



The Business Of Strength Podcast Episode 3

Marketing Your Gym

This is always the 24-million-dollar question for strength entrepreneurs around the world. What is the best way to market my gym? How do I get new clients? What is the best return on my investment marketing strategy? These are all tough questions for any gym owner to answer. Between running the business and training clients there's hardly any time for marketing. Our rule...KEEP IT SIMPLE!

Depending on where you are in the lifecycle of your business will greatly influence your marketing. For example, if you're a new gym, clients are king. You have to get a certain amount of people into your facility in order to stay afloat. If you a well-established business, like Varsity House, your goals and needs might be different. Volume is not as important as attracting the right people, and are looking for more specific niches as we have branched into other areas of the fitness space.

Let focus on a few simple rules.

1. **Keep It Simple** – Marketing does not have to involve hiring a giant firm and spending thousands of dollars. Stick to things your good at and take action. If you're a good writer create a newsletter, if your good on camera or like to take pictures focus on that, or if you're a good people person get out in your community. Whatever it is pick one or two things and do them all the time.
2. **Know Who Your Marketing To** – If you don't define who your ideal client is it's going to be hard to attract them. This is the shotgun approach. Blast out tons of random stuff and hope people see it and want to train at your gym. WRONG! This doesn't work. You must target market to the specific demographic you want in your gym. Example: If you're a Yoga studio pictures and videos of jacked muscle heads probably isn't going to attract the Yogi's you're looking for.
3. **Be Consistent** – Whatever form of marketing you choose. Do it all the time. Get really good at it. Make it YOUR thing. If you jump from thing to thing it will be hard to gather traction. Focus on one outlet like a newsletter until it's awesome, and people in your community start noticing.
4. **Provide Value and Service** – People love free stuff, so give it to them. There's a saying "You have to give to get." Position yourself as an expert by providing your clients and the community with information on health and wellness. Post recipes, workouts, info on fat loss, or anything that helps to improve their lives. Once you have positioned yourself as the go to expert and provided value...Now it's time to ask for something in return.
5. **Create "REAL" Relationships** – NOTHING can replace the solid foundation of relationships you build inside your gym. You must connect with your tribe. Simply saying hello and being friendly at the front desk will NOT do. You must engage with them, hang with them, send them letters, be their gym buddy. Remember you're in the business of helping people with one of their most sensitive and insecure subjects. Looking good! If you're not friendly, outgoing, and willing to be a part of the gym's community you're in the wrong business.



Now that you have these simple rules to follow, it's time to outline a few different marketing strategies that we have used to generate a ton of revenue and get clients in the door.

1. **Newsletter Email Marketing** – Email is still the most powerful form of marketing your gym business. Nothing allows you to communicate your gym's message and position you as the go to expert more than email. Email gives you the ability to convey information, much more than any Facebook or Instagram post. In an age where information has a real tangible value, giving away great information is the best way to attract people to what you are doing. So, it's time to start growing your list.

Keys to a Great Newsletter

- **Brevity** – Short and sweet and to the point!
- **Storytelling** – Everyone is a success for a real success story or story of overcoming hardship.
- **Reader Focused** – People want to know how you can help them. They are already doing you a favor by reading your newsletter. Don't talk about yourself talk about the people you have helped and how that relates to helping the reader.
- **Call To Action** – You have to tell people what you want them to do. Even if you just giving away free info have a call to action. Example: To lose fat and get in shape for summer check out this video....
- **Design** – It must look good. Your gyms name, logo, and some cool pics go a long way. Make it look bad ass!

Growing Your List

- **Opt-Ins** – If you have free info such as a nutrition booklet or training manual then make sure you make people Opt-In to download it.
 - **Social Media ads** – Use a low budget Facebook add to funnel people to your newsletter opt in. If you want to read the newsletter they must give their name and email address. Programs like Mail Chimp can provide these services.
2. **Community Outreach** – If your trying to attract people to come to your gym you must build trust. The best way to do that is to get out and become entrenched in your local community. I can remember Dan and I going to 1-2 football games every weekend for years, track meets, baseball games in the spring, every local 5k race, PTO night at the school, and anywhere we thought there would be potential clients. For over 5-years people in the community saw us everywhere. When they thought of training athletes or themselves they thought of us! Support them and they will support you.
 - **Host a charity Fundraiser** – Choose a local charity or donate to the schools/kids. Have a bike-a-thon or bench press comp. Anything will do.
 - **Go to town sponsored events** – Every town has a "Town Day" or a health fair. Get a table and ask to speak at the event. Give away free t-shirts or water bottles.

BUSINESS OF STRENGTH

- **Support other local Businesses** – Support the other businesses in your town. Go to the local deli, pizza parlor, and hair salon. Spend money on their products, get to know the owners and staff, and offer them a discount to your gym. Chances are a lot of potential clients from the community already frequent these places.
 - **Donate time over money** – Nothing speaks louder than taking the time out of a busy schedule to be with your community. If someone asks you for a donation oblige, but ask if you can be a part of the event.
3. **Referrals** – Referrals are the best way to grow your gym. Since you already have a bunch of great clients it would make sense that those people would have a few more friends, family, or co-workers just like them. Your existing clients are your built-in sales force and the people they refer are HIGHLY qualified leads. Now it's up to you to give them the tools.
- **Have at least 1 referral strategy going at all times** – Consistency is the key. Always have some type of opportunity for your clients to get someone they know into your gym.
 - **Bring – A – Friend Day**
 - **Referral Gift Cards**
 - **Special Events**
 - **Referral Grab-bag**
 - **Make it easy to refer** – Nothing will halt your referrals more than a complicated process. Remember people have their own lives to worry about. They are not going to spend time explaining some twisted referral competition.
 - **Tell Your Clients What you want them to say** –
 - **ASK FOR REFERRALS!** The biggest issue is that most gym owners simply don't ask.