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How to Make a Million Dollars as a Personal Trainer: The Secret Formula to Success Revealed!

D.K. Callahan

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Personal trainers are millionaires waiting to happen. Each and every personal trainer has the capability of becoming a millionaire through various business opportunities. This book, "How to Make a Million Dollars as a Personal Trainer" depicts the opportunities available to personal trainers that compliment their core business services. This book does NOT promote MLM opportunities, rather, additional forms of social, promotional and income-generating activities that promote incredible wealth and ongoing income every single month - even while a personal trainer sleeps.
This book shows you EXACTLY how to accomplish all of that, while making a million dollars in a reasonably short amount of time (1-2 years). Learn about how to start collecting email addresses on your website, branding, identifying your ideal client, advertising on a budget, ways you can advertise your site for free, how to increase traffic to your website, the millionaire formula (chapter 3) that shows all the different avenues of income available to you that you should be taking advantage of, time management and delegation so you only work a reasonable number of hours per week, word of mouth advertising, referral networks, business to business advertising, how to make money while educating other people, how to expand on your current service and product offering, staying efficient and productive, how to benefit charities while making a lot of money in the process, how to write an eBook, pay-per-click advertising and how to keep your ad costs to a minimum, secrets and tips (best practices) to using each social media channel like Pinterest and Instagram, creating the best videos for your business, app development, making a membership-only section of your website, self-care, unique selling propositions, how to sell, cross-selling and upsetting, how to get people to share your posts, how to sell to women specifically and how men choose to buy things, and much more. Learn about what you, as a personal trainer, need to do to correct your marketing plans, how you are leaving money on the table with each and every service, how you can educate others and earn thousands of dollars even if you're in a session or sleeping, how to promote your business without discounting services, how to drive traffic to your website without spending a fortune, and much, much more. This book focuses on diversification of income-generating opportunities, including how to be efficient, delegate and be incredibly productive. You can make money through self-care, too! Build expertise, improve your reputation dramatically, build an unbelievable following on social media, and be a creator of amazing materials and avenues of media for your clients and the world to benefit from. Pick and choose which channels of income work best for your business in the formula initially while you get other creative elements ready for sale to compliment your business!

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