



2022 NSCA PERSONAL TRAINERS VIRTUAL CONFERENCE

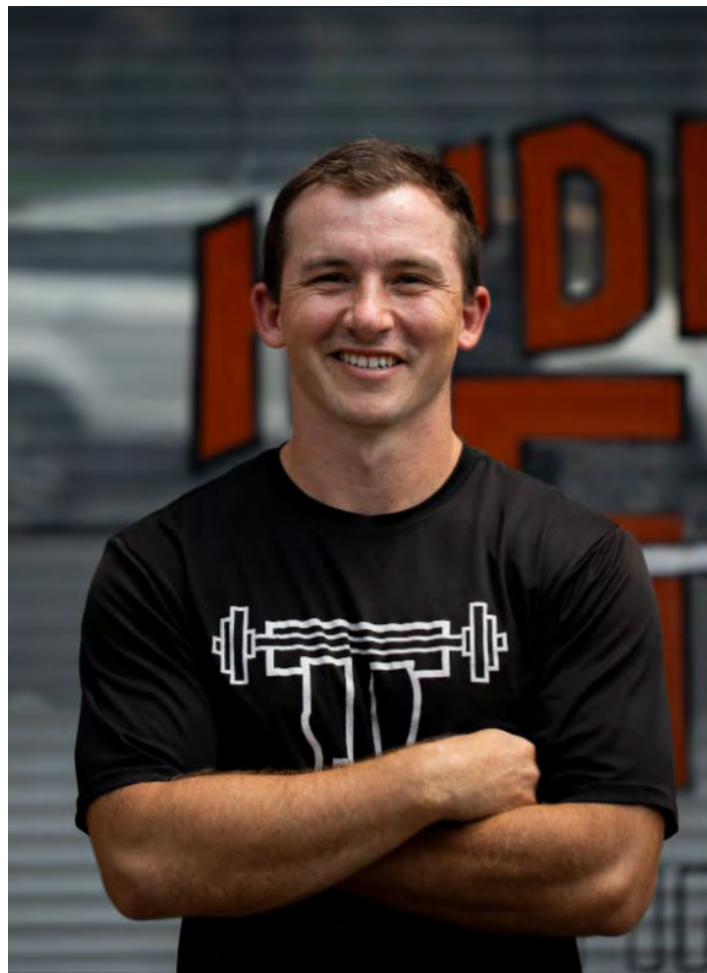
October 25 - 28, 2022 | ONLINE | 2.0 CEUs



CONFLICT OF INTEREST STATEMENT

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

Why Should you Listen to Me?

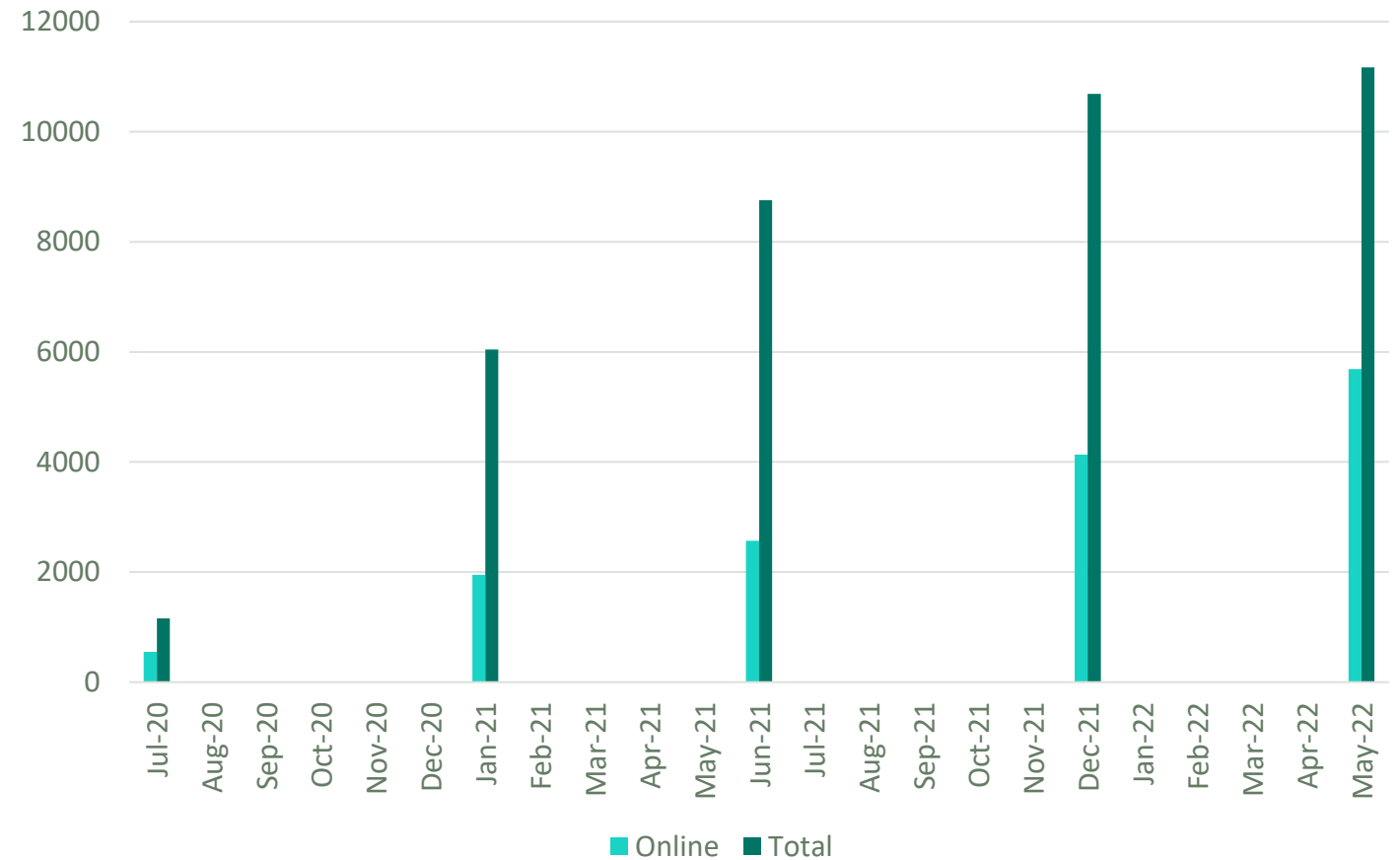


Josh Trammell, MS, CSCS

Augmenting In-Person Business with Online Training

Why Should you Listen to Me?

Online Vs. Total Income



Josh Trammell, MS, CSCS
Augmenting In-Person Business with Online Training

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How to Augment Your In-Person PT Business with Online Training

Learning Objectives:

- Understand how offering online training as an in-person trainer can benefit you and your business
- Identify strategies for transitioning to a hybrid business model
- Develop and target a niche for your business

How to Augment Your In-Person PT Business with Online Training

WHAT IS “Online Training?”

- “Online training is a new and exciting way for me to offer my clients what they need, when they need it, without the limitations and expenses of the gym so that I can offer a better, and more cost effective, service than an in-person trainer.” – Jon Goodman

How to Augment Your In-Person PT Business with Online Training

Online Training is like a Concierge service

- No more waiting for appointments/ slots to open
- The client can now work out **whenever** they want to
- Ongoing communication between sessions
- Providing more regular check-ins, support, and accountability

How can offering online training as an in-person trainer benefit you and your business?

What's in it for you?

- Get back your time
- Better schedule
- Help MORE people and help BETTER
- Potential to scale (to a point)
- Make more \$\$\$

How can offering online training as an in-person trainer benefit you and your business?

Define EXACTLY what you want your business to look like

- How many hours per week do you want to work in the gym? Set a cap for your max hours worked weekly
- How are those hours split up daily and weekly? Do you like training in the mornings? Mid days? Evenings?
- When do you want your own free time?
- How are you going to use that free time?
- How much in person income will you lose when transitioning some clients to online?

Identifying Strategies to Transition to a Hybrid Business Model

What is a Hybrid Business Model?

- Consider it a “mix” of in-person and online training
- Clients that see you 2+ times a week are charged their normal rates. Nothing changes.
- Clients who want to see you once a week or follow some sort of more intermittent schedule (you can make this up as you go along **with** the client based on what they want) have a different fee structure.
- 1) normal session cost
- 2) A second, monthly charge to account for your communication, accountability, program updates, nutrition planning (if offering this), check-ins, etc., in between sessions
- Make up an official sounding name. Jon Goodman calls it a “Performance Plan” – but it can be anything. Relate it to your business or niche if you can.

Identifying Strategies to Transition to a Hybrid Business Model

Examples of a Hybrid Training Approach

- A client with some level of experience buys 8 sessions. For the first 4 weeks, they see you once a week. After that, they see you once every 2 weeks for the remainder of the sessions. At the end, they might buy more sessions OR want to transition to online training
- Another client wants to see you once per week, but wants 4 total workouts per week
- MAKE IT UP. As long as it fits within the constraints of your schedule, brainstorm with the client and present them with a plan that will serve them best based on the information they gave you

Identifying Strategies to Transition to a Hybrid Business Model

Develop an Online Training Package

- 2 key questions here:
- 1) What services are you offering?
- 2) How long does it take to do said service on average?

Identifying Strategies to Transition to a Hybrid Business Model

Develop an Online Training Package

- Services you can offer:
- Custom program/training design
- Nutrition Consulting
- Private community discord/facebook group
- **Any** assessments you might include in your training – body comp/strength/endurance/flexibility etc.
- Weekly email check-ins and support
- Text support (unlimited, respond w/in 24 hours, etc. You make the rules)
- Bi-weekly or monthly phone calls
- Something else that relates to your niche. My example would be Gameday Coaching – that is, traveling out to my clients' powerlifting meets (even out of state) and handling them for their competition. It could be hosting a monthly run or event – it could literally be anything

Identifying Strategies to Transition to a Hybrid Business Model

Develop an Online Training Package

- Develop 1-2 packages that include some of the services listed in the last slide. One package is meant to be a little less hands-on and affordable, and one might be a more premium option
- Example Package A: Monthly 15 minute phone call, weekly email check-in, custom training (updated monthly)
- Example Package B: Monthly 15 min phone call, custom training and nutrition, video technique review, text support (24-hour response time), weekly personalized check-in video
- Again, make it up. Make sure to account for the average time it takes to deliver each of these services and don't overpromise.

Identifying Strategies to Transition to a Hybrid Business Model

What tools do I need to deliver the service?

- A calendar. Google calendar or Calendly work great. This is for scheduling consultations or check ins
- Google Sheets or a Training App. Examples include Train Heroic, True Coach, PT Distinction, Trainerize, etc.
- Nutrition Tracking: MFP, Cronometer, etc.
- Google Forms or Jotform for your coaching application and intake form
- Payment Processor: Paypal, Stripe, Square, etc.
- If doing video review: Loom, Coach's Eye (or similar)

Identifying Strategies to Transition to a Hybrid Business Model

Where do I get my first online or hybrid clients?

- Keep this simple.
- 1) Current clients. Chances are you have a client *right now* that is more or less autonomous and knows exactly what you expect from them
- 2) Your network. Your network includes former clients, friends, family, acquaintances, co-workers, etc.
- Sit down and write a list of people that fit into each of the above categories.
- TALK TO 5-10 PEOPLE A DAY. EVERY. DAY. That's your assignment



Active 31 minutes ago



JUN 21, 2020 AT 9:25 AM

Hey man. How are you? I've been trying to check on all my old powerlifters - want to make sure you guys aren't homeless, haha. Hope everything is going well (or at least okay) for you right now.

JUN 21, 2020 AT 12:23 PM

Hey man! Besides the pandemic things are pretty good. Just trying to get back in shape after the quarantine. how about you?

JUN 21, 2020 AT 12:35 PM

Yeahhhh quarantine wasn't fun so I get that man. Still got a job and all that though?

I'm doing well man - I actually started up my own full time personal training business (in person & online) this last year which has been a little crazy but also awesome haha

Yea I work at a nursing home as a physical therapy assistant

Nice! What's the name of your business and are you still in Texas?

JUN 21, 2020 AT 1:36 PM

How crazy was that during quarantine? We're y'all like sequestered away or something? That's obviously a high impact population.

Josh Trammell strength & conditioning 😊 the name is primarily a front so I can open a business account and look official at the gym. Didn't want to overcomplicate things. And yeah, still here in Austin Texas. I'm an independent contractor out of a gym, so I have to do a lot more marketing and drum up my own business. Not bad just gotta hustle

JUN 21, 2020 AT 1:46 PM

Lol yea its crazy, no visitors are allowed, we have to get tested weekly and that's uncomfortable. So far tho we have been lucky and haven't had any positive cases yet.

That's awesome, i'd like to look into it, that quarantine hygiene regimen and motivation hard 😊😊😊





Active 31 minutes ago



Lol yea its crazy, no visitors are allowed, we have to get tested weekly and that's uncomfortable. So far tho we have been lucky and haven't had any positive cases yet.

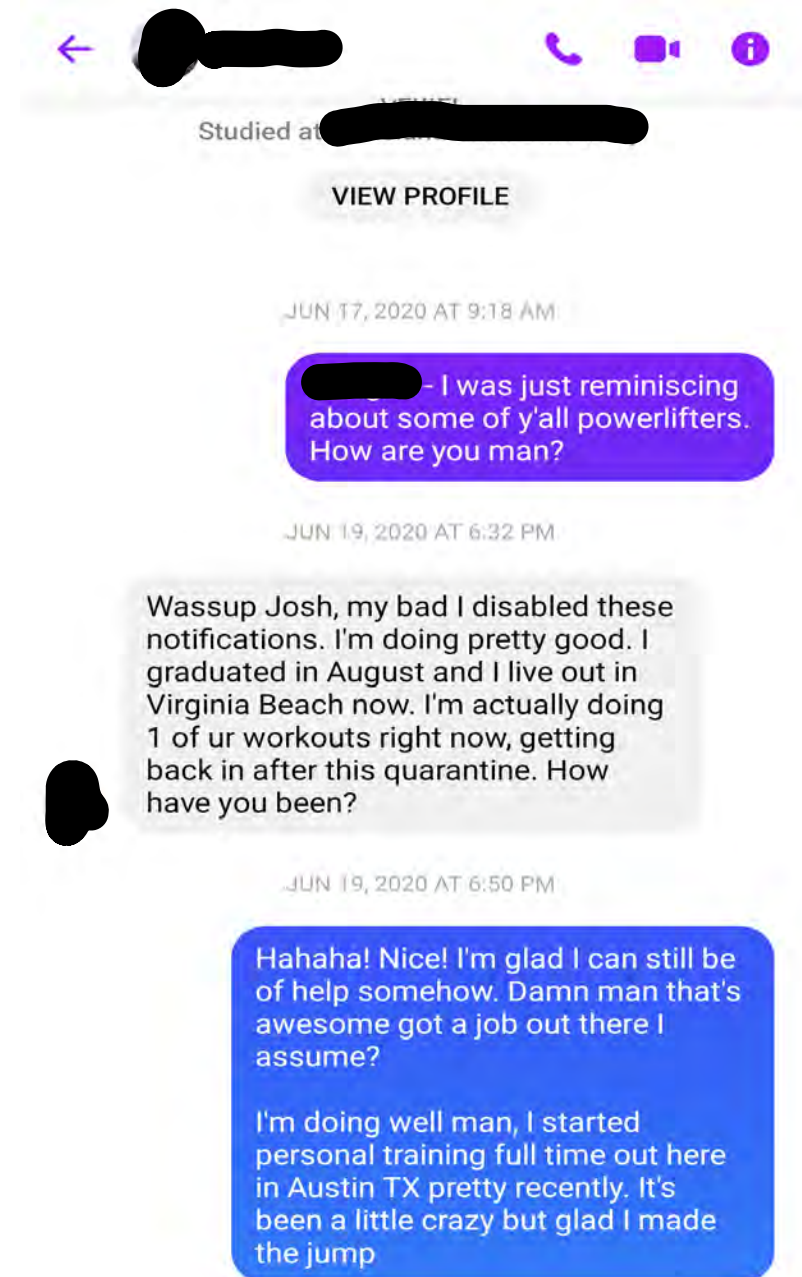
That's awesome, ill need to look into it, that quarantine hit my regimen and motivation hard 😂😂😂

JUN 21, 2020 AT 2:19 PM


And hahaha dude it wrecked pretty much everyone's  so that's not surprising. If you're serious I can send you the online options I have. Even if you don't want to if you have something you think you wanna do I can give it a quick look over and give you some feedback. Whatever floats your boat

JUN 21, 2020 AT 2:34 PM

 Yea send the online options please





JUN 19, 2020 AT 6:50 PM

Hahaha! Nice! I'm glad I can still be of help somehow. Damn man that's awesome got a job out there I assume?

I'm doing well man, I started personal training full time out here in Austin TX pretty recently. It's been a little crazy but glad I made the jump

JUN 19, 2020 AT 8:47 PM

Yeah, I'm an cyber engineer for the navy. That's dope, your customers found a great trainer. Your workouts were great. Its why I went back to 1 when I wanted to start working out again. Do you do non in person training as well

JUN 19, 2020 AT 9:15 PM

Sure do sir. Actually, most of my traffic and clients at this point have come from the online training I do so if that's something either you or someone you know is interested I can definitely help out



Someone you know is interested I
can definitely help out

JUN 20, 2020 AT 10:03 AM



Great, im definitely interested. How
would it work and what would be your
fees?

Develop and Target a Niche for your Business

Why Niche down?

- *Every* local personal trainer in your city likely has the same listing already: They can help with muscle building, fat loss, strength gain, endurance, etc etc
- Oftentimes, clients are looking for a specific result. If you can stand out by specializing in one or two things, they're much more likely to select you over someone who does everything
- Having a specific niche narrows your target market – you'll get less leads, but those leads will be pre-qualified and more excited to work with you

Develop and Target a Niche for your Business

Develop your Niche

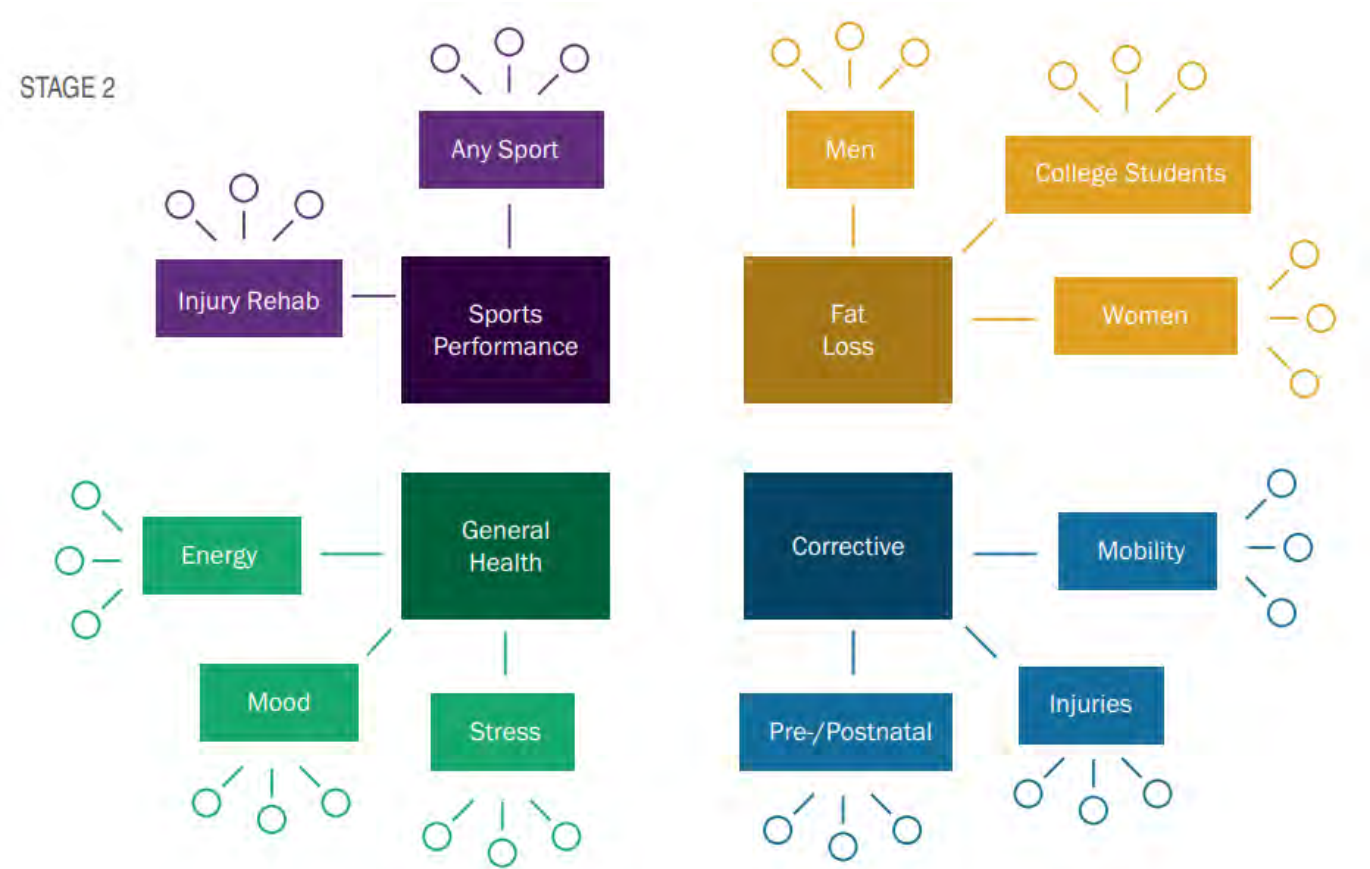
- Specific and/or narrow
- It needs to serve a population that needs it within your gym community (if targeting locally)
- What type of client keeps you up doing research at night? What type would you help for free?
- If you already have a decent client base: Survey or look at the demographics of your current clients. This includes: age, gender, training goal, common struggles listed, why they came to YOU specifically, etc.

Develop and Target a Niche for your Business



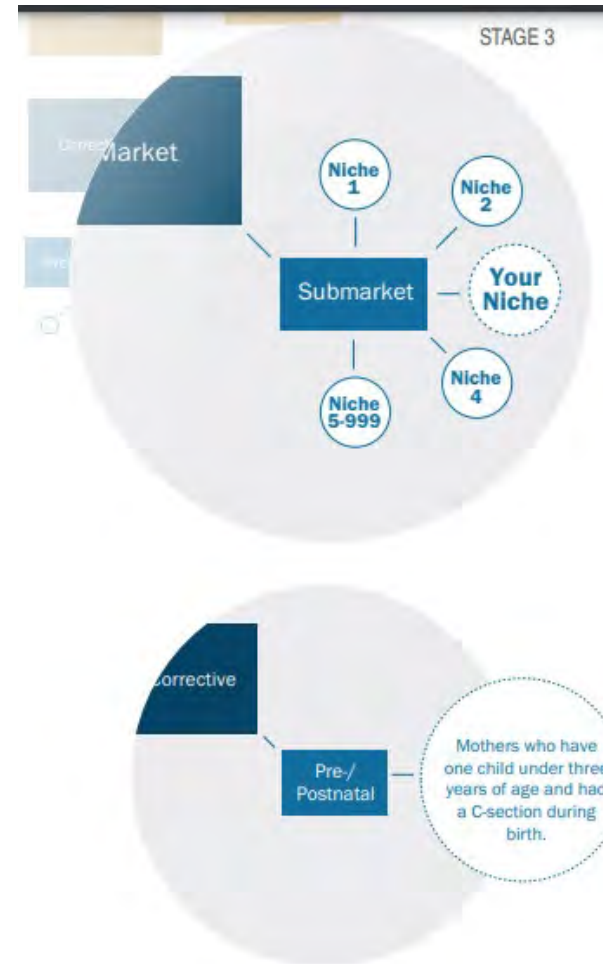
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Develop and Target a Niche for your Business



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Develop and Target a Niche for your Business

Elevator Pitch

- Step 1: I help _____ (ideal client or client avatar and description goes here)
- Step 2: with _____ (result here).
- Examples:
- “I coach lifters to get jacked, put 150+lbs on their total, & dominate the platform in 6 months”
- “Helping plant-based babes go from “skinny fat” to lean and strong without giving up beyond burgers & fries”
- “Parents come to me to stop yo-yo dieting, boost their confidence, get stronger, and lose weight for life”
- “Moms over 30 hire me when strict diets & brutal exercise don’t work”

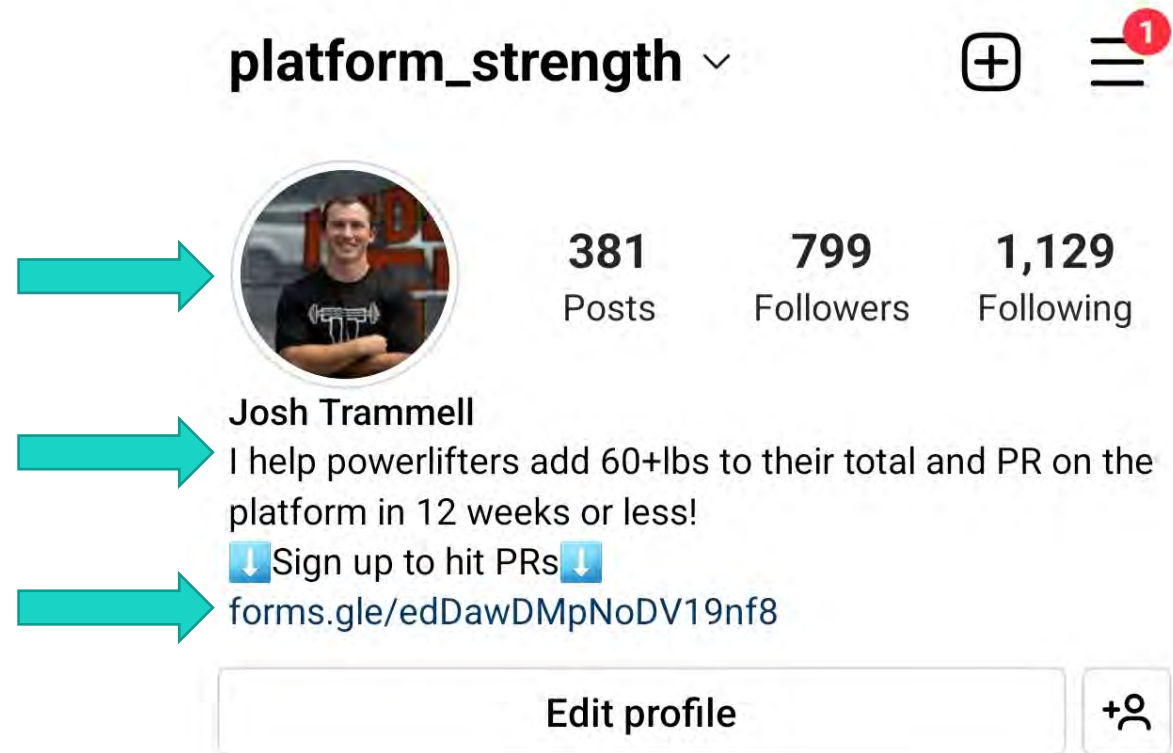
Develop and Target a Niche for your Business

Social Media Strategy

- The goal is **NOT** to become an influencer
- Your social media strategy is an extension of your in-person strategy – find the people within your niche, get to know them, and build relationships

Develop and Target a Niche for your Business


Update your Social Media Profile



The image shows a social media profile for 'platform_strength'. The profile includes a profile picture of a man, statistics for 381 posts, 799 followers, and 1,129 following. The bio states: 'I help powerlifters add 60+lbs to their total and PR on the platform in 12 weeks or less!' followed by a link to a sign-up form. Three teal arrows point to the profile picture, the bio, and the link. The 'Edit profile' button is visible at the bottom.

platform_strength ▾

+ ☰¹

 **381** Posts **799** Followers **1,129** Following

Josh Trammell
I help powerlifters add 60+lbs to their total and PR on the platform in 12 weeks or less!
↓ Sign up to hit PRs ↓
forms.gle/edDawDMpNoDV19nf8

Edit profile +o

Develop and Target a Niche for your Business

Posts



Develop and Target a Niche for your Business

Network Expansion

- There are literally millions of people online. How do you get people to follow you that might potentially buy your training?
- Pages to go to: Local gyms, other accounts that your ideal client might follow, some of your clients' friends, etc
- Try to follow 10-15 people a day. Find a post you can connect with them on, make a genuine comment, and follow.
- Most important: INTERACT with these people. Comment on posts, engage with them in their stories

Resources

- The Online Trainer Academy
- Jon Goodman - @itscoachgoodman
- Andres Allen - @disruptivestrength

