

***2021 NSCA
PERSONAL TRAINERS
VIRTUAL CONFERENCE***

#NSCAPT21

CONFLICT OF INTEREST STATEMENT

I have no actual or potential conflict of interest in relation to this presentation.

Kourtney A. Thomas, CSCS,*D

Coach Online Like You Coach Offline: How to Stand Apart in a Crowded, Trendy Market

Coach Online Like You Coach Offline

How to Stand Apart in a
Crowded, Trendy Market

Kourtney A. Thomas, CSCS,*D
Owner, Kourtney Thomas Fitness & Coaching

What it looks like.



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Let's talk standing out.

- Start with a firm foundation.
- A personal brand is a big deal, and it's the thing that will make you stand out.
 - Who are you? What are you about?
 - What resonates with you and why => what resonates with your audience

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Let's talk standing out.

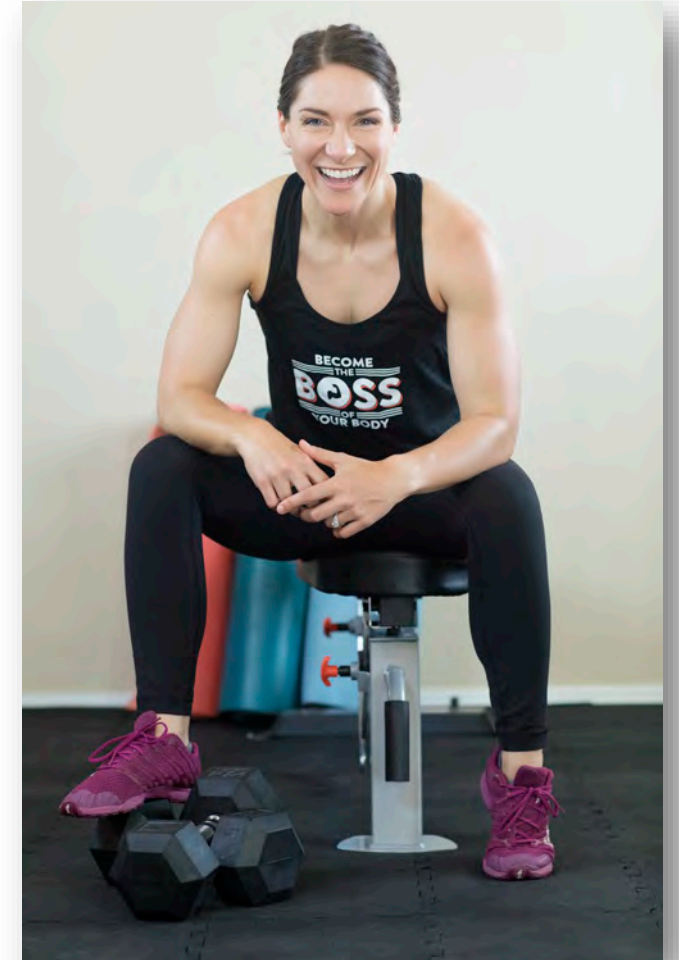
- Reality is, fitness isn't new. You can't make it new. But, you *can* make it personal.
- Personal brands are more effective in today's world.
 - Humans are storytellers.
- *People want to know what you're about in order to spend money with you.*

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Let's talk standing out.

- Understand your style of training.
- What are you known for? What do you do well every day?
- Choose a focus.
- Combine smartly for a differentiated product.
 - What matters to you, what you do.
- Then, get consistent talking about it.



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OK, but what do I do?

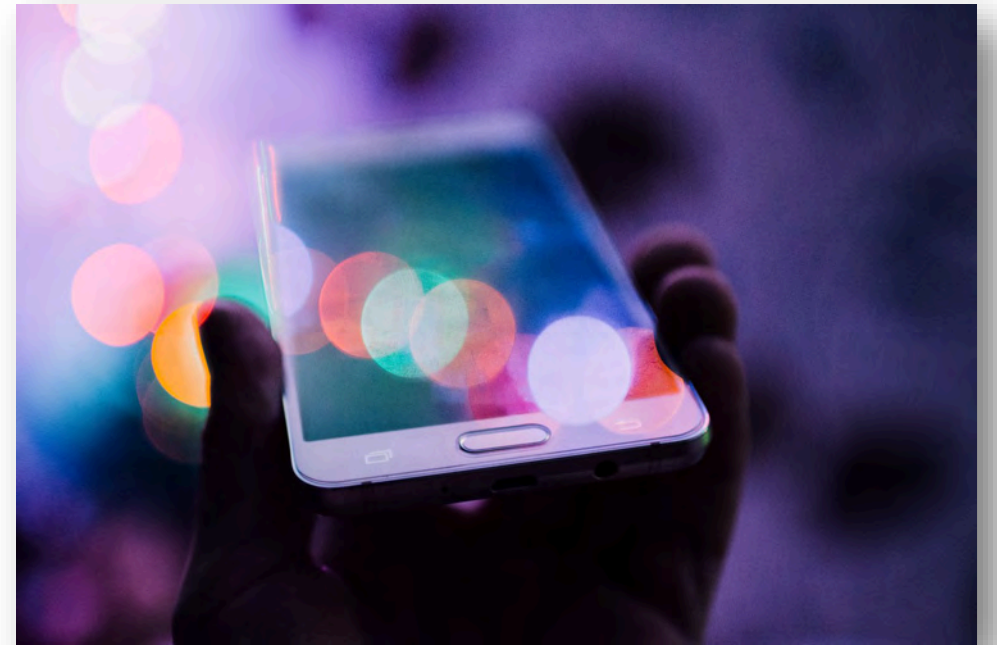
- This is the marketing and presence part.
 - First, always: website.
 - When people Google you, you want to be there. And you want to be interesting enough for them to click you. And when they click you, you want them to click you some more.
 - Create a comprehensive digital presence, control it, and maintain it.
 - Think of it in terms of renting vs. buying property.

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OK, but what do I do?

- Social media*
 - *doesn't make your sale
- Don't make it everything you rely on.



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OK, but what do I do?

- Content!
 - What do you do? Who do you do it for?
 - Create based on that.
 - Stay consistent across all platforms you choose to manage regularly.
 - Your website is #1.

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OK, but what do I do?

- Content
 - Stay in your wheelhouse.
 - Create for your people, not your peers. (Unless your peers are your people.)
 - *Be you!*

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OK, but what do I do?

- Don't forget: Businesses were successful before the internet.
- While you're bringing your business online, you're still working with real-life people.
- Don't miss the opportunity to market and communicate in "old school" ways.

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I need brass tacks.

- Many ways to go, many tools to use.
 - Many ways to achieve almost exactly what you do in person, online.
- Get clear on what you want to create.
 - Is this hybrid? To what extent?
 - Sell a standalone program/product.
 - Engage individual clients or groups on a real-time basis.

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I need brass tacks.

- For any kind of 1-1 or group: application process.
 - Form
 - Talk
 - Choose
- And don't forget your contracts and liability!

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I need brass tacks.

- Delivery
 - Third-party software: Trainerize, PTDistinction, etc.
 - Excel + email
 - Google docs
 - YouTube
 - Facebook Groups + Slack channels
 - Membership sites
- Make sure you know your audience – and yourself – in choosing your delivery
 - You can base this choice as a spin off of how you work in person

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I need brass tacks.

- Remember to value this appropriately
 - Determine how much time you're going to spend programming for clients
 - Template programs vs. individualized
 - Weekly delivery vs. monthly or longer
 - Live sessions? In-person or online?
 - How much feedback and availability for back and forth
 - Any additional components, such as Zoom calls
 - Consider tiered pricing based on options and level of attention
 - Make sure it's sustainable

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I need brass tacks.

- Make sure the entire model is sustainable!
 - You don't have to do what everyone else is doing – you just have to do what *you* are doing, well.



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Thank you!

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