

# Facebook Marketing

## for Fitness Pros

WRITTEN BY **JONATHAN GOODMAN**. THIS GUIDE FOR FITNESS PROS IS PROVIDED FREE OF CHARGE BY THE **PERSONAL TRAINER DEVELOPMENT CENTER**.

Social media, and specifically Facebook, offers personal trainers and fitness professionals a huge potential market to promote their brand, products and services. Worldwide, there are more than 1.79 billion monthly active Facebook users. In this free ebook, discover simple, savvy tips for reaching your Facebook audience.

MAKE MORE.  
WORK SMARTER.  
DO BETTER.

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# Welcome to the Next Stage of Your Career

Thanks for downloading this Ebook.

First off, I want to give you a little background as to why I decided to put it together and why I made it free. Follow the systems and understand the ideas in this book and you will never have to search for clients again. Best of all, **you won't need to sell as they will already be sold on your value.** The result is that you're more successful and, in turn, there's a better chance that you'll purchase one of my premium programs/products down the road.

I guess that's lesson #1, that you need to give a lot to get a lot. This book isn't about tricks or secrets; it's about adding value to your audience. It's about becoming the go-to or fitness so that when they, or somebody that they know, is looking for a trainer, you're the one that gets the phone call.

Also, it shouldn't be hard for a quality personal trainer to get the 20-30 dedicated clients to keep them afloat. Success breeds success; once a trainer is busy they should be able to maintain a steady clientele. So how can you build up your clientele and reputation?

Many gurus will have you believe that learning sales is imperative to success. Sales are important, but if you follow my 5-step selling system you'll be fine there.

**Understand that by the time the sales meeting comes along your client should be begging you to train.** They should already be convinced that you're the person for the job. So how do you convince potential clients of your value before you even meet them?

## Facebook is One Way

Facebook has over 800 million active users. Translation = everybody and their dog is on it (seriously, I've seen a lot of people create accounts for their dogs). It's by far the most powerful marketing tool on the planet right now. I'm purposely not bothering with any other marketing tools. (I had originally included Twitter and blogging in this book but cut them out.)

*"Success breeds success; once a trainer is busy they should be able to maintain a steady clientele."*

**Facebook is all you need.**

Those who learn how to use it will quickly rise above the competition and all it takes is minutes per day. It's not difficult but you must focus your energy on a couple key strategies. Consistency and pig-headed discipline are both imperative.

Facebook has given anybody with Internet access the ability to become an expert in their sub-groups. Remember third point: **You're the expert but nobody knows until you tell them.** Facebook is your tool for projecting your voice and placing yourself at the top of the knowledge continuum.

Follow the simple system I lay out in this short book and you'll find clients will start approaching you already having been sold on your services. Instead of craftily trying to deal with objections you'll find that clients will go out of their way to work with you and nobody else. Kiss cold calling, free demos, frustrating sales meetings, uncommitted clients and large holes in your schedule goodbye

I'm confident this book will drive more business to you than you can handle and increase both adherence and retention. In return all I ask is that you share it so other quality personal trainers can benefit.

**Enjoy,**

*Jonathan Goodman*

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# The Guy

I know what you're thinking...

*You don't have hours a day to spend on Facebook so there is no way that you can market through it. Facebook takes time right?*

**Wrong.**

What if I were to tell you that in minutes a day and \$0 you can use Facebook to become the resident fitness expert?

*The guy (or gal).*

*The go-to.*

This is scalable. There's a need for the fitness expert in every neighbourhood and friend group. **You need to become the guy for fitness.** It's easier than you think, read on...

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# The Expert

The expert is a fascinating phenomenon. Why do we ask celebrities their opinions on politics? Why are niche experts within an industry expected to know everything about that industry?

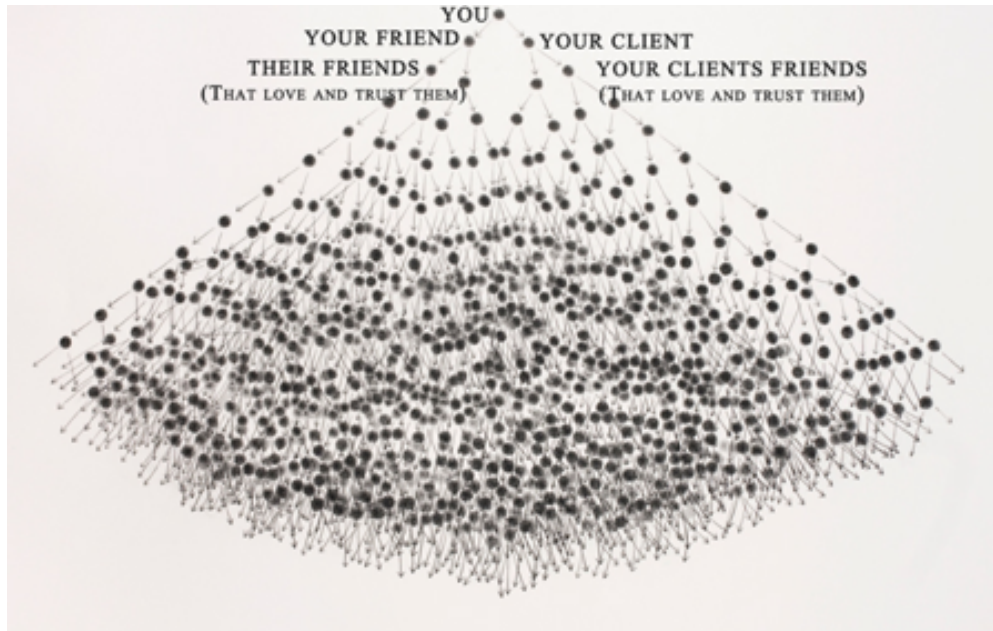
You don't need a PhD to become an expert. Heck you don't even need a degree. What you need is a following that views you as the center of their Universe for fitness information. **Once you become an expert, and it won't take that long, you hold an unfathomable amount of power.**

*The expert's power doesn't stem from knowing, it stems from knowing where to find*

This little book is going to show you how to use Facebook to become the expert first in your network then in your networks network. The process compounds upon itself -- quickly.

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# Facebook's Marketing Reach



Follow my steps and you will be the top of the pyramid. Becoming the expert is the key to increasing your value. Soon people will go out of their way to market for you on Facebook.

**In a matter of weeks new clients will be approaching you.**

## Vilfredo Pareto

In 1906 an Italian economist observed that 80% of the land in Italy was owned by 20% of the people. Since then the Pareto principle or the 80/20 rule has come to illustrate how we should do business -- i.e. focusing our efforts on that which brings us the most results.

Facebook has become known for wasting time. Scanning the feed and clicking on nonsense links is replacing television watching as the #1 way to shut off your brain.

Your time is precious. **Focus on the actions that will result in the highest yield.**

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# Design Doesn't Matter

I laugh every time I see somebody publish and sell a product designed to help you “perfect your Facebook page”. They'll extol the virtues of their perfect system for what kind of photo you should use and where you should place your widgets. The next time Facebook makes an update it's no surprise these experts have, once again, figured out the super, never-seen before secret. Due to their good will they're willing to let you in on it for a \$37 one-time fee.

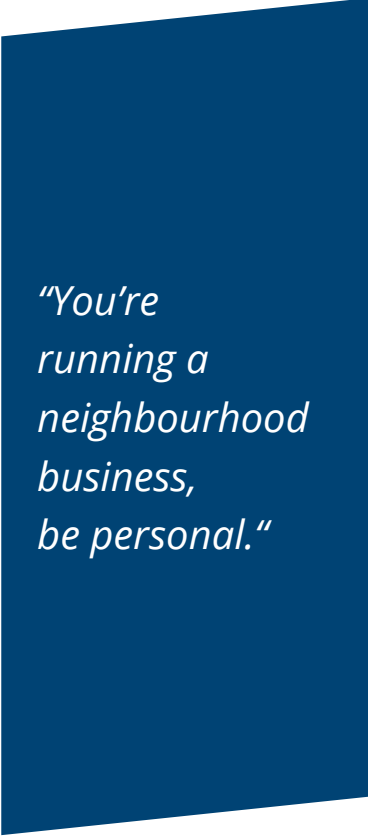
I'm here to tell you never to buy any of these products. You're over-thinking it – **there is no design formula**. The basic Facebook design is more than adequate for becoming an expert in your neighbourhood fitness community.

If you have ambitions to become an expert in the fitness industry than that's a different story and not the scope of this Ebook.

My first tip is to focus on your personal Facebook page. You don't need a professional page. A “like” is a vanity metric – great for boosting your ego but useless unless it translates into avid listeners and sales.

You're running a neighbourhood business, be personal.

Read on and I'll tell you all the steps you need to know to turn your personal page into a marketing machine without being spammy.



*“You're  
running a  
neighbourhood  
business,  
be personal.”*

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# You're not Selling... Yet

Not everybody who reads your post will be ready to start personal training. It's a hard decision to make and one that takes a lot of deliberation. **Once somebody starts you want to be sure they're ready to give it their all.**

Starting a fitness regime is a difficult decision. As professionals it can be hard to put us in our client's shoes. Imagine how daunting of an task it is to change your life and invest significant time and money into fitness after a long period of inactivity. Add to it many of the clients I've seen have failed in previous attempts at exercise.

When a new client reaches out to you it's not an impulse that they're acting on. They've either consciously or sub-consciously been deliberating for a long time, building up the courage to start.

The goal with Facebook posting is to be the fitness expert in your network. That way when they are ready to make fitness a part of their lives you will be the first they call. Some people just aren't ready yet and that's fine.

Even if they've never answered or "liked" a single post they will have seen your posts. You have become their fitness expert; you just don't know it yet. **When they do call the question will be "when can I start?" instead of "why should I choose you?"**.

Selling stops being a frustrating meeting dealing with objections and turns into a simple presentation of the options.

## As Short as Possible, as Long as Necessary

The goal of a Facebook post is not to educate. It's to create awareness. You want people to know that you're a fitness expert. If they want more info they'll contact you.

Posts can be short or long, but don't ramble. **If you're bored by it, others will be too.** A tip is to read it aloud before posting. Later I'll go over some tips for creating posts. For now I'll keep it simple:

## Be yourself

Are you reading a book about training? Pick out a quote and use it. Share what you're learning with your network. Mix in some motivation with quick tips on hydration, nutrition, or exercise.

## Respect Space

Holding down shift and pressing enter starts a new paragraph. **Use it.**

A great way to ensure that nobody reads your status update is to write a wall of words.

## Repost

You're doing the work anyway to read and research. When there is an interesting article on any topic repost it and write an attractive header. This has 3 effects:

1. It passes on quality information to your network.
2. It increases your social equity by being the center of information.  
(Remember the power of an expert stems from knowing where to find.)
3. It shows potential clients that may be dealing with (or know somebody dealing with) the issue discussed in the article that you can help them.

**The trick with reposting articles is to tag friends and clients if you think they'll be interested in the information.** You can either tag them in the post and it'll show up on their wall or in the comments and it will alert them. I prefer tagging people in comments as it is less intrusive.

It is time-consuming figuring out which clients are interested in different topics. Later on I'll give you some great tips for organizing your Facebook leads. Building your list takes minutes a day with some forethought and organization.

## The Call to Action

Always include a call to action; tell people how you can be reached. **This is a major step that's often missed.**

A simple "message me if you want more info" usually suffices. Have a single call to action and one step. Don't refer people to your web page because it represents a leak in your funnel. Your post has done the work of creating the lead – get them to contact you immediately.

## 20-30

All you need is 20-30 dedicated clients. Once you have those they should be able to generate enough referrals for the inevitable drop off any personal trainer experiences.

What other business can you think of that can flourish with no more than 30 customers? **Your networks there and it's more than big enough already.**

*"Don't refer people to your web page because it represents a leak in your funnel."*



## You're My Friend

Are you already using Facebook? The leads are there. Do you friend everybody you meet? If not here's what you do:

Rack your brain, go through friends lists, and find groups that you used to be associated with; get back all of those leads you've lost!

Think of it this way. These are people who have met you personally and trust you. They probably like you and were upset to lose touch. Gaining them in your network has benefits. Consider they also have their own networks that you also gain. Remember the compounding diagram at the beginning?

It won't take long for this long-lost friend to comment and re-post any of your tips they find useful. Congratulations! You've gained a new node on your network for your expertise to spread.

I can see you squirming in your seat already thinking that this is going to be a lot of work and uber confusing. Once again, I got your back.

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## Get Organized

Make lists and keep them on either excel or google docs. You decide on the topics of the lists. Include whatever you post about. Some examples could be:

- Nutrition
- Hypertrophy
- Fat Loss
- Post-pregnancy

The lists then develop slowly. Every time that anybody answers one of your posts write their name in the list with a note beside on the specific topic they were interested in. When keeping the link I suggest shortening it. Bitly.com is a free service that works great. It just makes things less messy.

Here's an example:

Nutrition client	Specific interests	Link to original post(s) commented on
John Doe	hydration	<a href="http://on.fb.me/PDSDS">http://on.fb.me/PDSDS</a>
James R.	Hydration	<a href="http://on.fb.me/JKSKSFSDS">http://on.fb.me/JKSKSFSDS</a>
Jessica P.	Gluten free diet	<a href="http://on.fb.me/FPSJSAA">http://on.fb.me/FPSJSAA</a> <a href="http://on.fb.me/JGOOD">http://on.fb.me/JGOOD</a>
etc.	Paleo, Hydration	<a href="http://on.fb.me/JGHDSS">http://on.fb.me/JGHDSS</a>
etc.	etc.	<a href="http://on.fb.me/KKHAOS">http://on.fb.me/KKHAOS</a>
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*Note:* Links are fake but examples are shown shortened with bitly.com to keep the list less jumbled.

A reference list of who your primary adopters are and what they're interested in will develop. These are your leads.

Go out of your way to alert them when you make a similar post or re-post material that they may find interesting. **This shows that you're different.** You remember that they care about certain subjects and you want to help.

Become their go-to for fitness info and you will be their trainer when they choose to hire one. You can get very specific into these lists or keep them more general – your choice.

*“Become their go-to for fitness info and you will be their trainer when they choose to hire one.”*

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## How to Write a Tip of the Day

Don't over think. The best tips are usually the most basic. Getting the tips to share is the priority. Keep in mind that people share information they already know as a way of projecting to their world what they know or are a part of.

**People don't want to share something they don't know, it makes them appear ignorant to the people whose opinions they value most.**

Always include a call to action. No exceptions. Ask the reader to contact you with any questions. When they do, answer immediately. Stay up until midnight answering every question to the best of your abilities if need be. Blow people away with your answers. Always strike while the irons hot.

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## Deeper Down the Rabbit Hole

This section is for those who want to get the most out of your tips. Take it with a grain of salt and see what feels right. **Be yourself at all times.**

- Monday starts the week for most, so get it started right. Motivation posts and quick tips work well.
- Friday culminates a week of hard work. So wrap up. This is a good place to encourage talk on your wall. Ask people to write one healthy change they made that week.
- Wednesday is work. People are generally busy so tips about reducing stress or how to work out in less time work. Longer posts are good around breakfast time too.
- Tips in the morning should be about what the person can do quickly during that day to improve their workout, mood, or nutrition.
- Night-time is for entertainment. Share a fitness related joke or meme.
- Sunday morning is a great time to look forward to the next week. Ask people what they are going to do the next week to move towards their goals.

And remember, **always have a call to action.**

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# Celebrate Clients Achievements

A big deadlift. A 5km race. 10lbs weight loss.

**Celebrate the little achievements.** The following is from my favourite short story entitled "The Station" by Robert J. Hastings:

*"[...]However, sooner or later we must realize there is no one station, no one place to arrive at once and for all. The true joy of life is the trip. The station is only a dream. It constantly outdistances us. When we get to the station that will be it!" we cry.*

Translated it means,

*"When I'm 18 that will be it! When I buy a new 450 SL Mercedes Benz, that will be it! When I put the last kid through college that will be it! When I have paid off the mortgage that will be it! When I win a promotion that will be it! When I reach the age of retirement that will be it! I shall live happily ever after!"*

Unfortunately, once we get "it," then "it" disappears. The station somehow hides itself at the end of an endless track.[...]"

**Every small success deserves to be celebrated** but often your client will be embarrassed to share it themselves. This is where you come in.

When a client has a great workout, tag them in a post congratulating them that night. Don't tell them you're going to do it, instead make it a surprise. Here are two examples:

*"I wanted to take a second to congratulate my client \_\_\_\_ for smashing his workout today. It's a pleasure to work with such an amazing and strong person"*

*"Big ups to \_\_\_\_ for deadlifting her bodyweight today. You've come a long way. I've had a blast helping you get to this point. Congratulations!"*

Consider the power of this two-sentence statement. In 1 minute you are:

1. Projecting your passion and dedication to both your clients and your network.



*"When a client has a great workout, tag them in a post congratulating them that night."*

2. Strengthening the relationship with the client mentioned.
3. Advertising your services to your clients network.

What will follow is a number of “likes” on the post that shows up on your client’s wall and a few comments.

## Now’s Your Chance

What I’ve said up until now is probably nothing new. Here’s where 99% of people screw up.

Every person who comments on the post will say a variation of “great job”, “you’re so inspirational” or “I wish I could get results like that”.

### **This is your chance.**

These are your leads and they’re hot. You have the choice to either comment in the thread or send a private message to everybody who comments on the post.

Include your call to action and ask them if they have any fitness related questions. Once contact is established and a couple messages are sent back and forth they may even ask you where you train. If you feel it’s the right time you can offer them a free session, consultation, or week at your gym to try it out.

**Not everybody will get back to you.** In fact, most won’t. It doesn’t matter. Keep sending messages or commenting on the threads. When they are ready to commit to a trainer you will be the first one that they will message.

It’s not a bad idea to let your clients in on your plan as well. In asking for referrals every 2 months (which you’re doing right?) ask them to amp you up on Facebook when you tag them in a post. You can even offer incentives, which I’ll cover in a bit.

## Other Ways to Celebrate Clients Achievements

Ask permission and get them to sign a waiver first but snapping pictures of your clients is a powerful lead generator. Smart phones have made this easy.

When it’s a big deadlift day or your client is having a strong workout snap a picture of them and upload it after the workout. Tag them in the picture with the caption “my client \_\_\_\_ smashing it today!”.

Follow the same guidelines as in the section above to gather hot leads that arise.

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# Innovative Your Incentive Programs

I have bad news for you. Referral programs don't work the same way they used to. The problem is that they've become common place. Everybody offers a free session. Not to say the system doesn't work, it's just not exciting.

The worst part is that when the referred client comes in they may or may not be sold on your value. Usually your existing client will have pushed them into meeting you. They probably haven't gone out of their way to extol your virtues.

Even if they have extolled your virtues have they told the referred client what you want them to know?

**You must innovate.**

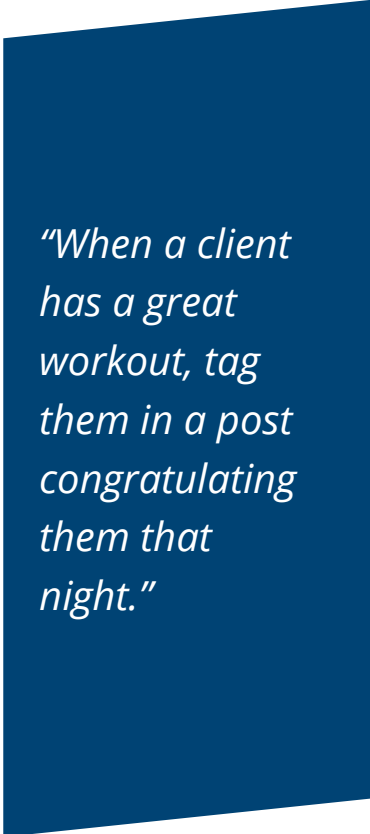
## Tag – You're it

I'm here to show you how you can make them want to tell the World how great you are time and time again.

When you're done reading this e-book I want you to write out your new incentive program. This one is social media based. If you like you can also include the same "refer 1 client and get 1 free session" but it may not be needed.

**The difference is that now you include incentives to your clients for tagging you in posts.** For example, for every 10 posts on their Facebook they tag you in they get:

- A free post-workout shake
- A free session
- "x" dollars off of their next package
- A t-shirt with your logo
- A water bottle with your logo



*"When a client has a great workout, tag them in a post congratulating them that night."*

You can get as creative with this as you like. It really depends on what you have available to give away. Many of your clients probably have blogs as well. You can add an incentive for a blog post about you as well. I've seen instances where trainers of newspaper writers have even gotten written up by the local press. The opportunities are endless.

**Encourage your clients to include a call to action on each post.** When they tag you ask them to include a variation of the line, "be sure to send \_\_\_\_ a message if you're interested in training. She's the best at what he does".

**It will never happen if you don't ask.**

## Why this is Awesome

I'll be blunt. This new incentive program might be the smartest thing I've ever thought up for 5 reasons:

1. Your competitors aren't doing it.
2. Instead of asking your client to call and convince one friend to see you. They are recommending you to the 500+ on their Facebook list.
3. They'll want to do it. Hiring a personal trainer is a point of pride.
  - a. It's also a way of boasting for the client. People project to their Facebook list what they want others to think about them. This is an easy way for them to show off that they're working out.
4. It's new. New is exciting. There's always a rush to take part in any new program.
5. It allows you to give a lot of small incentives (i.e. smoothies) that will actually increase the effectiveness of your client's workouts or get them wearing your swag.

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# Be the Expert

What I've laid out in this Ebook are systems. Be creative in how you market through Facebook and always remember these 4 points:

1. Celebrate your client's achievements publically. Give them an incentive (which could be material) to show off their success while amping you up in the process.
2. The most effective information is efficient. Keep your posts short and to the point. Facebook is best used to gather interest and awareness in your services. Education comes after.
3. Always include an immediate call to action.
4. Be the guy. Facebook is your tool. Figure out a way to become the center of fitness information for your network. Potential clients may not be ready to make a change right now but when they are you will be the first they call. Referrals will come to you already sold on your services.

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## Sorry

Now that you have finished this book I want to apologize. Not necessarily to you, but to your loved ones. If you follow this book you will be so full with clients that you won't have time to see them any more; my sincere apologies.

Maybe with all that money you're making you'll pick up a copy of my book *Ignite the Fire*. It's become a must-have for any personal trainer's library.

*"Figure out a way to become the center of fitness information for your network."*

**MAKE MORE. WORK SMARTER. DO BETTER.**

**This free guide on Facebook marketing for fitness pros is provided free of charge by the Personal Trainer Development Center.**

**ThePTDC.com today to Improve your skills and build a better fitness business with guidance from the world's best coaches and mentors.**