



#ideapti

# Utilizing Technology to Grow Your Revenue

Presented by Lewis Agnew – My PT Hub, COO

# Hey 🖐️

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COO

Co-founder of My PT Hub

Architect of the digital feature set within My PT Hub.

10 years Personal Training experience

8 years SaaS Business Operations



The All-In-One Software for Coaches,  
Personal Trainers and Clubs.



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# Utilizing Technology to Grow Your Revenue



# 8 Topic Areas

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The 4 P's &  
Business  
Model

Memberships

Digital  
Products

1-1  
Coaching

The Value  
Ladder

Knowing Your  
Audience

Growth  
Strategy

Putting  
Everything  
Together

In this context...

You are a business, NOT a Personal Trainer.  
You need to think like one.

Always carve out time to work ON your business, not just IN your business.

So... Who are you?



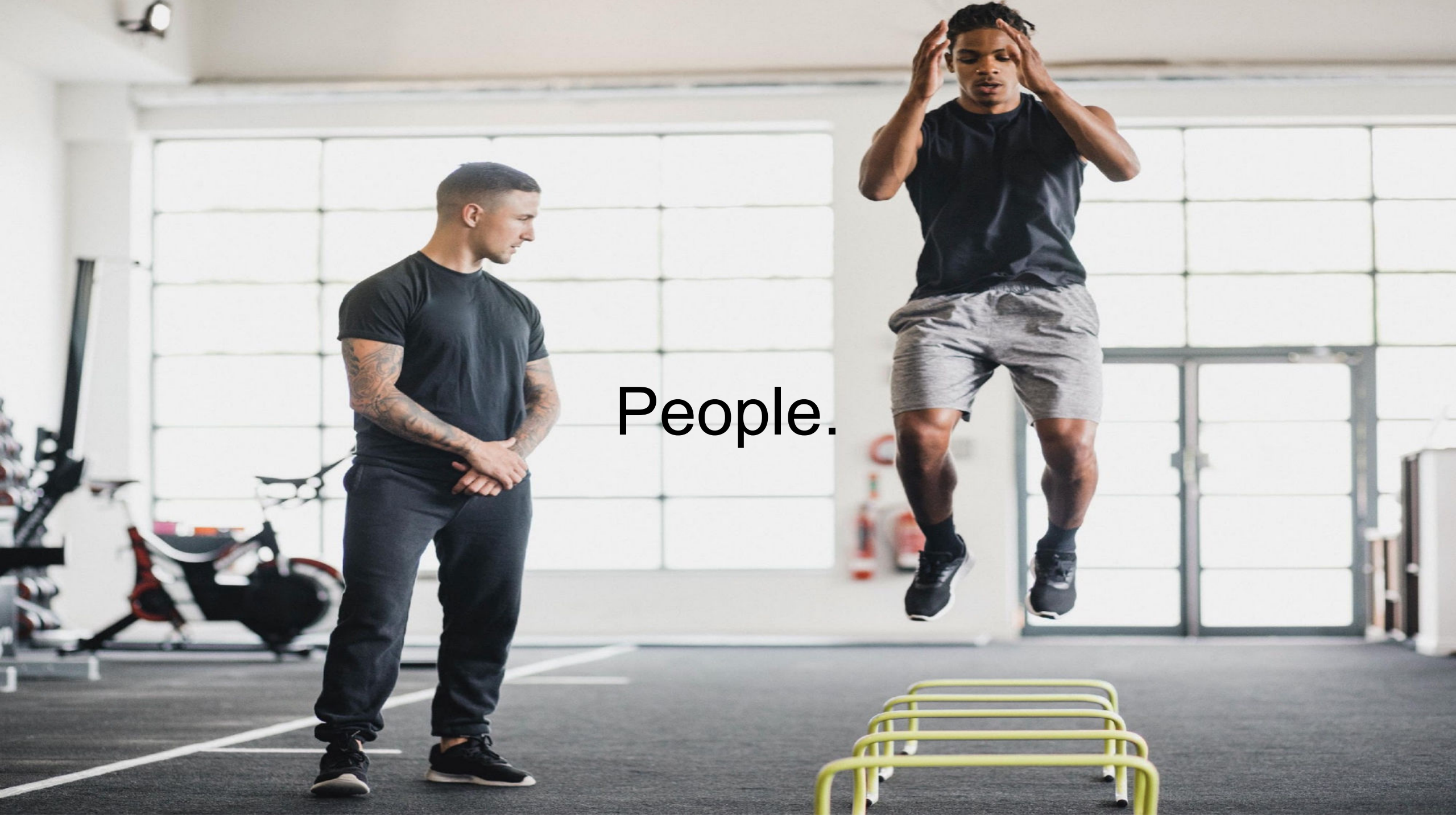
# The 4 P's of Business.





Passion.





People.

A full-page photograph of a muscular woman with dark hair tied back, wearing a black sports bra and black fingerless gloves. She is sitting on a white surface, leaning forward with her arms crossed, looking directly at the camera with a serious expression. The background is a plain, light gray.

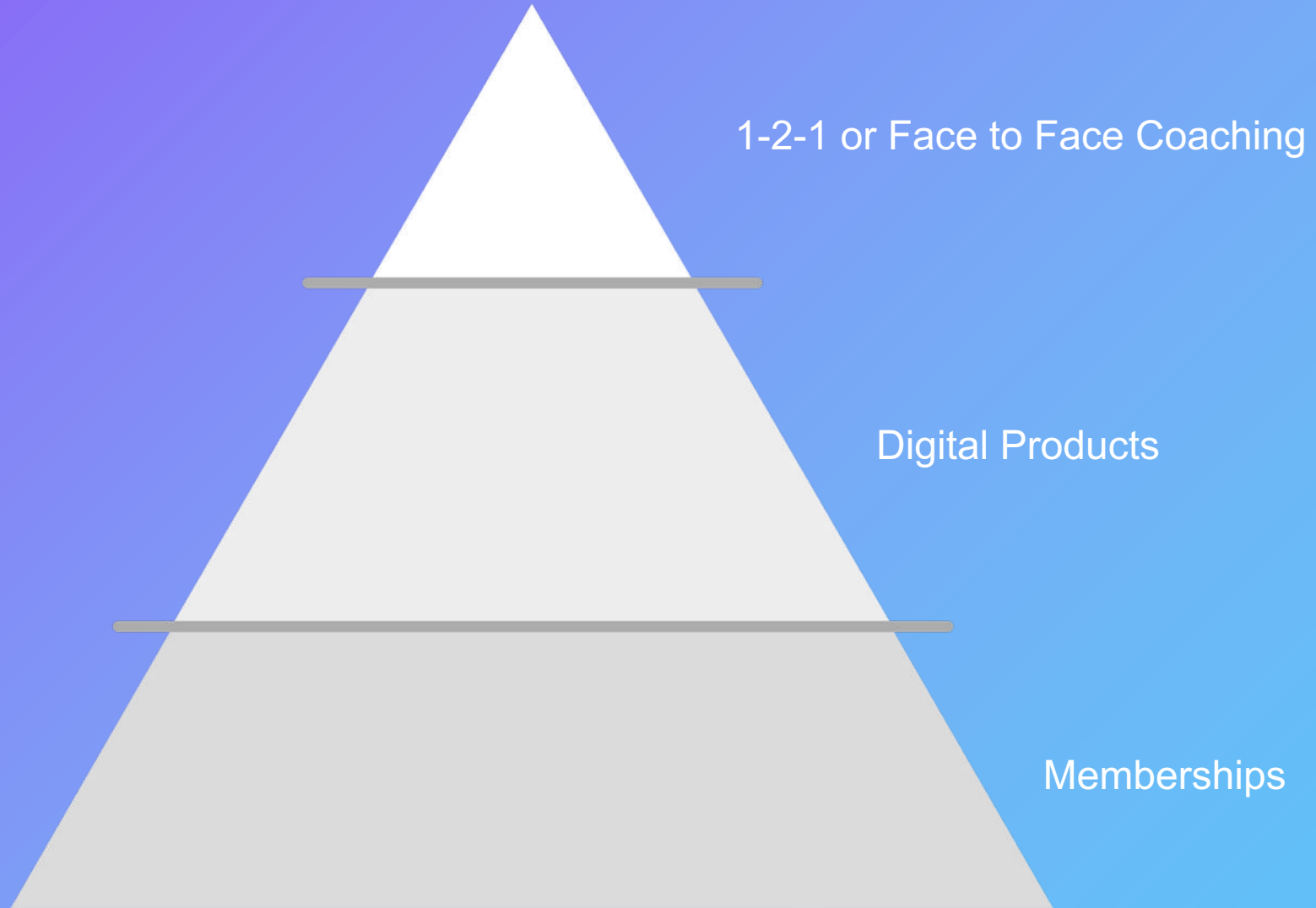
Problem.





Product.

# The Trainer Business Model.



Memberships.

# What are Memberships?

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Memberships help to add additional layers of security to your fitness business.





# What are Memberships?

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Scalable

Evergreen

Typically...  
Lower cost option



# Memberships

The Amazon logo, featuring the word "amazon" in a white, lowercase, sans-serif font with a white curved arrow underneath it, set against a solid orange background.

amazon

The Apple Fitness+ logo, featuring the Apple logo followed by the text "Fitness+" in a black, sans-serif font, set against a white background.

Apple Fitness+



# Benefits of Memberships.

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**Recurring Revenue.**

# Benefits of Memberships.

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**Solid Foundation**

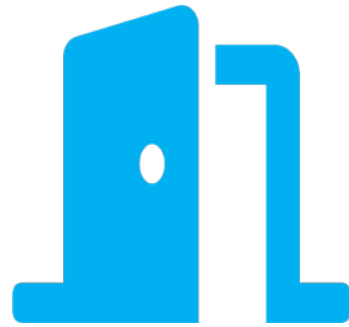
# Benefits of Memberships.

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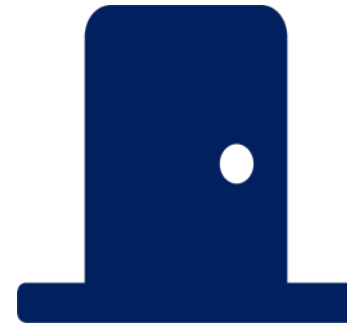
**All Digital. Limited Overheads.**

# Membership Growth Tactics.

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**Open**



**Closed**

**Door Strategy**

A woman with curly hair tied in a bun is lifting a dumbbell in a gym. The image has a purple tint. The text "Membership Growth Tactics." is overlaid at the top.

Membership Growth Tactics.

Founder Special.






Membership Growth Tactics.

Free Trial.


Digital Products.

# What is a Digital Product?

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Digital Products can be delivered  
and used by customers without you  
being there.



# Digital Product Examples.

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12 Week Fat Loss  
Program

10 Week Muscle  
Building Program

4 Weeks of WODs

4 Week Mobility  
& Stretching

Evergreen or Seasonal / Campaign based?

# Offering Digital Products.

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## **Campaign Based.**

**A structured thought process, based around product delivery.**

**There is a start and a finish.**

# Offering Digital Products.

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## **Evergreen?**

**The shop front of your business.**

**Your customers can buy whenever they feel like.**



# Offering Digital Products.

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## Special Offers.

**Using seasonal trends to offer exclusive discounts to your customers.**





1-1 Coaching.

# 1-1 Coaching.

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The highest service you will offer as  
a personal trainer or coach.



# What To Offer With Your 1-1 Coaching?

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How to offer your 1-1 coaching.



A man and a woman are sitting on a gym floor, facing each other and giving a high-five. They are both smiling and appear to be celebrating. The woman is on the left, wearing a dark sports bra and leggings. The man is on the right, wearing a dark tank top and leggings. The background shows a gym with large windows and some equipment. The entire image has a purple tint.

Personalized  
Service...  
Obviously!



A woman with long dark hair tied in a bun is sitting at a white table outdoors. She is wearing a grey top and white earbuds, smiling and waving her right hand towards the camera. In front of her is an open silver laptop. To the left of the laptop is a white coffee cup on a saucer with a spoon. A smartphone is also on the table. The background shows a blurred view of trees and foliage. The entire image has a blue tint.

Video Calling.





Limit Spaces  
20/30 Clients.



A man and a woman are in a workshop or studio. The man, on the left, is wearing a dark hoodie and is pointing at a clipboard held by the woman. The woman, on the right, is wearing a light-colored sweater and is smiling. They are standing behind a wooden workbench. In the background, there is a large window with a grid pattern, a leather tufted sofa, and a rack of clothes. The entire image has a reddish-pink tint.

Waiting List.

# Market 1-1 Coaching.

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Market via your Memberships and  
Digital Products.



The Value Ladder.

# What is the 'Value Ladder'?

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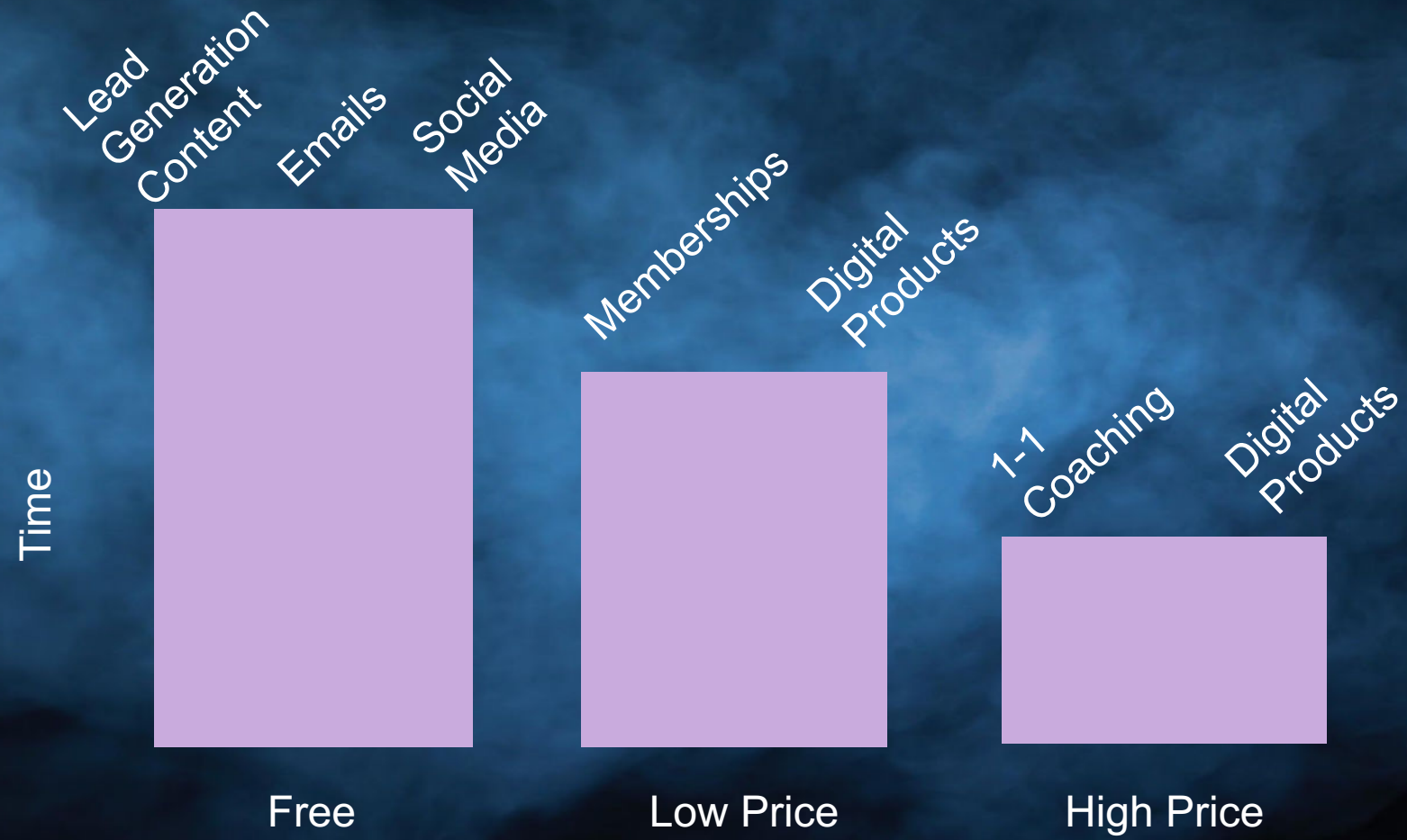


How you structure and place your products within your business.





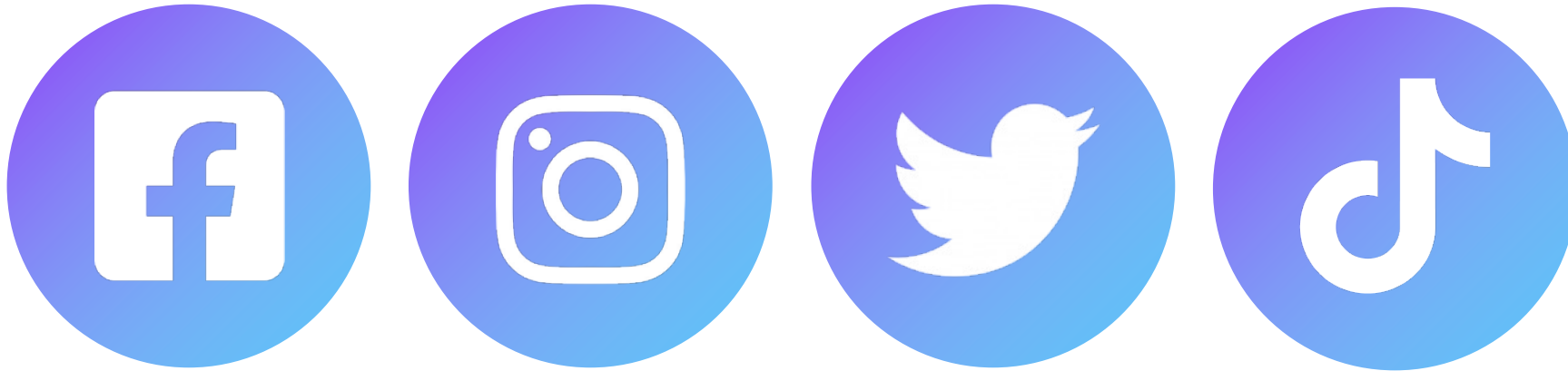
# The Value Ladder.



Knowing Your Audience.

# Social Media Platforms

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The background of the slide features a light blue gradient with a soft, circular glow in the center. Overlaid on this glow are several 3D, light blue text elements representing social media actions: 'like', 'follow', 'tag', 'share', and 'social'. These words are arranged in a circular pattern, with 'like' at the top, 'follow' to the right, 'tag' in the center, 'share' to the left, and 'social' at the bottom. The text is slightly blurred and has a subtle shadow, giving it a floating appearance.

# The STEPPS Model

By Jonah Berger.



## **Social Currency.**

**People care about how they look to others.**

**They want to appear 'cool', smart and in the know.**

**For example: Sharing and tagging.**



## Triggers.

Top of mind is tip of tongue.

What things do your audience know you for?

Things that you like and dislike, outside of the gym.



**Emotion.**

**When we care, we share.**

**Inspire. Motivate. Laugh. #thinkpositive**



**Public.**

**Leave your mark with your branding so they know it's you.**

**Your brand, is your business's DNA.**

**Keep it consistent.**





## **Practical Value.**

**Useful content that can easily be shared.**

**For example, recipes, nutrition, education, exercise techniques.**

**Link to a Digital Product.**

**For example, recipe examples for a fat loss program.**

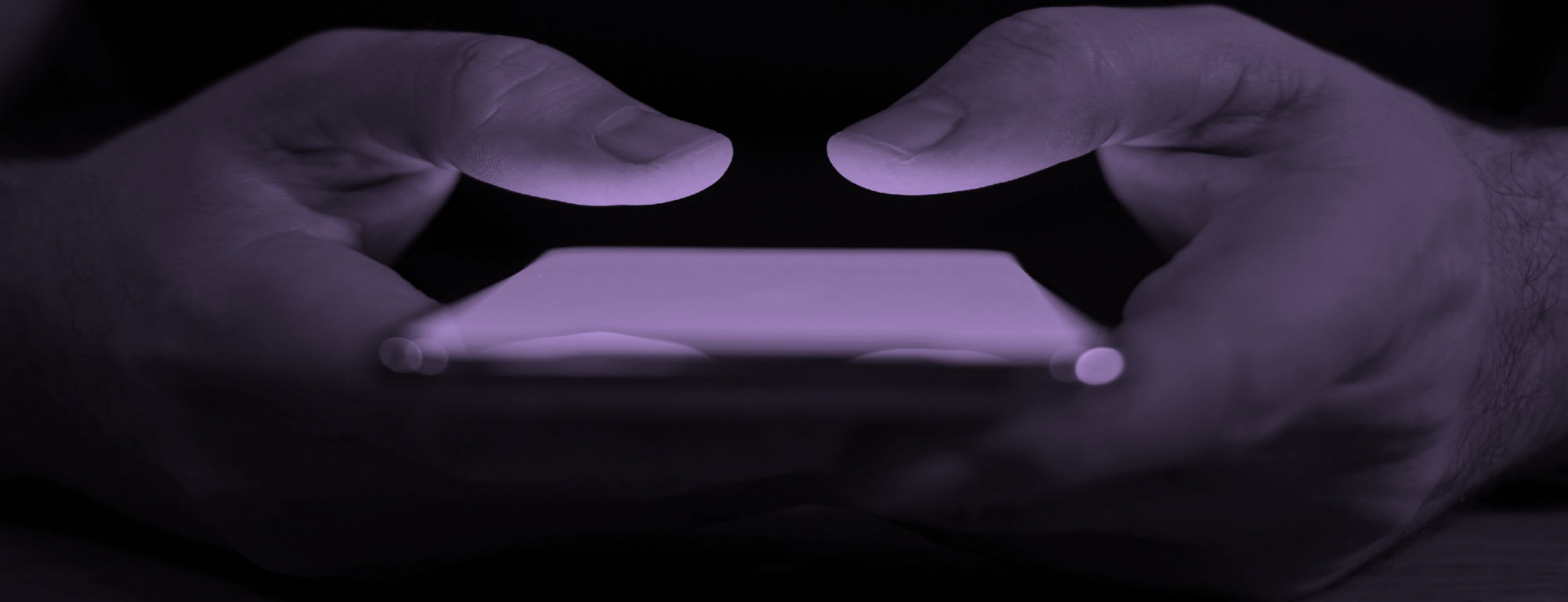


**Stories.**

**Create stories, narratives and parables for your business and brand.**

**Stories are memorable, it's what people talk about.**

Post content that complements your  
growth strategy.



Growth Strategy.

# Creating A Growth Strategy.

1. Market Research

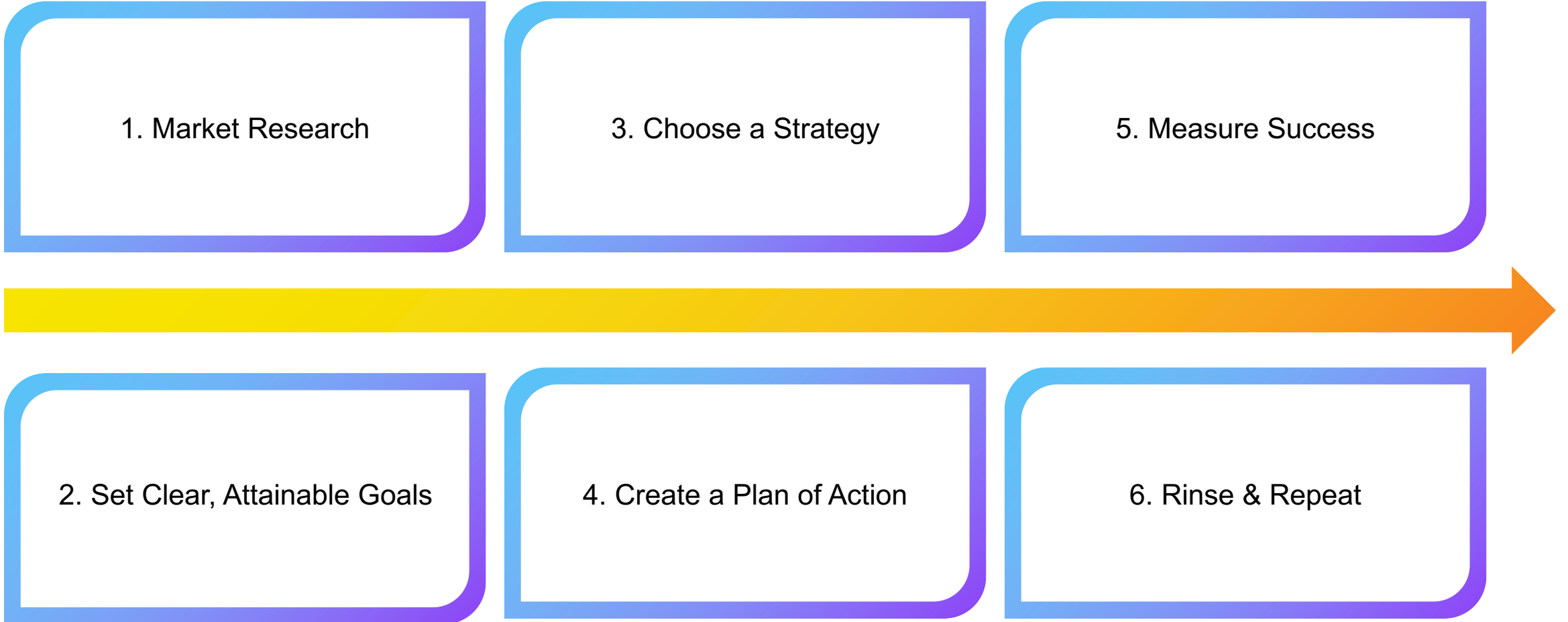
3. Choose a Strategy

5. Measure Success

2. Set Clear, Attainable Goals

4. Create a Plan of Action

6. Rinse & Repeat





# Growth Strategy



Putting Everything Together.

# Primary Focus

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## Memberships Strategy.



Free Trials

Drive lead generation initiatives to a Free Trial.



Promote  
Bi-monthly

Offer to clients who complete your Digital Products?



Reduced Price  
For Set Time  
Periods.

Open / Closed Door marketing tactic for specific memberships

# Secondary Focus

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## Digital Product Strategy.



Promote At  
The End Of  
The Month.

**PAYDAY BABY!**



Time Based  
Discounts

Drive urgency to enrol on  
your program!



Not Always  
Available?

Generate 'hype' with both  
time restrictions and a  
strong community feel.

# First Action.

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## 1-1 Coaching Strategy



Limit client  
numbers (20/30)

This is to ensure quality  
of service to 'highest  
paying' clients.



Exclusive

Keep this as the 'Gold Standard'  
and not always accessible due  
to limited spaces.

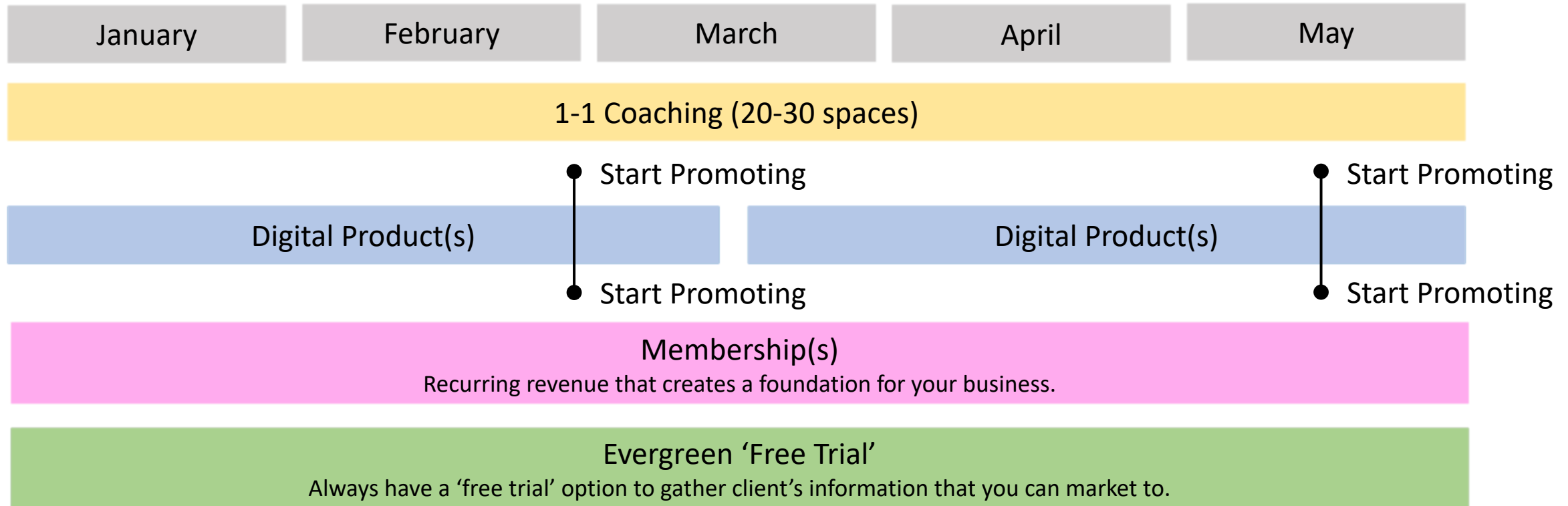


Waiting list is  
always open

Create a buzz and  
maintain interest in  
your service.



# Timeline Roadmap.



# Summary

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The 4 P's &  
Business  
Model

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Digital  
Products

1-1  
Coaching

The Value  
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Knowing Your  
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Putting  
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Thank You.