

Maximising your Marketing, Minimising your Admin for PT's

By Justin Tamsett and Ryan Hogan

Maximising your Marketing, Minimising your Admin for PTs is targeted towards Fitness Professionals (encompassing Gym Instructors and Personal Trainers) who want to learn to increase their clientele and manage their business more effectively. Content covered in the course will help Fitness Professionals maximise their marketing and minimise business administration time.

Maximising your Marketing, Minimising your Admin for PTs explores:

- Target markets and marketing pieces considerations
- Z formation and other marketing equations that work
- Marketing to direct to traffic your website
- Social media and marketing campaigns
- Marketing to specific populations and demographics
- Dealing with phone enquires
- Building rapport with potential new clients
- Setting up a sales and lead management system
- Dealing with prospective clients face to face
- Setting up a successful referral program

Upon successful completion, course participants will:

- Have 8 secrets to increase responses to ads and direct mail
- Be able to plan individualised marketing pieces
- Know how to lay out your marketing pieces for maximum results
- Understand how to design a website
- Be able to obtain information needed from an enquiry or lead
- Know how to create "commonality" with a potential new client
- Be able to spend less time on administrative tasks by implementing efficient management systems
- Understand how to use a 1-31
- Know what to include on website
- Be able to bring traffic to their website

Course Creator Bios

Justin's two decades of contribution to the fitness industry were recognised when he was awarded Fitness Australia's Presential Award in 2006. Since 2004, Justin has facilitated the Australian Fitness Round Table Program, and as the managing director of Active Management he solves the marketing needs of fitness facilities. He was named Australian Fitness Network' Presenter of the Year in 2008, his practical content and Aussie larrikin style making him a sought-after speaker at conferences worldwide.

Australian Fitness Network's CEO, Ryan has 15 years experience in the fitness industry. With a keen understanding of business, sales and management trends, he is an enthusiastic and passionate educator. Ryan's no-nonsense approach ensures that his presentations have maximum take home value. He also teaches to packed group exercise classes at some of Sydney's leading health clubs.