

Cashing In on Corrective Exercise

Presented by Justin Price, MA

Summary of Industry Trends

- Alleviation of back pain is an increasingly desired service offering
- There is no shortage of people who experience pain caused by musculoskeletal imbalances
- Lucrative area of the industry for those with the right qualifications and skills
- Can help you raise your profile in the fitness industry and improve your business reputation

Look like a Knowledgeable and Successful Corrective Exercise Specialist

- First Impressions
- Name
- Qualifications
- Logo
- Appearance
- Website
- Facility
- Procedures and Practices

Integrating Corrective Services with Current Clients

- Make Your Clients Aware of Your New Skills
- Create dialogue
- Run Open House
- Give demos of new procedures and practices
- Client workbooks

Attracting New Clients through Corrective Exercise Programming

- Market yourself as a Corrective Exercise Specialist (Website and services you offer, newsletter, success stories and testimonials)
- Integrate corrective exercise protocols immediately and stick to them
- Networking with professionals, peers and current clients

Additional Revenue Streams from Corrective Exercise

- Specialize
- Articles
- Presentations
- Educational DVDs
- Mentorships/Internships
- Affiliate Programs

**Please direct questions to Justin through:
info@thebiomechanicsmethod.com**