

**Client:** Hamilton Bradshaw  
**Source:** Evening Standard (Main)  
**Date:** 09 January 2012  
**Page:** 38  
**Reach:** 700000  
**Size:** 121cm2  
**Value:** 7585.49



## How can I get my fitness venture into better shape?

### Ask James



#### James Caan

*Dear James,  
I am in business as a personal trainer and wondered if you could suggest any innovative and free ways to promote myself in a crowded market place? – Matt Wolstenholme, www.mattpt.co.uk*

James says: “I know how challenging it is when you start working for yourself. You need to be multi-skilled – being a great personal trainer isn’t enough. You need to understand that you’re a business, and competing for customers with every other business in the UK. Think outside the box to attract more customers. If I was a personal trainer, I’d say to clients, if you buy 10 weeks of lessons, train twice a week, and manage what you eat, I’ll guarantee you lose half a stone, or your money back. Phone any clients you’ve lost and tell them about your new scheme where you offer an hour’s session for, say, £15 if they bring three friends. Four people paying £15 is far more attractive than one spending £60. But you’ll still get the full rate. Change your branding to something less generalised, like a weight-loss specialist. Focus on a niche customer market. People prefer to go to specialists because they understand them better. Recommendations by clients are always key. Having your own website is also crucial. Update your site every fortnight, and write a blog. Use Twitter and Facebook.

**Give tips on fitness and nutrition to make you stand out. When you are trying to make ends meet, any free promotion like this is invaluable.”**

■ James Caan’s new book *Start Your Business in 7 Days* is available to pre-order on Amazon now. His free app, *James Caan Business Secrets*, is available on iPhone and Android and has been downloaded over 100,000 times.