

---

# How To Launch Your Successful Community Classes & Get More Customers

---

Webinar with Rachel Holmes - 8 May 2019

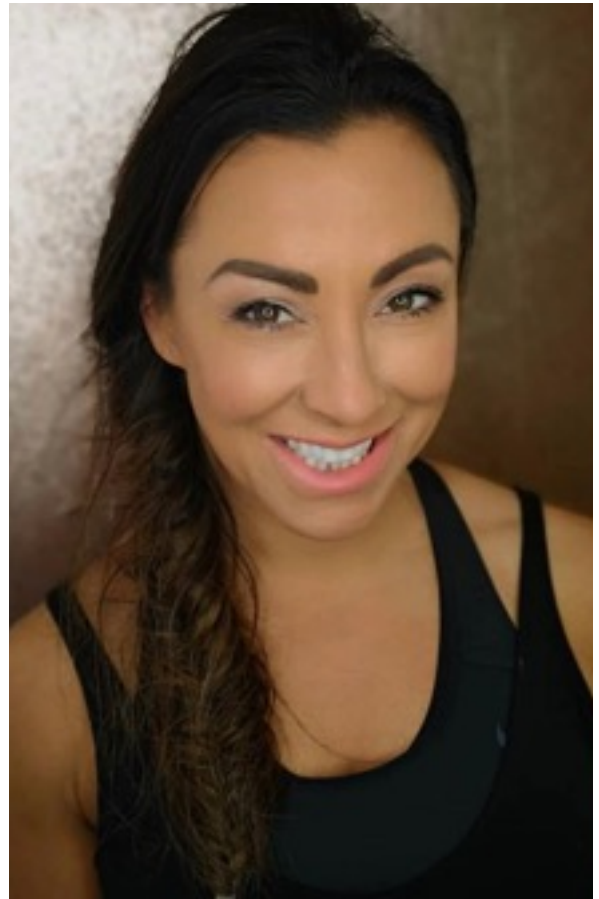
---



---

## RACHEL HOLMES

- 34 Industry years
- Set up community classes in 1987
- Nike, Fitpro, Fitcamps
- Workshops & Training
- [choreographytogo.com](http://choreographytogo.com)
- The first online workouts
- Fitness Pilates, Kick Start, Brainfit
- Franchise Business
- Membership site
- Events.
- Presenter, Educator, Speaker, Author
- Mentored 100's of Fitpro's



- Do you need more customers?
- Are you struggling with where to start on social?
- Don't have a website/social media following?
- BUT You have a STRONG work ethic?
- Willing to put yourself out there to attract customers and leads?
- Where do you start?

---

# MINDSET

- What Do You Have To Get Over FAST?
- YOU?
- What other people think about you?
- Comparing yourself to others?
- What do race horses do?
- WHY..... This time is GOLDEN!
- So let's make it happen.

Notes	

---

# STEP 1 RESEARCH

- Where do you fit in?
- Whats going on locally?
- ASK on social do your research in a BIG WAY.
- What are the gyms/centres/Crossfit/Hot Yoga/Boutiques/ offering?

--	--

- What can you offer thats unique? What demographic is not being served?

--	--

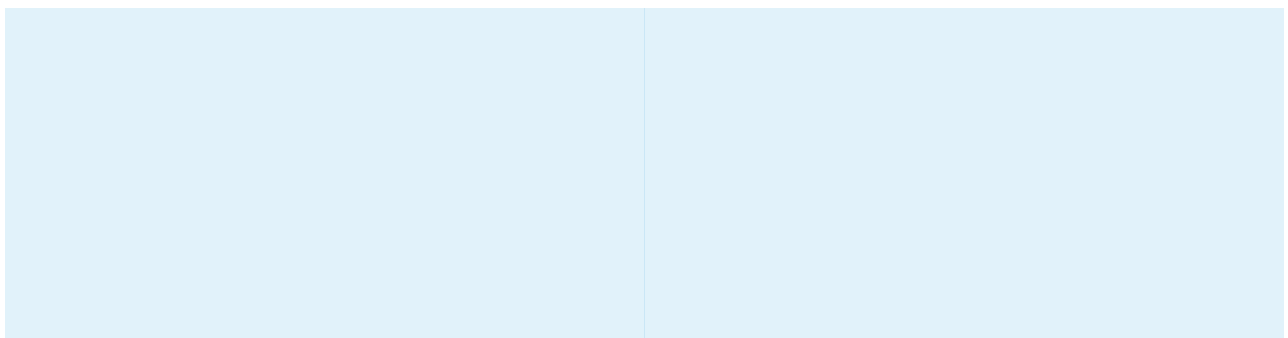
- Think of classes that can feed into other classes if you want to build a business and brand.
- **DON'T BELIEVE 3 people who say....**
- Will you want to teach this class in 6 months/6 years/ examples LIFT LEAN?

---

# STEP 2 BEFORE YOU PAY FOR TRAINING

- Research the topic - you need 20/30 people to say YES.
- Research the venue go and see every possible venue, locally get a feel for the room/ parking?
- Research the days and time - Don't put up on social "what days and times can you make?".
- What works in the community?.....

Notes:



---

# STEP 3 LAUNCH EVENT

- Why an event?..... Because know one knows you!
- Book a venue, time and do a masterclass and talk... 4 weeks or 6 weeks time to promote.
- FREE.
- Start Your Social Media Frenzy.

Notes:

--	--

---

# STEP 4 BECOME A MEDIA COMPANY AND PR MACHINE

- You need CONTENT and a lot of it!
- Friends and influencers to help you. Ambassadors.
- Local people with connections.
- Take your iPhone.
- BE YOU. BE REAL. BE AUTHENTIC. BE CONSISTENT.

How do you plan to start? Write below:

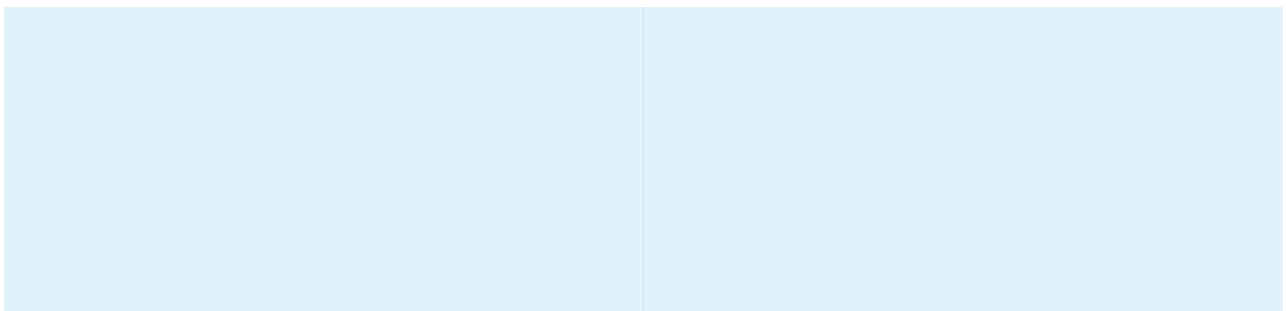
--	--

---

# STEP 5 CREATE CONTENT

- Take pictures on your phone with the text overlay.
- Use Canva and create 50 minimum graphics.
- BE YOU. Thats what people want to see. YOU.
- Film 50 little video clips talking about your launch.
- WHAT PROBLEM Are you solving and who will benefit?
- Facebook Live and stories is GOLDEN right now.

Write down your ideas:





---

# STEP 6 FACEBOOK FRENZY

- Use your profile - Why Facebook?
- Create a business page but you have to go LIVE and do stories to get traction for FREE.
- Set up an event page, add graphics, pictures,
- Set up a secret group that becomes your client group - If you would like TIPS and videos and are local join my FREE GROUP
- Set Up IG and use DMs to network with local businesses and find potential customers to invite to your FREE LAUNCH

Write down your Facebook plan:

--	--

---

# STEP 7 CREATE A DAILY PR PLAN

- Think about your target market, your audience, your ideal customer what information or tips do they need?

--	--

- Don't be salesy be informative, fun and have a laugh. Enjoy this process. Be consistent.
- What are people struggling with?.... What are YOU struggling with?..... Mindset, Overwhelm, Confidence, Judgment, Self Limiting Beliefs, Am I the?.....

--	--

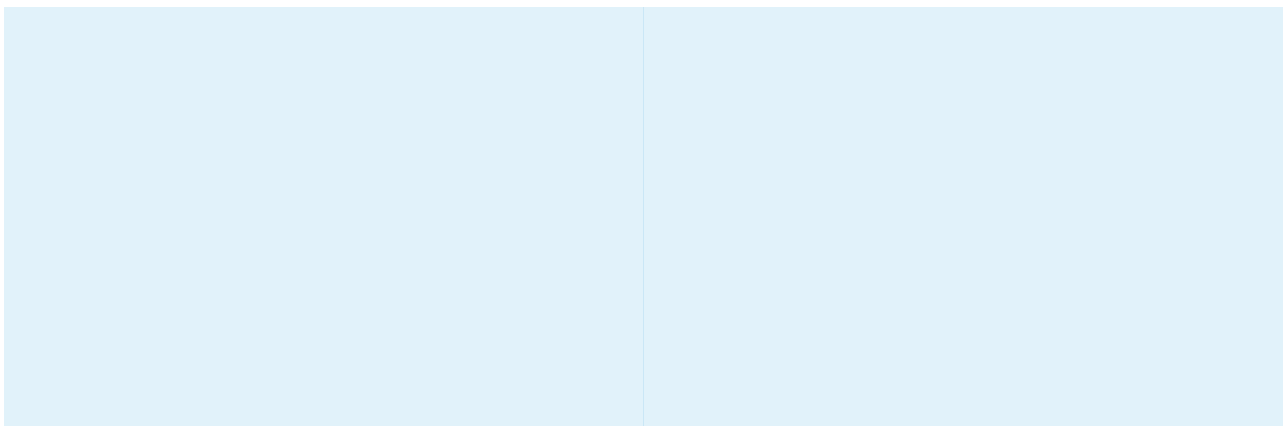
- Pilates Ideas - Exercises/Posture/Flexibility/Health/Mental Health/Overwhelm/Stress/Time Management.
- Why is your event different - Its FREE. Its Local. Its For ....Come and meet me?

---

# DAILY ROUTINE

- Facebook Posts - Post a workout or a tip.
- Go Live on main page.
- Answer all COMMENT.
- Engage with people on social media.
- Go into my groups and post, answer questions, post motivational updates, tips.
- Post IG Feed - High Quality Blog Post Type.
- Stories - Film on camera role then upload to FB stories, IG stories, FB Business Page
- COUNTDOWN To launch. Even day on social media. WHY?

Notes:

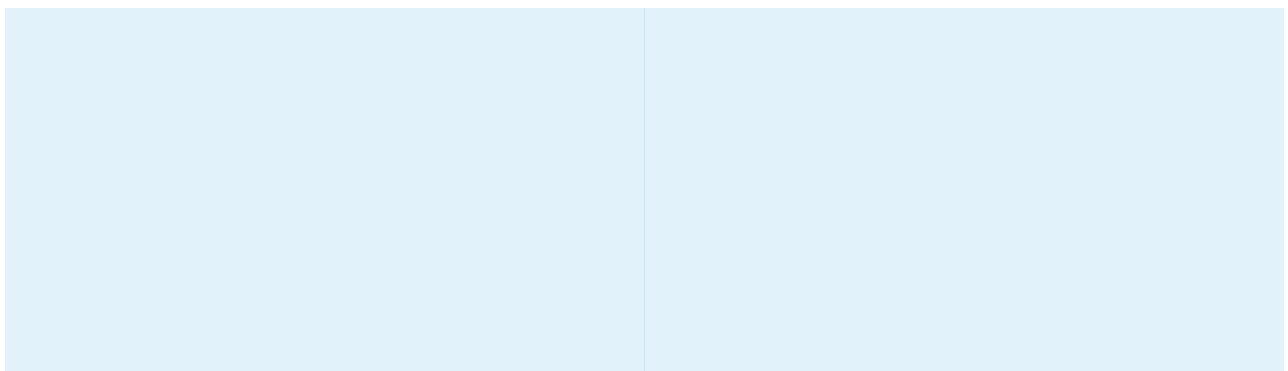


---

# STEP 8 IG UPDATES

- Feed, LIVE, IGTV, Stories, Highlights...
- Feed - High Quality Blog post: that's how people find you.
- Stories - ENGAGE - Interactive - Ask questions.
- Slowly - Use text Graphics slowly so people can read.
- HASHTAG - Research 30 good # in the post and the 1st comment.
- Use # on your story 5 MAXIMUM.
- Reply to comments quickly.

Notes:



---

# STEP 8 LEADS AND FOLLOW UP

- Follow up every single lead with a phone call.
- Ask for all email, mobile numbers and start building your email list.
- Create a simple lead system.
- Enquiry - Follow up - Chat - Book into the event.
- Follow up before the event ask to bring friends.
- Put all interested people into your private Facebook group and build value.

Notes:

--	--

---

# STEP 9 RECAP

- Daily social media strategy to get people to your FREE launch.
- Network with local businesses who can share your content and provide goody bag content.
- Count down to launch.
- Create AMAZING CONTENT and drip it daily - STOP THE SCROLL.
- Follow up EVERY LEAD on every platform and contact them regularly.
- Provide GREAT content in your FREE GROUP.
- Push your LAUNCH

---

# STEP 10 LAUNCH DAY

- Contact ALL bookings before to confirm they are coming.
- Expect 50% less to show up.
- Get someone to take pictures and film and do a FACEBOOK live on the day to maximise your PR.
- This is your PR Media event.
- Your class starts the following week so you will use the PR for another 7 days to get more bookings.
- Practice your pitch and sell your course during the masterclass.
- Host the party and talk to EVERYONE.
- Can you provide food and prosecco?

Write down your plan:

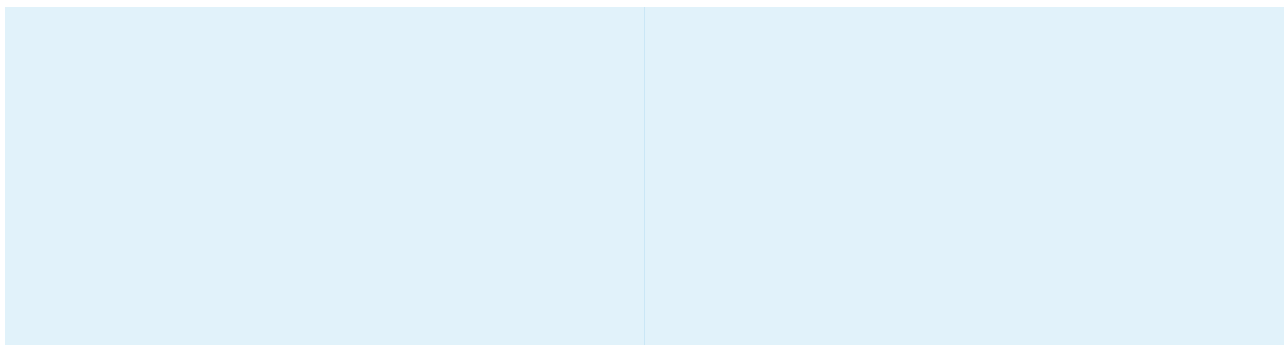
--	--

---

# POST LAUNCH

- Take bookings on the day.
- Contact all attendees post event with feedback.
- Continue to market your class for the following week.
- New content generated from your launch.
- Videos, Tips, Graphics, IG Feed Posts.
- DON'T Give up now be consistent and keep showing up daily with your GREAT AUTHENTIC content.

Notes:



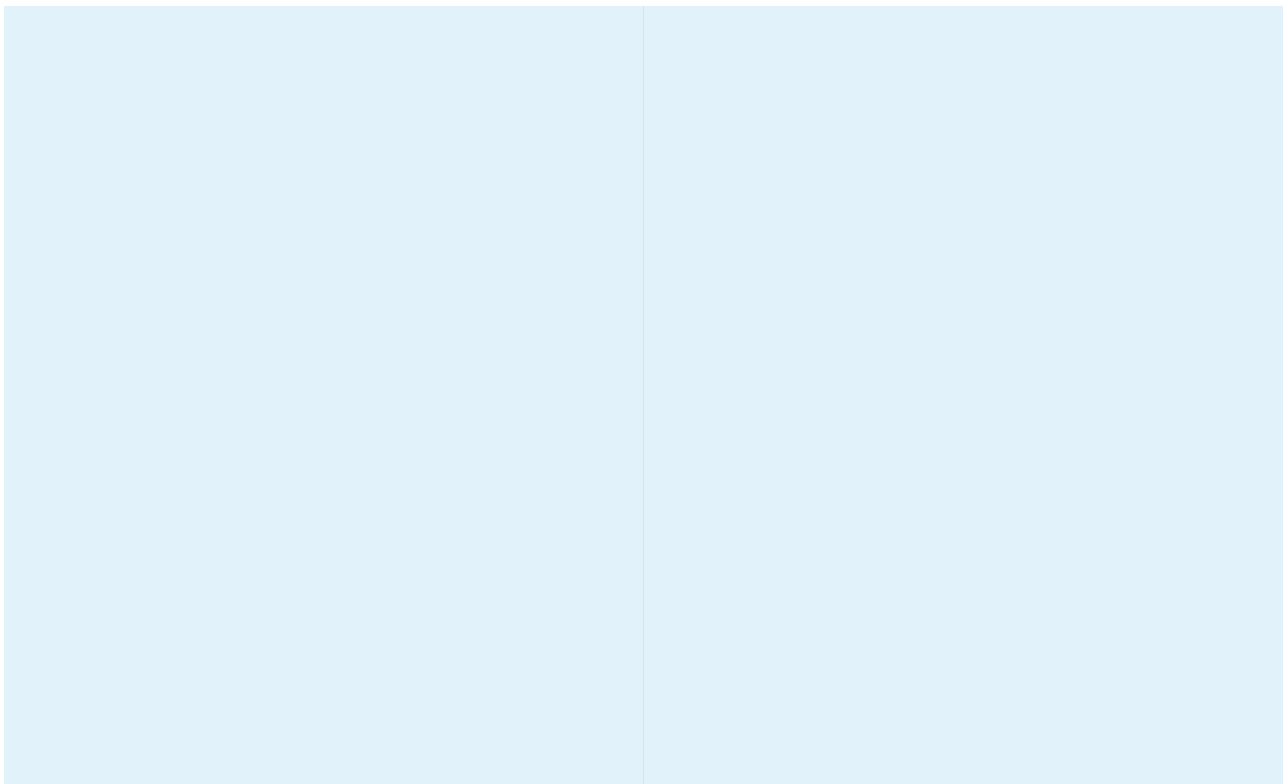


---

# IDEAS FOR CONTENT

- FACEBOOK - 1 minute Tips, Exercises, Breathing, Stress Management, Time Saving Tips, all the questions people ask you after a class - Bras, Shoes, Leggings, Meditation, Kids Fitness, Food Ideas, Midlife, Fitness Holidays.
- IG - How Can You serve YOUR Audience.
- Let's BRAINSTORM together.

Brainstorm:



---

# SELF CONFIDENCE

- Go for it!
- Whats the worst that can happen?
- If you don't start you will never know!
- Don't every fear "failing" there no such thing.
- Who cares what people think?
- Be a race horse.
- Take action today..... Ready.....Aim.....FIRE!!!

What action are you taking today?

--	--