

How to Generate Leads Through Your Website and Facebook.

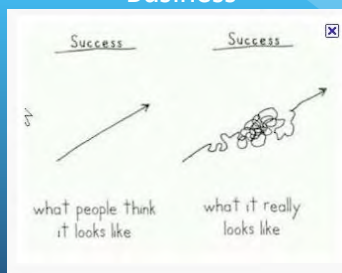
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What You Will Learn Today

- How often and what you need to post on Facebook.
- How to convert your 'likes' into leads.
- How to get more 'likes' without paying and build your list.
- How to ensure your website generates you leads.
- How to get social media and website working together.

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Great Perspective On Fitness Business



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Current Facebook Stats

- 12 million Australians use Facebook.
- 25 minutes 43 seconds time per visit
- 51% of users are women [therefore 49% are men]
- 75% of users visit every day
- 73% of business people visit every day
- It puts facebook consumption on par with TV

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Quick Mention...

- Facebook is a free tool that every fitness business needs should be using to grow.
- Will only work if you take the consistent action.
- Don't be that person that gets caught up in sitting on Facebook all day.
- Use Facebook in conjunction with offline marketing.
- As with all marketing - test and measure.

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Facebook Basics

- Need to have a business fan page not personal profile.
- Remember your branding across all mediums.
- Unique content
- Build relationships
- Reply and interact with your people
- Have pics up of you - in a professional manner.
- Not about how many likes you have.

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What Not To Do!

- Constantly tag the same people.
- Annoy people with constant updates every half hour.
- Sell sell sell.
- Don't post for the sake of posting.
- Ego photo's.

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What do you post?

- Listen to your target market.
- Post a combination of eye catching images, txt, check ins, links, photo's, client results, videos, info about you.
- What is your call to action?
- Offers.
- Keep it short and relevant.
- Use your authentic voice.
- Be educational and entertaining.

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"BLA BLA BLA"

THIS IS WHAT YOUR PERSONAL TRAINER HEARS WHEN YOU TELL THEM YOU "CAN'T" DO SOMETHING.

Like Comment Share

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**Business
Success
One Step
at a Time**

A Women
IN FITNESS



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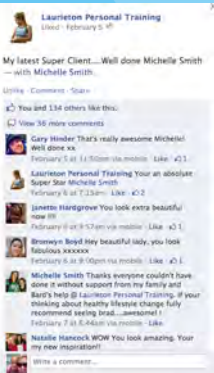
Personal Training Super Client

Michelle Smith
**Result: LOST 22kg & 72cm
from Chest, Waist, Hips &
Thighs**

**Michelle's 28 Week
Transformation**

My 40th Birthday was approaching & I wanted to look FAB at 40, not FAT at 40!

So I decided to join the gym & train with Brad. I have so much more energy, my fitness improves everyday & I feel fantastic!



Essential Personal Training
January 30 · 1h

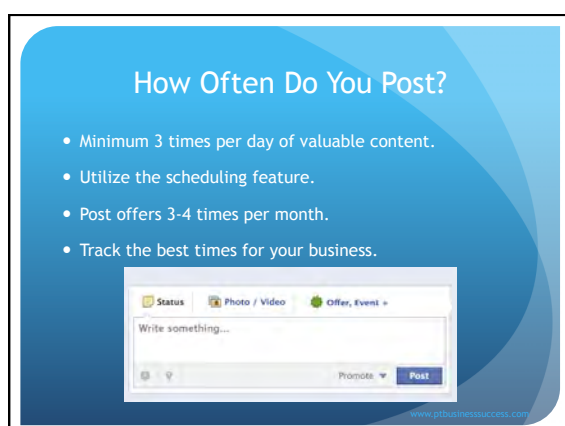
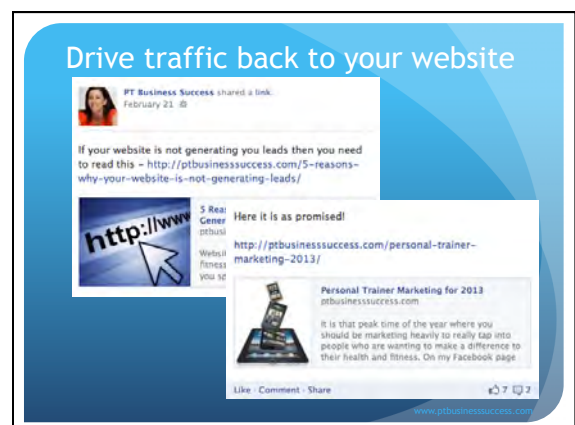
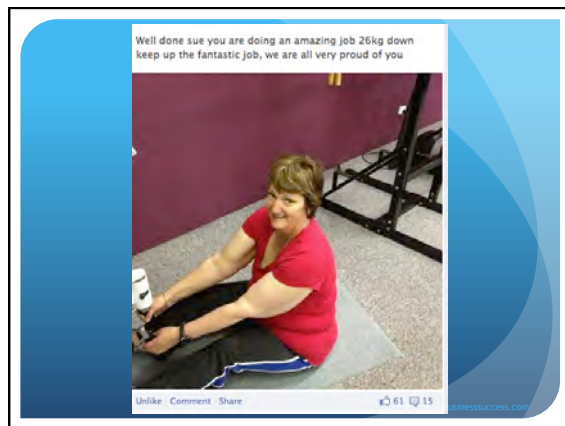
Thanks for the awesome sign Linda & Loretta! Great colours

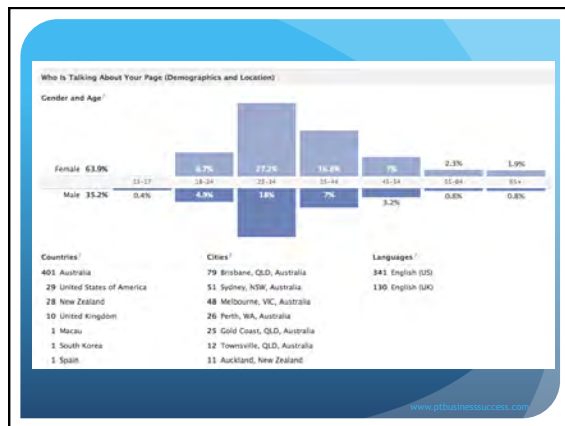


Unlike Comment Share

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Paying for Facebook Ads

- Don't have to spend a fortune
- Great way to increase 'likes' and attract new clients.
- Brilliant opportunity to then convert into paying clients
- Ads vs promoted posts

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Increasing Your Likes

- Have this plug in on your website



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Which leads us to websites...

Around 90% people are going to check you out online before making an enquiry

- Your website needs to be updated regularly
- Block out time each week to work on your website.

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Generating Leads

- Have to have an opt in to capture people's details.

FREE subscription to Kellie's Ezine articles featuring:

- Low cost tools and tips to get more clients.
- Simple proven strategies to grow your fitness business.
- Start living an extraordinary life now!

Name: Email:

We promise to never sell, rent, trade, or share your email with any other organization.

SUBSCRIBE

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Creating Your Database

- Opt in details then go into an online database
- Aweber or Mailchimp
- Only 1-5% people are ready to buy now.
- Gives you the opportunity to add value and build relationships and become the expert.
- Be in the forefront of their minds
- Consistency
- Email out weekly

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Adding Content

- Content is king.
- Best way is through blogs.
- Perfect for SEO.
- Know what your key words are.
- Blog at least once per week.
- When you do a blog share it with your database
- Set up google analytics account to track numbers.

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Example of Blog

Crank's 30 Day Squat Challenge.

Posted on March 27, 2013, by Mike in Blog, Fitness



Hey guys, a client of mine said she was participating in a squat challenge during March. So, I was thinking how about it...?? Why a squat challenge? "Well why not?! It sounds like a good idea and we can all do with improving our leg strength and..."

Read more

17 comments

Like 32

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Remember these tools...

5 Reasons Why Your Website is Not Generating Leads

Posted on February 18th, 2013 in No Comments



Websites are absolutely crucial to your fitness business success. Regardless if you spent \$200 or \$2000, if you do not have the following features on your website then you will not be generating leads. WordPress is still the best platform to be using when it comes to your fitness website. 1. To capture people's details [...]

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Where To From Here?

- Consistency with both Facebook and your website.
- Think outside the box and get creative.
- Tweak results and monitor number.
- Take action - never will be perfect.

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