



The Marketing Handbook for Sports and Fitness Professionals

Nita Martin

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Being successful as a sports or fitness professional requires more than just knowing your sport inside out.

Without successful marketing, even the best professionals can struggle to attract and retain new customers.

The Marketing Handbook for Sports and Fitness Professionals is the companion for coaches hoping to set up or develop their own business. A practical, easy-to-digest guide for both new and established sports and fitness coaches, it includes:

- A simple guide to getting your business marketing started
- A range of both traditional and electronic marketing techniques
- Over 100 templates and real-life examples to create a tailor-made marketing plan
- Information on tracking and updating your marketing plan
- Advice on generating new customers and retaining current ones
- Guidance on putting in place customer service policies

For all those fitness professionals who struggle to dedicate time to marketing, this is the only handbook that provides them with all of the tools to gain a competitive edge in the marketplace - using only the time they have available - while ensuring a happy clientele and a growing business.

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Gertrude Knudsen:

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