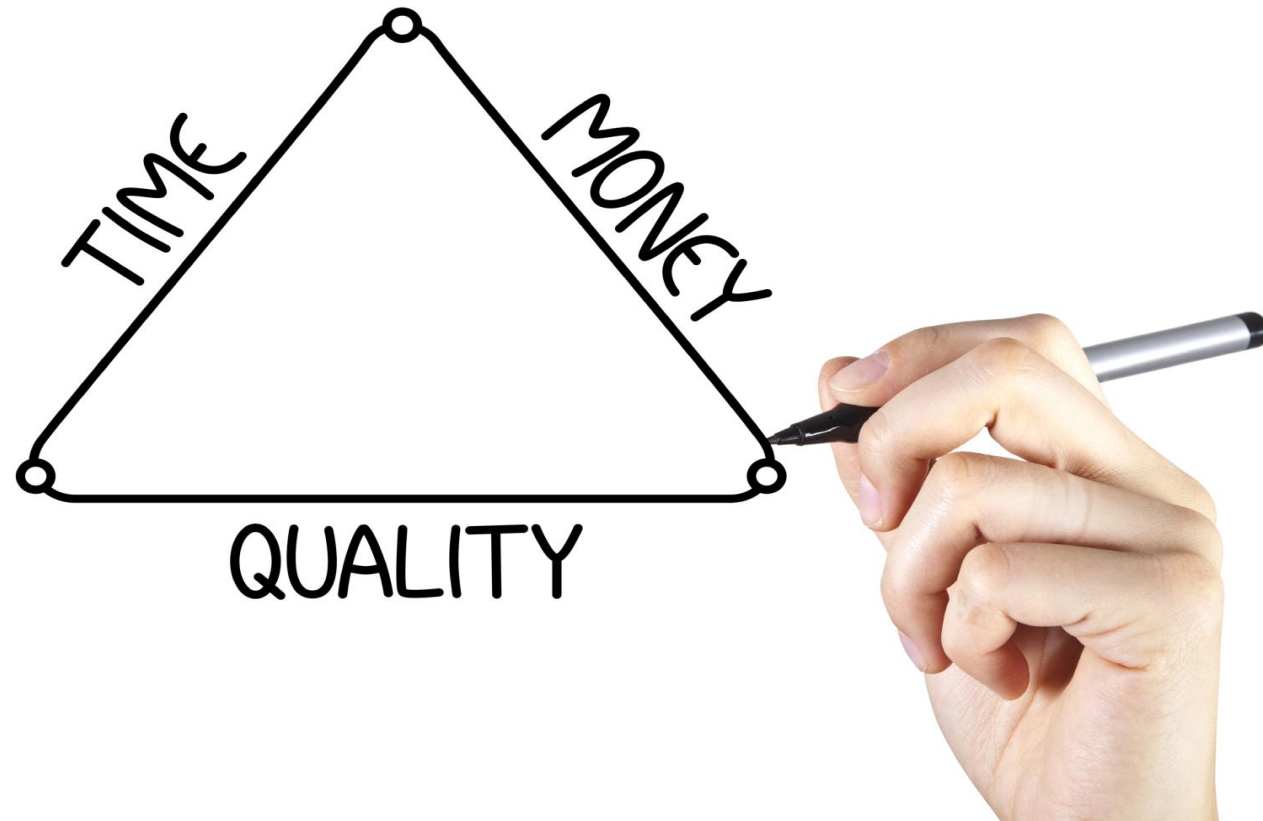




PT Marketing Made Easy

Participant workbook

Marketing Plan

“You need to be a better marketer of what you do than a doer of what you do!”

You must start by answering the 3 key marketing questions.

Who is my ideal client?

Why should I choose you rather than your competitors, doing it myself, or doing nothing at all?

How do I find out about you?

AIDA in Action

A

I

D

A

The Loyalty Ladder



Raving Fans

Clients

Prospects

Suspects

The Top 10 External Marketing Tips For PT's

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

The Top 5 Internal Marketing Tips For PT's

1. _____
2. _____
3. _____
4. _____
5. _____

5 Ways To Turn Clients Into Raving Fans

1. _____
2. _____
3. _____
4. _____
5. _____

The Way Forward

Over the next 30 days I am committed to taking action on these 5 SMART Goals:

1. _____
2. _____
3. _____
4. _____
5. _____

If you are an action taker, I would be delighted to keep you accountable to these goals. Simply e-mail them to me aaron@careerfitness.com.au

About Aaron Whear

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With his degree in Physical Education, Aaron began his working life like so many others do as a personal trainer in a gym. Rapidly realising that doing what everyone else did was not a recipe for success Aaron worked on the business of personal training and soon produced outstanding results for his clients, the gym and himself.

Success meant that he was soon being asked to help other trainers adopt his approach. It was then that Aaron discovered what has become his lifelong passion... sharing his ideas and enthusiasm.

Word of the effectiveness of his philosophies soon spread and Aaron was increasingly called upon by trainers, owners and managers to help them boost their results.

Since then, the success he achieves in sharing his unique skills, wisdom and advice on strategies and tactics to build better people, performance and profits has resulted in an ever increasing demand for him to speak, coach and train at fitness industry conferences and meetings everywhere.

