

Find your ideal client & market to them!

Written By Garry Wasson

There are some points you may consider when starting to run a martial arts class. I'm using my experiences as an example.

I loved teaching self-defence. I think everyone should know how to defend themselves. I am passionate about teaching self-defence and I'm highly qualified as an expert instructor.

It's what I do best, so it made sense to me that I should run self-defence classes.

I asked my friends they thought it was a top idea thinking that my classes would be packed. So, I decided to run self-defence classes.

I placed a post on Facebook and boosted it & printed flyers. Yet, only 2 people turned up to my first class. The most I got was 5 in a class, at only \$10 a class - so I had to stop the classes as it wasn't financially viable.

I have made a lot of mistakes and I wasted a lot of time and money. Here is what I did wrong in the delivery of my self-defence classes:

I had no target market/avatar: I would train anyone who wanted to learn self-defence;

I made the mistake when I was starting out of not determining a target market for my self-defence classes. I thought I could train everyone ranging from clients wishing to focus on weight loss, to Australian champions - and as a result, I wasted a lot of money on marketing.

I recall when I appeared in the Sunday Telegraph some years ago, there was a ¾ page article & a photo of my Australian champion & myself. The article was about how my boxer was trying out for the Olympics. It was a great article for him as well as myself.

I naively thought to myself that this article would generate hundreds of clients to my gym. But it didn't, because the newspaper's readers for the most part were not from my target market or my customer avatar. It was distributed all over the state & most readers were interested in sport in general, but not seeking to become a fighter.

Customer Avatar

An avatar is a fictitious character made to represent your ideal customer. In determining who this is, will help you focus on and determine which social media to advertise on and then market towards them.

Don't try to create "everything" for everyone. Select a niche/ target market that plays to your strengths and build your products, services and reputation around being the number one /expert for that target market in your local area.

The most important aspect of marketing is defining your customer avatar. Find the ideal (or common types of) clients coming to you. Determine what their needs & problems are and then develop the solution by creating the workout class for them.

Buyers don't want to buy a martial arts class - they want their problems solved - remember this!

- Think about this - what does your ideal customer really want?
- How can your service, solve their problem(s) and needs?



ABOUT THE COLUMNIST-

Garry Wasson is a business coach for the fitness industry & has over 20 years experience he has developed a business course for personal trainers .

Garry has trained in numerous Martial Art disciplines including Boxing, Karate, and reality based self-defence, he holds three black belts in three different disciplines and numerous certifications within the fitness industry, and has appeared and been featured in over 50 publications, including the Daily Telegraph and Blitz Magazine in Australia. He has also been a contributing author for a magazine in New Zealand fight times. Garry has also self-published a book Positive mental attitude.

Garry was also a mentor for Personal trainers through Fitness U and a level 3 fitness professional with Fitness Australia. He worked for Boxing Australia as a national fitness coordinator. As a Qualified Trainer and Assessor, he has developed nationally recognised and approved continues education courses & professional development courses that are approved by Physical Activity Australia in Boxing and martial arts for fitness professional and Personal Trainers.

He has developed a nationally accredited self-defence instructors course for martial arts instructors. He has articles published that focus on personal training, fitness, motivation, boxing and self-defence. His training skills have also been recognised and worked as an Extras Boxing Audition Advisor for the Movie "Wolverine - XMen Origins", and performed a role as a boxing extra in the movie.

Garry had the honour to work as a boxing trainer or sports motivator with boxers from Blue cattle dog boxing that went on to win the below titles:-

- Oceania champion.
- Australian champion.
- State champion.
- Afaura state champion
- PCYC state champion.
- City of Sydney champion.
- State novice champion.
- Southern zone champion.
- Best & fairest boxer in NSW
- Best NSW senior prospect boxer of the year.
- Most scientific boxer.

Avatar Questions

- Who are they?
- Male or female?
- Age?
- Married or single?
- Do they have children?
- How far do they live from the gym inside 10kms?
- What are their hobbies/interests?
- What is their job?
- What is their income?
- Employment status, full time / part time?
- What are their problems?

- What are their needs?
- Are they time poor?
- What days & times would they prefer to train?
- What social media sites do they use?
- Does he or she go to the gym or play sport?

All of these questions can be discreetly determined if you carefully review their application forms when coming to train with you, or as part of their inquiries when they make contact with you.

Now knowing all of this information about my ideal client, I can now develop a class program to suit them:

Now I can spend money on marketing to my ideal client on social media.

Learn more at :

www.mmaworkout.com.au

