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FOR FITNESS PROFESSIONALS



HOT TOPICS IN HEALTH & FITNESS

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Mind-Body
And More

MARKETING/MANAGEMENT

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PROMOTE YOURSELF! *On a shoestring budget? You can still create low-budget promotional pieces with a high-budget look!*

When her aerobics studio was booming with clients, she felt that she didn't need to advertise—the money was coming in steadily, so why bother? When class attendance was down, she skipped the advertising because she said it took money, and she didn't have enough at the time. For the life of me, I can't remember her name!

One of the many hats you wear as a fitness professional is that of a public relations/promotional director. It is inevitable that at some point, just like every other professional, you will have to develop a creative campaign to promote yourself and your business. Whether you are a trainer working solo as a contractor, or the owner of a fitness facility, promotion is very important and has one primary objective: to make sure people remember you and your name.

To make a lasting (but inexpensive) impression, take a look at these step-by-step how-tos for developing a personal or company promotional theme or "look," with four low-budget promotional pieces that defy the dollars required to create them. Price quotes, which may vary depending on location, are based on United States printing chains, such as Quik Print®, PrintMasters® and Minute-Press®.

Nice Logo!

Design a graphic concept that captures who you are and what you do. If you are artistic, you can design your own logo



for all your promotional pieces. If you believe a picture is worth a thousand words and would enhance public awareness of you and your services, shop for a good "head-shot" photographer and plan to use a photo throughout your marketing materials.

Cost Analysis: If you need help designing your theme, here are some options:

IN BRIEF
Promotional wizardry doesn't require lots of money—just lots of savvy.

• The high-budget alternative is to hire a graphic designer, who will charge \$50 to \$100 an hour for his or her time and will design an original logo, which you can use as long as you're in business. He or she will also help you decide about photography, paper, print styles and color combinations. You can expect to pay anywhere from \$250 to \$1,000 for a



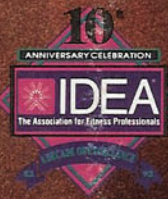
Use your logo consistently on all your promotional pieces.

camera-ready concept. • The low-budget alternative is to shop for printers. Most printers provide on-the-premises typesetting services and will create your artwork for you. Take in your notes and some sketches of a flair for aesthetics can usually design something pleasant. For card and letterhead stationery, the total cost is usually about \$100, depending on the complexity and the number of revisions you request. Viola! You have an image to carry throughout all your promotional pieces.

Do You Have a Card?

Your business card will be the most visible piece in your promotional collection. Cards can be printed in a few days once your typesetting is proofed and ready for production.

Remember that your business card should always indicate who you are and what you do, in addition to your company name. Imagine this: You accidentally leave one of your business cards on a table at your favorite restaurant. A passerby decides to pick it up because he is attracted to the colors and the catchy name of your company. Wouldn't you want that card to say exactly what you do? Wouldn't you want it to give that stranger a reason to call you? Your card should stand alone in its



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