

## **Boost Your Business with Promotional Supplements**



Fitness business promotional supplements are a dime a dozen these days. So how do you choose the perfect company and product that will be of benefit to your clients? You should be promoting supplements and related products, but you are not sure who to trust. Every time you recommend anything, your reputation is on the line.

You can't just sell anything that fitness companies come up with. This situation puts a lot of personal trainers in a jam. They want to go the extra mile for their clients and ensure they get the best results possible. At the same time, the trainers need to find the best product, one that is from a reputable company.

### **Recommending products and supplements**

When you start recommending products that you would not try for yourself, then you may as well be committing career suicide. The choices of supplements that you take are advertised to your clients. This means that you have to be careful when choosing to endorse a supplement. You may not be a well known celebrity to endorse a product, but you can still earn an income, and a decent one at that by working with manufacturers and distributors of fitness related supplements.

Every company is looking for ways to market their supplements. Having a personal trainer is no different from having a celebrity endorse the same. While the celebrity has scores of passionate fans, the personal trainer has his list of loyal clients.

### **How it all works**

You as the fitness instructor will be the main promoter of the company's supplemental products. The company will rely on you to market and sell it to the list of clients that you

maintain. In turn, the company pays you a commission for the promotion services. You get a percentage of sales, all for telling your clients about the product.

Like all other fitness marketing strategies, selling a supplement is all about enumerating its benefits to potential clients. When you promote the products, you are showing the clients the benefits they can get out of using the supplements to achieve their fitness goals. And with a quality product by their side, clients can be sure to achieve those personal training goals, and even surpass them.

### **Benefits of fitness business promotional supplements**

By promoting a company's supplement products, you as the personal trainer get to have an additional way to earn some money. You no longer have to rely on client training sessions. By promoting the right product, you can earn money even when you are not working.

Having the right supplement, one that greatly benefits your clients, makes you stand out from the crowd. Chances are there are other fitness trainers in town. Thus, you need to set yourself apart from the competition. Having the right product will only add to your expertise, setting you up for more clients.

Choosing the right product also translates to finding the right company. You want to align yourself with world/industry leaders in fitness supplements. By doing this, you build your reputation as a top notch fitness service provider, and clients will be more inclined to set up shop with you.

Your clients will achieve their personal training goals much faster if they have the right supplements. You want to be a part of this, so clients can look to you as one of the main reasons they were able to achieve their goals.

### **More benefits**

Promoting a supplement product bodes really well for your overall fitness marketing strategy. When clients meet their goals by using the products you provided, they will talk about it to their friends and family. The fitness business is a small world, so if your name or business constantly comes up when fitness topics are being discussed, then you are reaping the benefits of the best and cheapest marketing strategy.

When you promote a supplement that has worked wonders for athletes, it causes a lot of potential for your trainee clients. This is a product that has been used by some of the best athletes in the world. If you can get your hands on it and give it to your clients, they will surely reward you for the trouble. Clients want someone who will not only train them well, but one who will also put them in a position to succeed.

### **Incorporating supplements into your marketing plans**

Your overall marketing plan should be flexible to accommodate new changes to the system.

By changes I mean the introduction of supplement products. Fitness business promotional supplement gigs are hard to come by. When they do come your way, be sure to incorporate them effectively into all aspects of your marketing strategies. Include posters of the products in your regular emails and newsletter, let your business t-shirts have the product logo, have the logo strategically placed alongside your brand name, and so on.

By doing this you subconsciously associate your business to the supplement. Every time a client mentions your business, the product will come up too. More mentions equals more interest and more interest will translate to more sales. In the long run, people will want to be associated with your business.

### **How to attract the big company supplement products**

For those big companies to identify you as a potential trading partner, they must be able to associate your fitness business with success. This means that you have to put in place the groundwork for effective fitness marketing.

You don't need to be a huge company, all that matters is that you treat your clients right, and keep attracting more. Maintaining a list of clients is one way to do it. A list ensures that you are able to build personal relationships with them; a sure stepping stone to success. Provide quality content and information, and strive to always give 100% to your trainee clients. This will take a lot of hard work to achieve, but at the end you will be glad you did. And when that supplement company approaches you to be their main product promoter, you will have earned that right.