

**A PLAN FOR PT MARKETING SUCCESS**  
**By Nick Holtzman, NSCA-CPT.**

For any fitness professional looking to generate a maximum client base, it is essential to develop a detailed, organized, and systematic marketing plan. It is important, in my opinion, to have a written down plan before you begin.

I have included below an example of the Phase 1 marketing plan that my business, Fitness Professionals, uses when beginning a Personal Training program at a new location. This outline is based off of my "PT Endless Clients Program" manual I created a short while ago ([www.PTEndlessClients.com](http://www.PTEndlessClients.com)). Feel free to base your own model off of it, or if you own the "PT Endless Clients Program" manual, you can use it word for word to develop your own plan. The main idea is that you develop a detailed and systematic plan for generating clients; I believe that this is the fastest and most effective way to do this.

**FITNESS PROFESSIONALS PERSONAL TRAINING LEAD GENERATOR**  
**SCHEDULE OUTLINE-1ST 5 WEEKS**

**1) Before beginning, you must obtain all email addresses and mailing addresses of existing members.**

**2) Manager or Trainer: Contact all members who have not provided email addresses to request addresses:**

**"I'm the new manager/personal trainer at your (fitness center & location) and was wondering if we could have your primary email address- we are always offering special deals and offers to our members by email."**

**Make sure he does this for all new members as well.**

**Please send (trainer) all new members email and direct mail addresses.**

**3) Right away: put all email addresses in email list!**

**4) Obtain business cards for new trainer if he/she does not have them.**

**WEEK 1: (check off after accomplishing w/ date)**

**\_\_\_\_\_ Send out Email #1 on Tuesday of that week to all members.**

**\_\_\_\_\_ Send out Direct Mail piece to all members (preferably send out before that first Monday of Week 1).**

\_\_\_\_\_ **All new members send out new member email & direct mail**  
\_\_\_\_\_ **That Thursday, begin follow up phone calls.**  
\_\_\_\_\_ **Set up a Meet & Greet time**  
          •Set up on a Saturday morning (10-1pm?)  
          •Send email to all members.  
          •Exercise demo/answer questions/healthy  
snacks/articles/handouts.

\_\_\_\_\_ **Post up in gym- poster:**  
          •Trainer's bio (work on it with him/her)  
          •Pictures.  
          •Testimonials.  
          •Contact info.  
          •Business cards.  
\_\_\_\_\_ **Start marketing through area businesses.**  
\_\_\_\_\_ **Prepare New Client Folders (15)**

#### **WEEK 2:**

\_\_\_\_\_ **Send out Email #2 on Tuesday of that week to all members.**  
\_\_\_\_\_ **All new members send out new member email & direct mail.**

#### **WEEK 3:**

\_\_\_\_\_ **Send out Email #3 on Tuesday of that week to all members.**  
\_\_\_\_\_ **All new members send out new member email & direct mail.**

#### **WEEK 4:**

\_\_\_\_\_ **Send out Email #4 on Tuesday of that week to all members.**  
\_\_\_\_\_ **All new members send out new member email & direct mail.**

#### **WEEK 5:**

\_\_\_\_\_ **Monthly Fish Bowl Drawing-this will be done the first week of the month.**  
\_\_\_\_\_ **All new members email & direct mail.**  
\_\_\_\_\_ **Schedule training session with staff member during busiest hours.**

**\*After first 5 weeks, analyze and plan next marketing phase.**

#### **NEW CLIENTS**

- 1. New Member Folder**
  - Medical Questionnaire
  - Consent Form
  - 24 Hour Cancellation Policy
  - Welcome Aboard Packet
  - Rates

- Trainer's Schedule
- 2. **Send out Client Referral Letter**
  - 1 week after training.
- 3. **Doctor Referral Letter**
  - Only to clients who need it.
- 4. **Thank You/Birthday Cards**
  - Mark the clients' birthdays on your calendar; send out birthday & holiday cards.
  - Send out Thank You card immediately to new client!

**\*THIS WILL TAKE YOU TO PAGE 25 OF THE PT ENDLESS CLIENTS PROGRAM MANUAL. PHASE 2 WILL BEGIN FROM HERE.**

**Creating a specific plan in writing will guarantee that you have an organized plan of attack, and will lead to a high level of success. Best of luck and congratulations on your future success as a fitness professional!**