

Overview

The Fitness Marketing Mentor program is a 1-on-1 business growth program for those who are starting (or re-boosting) a personal training service business. I start you strong and give you the strategies and systems to **Get more clients, Keep more clients, and MAKE more money** with less time and effort.

The program is an intensive 1-on-1 experience for fitness business owners, managers, and independent fitness professionals who want to build a more predictable stream of work, use their limited marketing time and budget to it's fullest potential, and create excellence in client value.

You meet with Debra Atkinson privately by phone for regularly scheduled sessions to review progress, remove business development obstacles, and establish new business-building activities. Additional support is available via **unlimited calls, emails, Skype** and other means in between your regularly scheduled sessions.

- Everything (from big-picture strategy to day-to-day actions and execution) is custom-fit around your strengths, personal preferences, and the needs of your specific business.
- 1-on-1 Fitness Marketing Mentor program fees are non-refundable, no exceptions. I propose your mentor program based on your specific development and needs. I ask you to recognize that true development is a long process. I ask **at least six-to-12 months** of consistent focus to reap full value of your program.

As a client, these are the results you'll receive from The Fitness Marketing Mastery Mentor Program:

- Create a consistent lead-generating system
- Establish a value-rich content marketing system
- Design client attracting systems so prospects find you first, trust and engage with you
- Replace fall-in-the-lap business from random marketing with consistent marketing actions and consistent results
- Increase your profits and double your free time

- Establish a market-to-sales system that makes sales easier, more enjoyable and fun for you and your customer
- Fine-tune your presentation skills to increase audience requests for your service
- Ramp up video, articles, and press releases with irresistible marketing messages
- Rewrite your internal marketing and selling message so that you love it
- Create events that attract customers and earn respect as an expert
- Position yourself as the leading authority expert in your area
- Recruit, hire and train support team members that share your vision
- Brand, Package and Create innovative services that eliminate competition
- Launch every new program successfully and systematically every time

Meet Debra

Debra Atkinson has been coaching personal trainers and fitness business owners with sales and marketing strategy since 2000. She is an international business-of-fitness presenter and frequent industry author for NSCA, IDEA, Can-Fit-Pro. Since 1984 she's worked through every position in the fitness industry and taught emerging fitness professionals at Iowa State University. She consistently grew annual personal training revenue \$100K for over six years. She is the author of four books, including *The Dollars and Sense of Selling Exercise: How To Promote Personal Training With Integrity*. Debra helps clients generate more leads, attract the right prospects, and make bigger sales.

"I know (Debra Atkinson) because she was the Personal Training director in three of my facilities for six and a half years. I've seen her ideas and systems at work, seen them be profitable, and seen them make us the credible and quality training source in our area. She put quality before bottom-line, which for us resulted in a better bottom-line."

—Tom Durkin, Health and Fitness Management Corporation

"Debra Atkinson provides a straightforward road map to help guide personal trainers to success in the business of fitness. This (program) is a must for anyone who wants to turn their fitness passion into a viable fitness career."

—Cedric Bryant, PhD, FACSM, Chief Science Officer for the American Council on Exercise