



Building Your Brand in the Fitness Industry

How do you define your brand? Important to figure out

Who is your target market?

What are the words you want to describe you and your brand? Is it your name, or a company name?

What 5 adjectives describe you and your brand?

Your personality, the things you say and do – is your brand

Who is your audience:

Tag line, mission statement and goals:

Business plan – use these buckets.

- Set BAHGoals,
- set stepping stone goals,
- set action steps .
- Add in personal and professional associations and service you give back.

Brand Sensibility – Stay in your lane, weave it through everything you do.

Don't compare yourself to other competing brands –it creates doubt.

Use your talents, creative – create your niche.

Be true to your beliefs –if you don't believe – don't do.

Strategic partnerships :

One thing I was told early on is a Professional development weekend: As an entrepreneur, **never lose site of the checkbook or your marketing strategy.**

Marketing: used to mean

- Printed collateral
- Workout logs and forms
- Flyers
- Group emails

NOW it's SOCIAL MEDIA _

It's the LIFE RAFT that keeps my business afloat.

Your Brand is what the world's perception is of you.

Must be online if you want people to get to know you.

Social Media is a place to play, connect w/ fans, share your voice and knowledge

Go where your customers go-Blogs? Website? FB? Twitter? Pinterest? LinkedIn? Youtube? Instagram? Google+?

Social Media = Engagement Marketing

Engage your audience – that is KEY

#1 challenge : Grow your audience. New customers and repeat customers (retention)

Solution: engage them – help them, inspire them and share.

- **People like YOU** – they want to LIKE a persona not a company
- **SHARE AWAY** – RETWEET – vir-abiity is the KEY!!

Social Media can drive your business

Don't post or tweet just to do it... fluff is easily called out- be relevant and focused. You can't fake enthusiasm – you can't fake real ... people feel it.

Engagement happens in small doses and over time – hard to put a \$ value on it.

****Really important ...** Social media and sharing tools have changed the way people rate you. **If your product is weak, service is poor, social media will KILL YOU**

- We trust reviews from strangers more than description of a program, product.
- 30% trust straight up advertising
- 70% trust on line recommendations. Opinions from strangers!

Best posts are the ones that incite your fans to comment or share
Contrived posts are boring!!!

3 things:

- WOW rise above ordinary
- Connect – entice comment/ engagement/ shares
- Create community

Engage: discussions, promos, events, polls, surveys, stories or statements that end in a question?

Other TREND: Online Experts –answer questions, **BLOGS!!!** Share knowledge. It's not about sheer #'s – it's about engagement

Fears:

- Not sure people will like me
- Not a writer
- How can I stay current – overwhelming
- There are over 1000 social media platforms... start small and focused and consistent .

How to set up a blog :

- “Become an expert “
- Allow for comments and sharing
- Decide your voice
- Allow for photos, videos
- You tube clips as blog
-

How to set up a website:

Online resume

Must have some interactive features

Connect all social media to your website

Online store?

Redeem services?

Online scheduling?

Current schedules, events,

Websites used to contain lots of articles... but that can be your blog now...

GOOD ADVICE:

Habit is the intersection of knowledge (what to do), skill (how to do), and desire (want to do).

– Stephen Covey

As an entrepreneur, don't follow the crowd; let them follow you.

– George Foreman, Knockout Entrepreneur

Most of us spend too much time on what is urgent and not enough time on what is important.

– Stephen R. Covey

More questions, comments? Join me at :

FB: www.facebook.com/chrisfreytagpage

Twitter: @chrisfreytag

Website: www.chrisfreytag.com

Email: chris@chrisfreytag.com

Linkedin: www.linkedin.com/in/chrisfreytag/

Instagram: chrisfreytag

Youtube: <http://www.youtube.com/chrisfreytag>

