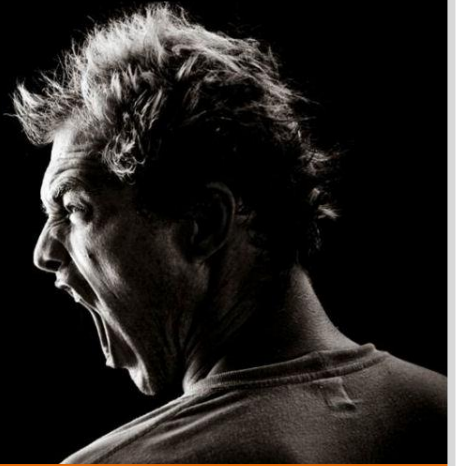


# ISH-U



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## What's hot for 2012?

Wow its 2012! That's like living in the future man!

This is going to be a great year for PT's but there will need to be some re-structuring around the way we do business. Our market is becoming more diverse and potential clients are very much aware of how many fitness options they now have available to them. There are 3 main trends I believe you will see develop over this year and if you implement them you will be building a stronger foundation to your business.

The first is **Price Transparency**: For those of you who are members of my website or heard me speaking last year will understand that term already. For Many trainers, price is something they hold onto tight and never let it get out until they have to and even then it's a reluctant tell, or it's released on a client like a hungry cougar (the wild cat, not the horny woman in her 50's). Price transparency is simply having your price out there for people to see or find if they wanted to. I have seen some great research lately that indicates that a lot of people who would in fact like a PT simply don't take it further because they don't know what it costs. They have heard stories about the price PT's charge ranging from \$50-\$120 per hour but how do you get the right trainer at the right price? What if I want a PT and I am prepared to spend \$60 but I get a \$120 one and then they keep trying to sell me until I have to swap gyms and phone numbers just to avoid them. I feel that if PT's are nervous about what they charge then it's most likely because they should not be charging that rate. Price transparency is about not being afraid of your price and prequalifying your potential clients. I would have no problem at all doing a free session for someone who already knows what I charge, when I'm available and contacted me about a training session.

The next one is **Packages**: or maybe I should correctly say "The return of the package!" (Insert your own ominous music here). Packages are making a comeback, but unlike high wasted jeans that are also making a comeback, it's a good thing. Packages are part of price transparency; they are about a set price for a set service with an end date. Most of us who started being PT's years ago in the good old, bad old days all started with packages,

then in the early 2000's we went to options around frequency, but like kettle bells and circuit training, packages are making a strong return. The packages you should be looking at developing are a starter pack that someone can buy to try or get a programme and packages around a set amount of sessions or a result.

The last one (in this newsletter anyway) is **Try me before you buy me**: It's pretty simple really, but people want to be able to try you out without feeling they will end up in a high pressured selling environment. A lot of people who would like a PT never approach one because of the perception of a hard sell. Relationship selling is a term you should get used to hearing as you will hear it a lot through 2012.

## WHAT'S HOT THIS MONTH ON ISHCHEYNE.COM

### PROGRAMME: **THE HIT**



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