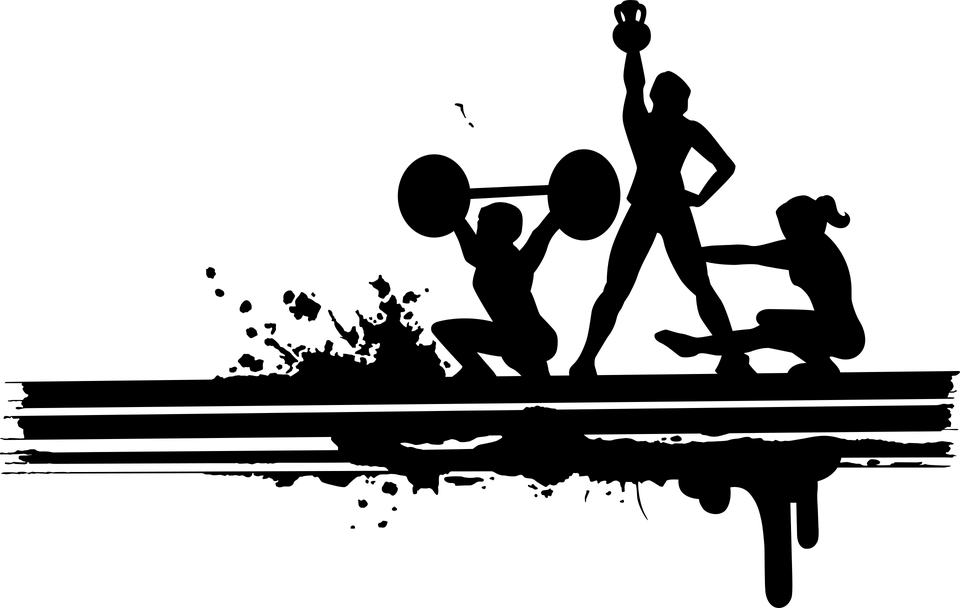
marketing and communication in fitness

Specialists in Fitness Education



1. Introduction

Module Marketing and Communication in Fitness is basic introduction in these two very important topics in any type of business and most definitely the important part of fitness business and community also.

Marketing is the most important link between the client and service provider, in our case, the fitness professionals. Through the information and different methods, it is his purpose to present our ideas, opportunities, special skills and most importantly to get our clients interested in our service or product. Through the marketing process our main goal should be to identify proper methods to present our information’s to our clients but on the other hand to define who is our perfect customer. In today’s world marketing is something that every business need to implement in daily routine to achieve certain goals and to increase profits.

Communication is also essential part of the job as a coach or personal trainer. It is a basic foundation for any type of relationship and in fitness business is sometimes called as crucial. Communication being the process of passing the information’s from one person to another in many different ways, verbal and non-verbal, is difference between getting to certain results and failing. It is a process that constantly changes and highly affects our fitness and life performances. As fitness and sports professionals delivering the best possible message to our clients is almost important as our fitness skills and knowledge.

1. Objective

The objective of this module is to offer the students and future fitness professional clear picture about the marketing strategies, methods and market definitions as well as the types of communication methods, behavior changes and psychology stages of the potential clients. The important part of the coach-client relationship is motivation and this module will also try to implement and explain some essential motivational strategies.

Upon the completion of this module the students will be able to identify their ideal customer and their avatar, decide the best methods and strategies to implement the marketing process and finally to transfer the best possible message to potential clients through marketing methods.

As fitness professionals and coaches the students will also be able to learn some communications skills and methods to help build the best possible relationship with future clients. While listening different chapters in this module students will learn how to recognize different stages of change, to determine goals for clients, to interview the clients through verbal and non-verbal communication and finally to build strong relationship based on trust and awesomeness of coaching principals.

1. Content
2. About this module
3. About the Instructor
4. What is Marketing?
   * 1. Advertising
     2. Promotion
     3. Publicity
     4. Public relations
     5. Sales

4. Understanding and defining your target market

* + 1. Ideal Customer
    2. Customer Avatar

5. Strategy and tactics

* + 1. Unique Selling Proposition (USP)
    2. Market – Target market
    3. Message – Message/offer
    4. Media – the vehicle for your message

6. Marketing Methods

7. Behavior change and Psychology

* 1. Stages of change
     1. Precontemplation
     2. Contemplation
     3. Preparation
     4. Action
     5. Maintenance
     6. Relapse

8. Motivational Interviewing

9. Goal Setting

10. Principles of adherence and motivation

i. Self-Efficacy

ii. Strategies

11. Motivational Strategies

12. Teaching and communication techniques in fitness

* 1. The Client- Coach Relationship
     1. Building rapport
  2. Awfulness coaching
  3. Awesomeness Coaching
  4. Emotional intelligence
     1. Self- awareness
     2. Self –management
     3. Social awareness
     4. Relationship Management

13. Connection and Connectivity

1. Useful links

* [Marketing methods | Sustain (sustainweb.org)](https://www.sustainweb.org/foodcoopstoolkit/marketing/)
* [How to define SMART marketing objectives | Smart Insights](https://www.smartinsights.com/goal-setting-evaluation/goals-kpis/define-smart-marketing-objectives/)
* [What is Marketing, and What's Its Purpose? (hubspot.com)](https://blog.hubspot.com/marketing/what-is-marketing)
* [1.1 Defining Marketing – Principles of Marketing (umn.edu)](https://open.lib.umn.edu/principlesmarketing/chapter/1-1-defining-marketing/)
* [What is Communication? Verbal, Non-Verbal, Types of Communication (toppr.com)](https://www.toppr.com/guides/business-studies/directing/communication/)
* [Strengthening Your Communication Skills with Clients - NASM](https://blog.nasm.org/newletter/strengthening-communication-skills-clients)
* [Better Communication for Better Client Results (acefitness.org)](https://www.acefitness.org/resources/pros/expert-articles/5936/better-communication-for-better-client-results/)
* [Top 5 Skills To Strengthen Communication With Personal Training Clients - Future Fit](https://www.futurefit.co.uk/blog/top-5-skills-to-strengthen-communication-with-personal-training-clients/)
* [The experience of motivation and adherence to group-based exercise of Norwegians aged 80 and more: a qualitative study | Archives of Public Health | Full Text (biomedcentral.com)](https://archpublichealth.biomedcentral.com/articles/10.1186/s13690-019-0354-0)
* [How to Set Fitness Goals You’ll Actually Achieve, According to Top Trainers | SELF](https://www.self.com/story/how-to-set-realistic-fitness-goals)
* [How to set fitness goals and crush them in 7 easy steps (mensjournal.com)](https://www.mensjournal.com/health-fitness/back-to-basics-establishing-your-goals/)
* [Top 10 Most Effective Marketing Strategies for B2B and B2C (weidert.com)](https://www.weidert.com/blog/top-10-most-effective-marketing-strategies)