

EVOLVING YOUR TEACHING METHODS, BUSINESS OPTIONS AND HOW TO
MARKET YOUR FUTURE
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- I. Philosophy, Focus and “Communication Skill Set”
 - A. What do you stand for?-one message
 - B. What is your greatest strength?-clarity
 - C. Skills- What you say, how you say it, making connections

- II. The Next Great Idea!
 - A. Get Creative.
 - B. The Problem- All trainers are clumped together and there is no differentiation for the consumer.
 - C. The Solution- A new approach to recognizing the power that trainers and club owners have that goes entirely underutilized.
 - 1. Step One- Change the game.
 - a. Business model- Shift the “I will wait for the phone call or sales pitch”, and put yourself where you can be seen and are totally accessible.
 - b. Networking- Partner with club and other trainers to reach certain markets in which they have and you want.
 - c. Enabling process- Make your education/strengths available for consumers to see what they want by teaching teachers and teaching classes.
 - d. Core Process- Make your strengths current with today’s needs and culture.
 - e. Performance- Have specific criteria aligned to implement immediately that sets you apart and is clearly different.
 - f. System- Have resources immediately available so client can see and touch supportive strategic message. Digital photos and video for feedback.
 - g. Channels- Have a distribution of your name and offering set up for more ways for a client to see you. Club newsletter, coffee shop, book store.
 - h. Loyalty- Support the club and they will support you. You are the consummate professional. They do not owe you anything and you are always available if possible.
 - i. Client experience- The powerful message of immediate change and attitude will allow the client to see and feel the difference.
 - 2. Step Two- Know the competitive offerings and landscape

- a. See patterns in trainer's offerings and go where few are, but address an untapped market potential and overlooked area.
 - b. Differentiation in itself will provide hope and opportunity to those who are frustrated who need a new outlook on an old problem that can only be solved emotionally and therefore habitually.
3. Step three- The Lessons
- a. Open up- talk with everyone and share with everyone.
 - b. Lead the revolution- Take charge of apprenticeships and create "you" thinkers.
 - c. Change clubs or jobs- Dead ends are dead ends, look for creative owners and trainers. Be "out there".
 - d. Change incentives- Be creative about pay. New approach to performance and numbers, think bonuses that add up.
 - e. Turn training upside down. Instead of, here is a training technique that a client should do because I think it is good, discover what a client wants then provide the training to meet the need.

III. Passion, Money or Both

- A. Does your voice change every time you talk about your philosophy and time disappears.
- B. You are a group exercise instructor and you want more income with less stress to your body and think PT is the way to make more money and stay involved in fitness to do it.
- C. You are intense and emotional about how fitness and training has changed your life and you want your business and passion to coincide. It does not matter if you are speaking to one or one hundred people your attitude and message will be clear and unique.

IV. Path and Direction using your own Internal Compass

- A. Taking a hard look and your work and emotional habits. Do you know where you are?
 - 1. North- Loves to delegate will take the lead among peers.
 - 2. South- Would rather do it yourself than give jobs to others, would rather support than lead in group settings.
 - 3. East- Total visionary, usually strong sense of "self" and not afraid to make mistakes, constantly thinking of new ideas and reality is passion in the moment.
 - 4. West- Very task oriented, give an assignment and outcome will never be in question, loves to see completion.

- V. Now You Can Get Started and Reap the Rewards
- A. Comparative examples:
1. The Goods- a pre-assigned training session with reps, sets and load theory and practice machined work out. No bonuses tied to continued purchase and retention. \$
 2. Service- A training session sold in a package by club and assigned to whatever trainer is available. No consistency with trainers because team education was not provided and no system of training and/or assessments were ever in place. \$\$
 3. Experience- A client was allowed to feel the passion and philosophy of the training session which was goal based purchase, and experienced the difference in the initial consultation with you and will train with you. \$\$\$
- B. Become a “brand” and everything you do is to enhance the message and meaning of who you are and what you stand for. Put yourself in a position to challenge your weaknesses as a communicator and continue to reinforce your strengths. BELIEVE IN YOURSELF.

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