

Proven Strategies To Getting And Keeping New Members/Clients And Getting The Ones You Already Have Spend More With You.



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# 50 Tips

TO SAVE YOUR SANITY  
INCREASE YOUR PROFITS  
BOOST YOUR PRODUCTIVITY

&

GAIN YOU MORE NEW MEMBERS OR CLIENTS THAN EVER  
BEFORE!

FOR ANY BUSINESS INVOLVED IN THE HEALTH AND WELLNESS  
INDUSTRY

By Kim Martin

How To Generate More Leads More Sales And More Referrals For Any Health And Wellness Business By Kim

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### About Kim:



Kim Martin has been involved in the fitness industry in various roles from being an instructor/owner of a martial arts centre in Adelaide, managing various centres, to owning and managing a marketing company that generated between 70-500 new members in anywhere from 2 -7 weeks.

He has personally sold \$22,000 in memberships in a single day. His passion for the industry remains undiminished and he still works in a "hands on" role for a large western suburbs fitness centre (Definition health club)

He both sells memberships and owns the telemarketing company that has generated over\$2,500,000 in sales over 6 years for this centre running mini year round promotions where the business gets 100% of the residuals.

His main website at <http://www.fitnessmarketingstrategies.com> is guaranteed to get more leads, more sales and more referrals for anybody involved in from of health and wellness occupation from martial arts, Yoga, personal training, fitness centres, massage therapists etc.

### Our URLs

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[www.fitnessmarketingstrategies.com](http://www.fitnessmarketingstrategies.com) The most complete all in one fitness marketing resource centre website in Australia today

[www.fabulouslyfitforever.com](http://www.fabulouslyfitforever.com) Add \$37 to each and every sale you make with a customised website that lets you give your members a valuable "Value Added" bonus on joining

[www.powercardiosecrets.com](http://www.powercardiosecrets.com) Create your own product and be acknowledged as an "Industry Leader" we show you how-This is my particular product that I give to all my customers.

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## So You Need More Members For Your Health And Wellness Business?

### Introduction

This useful little book gives you lots of “bite sized” ideas that you can utilise in your health and wellness business.

You could breeze through this book and read the lot in one hit.

Although that may be a little like being let loose in your favourite shop and told that you can have everything you can grab in 5 minutes.

Or you could choose to just skim through the whole book. Perhaps a number of the ideas will instantly clutch you by the collar and shout out, “try me!”

**Or you could simply close your eyes and point your finger at the page and see what comes up!**

Reflect on the idea. And adapt it to your own circumstances. That’s the way you build habits, through applying them. Think about the way in which you would use the idea or tip.

**Put it down on paper.** Adapt and modify the idea so it's a "fit" for your business or service, read it out loud to yourself to see if it makes sense.

**Utilise it!** Sadly many people who buy books, CDs, attend seminars, etc fail to use what they've been told, read, or listened too. Information needs to be USED to be effective.

**Whatever type of health and wellness or fitness orientated services you “sell” you need always to be asking yourself the following.**

- How do I get more members/clients/prospects/leads?
- What do I need to do to get my customers to spend more with me?
- How can I get top quality leads without wasting my money?
- Is there some way to target my advertising so that it’s not hit and miss?

In [Fitness marketing Strategies](#) we give you specific strategies that you can use to achieve all of this!

**Tactic 1: Understanding The Life Time Value Of Your Customer. This is crucial to your retention rates so read carefully**

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The lifetime value of a customer is the total profit that a customer brings to your business over the lifetime of your relationship with that customer.

The following example will illustrate why it's important to know this number:

Lets suppose you own a chicken shop.

If your customer spends \$12 every time they visit, and they come three times a month for three years, a customer is worth \$1,296

$\$12 \times 36 \text{ times in a year} \times 3 \text{ years} = \$1,296$

- Average order
- No of Visits
- No of Years
- Lifetime
- Value of the Customer

So if you were thinking in terms of only dealing with a customer once – think of how much money you're "leaving on the table"?

**Tactic 2: What's the percentage of the prospects in your follow-up file right now will ever do business with you/join your centre/become new clients?** The ones who won't are wasting your time and money when you continue calling them/sending them letters/emails etc Getting a definite "No I'm not interested ever" is a time saviour!

**Tactic 3: Your staff and yourself should have a written list of what's on for the next day.** After preparing your "to get done" list for the day, Put the most important things first and make sure they are your top priority. Not only will make your day "flow" but you'll get a sense of satisfaction from seeing what you've accomplished at the end of the day. "To Do" lists are vital. Fitness marketing strategies has a complete "sales diary" system your staff can record their calls, who they've spoken too and what the result has been. All the easier to follow up potential clients before the opposition gets them!

**Tactic 4: Have call objectives for the day. When you know you need to place a certain number of calls, you are more focused.** We have a full list of the specific types of call which if they are not being done will literally be costing your business tens of thousands in lost revenue every year. The calls and a full detailed explanation of each are in Fitness marketing strategies the book.

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**Tactic 5: Have a secondary objective** for every phone call you make, defined as, “What's the least I want this person to do? Or what do I want to accomplish with this person?” Get a yes answer? Get an appointment? Get a "No I'm not interested now or in the future" Get credit card details over the phone from someone owing money? You'll never experience rejection if you have a second objective, play the game on your terms!

[www.fitnessmarketingstrategies.com](http://www.fitnessmarketingstrategies.com) covers all these types of situations we tried and tested these methods over the last 15 years.

**Tactic 6: Over the course of your day, set small-goals for yourself** checkpoints along the road. For example you could section your day into halves, thirds or quarters. Set objectives for how many phone calls to old members, how many customer care calls, how many letters you send out, start that new email marketing campaign etc. You'll have a real sense of achievement and satisfaction at the end of the day and of course you'll get more done and be more productive.

**Tactic 7: “The more I learn, the more I realize how little I really know.”** If you're not reading you're not leading! Seriously if you aren't reading books on sales or marketing, listening to personal development material on your way to work, using the "net" to Google information relevant to your business how do you expect to keep up and ahead of the crocodiles nipping at your heels? If you're one of the business owners that wait for business to come to you may as well call in the removalist now and save yourself some time!(But I know your not because your reading this :-)

[www.fitnessmarketingstrategies.com](http://www.fitnessmarketingstrategies.com) resource website has a section devoted to motivational material to help you stay enthusiastic and “pumped” about what you do.

**Tactic 8: A benefit is only a benefit** if the person hearing it perceives it to be a benefit . . . at that very instant. Ensure you're presenting benefits by questioning first. How great they'll feel when they lose that weight, how much easier they'll be able to move, how attractive they'll look, the compliments they'll get, how much longer they'll live, they'll lower their blood pressure/blood sugar/won't feel so tired at the end of the day, feel happier healthier etc etc. You get the point.

**Tactic 9: Understand clearly** that you need to make friends with the phone! Your business success depends on you or your staff being able to communicate effectively to get what you want. If you don't ask you won't get. Some people never ask so they don't get anything, except maybe broke.

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**Tactic 10: Marketing is the whole thing...And here's why!**

From day one when you got into business, you were taught that information about what you do was what you needed to become successful. You were taught that being "professional" will hold the key to success. That people will flock to you once they hear about how "first-class" you are. You were most likely given the age old "wisdom" that says if you build a better mousetrap, the world will beat a path to your door! "Mmm!" Which brings us to a crucial point: Knowing how to get customers, clients or members is infinitely more important than any other knowledge you may attain!

**Tactic 11: Commit** to making just one more phone call each day. Try to beat yesterdays results. Weather that's speaking to a potential new client that didn't join with you on their initial visit or following up expired members/or reactivating old clients You'll be surprised how much you can accomplish when you put your mind to it.

**Tactic 12: Referrals are simply the lifeblood of your business**, whether you choose to believe it or not things are getting tougher, and you'll need to find innovative ways to generate new business without the need to spend lots of money, referrals are your answer to doing just that.

Selling memberships for the fitness industry people are now considering a gym membership (adapt that to suit what your service or business it's most likely applicable) more of a luxury rather than a necessity; in the next few paragraphs I'll be giving you some sure fire ways to get your referral machine cranking up and generating you business for zero or next to zero cost.

Begin by understanding that it is way easier to get a new customer from a referral than it is from nearly any other method, especially if you "over deliver" on your service. So ask for referrals and make sure you train your staff to do the same.

**Tactic 13: When creating an ad or flyer for your services think about this.** The Most Important Emotion to Create If You Want People to Call You!

What is the single critical element that leads to inquiries and responses? Do you know what this little Secret is? It's Curiosity! (Yep, we are all nosy whether you want to admit it or not!) Think about why newspapers and tabloids use "teasers" as their headlines. Truth is the real reason is that they:

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Get results. Period! Those people that design those headlines know that most marketers are clueless about. They know, if someone is curious that person will feel compelled to take some action in an attempt to satisfy their thirst to satisfy their inner "nosy parker"

**Tactic 14: Read the local papers.** They can be a goldmine of useful information about what's going on in your local community. Read and tap into anything you feel can benefit you. It also lets you know what your competition may be up to and how and what they advertise

**Tactic 15: Start Sometimes the thought of starting a new project can be overpowering.** In fact, starting itself can often be the hardest part of a new idea or project. PP and A prepare, plan and then action it! Plunge in feet-first and just do it as the saying goes. Don't let the size of a task over awe you. If necessary, larger projects can be broken down into a number of smaller ones, making it easier to get started.

**Tactic 16: Expect the Unexpected** sometimes unfortunately, things can come up that will interrupt your carefully laid plans. Try to think of these times as challenges rather than obstacles. Don't worry when the inevitable unexpected delays occur, and don't be reluctant to adapt, improvise and revise if necessary your plans when such disruptions force you off your schedule.

In the download area of [www.fitnessmarketingstrategies.com](http://www.fitnessmarketingstrategies.com) the website there are hundreds of time saving forms and templates as well step by step marketing campaigns all designed to save you the time and effort of creating them yourself.

**Tactic 17: Did you know the word "Love"** is one of the 13 most important emotional triggers for marketers. Want to know 12 more?

This is a list of the 13 most important emotional triggers for humans. If you can wrap your product or Service benefits around one (or several) of these, you'll be well on your way to being a marketing "Guru"

**They Are:**

• Sex• Greed• Flattery• Fear• Self-improvement• Love• Better health• Weight loss• Longevity• Exclusivity• Fame• Uncertainty

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**Tactic 18:** Get your business cards into the hand of anyone who can help you in your search for new clients/members. Don't be shy about handing out your card to anyone that asks what you do, it's called networking and it works! There could be a free visit/free pass/discounted...fill in the blanks on the back of the card. Success comes from being relentless in doing small things.

**Tactic 19:** Go to meetings of professional groups, groups such as such as the Chamber of Commerce, Rotary Club, or civic associations. Don't forget the above point; keep your business cards lots of them handy! Get yourself involved with other people who may be potential joint venture clients. Remember to ask what the people you speak to what they do, and pay close attention while their talking. They'll be pleased by your interest, and remember you because of it.

**Tactic 20:** Involve yourself in 2 or 3 of these groups. You'll get more opportunity to meet possible new customers. However be aware that this is two sided don't forget to "give" before you "take" You don't need to spend all your time involved in groups however you should offer to make real contributions to all of them by offering ideas and suggestions that benefit others

**Tactic 21:** Write an article that highlights your expertise in whatever your service or business is. Send it to local newspapers, magazines, and websites in your area of expertise look for submissions from experts. Ensure that you provide all relevant contact details such as your name, business name, phone number, and a reference to your business or service is included at the end of the article. If your article gets used then you're the "resident expert" in your field. You see this type of "advertorial" in the papers all the time. Take advantage of this type of publicity if you can.

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**Tactic 22:** If your business or service is relevant, give demonstrations of it to whatever groups or individuals might be interested. Again attending groups or organisations such as Rotary can pay dividends. Get yourself involved within your community. Be the Gym/PT business/Yoga, Martial arts or Massage place to come to!

[www.fitnessmarketingstrategies.com](http://www.fitnessmarketingstrategies.com) has actually a complete package with PowerPoint presentations seminar organisation ideas etc already in a nice “toolkit” for you to adapt to your business at the download area.

**Tactic 23:** Send out sales letters/special offers/special incentives for corporate groups/invitations to take part in (fill in the blank relevant to your business) to everyone you think might be able to use what you sell. Be sure to describe your business in terms of how it can help your potential client. If your not already then start to drop a business card in every piece of correspondence you send out. Follow up periodically with postcard mailings. With special offers/sorry that we have not seen you / etc. Again at the [www.fitnessmarketingstrategies.com](http://www.fitnessmarketingstrategies.com) we have dozens of letters that you can adapt to suit your business.

**Tactic24:** Put videos of your business or service on YouTube and other video sites. There are a LOT of them out there such as expert village and many other similar sites that will allow you to “showcase” your talents. At the download area of [www.fitnessmarketingstrategies.com](http://www.fitnessmarketingstrategies.com) you have a complete step by step system showing you how to do this.

**Tactic 25:** Computers are a pain in butt. If your computer crashes you have to reload all the programs such as anti spyware, anti virus etc etc. Well you’re in for a treat this website allows you top download in one lot all your essential applications go to: [www.ninite.com](http://www.ninite.com)  
It has nearly all the programs such as graphics, music players, video players, that would otherwise take up valuable time and effort to find and download.

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**Tactic 26: Get on the telephone and make "cold calls."** You won't die and as I point out in Fitness marketing strategies if you're not using the phone then you are leaving money and I mean lots of money on the table. There are many finer books on telemarketing available. I have prepared a number of scripts as well as explanations and guidelines in my book detailing exactly how to do this. These are calls to people who you want to do business with. Your business can help these people solve a problem-let them know how.

**Tactic 27: Offer a free, no obligation** consultation/free pass/guest visit/free trial to people you think could use your business or services. During such consultations offer some useful suggestions and ideas. We have generated over \$80,000 in sales through our "Free Month" campaign this is also explained in Fitness marketing strategies.

**Tactic 28: Joint Venture with businesses** who serve the similar markets, but sell different products and services. We work in with sports stores, physio therapists, and massage studios. In fact we work in with lots of other businesses as well. Joint ventures work and can (and should) benefit both parties involved.

**Tactic 29: Run a competition.** Make the prize something desirable and related to your business -- it could be a free PT session, 10 free martial arts classes, a free membership for a friend or family member. Competitions generate LEADS and cost next to nothing to do, in fact why not even involve your JV partners as well?

**Tactic 30: Think about how you handle an incoming phone call.** Someone's on the other end of that phone line looking for information that may lead to a sale. So how do you treat them? What type of value questions are you asking? Are you asking "involvement questions? Do you ask them to "POP" in for a visit? Do you get "their best contact number?" Do you ask "how they found out about us" Do you think THAT question just may have a lot of value?

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**Tactic 31: Can you handle an incoming call from someone solely interested in prices? Yes**

There are specific ways to steer the conversation in the way you want it to head. Are you asking the right type of questions that's what it comes down to? Asking the right questions will get you the answers you want to hear. Giving a "price" and then simply hanging up will cost you business. Here's an example of how NOT to handle a call!

<http://www.healthandwellnessmarketingresources.com/fcmnewsletter/druitt.way>

**Tactic 32: Are you getting email addresses?** Email marketing can be extremely profitable if done correctly and a very low cost way of keeping in touch with your current customers to promote new services and let them know about special offers, promotions etc. It's a great way to gain new business too. Email marketing is not hard to implement. From 8 emails I have generated over \$9,000 in new memberships, I go into all the details with a complete "toolkit" that I've put together at [www.fitnessmarketingstrategies.com](http://www.fitnessmarketingstrategies.com)

**Tactic 33: Have you ever used a "mystery Shopper"?** It's a great way to find out what need "polishing" in your business or service. Perhaps a mystery shopper in person may or even a mystery shopper phone call to find out if your staff needs help in answering the phone or handling an inbound phone inquiry (IPE) or how they handle a face to face inquiry. These types of scenarios can help show you any areas of your customer service that may need attention. Small changes in these areas can potentially get you the sale. Again all the scripts and the follow up action sheets at the [above website](#)

**Tactic 34: Do you have basic negotiation skills?** More often than not people want a bargain. So what do you say to convince someone to look at quality over price? Why should they spend their "hard earned" with you rather than others who offer the same service or have the same type of business? How do you differentiate yourself from the others? What are you saying to earn their trust?

**Tactic 35: Have you considered becoming an author?** It is seriously easy to do! You achieve the status of being an "expert" in your field and its not bad form the credibility of your business either. You could also create your own product and use this as an "added value extra" to whatever you're selling. In fact

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literally in the space of an afternoon you could have your own book completed. You obviously need to know about the subject (Duh!)

But with something known as Public **label Rights** or PLR you could well be on your way to having your own book. Here are a couple of products that I've created to give you an example. Go to:

[www.fabulouslyfitforever.com](http://www.fabulouslyfitforever.com) which is our "Mind Body and Spirit" package that I give away with all new memberships or [www.powercardiosecrets.com](http://www.powercardiosecrets.com) which is product that I created that affords me "resident expert" status.

**Tactic 36: You need to market consistently to get results.**

If you own and run any type of business or service you must be equally committed to marketing as well as selling the products of your goods or services!

Even doing one small thing a day such, as organising your next email campaign or getting that flier or leaflet ready for print will keep the ball rolling. I have seen many fitness centres (and I'm sure that this would apply to all types of business as well) that have simply waited for business to walk in the door.

And ultimately one day those doors don't open any more simply because the owner got lazy with their marketing. It really is the be all and end all, next to great customer service anyway.

**Tactic 37: Are you following up past customers.** Generally it's easier to reactivate a past customer than it is to attract a new one. If you are not following up with past customers on a regular basis you are reducing your prosperity potential. Brainstorm ways you could follow up on an old customer. Something new in the areas of what they bought from you before?

Do you have new classes, better equipment/childminding services/can you offer a free trial of these? We did \$55,000 in sales from one promotion lasting 6 weeks from a former members data base that was 3-6 years old. Nice! I have included a number of scripts as well as ideas at the download area of the FMS website

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**Tactic 38:** Do you know what the number 1 most important thing in your business is? And sometimes the most overlooked? Its you. Are you looking after yourself physically, mentally and spiritually?

All the monetary success in the world means nothing if you're plagued by bad health and bad relationships.

Too often it's all too easy to put things we think that matter before what really matters. It's called being rationally selfish. Good health, a calm focused mind and good personal and business relationships help things flow.

**Tactic 39:** I've met many a business owner who have spent large amounts on glossy marketing materials and have mistakenly expected business to pour in without doing anything extra.

Shiny brochures and slick marketing materials are a lovely addition to direct response marketing such as meeting people, phoning people and talking to people. Sorry but brochures and business cards, it doesn't matter how fancy, don't substitute for direct contact. Think about that before spending money on ostentatious marketing materials rather than marketing directly person to person. You'll increase profits and you'll spend less by adapting direct response methods.

There's a free gift for you no charge that goes into details in an easy to understand way at my main website at [www.kimmartinfitnessmarketing.com](http://www.kimmartinfitnessmarketing.com) simply sign up at the opt in box and you'll have access to some free marketing material that explains exactly what "Direct response marketing" is all about.

**Tactic 40:** Think about the way you spend your time. Unfocused people spend a significant amount of time in low-return activities (as measured by dollars and personal satisfaction). If you are spending the majority of your day completing tasks which are administrative in nature and/or which can be easily completed by other people you are reducing your profitability.

Solution: Monitor your time and figure out how much you're making per hour. Employ an assistant if you are spending the bulk of your time in administrative work. There are many places where you can outsource your work for as little as \$2-00 per hour for admin type tasks.

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**Tactic 41: Focus is such an essential skill in business and also in life.** You can have a string of letters after your name from a several universities or have done dozens of courses and attended loads of seminars, but if you lack focus the chances of you succeeding in anything are extremely limited. Focus is the art of “stickability” not being attracted to the next shiny bright opportunity or object. Yes I know we have to multi task sometimes but how many of you reading this now have a “too do” list? or a diary? or plan the next days activities before you go to bed in order of priority?

I'm sure it's all of you since you're reading this 😊 however if you know you're the type to get easily distracted then half your problems already solved. Now go a write a list or buy a diary. Here is a great report that will help you gain clarity and it's free!

<http://www.healthandwellnessmarketingresources.com/focus.pdf>

**Tactic 42: Organise your paperwork** and activities such as sending out information or emails. Put aside time for these activities so you can focus solely on phone calls that need to be done such as customer care calls, ringing referrals, rescheduling appointments etc. Set yourself a time, say a half hour and make sure you're not going to be interrupted. You'll be amazed at how much you can get done. I like organising my day in “batches” like this. Sure things will happen but for the most part you'll have greater control of your time and how it's spent.

**Tactic 43: When doing the referral calls,** where one of your current customers has provided the name of a friend, colleague or family member to you think about determining what and how that person may benefit from by using your service or business. Plan and have your offer of a free trial/session/class etc worked out before hand and ask for them to “Visit” (we never set appointments dentists have those!) your establishment to pick up (your offer here). And don't forget to ask confidently. Your belief in what you're selling will be heard at the other end. Oh and smile! That too can be heard.

**Tactic 44: If you're making a “follow up”** call to someone you've sent information to don't ask if they received it-assume it. You don't want to make your brochure or flier the reason for this call. Remember

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what you said to the shop assistant who asked you “can I help you”? Remember what you’re answer was? “No thanks I’m just looking” Same principal here. Ask questions that get the other person involved. This information is covered in depth at [www.fitnessmarketingstrategies.com](http://www.fitnessmarketingstrategies.com)

**Tactic 45:** Whenever I’ve rang someone who has missed their “visit” time I’ve always apologized along the lines of “John I’m sorry we missed on.....” They’ll give you the reason and you won’t make them feel bad, there’s no percentage in that. You can then go on and reschedule another time more suitable, and along the way you can reinforce back to them anything they may have said to you on your original call about why they should or need to use whatever type of service or business you have. So remember ask involvement questions when setting your original time for the person to “visit” your establishment.

**Tactic 46: Marketing 101** is to make sure that you record details of every single person that comes into contact with your business. By details I mean some sort of contact information. Needless to say any type of business that is not getting details that they use to market to prospective clients/customers is losing money. If you’re not this then start now. This one simple strategy alone can help you “skin your marketing cat”

**Tactic 47: Never be indecisive to "ask for the sale"** If you have a firm belief in your business or service and if you know what you have will be of benefit to others then your doing yourself and your customer disservice if you don’t ask for the order/sale/commitment.

All you have to do is ask. Forget about what someone may think of you, if you believe in what your selling you won’t come across as pushy or aggressive. And also to you find it difficult to "ask for the sale", you're probably not bringing in as much money as you could be.

**Tactic 48: Are you taking stock of your outgoings?** Smart business owners on a regular basis evaluate their business costs and find ways to reduce overheads without sacrificing quality. Have you completed a cost analysis lately? You could be paying more than you need to be, which will in turn reduce your profitability.

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**Tactic 49: Know Your habits.** When are you most industrious? Use the hours of the day when you are most productive to tackle the more difficult tasks. Manage your timetable so that you use your time most effectively. In “Eat that Frog” the author Brian Tracey recommends getting the tasks that you least like doing out of the way first. It works for me, and you won’t waste mental energy in thinking about ways to put off what needs to be done but you don’t happen to like doing!

**Tactic 50: Prepare for the Unexpected.** Unfortunately, things will come up that put a spanner in your carefully laid plans. Learn to think of disruptions as challenges to be overcome rather than roadblocks. Don’t hit the panic button when the usual unexpected delays occur. Don’t be reluctant to adapt and modify your plans when the doggy doo hits the fan

## The Next Step...

I make no apology that this book is littered with references to “Fitness Marketing Strategies” the book, and also with regard to my website “Fitness Marketing Strategies.

You see I want you to take action. I want you to go to the link shown and BUY my book. Why?

Fair question. I've worked with centres all over Australia (and made them a LOT of money) I also still work in a "hands on" role at Definition fitness centre in Blacktown.

Click On:

<http://www.healthandwellnessmarketingresources.com/fcmnewsletter/50tips/50tips.htm>

I make the telephone calls to generate new members. Yes I "sell" memberships. I action and implement ALL the ideas I speak about in my bloc. I KNOW what works! I am NOT a "manager" that's so out of touch of what's going on-on the frontline that he (or she) doesn't know their base from their apex:-)

This isn't a job it's my calling.

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And I know without a shadow of a doubt if you read my book, implement the ideas and use the resources I provide for you. You WILL make money! So I've put together what I think is an "irresistible offer" please go and check it out at:

<http://www.healthandwellnessmarketingresources.com/fcmnewsletter/50tips/50tips.htm>

Time is short so go to the below link and whatever your decision I thank you for taking the time to read my little book and I hope some of the ideas will prove fruitful.

**Click On:**

<http://www.healthandwellnessmarketingresources.com/fcmnewsletter/50tips/50tips.htm>

I have been involved in the fitness industry for most of my working life in one capacity or another and I fully believe that being physically fit is the corner stone to building a strong spiritual foundation, and my wish for anyone buying and using my products is the same as that for myself.

I hope you enjoy an enquiring mind, great health, tranquility of spirit, bring joy to others and may you live prosperously all the days of your life.



Warmest regards

Kim Martin June 2011

**NB**

**Here's that link again**

**Click On:**

<http://www.healthandwellnessmarketingresources.com/fcmnewsletter/50tips/50tips.htm>

**A Few Of Our Customers Comments!**

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Fitness facilities in the 21st Century cannot survive without implementing Sales & Service Systems. This is where Zen And the Art of Selling Fitness can be an invaluable asset to the modern day fitness club. Michael & I would like to congratulate Kim on his user friendly product as we have now fine tuned our Sales and Marketing Strategies to produce real income.

**Kathy Patterson Results 123 Richmond NSW**

To whom it may concern, We would thoroughly recommend Creative Fitness marketing to any Gym in need of a promotional boost. Creative Fitness marketing organised a very successful promotion for us here at Bodydynamics and kept all the promises made.

we were impressed with the skill of their supervisor Kim and the amazing impact his work had on our memberships. The response to the marketing technique flooded our gym with new members and gave us a much greater

cross section of age groups to cater for. We would definitely use CFM again. **Bernie and Marianne Friedli Bodydynamics Gym Alice Springs**

I would like to thank Kim for the success of our recent membership drive. In the period of seven weeks; they managed to recruit over 300 new members to Broadway Gym. They had to work hard; a city like Sydney is very competitive. To say I was hesitant about this proposition is an understatement. Too often people promise everything, cannot deliver - then disappear. However I have no regrets & can only applaud Kim in this professional, friendly, co-operative manner in getting the job done. I recommend him highly!

**Barry Browne. Broadway Gym Sydney NSW 2001**

Creative marketing did a promotion here from the 2nd February 1995 till the 18th of March. The promotion brought approximately 560 new members in that time. We were very pleased with the way the whole operation ran

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and the way Kim and his staff ran things. They operated in a professional and ethical manner and did not compromise the integrity of the gym or staff.

We found Kim to be well organised person who kept us up to date with everything that was going on. **Arthur And Penny Newsome Arthurs Gym Central Coast NSW**

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