

VOICE FOR FITNESS PROFESSIONAL'S PODCAST

FITNESS CAREER
OPTIMIZATION SERIES

INTERVIEW 1:

DAN RITCHIE

It's all about the _____: who's on the list, and what they _____, and what you're sending them, and at what _____.

The money is in your _____.

Some successful businesses email _____, _____, or _____ times a week.

Email several times a week: two times a week at the bare minimum and three to five times a week most optimal.

Definition of segmenting: _____

You want to _____ the right people and _____ the wrong people.

Know who you are. Know who you _____. You can't train _____.

Subject lines influence on deliverability and open rates.
If your subject line sucks they'll never open it.

Which subject lines are better and why?

1. Here are my favorite core exercises I put together for you
2. The top 5 core exercises of all time
3. Core exercises you've never been told about

Subject Lines: _____, _____, _____, and _____ news stand out.

How easy is it to make money online? (Dan answers this)

It can take _____ to _____ years to build an online business.

The book Dan recommends:
_____ by Henry J. Evans

Build your _____, _____, and _____.

INTERVIEW 2:

DAVE SMITH

When you market to _____ you market to _____.

Definition of a “true fan:”

If you have _____ true fans who love you and love what you do and spend _____ per year with you, you have a six figure business.

How to create an online program that will sell:

Create a database full of _____ clients made or _____ that they asked.

Create a program that solves problems and answers questions.

When you stop and listen to your clients you can be right _____ times out of _____.

Dave's Product Launch Process:

- Ask what solutions are already exist?
- Create an exact opposite.
- Then ask if it's really a feasible solution.

The process Dave referred to as “batch testing” an offer:

- Create a _____.
- Ask relevant questions to discover the pain point around your potential product.
- Send it to _____ of the people on your list. Analyze their answers. Then refine the survey about the program and send to a different _____.
- If it's received positively, send to your _____.
- Then create a _____ and send out the pre-sell emails.
- Set a _____ (a minimum dollar amount) before you create it.
- If you reach the tipping point then you create it. If you don't reach it, _____, put it on hold.

No-brainer offer: Price point usually has some discounted sales associated with it because there is a longer game in mind.

Dave's podcast: Online Coaches Federation

INTERVIEW 3:

SHAWNA KAMINSKI

Do you need to teach fitness more effectively or run your fitness business most effectively?

You can buy _____.

"I know how to help people. I need to know how to _____ helping people."

Sometimes you borrow the _____ from your coach.

4 Steps to vet your best fitness business Coach or Mentor:

1. _____ their free content: gather easy, free ways to learn about a potential coach
2. Make sure they've achieved _____ and have proof their clients have
3. Check your _____ – will you be able to ask the questions you need to ask?
4. Reach out to them directly about working with them

That's what it's all about: _____

Shawna's first conference: _____

Shawna has coached with _____ and _____.

Building a business is just like fitness: _____.

Shawna's secret: *"I get up every day and put on my _____"*

THINK " _____ "

INTERVIEW 4:

TOM DURKIN

Today's customer expects _____.

5 traits that make a personal trainer an attractive hire

1. _____ and desire to learn
2. Willingness to market
3. Willingness to sell
4. Ability to Self-Promote
5. _____

3 job skills that make a trainer successful

1. _____ consistently
2. Communicate clearly
3. Deliver on the promise

Two books he recommended for personal trainers or small business owners

1. _____
2. _____

INTERVIEW 5:

LISA DOUGHERTY

Why Lisa started the MFN:

There's currently _____ on the quality of continuing education specific to medical exercise.

When you join MedFit Network your membership includes:

- A _____ of free continuing education annually
- A _____ page.
- Ability to be found by _____ that point to MedFit Network expert profiles.
- Large _____ from 100 businesses that are willing to support MFN professionals.

3 Steps to leverage medical exercise expertise:

1. _____
2. _____
3. _____

The business book Lisa recommended:

INTERVIEW 6: BARRY ENNIS

6 Career Options often overlooked that Barry mentioned:

1. _____
2. _____
3. _____
4. _____ with businesses (programming, training staff)
5. _____
6. fitness _____

INTERVIEW 7: ERIN CARSON

The most important qualities Erin looks for when interviewing a personal training applicant:

Behaviors that are early signs of trainer success:

The biggest mistake personal trainers make:

The personal training product really is _____.

_____ is as important (if not more) as what you know.

Be open to and willing to hear the _____ you're getting.

**SCHEDULE A FREE CONSULTATION ABOUT YOUR
BUSINESS OR PROGRAM**