
My Personal Trainer Website Introduces A Hassle-Free Marketing Resource For Trainers

Personal trainers are facing increasing competition in a growing industry. My Personal Trainer website releases a streamlined marketing solution available at <http://www.mypersonaltrainerwebsite.com/>.

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(Chiang Mai, Thailand)—According to Statista, the global fitness industry grew by 7.8 percent between 2013 and 2014. Year after year, this sector is poised to experience significant growth. While that is great news for those who wish to see a decline in the worldwide obesity rate, it also means competition amongst fitness trainers is only going to become more fierce. With more competition comes the need for fitness trainers to make themselves stand out and make sure that their business rises above the rest.

Unfortunately, without a background in business or marketing, many fitness trainers struggle to stand out above the competition, and end up settling for mediocre business growth. It is with these struggling trainers in mind that My Personal Trainer Website introduces a streamlined marketing solution exclusively for the fitness industry. Fitness Marketing Lab, the new one-stop marketing research shop, provides a plethora of marketing tools to help trainers develop better business practices and attract a loyal client base.

Dan Salcumbe, a personal trainer and the founder of Fitness Marketing Lab, explains, “We know that most fitness trainers are in this business because they truly want to help people, but it’s difficult for them to do that without making the money they need to keep themselves in business. What Fitness Marketing Lab does is help personal trainers better position themselves in what can sometimes feel like a crowded fitness industry so the value of their services is more visible to customers who are searching for what they have. Instead of floundering because of a lack of marketing expertise, Fitness Marketing Lab gives fitness trainers every tool they might need for business success.”

Salcumbe continues saying, “What personal trainers need most is expert advice they can trust. It is vital for them to be able to create a solid marketing plan tailored to their particular business method. Whether a trainer has just started out and is working for a large fitness club chain, is self-employed and travels to their clients, or owns their own fitness studio, Fitness Marketing Lab has resources that can assist in helping them grow. Salcumbe wants fitness trainers to know Fitness Marketing Lab will teach them everything from how to write a compelling website landing page to creating a viable business plan to using search engines and social media for effective lead generation.”

“Regardless of where a fitness trainer may be in their career, Fitness Marketing Lab is for them. Copying competitors will only lead to having a lackluster service or business that doesn’t stand out from the crowd. With expert Fitness Website Design and the resources provided by Fitness Marketing Lab, trainers will have exactly what they need to become highly successful doing what they love and offering top-notch services to clients who desperately need them.”

About My Personal Trainer Website:

My Personal Trainer Website is a one-stop shop offering every possible resource a fitness trainer may need to create a brand that stands apart from the rest. My Personal Trainer Website also offers Fitness Marketing Lab, a membership that helps business owners better identify their target market and create a full business plan that will allow them to reach that market in the most efficient and effective way. Ultimately, My Personal Trainer Website aims to positively impact the fitness industry by helping individual trainers gain the necessary tools to continue positively impacting the lives of others.

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