

7 Secrets to Slump-Proof your PT Business

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7 Secrets to Slump-Proof your PT Business is targeted towards Fitness Professionals who want to learn Heidi's secrets to slump-proofing a Personal Training business. The information covered in the course will help Fitness Professionals stay profitable throughout tough economic times.

7 Secrets to Slump-Proof your PT Business explores:

- Taking care of existing personal training clients
- Recognising your target market
- Unique marketing to stand out from the crowd
- Being braver with marketing and business
- Adjusting services, products &/or payment methods
- Reiterating the value of personal training to clients
- Making personal training more personal

Upon successful completion, course participants will:

- Have 7 specific actions that can be enlist right now to ensure a slump-proof personal training business
- Understand ways to take better care of existing clients
- Know how to identify who you want a personal training client.
- Be able to do a better job of standing out from the crowd with marketing.
- Have the knowledge to make the most of marketing when times get tough for a personal training business
- Know the necessary actions (the subtle and drastic ones), to stay profitable throughout tough economic times.

Course Creator Bio

Since 1997 Heidi has owned and directed Jump Start Outdoor Training. From working in her garage by herself to a studio with 10 staff, Jump Start's client retention rates triple industry standards, and staff retention rates quadruple it. This has earned Heidi the acknowledgement of being Australia's most successful business women in the fitness industry.