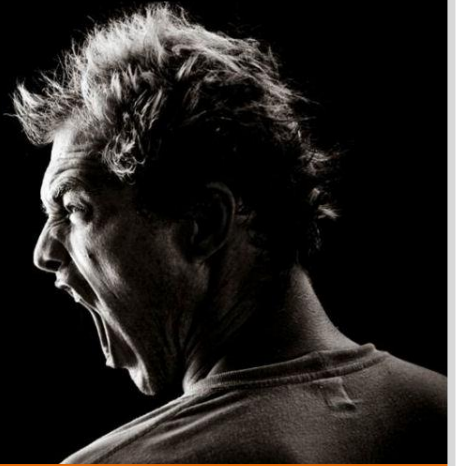


ISH-U



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DEFINING YOUR MARKET

How many times have you heard a trainer say, "I don't specialise in anything, I train everyone!" That's kind of like saying "my favourite food is sandwiches", it's not very specific.

Let's say I have two leads to give out and two trainers to give them to. I ask who wants what lead? Trainer one says "I don't care I train everyone". Trainer two says, "tell me about each lead and I'll choose the one that fits me best", then the other trainer can have the lead that's left.

So which trainer are you? Hopefully you would be the second one and if that being the case, what then are the types of things you would recognise in the description of the lead to make the best choice?

In order to make the best choice you need to understand what you do best and who wants to train with you because of that. There are a multiple of ways to start defining your market, the first is to look at who you already train and what they all have in common. As our businesses start to grow we automatically start to attract a target market, it's just that at the start we don't recognise it. We just see clients in our business, but they will often all have something in common. Similar goals, similar jobs, similar ages, there will be a reason those people are training with you and you need to recognise what that is.

The reason that this is so important is if you know who trains with you and what type of person they are, then you can find more of them by marketing to others like them.

A good example of this type of marketing is; If you decided to do a mail drop to two hundred houses around your area, with an offer for training and a testimonial of a client who lost weight, you may get a small response for your efforts, because chances are someone in the two hundred was interested.

Spending time promoting yourself and your service is crucial to your businesses success, but if the time (and money) is spent on promoting yourself to the wrong people, then that's just not smart business.

If you would like more information on this topic, you can join IshCheyne.com for a \$9 60 day trial and get the full audio experience.

WHAT'S HOT THIS MONTH ON ISHCHEYNE.COM

PROGRAMME: **COMMANDO**

This month's programme is an action packed indoor or outdoor workout that will push you and your clients to get results.



EDUCATION: **DEFINING YOUR MARKET**

Don't waste time and money marketing and promoting yourself to people who are not interested in training with you. This month's audio will explain how to find the right clients quickly

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