

6-FIGURE TRAINERS & COACHES

Local (FREE) Marketing Tactics for a Fitness Business

90% of the long-term members of a fitness business travel less than 15 minutes, to/from their home or work location to the fitness facility.

Take advantage of this geographical reality and focus on FREE marketing tactics within this area. In many cases, this will negate the need for paid advertising.

Step #1: Post a map of your service area in your office with an outline of the boundary of a 15-minute travel time to/from your facility (this is your travel outline map).

- Meet every other business owner within the travel outline
- Post your business card on every community bulletin board
- Post a carefully designed, attractive postcard-size flyer on every public bulletin board in this area promoting your message
- Become involved (have a presence) in every public social event in this area
- Meet all governmental representatives in this area

Step #2: Draw an additional circle on your map with a radius of 10 miles around your business location (your service area map).

- Meet all politicians not covered in Step #1
- Become involved (have a presence) in every community event in this expanded area
- Attend every networking event in this area and meet people at least once a year
- Attend every service organization meeting in this area at least once each year
- Become involved in every appropriate public event, such as fun runs and athletic competitions

Bonus: Build a sense of community by posting your map where members can see it, provide stick pins, and invite members to place a pin at their address on the map. Some people will help with your marketing tactics.

For more info and time saving implementation strategies: info@6figuretrainers.com

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