

ASTRA IMPACT

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10

SECRETS OF RUNNING A

**SIX FIGURE ONLINE
FITNESS BUSINESS**

Fitness trainers around the world are making **six-figures** in their online fitness business.

They've figured out the power of social media and are using it to bring in new clients to their business and grow their company in ways they never could before.



The tips included in this guide are used by some of the worlds most successful fitness trainers, to grow a business with hundreds of customers paying a monthly subscription.

If you want to grow your online fitness business, but feel like...

You don't know **how to get followers**
You don't know **how to turn them into clients**
You don't know **how to structure your business**

This guide is going to show you how.

Ready to learn how to scale your online fitness business?

The first step is to grow the number of followers you have so that you can turn them into clients.

Let's get started.



Getting Followers

Let's be clear—you don't need 100,000+ followers to make a full-time living as an online fitness trainer. At **Astra Impact**, we have trainers with 4,500 followers making \$25,000 per month.

You don't need a lot of followers but you do need some. The amount of followers you need just depends on your initial goal for your business. For example, your initial goal might be to make \$10,000 a month as a fitness trainer online. Once you've reached that goal, you'll continue to move forward so you can make \$15,000 a month, \$20,000 a month, etc.

The key to getting followers on social media is in one word: **consistency**. You want to **post content on a daily basis**, both feed posts and stories. You need consistency because this is how your followers are going to get to know you. They'll be able to see who you are, what your workouts look like, and what you eat. Your content will become a source of education and inspiration for them—teaching them new workouts followers can try at home and showing recipes they haven't tried before.



This consistency will start to build a relationship between you and your followers. In marketing, there's a **Know, Like, and Trust** Factor that every business needs to foster with people who are interested in their product but haven't bought it yet. These people need to:

Get to know the business, so they can decide they like them, and then trust them enough to give them their money in return for a product or service.



Why Do You Need To Post Consistently?

Think back to your relationship with a company—you didn't see one Facebook ad and click-through to buy their product without a thought about the legitimacy of their product, profile, and website. No way—instead, you looked at the quality of their ad, how professional their Instagram profile was, and if their website seemed to match the professionalism and aesthetic of their product.

Once you'd figured out all of those things...you might have even decided that you weren't ready to buy yet. **Why?**



Because you don't know these people yet. To get to know them, you can follow them and start to see more of their content. You can get familiar with their brand (in your case, that's YOU!) and start to get that internal feeling that you connect with their bigger mission.

That's when you choose to buy their product. And that's why you want to create **consistent content** for your followers.

The more content they see from you, the faster and easier it will be for them to decide that they want to train with you.

They'll see your yoga routine or HIIT circuit and think, "Wow, I want in on that!"

They'll watch you cook your breakfast, lunch, and dinner and realize those are the meals they've been wanting to incorporate into their weeks

They'll listen to your mindset and perspective and feel connected to the way you view health and fitness

And then they'll decide that you're the online fitness trainer they want to work out with.



Steal These Content Ideas

As a fitness trainer, you have so much content available to post. You want to make sure that you're in this mindset—every day you have **at least four** things you can post about:

1) Your **WORKOUT**

2) Your **BREAKFAST**

3) Your **LUNCH**

4) Your **DINNER**

Add in your snacks, wellness routines (like meditation or breathwork), and behind-the-scenes content and you have more than five topics to post about DAILY!

Your content needs to be a **direct reflection of your training program**. For example, if you're a strength training fitness trainer—your content should be about strength training and eating for building large amounts of muscle. If you're a yoga teacher, your content will show daily yoga routines and meditations and the healthy meals you're eating.



Steal These Content Ideas

Here are some ideas for **workout content** you can post:

Upper body workout for beginners
Ankle weight workout
15-minute upper body workout
Beginner full-body workout
30-day squat challenge
Recovery routine with a foam roller
At home bodyweight workout
Medicine ball workout
10-minute cooldown
Fitball workout
Quick legs workout
Full-body warm-up
Ab circuit
5-minute ab workout
Bench workout
Outdoor arm workout
Alternative exercises for injuries
Arms and ab workout
Recovery band cool down
Upper body challenge: Chin up progression
Postpartum workout



Alright, now that you know why you need to post consistently and what to post about—**let's get you some followers.**



Where Do The Followers Come From?

Growing a following on Instagram, Facebook or YouTube can definitely be a difficult task, if gone about the wrong way. While these platforms can be deemed as saturated, there's something that should always be remembered.

Let's look at Instagram. It's Instagram's job to get a user to stay on that platform for as long as possible. They get paid when users scroll past ads (impressions) or click on an ad (conversions). This means that they want to **promote great content** that their users are loving because this keeps their users on their platform and makes them more money.

If you play by this game, you'll be able to grow your following. You just need to **make sure that your content is serving your audience**—which it will be. Your audience wants to know:

How you workout

What you eat

Anything else about your lifestyle you're willing to share

Your followers will value this content. Now, you just need them to **interact** with it so Instagram knows they like it.



Where Do The Followers Come From?

Ask Followers To Comment On Your Posts



For example, you'll want your Instagram followers to **like** your posts and **comment** on them. This means that you'll post your content and ask your followers to like and comment on your posts. You can ask them questions in your caption like,

"Hope you like my burger recipe—let me know in the comments below what recipe you want me to post about next: my healthy-version of a sloppy joe or my low-carb shepherd's pie. I'll post whichever recipe you comment about the most tomorrow!"

Each time somebody comments saying, "DEFINITELY the shepherd's pie, I haven't had that in YEARS!!" Instagram sees your followers like your content. They'll make sure that follower continues to see your content, and a similar follower (same demographic, location, interests) will see your content on the Explore page.



Where Do The Followers Come From?

Comment On Other Account's Posts

Now that your account is set to get engagement from your followers, let's create an active approach to getting more followers. This is all going to come down to **seeking people** that would be interested in your training program and **interacting** with THEIR content.



For example, let's say you're a vegan bodybuilder. You can search on Instagram for the tag #veganbodybuilder and find accounts that are posting recipes for vegan bodybuilders, tips for vegan bodybuilders, etc. Interact with those accounts, as well as the people who have liked those posts by going to THEIR account and commenting on their photos.

You can do the same for vegan recipe accounts, vegan influencer accounts, bodybuilder accounts, strength training accounts, etc. **Here's what you'll do:**

Go to these accounts and interact with their posts by commenting thoughtful, valuable responses

Go to the accounts who have commented on the post and comment on their newest photo a thoughtful, valuable comment



Where Do The Followers Come From?

Comment On Other Account's Posts



Let's say that you're on an Instagram account for vegan recipes. They post a new photo of a vegan burger recipe. You'll comment on that post and say,

"Damn this looks good. My fitness clients loveee burgers and it's always awesome to show them they can get their protein without eating meat. If I were making this, I would add $\frac{1}{2}$ cup of chickpeas so I can bump up the protein on it—that way I know my body's getting enough protein to handle a hard workout the next day."

A comment like this shows who you are and your expertise. Someone that reads it knows you're a fitness trainer and that you have experience creating meal plans with vegan burgers that still have enough protein for hard workouts.

Anyone that reads your comment and is interested in "hard workouts" (ex. Bodybuilding) is going to want to learn more about you. They'll click on your profile, look through your content, and realize that you're always posting about workouts, recipes, and more.

Boom! You just got a new follower.



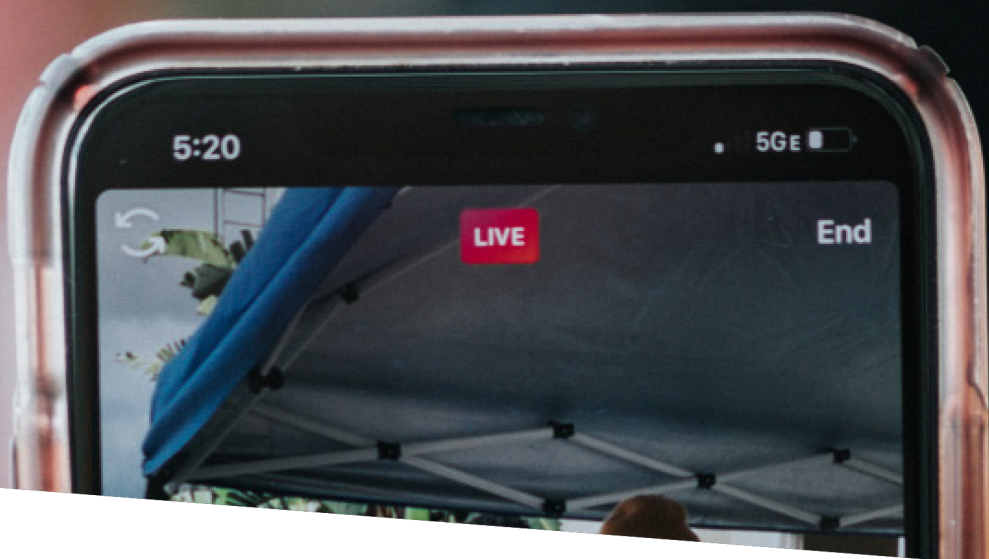
Where Do The Followers Come From?

Collaborate With Relevant Accounts

Another way to get followers is to **collaborate with accounts** that would drive followers back to your profile. These are accounts that work well with the audience you're trying to build. For example, a yoga teacher with an online fitness business can collaborate with a vegan recipe account to show one of her vegan recipes.

The vegan recipe account can choose to have the yoga teacher post a video on their feed of how to make her recipe, join them for an Instagram live cooking demonstration where the yoga teacher cooks for them, or have the yoga teacher do an Instagram story takeover showing how to make the vegan recipe.

If you have an audience, you can also do the reverse and **invite people to collaborate on your profile**.



Where Do The Followers Come From?

Collaborate With Relevant Accounts

When you're figuring out collaborations, **always look for the option that creates long-term content.** For example, if the Instagram live isn't going to be converted into an IGTV video—opt to have your collaboration be a video that gets posted to their feed. If not, you'll only have 24 hours to get a return on investment for your time with that account.

With that said, if you're brand new and have a small following, you don't have to turn down any collaborations that won't allow you long-term content. But, it's something to be mindful of as you grow.

When it comes to growing your following, just remember that it's going to take time. Don't be disheartened if it takes you a few weeks to get to 1,000 followers. Remember our trainer from above? She's able to make \$25,000 per month with only 4,500 followers.



Even if your following is small, you're closer to making 6-figures in your online business than you think. You just need to turn those followers into subscribers.



Getting Followers To Turn Into Clients

The reason you're building a following is so that you can have a constant funnel of new clients coming to your online fitness program. Your Instagram account is going to essentially serve as your website, showing people who you are, what workouts you're an expert on, and how you bring food into a healthy lifestyle.

It's going to build that Know, Like and Trust factor that we talked about at the beginning of the last section. As followers watch your content, engage with your content, and start to take your advice on workouts, make your recipes, and listen to the meditations you promote—they're going to get closer to wanting you as their trainer.

In this section, we're going to focus on **the strategies that turn followers into clients**. These aren't the only strategies you can use to get clients, but these are some of the ways you can motivate your followers to choose you as their trainer.



Getting Followers To Turn Into Clients

Instagram Live Workout Series

The Instagram Live Workout series is going to promote your training program. It'll be something you do once monthly, once every six weeks, etc.—however many times it makes sense for you to do it to bring in more followers and more clients. Each Instagram Live Workout series will be a set amount of days where you'll go live and go through a workout with everyone on the Live. For example, you can go through a HIIT workout that your followers can follow along with as you do it live. Or, you can do a pilates flow, yoga, strength training, etc.

The goal of the workout series is to show people what it would be like to train with you. You're going to put a heavy emphasis on your training program by:

- Talking about how you're going to be running a live workout series with a workout directly from your training program in your promotions
- Mentioning this workout is from your training program at the beginning of each Live
- Following up with a call to action with an OFFER at the end of the Live



Getting Followers To Turn Into Clients

Instagram Live Workout Series

For each Instagram Live Workout series, **follow these 4 steps:**

#1: Choose the dates and times you'll be going live to do workouts

Here are examples of days and times that you'll host your workout series

Mondays, Wednesdays, and Fridays at 12pm PST

Tuesday, Thursday, and Saturdays at 6pm EST

Saturdays and Sundays at 8am CST

May 4th to May 9th, every day at 9am CST

Every Monday in June at 7am PST



Getting Followers To Turn Into Clients

Instagram Live Workout Series

#2: Create Your Instagram Posts Promoting the Live Workout Series

Here's an example of the type of caption to post to promote your Live workout series:

"Happy Monday everyone! I'm doing something VERY exciting in one week (next Monday, 5/11). I'm going to be holding a series of workout classes through Instagram Live. The classes will be on Monday 5/11, Wednesday 5/13, and Friday 5/15 at 12pm PST. They're free to join—all you need to do is be HERE (on my account) at 12pm PST and you'll have access to join us. Come and sweat it out with me starting on May 11th!"

Make sure to include this information in each post:

- The day the Live workout series starts
- What time of day the workout starts
- How to access the workout
- That anyone can join and it's totally free



Getting Followers To Turn Into Clients

Instagram Live Workout Series

#3: Make Instagram Stories To Talk About It

Here are examples of ways to promote your Instagram Live workout series on your Instagram stories:

- Show BTS of you setting up the workout, getting the equipment, and prepping to go live
- Talk about how excited you are for it
- Talk about what people will need for it (mat, weights, chair, etc.)
- Create a Poll to ask people if they're going to join you
- Have a Question Sticker for followers to ask questions about the workout

Use the Countdown Timer in Instagram Stories so your followers can get a notification when your Live is starting.



Getting Followers To Turn Into Clients

Instagram Live Workout Series

Step #4: Have Your Call-To-Action and Offer Ready

Remember—the goal of this Live is to turn followers into clients. This means that you want to make sure you're being very specific about what you're asking the people who just worked out with you for. For example, you can say something like,

"Great job everybody! That was awesome and I'm so grateful that you joined me. This is the type of workout you'll get in my workout program, personalized to the changes that YOU want to make. Stronger arms—I got you! Toned butt—let's make it happen! If you want to keep doing workouts like this, you can sign up to have me as your personal trainer for \$XX a month JUST for this week while I'm running the Live series. Next week it'll go back to \$YY per month. The link is in my bio for those that are interested. Thanks again for joining me, bye everyone!"

Notice the call-to-action to go to your website and sign up to have you as their personal trainer? And notice, that you're offering them something special for taking part in the Live series?

The latter is your offer—it's the thing that makes them excited to go from follower to client. If they're interested enough to work out with you on a specific day and at a certain time your Lives are happening, they're very close to deciding they want to officially make you their trainer.

Using the offer of a cheaper price for your monthly rate is going to help them decide to go for it.



Getting Followers To Turn Into Clients

Facebook Ads

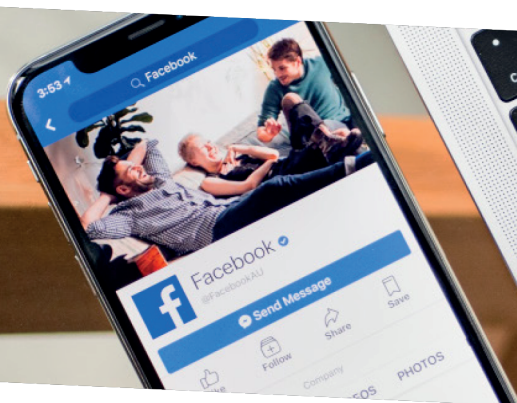
Using Facebook ads, you can put your online fitness business in front of a bigger audience. Facebook ads run on both Facebook and Instagram using Facebook's Ad Manager platform. Your ads are going to promote your offer, like the one we talked about above, with the goal of getting people who see the ad to become your client.

A quick note: if somebody hasn't interacted with your account yet and are seeing an ad for your training at a discounted rate, they may not be interested in signing up...yet. These people don't know too much about you and might need to get to know you more before they officially decide to take the plunge.

While running these ads to a cold audience with the hope of turning them into clients might work, showing these ads to your followers will probably have a larger return on investment.

For example, your followers are well aware of your online fitness training. Using Facebook ads, you can remind them that you're offering a free session with every 10 sessions booked in the month of June. When you go into Facebook ads manager, you can choose to show your ad to your Instagram audience and people like your Instagram audience so it's shown to the people most interested in your training.

At **Astra Impact**, we have developed a proven Facebook & Instagram Ads Strategy to help our clients get results with Ads. To find out more about working with us, apply to book a call at **Astra Impact.com**.



Getting Followers To Turn Into Clients

Referral Program

You might already have a referral program for your offline fitness business—this follows the same rules. If one of your clients refers someone to you, they'll get a discounted price for their next session or month and the friend will also get a discounted price for the session or month.

Referral programs are used to grow businesses because they turn your customers into your salespeople. Without you having to do anything, you'll have people recommending your training with the incentive that they and their referred friend will be able to get money off of their future training.

Here are a few ways to run your referral program:

- Refer a friend and get a free session for you and the friend
- Refer a friend and get VIP access to a higher-tier of your online program
- Refer a friend and get \$25

Don't be afraid to ask your client what they would like as an incentive for referring their friends. Let them know you're interested in taking on more clients and want to offer them something in return for them recommending you to their friends and family.

Now that you've got your followers and you know how to turn them into clients—what happens when your schedule maxes out and you can't take on any more clients? Or, if you don't want to train individual clients, you want to grow your business to \$10,000 in revenue with minimal training?

Let's talk about scaling your online fitness business.



Scale

Your online fitness business can be built like your in-person fitness business or a subscription model business. An in-person fitness business requires you to take on clients either one-on-one or in a group setting. Each day you'll have as many clients as you choose and you'll work with them face-to-face to help them reach their fitness goals. You'll create their workouts for them, put together their meal plans, and support them through pep talks before and after training to keep them motivated.

In a subscription model online fitness business, you'll put your workouts into an online fitness program that will automatically show the client their workout for the day. It'll also put together their meal plan. Instead of training clients face-to-face, clients will go through the workouts on their own time and you can support them through group Q&As (if you want).

There's no right or wrong way to go about building your fitness business. Just make sure you're building the business that meets your goals. For example, if you want to turn your 6-figure business into a 7-figure business, it'll be difficult to do that with an in-person fitness business foundation that you've taken online. It'll be really easy to do that with a subscription model fitness business.

Let's look at both options so you can get an idea for the type of business you want to build online.



Scale

In-Person Fitness Business Meets Digital

An in-person fitness business, you see clients 3+ times a week, usually at a gym or studio. You can either teach one-on-one classes or hold group classes so you can teach more clients in the same amount of time. Each client schedules their sessions with you and during those sessions, you train them and help them with their form and keeping them motivated.

By bringing this business model online, you're able to teach clients from wherever you are and wherever they are. For example, if your client is traveling, they can schedule a **Zoom** training session with you. You'll walk them through the workout and watch them as they go through it via Zoom.

Fitness trainers like this business model because it means they're not limited to the number of clients they can train in their city. They're able to expand past their city and train clients from all over the country (and world, if they want) which opens up a huge pool of potential clients.

Using tools like **Calendly**, you can automate the scheduling of sessions so that clients can choose from what time slots you have available, they'll be sent the link to the Zoom video, and you can know exactly who you're training on what day just by looking at your calendar.



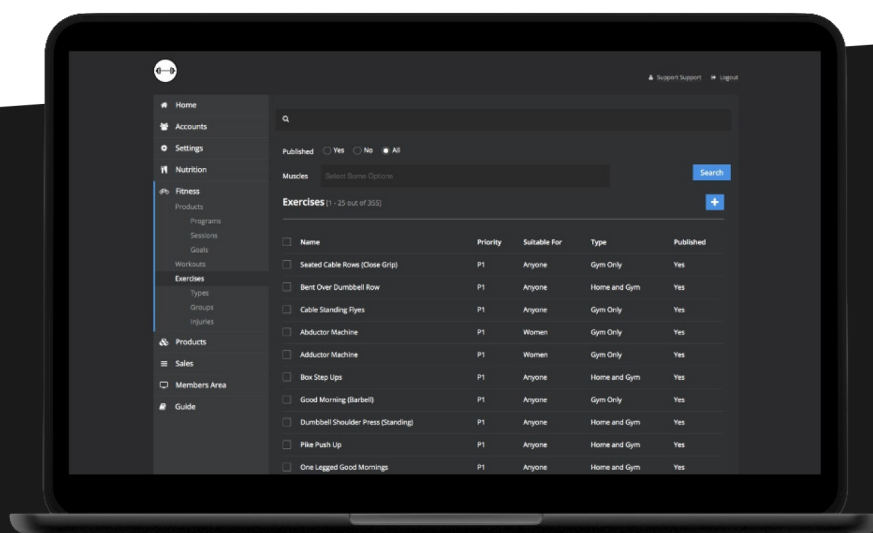
Scale

Subscription Online Fitness Business

A subscription online fitness business follows a different model. Instead of seeing 10-20 clients a week, you can have **thousands** of clients signed up to be trained by you. Instead of holding one-on-one sessions, clients work out when it works best for them. They'll use your program to access their workouts each day and their meal plan as well.

By using this business model, you're able to scale your business to have a lot of clients. Since you don't need to train each individual client, the limit doesn't exist on how many clients you can have going through your workout program and eating based on your meal plan.

Fitness trainers like this business model because it means their income isn't tied to their time. While an in-person fitness business model brought online still caps that fitness trainer at a certain amount of clients depending on how many they can train at once—**the subscription online business model doesn't have a ceiling.**



Scale

Bonus: You Can Do Both!

If you want to scale your business the way a subscription model can, but you love working with clients one-on-one, **you can do both.**



While you have some clients go through your online program, you can keep training other clients in-person or via Zoom. Fitness trainers who have been working with clients long-term like to keep those in-person clients and then grow their business by using a subscription model to add in more clients that are automatically given their workouts and meal plans via their online program.

The secret to making 6-figures online is breaking down your goal into 3 steps:

- Getting followers
- Turning them into clients
- Scaling your business



Scale

Bonus: You Can Do Both!

At **Astra Impact**, our mission is...

"TO CREATE THE MOST VALUABLE PLATFORM FOR FITNESS AND WELLBEING COACHES"

We're on a mission to help thousands, even millions, of people live a happy and healthy life. We make this happen by helping fitness and wellbeing entrepreneurs like you scale online with our systems and services.

At Astra Impact, we provide a revolutionary white label system that allows trainers to sell personalised meal & workout programs to an unlimited number of people. And with our range of all-encompassing business services and wrap-around support - from branding, web design, and digital marketing, we can really help you grow and reach your full potential!

Importantly, you'll also own your own data, giving you the tools needed to grow and improve on the services you're offering and to help more people achieve their goals. If you're looking for growth in your fitness and wellbeing business, apply for a call with one of our Partner Strategy Managers here.

