
How To Make More Money In Fitness and How Much To Charge

Webinar with Rachel Holmes 25.06.2019



RACHEL HOLMES

- 34 Industry years
- Set up community classes in 1987
- Nike, Fitpro, Fitcamps
- Workshops & Training
- choreographytogo.com
- The first online workouts
- Fitness Pilates, Kick Start, Brainfit
- Franchise Business
- Membership site
- Events.
- Presenter, Educator, Speaker, Author
- Mentored 100's of Fitpro's

PREFACE

- You have got to have a go!
- Do not be afraid to fail.
- Put yourself out there.
- What's your Why?
- Let's Do Some GOAL SETTING.
- What do you need to raise additional income for?

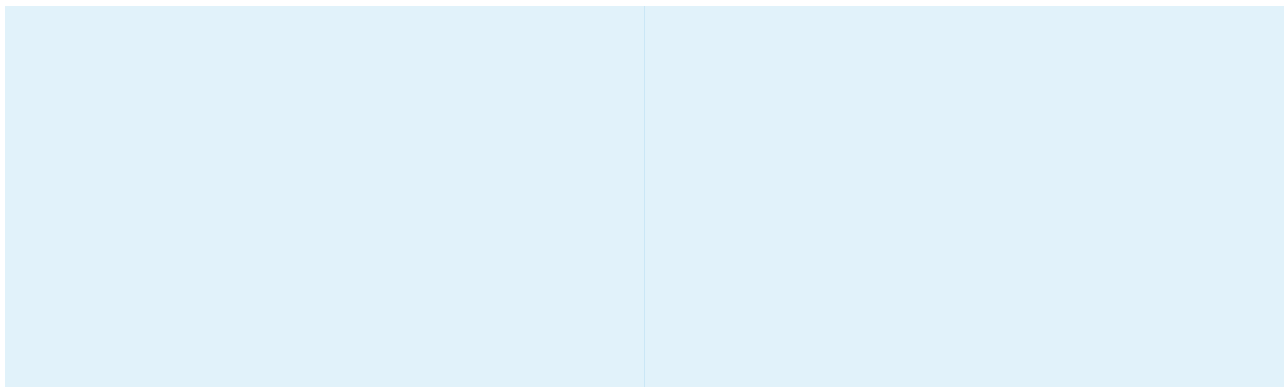
WHO ARE YOU?

- What do you like? - One to one, group, virtual?
- If you have no £ to market you have to spend TIME.
- It's your only currency!
- Virgin need your phone and you need to do some research.

Make notes below:

HOW ARE YOU GETTING YOUR MESSAGE OUT?

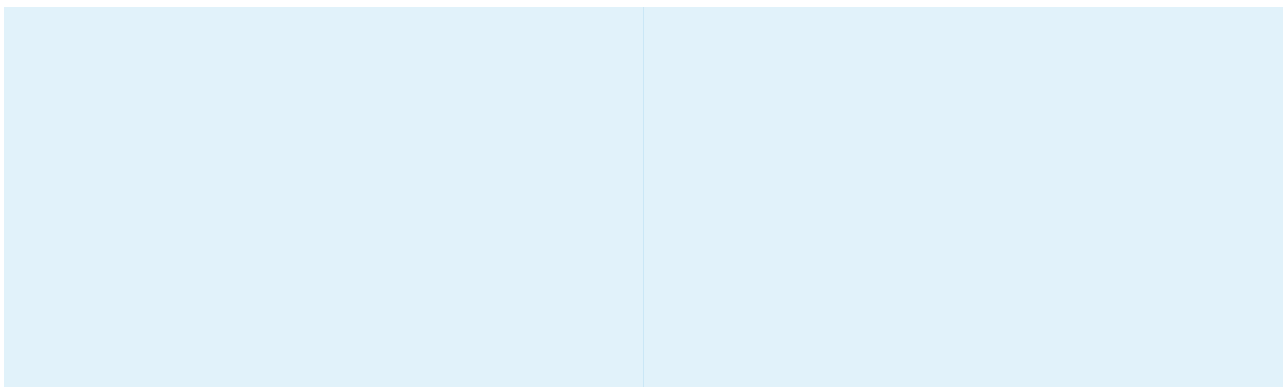
- Facebook
- IG
- Youtube
- Sound Cloud
- Linked In



SIDE HUSTLES QUICK AND EASY

- E BOOK
- Sell products to your classes - bands/spiky balls/mats/clothing/vests/hoodys
- VIP Monthly Membership Club - Invite your current members and stick them in a FB group set up a direct debit for home workouts, coaching, social events, VIP pricing.
- Online and Zoom Personal Training.
- Online Group Training - Sell Blocks of 10 Workouts you've filmed at home.
- Sell Audios - Mediations, Relaxation, Guided Meditations, Motivations

What will you do?



OUTSOURCE

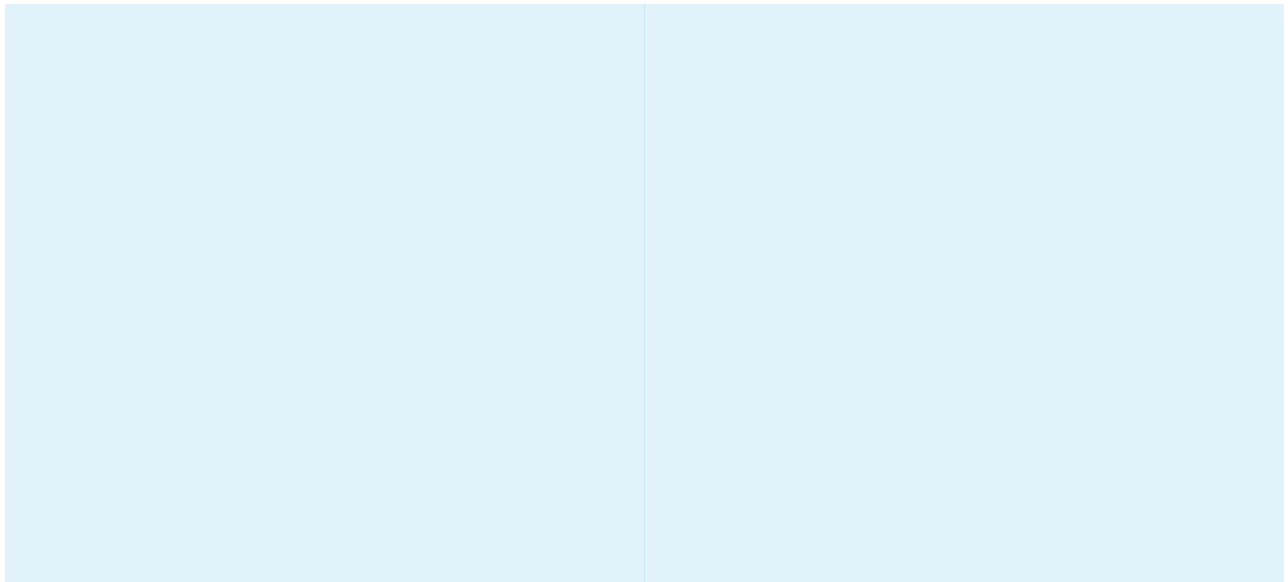
- UPWORK
- FIVER

CONSULTATIONS AND ASSESSMENTS

- Food Diary Assessments and recommendations.
- Online Nutrition Consultations 30 minute - Skype or Zoom.
- Postural Assessments - Virtual and Live before or after classes
Home exercise prescription.
- 30 Minute Virtual Home Workout Consultation every week -
create a 7 day home workout programme.
- 30 Minute Post Natal Assessment - Create a home workout
programme.

WHAT DO YOU NEED?

- ZOOM
- Skype
- Tripod
- Mic



SIDE HUSTLE CLASSES AND COURSES

- Outdoor Fitness Camps In the summer.
- Kids Fitness Camps in the summer.
- Walking classes.
- Jogging/Running.
- Health cooking classes.
- Sports team - Swim teams - Running clubs.
- Schools / Nursery.
- Contact Schools, Contact Nurseries.

Make a plan:

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EVENTS AND MASTERCLASSES

- Monthly Events and Masterclasses Pilates & Prosecco, Retro Robics, Trigger Point, Foam Rolling, Activation Bands.
- 5 day outdoor bootcamp.
- Corporate wellness.
- Seasonal Classes - Classes Don't Have To Last Forever!
- Convention centres and hotels.
- FOOD And Fitness.
- Contact restaurants, coffee shops/ hairdressers.
- Family classes - Parent and Tots class.

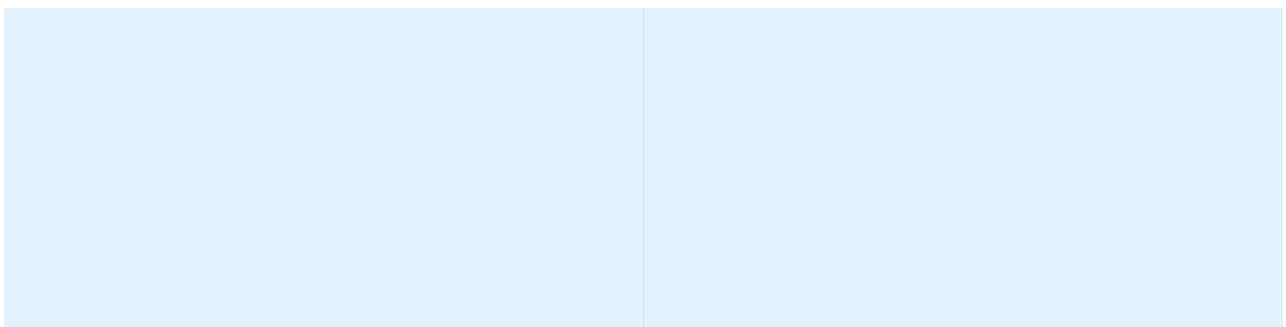
Jot down your ideas:

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PRICING

- Do a COMPLETE Audit of your expenses. What do you spend every week to LIVE?
- How many hours a week do you teach and how much do you need to make per class?
- How much EXTRA do you need / want to make with your side hustle?
- How much is your room hire, petrol etc, car depreciation?
- How many hours are you spending WORKING on social media?

Answer the above:



HOW DO YOU PITCH YOUR PRICING?

- High pricing - smaller numbers.
- Low pricing - larger numbers = problematic customers.
- Pay As You Go.
- Block Bookings with Terms and Conditions.
- Monthly Payment - Attend as many classes as required.
- Sign Off Sheets.

ADD VALUE DON'T COMPETE

- Easy for customers to book and attend.
- FREE trial classes.
- Frictionless
- Customers need to see what you do and who you are.
- FOLLOW Up every lead.
- Follow Up Every Phone Call & Message.

TAKEAWAYS

- ASK your audience.
- Use Stories
- GO LIVE
- Have you got everyone who comes to your classes details? - emails and mobile.
- USE the FREE social media platforms.

MY FAVOURITES

- Facebook LIVE
- Instagram LIVE
- Stories on FB & IG
- Events.
- **CONSISTENCY is KING!!!!**
- **YOU CAN DO THIS!!**

BUILD YOUR AUDIENCE

- Mail Chimp

Notes:

“Just Go For it .”
Johnny Appleseed

FITNESS BUSINESS ACADEMY

- Launches in September - 8 Weeks Of Fitness Business Building & Coaching.
- Interested Email me to get on the VIP List.