

How to Strengthen Your Fitness Business



As a fitness business entrepreneur, it is important that you always find new ways to get new clients. Even more important is satisfying those you already have. It costs ten times more to attract new customers than it does to keep existing ones. So, getting new clients should be at the top of your list, but more importantly is strengthening your business. If your existing clients are happy, they will be more inclined to stay longer, buy more of your products, and refer your business to others.

The following are some of the categories you should strive to improve as part of your fitness business strategies.

1. Develop proper and relevant fitness material

For your website to be the talk of the town, you must be able to have content and related fitness articles that clients can't find anywhere else. This means having to come up with high quality content. To get the reader's attention from the start, have an intriguing heading. A good headline title will either make you or break you.

The first paragraph of your fitness content also determines whether a client will keep reading. Keep it interesting and rather light on specific content. Make it simple and a little revealing, so customers have to keep reading to find out the rest of the story.

If you are going to include testimonials, have pictures alongside them. People like to see faces when they read user reviews and recommendations, and will be more inclined to try your services. At the end of your content, include a call to action for your readers. Ending with something like "Don't wait until it's too late...try it now" or "Give us a call to get you started on your fitness program ...", will likely lead to the prospect picking up the phone and calling your business.

Most of all recognize that fitness marketing materials are just another way to get customers in front of you. Once you get their attention, sell your services and products to them.

2. Focus on solving the customer's problems

You are probably wondering how this fits into your overall fitness marketing strategy. If you are, then you are among many who probably don't realize that this is the purpose of getting into the fitness business in the first place. Instead of constantly going on about how your company or business is doing this and that, focus on being a problem solver.

Show the customers how you can help them, how your products will be of benefit to them. If you can do this, then the battle is half won.

3. Forming strategic alliances

It is not uncommon for businesses that deal in the same sector/products and services to come together and form a strategic alliance. The purpose of such alliances is for both parties to combine their strengths and find ways to help each other's weaknesses. Do not be afraid to approach others in the fitness business for an alliance.

However, it is best that you align your business with people that have the right customer base, in other words, people you are comfortable working with. They should have ideally the same core beliefs, but with some diversity so that you can actually benefit from them.

4. Dealing with referrals

Referrals are a great way to add to your existing client base. Most people don't realize it, but referrals should be part of your fitness business strategy. To do this, you must provide the best possible service and offer the most extraordinary experience for your clients. It is only by doing this will your existing clients want to refer their friends and colleagues to your business.

You can take the brazen approach and ask for the referral. Of course, this is a pretty bold move, so ensure your services are top notch so you can actually be confident about asking for the referral. You can also choose to reward those who refer you. Discounts and gift hampers are a good way to do this. If the referred actually buys into your business, reward the referral again. In this way clients will be all over themselves trying to get as much referrals as they can.

5. Maximize your clients lifetime value

This means that you have to go out of your way to make sure the clients feel valued all the time. Your services have to be on point at all times. One of the things they don't teach at marketing school is a simple notion of under-promising and over-delivering. Aim to always exceed the clients' expectations at all times.

Offer complimentary services and products. An example would be to include free massages and supplements for your loyal customers. Stay in regular contact with them too, and this doesn't count the normal emails and phone calls. You want to be part of their lives, not just another business engagement.

6. Take care of the financial aspect

It is important as you come up with your fitness business strategies that you actually consider the financial aspect of your clients. This is in regards to how you price your products and services, and the methods that are available for clients to pay. Make it easy for them to buy; use EFT billing so payments can be spread out over a long period. Have powerful guarantees for your clients; at minimum offer a 100% money back guarantee. Also, have more than one type of offering to help you convert more prospects into clients.

Think about offering free sessions. If clients can get to try out before they commit to it, they will be more inclined to buy it at the end. This is good for those high priced offerings, so clients don't feel you are out for their money only.

On that note, have your fitness business strategies geared towards providing value to clients, not prices. Show the clients that you are more than just dollar signs in your eyes; you are there to help them in whatever way you can.