

[Low Cost Marketing Strategies](#)
[For Independent Professionals](#)

Brought to you by [IP Ware](#)
<http://www.FreeTrainer.com>
and
The Trainers Marketing Association
<http://www.AllTrainers.com>

If you would like to distribute this product to your own customers with your URL above, contact us through <http://www.freetrainer.com> and we will modify the text.

Marketing Tools & Strategies

Overview

The following document details programs and promotions that have proven extremely successful for independent business professionals. The programs are designed to attract attention to professional and generate sales revenue.

Marketing Budget

Your marketing budget is completely dependent on you and what you feel will be necessary to grow your business. Generally speaking, between \$200 and \$1000 per month should be spent to aggressively grow your business. These amounts will vary depending on the programs that you choose to implement, but be prepared to lay out a large expenditure to initiate your program.

Brand Recognition

Believe it or not, you are a brand, and it is by your brand that people will know you. Jake Steinfeld, Anthony Robbins, and Carlton Sheets have capitalized on this knowledge by making themselves nationally recognized brands. In order to promote yourself, you must develop a unique identity that will identify you in the eyes of your customers. Use your name and your logo to create a presence that will be immediately recognized by your customers.

Basic Marketing Tools

The fundamental tools that you will need to become a professional are business cards, contracts, and the legal documents that your customers are required to agree upon. In addition, you need purchase letterhead and envelopes with your business information.

Business Cards

You should choose an appropriate and professional looking business card. Your card should provide your contact information, and the service that you provide. It does not, and many times should not, contain saying, quotes, or superfluous information. These sentences often detract from the professional look of the card. In limited situations, it may be appropriate to include your mission statement on the back of the card. With regard to designing a professional looking business card, look to professional graphic artists. These people make a living developing professional images for people. Their services will be worth the money. Many printers have graphic artists on staff that will assist you in the design of your card. When shopping for a printer to produce your card, get quotes from at least three printers, and ask to see the artist portfolio to make sure that he/she is capable of designing a card that will suit your needs.

Letterhead & Envelopes

Your letterhead and envelopes should reflect the same image as your business cards. If you have a graphic artist design your business card, they will usually include design of the letterhead, logo, and envelopes as part of a business package.

Initial Interview Sheet

This is a form that is used to document your client's goals and desires during your first meeting. It creates a reference that can be referred to when closing the sale. The sheet should document any limitations that your customer may have, possible objections, as well as what they are specifically looking for. The sheet should also specifically list the client's desired benefits for future reference.

Exclusivity Contract

An exclusivity or agency contract is a document in which the customer agrees that you will represent them throughout the business process up to completion of the sale, or until an expiration date. This type of agreement is especially useful in businesses such as real estate sales because it ensures that the realtor will be compensated for their time even if a competitor closes the sale for the same customer. These agreements are usually short in length, and include both an agreed scope of service, an expiration date, and a limitation of liability.

Performance Review Sheets

You should have a standard feedback form that you can give your client. Allow them to rate your performance and ask for testimonials. Although it is difficult to receive honest comments from your customers any feedback is constructive. Also, if a customer is extremely positive, ask if you can quote them in your marketing. Very few sales tools are as effective as properly placed testimonials.

Low Cost Marketing

The best marketing is always free marketing. That which you do not have to pay for. It is a lot more work, but the cost trade off is usually worth it. There are a number of ways to get the attention of a large number of potential clients without actually laying out funds to advertise. The following are some basic suggestions to follow to create notoriety, increase your customer base, and establish yourself as a fitness expert within your community.

Prospecting

Prospecting for clients is by far the least expensive method to attract clients. This method, commonly known as network marketing consists of getting out and meeting the public. Prospecting involves meeting with people, either in a health club or during the course of a day, exchanging business cards or contact information, and following up with a telephone solicitation for business. Network marketing requires you to be extremely outgoing, and willing to talk to numerous people during the day. Speak to everyone you see, try to have at least a five minute with each prospect. Find out who the person is, what they do, and if they currently participate in a fitness program. Get the person's business card, take notes on the card about the person, and call the prospect in a couple of days to invite them in for a consultation.

Referrals

The most effective method to generate new clients is through referral. Be sure to solicit referrals from your current clients, and provide them with an incentive to give you the names of their friends and colleagues. Offer compensation for a referral in the form of commissions, or presents, or products.

Awards and Recognition

Everybody enjoys receiving recognition, and most people will not hesitate to talk about awards that they have received if given the opportunity. Your clients will be more inclined to talk about you if it reflects positively on them. Create competitions, certificates of achievement, and progress awards to encourage your client to continue with your services, and to talk about you to their friends. Once again, referral marketing is the most effective form of marketing.

Testimonials

As a marketer, there is nothing more powerful than a testimonial. The testimonial provides your potential client with concrete evidence of your skill and effectiveness. It also creates an emotional connection between your potential client and the person testifying. This form of marketing is extremely effective because it shows your prospects what is possible, creates an emotional link, and encourages them to believe that they can achieve similar results. The testimonial's effectiveness is compounded by before and after pictures.

Publishing

If you are an effective writer, publishing articles provides a tremendous opportunity for marketing your business. It also adds credibility to your reputation as a professional. Many community newspapers publish articles by independent writers. Make a list of publications in your community, and contact the editor of each organization. Ask the editors if they accept articles from non-staff writers, and what their submission requirements are. Ask for information about word count, formatting, and in what form the editor would like your article submitted (disk or printed, DOS or Mac.) Also ask about the possibility of becoming a fitness correspondent for the paper. By being a correspondent, you become the papers primary resource for fitness information. Consequently, your name and profession is routinely circulated to thousands of people within your community.

When you are producing an article for submission, pay attention to the submission requirements of the periodical that you are targeting. Try to meet all of the submission requirements to increase the likelihood that your article will be published. Editors review hundreds of articles per week, make it as easy as possible for them to publish your article.

Telemarketing

A very effective method of attracting customers is telemarketing. Although most people openly dislike telemarketers, it is a very, very, effective way to secure customers. In order to telemarket effectively, you must develop a script to recite when speaking to your customer, and an offer that your potential client will welcome. Your offer should encourage your prospect to want to meet you and should be configured so that the prospect must meet with you to take advantage of your service. Typically free consultation does not work as an offer for telemarketing programs. However, free products, T-shirts etc, usually provides tremendous returns. An approach to locating telephone lists is to purchase zip code specific mailing lists from industry magazines or recording organizations and use a telephone directory to cross reference names. It is a more difficult approach, but you may also use the list for targeted mailings.

Charity Promotion

One way to target people who have the resources to use your services is through charity organizations. Many hospitals, children's foundations, and organizations that were developed to eliminate disease, famine, and strife have periodic fund raisers that target the high income demographic within the community. These fund raisers often utilize door prizes, auctions, and gambling to provide incentives for members to contribute more money and resources. Members contribute money and enjoy a product donated from other members of the community. Donate a gift certificate for discounted or free services. The donation is tax deductible, and your name and services will be mentioned as a prize description in the event program.

If you donate to a charity auction, your name and services will be broadcast to every potential client in the room.

Main Stream Marketing

Seminars

Seminars are tremendously valuable in developing credibility and attracting customers. A seminar provides you with the reputation as an expert on the topic that you are discussing, and provides you with the opportunity to sell to a large number of prospects at the same time. Additionally, seminars can provide a significant source of revenue.

Developing and marketing a seminar is a significant project that requires a great deal of planning. From venue to content, you must address all of the logistics associated with the event, and simultaneously market the event to the public. If you intend to develop a seminar, allow at least three months between the initial release of your marketing material, and the actual event. You will need this time to attract visitors to the venue, and finalize your presentation and plan.

Community Newspapers & Publications

Most communities have a local newspaper that is periodically circulated. Usually these periodicals are associated with larger publications or newspapers. Advertising in these papers is usually very effective because you can target people within a certain radius of your club or training area. Contact the paper and ask for your local area representative. When speaking with the representative you should ask for a current rate card, the format that the advertisement must be in when submitted, a submission deadline schedule, and the periodicals demographic and circulation information. You should also ask about creative design services. Many newspapers will provide graphic design services free or at a substantial discount to design your advertisement.

There are two factors that you should keep in mind when designing your advertisement, it should contain an offer or invitation, and it should contain a coupon or other method of tracking the response. Only by tracking the response of your advertising will you be able to determine its effectiveness.

Newspaper Inserts

Inserts in local newspapers provide a great value when you are publishing an advertisement in newsletter format. The newspapers assist with graphic design services, and you typically may choose the areas of circulation. The primary value to newspaper inserts comes not from the advertisement itself, but instead from the production overruns of your ad. A newspaper will usually allow the client to purchase excess prints of a newspaper insert for between twelve and twenty dollars per thousand copies. These overruns can then be circulated by the trainer, placed in businesses and doctors offices as newsletters. The content of your newspaper insert should be informative and contain articles or information that a person would be interrupted in. The newsletter format is ideal because it affords the trainer to advertise in a credible manner, and provides enough content that it will not be discarded immediately.

Newsletter Placement

A newsletter is an effective form of advertising because it can be placed in businesses and doctors offices. It adds credibility to you as a trainer, and is presented in a format that encourages extended attention. The newsletter should be informative, and presented in a manner that highlights you. The content should be about a topic that would interest your typical client. If you are going to the trouble of printing a newsletter, take steps to make it look professional. Hire a graphic artist or find a printer that will include graphic services to ensure that your newsletter maintains the look and feel of a professional document. The newsletter will provide your prospects with a first impression of your services. Make sure that the impression is positive.

Meet The People Editorials

Many newspapers feature people within their community who offer unique services, skills, or are otherwise newsworthy. The editorials are free, it is just a matter of convincing the editors and staff of your local newspaper to do a story on you. Contact your local paper and find out if they publish this type of article, and ask what the criteria would be to get interviewed.

Press Releases

A press release is an effective tool to attract free publicity. You will need to draft the release, and submit it to numerous publications. Before beginning to write, contact the periodicals that you would like your release published in and get their criteria for submission and word length, and the name of the writer that accepts submissions. Draft the press release in a critical, non-hyping manner. Make sure that your press release contains basic facts, and does not sound like an advertisement. Submit one copy of the article to the writers of each of the periodicals.

It is very important that your press release be in the exact format that the editor needs for publishing. It needs to fit the periodicals content requirements, work length, and format requirements. If it deviates from the required format, it will typically be discarded. Also, once you have submitted the release, do not contact the periodicals writer or editor to confirm that they received it. If they have a question or feel your article is appropriate, they will contact you and publish it. However, these writers typically receive between 15 and 50 releases per day and take great umbrage to submitters calling them about submitted articles.

New Resident Marketing

People who are new to your area are a perfect target for your services. Most have made a life changing move, and are looking for a way to establish themselves in a community. Many new welcome the opportunity to interact with new friends and acquaintances and are usually open to new business relationships. To get a list of people who have recently moved into your community, contact your local gas, power or phone company. All of these companies maintain the names of people who have begun service in the past few months, and most of utility companies will readily sell you these names. You may target these people through telemarketing, direct mail, or new member promotional packages.

Cooperative Advertising

If you consistently pay rent to a franchiser or property owner, approach the owner with a proposal for cooperative advertising. You will both share in the cost of advertising, but you will end up with a much larger advertising budget, and increased exposure. These arrangements are usually structured such that the owner produces the marketing material, and the participant “rents” advertising space in the ad. Typical forms of this type of advertising include coupons for your services on the primary ad, or promotional blocks where you can insert your own ad.

Summary

Marketing yourself as a professional requires more than just placing advertisements. There are many resources that you can draw upon to gain notoriety and grow your client lists. However, you must commit the time and resources to succeed. You must present a professional image, and make the effort to service all aspects of your business. As a business professional, you are an independent business person. This means that you are a salesperson, a public relations representative, and a spokesperson. You wear many hats, but the return that you may see from your work is enormous.