

The logo consists of the letters 'FAI' in a bold, white, sans-serif font, centered within a red shield-shaped background.

FAI

The background of the slide is a dark, semi-transparent image of a group of people, likely a film or television studio crew, smiling and posing together. The image is dimmed to allow the text to stand out.

Secrets of Successful Studios



10+ Simple (low cost) Ways to Increase your Marketing

The FAI logo is a red shield-shaped emblem with the letters 'FAI' in white, bold, sans-serif font. It is positioned at the top center of the image.

FAI

The background of the slide is a dark, grayscale photograph of a group of people. In the foreground, a man and a woman are smiling and looking towards the camera. Behind them, several other people are visible, some standing and some sitting, all appearing to be in a social or community setting. The overall tone is positive and community-oriented.

How Hard could it be?

Well to make money?

The logo consists of the letters 'FAI' in a bold, white, sans-serif font, centered within a red shield-shaped background. The shield has a slight 3D effect with a darker red shadow on its right side.

FAI

Fire all your Clients!

You want me to fire all of them?

Like have zero customers?

You don't want any of them do you?

Fired 100 customers and started over.....

How hard could it be?

The FAI logo is a red shield-shaped emblem with the letters 'FAI' in white, bold, sans-serif font. It is positioned at the top center of the image.

FAI

The background of the image is a dark, grayscale photograph of a large group of people, mostly of African descent, smiling and posing together. They are dressed in casual clothing. The image is semi-transparent, allowing the text to be clearly visible over it.

If you Build it they will
come.....

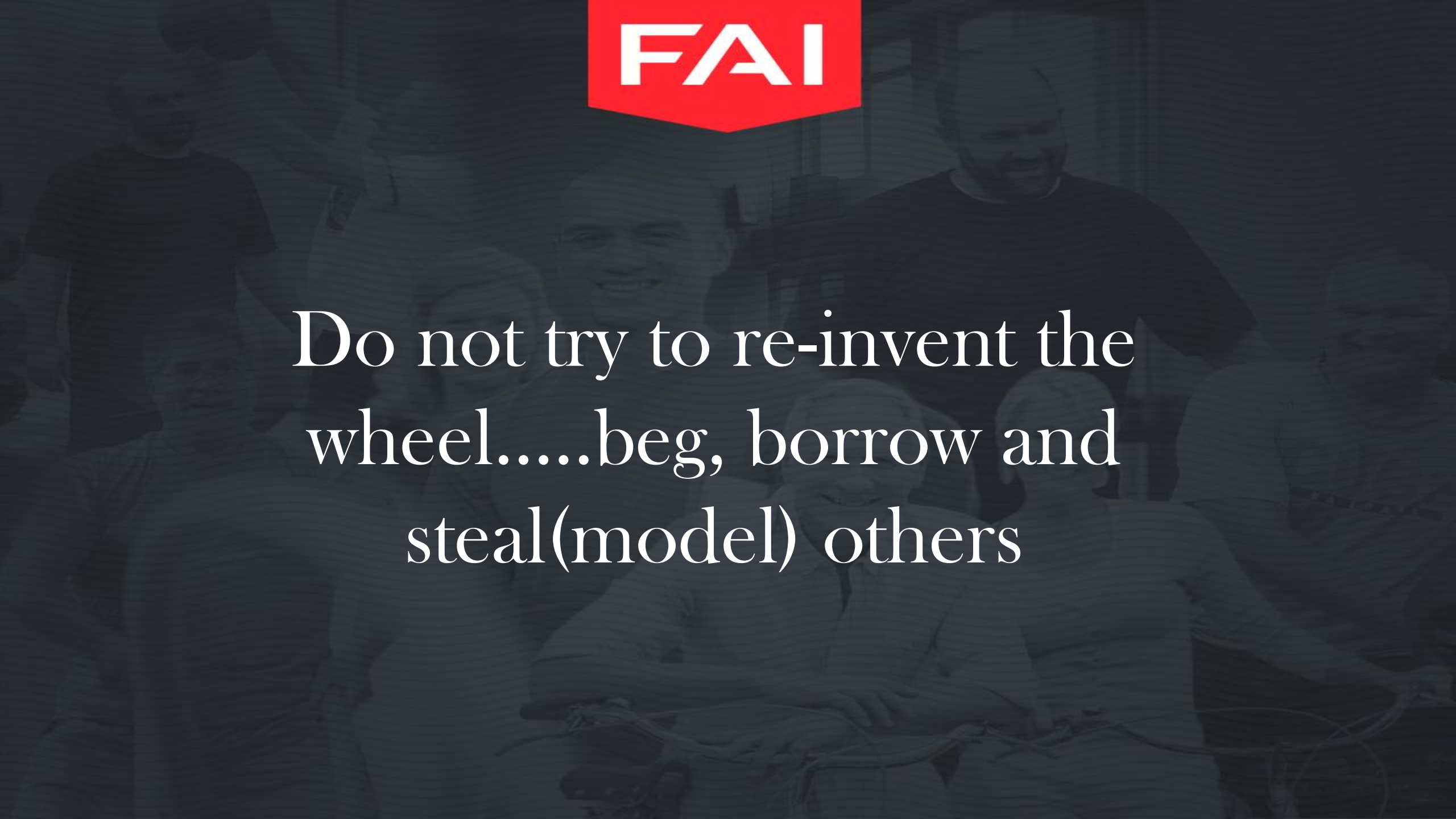


Key tactics to launch with clients

Stop Relying on Word of Mouth...Build it!

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FAI

The background is a dark, grayscale photograph of a group of people, likely a team or community, smiling and posing together. The image is semi-transparent, allowing the text to be clearly visible over it.

Do not try to re-invent the
wheel....beg, borrow and
steal(model) others

A dark, grayscale background image showing a group of people, likely a community or fan group, gathered together. The image is semi-transparent, allowing the text and logo to be clearly visible.

FAI

Build a List
Build a Following
Build Raving Fans!

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FAI

READ BOOKS!

No BS Marketing series....by Kennedy

21 Irrefutable Laws of Leadership by
Maxwell



So how do we Build a List?
How do we create more Word of Mouth?



First Who do you want on your List?

Everyone? Anyone?

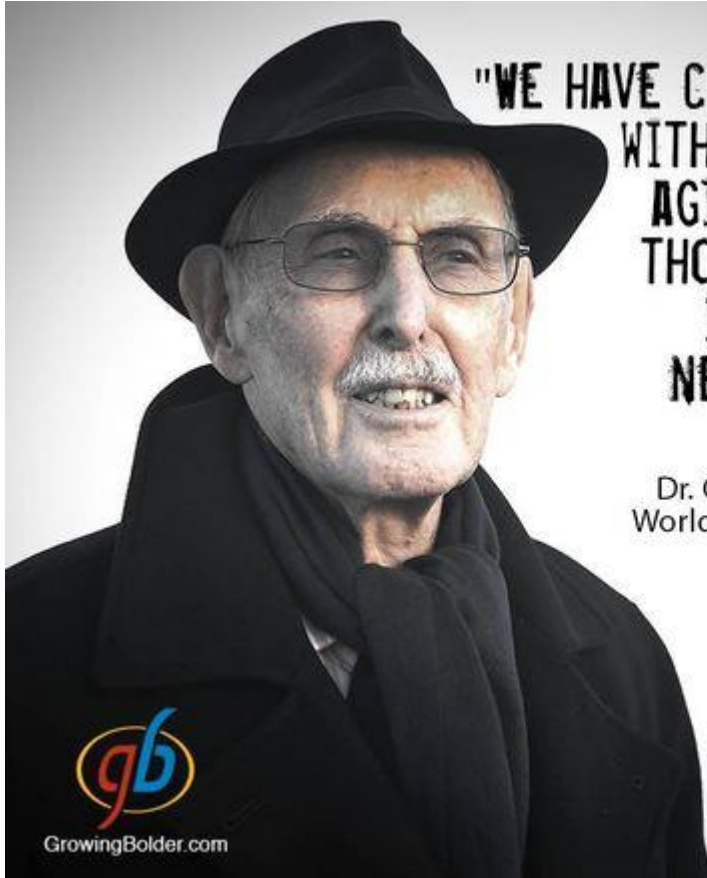
Who is your Avatar?

Who do you really want to train?

What Story are you Telling?

- Tell a Story
- Share Client Success Stories
- Create Stars
- Offer a Solution

Positive Aging Paradigm Stories



"WE HAVE CONFUSED ILLNESS
WITH THE PROCESS OF
AGING, WHICH CAN BE
THOROUGHLY HEALTHY.
ILLNESS IS NOT A
NECESSARY PART OF
AGING!"

Dr. Charles Eugster, 94-year-old
World Masters Rowing Champion




GrowingBolder.com



I DON'T WAIT
FOR THE NEXT
THING TO HAPPEN.
I MAKE IT HAPPEN.

BANANA GEORGE BLAIR
98 YEARS OLD
JAN. 22, 2013


MAKE IT HAPPEN.
GrowingBolder.com

Who are Ideal Clients?



- Affluent
- Educated
- 55-70 yrs old
- Live within a reasonable proximity to facility
- Working, retired...and everything in between

What you're going to learn:

- Some **geeky but fascinating** marketing science I bet you didn't know.
- The **odd thing** that delights our brain and entices it to release dopamine.
- **8 unusual marketing twists** on ideas that you've probably already heard.
- Where you can get my book for **free**.

Research estimates we see
3,000 - 20,000
brands a day



*Media Dynamics, "Average Adults Daily Media & Ad Exposure, 2014"

[To maintain sanity, our brain must filter everything.]



BRAIN RESPONDS TO NOVELTY

Our brains are wired to ignore the old
and **focus on the new.**



BRAIN LOVES FINDING PATTERNS

Repeat “coincidences”
grab our attention and **mildly surprise** us.

THE BRAIN FORGETS ELAPSED TIME

We tend to **under estimate** how long it's been since we last saw something/someone.

**The key is to use your
prospect's brain preferences
to your advantage!**

1

Do something UNEXPECTED

2

RE-APPEAR ELSEWHERE

3

**Concentrate your efforts in a
SHORT TIME PERIOD**



MARKETING TACTICS

to have your ideal prospects thinking you are

EVERYWHERE



“Wow. You are EVERYWHERE!”

“I keep hearing about you.”

**“I didn’t know you were
such a big deal.”**

“I didn’t realize that’s what you did!”

1

Run “Facebook Local Awareness Ads”



Secret: Share street image.

2

Guest speak or write for someone with a big list.



Secret: Provide an entire speaker's package.



Get out and meet your business neighbors.



Secret: Show up bearing lumpy, thumpy gifts.

4

Create a Every Door Direct Mail (EDDM) postcard campaign.



Secret: Mail each person 3 postcards, 10 days apart.

5

Invite a Guest Speaker to host a workshop at your location.



Secret: Pick someone who will market it heavily.

6

Write a testimonial or case study for another business.



Secret: Provide pictures and a great story.

7

Run a “billboard” campaign.



Secret: Match your postcard or Facebook ads.

8

Publish a book.



Secret: Leverage all the opportunities.

www.coauthorbooks.com/fai

CREATE YOUR AVATAR NOW!

Name

Marital status

Age

Kids #

Grandkids #

Job

Address/Neighborhood

Place of Worship

Spa

Hair Salon

Massage Therapist

Chiro

Hobbies

Charities

Vet

Physician

Physical Therapist

Restaurants

Vacations

Dreams

Coffee Shops

Chicos/Boutiques

Who are Ideal Clients?



- Affluent
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Market Segment – Boomer Women

- One of the most dominant consumer markets in the world
- Affluent, educated and empowered
- Realize they are in the prime of their lives and that this is a new, exciting stage for them
- Redefining what it means to be a “mature woman”



Market Segment - Grandmothers

- Grand parenting is the most positive stage in life
 - Huge emotional connection
- They are highly educated and still working
- Legacy – transfer of values now
- Strong desire to provide experiences with grandkids
 - Do they have the physical abilities to do so?
- Nearly 70% live within 50 miles



Market Segment - Couples

- Remains the most important relationship in their lives
- Want to spend time together in a healthy and productive way
- Still want their individual needs and interests to be met
- May have different functional abilities and health conditions
- Travel, leisure activities, intimacy, family, “adventure”



Market Segment - FitBut

- Active and fit for decades but feeling their age
- They like to be fit and active but their needs, values and goals have changed
- Want to stay fit and try new things BUT don't want to be “crazy” anymore
- Wants a place that will keep them fit but in a safe way



Market Segment - Unfit, Unhealthy

- Very little to no experience with fitness
- Multiple health conditions of varying severity
- Frail to Lower Independent
- Worried about longevity
- Worried about severe declines in health
- Interested in a higher quality of life



"Adding Distance To Drives And Years To Lives"



Brett Cohen ▶ PT Marketing Boot Camp

March 30 · 🌐

Nicole Gebhardt Dan M. Ritchie

These are my client avatars: meet Larry and Al. Larry is 57, loves golf, is a partner in a major law firm with offices across the country, lives on Madison Avenue and 61st street across from the Pierre Hotel, NYC and has a second home in the Hamptons. Al is 62, loves golf, he's an investment banker, lives on Park Ave. and 76th Street and share the floor of his 4 bedroom house in the sky with the actress Drew Barrymore. Al also has a house in the Hamptons. How much money do they make.. MORE THAN I CAN IMAGINE! Each one spend \$10,000 +/year for me to help them improve their golf game. I need a few good men like Larry and Al. Can you help me?

P.S. Al and Larry, they are the landing page of my website: www.fitnessbydesign.nyc

👍 Like 💬 Comment ➦ Share

👍 You, Shelley Lidgren Turk and 2 others

View 3 more comments



Brett Cohen I see one tomorrow at 8 am. and he about to renew his 3 month commitment.. Advice on what to say tomorrow?



Write a comment...



CREATE YOUR AVATAR NOW!

Name

Marital status

Age

Kids #

Grandkids #

Job

Address/Neighborhood

Place of Worship

Spa

Hair Salon

Massage Therapist

Chiro

Hobbies

Charities

Vet

Physician

Physical Therapist

Restaurants

Vacations

Dreams

Coffee Shops

Chicos/Boutiques

Do Not Get Overwhelmed!

- Keep it simple!
 - One step at a time
 - One Contact at time
-
- We all know approximately 150 people

Build your List online

- Website optins
- Facebook Ads
- Google Ad words
- Youtube Videos
- Facebook videos, live or not live

Marion attended the first ever FAI Summit 2015

- Marion attended Business Coaching day
- Marion has attended 2 mastermind meetings
- She was burnt out!
- She opened her own studio in spring 2016!
- She had a list and then built more thru Facebook

Build your list offline

- 20 different ways
- Go where your avatar eats, lives, works, plays
- Network, Network, Network
- BNI
- Rotary
- Chamber (maybe)

Social Capital

- FAI runs on Social Capital
- Your business runs on Social Capital
- How many business owners do you know?
- How many referral partners do you know like and trust?

Build your list offline

- Coffee and Conversations.....Beth
- Seminars
- Lunch and Learns
- Have someone else create an event, get sponsors, offer lunch and make you the keynote presenter!

Events

- Ultimate Pink Party
- Care Givers Event
- Charity Events.....donate items/giveaways
- Gift Cards
- Senior Fairs
- Wellness events
- Charity walk/run events

Be like Banana George Blair!



Being Generative



Pound for Pound Challenge



Become THE Local “Trusted Advisor”





Proactive Fitness

March 23 at 1:08pm · 🌐

👍 Like Page

Here's one of the segments from our CTV Morning Live appearance earlier today!



CTV Saskatoon Morning Live | Breaking News from Saskatoon and surrounding areas

CTV Saskatoon Morning Live - Kick-start your day with a lively mix of breaking local news, weather and traffic.

SASKATOON.CTVNEWS.CA

👍 Like

💬 Comment

➦ Share



Shelley Turk (left) and Kirstie Prefontaine have reason to smile with the opening last fall of ProActive Fitness
(Photo by Sandy Hutchinson)

Over 50? Get ProActive about fitness

Cam Hutchinson
Saskatoon Express

Gyms and people older than 50 don't always get along. Shelley Turk has seen that first-hand.

To give the plus-50 crowd a comfortable place to work out, Turk opened ProActive Fitness in the Lakeview neighbourhood. Her clients tend to be those who were part of the fitness boom 35 years or so ago when aerobics were all the thing. Remember the spandex outfits, big hair and those headbands?

Turk worked for the past five years as a trainer at one of the city's popular gyms. She noticed her clients tended to be considerably older than those holding the majority of gym memberships.

She said ProActive Fitness has a different feel.



"We have a comfortable environment where people don't feel intimidated by the bodybuilder types or the bikini-model types. It is more comfortable to work out here."

Turk says there was a void in the fitness market for those in ProActive's demographic.

"The baby boomers were the ones that really started fitness back in the early '80s

— the Jane Fonda and all that. As they have aged and matured, the fitness industry hasn't kept up with them. They're still focusing on the 25 to 40 year olds, so there is nothing for these boomers anymore. I wanted to help fill that void."

ProActive Fitness offers group and individual training by appointment. She said the focus is on improving the quality of people's lives.

"I have a lot of clients that like to golf and play tennis, so we help them be able to do that for longer, and also things like adventure travel and even gardening and playing with their grandkids — getting up and down off the floor."

"It's not a typical health club workout where the focus is strength and conditioning and weights and cardio. We do that, but we also include things like balance, power, agility, flexibility and postural control because all of those components of fitness are what translates to better functional outcomes in real life."

It was six years ago when Turk, a lab tech, decided to turn her gym hobby into a part-time job.

"I've been a gym girl since age 21," she said. "I got certified as a personal trainer, because I was at the gym a lot and helping people a lot anyway. So I started doing one-on-one training there."

A couple of years ago, she discovered the Functional Aging Institute in the United States.

"These guys are PhD personal trainers and have done all kinds of research, so I have basically modelled my business after them. I provide the types of workouts their research has shown to provide the best possible outcomes for my clients. I got certified with them in 2014 and have been training that way ever since with really good results."

Turk feels she is making a difference when her clients say they are moving better.

"Within three or four weeks, they should be telling us things like they are feeling better, the stairs don't seem as hard and the doors don't seem as heavy and they are able to carry their groceries with more ease and get up and down after playing with the kids on the floor."

"There are some people that are concerned with weight loss; we can help them with that, too, but that's not the primary motivation for most of these people. They're not as concerned with six-pack abs or looking great in their bathing suits as they are with keeping up with people on the family vacation if they are going to go on a big vacation."

Turk said business has been good in the three months since she opened.

"We're getting steadily busier. Our average client age is still that 58, 59 mark and mostly female, but we have a handful of men as well."

"Groups are fun; they are 30 minutes, so they go by nice and quickly. We have a nice little community atmosphere here; everybody is getting to know one another."

ProActive Fitness is located at #5-3602 Taylor St. East (at the corner of Taylor Street and Kingsmere Boulevard). For more information, call 306-374-3013 or visit proactivefit.ca.

Shelley Turk Proactive Fitness

The First and only
Studio focused on the
50+ in Saskatchewan!
She had a 12 month
fall back!

Now on pace for
400k/year

2016 her first full
year in business.

Don't be the Lonely Isolated Business Owner!

- If you need help reach out and ask for it!
- Success leaves clues behind.....follow them
- Join our mastermind program

FAI Mastermind Application

- 3 Meetings per year
- Monthly Coaching Calls
- Private Facebook Group with other owners
- Strategy Session with Dr. Dan
- Access to resources
- Access to Support, Accountability and Guidance
- It isn't just about making more \$\$\$ but about your business serving more people and serving your lifestyle better.

FAI Mastermind Coaching and Mentoring

Systems Motivation Support Accountability
Lead Generation Marketing Sales Programming
Personal Development Fear Goals Staffing



Dr. Evan Osar vs Shelley Turk

- How many hotdogs can one Canadian gal eat?
- You have to join the mastermind to find out!
- She ate me and Cody under the table!



Boomer Fitness owner Brian Stecker

On pace for \$650k this year.

From bootcamp, small group, and one on one.

Was a corporate one on one trainer for 7 years. Trained over 10,000 one on one session and burned out.

Now a thriving fitness community in less then 5 years.

2017 Personal trainer of the year.

Now has employed 4 full time employees and two part time.

The Aging Opportunity

- Traditionalist or silent generation (seniors)
- 28 million
- Baby Boomers
- 76 million
- Gen Xers (already turning 50)
- 64 million

Functional Aging Specialist Certifications



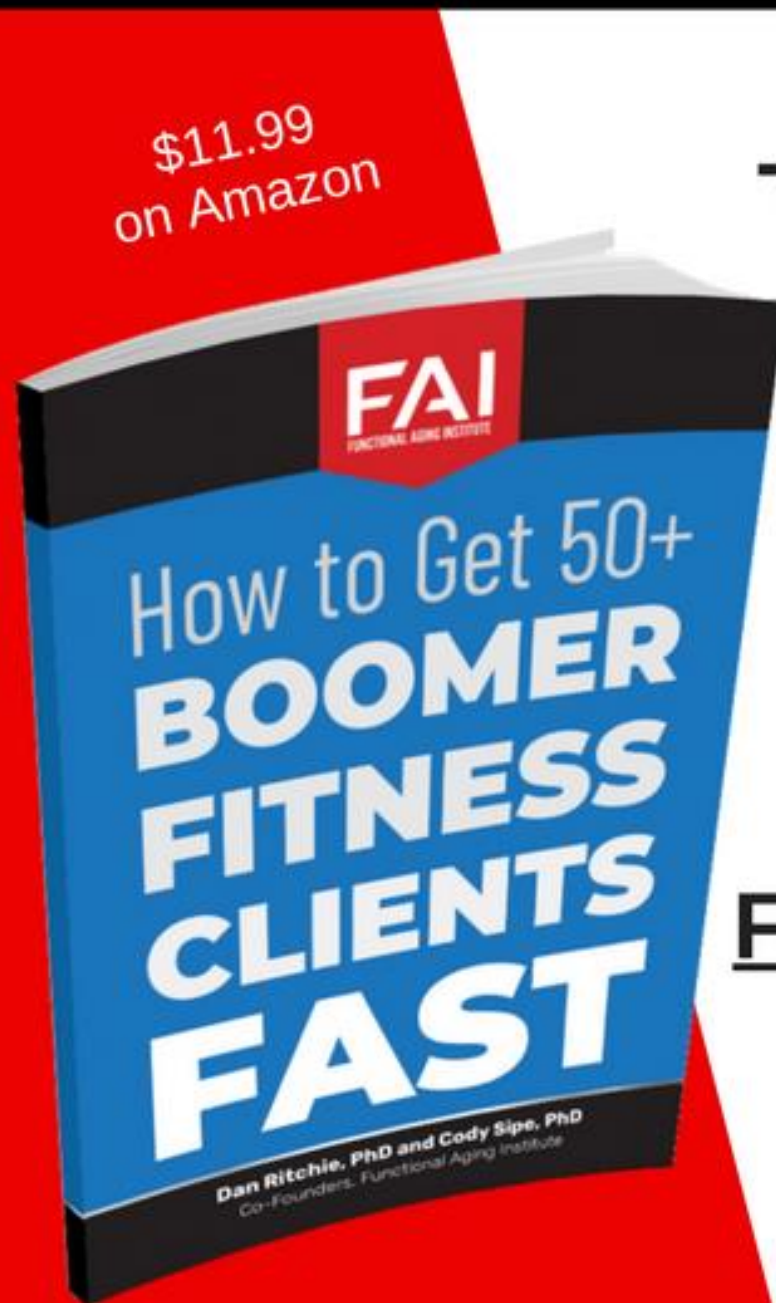
AGELESS FITNESS

The Aging Opportunity

- To Learn More about Ageless Fitness and FAI Training
- www.functionalaginginstitute.com



Free Gift
For You



The Marketing Blueprint
for Personal Trainers
Who Want MORE
Affluent Clients

Download it for **FREE** here:

FASmarketingbook.com