

## **Subject: 2 Ideas to Help Improve your Fitness Business**

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### **Two Ideas to Improve your Fitness Business**

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Hey Fitness Pros:

We love to pass on good information or ideas when we receive them. So here's a couple:

**1. Awesome Aussie:** We sat in a lecture presented by one of our colleagues from Australia, Justin Tamsett. He shared a ton of grass-roots marketing ideas that we have already implemented. His ideas are creative and fun and have really helped to expand our brand recognition in our community. Email him - he always gets back to us immediately - we don't know how he does it considering he's on the opposite side of the world! Be sure to ask about his Bathroom Workouts, Mother's Day promotion cards, Fundraiser Certificates, Business Ambassador initiative and Biggest Loser program.

[Click here to contact and visit Justin's Website](#)

#### **2. MINDBODY, Inc.:**

MINDBODY, Inc. is a business management system that we recently purchased for our business. It can save you money and time while growing your business revenues and profits. We highly recommend this company for its robust business systems and world-class customer service. Here's why - One of the most common errors we notice with Personal Training businesses and departments is that the business systems are not automated and centralized. Most Personal Trainers control their schedule and continue to use a manual scheduling process. This leads to various scheduling errors, frustrations, ineffective communication processes and ultimately lost revenues. One of the very first recommendations we make to a Personal Training department or Training studio is to invest in a Business system that will allow them to track the pulse of their business and incorporate administrative systems that allow for high levels of customer service. In the past, the only system we could recommend was one that involved a very high upfront fee (\$10,000US or more), the actual system was not designed for a Personal Training model and the Customer Service at the particular company was very poor. Fortunately, MINDBODY, Inc., an Online Business Management system, is offering Personal Training departments and Trainers what we've needed for years and they're doing it in a cost-effective manner.

[Visit MINDBODY, Inc....](#)

#### **Upcoming Continuing Education Events for Fitness Pros**

**Feeling a little burned out?** Anytime we're feeling a little burned out, all it takes is a course or workshop to spark that excitement again. Right after an education event, we

can't wait to get back to share the new information and cutting-edge exercise and programming ideas with our clients and classes!

**Need a little variety in your career?** If you're bored doing the same thing everyday, perhaps you need to diversify your career. Maybe learn how to teach Indoor Cycling, pick up some tools to advance your Personal Training career, or develop your skills at utilizing a new product or organizing a new program.

**Want to earn more income?** When you can offer a diversity of skills and when your caliber of training is world-class, it is easier to charge and justify higher fees. Our courses will advance your practical and business skills and enable you to earn a higher income!

**Need CECs?** Don't let your certification lapse and place yourself in a vulnerable position for liability. Stay current and keep your certification up-to-date.

We have a variety of courses scheduled over the next few months that will solve each of these issues. Spring and Summer is the best time to take courses, earn your CECs and advance your skills. Click on the links below for more details on upcoming courses.

**Training Tools:** This practical session will introduce you to a variety of innovative exercises and equipment. **This is a must session for all new trainers or those needing to update their skills!** Saturday May 17th

[Click here for more details on Training Tools & Programming Guidelines.](#)

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**Schwinn Cycling - 8 hour Instructor Training:** Become a World-Class Schwinn® Indoor Cycling Instructor! **Everything you need to know to be hired to teach Indoor Cycling.**

Sunday June 1st.

[Click here for more details on our Schwinn Cycling Course.](#)

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**The Business of Personal Training:** **Learn how to run a Personal Training business that generates more than a million dollars a year.** June 7 and 8.

[Click here to learn more about the Business of Personal Training Course.](#)

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**The Business of Personal Training - Vegas Style:** **Join us after the IDEA conference in Las Vegas to learn how to run a Personal Training business that generates more than a million dollars a year.** Saturday July 12

[Click here to learn more about the IDEA Business of Personal Training.](#)

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**We look forward to working with you and getting to know you better.**

**Yours in Health and Fitness,**

Alex and Sherri McMillan

**Quick Links...**

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[Click here to visit our website for Fitness Professionals](#)

[Click here to visit our website for Clients - It may give you some ideas for your business.](#)

