



## Fitness Marketing Mastery

### How is Working with Debra Atkinson Different?

As a full-time fitness professional for 37-years, I've owned my own no-overhead training business, managed group fitness and personal training for private businesses, taught emerging fitness professionals in kinesiology at a university, presented internationally since 2000, authored articles and courses for major industry associations. I've been a master trainer for instructors and trainers since 1995 and a fitness business coach and consultant since 2000, all the while paying my bills and taxes with my fulltime fitness career.

After 29 years of successful fitness career, I wiped the slate clean, quit everything else and started an online digital business. I rebuilt so that I'm making 12x a month what I once was.

If you're a health coach or fitness trainer, I have probably been in your shoes.

**But those are simply titles that wouldn't matter without the pivots I've made since the pandemic to grow 37% in 2020 and start 2021 54% improved over first quarter 2020 (pre-pandemic).**

Because 37-years of experience and a pile of authored books does not matter if you can't apply them to post pandemic times. My #1 mission right now is to help you thrive in the way that is possible *thanks to the pandemic*, because of the *opportunities provided by the pandemic*.

Whether you train in person, coach by teleconference, have an online course...

**the way you get and keep clients from now on is going to depend largely on your message, how you deliver it, and the quality of your communication.**

A prospect has the world to choose from. If a trainer from Iowa (or Boulder, or Scottsdale) can work with clients from Italy, Trinidad, Australia, and Canada in a typical day, then the customer across the street is no easier for you to get than it is for a trainer around the world.

**Your brand, message, and mission are going to matter more than ever.**

I don't just offer you a blueprint and scripts. I teach you how you make them unique, distinct, and branded.

I don't just teach you how to get more prospects or sales. I tell you what to do next.

Does the workout your client does today make a difference based on what they did yesterday or will do tomorrow? Your prospect's journey is exactly the same. Few fitness & health coaches think enough about the customer they serve best to extract the 3 unique message that work best to first get, then keep, and attract more. When you can do that, you have a system.

**I'll teach you how to:**



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- Assess your current system and find the gaps or leaks
- Measure what matters
- Create your unique message & mission
- Create an irresistible lead magnet
- Avoid sleazy, pushy, salesy and feel good about your message
- Market for 2021 and beyond
- Stand out among the noise online today

**I'm not your marketing Band-Aid. I am a fitness marketing surgeon.** If you have a website, social media accounts, and email manager, you have a start. I'll teach you how to review and revise these tools so that you send the right message at the right time. I'll help you avoid turning it over to someone else until you know how to manage it for results you want.

### Whether you need:

- More qualified leads
- A higher closing rate for your consultations
- Better engagement on social media
- Systems to manage a team of trainers or coaches
- Increased profit margin
- How to create a unique brand identity
- Ways to make more money in less time
- To safety-proof your business with legal and tax strategies
- Systems for training women in midlife and beyond
- Media training (for local or national spots, podcasts, and summits)

My course, business masterclass series or mastermind are here to serve you. I continue to coach but only a limited number of private clients by application, only.

### What students, clients, and mastermind members say:

*"I followed Debra's suggestions and the first client I saw I signed a year automatic withdrawal!"* –Sheila Ray, ReformingU

*"The course was clear and easy to follow. The information about hormones is invaluable to me and I appreciate getting this information from a trusted, very experienced and educated source in Debra Atkinson."* Linda Wilson, Embracing Fitness Food & Life, AU

*"Comprehensive, thorough, a treasure trove of information. Exactly what I needed to supplement my generic health coaching knowledge. The Masterclass stuff is SO very helpful too!!! I plan to work through all this sequentially because previously I've been all over the map."* Debbie Thompson, Debbie Thompson Coaching

*"This course was very valuable to me and my coaching business. It helped me to gain in depth knowledge to help educate and inform my clientele in a better and more proficient manner."* Jennifer Shaver