



101 Personal Trainer Marketing Secrets: Get More Clients. Make More Money. Keep Doing What You Love

Joe Cannon

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Are you a personal trainer who can't make a living?

You're not alone.

That's because most fitness certification exams don't teach people about how to get clients, keep clients or make money.

Joe Cannon has been 100% self employed since 2002. He accomplished this not by being a "sales person" but rather by implementing ideas such as those he describes in this book.

In 101 Personal Trainer Marketing Secrets, Joe Cannon will share with you techniques and concepts that he and others have used to get clients and make more money in the fitness industry. This book is not just a bunch of ideas. Rather, Joe has a heart-to-heart talk with you, showing you exactly how to get clients in ways that don't sound like you are trying to sell someone.

Just some of the things you will learn in this book include:

How to get on TV.

How to get clients in your own neighborhood.

How to get quoted in magazines.

How to use a popular free tool to get clients - and do it the right way.

If you work in a gym or are self employed, 101 Personal Trainer Marketing Secrets, will be one of the most useful books you ever read.

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Annette Spafford:

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