketing: how they position themselves in the minds of their consumers and how actively they work to create their ideal lifestyle.

In this report, we're going to talk about how you present yourself through your printed materials and marketing techniques. You'll learn a few strategies on making an effective impression to everyone your business comes in contact with. I know we've all heard the term you can't judge a book by its cover, but from all of our experience, we know that's really not the case. Anywhere you go and with anyone you do business with, you'll notice the way a person or business presents itself to the world is a big

indicator of how they view themselves and the quality of their product or service. **Can you imagine going into a Mercedes Benz dealership that's dirty or has a salesperson with a ketchup stain on his tie? Absolutely not.** A company that prides itself on making the best cars with the most prestige wouldn't allow their image to slip for a second. Even McDonald's, a company whose best selling products are \$1 french-fries and hamburgers, prides itself on immaculate cleanliness and a pristine image.

I don't know who started that "you can't judge a book ..." saying, but he was completely wrong! What you find in reality is that both go hand-in-hand. Those that have a good product are equally strict about how they're viewed in the marketplace, and those businesses that are viewed well usually work very hard to back it up with their products. For that reason, we're going to focus on the specifics of the *outer game* of marketing. When it comes down to it, improving how you're viewed in the marketplace is one of the best things you can do to improve the actual quality of your training.

And no doubt that it's one of the best things you can do for your bottom line. **Taking the time to display an attractive image is time well spent.** It'll create a tremendous internal drive for people to do business with your company (which is you by the way!). There's something psychologically fulfilling about doing business with a high value business that goes beyond the actual product you receive. It's a fact of our consumer economy that we like to buy flashy, expensive things.

As a Personal Trainer, you have to understand your product for what it really is. You've got to look beyond the weights and sweat and realize what a high

value commodity it is you're selling.

Naming Your Business

Giving your training practice a good name is something that adds the vital element of credibility to what you do. In reality it might not change a thing, but in perception your customers will look at you with more respect; this added respect is of course something you can charge for. Especially for the Top-Level Trainer who takes his work seriously and provides excellent service, naming your company is the icing on the cake which cements you in your consumer's mind as a better and more serious person to deal with. [It'll make all of your advertising and marketing more effective as well.](#)

It doesn't really matter what you chose to name your business. The simplest choice would be naming it after you, for example Jane Doe Fitness if your name is Jane Doe. Although that works for many trainers, it may be better for you to think of a name besides your own for several reasons. First off, if you're just starting out, it may be too early to brand yourself; you may not have a strong enough personal image to do that yet. However, if you pay attention to all the training and service aspects of your business, then this certainly something strong enough to brand. Therefore, your business name will represent everything that it means to do business with you.

Creating A Logo

The second part of naming your business is creating a logo. This as well goes a long way toward establishing credibility. [A trainer that just got his certification yesterday can look like he's been in business for 10 years and](#)

served hundreds of clients if he has a business name and a well designed logo.

In terms of a logo, generally simplicity is better than going over the top. While Personal Training is a dynamic field it's still a professional service, and for that reason your logo shouldn't look like it belongs to a professional hockey team. Follow the example of the popular health-club chains and you can't go wrong.

Along with your logo, you should also decide on some colors for your company. Pick a color scheme that builds both positive energy and trust. I'm not going to get into the psychological impact of color, but pick a few you like and feel comfortable with. Most of your marketing materials and even your clothing on a regular basis will reflect these colors, so make sure it's something you're comfortable wearing as well.

Once you've got your logo and company colors set, put them on as much of your materials as possible. You should dress in these colors, buy matching sneakers, a matching hat, and put it on the progress tracking books you keep for clients.

Trademarking

While you're still at the small level of a private Personal Training practice with no physical location, it's not yet necessary to trademark the name of your business or set-up a legal company. You won't be reaching millions of people with anyone looking to steal your intellectual property. And don't worry, no one will come and shut you down and arrest you because you

haven't officially trademarked your company name and logo or incorporated your business; you just aren't allowed to use the words "incorporated" or "corporation" in the name of your company. [Just having the guts to get started is as much official licensing as you need in the beginning.](#) However, if you do open a training studio this will change and you'll need to protect your intellectual property.

In terms of getting your logo designed, this shouldn't be too hard or long a process either. Through globalization and outsourcing, getting top-notch professional logo design with unlimited revisions is now much cheaper than it's ever been. If you want to save some money, you can just ask a friend of yours that's computer savvy to use a simple program like Photoshop, Illustrator, or even a program like Publisher or MS Word to create the logo. Although you won't get a high resolution image that can be used everywhere using the simpler programs, it will be able to serve your purposes in the beginning.

Business Card

The first and most basic form of marketing is the business card. Nearly everyone has one, but most people overlook its importance. When you give someone your business card, you need to give them a memorable commercial for your services. If they're interested in what you offer and take your card, you want it to be something that stands out in their mind so that when the time comes, they'll give you a call. If you have an attractive card, they'll also talk about you to other people and are more likely to save your card instead of throwing it away.

When designing a card, creating something attractive is key. What's important is that your card not be ugly so that it immediately goes in the trash or leaves a poor impression on your client. My first impulse is to advise you to put your picture on your card and make it something highly attractive, like a mini-brochure. I created a card like this and was very happy with how it turned out and was often complimented on it. But I've also seen many more trainers get this type of card completely wrong, so unless you have a good graphic designer working on your card, I'd advise against it. Only if you feel you have a good designer and are very happy with the look and feel of the card should you go this route; **if not the card will leave a poor impression on your potential client.**

The best way to go is often the simplest, with all your basic contact information cleanly lettered on a plain white card. Make sure a full color, high resolution picture of your company logo is there, along with your web address prominently listed. You can also develop a catchy slogan and place that on the card as well.

In terms of paper for your card, get the best you can afford. Make sure it's either a high quality stock of paper or the type that's glossy on one side. The back of the card shouldn't be glossy so that you can easily write on it, since you'll find yourself using it for that purpose often.

Web-Site

As you've probably realized from what I've said so far, having a top-notch website is very important. In this day and age, it's importance can't be emphasized enough. It's probably the most important marketing tool you

could possibly have. The look of your site should be consistent with your business card and all of your other marketing materials. This is a very in-depth subject that I have a lot of feelings on, and intend to get to it in another detailed Special Report real soon (it won't be covered here).

Brochures

When used effectively, your brochure can be the second most powerful tool, behind your website, in bringing you clients. It's the centerpiece of all your physical, person-to-person marketing. Brochures have gotten a bad rap because we usually see them strewn all over the place like junk-mail. That's not an effective use of this important vehicle. When used effectively, a brochure can be an add-on to another marketing piece that works to further drive home the message. It's in this way that your prospect has a tangible version of your message that they can refer to later and may eventually motivate them to give you that all important first call.

I've used brochures most effectively in conjunction with large posters placed in gyms I was training clients out of. **An interesting sales cycle was created in these situations:** people would first see me training and would get interested in my services; the poster would tell them who I was, almost like a personal introduction even when I wasn't around or too busy to do so; and lastly the brochure would give them something tangible to take home with them that had my contact information and a detailed description of what I offer. In the brochure I would also prominently mention my website several times, which they could visit for *even more* information. [This process creates a different kind of sales cycle, one that happens almost passively through your marketing.](#) The brochure is a key piece of this cycle

that will turn you from a complete stranger into someone the prospect knows something about.

I also like to use my brochure in place of my business card because it's impact is so much greater. Through most of my career, whenever anyone has asked for my business card I've given them my brochure instead. I would also leave my brochure with the other professionals I joint ventured with and the private condominiums I trained out of, for them to give to their members and customers. While most people only usually leave a business card in these types of situations, I leave more information to convince these motivated prospects to take the next step and take action. In fact, what I do is glue my business card into my brochure. I do this for no other reason than to create something more appealing, tangible and forceful in establishing my credibility in the customer's mind. **It's simple steps like this that make you the better option and allow you to dominate your area.**

It goes without saying that this brochure must also have a clean, professional look. Mine had many pictures of happy clients enjoying my sessions, along with testimonials and head shots of my clients so prospects could see the high-level of individuals I work with. Without going into too much detail about design, just make sure there's nothing negative about the brochure, like blurry pictures or typographical errors that will hurt your credibility.

Posters

As Personal Trainers, most of us have been fit our entire lives and fitness has come relatively easy to us. But to the majority of people in our society, they're in a constant state of *wanting* to get in shape. For this reason, posters

advertising our training services are especially effective. The same way most people don't realize they're hungry until they see that McDonald's billboard on the highway, most people don't remember they need a trainer until they see a poster for your services on the wall of somewhere they're already getting health and fitness services.

People are generally lazy, so although they may be intrigued by your poster, they may not be motivated enough to write down your number. For this reason you should affix a dispenser to the poster holding either your attractive business cards or your informative brochure. This will make it much more likely that someone interested will have the information they need to contact you.

The message I've used most often on my posters has been a case study of a client: I'll show pictures of this client working out with me along with before and after pictures and a testimonial. Another excellent poster I've used is one that shows only testimonials. It would have about eight head shots and testimonials, along with a bold call to action. Remember, people don't necessarily believe what we say about ourselves, but when someone else says it, it's considered true.

The poster is best used in the private health club setting. In these types of arrangements the health club owner gets a percentage of all the business you do, so they should fully support any marketing initiatives you put in place. You should use this to your advantage and market as hard as possible. If you secure this type of deal and place some well designed posters throughout the gym, you'll find yourself booked solid in just a few weeks.

Creating a poster isn't difficult. I've always used the simple program Microsoft Publisher to create mine. [If you don't know how to make one, have someone that's good with design help you to create it.](#) To keep things simple, I've always just printed my posters on plain paper and then assembled them, rather than taking them to Kinkos and paying for it. If you frame the poster after it's assembled, no one will ever be able to tell it's printed on plain paper. Just make sure that you use a color laser printer for the printing. However, for larger, more durable posters, for example something waterproof at about three feet by six feet, you'll have to pay close to \$200. Although that's expensive, I've found it to be worth it.

Your Clothing

For all the materials you use to promote and market yourself, the best and most important thing marketing your business is **you**. **At all times you're the walking billboard for your training practice, and people are often making an immediate buying decision at the moment they see you.**

That's why of all the things you use to market your business, you have to take the most care in how you present yourself; all the marketing in the world can't help you if you're making a bad first impression. When it comes to how you present yourself, there are a few rules you can follow to make sure you're always displaying the best possible and most consistent positive image.

The great success coach Brian Tracy likes to say that 90% of the first impression you make is based on your clothes because your clothes cover 90% of your body. I've found this to be true to a large degree. There are thousands of trainers across the country who are booked solid and have

made very good livings for years based solely on the fact that they make a strong impression and have good personalities. When people see them train, they want to meet them and find out about them; and their existing clients like the fun and prestige of training with them.

[Your clothing is a self-fulfilling prophecy: if you dress like the best, you eventually will become the best and people will start to see you that way.](#) Even if you're not very good now, changing how you dress will put more pressure on you to live up to the impression you're making.

Here's a simple method to use in dressing yourself before you go to see your clients every day. [Get in front of the mirror and ask yourself if you look like one of the best Personal Trainers in the country that day.](#) Look at yourself closely from head to toe and ask yourself if you saw this person on TV and they were announced as the country's most successful Personal Trainer, would you believe it? If not, keep changing clothes until you do. And that goes for your grooming too - nothing on your person should take away from your image as one of the best Personal Trainers in the country; if it does, get rid of it immediately. If you don't have the clothes you need to be the best right now, go out and buy them. Pay attention to trainers like Gunnar Peterson, Mark Jenkins, and David Kirsch. If you look at their outfits you'll actually realize it's very simple to look like the best. You just need new-looking clothes that fit you properly and that match. Your clothes should also match your sneakers, which should be new looking as well. Having a good wardrobe is that much more effective because most Personal Trainers pay absolutely no attention to how they look at all. By comparison, this makes you look even better.

Uniform

The highest level of professionalism you can display through your personal appearance is created with a uniform. Having a shirt that has the name of your business on it and says Personal Trainer on the back will take away any doubt from the mind of your prospects as to who you are and what you do. Especially in a private health-club, this uniform combined with the absence of other competitors will cement your image as an outstanding trainer and a true professional. It might seem like a minor thing, but the psychological impact such a uniform can have on consumers is tremendous. That's the reason why every major company in the world has strict policies on the dress of their employees: it's extremely effective. It signifies that you have the highest standards and believe in projecting what you stand for. **The truth is we all *do* judge books by their covers for the simple reason that when you do, you're usually right.**

Just like all the other important, winning strategies on Super-Trainer, creating a uniform is very easy. Simply find a plain shirt that you're comfortable with that's of high quality and durable, and take it to a local embroidery shop. Embroider the logo of your company on the front right side of the shirt, and the words "PERSONAL TRAINER" on the back.

Even if it's a simple, inexpensive shirt, you'll be amazed at how much higher quality it looks once you've embroidered it. I used to have polo-style t-shirts and gap muscle-tees that I had embroidered this way. My assistants and I wore them whenever we were conducting training sessions. You can also embroider your logo on hats and wear these as well. These custom uniforms, combined with our training standards and techniques, created a tremendous, positive effect on the members of the health-clubs where we

trained. **It became a status symbol to train with us and we had a waiting list of the gym's highest level members looking for training.** I've had the same effect in every other situation where I've employed these clothing standards: I've been able to charge top rates and have the highest level clientele clamoring to train with me.

Positive Personality

Having a positive personality is one of the most underrated aspects of success in our society. **I've met celebrities that were famous for their violence and mean public personas; upon getting to know them I found they were actually some of the nicest people I've met.** They would go out of their way to introduce themselves to me and were always very humble about everything they accomplished. This made me realize that no matter what, having a positive personality is vital for success.

There's a direct correlation between a person's success and how positive a personality they have. If right now you're not a very social person and don't feel like smiling at people and making friends wherever you go, I can assume that you're probably not very successful either.

I'm normally never into any "fake it 'til you make it" type advice, but to improve this area it's what you're going to have to do. If right now smiling, greeting people, and being social feels fake and unnatural, don't worry; you'll eventually calibrate to the point where it feels like who you really are.

Success is dependent on how many people you know and that know you in a positive way. Just like so many other aspects of this job, becoming a more

positive, social person is a lesson you'll be able to carry for the rest of your career.

Creating T-Shirts

For a service like Personal Training, referrals are the absolute best way that you can get new, high quality clients. The existing, ideal clients that you've been fortunate to attract all undoubtedly have friends that are just like them; if you do an outstanding job, they'll be excited to tell all their friends about you. You want to cultivate this valuable source of clients as much as possible and get the most you possibly can out of it. One way to do this is to give out t-shirts with the name and logo of your Personal Training company on them, along with your slogan if you have one. You'll be really surprised by the fact that your clients will try to wear them every chance they get.

Remember, it takes just a dozen or so clients to have a huge, overflowing training practice; techniques like this make it easy to create that situation.

Getting one hundred t-shirts in one size with your company logo can cost about \$400 to \$500 dollars, which might be too expensive if you're just starting out. If you don't have many clients and are just starting to utilize some of the techniques on Super-Trainer, I don't recommend that kind of investment as a first step. Spending that money on t-shirts would be a good investment later on when you have a thriving training practice and want to keep it self-perpetuating. What you can do now however is use a smaller service, like café-press (www.cafepress.com), where you can produce your shirts one at a time. This costs a lot more per shirt, about \$15 each, so you should hand them out very selectively. For example, when you get the first

\$750 check from a client for a 10 session training package, you can reward them with a t-shirt. They'll love you for it, and you'll be sure to get *at least* a few more \$750 checks in the future, and *at best* a few of their friends giving you calls and setting up appointments. Just like I've mentioned in some of the other techniques in this book, it's unbelievable the psychological impact small things like this can have on the mind of the consumer.

Getting In Shape

It kind of goes without saying the importance of a Personal Trainer to practice what they preach. **Staying in shape is your best advertisement.** *As trainers, we sell the idea that fitness can be achieved in a short amount of time without an inconceivable amount of effort; for that to be true, you've got to embody it.*

While I'm not a professional model or bodybuilder, I'm stopped everywhere I go by people telling me what great shape I'm in. But even though staying in shape is very important to me, I have a very hard time doing it on my own. Since after my early-twenties, I haven't been able to get in shape without the help of a motivated training partner. **It goes to show the importance of Personal Trainers when even I can't get in shape without outside motivation!**

It shouldn't discourage you if you're a trainer now but not in great shape already. You just need to start employing some new techniques to getting yourself motivated. I always have had success when I've made it an organized, group activity. Right now, I have a training partner who is a

maniacally serious body-builder. He never, ever misses a training session, and gets on my case if I'm late or slacking for any reason. This makes it imperative for me to "bring it" every training session. What he gets from me is my wealth of knowledge in training and fitness. By using the advice I've given him on training and nutrition, along with keeping a close eye on his technique, he's made huge strides and has achieved a world-class physique; and with his help, I've hardly missed a workout in years, a habit that over time has led to great results. In addition, I take Muay Thai Kickboxing lessons at the best school in my area. These gut-busting workouts leave me battered, bruised, and on the verge of throwing-up almost every single time, but from the chastising of my instructors and watching the dedication of my fellow students, I'm constantly motivated to improve and push even harder.

These two arrangements serve the important purpose of making it impossible for me *not* to stay in shape. I also gain a vast amount of knowledge from all my time partaking in high-intensity physical activity, the type you can't learn in a book. [While being fulfilling hobbies that give me a lot of pleasure, staying in shape also makes me a lot of money \(is this job great or what?\)!](#)

I'm honest with myself, and I know there's no way I'd be able to stay in the same shape without the help of my training partner and organized training activities. If it's this hard for a Personal Trainer to get motivated without outside help, it makes me realize the important role that trainers like us play in the lives of our clients. Because I'm a trainer I have access to the best fitness resources out there, and I help bring this experience to the lives of my clients as well. [What are you bringing to the table?](#)

Although I don't recommend it, it *is* true that you don't need to be in top shape to be a Personal Trainer. In fact, if you use the techniques on Super-Trainer you'll be able to be the highest paid and most sought after trainer in your area whatever fitness level you're starting from right now. Just realize that getting in shape will only help you in getting more clients and charging more for your services. And even more importantly, I don't think as a fitness professional you'll ever truly like or respect yourself if you don't get in top shape. That's the part that'll pay the most dividends for you. **But whatever you do, never make excuses to your clients, yourself, or anyone else for why you're not in shape - *there is no excuse!***

Advertising

I'm not going to go into any traditional advertising techniques in this Report. I've tried many and have even had success with a few, but [compared to the power and low cost of web-marketing](#), traditional advertising is simply a [poor use of time and money for the independent trainer](#).

Like I said, I'll look to put together a detailed Special Report on Web Marketing in the near future. For a top consultant, attaining a roster of high-value clients is a more slow and steady process, not necessarily something that can happen in just one shot from one effective ad.

Credibility Indicators

A credibility indicator is exactly what it sounds like: a particular element of a business that indicates it's credibility and quality. From interacting with thousands of businesses in our lives, there are certain things we're

conditioned to look for in order to feel trust with a business or businessperson. Personal Training is largely different from most other types of business or private practice, but having these indicators in place helps us build more trust and comfort in the mind of our clients. It's like the Pavlovian dog that salivated every time it's master rang the bell; when people see these elements in place, they immediately associate them with high quality. I've seen many trainers in the marketplace who, although they were booked solid and had many clients, still charged 25-50% less than me because they didn't have or prominently communicate these credibility indicators. It's employing these credibility generating techniques that will help you maximize the amount you can earn in the time you work, and also improve the respect you get.

Here's a list of the most popular credibility indicators (some of them we've already covered):

- **Legitimate Email Account** - If you have a website, then you were probably given free email along with your hosting plan. It's up to you to figure out how to activate your account or have someone help you do it. Having an @*yahoo*, @*aol*, or God forbid, @*hotmail* suffix on your email address hurts your credibility
- **Quick Response** - Every major company prides itself on the speed of it's service; you've got to do the same. Whenever you get a phone or email message from an existing client or new prospect, you *must* respond as fast as possible. Especially with a new prospect, the longer you wait, your chances of losing the sale grow exponentially.

- **Web Site** - In today's age, not having a web-site is an immediate red flag that warns us that this person or company isn't serious about their success. It's a sign that there are probably other shortcomings or oversights with them as well. If you don't have a website at this point, you're probably a sloppy trainer that's not earning much money. There's nothing wrong with that; you're reading the right Report to fix this situation; now get with it!
- **Uniform** - Having a uniform is a strong indicator of credibility; that's why every single major company in the world has one. Above all, it indicates a consistent, highly quality experience in dealing with you. If you're just starting out and don't have much experience and aren't in particularly good shape yet, a uniform is a good way for you to cover up these weaknesses and give yourself an immediate credibility boost. However, for the trainer that already has mega-credibility and long-term relationships with their existing clients, a uniform may be over-kill. Even in this case though, it's important to maintain some consistency in dress, whether it's wearing the same type of clothes or the same colors on a regular basis. While not a formal uniform, this consistency in clothing will indicate to your clients that they can expect a consistently high-quality session. And of course, no jeans!
- **Grooming** - Excellent grooming is mandatory for every Personal Trainer. You must always look good, smell good, be clean shaven, and have clean and trimmed nails. There are no exceptions.
- **Personal Style** - Although your general style of dress and appearance are largely a personal choice, it still must have some professional

consistency. There are just some choices in style that scream a negative message at people and cause them not to trust us. Although these styles might be appropriate in some situations, they're not right for when you're working. Some examples could be overly baggy pants, too much jewelry, or overly gelled hair. If you look like a gang member or stripper, maybe it's time to think about a change.

- **Professional Materials** - Having high quality, well designed materials are something that we're used to equating only to top-flight companies; having them as part of your small business will give you the same credibility immediately. This goes for everything printed that you have: your business card, posters, brochures, and progress tracking materials. On the flip-side, having ugly, cheap and poorly designed materials are an immediate red-flag; in that case it's better to have nothing at all.
- **Business Name** - The decision to name your business is a major step; it takes you from being just another Personal Trainer without a professional identity to one that has a professional image to maintain. Could you imagine going to a place called "coffee" instead of *Starbucks*, or "bank" instead of *Commerce*? Absolutely not!
- **Logo** - Having a logo shows that your business has values and stands for something. If you're a high integrity trainer that delivers an outstanding product, your prospects will be reminded of this every time they see your logo.
- **Being In Shape** - As we've already discussed, being in good shape is very important for a Personal Trainer. Here's a sign if you're doing well in

this area: if complete strangers are not regularly telling you what great shape you're in, or asking you what you do to stay in shape, then you probably have some room for improvement. This doesn't mean you need to be a professional bodybuilder or fitness model - not even close. You just need to put in a little more effort than the average. If you're not in good shape already, get on top of this ASAP. The best way to do it is through organized activity, either with friends or in classes. Under no circumstance should you ever make excuses for why you aren't in shape; this just makes the problem twice as bad.

All the extra things you do that make you stand out in your consumer's mind makes them more comfortable to train with you. Putting these things in place cost more and may require more effort, but you can transfer these costs directly to your consumer, plus a premium. Sure, dressing well, having professional materials, and an attractive web-site will raise your costs of doing business; but having a Personal Trainer that has all these elements are something that your clients will gladly pay more money for.

I hope you enjoyed and got value out of this report. If you're not getting the effectiveness out of your training practice right now that you're looking for, start putting some of these techniques into play. [Don't be deceived by how simple they are – it's the little things like this that separate the winners from the losers!](#)

- Kaiser Serajuddin

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