



6

ways to get more fitness
clients online



As a personal trainer, it can be easy to get caught up with mastering your craft, but now it's time to market yourself to get more clients. Your career as a personal fitness trainer depends on having customers.

No matter how good you are at getting results for your customers, you have to actually have customers, or you won't have a business for long. Fitness is a competitive industry, and with so many fitness influencers, gym instructors, and even more personal trainers, you'll need to market your skills if you want to rise above it all.

Gaining new fitness training clients takes perseverance and some marketing smarts. These six tips can help you succeed.

1 Master Your Branding & Optimise Website

As a personal trainer, you need to walk the walk, both online and offline. That's where personal branding can help you to get more customers.

Personal branding involves developing a recognizable impression around who you are and what you do.

For starters, your body is your visual resume and speaks volumes about your branding as a trainer of what you can do for your potential customers. If you don't take your body's health and weight seriously, potential clients might not think you can help them either.

A good personal brand will set you apart from the rest of the competition. It helps you to connect with people who see your story, work, and efforts and are encouraged to work with you. Every trainer is different, and everyone has a different style.

Start defining your brand by identifying what kind of fitness are you going to specialize in, how you tell your brand story, and how it helps to push you as a trainer.

Optimize a Fitness Website

Never underestimate the power of having a good website. Not only is it a great platform to place all the information about your services (which you can direct new clients to!), but it's also a great method to use when learning how to get more personal training clients.

Notice how we said 'optimise' a website, not just create one. You don't have to be an expert in SEO, but it will help if you check out some of the basics and implement them when building your personal trainer website. SEO isn't that hard to use and if done correctly, it will boost your chances of gaining clients from location-based searches!

To give you an idea how it works, try to perform a quick Google search for personal trainers in Liverpool for instance. You'll see straight away the website of a personal trainer who has set aside the time to create one, and it ranks of the first page of Google for the keyword 'personal trainer in Liverpool'.

This means that whenever someone searches using this keyword, they will see this personal trainer's website on the first page that appears. Hopefully you can now see how useful this is for gaining more clients as a personal trainer working in one specific area.

It gives you a huge advantage over the other personal trainers in your area when it comes to gaining Google leads, which are arguably some of the most important if there are clients who don't already attend your gym or you run sessions from your home in your spare hours.

However, for now we'll run over some of the crucial things that you should include on your site to ensure that it's successful, and things that you can do to boost its rankings:

- Basic SEO optimisation (keywords with 'low difficulty' that you can rank for, e.g. 'personal trainers *your area*')
- A consultation form
- Subscriber list
- Effective CTAs (calls to action)

So, to give you a better idea of what we mean by all of this, you need to follow these simple rules:

- the website design & the home page should be as clear and user-friendly as possible, it's also effective for selling their services
- a 'CTA' or 'call to action' (for example, the 'find out more...' button) should be very visible and driving users to make an action on reading about your services. This is an effective way of generating leads online
- Alongside having an evident CTA, you should have a consultation form if you're in the PT business. It should be one of the main focuses of creating a website in the first place, as it is the most effective method of driving your audience to contact you and convert into paying customers

All you need to do for this to be effective is to ensure that your consultation form is well-designed, and conveniently placed, just like the one in the example:


Book a Consultation Today

IT'S NEVER TOO LATE TO CHANGE YOUR LIFE

NAME	- INTERESTED IN -
EMAIL	ADDITIONAL INFO
TELEPHONE	Send

CAPTCHA
This question is for testing whether or not you are a human visitor and to prevent automated spam submissions.

☐ I'm not a robot

 reCAPTCHA
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All you must do is make the consultation engaging and inspirational by showing your leads how you can transform their fitness and consequentially make them feel better about themselves, and chances are they'll become paying clients. You just have to wow them!

The great thing about this is that your leads won't realise that they're signing up for a sales pitch when they book a consultation with you, they'll think that you're doing them a free favour... and that's how to get personal training clients with your website and consultation form!

Power of Social Media

A great way of getting more clients as a personal trainer and retaining those that you already have is to create an online community where you can engage with your audience.

Instagram is a known platform to help businesses turn followers into clients. To help increase booking, **you'll need to give customers the option to book your services on your profile.**

For existing clients, the best way to go about this is to create a Facebook group where you can connect privately between yourselves (some may not want their content to be posted publicly), and where clients can motivate each other by sharing content that displays successes in their fitness journey with you.

You can also use this group to spur them on out-of-hours by posting photo and video content (with permission) from sessions to show off how well each client is doing, or content from your own fitness journey to encourage and inspire them. This could be the healthy meal you made for dinner, or a new workout you're trying out. Be the inspiring mentor they're looking for (but without showing off!).

An Instagram account that advertises your brand as a personal trainer is also a great idea, as not only can this work in a similar way to Facebook groups to motivate and inspire your existing clients, but it can also make you known to the wider fitness community.

People in your area will stumble across your services if you post often and tag your location, and if you have a vibrant Instagram page when this happens (as opposed to your competitors), then you can't go far wrong. You'll stand out from the crowd as being one of the most exciting and inspiring PTs in your area, and every fitness enthusiast in your local area who needs help with their training will be asking for your help!

Sure, Instagram may not be the most practical way of gaining clients fast, but it can certainly help to spread word of mouth and boost your overall reputation.

3 Use Ads & Contests to Get Clients

Instagram ads have proven to help grow businesses and generate ongoing customers. Brands like Beachbody that used Instagram ads received a 72% increase in subscriptions, compared to the previous year when they did promotions without Instagram ads.

With videos, images, and gif's, you can easily create ads like this one below to push traffic to your profile or website.

Here are three things you should consider before promoting your ad:

- Define your target audience: who exactly do you want to see your ads, where are they located and what kind of interest do they have? Once you can answer those three questions, you can narrow down your targeted audience, which increases the success of your ad.
- Instagram now allows you to place ads in feed and Instagram stories. Both of which are effective. You can either do both or choose between the two.
- Decide where you want to direct the people who click on your ads. This can be your website, your profile, to shop on your Instagram store or even to direct message you.

Run a Fitness Giveaway or Contest

One great way of using Instagram and FB to market yourself and get more clients as a personal trainer in your area is to run competitions where your audience can like, share and comment on content in order to win a free PT session/protein bar box etc.

Not only is the winner of the competition likely to turn into a paying client, but those who enter are also incited to try out your services.

Not only this, but they're also helping to spread the word about your services to everyone interested in PT sessions who owns a social media account in your city/town, which certainly isn't a bad thing!

Having a giveaway is a great way to boost engagement and leads for your fitness brand. You can choose to have an online giveaway with a landing page or host your giveaway purely on social media.

When planning your giveaway here are some key things you should consider for a successful giveaway:

- Think of a grand prize or a collection of prizes that will excite followers to enter.
- Choose an end and start date. Give your giveaway enough time to get entries and let contestants know the start and end dates in the caption, along with when you're announcing the winner.
- Pick an exciting or fun picture for your giveaway; people see images before they read texts.
- Use clear instructions about how to enter so contestants can know what to do. It also helps if you get any complaints after the contest.

A good rule to follow when running promotions on social media is to use a 80/20 approach where 80% of your content is focused around adding value to your page and 20% is promotional, so that you're not hard selling to your audience.

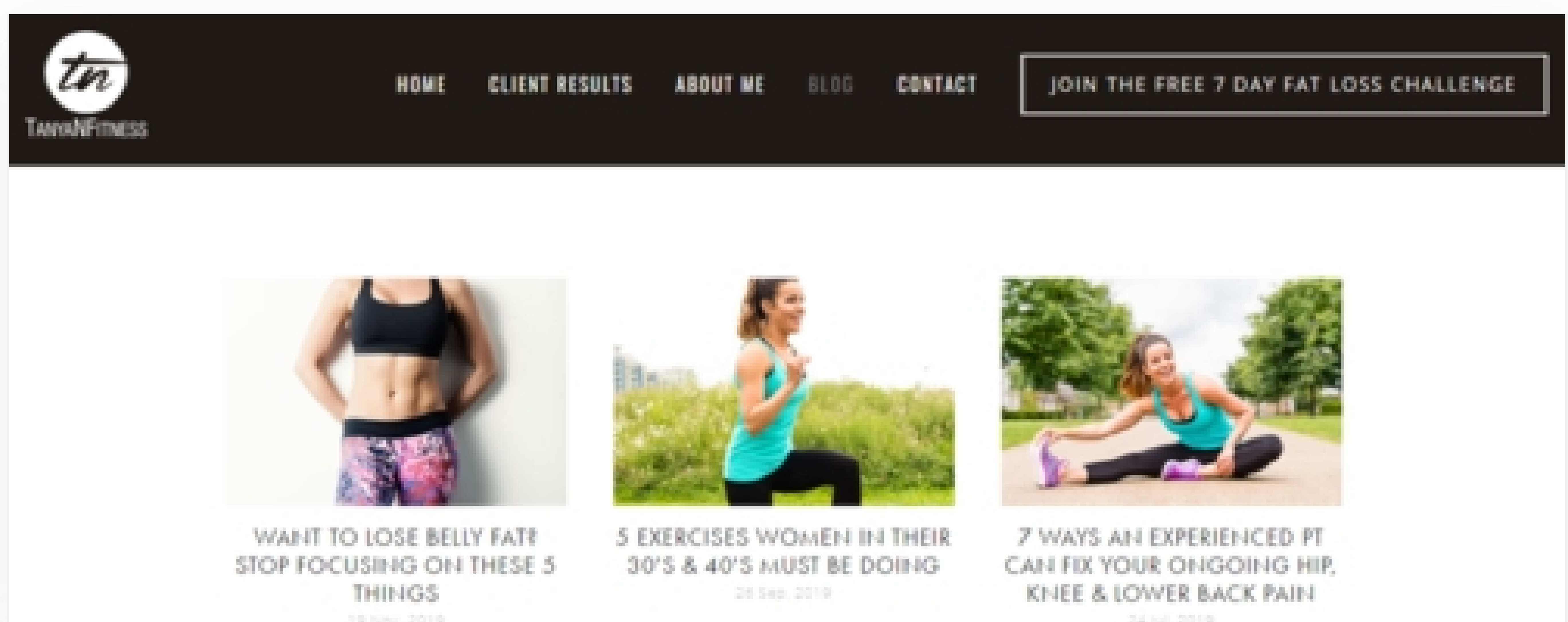
4 Start Blogging & Email Marketing

One great thing to try when looking up how to get more clients as a personal trainer is to turn to content and email marketing.

It may sound alien if you're not familiar with either of these things or using digital media to market yourself in general, but don't fear! It really isn't as complicated as it sounds.

To give you an example of what we mean by content and email marketing, we'll start with the 'content' part. This is also known as blogging, and it's a really effective (and actually quite fun) way of marketing your services as a PT.

However, we'll jump straight into an example of a successful PT blog to give you some inspiration:

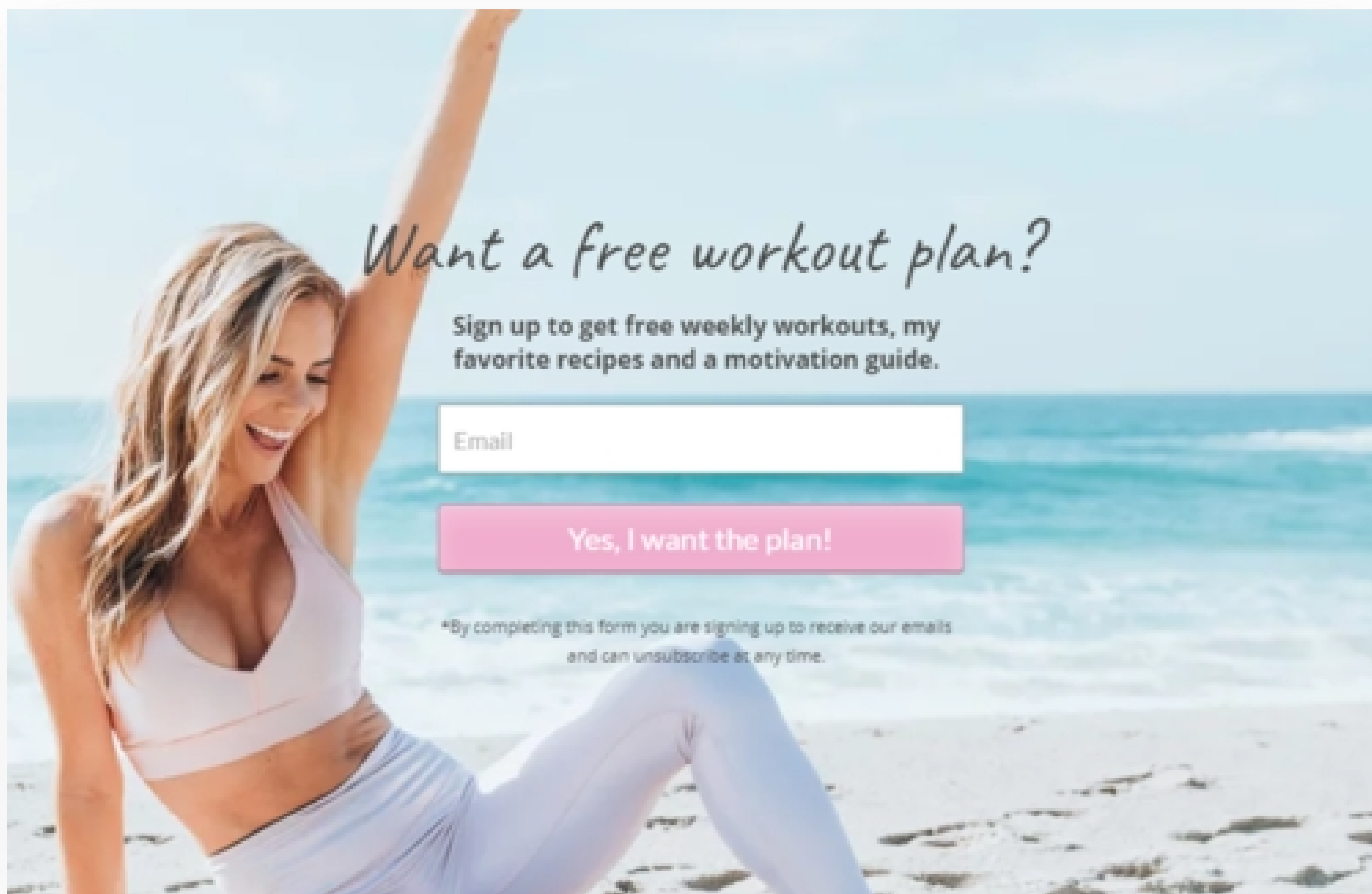


Not only is the blog incredibly well-designed (nice and simple), but it's also optimised well for search engines. The blog posts are centred around keywords like 'lose belly fat' and 'fixing hip, knee & lower back pain' and interesting topics that potential clients will want to hear about.

In terms of topics that you should focus your content around, there's no end to keywords that are related to fitness in some way. You could balance a nice mix of personal training topics with workout guides etc. to draw traffic (and potential clients) to your website.

Email marketing with your blog!

One you've set up both your website and your blog, it's time to set up an email subscriber list. If you're not sure what this is, it usually looks something like this:



In this example, you are given the option to join the email subscriber list, which is the incredibly successful blog of Certified Personal Trainer.

Obviously not everyone will choose to sign up to this, but if you design your email subscriber CTA as well as the one above then you'll definitely start to build up a base of subscribers that you can send marketing emails to!

Not only will these help with boosting the CTR (click through rate) of your website, but they will also encourage those that live nearby choose you as their PT when the time comes for them to select one.

Another thing that you can do with your website and email marketing campaign is to become an online personal trainer. You can gain online clients by marketing live sessions or pre-recorded PT sessions/workouts, along with your expert PT advice for a specified fee.

Marketing tools

Once you gathered a database of your current & prospect clients, you have to keep your community engaged and increase with a suite of tailor-made marketing campaigns:

- run targeted email campaigns to your audience
- create simple referral marketing programs and special promotions
- leverage Viber & SMS communications
- run reports to stay in the know

You should have an impressive approach to email marketing - send out engaging newsletters to the readers that inspire and evoke emotion, which is a great strategy when it comes to getting more clients in personal training.

Your email should represent an original piece of content, packed with emotion and motivational themes so that it makes all your customers want to run straight down to the gym or sign up for an online work out and begin working on a sustainable and healthy lifestyle that we'll finally stick to!

One of the most important phases when learning how to get clients as a personal trainer is to ensure that you can connect with potential clients in a meaningful and motivating way.

Take a look at other professionals out there who are the most successful, observe what they are doing, and create your own way of doing those things. Get creative and add your own personal touch. Use client case studies and be honest about how your clients can make their lifestyle changes sustainable.

Also, Referrals from your current customers are one of the best ways to get new customers. Establishing a referral program as incentive for your customers to refer their friends and family is a great way to get the referrals coming in. Even if you don't have a formal referral program, it can benefit you to routinely ask for referrals.

If you're great at what you do, your customers will be happy to send referrals your way. Just be sure to live up to those referrals.

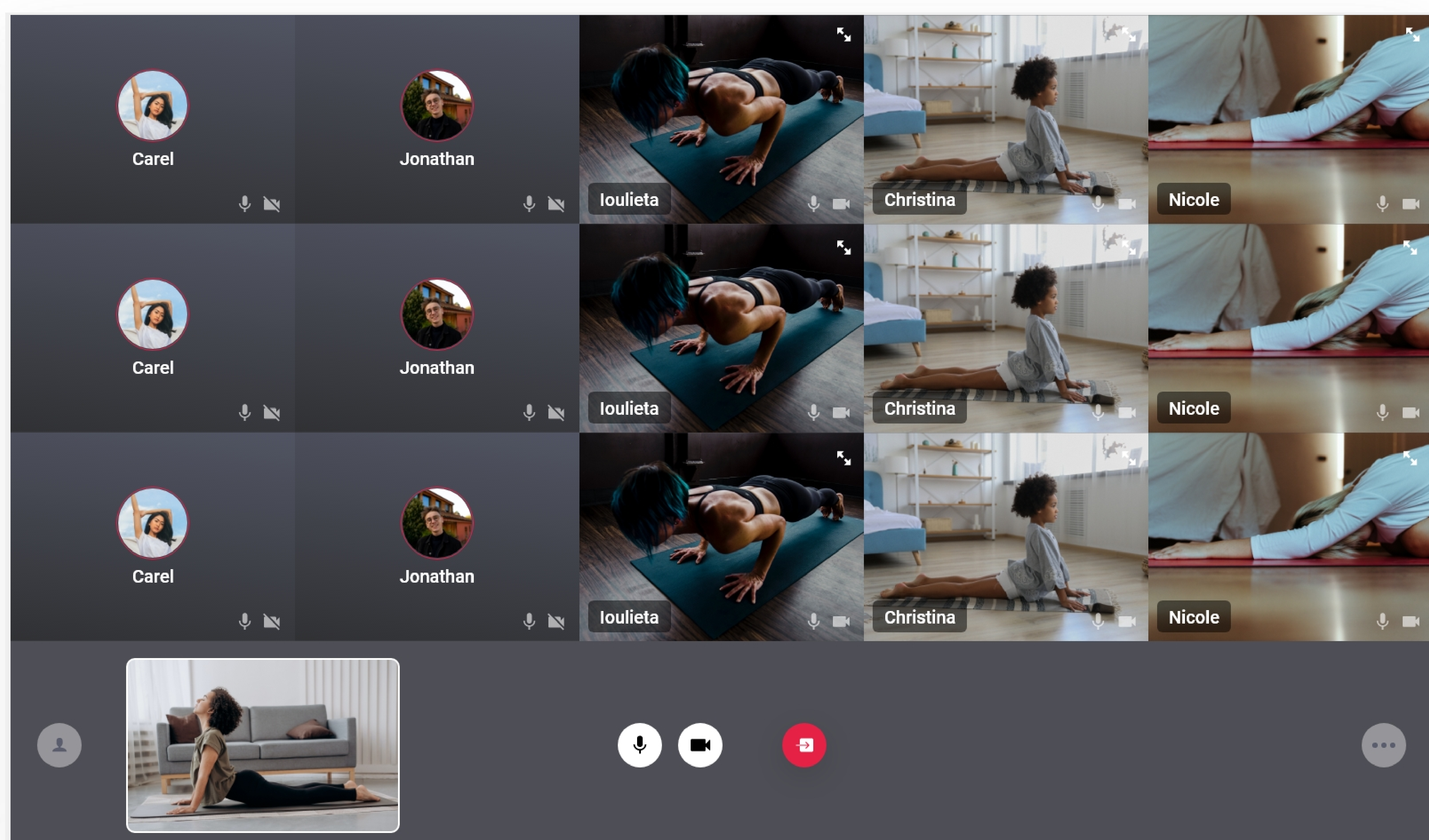
If you do all of these things with your website, social media channels, blogs, and in your email newsletters (as well as in-person), you can't go far wrong!

5 Create an Online Training Programs & Video On Demand

Your clients don't have to come to the gym to meet with you. Instead, some personal trainers meet with their clients virtually or post their workout routines online.

So, offer your members a 24/7 complete fitness experience to keep them exercising even when they can't be with you in the studio:

- online workout classes
- videos on demand
- wellness tips



Start by choosing the right platform or software. www.trainyourpulse.com
From our research we figured out that people either online or offline they are willing to pay for a good personalized service and here is what you can do to offer this service to them by giving you a very simple example.

In our Platform you have the ability to create training programs with videos and instructions for the client. What you should be doing is the following:

1. Connect with your potential client via a call
2. Gather all information about your client, what they want to achieve if they have any injuries or chronic problems
3. Assess the needs and create a personalized training program (with videos on demand)
4. Allocate the program to your client on our platform
5. Follow up every 2 weeks to see how they are doing (progress) and adjust the training program if needed.
6. Be there for your client when he needs you (via chat or call)

After you need to create ads on social media and online to promote your course, you'll need to do this heavily for the next three months if you want to get proper exposure for your online course.

6 Build Relationships with Your Clients

Don't get so caught up with getting new customers that you forget to build a relationship with your current customers.

Your past and current customers are like your brand ambassador. They can either have a lot of good or bad things to say about you. Try and maintain a healthy professional relationship with them.

Even after training is over, check up on them, send them an email, give them a call, or let them know when your hosting events in their area. You never know when they might become lifelong customers.

Build Client Relationships with Needs Analysis

If you're not familiar with what a 'needs analysis' is, the first thing that you should know is that it's incredibly important to conduct one before trying to close sales with clients.

Once you've already built a rapport with gym members and they have expressed an interest in your personal training sessions, it's now time to find out what they need you to provide for them in order to reach their fitness goals.

To do this effectively, you need to ask them open ended questions. There's not much use in asking questions such as 'do you want to lose weight?' or 'have you got plans to gain muscle mass?', as this results in a yes/no answer and doesn't do anything to progress the conversation (or the sale).

Asking open ended questions at an early stage will get things moving faster, both for you and your soon-to-be client. You'll get closer to the sales point, whereas they'll get closer to achieving their goals, so it's a win-win situation when learning how to get personal training clients!

You want the client to tell you as much about themselves as possible, and you need to give them that opportunity. A needs analysis is the process of finding out why your prospective client is sitting in front of you.

Put even more simply, it involves finding out what your clients' needs are; why do they need your assistance to achieve their goals?

To help you in structuring your needs analysis, here are some examples of the open-ended questions that you can ask:

- What exercise have you done in the past?
- Where would you like to be with your fitness at this time next year?
- How much weight do you want to lose?
- When do you want to achieve this by?
- Why do you want to achieve this?

The great thing about these questions is that none of them can be countered with a yes/no answer. They require a proper explanation, which is why they work so well when it comes to getting more personal training clients. They directly facilitate conversation and relationship building.

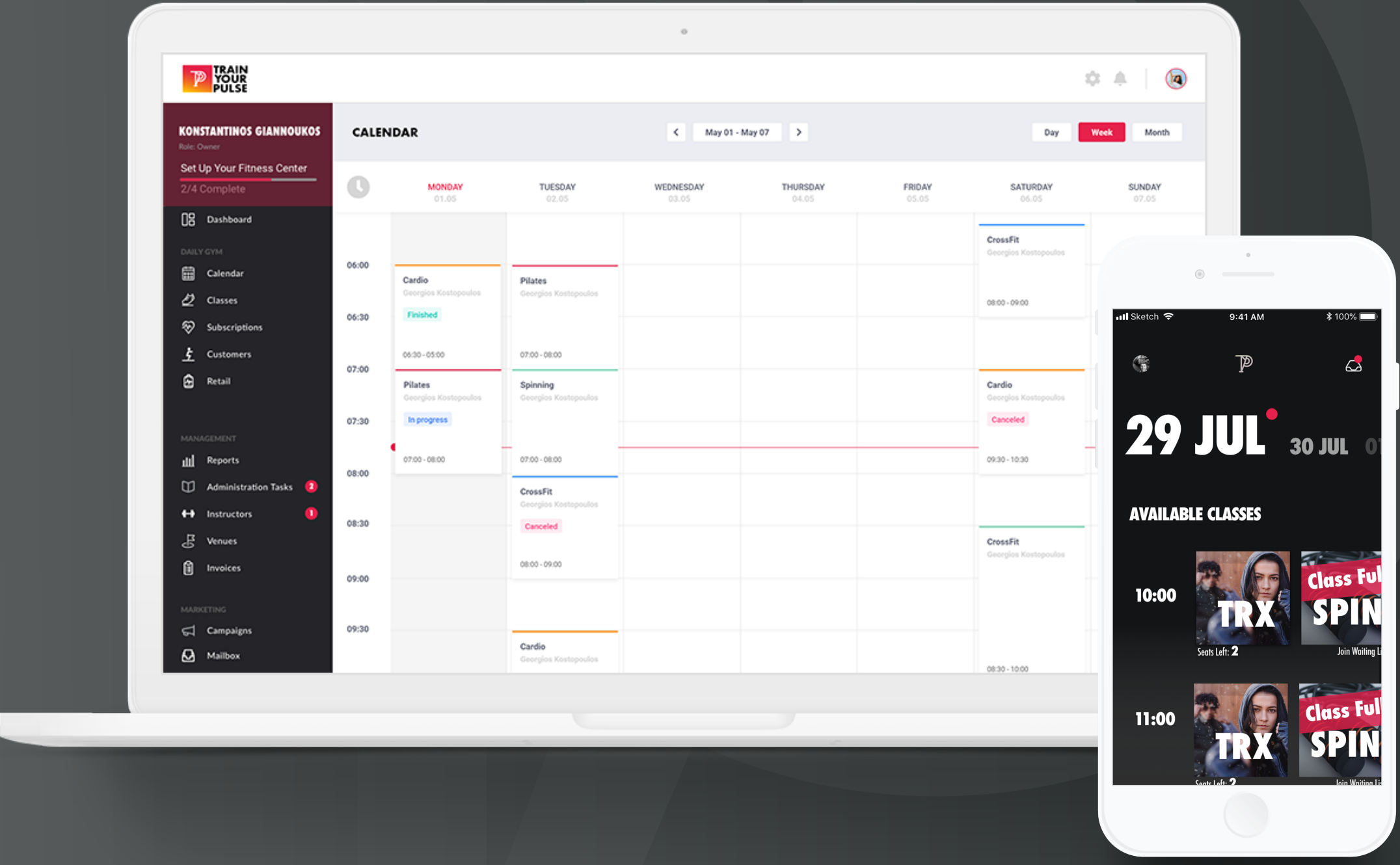
Conclusion

Hopefully you've got a good idea of how to get personal training clients in a variety of different ways, so that you can exhaust every method and maximise your client base and as you grow in your full-time PT career!

And the last but not least tip for you is to **Use a Fitness Management Software.**

There are a number of tools currently available, which are designed to help you motivate more people, in less time. Working with a good software allows personal trainers to build training and nutrition plans, and make them available to the client on his/her Smartphone. It also allows them to set goals and quick wins for their client in an appealing way. But even more importantly, this fitness trainer software is the perfect tool to collect client feedback, and then react in a timely manner so that the program is always customized, optimal, and of course, motivating! The fitness trainer software is also available as an app so training programs can be sent directly to your clients smartphones or tablets.

So if you're ready to branch out your PT business into a popular niche and grow your business, Train Your Pulse software can help you to make it happen!



TRAIN YOUR PULSE is a powerful and easy-to-use member management software designed for all sizes of gyms, studios and personal trainers. The platform is available on all of your devices and helps you to run your business smoothly and efficiently – saving you time



Manage every aspect of your business in one easy-to-use system

Studio
Management

Live Streaming
& Videos

Marketing
Tools

Online
Store

QR code
check-in

Member & Staff
Mobile apps

Training
pograms

Automated
Payments & POS

Reports
& analytics

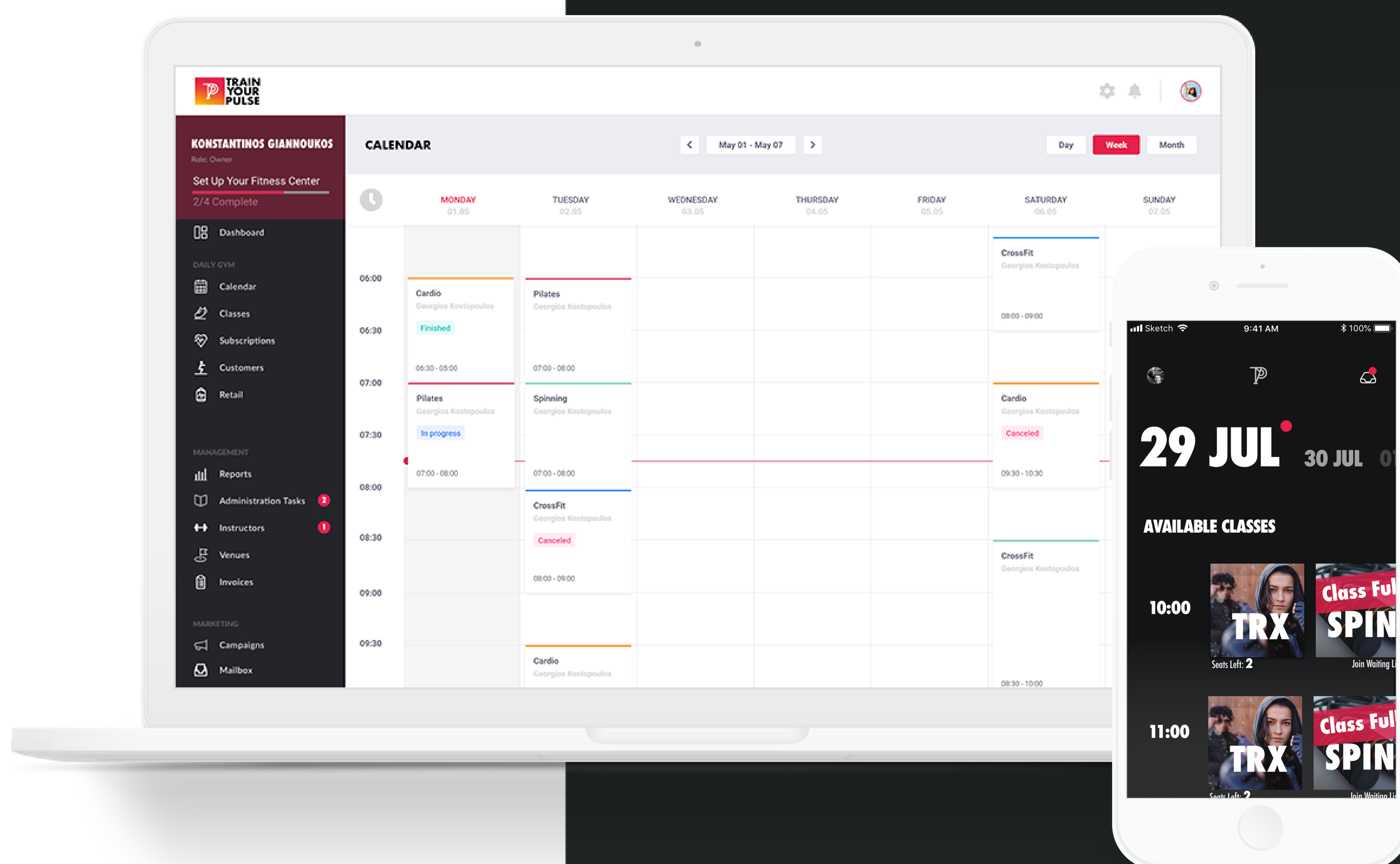
Website
Intergration

Check out the information on our website trainyourpulse.com or book a meeting
with the CEO & founder to find out more

www.calendly.com/trainyourpulse/30min



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