Find More Clients!

TOM AND DAWN TERWILLIGER

GET MORE DONE!

THE REAL STORY
INTRODUCTION

Personal Trainer Magazine was created with you in mind. You love fitness. You feel rewarded when you help your clients reach their goals. You love the active lifestyle. And, you realize you can and deserve to make a great living while helping people add value to their lives.

For these reasons, PTM brings you the perfect combination of science, application, business and personal development skills.

Regardless of your niche in the fitness industry, you will find effective and easy-to-understand methods for enhancing the lives of others while you are personally fulfilled.

We welcome your comments, questions and critique of PTM. This is your magazine. If you want to see something featured, please let us know. If you’d like to contribute, our editorial department would like to hear from you.

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As I write this issue’s Letter from The Publisher, I’m 38,000 feet above Texas on my way back from speaking in New York. My topic was about building long-term wealth and how to take advantage of the entire world marketplace. I’m passionate about helping trainers and coaches just like you build a highly successful lifestyle, not just become a better practitioner. Having a long-term plan that you revisit each day is vital to your success.

I wasn’t sure how the information would be received because people are often so strange when it comes to discussion of wealth, becoming rich and money in general. Yet, we all would enjoy more money, and it definitely gives you more options in life. Those are two facts that stand tall. Yet, most people would rather talk about their sex life than discuss income, revenue, money, and becoming wealthy. I never understood it, but that’s the way it is…… for most people.

Far too many people have a negative preconception about “the rich” yet they all would like more money for themselves. Interesting! As if the “currently rick” people are jerks, but somehow, if they became rich, they would be or act differently. Here’s the truth. If someone was a jerk when they were poor, they have more options to be a jerk when they are rich. If someone was super cool as a poor person, they will be super cool as a rich person, too. I have found this to be true about 98% of the time.

Do you have a self-limiting belief about money? Do you have a number in your head which – once surpassed – that’s just too much? That is your financial blueprint. Congratulations, by the law of self-preservation, you can NEVER surpass that number. It would be incongruent with your believe and your self-preservation. Crazy? Yes! Also true! Eliminate the ceiling of your beliefs.

I’d like to invite you to consider another perspective so you can reach your financial goals. Once you do, you can give it to charity, buy a nice car, invest in real estate or go on vacation. By the way, I suggest investing in real estate. Here is the perspective suggestion. Love and embrace what you want. Be curious and interested in how others have done so well, become so successful, and have acquired high levels of wealth.

If you say they are greedy and a jerk, you would also have to believe (with all things being equal) that you would be a jerk, too. You wouldn’t want that, so you subconsciously keep yourself poor. Weird huh? And also true.

Here’s how you reach your financial goals: Believe it is possible. Ignore family members who think you are crazy. Upgrade your friend as needed. Go to seminars, workshops and masterminds. Work intelligently, not just hard. Think globally, so you expand your options and markets. Laugh at cynics, whiners, lazy people and trolls. You are better than them because you are taking 100% personal responsibility for your life and your finances.

By the way, I was voted best presenter at the event. I was surprised and honored. The depth of talent from all the presenters was incredible. I guess people just like you wanted to hard truth about what is financially feasible.

Now it’s your turn. Go get it.

Sincerely,

John Spencer Ellis

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5 Must-Have Personal Trainer Apps

These are the top 5 must-have personal trainer apps that no fitness pro should be without.

The best personal trainer apps help you manage the most important aspects of your business from absolutely anywhere.

Whether you’re in the gym with a client, teaching a spinning class, or hosting a webinar from your home office, these apps will help you engage your target market, streamline your social media, keep track of your business expenses, and generate new leads.

1. Streaks

Streaks is a goal-setting app that you can use to track client’s progress, assign homework, and share daily fitness updates during your training sessions. It helps you and the client stay focused on why you’re training, and easily measure progress both short and long-term.

Use the app’s calendar function to track client goals by day, week, or month. You can also organize goals into lists, add reminders, and create unlimited goals for each client you have.

The best part about Streaks is that both you and the client can download the app, ensuring you’re both on the same page when it comes to reaching mutually-agreed-on goals.
2. Over

When you want to make a splash on social media, there’s nothing more effective than a strong image.

Over is an app that lets you easily add text and graphics to photos right from your mobile device. There’s no need to hire a designer or spend hours trying to navigate your way around Photoshop.

In addition to adding captions and text, Over lets you integrate your logo and personal branding onto every image you share, which in turn boosts your marketing reach through your social content. When followers share your images with their friends, that reach is then expanded exponentially.

If you want to build an online tribe through viral content creation, Over is an essential app for your marketing toolkit.

3. Hubspot CRM

There are dozens of personal trainer apps that promise to help you manage your clients, but Hubspot’s CRM app is one of the simplest (and most affordable) to use.

Not only does the app help you store and manage client information; it tracks all client interactions including emails and even phone calls. You can easily pull up relevant information before seeing a client or prospective client, including when you last spoke, whether or not they owe you money, and where they are in your sales funnel.

The app also offers cool integrations with Hubspot Marketing Suite and Google Chrome, giving you even more in-depth snapshots of your clients as they move through your customer life cycle.
4. Freshbooks

There are dozens of personal trainer apps that promise to help you manage your clients, but Hubspot’s CRM app is one of the simplest (and most affordable) to use.

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The app also offers cool integrations with Hubspot Marketing Suite and Google Chrome, giving you even more in-depth snapshots of your clients as they move through your customer life cycle.

5. Amstatz

Amstatz offers a wide variety of personal trainer apps, with one of the best being the two-way scheduling app for booking client sessions.

The app integrates with a dynamic calendar where clients can book sessions with you based on your pre-set availability. In addition to enhancing your professionalism, the scheduling app makes it easy for clients to take advantage of free training sessions, group classes, and online opportunities like webinars. You can also use Amstatz to accept payments the second a client books a session with you.

As a personal trainer, you’re constantly on the go. Don’t let your mobile lifestyle prevent you from maximum productivity. With personal trainer apps to manage your finances, CRM, social media, scheduling, and client goals, you’ll be able to organize every aspect of your business while remaining focused and present in the gym.
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If you want new personal training clients, you have to get creative. Here are 5 ways to stand out from the crowd and attract more clients in your local community.

If you’re tired of trying the same old tactics to find personal training clients, you’re not alone. When you’re working to establish yourself as a sought-after personal trainer, you can’t rely on traditional marketing tactics to stand out in a sea of competition.

Creativity is key to finding the perfect prospects and converting them into paying clients. With these unique tactics, you’ll be able to…

- Find clients who are the perfect fit for your personal fitness brand
- Get more referrals with less effort
- Build a strong, local client base that can be expanded exponentially through online marketing
Here are 5 creative ways to find new personal training clients in your community and beyond:

1. **Offer innovative programs**

If everyone in town is offering pilates classes, so should you – but with a twist to make you stand out from the competition.

Competition means there is a market for the service being offered, so you don’t need to reinvent the wheel. You do, however, need to offer something special that makes you stand out.

What about pilates class with a hula hoop component?

A kickboxing date night?

A week-long pass to bring a friend along to your personal training sessions?

Look at what’s popular in your local market, then add a little something extra. You’ll not only be memorable; you’ll establish yourself as an innovator and a thought leader in your field.

2. **Hit your local health food store**

Think about your prospective client as a three-dimensional human being. So often we only think of what our clients want when it comes to exercise and fitness goals. When we consider every area of their wellbeing – from diet and recreation to spirituality and mental health – we become more than just a personal trainer. We become an advisor, a mentor, a go-to health guru.

So strike up conversations at your local Whole Foods, or sign up for an expo on spirituality. People who are interested in things like personal development and organic food are highly likely to convert as new personal training clients.

3. **Speak at local events**

Meet with small groups of local businesses to educate them about health and fitness, then offer a special training package just for them. Speak at your Small Business Administration chapter, Rotary Club, or YMCA. Become a local health guru by writing for local newspapers and appearing on local talk shows.

This is a great way to increase your exposure in the community while positioning yourself as a health and wellness expert. As your business grows, you can use all the media and experience to promote yourself on a larger scale.

4. **Write a book**

A book will attract clients by offering them something of value, familiarizing them with your training philosophy, and, once again, demonstrating your expertise. Try giving away a 20,000-word eBook via your website, or give each new personal training client a free copy of your book.

5. **Form strategic partnerships**

Partner with your local chiropractor, hair salon, aromatherapist, or life coach to offer exclusive packages and discounts.

A partnership is more than simply leaving each other’s business cards at the front desk. Instead, you can create custom programs clients will love, and that will be mutually beneficial to both partners.

For instance, you could partner with a salon to offer a “makeover package” that included a new haircut, spa experience, and a personal training session. Or, you could create an informative seminar with a local chiropractor and offer clients a discount when they purchase sessions with both of you.

The best way to find new personal training clients is to think outside the box. Use what you see working for other personal trainers in your community, then expand upon it with creative, unexpected ideas that will delight your clients and make you stand out. From there, you’ll be well on your way to building a personal brand that can expand way beyond your local market.
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High Achieving Trainers: Watch Out for these 7 Signs of Burnout

As a high-performing personal trainer, you are highly susceptible to a chronic stress condition known as burnout. Burnout includes extreme exhaustion, feelings of apathy and depression, and an overall sense of detachment from the work you love. While it seems counterintuitive, those in the health and wellness industry are even more at-risk for burnout than the average professional, precisely because we tend to be so healthy. Because of our high-octane lifestyles that include regular exercise and healthy eating, we tend to push ourselves harder than others. And while it may be true that we can function on less sleep and accomplish more than most people in a given day, pushing ourselves too far for too long is guaranteed to backfire.
Here are 7 signs of burnout that may mean you’re overdoing it in the gym and in your business:

1. Difficulty Concentrating

Are you suddenly having trouble remembering client’s names? Do you easily drift off into your thoughts during a training session or class? Difficulty concentrating is one of the first signs of burnout, and could indicate a high level of chronic fatigue.

2. Trouble Sleeping

Insomnia is another surefire sign of burnout. When our minds and bodies are in balance and we’re getting enough rest, sleep comes easily and effortlessly. But the burnt out body is so overtired, it becomes difficult to fall asleep or stay asleep, leading to a vicious cycle of sleep deprivation.

3. Frequent Illness

Burnout weakens your immune system and leaves you open to illnesses you would have otherwise fought off. If you suddenly find yourself sniffling or battling an ongoing flu, burnout could very well be the cause.

4. Increased Anger

Have you become increasingly irritable lately? Has your partner, friend, or client commented on your anger or pointed out your out-of-character behavior? Anger is a common symptom of burnout. Just as you’re likely to be irritable after a sleepless night, you’re likely to experience rage after an extended period of sleep deprivation and overwork.

5. Anxiety

A career as a personal trainer is the best antidote for anxiety. You’re working out, enjoying time in the gym, helping your clients, and jamming to great music during spin class. What could be better? That’s why anxiety is a telltale sign of personal trainer burnout. When the aspects of your work that used to bring you joy suddenly make you feel nervous, stressed, and anxious, burnout could very well be to blame.

6. Feeling Isolated

Personal training is a very social profession. We’re constantly networking with other fitness professionals, meeting new people, and working one-on-one with clients. But burnout can change all of that, making the very relationships you used to cherish feel cold and empty. If you’re surrounded by people all day long and still feel completely alone, it could be a sign of burnout.

7. Becoming Detached

Do you feel like skipping events at your gym, blowing off the fitness conference, or removing your name from the Fantasy Football draft? Burnout causes a sense of detachment, especially from the things we love the most. Along with anxiety and depression, feelings of detachment or indifference are strong indicators of burnout. If you’re experiencing one of more of these signs of burnout, remember that you’re not alone. Many personal trainers experience burnout during their careers. This is a demanding field that requires you to give 100% every single day. If you’re a high octane achiever, it’s only a matter of time before you need to take a break, regroup, and make a game plan to bounce back in a more balanced way. A psychologist, psychotherapist, or community support group can give the help you need to beat burnout fast. Don’t be afraid to talk to your colleagues or clients about what is going on. By doing so, you’ll be setting an example of the true meaning of health: maintaining a balance between professional achievement and personal peace.
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How to Get More Done During Your Training Day

10 proven ways personal trainers can get more done in less time.

As a busy personal trainer, it’s easy to get overwhelmed and feel like you’ll never be able to get everything done. That’s why it’s crucial to create a system that will help you get more done in less time, and with less effort. In the same way that some of the smallest, most concentrated exercises can have the biggest impact on our bodies, small, concentrated efforts throughout the day will help you optimize your client sessions and make the most of every action you take, both in and out of the gym. Here’s how to get more done without adding more hours to your work week:

1. Capture your ideas

If you don’t have a way to record and review ideas as they come to you, those ideas will hang out in your head, taking up mental space and wasting your energy. Whether it’s a great new business idea or dry cleaning that needs to be picked up, writing down ideas as they come to you will clear the way for increased focus and speed while you’re working.

2. Take lots of breaks

Research shows that the brain functions optimally for 2 hours at a time. After that, it becomes more difficult to focus on what you’re doing, which in turn makes every task take longer. In this way, spending 15 minutes away from the computer or the gym will actually help you get more done, faster. When you return to your laptop or coaching client, your focus will be better, helping you to optimize every minute.
3. Prioritize your own workouts

Don’t sacrifice your own workouts for the workouts of your clients! If you overschedule and don’t leave time to exercise, you’ll be drained, unmotivated, and unable to accomplish your goals.

4. Schedule short bursts of work

If you wait for an 8-hour block to work on your marketing or social media, you’re likely to keep waiting and waiting and waiting. Instead, find 15-minute time slots throughout the day to send an email campaign, call a former client, or schedule a group class.

5. Do one thing at a time

If you’re checking email and Facebook while writing a blog post and chatting with a client, every interaction suffers. Turn off all notifications and commit to completing one task at a time.

6. Learn how to say no

Overcommitting can cause you to get less done, not more. When you say no to a client, a class, or a meeting, you’re protecting your energy and your sanity. And you need both in order to get things done!

7. Meditate

A few minutes of meditation are enough to ease the frazzled mind, increase your focus, and clarify which action you need to take next. Try meditation instead of a nap the next time you feel tired. You’ll emerge energized and ready to tackle your next action step.

8. Schedule catch up time

If you jam-pack your day with back-to-back tasks, falling behind is inevitable. Schedule 10 minutes at the end of every hour for unexpected occurrences that need to be dealt with, such as emails, phone calls, or training sessions that run long.

9. Avoid perfectionism

The blog post you write about strength training should provide value, but don’t waste hours nit-picking every single word. Your time is much better spent getting things done, not getting things perfect.

10. Surround yourself with the right people

Be mindful of who you spend your time with while trying to get things done. If you have friends who are always wanting to hit the bar or watch TV, schedule your time with them strategically. During work hours, surround yourself with other driven, motivated entrepreneurs whenever possible. The best way to get more done as a personal trainer is actually to do less. By limiting your time, interactions, and commitments to only those things that will directly help you achieve your goals, you’ll be able to accomplish more in less time, and be more focused and energized while you do!
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Personal Trainers: Here’s How to Outsource the Tasks You Hate

Learn how to outsource the most time-consuming areas of your personal training business.

You’re passionate about health, fitness, and empowering your clients to achieve their goals in the gym and in life. So why are you spending so much time strapped to a laptop, trying to come up with exciting social media content or making changes to your website? When you learn how to outsource, you can let someone else take care of all the nitty-gritty details of running an online business, and get back to doing what you do best: helping your clients realize lasting results.
Here's how to outsource the areas of your business you’d rather not do (without breaking the bank):

• **Identify your weaknesses** so you know exactly which tasks need to be outsourced. If it takes you three weeks to write one blog post, for example, realize that your time would be much better spent engaging prospective clients and networking offline.

• **Calculate your hourly rate** and determine a budget for hiring outsourced help. If you make $75/hour as a personal trainer, and it takes you 8 hours to write a blog post, you’ve just lost $600! Instead, pay a freelancer $25/hour and enjoy your $50/hour profit margin.

• **Work with professionals** by posting a job on an outsourcing site like Odesk.com or Freelancer.com. Whether you’re looking for a freelance writer, graphic designer, web developer, or Virtual Assistant (VA), you’ll be able to choose from hundreds of qualified experts who’ll compete for your business. The competition on these sites drives prices down, allowing you to find an affordable freelancer for less.

• **Schedule a phone call** to vet the freelancer via Skype or FaceTime. Check reviews on their online profile, and see what kind of impression they give while talking with you via video chat. Remember, the person you hire will be representing your brand and your business, so you want to choose someone you feel 100% comfortable with.

• **Ask for work samples** and references. A qualified freelancer will be able to provide relevant samples such as web design mock ups, copywriting samples, social media posts, and other work that best represents how they can help you.

Do not ask the freelancer to provide samples of the exact job you’re hiring for. Instead....

• **Hire 3 different freelancers for a sample job** that pays between $20-$50. Choose your top 3 candidates and hire them to complete a small, paid task similar to what they would be doing for you if hired them long-term. Play close attention to the quality of their work, their communication style, their responsiveness, and the way they interact with you throughout the process.

• **Outsource a small project** to your top choice. When considering how to outsource your needs as a personal trainer and entrepreneur, don’t make a huge commitment to a freelancer you haven’t worked with before. Just as you hired them for a sample job, it’s important to begin the relationship with a smaller project ($100-$200) and continue to test the waters.

• **Release control** and let your freelancer or virtual team take the lead. Once you’ve found an individual or group that exceeds your expectations during the trial run, you can begin to regularly outsource tasks like web development, social media, email marketing, and project management. Just take care not to spend your newfound free time micro-managing your team. Hire professionals you trust, then get out of their way and let them take care of the minutiae for you!

Outsourcing is the most effective way to increase your income and run a more profitable personal training business. By identifying your weaknesses and outsourcing those tasks to professionals, you will free up time to take on more clients and focus on doing what you do best.
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The fastest way to grow your personal training business is to start a joint venture with the right partner. Follow this 3-step system to find the perfect partnership to meet your goals.

Whoever said “no man is an island” was probably a personal trainer.

While many trainers work as solo entrepreneurs, helping clients one-on-one and working independently, personal trainers who participate in joint ventures are able to meet their business goals much more quickly than those who go it alone.

When you start a joint venture with another trainer, a local gym, or a business partner, you instantly expand your potential client base. You also create profit-generating opportunities you never could’ve found alone, and double (or triple) access to your target market overnight.

Here is a proven, 3-step plan for forming profitable personal training partnerships and joint ventures:

**Step One: Identify your partner(s)**

The first step to starting a successful joint venture is identifying the individuals or businesses you’d like to partner with. A good partner will....

- Share common goals in terms of how they want to grow their business.
- Share a similar target market as you, allowing you to expand your current reach, OR...
- Have different strengths than you, and be able to “fill in the gaps” in your weakest areas.

Let’s say you primarily train Baby Boomers. The type of joint venture you start will depend on your goals.
If you want to increase your current client base, partner with a business or trainer who also has access to Baby Boomers, like a local wellness spa, or an in-house trainer at a resort.

If your goal is to break into the millennial market and train young people, on the other hand, search for businesses and entrepreneurs who already have a proven millennial customer base and are willing to share their clients with you.

Keep in mind that the best partners may not even be in the fitness industry. What kind of joint ventures can you start with a nonprofit, a tech company, or a local restaurant?

**Step Two: Create a mutually beneficial strategy**

Joint ventures are partnerships where all involved parties benefit equally. When searching for opportunities, don’t just think about what you want to gain, but what you have to offer.

Next, develop a strategy that will help you and your partners reach your individual goals while working together.

In the above example, a partner with a primarily millennial client base may be interested in targeting the lucrative Baby Boomer market. Or, if they’re not interested in ‘swapping’ target markets, you may be able to offer skills, expertise, or knowledge that’s invaluable to their current market.

Create a strategy that allows all partners to meet their individual goals.

**Step Three: Take action and measure results**

Now it’s time to implement your plan. Move forward with your strategy and take action to achieve the goals laid out in Step 2.

Common joint ventures for personal trainers include:

- Co-teaching workshops and classes
- Co-hosting webinars
- Appearing as a guest on another trainer’s YouTube channel or podcast
- Emailing each other’s email lists with a special offer
- Writing a guest post on another trainer/company’s blog

Once you have taken action, it’s crucial that you work with your partner to measure the results.

If your goal was to get more millennial clients, look at the results of your venture and see if working with your partner(s) got you closer to your goal.

You can measure success in terms of...

- Email address captures
- YouTube video views
- Webinar attendees
- New client sign-up’s
- Referrals

If your joint venture helped both you and your partner reach your goals, consider forming another joint venture at a higher price point. If you partnered on a free webinar, you could next offer a paid webinar or other paid offer together, and continually expand from there.

If you want to start a joint venture that will guarantee your success, be sure to work with someone who is strong where you are weak, has common goals, and offers you the chance to tap into a target market you otherwise wouldn’t have access to.
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How to Unlock Creative Ideas to Grow Your Business

7 proven ways to unlock creative genius in your personal training business.

The most successful personal trainers are innovators who know how to unlock creative ideas and tap into their inner creative genius. These trainers know how to use their creativity to develop exciting workouts, make training sessions more memorable, and infuse their marketing efforts with ideas that resonate.

But what if you’re not necessarily the “creative type”? And what if creativity is the last thing on your mind when you’re busy working with clients and meeting the day-to-day demands of running your business?

Luckily, tapping into your creativity doesn’t require a lot of time or effort.

Here are 7 quick, effective ways to revamp your business by tapping into your creative genius.

1. Keep a journal

The simple act of journaling can unleash waves of creative ideas and instant solutions to problems. When you write in a journal on a regular basis, you get your creative juices flowing and ignite the part of your brain that’s able to innovate new ideas. Try spending 15 minutes free writing every morning before you hit the gym. It doesn’t matter what you write about, only that you do it. Then, take your notebook with you to jot down all of the creative ideas that are sure to come to you throughout the rest of the day.
2. **Take weekly field trips**

If you want to unlock creativity, surround yourself with creativity. Being in the same gym working with the same clients every day can cause a creative block. Make an effort to visit the art museum, explore a craft store, take a yoga class, or go to a concert. Bonus points for choosing a creative activity you feel an aversion to. If you’re resistant to the ballet, the opera, or the theatre, go! Use the discomfort, boredom, or resistance you feel to fuel your creative energy, and to find out more about yourself as a trainer and as a person.

3. **Get curious**

Curiosity is the key to creativity.

- Talk to people in your gym about their fitness goals, their health concerns, and their lives.
- Ask your clients which exercises they like and dislike, and what makes personal training fun for them.
- Explore the websites of your colleagues and competitors, and get curious about what they do differently than you.
- Brainstorm different ways you can get results in the gym using wildly different methods and exercises.

4. **Travel**

Getting out of town – even for the day – is the fastest way to get a fresh perspective on your career, your training, and your life.

If you don’t have the time or resources to take an elaborate trip, visit your local multicultural center or shop somewhere you normally wouldn’t. Immersing yourself in another cul-
ture (even a local subculture) will give you a new perspective on old problems and help you generate fresh ideas.

5. Challenge yourself

Plan a training session or class using NONE of the exercises you’ve ever used before. Or, limit yourself in a way that forces creativity to emerge. For instance, Dr. Seuss wrote Cat in the Hat after betting his publisher that he could tell a great story using 50 words or less.

- What kind of challenges can you create for your clients using 50 variations of the same exercise?
- Brainstorm 10 brand new exercises in the next 10 minutes. Aaaand.....go!
- Write down 5 ways you can get 5 new clients by spending 5 extra minutes per day on your marketing.

6. Make a vision board

Grab some old fitness magazines, markers, scissors, and glue, and create a vision board for your future. Using magazine or newspaper clippings (or any other materials you have around the house), create your ideal vision for your life in the areas of career, health, relationships, success, and spirituality.

Don’t pre-plan your vision board. Let creativity flow. You may be surprised at what you come up with!

Place the board somewhere prominent to keep you focused on your goals and help you measure successes along the way.

7. Reverse brainstorm

So often we wrack our brains trying to solve our most pressing problems: how do I get more clients? How can I stand out from the competition? How can I expand beyond my local market?

Instead of trying to solve these problems, brainstorm ways to create them.

For instance, if you wanted to blend in with all the other personal trainers, you might....

- Copy what everyone else does
- Shy away from new ideas
- Give your clients textbook exercises
- Share other’s content online without creating your own

By trying to create a problem instead of solve a problem, you’ll discover exactly what NOT to do when trying to reach your goals!

When you unlock creative ideas, you tap into what makes you unique as a personal trainer. It is this personal brand that will set you apart from the competition, help you attract long-term clients, and allow you to build a tribe of loyal fitness followers online and in the gym.
How to Use Periscope to Get More Clients

Learn how to use Periscope to build your personal training business and get more clients from all over the world.

Livestream video publishing apps like Periscope are changing the way personal trainers find, train, and empower their clients to reach their fitness goals. With Periscope, you can invite prospective clients to join you during training sessions, workouts, group classes, and workshops, no matter where they are in the world. Periscope also allows you to train clients in real time, even if they can’t physically join you in the gym.

Here are 5 best practices for how to use Periscope as a personal trainer:

1. Get the right hardware

In addition to a smartphone, it’s a good idea to have a tripod with a smartphone mount in order to shoot Periscope videos. This will ensure clear video recordings and leave your hands free to demonstrate exercises. Make sure you have the Periscope app downloaded to your phone, a fully charged battery, and a super-strong WiFi or 4G connection.

2. Improvise your broadcast

While it’s good to have a general idea of what your video broadcast will cover, stay away from scripted or polished content. Periscopers like to get a glimpse into real people’s lives, so it’s
best to improvise most of your video. Create a compelling title, like “7 Exercises for Rock Hard Abs” or “How to Increase Stamina in 2 minutes/day.” Periscopers want to know how the video will benefit them. When you include a clear, specific benefit in the video title, and then deliver on that promise, you’ll quickly grow a large following on Periscope.

3. Follow Periscope’s broadcasting rules

You can now shoot video in landscape or portrait, but keep in mind a few other rules of the road on Periscope:

- Any text you share with your audience will be mirrored and appear backwards, so don’t incorporate a PowerPoint presentation into your personal training broadcast!
- Make sure the subject of the video (you, your trainee, or your class) appears at the very top of your phone’s screen. This is important because the bottom portion of the screen will be filled with questions and comments from viewers. If you try to capture something important on the bottom part of the screen, it will be blocked behind comments and “hearts,” which are Periscope’s version of a “like.”

4. Engage your audience

There is perhaps no other social platform as focused on engagement as Periscope. The entire point of broadcasting your training sessions or workout tips is to engage your audience and get them to ask you questions. When thinking about how to use Periscope, there is no better way than this! Encourage your audience to ask you questions, and answer those questions in real time. Respond to every comment you get to ensure viewers of the live, “real time” nature of your broadcast. Also be sure to include a strong call to action. Send Periscope viewers to your website, ask them to sign up for your email list, or offer them a free live or web-based personal training session – but only after offering them a valuable, info-packed, empowering Periscope broadcast.

5. Share your broadcast on social

Periscope makes your broadcast publically available for 24 hours after you film. During that time, pump out your Periscope link via Twitter, Facebook, and your other social platforms to increase followers and establish yourself as an expert personal trainer. Periscope allows you to reach a worldwide audience, but it’s crucial to distribute your Periscope content to your established social networks as well.

After 24 hours your broadcast is no longer visible to the public, but you can save the video within your Periscope app or download it using a service like Scopedown. From there, you can repurpose the content across all your social channels to further build your brand.

Periscope is a powerful, effective way for personal trainers to access a worldwide client base, build their personal brand online, and share valuable training tips with current and prospective clients in real time.
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Stop thinking about it and take action! Start your business online or offline in just 10 minutes—TODAY!

Have you ever thought about how coincidence, random possibility, or just plain luck, even under the most unlikely circumstances can often produce even more extraordinary results than planning?

We’ve all had those perplexing coincidence experiences. You were just thinking about someone, an old friend and suddenly out of the blue your phone rings and guess what, it’s them.

Or, you’ve been thinking about this great idea for an awesome new fitness product that will revolutionize the industry. You no sooner share the idea with a friend when later that same night you’re watching TV and there’s the exact same product on HSN.

Why?

Could coincidence or chance possibly be responsible for two random people separated by 1500 miles, 14 years and radically different life paths coming together to form an inseparable 24 year bond and a fitness coaching empire?

“Do you think the universe fights for souls to be together? Some things are too strange and strong to be coincidences.”

- Emery Allen
“Do you think the universe fights for souls to be together? Some things are too strange and strong to be coincidences.”

- Emery Allen

That grey matter bending question has occupied the minds of Tom and Dawn Terwilliger since the moment they made eye contact some 24 years ago.

It began with a 1500 mile fight from the Big Apple to the small university town of Boulder, Colorado. Tom was making the trek as the host and co-producer of the long running, Muscle Sport USA TV show on Fox Sports Net to cover the Mr. Colorado Body Building and Fitness Championship. His years of traveling for the show and for his chosen sport of body building had taken him from one end of the continent to the other on countless occasions but this trip was different.

“I was in a very dark place in my relationship and life and didn’t even want to board the plane.” Tom shares. “The idea of flying half way across the country to what I thought was a small mountain, “cow town” with no one to connect with seemed daunting and lonely. But I had no choice. I had to get on that plane. It’s what you do when you make a commitment.”

Dawn was a 19 year old sophomore studying Kinesiology at CU Boulder. Her insatiable interest in fitness, training, nutrition and its practical applications had taken her beyond the classroom and into the sweaty and esoteric proving ground of body building gyms.

Flex Gym was one of those 1990s dungeons where, if you didn’t squat and squat heavy don’t even walk in the door. It’s where the animals trained and where the animals trained is where Dawn wanted to train. So, rather than purchasing a membership she applied for a job and was hired on the spot.

This is where coincidence begins to evolve into chance.

“Million-to-one chances crop up nine times out of ten.”

Turn back the clock 19 years when Dawn was still crawling around mom’s kitchen in Hug-
“I had all the outer toughness and false bravado I needed to mask what was really going on inside; not even my closest com-padres could have guessed just how powerless and alone I felt.

“I wasn’t expecting to throw my life away and sell my soul to the DEVIL! But that was the direction I was headed, at break neck speed.”

On one particular night, he recalls leaning against a rickety old plywood bar in the midst of the seedy warehouse they called a clubhouse, high on weed and pounding shots of cheap whiskey.

His heart began to race, his breathing became shallow and rapid and he could feel the adrenaline pumping through his veins as he made himself the same shallow promise he had made countless times over the past 5 years...

“Enough!!!”
“Enough Compromise!”
“Enough PLAYING SMALL!”
“Enough HIDING in the shadows... I’m DONE!!”

Up to that point he had been too weak, chronically hung-over and financially and spiritually broken to find the WILL to change, but for some reason this time something was different. Like an angle whispering in his ear he could not silence or ignore the soft commanding voice in his head that kept repeating “You’re Done! Walk Away!”

This time he found the strength and began heading for the door for the last time. Like the 70’s Lynyrd Skynyrd song, “Give Me Three Steps” that’s how close he got to the steel warehouse doors when he glanced back. In that instant, by coincidence or chance the loaded and cocked double barrel shotgun that had been resting peacefully on the bar had been accidentally shoved from its perch.

When it hit the hard cement floor both barrels went off, blowing a MASSIVE hole through the side of the bar in precisely the spot Tom had been standing just moments before. The decision to walk away not only saved his life but gave him a renewed sense of courage and confidence.

“It was like getting a new lease on life. I was ready for anything.”

The day after walking out those clubhouse doors Tom returned to his body building roots in an attempt to rebuild his body and his life. As it turned out training was the magic bullet. Within 5 years he was able capture the National Body Building Championship (Mr. America) title, launch a chain of successful New York Athletic Clubs and co-produce and host the wildly successful TV show (Muscle Sport USA) on Fox Sports Net.

Where do you go from there? Colorado, of course!
It was time for Tom the suit up into his Blue Fox Sports Net blazer and board the flight from New York's LaGuardia airport and head west 4 ½ hours to the Mile High City of Denver, Colorado.

This is where chance begins to evolve into probability.

Flex Gym was sponsoring the Mr. Colorado and needed someone, well someone young, fit and attractive that is, to man their booth at the contest. Dawn fit the bill and jumped at the opportunity to get paid to attend her first physique event.

Dawn - “I had been around the blood, sweat, grunting and training side of the sport but the contest and expo side was something else entirely. It was like walking onto the surface of another planet. It was extremely intimidating and at the same time fun and exciting.”

She would later dive head first into the competition arena herself at the Ms. Galaxy. The Galaxy was an extremely challenging fitness competition involving a physically and mentally daunting obstacle course followed by a bikini contest. There were a lot of black and blued shins on that bikini stage. Her first time out Dawn finished in the top 100 of 350 competitors.

Unlike the Galaxy, the Colorado was purely physique and figure contest with no obstacle or strength component. Although, navigating the packed expo hall and the 1000 plus overly muscled spectators would present similar challenges as the Galaxy obstacle course. At least that’s how Tom felt when he first walked in the door of the small arena.

Making his way to the stage and TV set up area proved nearly as daunting as Dawn’s first contest. Although never 100% comfortable with the spotlight outside the competition stage, as a TV show host and pro athlete, Tom had established a bit of celebrity status in the physique community. This recognition was proving to be an additional obstacle between him and camera crew waiting anxiously to get rolling.

Imagine walking through a large rotating door like the ones at big luxurious hotels. You’re heading in while someone else on the other side is hastily heading out. You might sense that there’s someone there moving in the opposite direction, but you might never have noticed them at all until the door suddenly stops half way through its rotation and freezes.

Tom’s rushed entrance into the arena and laser like pursuit of the shows staging area was suddenly stopped by the crowd.

This is where probability evolves into destiny.

That’s when he was forced to look up and immediately notice the young women across
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the room. At that same moment, Dawn lifted her head from helping a customer to see the broad shouldered, handsomely dressed guy on the other side of the rotating door (metaphorically speaking of course.)

OK, I admit this is where it gets a little “Sleepless in Seattle” corny but bear with me.

Their eyes met for a just a second and in that second the chemical process had begun. For Tom, there was no turning back, this time. Three months later he sold his health clubs in New York, packed up the U-Hall and moved his life to Colorado.

As soon as Dawn had finished her studies at CU the two joined forces in life and business.

Although it’s had its ups and downs and share of struggles the two have been successfully sitting shoulder to shoulder in the same home office for 20 years. In that time they’re hosted a long running fitness radio show together, built and sold several personal training studios, taken a financial beating on a BIG box club deal, and created a coaching process specifically for fitness professionals that ultimately led to a #1 bestselling book.

Tom - “Writing the ‘7 Rules of Achievement’ was one of our biggest personal and relationship challenges we’ve had to face. “I’m not a writer” Tom says. “I have dyslexia and as a kid I didn’t really learn how to read or write until I was well into Junior High. The idea of writing a book was challenging to say the least.”

“Dawn had to edit and re-write for me so often I thought she would strangle me.”

But instead she was incredibly patient. She’s an amazing coach.”

The ‘7 Rules of Achievement’ hit #1 on the Amazon Best Sellers list the first 48 hours of its release and helped launch Tom’s coaching career outside the fitness industry. Their company LoDo Media inc. works with entrepreneurs and small business owners in helping them breakthrough personal roadblocks to achieve greater levels of success in their business and personal life.

The coaching process they created includes what they call “Body Rapport” which is the “know, like and trust” glue that binds a deep connection with ones physiology.

Dawn - “No executive, business owner of entrepreneur on the planet can be at his or her best if their body and energy systems are holding them back.”

Tom and Dawn believe strongly that creating real transformation starts with honoring the physiology and that without it even our spiritual connections are not as strong. It’s no coincidence that their clients have a 90% success rate and it’s no coincidence that two of the nicest, most ambitious, and genuine people you will ever meet were brought together to do good stuff.

So, where will the thousands, if not millions, of random events that must fall into place to create what we call “coincidence” lead you?

Tom and Dawn can be reached at TheLeapcoach@gmail.com and MaxMindset.com
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97 Display creates martial arts and fitness websites that generate more leads for your gym or school.

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Why All Personal Trainers Need a Side Hustle

Every personal trainer needs a side hustle to increase their income and build their personal brand. Here’s how to get one.

No matter how well your personal training business is going, you can increase your income, reach, and influence by adding a side hustle to your small business bag of tricks.

Even if you’re booked with back-to-back clients, one-on-one personal training sessions limit how much money you can make, and how much of an impact you can have in your industry. After all, there are only so many hours in the day, and without a side hustle, you’re stuck in the gym, trading time for dollars.

When you solely focus on training clients and teaching classes, you’re unable to make passive income, grow true wealth, and expand your personal brand beyond your local gym.
When you add a side hustle into the mix, however, you can quickly begin to increase your income, enjoy more time freedom, and expand your impact in the industry and world.

Common side hustles for personal trainers include:

- online businesses
- speaking careers
- consulting engagements
- writing/blogging gigs

Here’s why you need a side hustle, how to get one, and how to use it to catapult your income and influence in the industry.

**A Side Hustle Gives You Time Freedom**

When you train back-to-back clients all day, the long hours and physically demanding work leaves you depleted, exhausted, and unable to give your best to your clients.

A side hustle, such as a blog or YouTube channel, provides the passive income you need to work less and earn more. As you grow your side hustle, you can slowly start to become choosier about which training clients you take and how often you work.

This kind of time freedom gives the flexibility to create your day the way you want, and leaves you energized to better serve your training clients.

**A Side Hustle Gives You Unlimited Income**

After a certain point, it’s impossible to make more money if you’re exclusively training clients without a side hustle. You can raise your rates, sure, but even that has a limit based on the marketplace.

So how can you achieve limitless income as a personal training? By using a side hustle to monetize your personal training expertise outside of the gym.

When you start an online business, create a dedicated YouTube channel, or monetize your fitness blog, you can create passive income while you sleep (or double your income while you’re busy with training clients!).

If set up correctly, a side hustle does all the heavy lifting for you. It allows you to dramatically increase your hourly rates, not by taking on more clients, but by creating passive income channels on the side.

Your personal training clients lay the foundation for a successful side hustle. With the expertise you’ve gained training in the gym, you can easily monetize a blog, secure lucrative speaking gigs, or pursue other passive revenue streams that make more money in less time.

**A Side Hustle Increases Your Impact**

You’re probably not going to make a global impact or build a national brand training clients in your hometown gym. A side hustle can expose you to new audiences and increase your impact as you connect with prospective clients around the world.

When you publish a podcast, stream on Periscope, or host a webinar, you’re leveraging your expertise for a much wider target market. Doing so increases your value in the eyes of your clients, and makes it much easier to find new training clients when and if you choose to.

A side hustle can also become a sales funnel, helping you to find prospects from all over the world who want to train with you online.

Don’t limit yourself to trading time for dollars. The experience you have as a personal trainer is all you need to build, grow, and monetize a side hustle that will increase your income, give you more time freedom, and build your personal brand at home and online.
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How to Use Facebook Live 2016

Video Marketing Rocket Fuel for Fitness Pros and Wellness

Facebook live video streaming is very likely the single most important digital marketing trend for 2016 and beyond!

After you read this post you’ll have a clear understanding of how Facebook live works and why making it a center piece of your digital marketing strategy in 2016 is an absolute must.

I also share a powerful list of tips and strategies for how to create an amazing live video experience to get more customers and clients for your fitness or personal coaching business. Here’s what you need to know:

Facebook live empowers you as a fitness or coaching expert to share high value video content
with hundreds if not thousands of your ideal customers (people looking for your expertise, products and services right now) in real time.

So, What Makes Facebook Live Video Marketing so Important?

A major reason for the incredible social selling value of live video streaming on Facebook is the sheer number potential viewers compared to Periscope (Note: Meerkat is no longer a major player in the battle for live stream video dominance and is likely creating its own social sharing network source: recode.net)

With Facebook live you have 1.6 Billion potential viewers compared to a mere 10 Million via Periscope.

Not only that but with live video on Facebook, you also have the option to pay a little extra to boost your most important business content.

A second but equally important reason is that Facebook live drastically increases the online competitive advantage and organic SEO value that already exists in great video-based content marketing.

This is because your live videos can also be saved preeminently to your Facebook time line, which means you can work with and benefit from those videos long after they’ve been saved.

Before we learn more about Facebook Live, here’s a quick recap of the value of video marketing compared to text based articles and blog posts:

With Strong Video Marketing Content You:

• **Get a massive boost in targeted traffic**: 75% of viewers visit a website or landing page after viewing a video about a company’s products or services they’re actually looking to purchase.

• **Reverse Visitor Bounce Rate**: With great video content the page visit time spent by potential online customers’ jumps from an average of 8 seconds to an amazing 2 minutes on average. And that means more potential sales and new clients.

• **Boost Your Social Media Sharing Rates - 12X more shares**, tweets, likes and pins then an old fashioned video free blog post.

• **Strengthen Your Brand Recognition**– 70% will still remember great video content after 3 days!

• **Experience Major Increase in Digital Marketing ROI and New Client Numbers** - Strong Video boosts Conversions on average by 24% and digital marketing ROI (Return on Investment) to 300%

• **Using Video in Your Email Marketing Campaign can boost open rates by 20% and increase click-through rates 200-300%** (MarketShark.com)

• **Using the word “video” in email subject lines boosts open rates 19%, click-through rates by 65%, and reduces unsubscribes by 26%”** (MarketShark.com)

Facebook Live Video Boost These Video Marketing Benefits by Another Whopping 300%!

Facebook recently announced that based on their data:

“People spend more than 300% more time watching a Facebook Live video on average compared to a video that’s no longer live.”

What’s the reason for this? Well for one thing, a recent update in Facebook’s algorithm now means live videos are more likely to appear higher in your followers’ Facebook News Feeds while they’re actually live compared to video content that’s not live.
DISCOVER HOW EVERYDAY PEOPLE ARE USING SMART PHONES TO CREATE PROFESSIONAL VIDEOS THAT GET CRAZY ATTENTION WITHOUT ANY PRIOR KNOWLEDGE.

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LEARN HOW TO CREATE KILLER VIDEOS THAT GET MASSIVE ATTENTION AND MAKE YOU MORE MONEY.

If you are on Facebook, Instagram, Twitter, or YouTube. You want attention. Plain and simple. And if you are using video of yourself, you really want to harness its power. Business thrives when people see the faces of others who own them. Especially if they are good looking, charismatic, funny, witty or charming and have a great message to spread. Now you must be one or more than one of the above and have an awesome message. Now is the time to use it. Get the attention you are looking for with video. When you use video in your business you can increase your sales and profit exponentially. Video marketing is the most powerful tool you have. The crazy part is that technology has afforded you the ability to have a professional grade camera in your pocket every day.

Knowing how to use that camera and make killer videos will take your business to the next level.

Make Killer Videos. Increase Sales

Goto www.TheVideoAuthority.com to learn how you can create killer videos.
Live video on Facebook = an immediate competitive advantage over videos that aren’t live.

It’s also important to plan to have longer Facebook live videos, to give more people time to actually discover and click through via your video title in their news feed and join in.

People also find live video more “interesting” and engaging than recorded video. That’s why it’s critical to directly interact with viewers as much as possible while your Facebook live video is streaming.

For example, viewers can actually post and ask questions in real time, which enables them to interact with you person to person. This lets them play a genuine role in how the live video experience unfolds and insures that they’re most pressing questions and concerns are addressed right when they’re top of mind.

With live video streaming you get all the serious value of good old fashioned video marketing (Facebook live videos are saved permanently compared to for just 24 hours on Periscope) + you can experience an extra 300% boost in follower engagement levels due to these live interaction, engagement and news feed ranking factors.

How do You Actually Start a Live Video Broadcast from Your Personal Timeline?

Starting a live video stream is actually incredibly easy. Here’s how to do it step by step:

- Log into the Facebook for iOS app or the Facebook for Android app
- Tap from your News Feed or Timeline
- Tap
- Write an optional description for your broadcast
- Tap Go Live to begin your broadcast

When you want to end your broadcast, tap Finish.

During your broadcast, you’ll see the number of live viewers, the names of friends who are watching and a real-time stream of comments. Your broadcast can be no longer than 30 minutes. When you end your broadcast, it’ll stay on your Timeline like any other video.

Note: You can block viewers during a live broadcast by tapping the profile picture next to a viewer’s comment and then tapping Block. You can unblock someone that you’ve previously blocked.

Source: Facebook

Now that you know why and how to start unleashing the incredible digital marketing power of Facebook Live, here’s what you need to know about creating an amazing live video experience for your Facebook fans that lasts long after each video has been saved to your Facebook feed.
10 Powerful Facebook Live Video Creation Tips, Tools and Strategies:

When it comes to creating a great live streaming video experience for your fitness coaching or consulting business on Facebook the most important rules of online video creation also apply.

1. Pre-Create Deep-Engagement Content and Structure

The real key to live video engagement is pre-creating genuinely interesting content to cover that clearly describes and solves a real world personal or business pain point or challenge that your ideal customer is experiencing in the moment.

You can create basic structure for your live video by writing point form notes to guide what is essentially a live online presentation of high value tips, strategies and expertise.

Always make a free gift of your highest value action plans, tips and strategies in your live videos; - strategies viewers can implement right now that will translate into real, positive and live enhancing benefit and value.

Treat your Facebook live video viewers like high paying customers and that’s what they’re more likely to become!

For example, as certified corporate wellness and sleep science coach marketing your expertise to prospective corporate clients, you could share some of the startling facts and figures about the seriously negative effects that not getting enough quality sleep has on employee health, wellbeing, safety and work performance.

For example, did you know that by the end of the day, typical levels of North American sleep deprivation impair cognitive and motor function to levels equivalent to 2X the legal alcohol limit for driving, or that it’s one of the main contributing factors to obesity and a number of other physical and psychological disease processes?

You could then outline some of the most effective sleep hygiene tips and strategies currently available, along with research based facts and figures on the incredible positive health and workplace performance gains and costs savings organizations can enjoy as a result of hiring you as corporate wellness coach and sleep science expert.

Seeing how your share tips and strategies live will also give your viewers a real sense of what it will be like working with you in person or online as a fitness expert or wellness coach.

2. Inspire and Encourage Real Time Viewer Engagement

Remember, one the major reasons live video is so effective as a digital marketing and branding tool is that it uniquely allows you to connect and interact with your viewers in real time.

Facebook live allows you to see each new person that joins in on your live video stream. It’s important to welcome people by name and to give live shout-outs to key influencers and potential new customers and new followers/live feed subscribers. Make sure to encourage questions and carefully answer questions.

It’s also a good idea to invite viewers to “subscribe” to get notification for your future live video episodes.

3. Craft a Great Title and Description for Your Live Video

Another critical success factor in really maximizing your online business results with Fa-
How much more money will you earn each month with an increase of 25% in your blog’s traffic?

How about a 35%-50% increase?

If you get just 3 new clients per month, how much is each new client worth? $300, $500, $1000? How much more business would you have if you ranked in the top 3 of Google for __________?

See how simple and affordable it is to get the numbers and the results you need!

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www.JohnSpencerEllis.com
Facebook live is carefully crafting a title for your video, - one that’s catchy, that contains 1-3 carefully placed market relevant keywords and that clearly conveys the value your viewers will get from watching it.

4. Shorter is always better.

The ideal video title length is around 6-8 words.

Use free content marketing tools like Buzzsumo to look at the kinds of titles and content that are currently receiving the highest number of social shares. You can also use Coschedule’s great title analyzer app to help you develop emotionally engaging titles for your live videos.

5. Give Your Followers Lots of Advanced Notice for each Live Video Event

To put it simply the more people who actually know about your live video in advance the more likely it is you’ll have more viewers show up when you go live. Make sure to let people know at least a few days if not a full week or more in advance.

For example, you can use Canva.com to make visually rich social media notices and invites that tell people what your next live video will cover and the specific date time they’re invited to attend. You can then share these social media invites across all of your key social media platforms.

6. Use a Tripod

Yes it’s true: live video needs to have that sense of spontaneity and real-time viewer interaction to maximize its digital marketing and branding value. But your viewers need to actually see what’s going on and inducing vertigo in your viewers is not a good social selling strategy.

Make sure to use a tripod for your phone or webcam to make sure your images is stable and viewer friendly. A tripod will also make transitioning between the front and back camera (so viewers can see what you’re seeing) on your phone that much more seamless and effective.

If and when you do you hold your phone or camera directly it’s good to place your elbow on a solid surface and stabilize that elbow (and thus the image being captured) at the base, with your other hand.

7. Use a Quality Microphone or Headset

Top quality sound is just as important as a stable quality image for live video. So make sure to use a good quality headset in addition to an image stabilizing tripod.

It’s a good idea to verify that you have great sound and image quality by running a test live video that you only share with a few close friends or colleagues, in order to test for sound and image quality and to get their feedback and suggestions for improvement.

7. Insure a Strong Connection/Use Airplane Mode

One thing you don’t want is for your live video to fade or break up. That means making sure that the location you’re streaming your video from has the strongest possible and most reliable Wi-Fi connection.

If you’re using your phone’s camera for your Facebook live video, make sure to turn on airplane mode (with Wi-Fi on) so that you’re video isn’t interrupted or cut off by incoming phone calls.

8. Do Value Adding Product Demonstrations and Broadcast Live Events

Another great idea for creating high value live
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- Transformation Contest System
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- Unify Business Processes & Save Time
- Huge Exercise Database
- Client Billing (optional)

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Designed for Personal Trainers, Gyms, Boot Camps & Martial Arts Schools
videos is to do live product demonstrations. For example, you could demonstrate how to use the latest health and fitness wearable tech gadget. You could also demonstrate the latest piece of fitness equipment or wellness coaching app.

Why send your clients to the health store for their supplements when you can provide all their supplements, and make the money instead? An increasing number of fitness pros and wellness coaches are creating a great additional revenue stream offering high quality ISAGENIX health supplements to new and existing clients. Live video is a great venue for showing these off and sharing the benefits of these amazing supplements.

Facebook live is also a great medium for broadcasting from live industry conferences, presentations and other professional development and marketing events in real time. You can share presentations you make at such conferences, presentations by others and even interview key industry thought, and business leaders.


As I touched on earlier, one of the great advantages of Facebook live in contrast to its main competitor Periscope, is that each live video is actually indefinitely saved to your Facebook account right after it ends. Periscope on the other hand, only saves each video for a 24 hour period and then it’s gone.

This means you’re free to use each saved Facebook live video for video marketing purposes the same way you did with pre-recorded videos in the past.

These saved videos can be added to your blog, along with freshly written blog content outlining what’s covered and even adding additional value. You can then share these video-based blog posts across your other social media accounts, for even more branding and social selling reach!

10. Live Stream Your Podcasts

Finally, Facebook Live video streaming is the perfect complement for socially sharing and super-amplifying your fitness pro or wellness coaching podcasts in real time.

If you’re doing podcasts, you’re already set up for great sound quality. Now it’s just a question of setting up your phone or webcam on a tripod and pressing the Facebook “Go Live” button just as you start your next podcast to unleash the digital marketing synergy!
How to Become a Personal Trainer After 40

Find out how to become a personal trainer after age 40, even if you have zero fitness experience.

If you think you’re too old to become a personal trainer, think again.

The average age of personal trainers in the United States has been steadily increasing since 2013, when the National Academy of Sports Medicine surveyed over 2,500 fitness professionals about their careers. The survey results showed a 7% increase in the number of new personal trainer certifications for people age 40 and older.

It’s never too late to take control of your personal fitness and help others get healthy while you’re at it. Here are 3 personal trainers who started their careers in their 40s and have experienced epic success.
Carl was a construction worker whose workout routine included nightly trips to his local pub to drink pint after pint of Guinness. As he neared 40, he experienced the loss of several family members to cancer, which motivated him to change his lifestyle.

Now 48, Carl is a full time personal trainer who teaches several weekly classes and works one-on-one with dozens of regular 40+ clients and the elderly. He is a firm believer that it’s possible to achieve amazing physical, mental and emotional health at any age.

Rich’s Story

High-endurance athlete and best-selling author Rich Roll was recently named one of the 100 Most Influential People in Health and Fitness by Greatist.com – but it wasn’t always that way.

Rich is the perfect example of a personal trainer ‘Cinderella story,’ transforming himself from couch potato to global fitness guru in just two short years.

The day he turned 40, Rich was 50 pounds overweight and had just completed a stint in rehab for drug and alcohol addiction. After deciding to make a major lifestyle change, he began training for the Ultraman competition, eventually becoming the first vegan to ever complete the endurance challenge. What’s more, Rich finished in the top 10.

Today, Rich’s career proves that personal training can lead to global fitness opportunities. He is a best-selling author and speaker with a Top 10 iTunes podcast that’s been downloaded over 7 million times.

And at age 47, he’s just getting started.

If you want to become a personal trainer, the stories of Lori, Carl, and Rich indicate that 40 really is the new 20.

Beginning your fitness career later than the average trainer allows you to use rich life experiences to improve your training sessions. Because you have lived long enough to overcome obstacles and truly know yourself, you are better equipped to help your clients face their toughest fitness and personal challenges.

Lori’s Story

Lori Herbsman is a wife, mother of three, and former insurance worker who became a personal trainer at age 40.

Lori first became interested in personal training when she herself hired a trainer to help her get in shape for her 40th birthday. Then, when changes at her job threatened to take away her work-from-home freedom, she took the plunge and signed up to get certified.

While she was one of the oldest people in her training class, Lori knew that women in the 35-60 target market would resonate with her life experience.

In a recent interview with Next Act for Women, Lori reveals how her age has actually helped her land more clients. Not only does she understand the pressures of balancing work and family with personal fitness; she knows that a trainer in their 20s is simply not the right fit for many clients.

Lori uses her age to her advantage, connecting with her clients on a personal level and dominating her particular target market of 40+ women.

Carl’s Story

Carl Class is an English personal trainer who began a stunning transformation the day he turned 40.
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