Insider Secrets of Advertising and Marketing for the Successful Fitness Professional

.6 CEU's/ 6 CEC's

Whether a business owner or a personal trainer at a club this online workshop is for you. The business inside the business is a great program to utilize in order to market yourself and/or business more effectively. Maximize your advertising dollars and ensure your business success by learning the essentials of "scientific advertising" with author Tony Avilez. In this online course you will learn the foundational concepts of advertising and how to apply them to your fitness business. Topics include: advertising basics, salesmanship, mail order and print advertising, creating headlines, developing an effective marketing strategy and making yourself and your business stand out above the rest. Hands-on exercises will help you apply the lessons learned to your own business and assist you in attracting clients and generating income.

Required Workshop Text: Scientific Advertising

Students who successfully complete this course will be able to:

1. Explain the concept of scientific advertising
2. Develop effective advertising messages that reach their target market
3. Integrate psychology into their advertising campaign
4. Tell a story through advertising that captures attention and generates business
5. Discuss the pros and cons of negative advertising in the fitness industry

BIO:
Tony Books Avilez, CSCS BS in Marketing. Tony has been a trainer since 1996 and is certified by The National Strength and Conditioning Association as well as American College of Sports Medicine. He has been recognized by the Fitness Hall of fame as one of the top trainers in the nation. He owns and operates The Body House personal training studio on Staten Island and is the author of seven books.

Course Fee: $195