

## The Best Email Marketing Tactics for Personal Trainers



To get the ordinary person to buy personal training material takes time. Most people will not just see a product and click “buy” at that moment. They need to be sold on it first before they can make the decision to purchase. As a personal trainer or fitness instructor, having the right email marketing system will help you persuade clients to buy your personal trainer service. And it works because it has been proven to be the easiest and fastest way to build up lists of loyal clients.

Any fitness business email marketing strategy should be based on converting prospective personal training clients into actual paying clients. The other point of contact can be through regular emails and newsletters, and finally incorporate social media into the mix. The last two points I will get to at the end, but for now let’s delve deeper into email marketing.

### Aspects of fitness business email marketing

First off, you need a client list to actually send the emails too. It helps if they trust you and have given the approval for you to constantly email them. Generating a list should not be a hard task, if you know how to do it. Your website should allow for people to sign up, as I’m sure yours does. This is however, the tricky part. Most websites have a long sign up process which serves to turn clients off. Just ask for the client’s name and address, nothing else. If clients get the feeling that you are asking for too much personal information, they will be less inclined to trust you, let alone sign up.

The heading of your email will make or break you. If the subject line is too weak or uninteresting, then no prospective client is going to click on your email. Have an attention capturing headliner/subject so readers want to open your email and know what’s going on. Once you have the subject part down, it’s time to take care of the content. If you wouldn’t include the content in an email to your best friend, then don’t include it in your email. Emails are the most popular form of online communication today, so it stands to reason that your clients get a lot of them. If someone trusted you enough to give you their email address,

don't go and mess things up. Respect the relationship. Remember, email marketing is all about building relationships.

Be cool and consistent with your emails. Under-promise and over-deliver on content. Strive to educate the clients, not just fill up their inbox with stuff they can Google for themselves.

## **Generating leads**

To send out emails, you need to have a list. If you don't have a list, you will need to generate one. This is probably the most important aspect of email marketing in the fitness business, because if you don't have leads, you won't generate clients.

I may have mentioned earlier about having setting up a system on your website where clients fill out a form with their name and email address so you can reach them. This is exactly the way to go. You can make it so that your website has an offer for a free report, magazine or video and what is needed is for the viewer to sign up. Make sure the giveaway is something good, so it can generate lots of leads for you.

Having a list is good, but in this case quality matters, not quantity. You want to attract people who will actually benefit from your personal trainer program. With this crowd in your list, you can then get to the business of building relationships and trust with them. This is where most personal trainers go wrong with their lists; they fail to build relationships with their client list.

Aim to deliver value content first, and then make offers. The worst thing you can do is constantly bombard your list with offers; it will make them unresponsive and you will just end up being tagged as a spammer.

## **Adding value to the email**

You can choose to go the conventional way and actually send out an email. This is good, but chances are you may have generated quite a lot of clients and sending a personal email to each and every one may not be possible. Thus you can choose to send a free e-book, newsletter, or an article that pertains to personal training.

One of the great things about the Internet is that you can take a single piece of information and deliver it in a number of different ways. You may post an article regarding the best stretching practices and send it to your email list, those who have signed up for your blog, and put it up on your website. One piece of information can be used to reach many people through a number of different ways.

## **Frequency of your emails**

At most you should send emails no more than once a week, and at least once a month. Anything less than that and your previous content stands to be a thing of the past in your clients' minds. You want to be constantly in their head, without coming off as a bother on

the other hand. Nobody likes the fly that won't go away. One thing that you can do to avoid this scenario is to put in an opt-out option for clients. If a client feels like they no longer wish to receive email communication from you, they should have the ability to opt out.

Email marketing strategies have proved to be cost cutting in the long run. Imagine sending out individual copies of a book to 500 individuals by using the conventional mail system. This will not only take time but will cost a fortune. With an email list, you can make an e-book version and send it within minutes.

Remember the tips for a successful fitness business email marketing strategy: quality not quantity, provide valuable content, and generate leads constantly.