

AMERICAN

fitness

May/June 1992
\$3.50

FLOORS THAT WORK

NEW FITNESS MOVES

- Bodyboarding
- In-Line Skating
- Speedwalking

PRINTS OF TIDES

'92 Swimwear

EXPRESS YOURSELF

Head-of-the-Class Style

SELF PROMOTION

PROFESSIONAL
Card

BUSINESS CARDS AND BEYOND

By Diane Chapman

One of the most appealing aspects of being a personal trainer or fitness instructor is the self-employment status. Whether working as a fitness professional at or owning a facility, you must deal with self-promotion. You want people to remember your name.

Developing a personal theme can be accomplished with low-budget promotional pieces, inevitably more valuable to your business than the cost to create them. If you are artistic, design your own graphic concept to use as a logo on all your promotional pieces. If you are not artistic and can't afford to hire a graphic artist, use the typesetting services of a business to design a simple image for your promotional pieces.

BUSINESS CARDS

The business card is the most visible piece of any business promotion. Choose well with your targeted market. For conservative corporate business, use conservative blue, tan or grey. If you are peaches or berries, use pleasant mauves. John M. Moley is a useful source for information on color test marketing results. Once designed and printed, post your cards on public bulletin boards, use them for business card size ads in organizations' newsletters and enclose them in all correspondence.

STATIONERY

Stationery is an extension of the business card. Use the same design and paper. Not only for correspondence, stationery can

be used for billing clients, circulating your biography or special event descriptions.

BODY BY DESIGN

Personal Fitness Training
Bodybuilding Promotions

Rodney J. Taylor
Director of Promotions • Publisher Director of Fitness Training
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Los Angeles, CA 90008
200-50



FITNESS INSTRUCTOR

TO FEEL GOOD!

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ED AEROBICS INSTRUCTOR



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tions, memos, price lists or press releases. Use plenty of printed stationery — it provides inexpensive exposure for you.

If you forego printing envelopes, you can cut the cost nearly in half. Just buy 500 matching stock envelopes and use a rubber stamp or stick-on return address labels.

PROMOTIONAL FLYERS

Flyers come in every shape and size, but the 8 1/2" by 3 1/2" card is one of the best. Made of heavy stock paper that matches or complements your stationery, it is the perfect envelope stuffer. Use it to list information such as services, special programs, other clients or your location. The envelope-size card can be enclosed with correspondence or mailed as a postcard if printed only on one side. It's the kind of thing a recipient can easily post on a

bulletin board.

TRI-FOLD BROCHURES
A tri-fold is one of the most common promotional products. They are printed on 8 1/2" by 11" paper in a horizontal format and folded to create three panels. When folded, it fits into a business-size envelope like the promotional card stuffer. The tri-fold allows more ample space to describe your business, include your biography, artwork, diagrams or photos, a map of your business location and program highlights. These are valuable to distribute at professional association meetings, physical therapy offices or on your health club reception counter. If you leave the back panel blank, you can use it as a mailer by addressing the back and stapling it shut. To effectively create a brochure, list

PRESS RELEASES

Press releases can bring free promotion. You should send press releases on your stationery for every event, seminar and activity you sponsor or participate in. Local publications and professional organizations' newsletters are always looking for items of interest to print. Keep a Rolodex file of the publications in your area so you can send regular mailings to them. To write a press release, start with the basic journalistic questions — who, what, when, where, how and why? Answering

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