



**DISCOVER  
STRENGTH**

# **Seven Steps to Generating More Leads for Your Business**



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Developing a steady stream of leads to your fitness business is the ultimate goal of your marketing efforts. To be clear, there is no magic bullet or single tactic that perpetually drives leads. However, consistently focusing on the following seven steps will drive new leads to your business.

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## Identify your Target Market.

You have to understand whom you are trying to serve. In fact, picture this person, name them, describe how they think, where they shop, what they value, and what they do for a living. Then, build everything you do (including your marketing messages) for them. The narrower the focus, the faster you will generate leads.

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## Build your email list.

Your marketing is largely about capturing email addresses so that you can build your prospect list; remember, you don't own a social media platform and the algorithms for these platforms constantly change. You DO own your email list. With this list in place, you can create email campaigns that either focus on selling or nurturing a prospect.

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The top right of your website should have a button that serves as a powerful call to action.

The button should tell me what to do next. In fact, wherever the prospect is on your webpage, it should be incredibly easy to see a “buy now.” Don’t make the prospect search for it.

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Create a lead-generating PDF.

If the prospect lands on your website, they might not be ready to join your fitness studio. However, they will be willing to exchange their email in order to receive a free and incredibly valuable PDF that you have created.

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Your social media is about your customer, not you.

Avoid talking about yourself. Instead, focus on consistently providing relevant content (education, utility, and inspiration).

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Identify your Talk Triggers.

Popularized by author Jay Baer, a Talk Trigger is an operational element of your business that compels your customer to talk, tweet, and post about you. A Talk Trigger for the Cheesecake Factory isn’t their ambiance or food quality, it’s the fact that their menu is the size of War and Peace. All businesses’ best customers come from this word of mouth; with a Talk Trigger, you’ll start to be intentional about what drives word-of-mouth referrals.

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Join a networking group.

Professional networking groups like BNI are proven approaches to driving new leads. A networking group takes time and effort, but the return is well worth it.