

How Is Working With Debra Atkinson Different?

As a full-time fitness professional for 30 years, I've owned a business, managed group fitness, personal training, taught emerging fitness professionals in the university setting, presented and authored articles for industry associations. I've used my mistakes, experience and successes to coach fitness business owners and managers since 2000.

I'm the author of four books including *The Dollars and Sense of Selling Exercise: How To Promote Personal Training With Integrity* (Healthy Learning) and *Navigating Fitness After 50: Your GPS For Choosing Programs and Professionals You Can Trust*.

In short, I've been in your shoes, and on all sides of the desk and the classroom and I can help you generate fitness business success.

Distinctions of working with Debra Atkinson:

- I've written four books, contribute regularly to industry journals, publish a nearly daily fitness marketing blog, and continue to write and service my customer base of the over 50 market. You'll benefit from my reading, writing, thoughts, and from what's working for me as I model it with my own customers.
- I've got a track record of success and positioning experience that led me and my personal training department to become the experts dominating our market. During the six and a half years I directed a personal training program I consistently achieved average growth of \$100K annually. You'll benefit from the strategies that worked and be spared the mistakes that did not.
- I make sure that you get a toolkit that fits your strengths, personality, and the needs of your particular business. With me you aren't treated with a cookie-cutter approach. You are no cookie.
- Many marketing consultants give blueprints and overviews but no actual tools. Many sales workshops give specific scripts or lines but no sequence or blueprint. I integrate both so you can see the system and then dive into daily activities and conversation armed with all the things you need to get more clients.

- As we increase the number of leads you have we make sure that you have the specific skills to do better closing those daily appointments you're making. I provide a pre and post call follow up so that you make the most of these meetings.
- I am not your marketing Band-Aid. I am a fitness marketing surgeon. Having a website, a social media account, or automated emails is a start. I will review and revise these for you so that you are sending the right message to your prospects and don't have to pay someone else or guess about what's working.
- I only work with select clients who go through an application process. Because I am selective and expect the best work from my clients we both expect to move forward quickly and effectively with extreme personal attention to your business.
- As you can guess my clients come from fitness marketing backgrounds themselves or are over 50 seeking wellness coaching. It's great that so many fitness professionals trust me to help them zero in on marketing that has gotten away from them. Rapid changes in the way people buy, the use of social media and the services we provide mean we all need a coach. I pay big money regularly to get coaching myself.

If this sounds like exactly what you've been looking for, **we should talk.**

"I followed Debra's suggestions and the first client I saw I signed a year automatic withdrawal!" –Sheila Ray, ReformingU

"I am so happy to have Deb as a mentor. She has given me valuable insight and a great opportunity that I would have never been able to experience without her. She has given me new ideas and input that I couldn't have gotten anywhere else. She is so inspiring in everything that she has done and is doing, and she has taught me so much about myself and many other things in a short amount of time. I am truly grateful to her for that." Michaela Kendall, ISU Entrepreneur