














Managing a Multi-Income Stream Fitness Teaching Business

Time Interval: 00:00 - 51:11

Summary

-  **Optimising Community and Online Fitness Classes:**
 - Explains how to balance community classes and online offerings under a single personal brand.
 - Provides strategies to ensure marketing is cohesive across both income streams.
 - Highlights the need to avoid burnout by systemising tasks such as social media, email communication, and website updates.
 - Encourages professionals to identify their Unique Selling Point (USP) and refresh it periodically to remain relevant.
 - Recommends maintaining authenticity in all marketing materials, as clients are drawn to the individual behind the brand.
-  **Website Enhancements for 2025:**
 - Advises a review of websites to ensure they reflect current branding and goals.
 - Suggests refreshing homepages regularly to highlight key services, events, or products prominently.
 - Encourages creating an “About You” section that is engaging and reflects who you are in 2025.
 - Recommends keeping the blog section updated with relevant posts to drive organic traffic and provide value.
 - Proposes creating two websites for distinct income streams if necessary, while ensuring it doesn’t create excessive management burdens.
-  **Maximising Social Media Content:**
 - Focus on creating a single, versatile piece of content that can be repurposed across various platforms.
 - Utilise editing tools like CapCut to add captions, transitions, and animations to improve video engagement.
 - Advocate for regular live sessions to build a loyal audience. These could be weekly Q&A sessions, short workouts, or fitness tips.

- Post content systematically and ensure consistent branding across Instagram, TikTok, Facebook, and YouTube.
- Suggest exploring TikTok's live feature to reach a broader audience quickly, while linking viewers back to Instagram or Facebook.
-  **Building and Utilising Mailing Lists:**
 - Stress the importance of building a mailing list and nurturing it through weekly newsletters.
 - Provide free lead magnets, such as a free online class, fitness tips, or a healthy meal plan, to grow email subscribers.
 - Use email segmentation to tailor messages for specific audiences, such as local participants or online subscribers.
 - Automate email sequences for smoother onboarding of new clients or follow-ups after purchases.
 - Track metrics like open rates, clicks, and engagement to refine campaigns and ensure the content resonates.
-  **Automation and Upsells:**
 - Implement automation for tasks like welcoming new subscribers, upselling products, or following up on abandoned purchases.
 - Recommend offering discounts to clients who didn't complete purchases to encourage them to return.
 - Explain how to integrate these tools with platforms like MailerLite, MailChimp, or Wix.
-  **Content Repurposing Framework:**
 - Start with one minute of high-quality video content.
 - Edit the video for different platforms, such as YouTube Shorts, TikTok, and Instagram Reels.
 - Embed the content into blogs, email newsletters, and Google Business profiles for maximum exposure.
 - Create episodic content series to keep audiences engaged over time (e.g., "Top 5 Exercises for Beginners – Part 1").
-  **Exploring Episodic and Split Content:**
 - Develop themes for episodic series, such as "Fitness for Women Over 50" or "Daily 10-Minute Workouts."
 - Create split-content videos that show exercise modifications, such as seated versus standing versions of movements.
 - Highlight the versatility of content that appeals to different demographics, which can lead to higher engagement and shares.
-  **Leveraging Analytics and Feedback:**

- Use analytics tools to monitor how email campaigns and social media posts perform.
- Measure metrics like open rates, link clicks, and video views to optimise future efforts.
- Collect client feedback regularly to improve programmes and build stronger relationships.
-  **Utilising E-Commerce Features:**
 - Set up a Facebook or Instagram shop to tag digital or physical products in posts.
 - Link these e-commerce features to a centralised website to simplify client transactions.
 - Use targeted ads to promote products or events on Facebook and Instagram.
-  **Improving Lead Generation and Nurturing:**
 - Suggest creating monthly lead magnets (e.g., a free class or webinar) to attract new clients.
 - Use webinars or short Zoom classes as opportunities to showcase services and upsell to attendees.
 - Encourage collecting email addresses through free offerings to create long-term client relationships.
-  **Systemising Social Media Workflow:**
 - Follow a clear system: Create one video, edit it for platforms, share it across multiple platforms, and embed it in a blog or email.
 - Use AI tools like ChatGPT to refine captions, generate ideas, and improve the quality of social media text.
-  **Emphasising Local Community Efforts:**
 - Use geo-tags and location-specific content to attract local clients.
 - Encourage sharing testimonials and group photos from community classes to build trust and showcase the experience.
 - Develop content tailored to the local audience, such as YouTube videos titled “Pilates Classes in [City].”
-  **Creating a Long-Term Content Plan:**
 - Regularly schedule free, value-driven events or webinars to maintain interest in online programmes.
 - Build interest in new programmes through waitlists or exclusive previews.
 - Plan content at least two weeks in advance to ensure consistency and minimise last-minute stress.

