



Audience Hijacking Marketing Masterclass by Ben Coomber

**AWESOME.
SUPPLEMENTS**

**FAT LOSS™
FOR LIFE**
BY BEN COOMBER

 **BTN**
academy
learn nutrition, change lives

Who am I?



- Nutritionist & Coach for 15 years
- Educator & speaker for 8 years
- Father of 2 girls
- Used to be an OBESSE, had IBS, ADHD, Eczema, Asthma, Bullied
- UK #1 rated health & fitness podcast 'Ben Coomber Radio'
- **The BTN Academy:** Online Nutrition Education
- **Awesome Supplements:** Awesome tasting, research driven supplements

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This presentation will answer 3 key areas:

**Why it's important to follow principals in
marketing and not tactics**

**Why clients are easy to get, for free, when
you follow the crowd (Audience Hijacking)**

**How to use this technique in both an online
and offline setting so it applies to all
businesses**

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Key principals in marketing:

- 1. Recruit clients for the least amount of money possible**

#1 Issue I see coaches make:

**They have a weak offer
which is hard to sell**

#2 Issue I see coaches make:

They have no idea on the data that underpins their marketing efforts

#3 Issue I see coaches make:

As a result, they do marketing they like, or find easy, or keeps them in their comfort zones

Marketing Checklist:

1. What offer do you have

2. How to you get it in front of engaged people, in a way they will listen



BUT HOW?!

Most Coaches offer:



ANDY
Personal Trainer

PERSONAL TRAINERS

Qualifications

- Level 3 Personal Trainer
- Level 2 Fitness Instructor
- Group Class Instructor

Contact Details


andymagfitness@hotmail.co.uk

For more details about Personal Training, feel free to speak with our team at the gym reception.



Ards and North Down
Borough Council

Really sell what you do:

BRENT FISHER
PERSONAL TRAINING

Weight Loss
Weight Training
Cardiovascular Training
Muscular Development & Toning
Specialized Diet Plans
Nutrition & Supplementation Advice

PROFESSIONAL ATHLETE & TEACHER

+ **24-HOUR ACCESS TO YOUR TRAINER**

CHANGE THE WAY YOU **LIVE**

GUARANTEED RESULTS
when you follow the program

INDIVIDUAL & GROUP PACKAGES STARTING AT \$30/SESSION
*minimum 10 sessions

FLEXIBLE LOCATION & IN-HOME TRAINING OPTIONS

ASSESSMENT, FITNESS GOALS & WORKOUT 1 ARE FREE

READY TO MAKE THE COMMITMENT?
CONTACT BRENT TODAY

✉ fitnessbyfish@aol.com ☎ 215.787.7097 Brent Fisher, Raleigh, NC

Or create a knock out offer:

12
Week
CHALLENGE

it takes
4
Weeks
FOR YOU TO SEE A DIFFERENCE

it takes
8
Weeks
FOR YOUR FRIENDS TO SEE A DIFFERENCE

it takes
12
Weeks
FOR EVERYONE TO SEE A DIFFERENCE!

amy
wakeham
PERSONAL TRAINER

THE PERFECT CHRISTMAS GIFT!
NOW TAKING BOOKINGS FOR JANUARY

Bookings **07800 823 218**

Why?

Because most people don't want to buy personal training, they want to buy a result, which for most, is to lose weight & feel GREAT

So sell that.

Let's visualize a scenario:



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Audience Hijacking

**Go where the people
already are, and add
value / share your offer**

Guerilla marketing

Most Coaches are:

**Posting photos on the
gram, walking the gym
floor and have maybe got
a flyer they put some
places...**

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Audience Hijack offline:

- 1. Local events**
- 2. Local businesses**
- 3. Charity events**
- 4. Prominent local publications**
- 5. A new café opens**
- 6. Popular local people, like hairdressers**

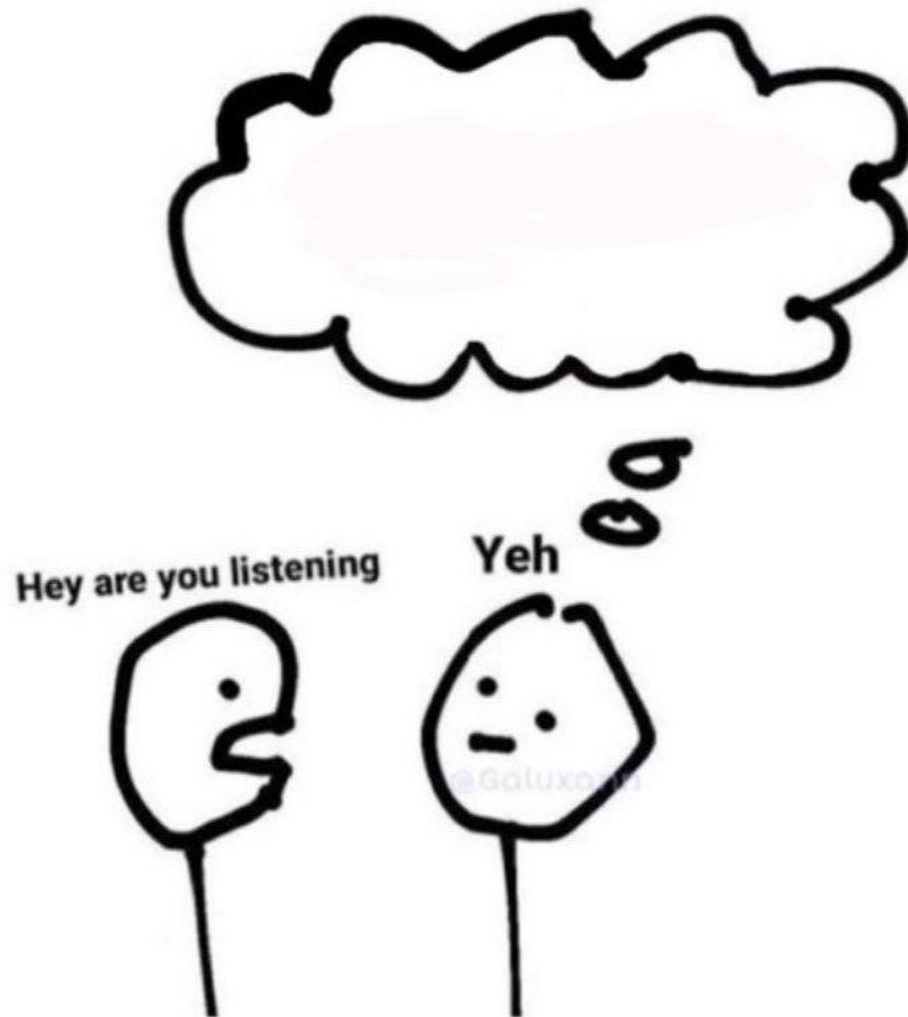
The problem...



Audience Hijack online:

- 1. Local event pages**
- 2. FB marketplace**
- 3. FB groups (DON'T SELL)**
- 4. Online communities you can contribute to**
- 5. Thriving social pages**

Let's test the theory...



How I've done this:

1. myprotein FB Page
2. UK PT Groups
3. Joined in charity events
4. Spoke at a new local café
5. Been a guest on podcasts
6. Free lunch massages at a local offices
7. Walked the gym floor
8. Flyer at our local hospital
9. Local radio
10. This webinar...

**There are a lot of techniques
you can try / use in marketing**

**Test 1-2, be critical, look at the
data, make sure you are
putting in sufficient effort
before writing off an idea**

**Better to do a few well, than
many half-hearted**

Measure each of your current marketing tactics for their effectiveness

If some are better than others, stop doing the others and pour more time into the ones that work



My last PT marketing plan:

- 1. Walk the gym floor & speak to everyone I meet**
- 2. Put a free book out on display and I said anyone can have a copy for free (QR)**
- 3. Spoke at local business events & cafes**
- 4. Created a corporate massage & education offering that was free for businesses**

?????



**I'll leave you today with 2
freebies you might like...**

<https://btn.academy/pages/awesome-pt-book>



“THERE’S SOMETHING FOR ALL PERSONAL TRAINERS IN THIS BOOK TO TAKE AWAY AND APPLY IMMEDIATELY - IF YOU WANT TO BE AN AWESOME PT THERE’S NO DOUBT THIS BOOK WILL HELP YOU GET THERE”

-GIORGIO ESPOSITO

<https://btn.academy/pages/module-1-btn-practical-academy>

IN 12 MONTHS, YOU COULD BECOME A...
QUALIFIED NUTRITION COACH





@BenCoomber

@BTNacademy

@AwesomeSupps

Thank you 😊