



From Clicks to Clients Masterclass and Live Q&A with Connie Holen (November 2024)

Lawrence Neal: All right, so welcome to the November 2024 Masterclass where we have high intensity training experts and people from outside our industry helping us to learn more about how to grow the business and improve at things like personal training and the operations side of the business.

Today we are joined by [Connie Holen](#) from [Pixality Design](#) and she is generously going to be educating us on the topic, "From Clicks to Clients."

So, using search, social, and signage to generate more leads for your studio. I'm going to hand over to Connie and she's going to take us through this presentation. So over to you, Connie.

Connie Holen: All right. Thanks for having me. Excited to jump in because this is some fun stuff. For those of you who don't know me, I'm a web designer, primarily digital strategist.

[Pixalitydesign.com](#) is my website. I'm a boy mom. I'm outside of Lincoln, Nebraska. I was a swimmer in college, which is how I got into the kind of this fitness industry. And I've worked with over 300 studios in the boutique fitness industry on their websites and digital presences. So that's where I'm coming from. It is a niche that I specialize in my business.

A graphic featuring a circular photo of Connie Holen, a woman with blonde hair, sitting on a dark couch with a laptop. To the right of the photo is her name and title, followed by four icons representing her background: a family icon for 'BOY MOM X 4', a location pin for 'LINCOLN, NE', a swimmer icon for 'SWIMMER', and a building icon for '300+ STUDIOS'.

Connie Holen

Web Designer, Digital Strategist
[pixalitydesign.com](#)

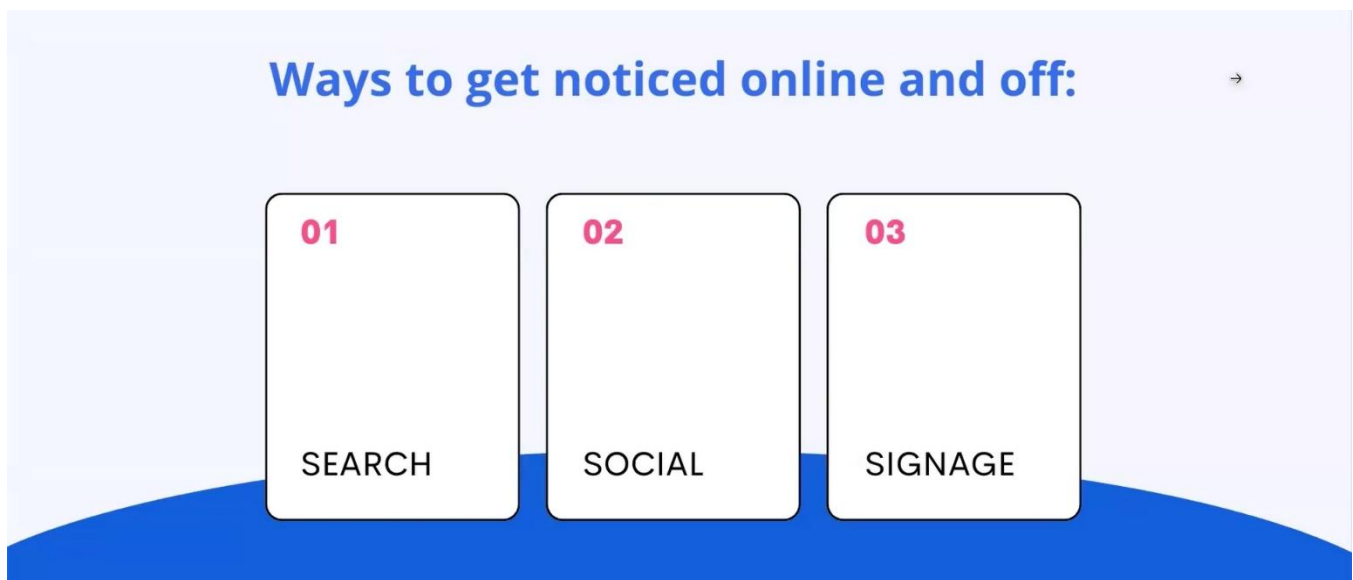
BOY MOM X 4 LINCOLN, NE

SWIMMER 300+ STUDIOS



We're going to talk about just the general idea of, “how do you get more visibility for your business?” You're all doing great work inside. Your clients love you. You've got some things figured out on how you run your business, but now you need to be more visible in your community to attract more clients.

And so that's what we're going to talk about today — basically, *how to get noticed*. You don't want to be the best kept secret anymore in your town.



There are 3 main “buckets” that we look at when we look at trying to get more visibility, and that's what we're going to go through today:

1. Search
2. Social, and...
3. Signage.

So, we will start out with search, because search typically brings you the absolute best leads that you can get into your business, because this is when you get found by people who are already looking for what you offer or already know they have a problem and know what one of the solutions might be.

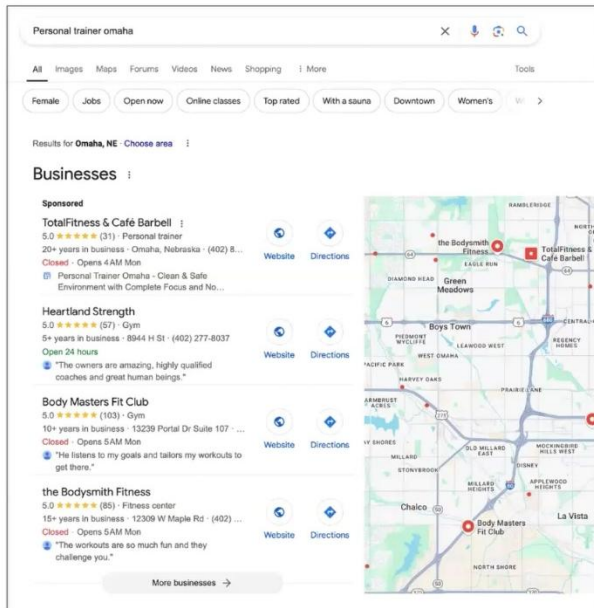


1

Search: Get Found by people already looking!

They're researching that. They're actively looking. So, these are the people we want above everyone else because the sales cycle is going to be shorter. They're really motivated to jump in and try your services.

So how do we get found when people are searching?



Search Engine Optimization

Help search engines (like Google) understand **what you do** and **where you do it.**

Search Engine Optimization is the nerdy term that you hear. This SEO, all this means – and I'm going to focus on Google because Google gets the majority of the search traffic in the world... There are other places that we'll talk about in a second – but basically, Search Engine Optimization is just helping search engines like Google understand what you do and where you do it.

Google wants to provide *you* as an answer when it's the best answer to their clients. They want searchers to be happy and get what they found what they came to Google looking for. So that's all SEO is – we're trying to help Google place us and place us in the industry as a potential search result.

Visually, that means that someone is searching for “personal trainer near me”, “personal trainer Omaha”, and you start seeing results that pop up.

So how do we get found when people are searching? I like this quote: “If you want to be found stand where the seeker seeks.”



“

If you want to be found, stand where the seeker seeks.

—Sidney Ranier

So, we need to play the game a little bit, and we need to give Google the information [so] that they can place us where we want to be.

And the answer to that is that people do seek on Google. 90 percent of online experiences start with the search engine. Google gets 80 percent of those. That's why I'm focused mostly on Google. The other search engines will follow suit pretty much with what Google does. 84 percent of searches are discovery searches.

People seek on Google



- 90%+ of online experiences start with a search engine (Google = 80% of them)
- 84% of searches are discovery searches (ie. 'near me')
- Established studios get 60%+ of their referred website traffic from Google



And so those are things that are “near me” or as an example, they're trying to find a new product or service to try. That's a really big chunk of what Google searches are.

And then, this last stat is one that I've seen in the numbers of the data of the clients that I've worked with, and that's established studios get 60 percent of their referred website traffic from Google.

So, compare that to someone who's just starting out, who doesn't have this SEO in place, does not have a presence on Google where you get zero or 10 percent of your website traffic from Google. If you are established and you get up to 60 percent of that website traffic, that's a lot of visibility for your business that you're not paying for. It's already just in place.

Okay, so how do we get visible on Google?

1



First, figure out what searches you want to be found on:

How do people search for your *services*?

How do people search for your *location(s)*?

First, you have to figure out what it is that you want to get found for.



So, to do that, there's two parts to that for a brick and mortar fitness business: One is *how do people search for your services?* And the second piece is *how do people search for your locations?*

And you have to have those two pieces together. Otherwise, if someone's just saying, so searching strength training, they're not going to see studios, they're going to see articles about strength training, they're going to see national media spots on strength training. So, you really have to pair both the service and the location together. So, I'll show some examples.

1



First, figure out what searches you want to be found on:

How do people search for your *services*?

Personal trainer
Fitness center
Gym
Fitness Gym
Personal strength training
Strength training

How do people search for your *location(s)*?

Atlanta
Peach Tree City
South ATL

Here are some examples of how people might search for your services.

And these are actually, I did some looking at the search traffic that people are actually typing into Google. So, some keyword research. So, these are in priority order of the volume that people generally search for terms in this niche.

Personal trainer is number one. *Fitness center*, *gym*, *fitness gym*, *personal strength training* — those are all words that people use to describe your services. So those are the words that you're going to want to use in your business assets to describe your services. Even if you have we refer it in this niche, *high intensity strength training*.



People aren't searching *high intensity strength training*. You can still use that to describe what you do, but people are using *personal trainer, personal training, fitness center, gym*, those types of things, right?

So, you need to *reflect back the same words that they're using* so that Google can match you together in the search results.

Second piece of that is *how do people search for you by location?*

This is really important and this is the one thing, honestly, when I'm auditing websites that's missing in a lot of cases. They talk about their services and a lot of different words and language, which is great. But then it's, Very hard to find out where someone is located in the world. Might be have to dig on a contact page.

So, we want to start bringing that location information into a more prominent place in your digital assets. And that's, for some people, that's like one, one term. Like people only search for *Lincoln, Nebraska*. Small enough, if people are searching for what I do, we have one term.

Others, like in this example, if you're in Peachtree City, which is a suburb of Atlanta, and maybe people search South Atlanta, there may be more than one way that people actually describe your location.

Some neighborhoods, prominent neighborhoods nearby, if they're big enough, and this is where you just need to like, know your area, people might search for, near this shopping center or on the street or something too.

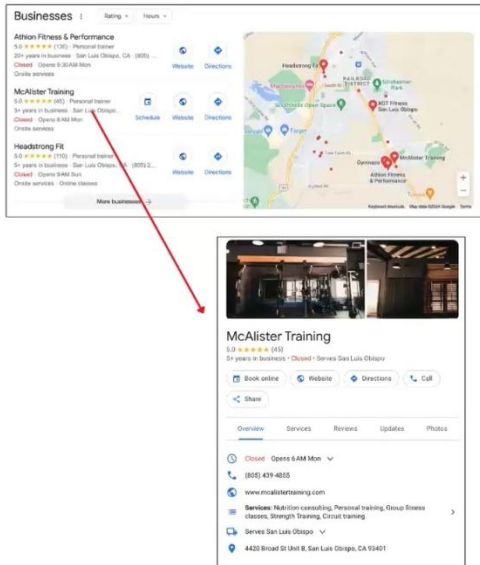
Kind of thinking through how people logically would find, search for your location.

Once you have those two pieces, you know how people describe your services, and you know how they describe your area, what do we do with that?

The very first thing that I would do is go into your [Google Business Profile](#) and make sure that those words are everywhere that you can put them naturally.



2 Google Business Profile



CLAIM IT

google.com/business. Tied to your physical address. Can select service-to-area if home address

GIVE IT SOME LOVE

Add / update photos, service descriptions, hours, features, FAQ, link to social

RESPOND TO REVIEWS

Check in regularly to show Google you are active and engaged

So, if you don't have a Google Business Profile, you can go to google.com/business and you can either claim it or create one. Most of you probably have one at this point. It's tied to your physical address. So, if you've moved locations you need to make sure that gets updated. If you share a location, so say you're co-located in a gym, this might not be applicable to you because the gym might own that that physical address. But if you have a suite number or something, that's a separate address and you can create your own.

And then if you, I don't, I'm not sure how many people you have, but that are personal trainers that go to different people's locations, but you can select a service to if you work out of your home and you, go to other people's.

So either way, make sure you claim that and you have access of your Google business profile. And then you want to give it some love.

So, add update photos, service descriptions. That's something that's commonly missed. Hours, features, you can do some FAQs in there, link to your social. That's something that has been added in the last year that you can link to your social.

All this is that it's giving Google the information they need to feel that you're a credible business.

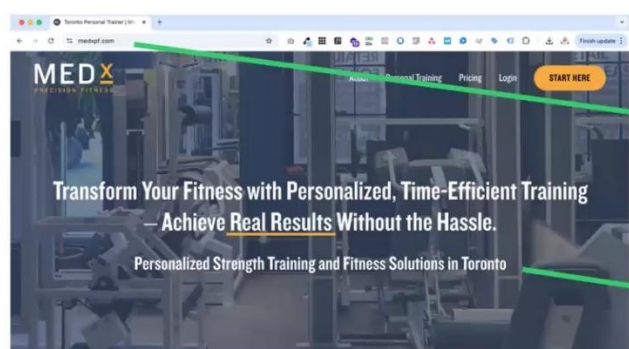


And then respond to reviews. This is an ongoing thing, right? Check in regularly. Respond, say thank you to good reviews. Even if it's negative reviews, respond – it just shows that Google, that you're active and engaged in your business [and that it's] worth showing in the results.

So that's absolutely like the number one thing: Google Business Profile, when you're trying to optimize for SEO.

The second thing I would do – and this is linked to your Google business profile too – is go optimize your website homepage.

3 Website Home Page

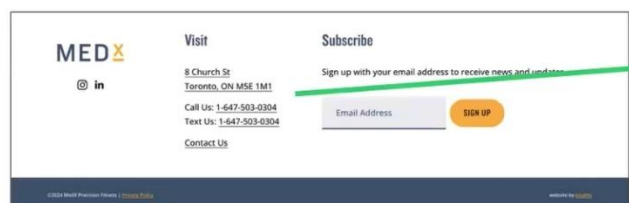


PAGE TITLE

Primary service + location

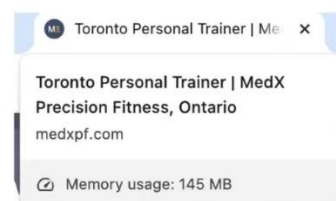
HEADING

Primary service + location



FOOTER

Name, address, phone #



And this is really pretty simple to get the basics in place. It comes down to three places:

One is the page title.

That is if you hover over in the Chrome browser, you hover over the tab of your website, you'll see what your page title is.



And so, in this case, that little blowout picture for MedX here, their page title is Toronto Personal Trainer slash [MedX Precision Fitness Ontario](#). So, you can see how we have personal trainer in there. We have both Toronto and Ontario.

So, we have two location keywords. In many websites, if you just DIY'd your site or you worked with a web designer who didn't really have no SEO, if you go hover over that tab and you see what your page title is, in many cases, it's just going to be your business name which in most cases, if your business name does not include specifically one of those service or location keywords, you're really missing out on a key piece of real estate.

Google looks to that page title to determine what you do and where you do it. That also impacts your listing in Google. It also impacts your Google business profile too.

So, where you are relative to your competitors.

So, the page title... and you can just Google based on your platform, *how to update page title Wix or Squarespace or WordPress* or whatever.

The second thing is a *headline*.

One of the headlines you can see in this case it's the kind of subheading on the main page that we have. So again, you want that primary service and allocation in that headline someplace. So we use *Strength Training* and *Toronto* in that headline. Some variation of those keywords you want there too.

I typically do it like this where the big headline is the message that you want people to get. And then the sub headline is the plain text. Here's what we do, here's where we are.

And then the third thing is somewhere on the website. I typically put it in the footer. It could be up at the, sometimes it's a top bar.

But on every page of the website, it needs to have:

- Your name
- Address, and...



- Phone number

... And that needs to match your Google business profile.

So, this is where sometimes, if you use a suite and your Google Business Profile, you want to use it on your website too. You just want to draw that line really clean for Google.

Yes. A lot of times Google can figure it out, but we don't want Google to have to work any harder than they already are. Those are the basic, the easy sit down, five minutes you can optimize your homepage for search, and that would be where I would start on that. There's more you can do, but that's a good start.

And that's honestly, 90 percent of studios are not doing those basic things.

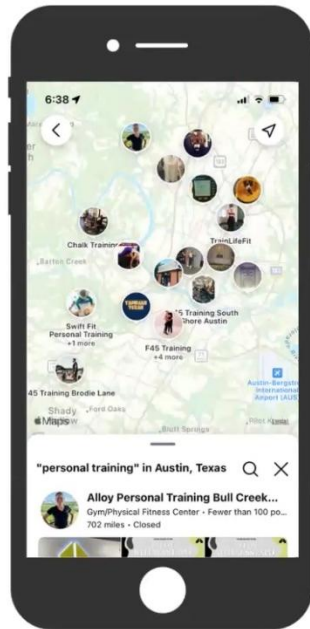
Okay, so we're still in the bucket of *search* in general, trying to make sure we show up where people are searching for services that we have. Google, obviously one of the most important ones, but people search on a lot of other different platforms.

And there's a lot of other search engines that you don't think of as search engines like Instagram, YouTube, TikTok, LinkedIn, anything, any platform that people frequent that has a search bar on it is a search platform. And different generations are using these platforms even more than Google sometimes.

So, this is a screenshot actually from Instagram.



4



Where else?

SOCIAL MEDIA PROFILES

Instagram, Youtube, Tiktok, LinkedIn

LOCAL DIRECTORIES

Chamber of Commerce, Industry directories

So, I searched personal training in Austin, Texas. You can see it shows me a map. It shows me businesses that are on Instagram that have defined themselves as personal training businesses in Austin. So how do you show up on that map? How do you make sure that all these other platforms know that where you are and what you do?

You need to put it in your profile.

So, we'll look at that a little bit specifically, but you need to be clear in your profile on whatever it is that you have to have those keywords, those services, and those locations as well. And then you can start to show up and when people are searching on those platforms to local directories are, one of those old school things, but still are applicable and can help grow your credibility with things like Google, too.

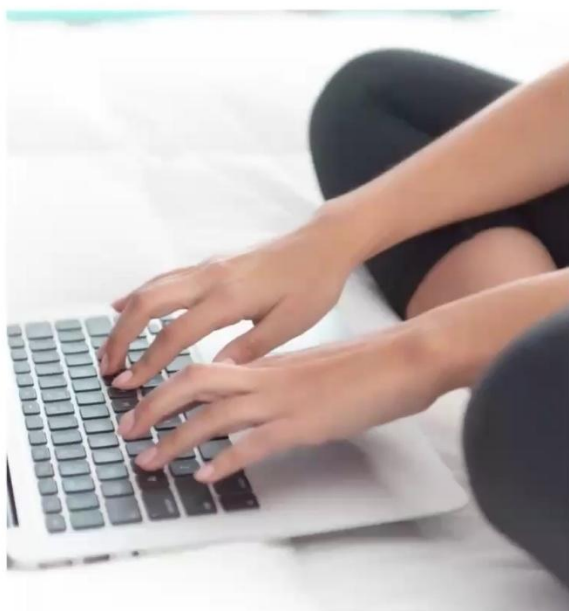
And when legitimate local resources or industry directories are linking to your business. So, this would be chamber of commerce locally industry directories that list, strength training, personal training studios, all of those things show Google that yes, you are a legitimate business.



And people do, go to those directories and look through those lists as well, too. Oftentimes those directories tend to have pretty good they're not going to be able to do a lot of that search credibility already, so they may show up ahead of you.

So, look for other search engines that you don't typically think of as *search engines* and make sure that those platforms also know what you do and where you are.

Okay. So, here's the takeaway from this section, the search section – write this down, take a picture.



YOUR TURN!

3-Step Search Signal Review

1. Google Business Profile
2. Home page title + headline + footer
3. Social Media Profiles

Make sure you do this at some point in the next couple of weeks. Here are the three steps search signal review that I would do. This is a great time to do it before the new year kicks off. There is more search volume. Naturally. It happens in January.

1. Go in and log into your Google Business Profile, give it some love, make sure it's updated.
2. Go into your website, make sure that the home page title, the headline, and the footer have those key information in it, and then...



3. Just go check that your social media profiles and check that those keywords are in your profile description as well.

Cool. So, any questions on, The search bucket? I can keep on moving. We can do questions at the end.

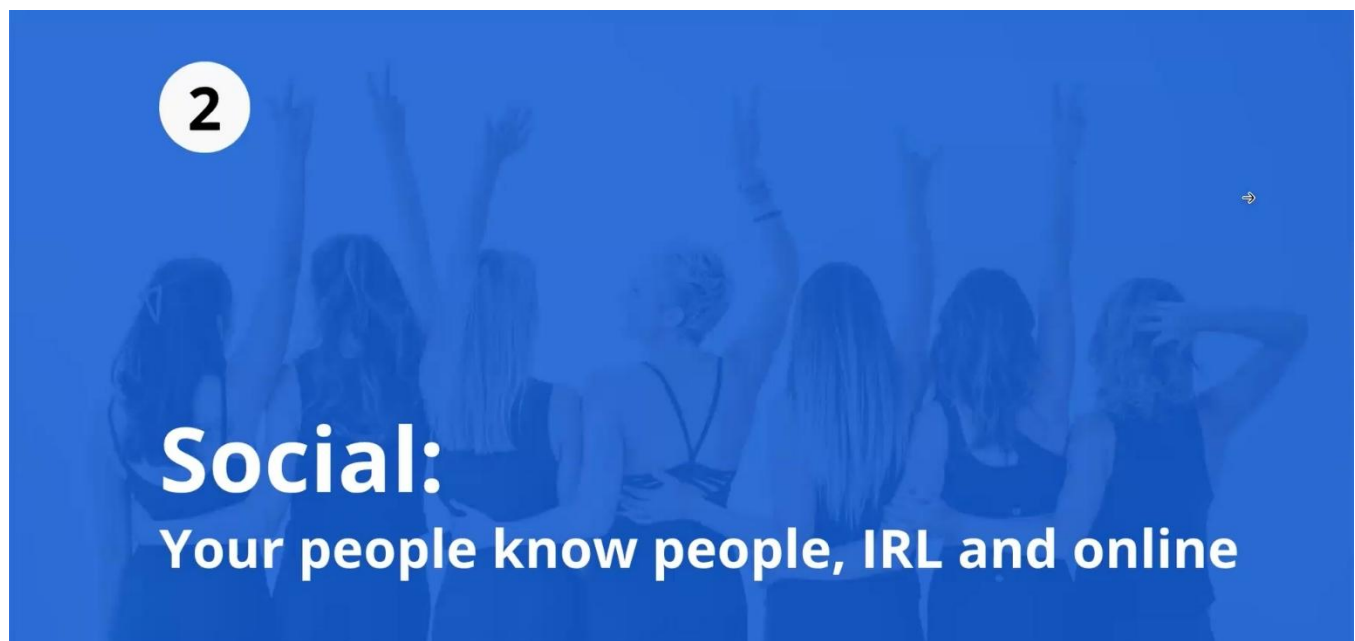
Lawrence Neal: Yeah, no, it's okay. So, if anyone's got a question, please raise your hand and I'll unmute you. I've put a blanket mute on at the moment, just so people don't come in or background noise and that kind of thing.

If you've got a question about anything Connie's touched on so far, please raise a hand. You just click react that little heart icon at the bottom. You can raise a hand and ask a question. If you don't, we'll just. We'll just carry on. I think it's been pretty straightforward so far, Connie, but... excellent.

All right, so I'll mute myself and you can carry on.

Connie Holen: All right, and we can do questions at the end too, once we get it through all.

Okay, so second bucket is social, and this is a pretty broad definition of how to be more social, how you can be more social to get more visibility for your business.





The bottom line here is that your people know people in real life and online.

So how can we harness that?

Because you have clients who love you already. How can we do more with that?

People are 90 percent more likely to trust and buy from a brand recommended by a friend.



“

People are 90% more likely to trust and buy from a brand recommended by a friend.

source: Nielsen

That's why this bucket, I mean that first one where I'm saying search, go find those people who are already looking for you. This, I think, is the next greatest bucket.

Because if you can get someone in a social context to refer you, to talk great about you, that trust is almost already there. You almost don't have to, that sales cycle is going to be pretty short. So, we like people who come from social referrals. So how do we get more of those?

How do we get people, the buzz, people talking about us?

Local collaborations is the first thing. So co-promotions, what complementary businesses are in your area.



Local Collabs

CO-PROMOTIONS

What complementary businesses are in your area?

MEDIA EVENTS

How can you contribute to local media?

That's my little picture of physical therapists would be a natural partnership that you would have with others in your area.

However, just think outside that what other businesses do you know, do people come in with, protein drinks from the juice shop across the way or what other businesses do your client your net your clients that you already have frequent, which do, what do they like and how can you do a complimentary, type exchange there or some co-promotions.

One of the popular things I've heard with other studios, boutique fitness studios is like a cop, the locally owned coffee shop. They sponsored the little sleeves on the thing. So, the sleeve has the intro offer of first cost free come to this, studio. For the coffee shop. And so that's a, you're buying their sleeves, but it's a promotion for your business. Just find what works for your niche in your area.

Media events is the other one.

Obviously, [Frederick Hahn's Slow Burn](#) has this nailed. You don't have to be on national TV quite with that, but there are opportunities in any size town to contribute to local media. That increases your credibility.



And this is a great, I think, tactic for this niche too, because most of you are thought leaders in the industry of fitness, and you have a lot to say, and you have a different perspective of things to say – local media, look just for opportunities there, whether it's TV... I also have a client who does like a weekly radio spot, like a wellness spot. Wednesday minute on the local radio. So, you don't even have to be like on TV, but if you can build those relationships with people in your community that can help you get visibility over time too.

And then referrals, like getting right to it.

Referrals



GUEST PASSES/REFERRALS

Do you make it easy to bring a friend? Do you offer incentives to?

NETWORKING / EVENTS

Give yourself something to talk about with open house events, or 'out in the community' events.

Guest passes and referrals from friends.

If your clients love you, chances are they have people that they would also think that they probably talk you up to. And most studios would probably say their number one referral source is from current clients.

So how can we pour some gasoline on that? How can we make it easy to bring a friend? Do people know that they can, bring a friend? Is there some sort of program that you either offer incentives or you just make it really easy and inviting for people to bring a friend to try it out?

Maybe it's an *open house*, *friends of friends* event or something.



But think through how you can actually encourage that instead of just assuming that people are, "it's very exclusive," and then, networking events. Give yourself something to talk about with open house events, like I mentioned out in the community events...

That's a picture of a farmer's market.

... just things that you can get out into the community and get some buzz.

I've had clients, even in this space talk about how people said that they've, "Oh, I didn't even know you were there." They've been there like 20 years! "I walk past this all the time, but, I didn't even know you were there."

So how can you bring that to the surface?

And we'll talk a little more about signage in a second, which is a good answer for that. Social media now we get to see Patrick and work to from [Strength Evolution](#). He's doing a great job with social media.

Social Media



ORGANIC

Community building and connecting. Showing thought leadership + building trust. Time is the primary resource required. →

PAID

Calculated messages to targeted groups of people. Money is the primary resource required.



So, if this is one of those things that you want to try, get some content out organic social media. That means you're not using paid ads. You're just, publishing it's going to help community building and connecting. It shows thought leadership. It builds trust. It takes time to do.

That's the primary resource required, but you can repurpose that content. If your audience is on a certain platform – these are screenshots from Instagram; your audience might be on a different platform – find out where your audience is and see if you can put some content out there organically, that's a way to get a little more social credibility and social visibility.

Paid ads are when money is the primary resource.

You definitely need to put some time into those ads, but you can then... to calculate, give that calculated message to targeted groups on social media.

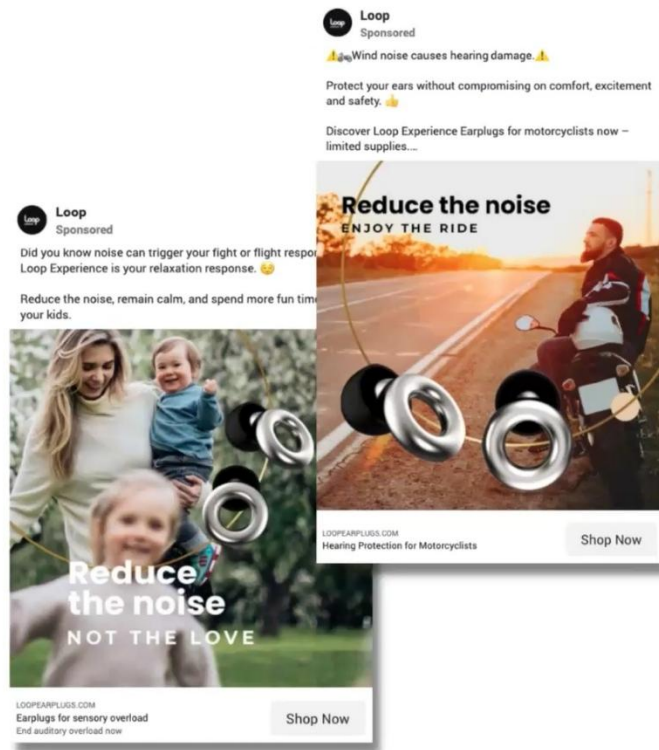
So that's another option if you don't like any of the other ones for how you can be more social.

I think a lot of people when they think of the *social* bucket for visibility, they think social media. That's the only thing. That's why it's one of the last things I've talked about here is there's a lot of other ways that you can be social in your community without social media, but it is an option as well. And some people are doing it really well.

I think it lends itself well to personal trainers, too, because you have a lot of good advice out there. So whether you're doing ads or just organic content, I did just want to talk about, what makes a good piece of content.

How do you make sticky content or posts?

Really comes down to *who, what, why* and *message* and matching some messages to specific people's needs.



Stickiness: Who, What, Why

Matching messages to people will get attention and stop the scroll! Every post should not be for every person.

So, a lot of times when you go look at a social media channel for a fitness studio, a lot of more generic stuff. We're talking to everybody all the time. Here's some *inspirational quotes*. Here's *meet our team member*. Here's that type of content.

It starts getting really effective and you can see this in ad data if you're running ads when you start getting really specific with your messaging. And so, here's an example. I don't know if anyone's heard of the [loop](https://looppearplugs.com), the company, but they do noise-canceling earplugs and so same product in both of this.

Obviously, this is [an] outside industry, but I think it's a good example of how exact same product. These are 2 different ads talking to 2 different people and use cases for it. Reduce the noise, enjoy the ride. When noise causes hearing damage, they're talking to a motorcycle rider. The other one, reduce the noise, not the love. Reduce the noise, remain calm, spend more fun time with your kids, right? They're talking to the mom who just needs a quiet moment.

So same product, but we're speaking to the desires of the client in a different way.



And so how can you create content that speak specifically to different people who use your services and find success with your services without trying to make everything fit for everybody?

This is when social media and paid ads starts to become... really connect people. It starts to stop people's *scroll* and they start to pay attention.

If you're a motorcycle rider and you're scrolling through, that ad is going to stop. What's happening? What's going on?

Okay, to kind of wrap up the social bucket here, where are we at in 2024? What's working with clients in 2024?

Consumer sentiment trends in 2024

- **Out:** hard-hitting "pain point" messages
- **Remains hot:** Short form video content (real/relatable + influencers)
- **The year's twist:** trust in A.I. is low – leverage it, but don't promote that you do. Personal service is more important than ever.
- **Pandemic ripples:** High value on experiences + IRL connections



I would say the hard-hitting pain point messaging is out. We saw a lot of that in years past. With the [StoryBrand book](#), which is great. There's a lot of good things on that.

But that really driving in that like you're, *you are going to die soon if you don't do this*, like the really over-the-top, pain point messaging, people are over that right now.

So, it's how can you give a little more positive spin on what you, what people can gain from these services.



It is important, I believe, to – and Lawrence and I have talked about this in a previous episode, but... – it is important to meet them where they're at with where their struggles are, but I think the over-the-top pain point messaging is a little negative for 2024.

What remains? Hot short form video content. Real, relatable influencers, meaning just your real clients and your real community.

That's not going away, especially with the rise of AI video is one of the things that can cut through AI pretty quick. And I know there's AI video stuff now too, but people can sense the authenticity for those type of contents. I don't see that going away in 2025 either.

The year's twist. We started out this year and everyone was like, "AI is great!" This is, we've got all this stuff going on, which has been a big boom for a year for that. But general consumer sentiment is that trust in AI is pretty low. They don't, so if you use it, don't promote that you do it.

And then the flip side of that is that *personal service is more important than ever*.

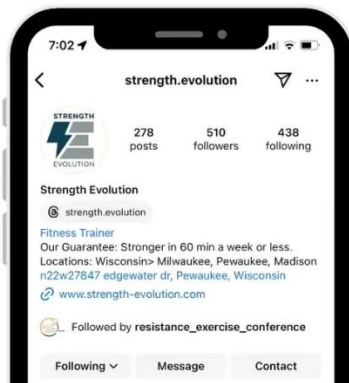
And that's coming out of the pandemic too – high value on experiences and in real life connections. Play that up in your own brand messaging.

Okay, so your turn on the social bucket – here's where I would start if you want to optimize things for social.



YOUR TURN!

Optimize Social Profiles



1. Start with most frequently used
2. Check for / add location info to profile
3. Check for / add core service to profile
4. Check for / add intro offer details + link in profile
5. Evaluate top (pinned) posts

Go to your social profiles first – and we talked about this with search too – this is one of those things that kind of has double to bang for your buck. But start with your most frequently used.

Check for and add your location info to your profile, check for or add your core services to your profile, and then make sure that there is mention of what your intro offer is, free consult, whatever you do, and link that to your profile.

So, make it really easy if people do find you on those social platforms and somebody might... their friend might have said something about you and they might go to Instagram to look for you or they might go... or your website and then they go to Instagram to check you out.

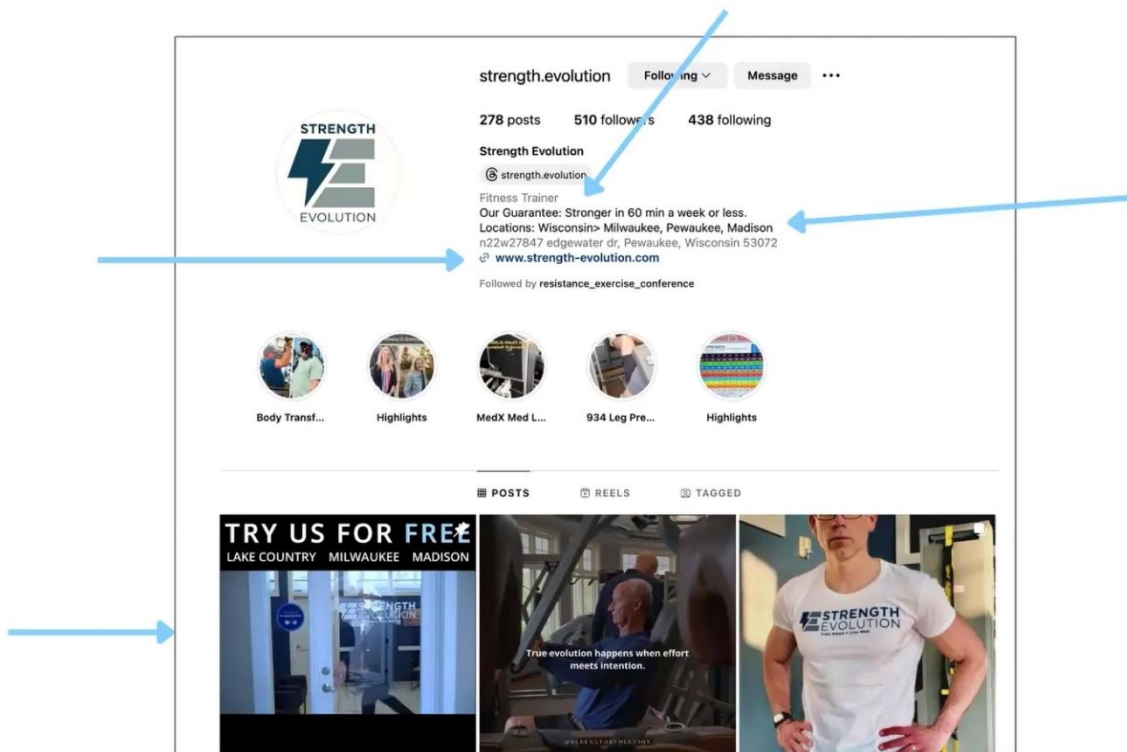
So, make sure that is all cohesive.

And the Strength Evolution example here, you can see it says “fitness trainer”. That's the category. He's got the *guarantee*, and it says locations “Wisconsin, Milwaukee, Madison,” right? Very clear that this is a brick-and-mortar business. And in this world of post pandemic stuff, it is not always clear if you find someone on the Internet, even in the personal trainer space that they have a brick-and-mortar location.



And then the link is there as well, and then you can evaluate. I think I've got it on the next slide. Yeah, so you can see that even more, and then...

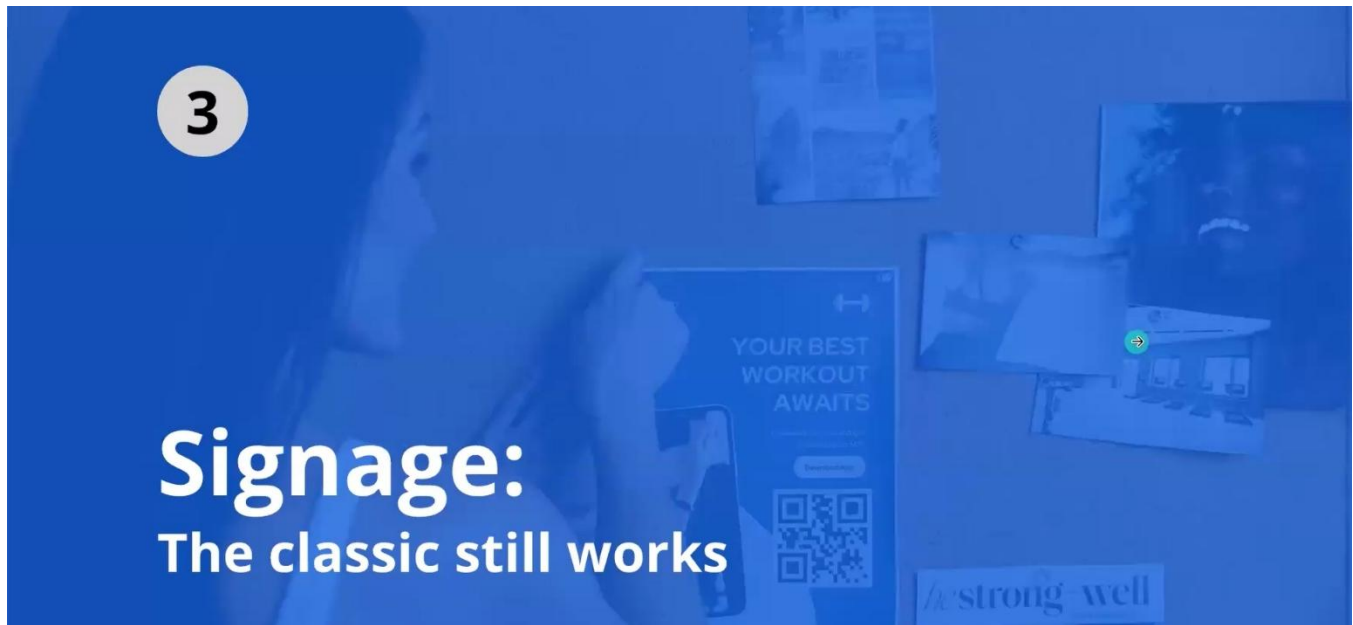
EXAMPLE



Evaluate what posts going into the new year, especially evaluate what posts are sitting on the top of your social platforms, whatever the ones you use the most.

For this example, he has a “try us for free...” And the top left, it's a pinned post – and Instagram, you can pin to the top – so he's very clear about... this is a great call to action right there. We have the intro.

So, if you have, even you could go in just for a couple of minutes, if you use Instagram, go find you're not using pin posts, pin the posts that are the most likely to tell the story to get people in. That's something you could do really quick before the beginning of the year.



Okay. Our last bucket of stuff is Signage — old school. Yes, but...

Lawrence Neal: Connie, can we just pause there just to see if we've got questions?

Yeah, any questions, anyone? Raise a hand and I'll unmute, and you can ask a question if it can come up for you so far.

Okay. While people are thinking, I say, if you don't know how to raise hand, just click *react* at the bottom, a little heart and you can click raise hand.

Just quick from me, Connie, in terms of media events... and so, there's [an article that's done really right now in the LA times](#). So, if you've seen that, where it's talking about high-intensity or slow-motion strength training, it's in over in California and it's been focused on [Melinda Hughes' business Strength Shoppe](#), but it's also featured lots of high-intensity training businesses in the California region, and it's helping generate leads for everyone, which is great.

I have a thought about this, but I'm curious: how would you go about actually increasing or getting featured in PR? Right? In big online media like that? What would be tactically... how would you recommend people go about doing that?

Connie Holen: Yeah, honestly, that's not my area of expertise to... like, the PR things.



I have heard of HARO (Help A Reporter Out) — it's a website where you can basically submit ideas for thoughts and that you're an expert and you're willing to come on. I've heard some people having some success with that. I've never tried it myself.

But that sounds like a real easy thing. Sounds like a PR person might be a good person to have on, because they have all kinds of ideas for that.

Lawrence Neal: It's all good. No, look... I'll touch on this later separately, but I have a friend actually who's had a lot of success.

We're building relationships up with journalists and using it for great effect. And he has a process like, he... this is, at least, what he used to do: he would use Twitter and he'd build relationships up with journalists through Twitter who are always looking for help, but they're looking for content.

If you do their work for them, they will be very happy. And if you ride it in there with their voice and make it interesting — which I think it's quite easy to do in our niche — then that could be one way to start building that and get more opportunities. But I'll talk about that separately in the community and see if I can link to that. It's an old podcast I did.

Anyway, sorry, back to you, Connie. I don't think we've got any other questions. I might have some at the end and I'm sure... hopefully there'll be other questions at the end too. So, I'll hand back over to you and yeah, this is awesome. Please keep going.

Connie Holen: Yeah, I love the idea of PR for this industry. And there's whole agencies that help people do that. And there's a lot of opportunity out there.

Okay, so we want to talk about *Search*, making sure you show up. We've talked about *Social* using real people in your network. And then the last bucket is *Signage*.



And I think this one gets overlooked because it's old school, but it is one of the top referral sources that, for some studios, if they have good signage that people always say, "I saw your sign."

So, I haven't had the years to collect examples of good personal-trainer-specific signage, but hopefully this gives you some ideas: sandwich boards, sidewalk signs that... actually, talking to her, like I mentioned before, personal trainer client, who said that they're close to a Pilates studio and they've had a couple of clients who are like, "oh, I've walked past your studio for years."

I didn't even know what you did here. So, something like that, like a well-placed sidewalk sign, if you have good foot traffic in front of your business, can go a long way.

There are different rules or different locations and everything, but the middle one is on the back of a bathroom stall, actually at a big indoor youth sports soccer and basketball facility that I'm at every weekend with my kids. So, if you're... I thought it was just a clever placement. They obviously, this nail spa, obviously talked to that facility and said, "can we put signs on the back of the bathroom stalls?" I don't know what the arrangement was there, if you're a target audience, if you know there are middle aged moms with kids in pro sports and they go to this indoor soccer facility every weekend that's a captive audience, right? In the back of bathroom stalls some placement like that.

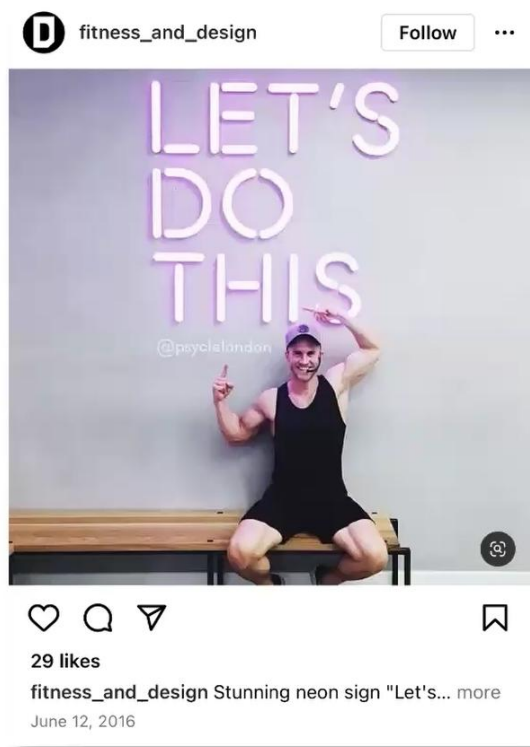


And then the last one is actually a client of mine. It's a real actual billboard, the one on top of the keto billboard. Surprisingly, she's in Lexington, Kentucky. It's a school. There's a university there.

And so, she does this when all the students are coming back for a short period of time. And she said, "Surprisingly, it's not as expensive as you think it is." Not that you need a billboard. I just wanted to put it out there that there are some things to look into for just different sign placements that are outside of just your physical location.

You can definitely do stuff on the windows of your own facility and what you have access to, but there are other signage opportunities in your community to get more out there as well.

And then... the *selfie wall* is a modern take on signage.



So basically, what this is doing is you're harnessing that social proof that we talked about in the last bucket, and you're giving people an opportunity to take pictures of themselves in a cool place in your studio.

So, this is an example of a neon sign.

A lot of times neon signs or you see a wall with a mural. Something that's cool and related to your brand, what your brand message is. Some of your clients would not take pictures in front of something and post it on social media. Some of you might have an audience that does. You just have to know, your people.

But if you are going for the younger demographic, the types of clients who do like this type of thing, you give them a spot in your studio that's well-lit,

that's good for photos. The lobby selfie wall is a new form of social proof and signage that you can put in place in your business.



QR Codes

- Posters / Flyers
- New client postcard checklists
- How-to videos / guides
- Google Review Requests



And then, QR codes, right?

They're back after the pandemic. It's a pretty expected way to bridge the gap between in person real life — tangible signs and your website where people can book and buy and give you money and fill out forms and everything.

So, think about if you're using QR codes or if you have signage out there, how you can add QR codes on them.

I like the example of today's classes. *Scan Me* — that's on the window of their business for personal trainers that might be for session free — *Scan Me to Claim*, and they fill out a form and now you have that lead.

So, that's on the actual like building itself, but that could be on a sign, elsewhere to that other, that unlimited-three-week intro, the same idea, but that's for a poster sign.

And then you can also use QR codes like that bottom one is a *Scan to leave us a review on Google*. So that's leaving them to your Google Business Profile. That's at the front desk of a business.



So, think using QR codes to connect people in real life to what you want them to do online.

And then, thinking about where you're sending them and if that page is going to continue that conversation.

So, for that today's classes, if I scan that, I would expect to go to the schedule. I wouldn't expect to go to a page that talks about your services. So, making sure that you're thinking through QR codes, but they're easy to create and they're a really good way to get people from signage to doing something to an action in your business to a lead.



YOUR TURN!

Connecting offline to online

- Where are you sending people from your signs?
- What's the first impression of that page?
- Does the message on that web page match the message on the signs?

Okay, so that's where the action piece of this visibility bucket comes is make sure you're connecting those offline signage to online.

Where are you sending people from your signs? What's the first impression of that page? And does the message on the web page match the message on the signs?

And then I have a little bonus here.



BONUS

Home page headline makeover



- How can you make it more about them and less about you?
- Is there an unexpected word you can use?
- Get inspiration from your online reviews!

If you are looking at those landing pages that people are coming from your signage... okay, so that's where the action piece of this visibility bucket comes in. If you are looking at those landing pages that people are coming from your signage. And does the message on the Web and that might be your home page as well... And this kind of relates to the search one as well...

How can we make over that headline to make it connect a little bit more?

This is a common... when I look at, when I audit sites the messaging, the headlines, it just feels really flat. Like you didn't really work a whole lot on it, right? And I'll show you an example next time in a second.

But let's try to pump that up and make it a little more energetic, make it a little more connected with people. I like to get inspiration from your online reviews. So, I'll show you an example.

Now, so this would be a typical thing that I would see on a personal trainer site. I'm sure you've seen a ton of this.



BONUS

before

Welcome to xyz Studio!

We're committed to delivering effective workouts to meet each client's unique needs.

So “welcome to our personal training studio.” “We're committed to delivering effective workouts to meet each client's unique needs.”

I actually, this is from a real website that I found. So pretty typical, not going to make you stand out at all. So, if we go in, Oh yeah, I'm using [The Strength Code](#) as an example of Sheila's studio.

But if you go into Google reviews your businesses, Google reviews, find some Google reviews from clients that are a really good fit with your services. And then look through the words that they were actually using.



★★★★★ 10 months ago

I wanted to work out and get in shape but was struggling achieving that goal by myself. I found the Strength Code in my neighborhood, and I couldn't be happier. I love Wendy, my trainer! She understands my goals and customizes my workouts, gives me meal advice, and is a great conversationalist. The workouts are only 30min which allows me to fit them in my busy schedule! I love it!

★★★★★ 4 years ago

FINALLY I have a place to tone up and lose fat that doesn't take up all of my time or make me exhausted. I am not a "go to the gym" kind of person but the intimacy of the one-on-one trainer experience at the Strength Code is awesome. I feel 100% supported by my amazing trainer, Wendy, who understands my body and has actually helped reduce my back pain since working out with her. I've also worked with Sheila who is awesome. My husband works out with Ann. The entire team of trainers are the most professional, attentive and supportive group of people. AND it's only once a week (or twice if you're super motivated). If you hate working out but want to tone up and slim down this is your place.

★★★★★ 4 years ago

This is a fantastic routine! It is done in a fraction of the time and cost of any other, but with far better results. The trainers are professional, helpful, and expert at what they do. I've been working out at the Strength Code for five years and can't recommend it highly enough!

Okay. So, in this case, I pulled out "fit them in my busy schedule".

"If you hate working out, but want to tone up and slim down, this is your place."

"Fantastic routine."

"It's done in a fraction of the time and cost of any other, but with far better results."

So, I'm picking out those snippets from real people's words. You don't have to hire a copywriter here. We're just looking at our client's words...



BONUS

after

Finally...a workout that fits in your busy schedule

Hate working out but want to tone up and slim down?
See Results in 30 min / week

... and then you can use that to rewrite the headline. So, fine, this is my rewritten headline. I would replace that boring headline with, "Finally a workout that fits in your busy schedule, hate working out, but want to tone up and slim down, see results in 30 minutes a week." So, you can see that's just going to connect with people a lot more.

And then here's just a little bonus — this is how you can do that with ChatGPT.

BONUS

Home page headline makeover *with ChatGPT*



Help me brainstorm some website headline ideas for a [type of business] studio. Use the following client reviews to help create headlines that reflect how my clients feel and help me attract more clients like them. Use a [adjectives that describe your brand] tone.

[paste in as many reviews as you'd like]"



If you put this as the prompt I use with chat GPT, but “help me brainstorm some website headlines for a personal training strength studio. Use the following client reviews to help create headlines. Reflect how my clients feel and help me attract more clients like them.”

“Use a” – and then fill in adjectives, what your brand voice is, so... “professional, energetic, and encouraging brand voice” or something. And then, just paste those reviews into chat GPT.

I have found that chat GPT does better when you cut and paste the reviews in there versus when you just link to your Google reviews. It tends to give you a little better information, so you can get some ideas from that as well.

I wanted to include that as a bonus because all these things that we talked about *search, social signage* – you are generally, in most cases, people are going to land on your website. They're going to find their way back to your website, whether you're directly leading them from a QR code or a link from your Google Business Profile, they are going to land on that website. And whether they become a lead is in big part due to whether you connect with them right off the bat.

And so that main page headline or whatever headline is on those landing pages, it's really important to actually getting that traffic into leads, having them fill out your form, etc.



Quick Wins



Give your Google Business Profile some love

Update photos, fill in missing info



Optimize your website home page

For SEO and overall message



Optimize your social media first look

Including profile + pinned posts

Okay, so here's my quick wins — takeaways from this presentation that I think you all should make time to do between now and January 1st:

1. **Give your Google business profile some love.** Update the photos, fill in missing information make sure, your pricing, if you have pricing in there, you're starting at pricing, make sure it's accurate, make sure your services are accurate just go basically give it some love.
2. **Optimize your website homepage for SEO and overall messaging.** Take a look at the main headline and then those three pieces where I talked about the SEO. Make sure you have your services and location clearly listed in those three spots. And then...
3. **Optimize your social media.** Go look at the profiles on whatever social media people come from and make sure that you are very clear about where you are, what you do. And that the pin posts or the posts at the top of your feed are a good representation of your studio.

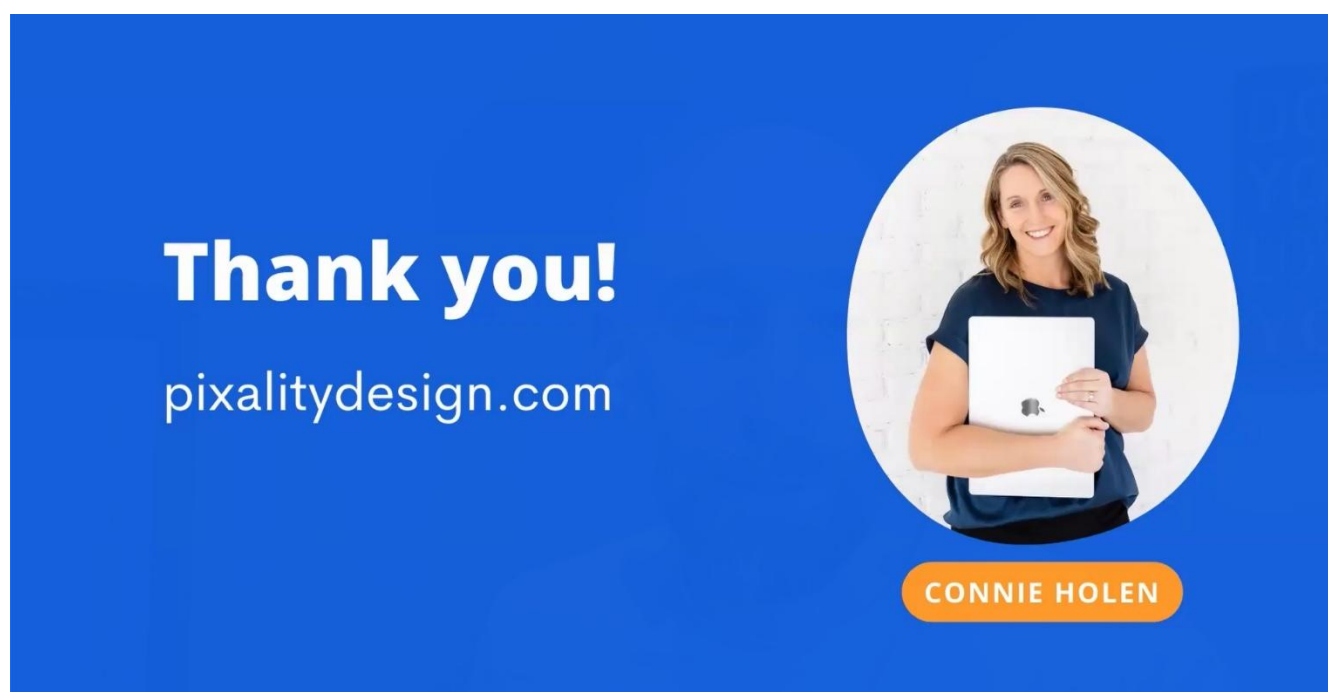
So, those, I think, are the quick wins, probably sit down in an hour or so and knock those out. And that's the low hanging fruit as far as visibility to be ready for the January the increase in interest in fitness overall.



And then the longer-term stuff, like we talked about the PR stuff, they're creating relationships maybe creating content for social media.

Those types of things can be something that you do in 2025, but this type of stuff, you don't need to put this off. Cause this will literally take you minutes.

So that is my recommendation for takeaways and that's all I've got. Thank you. That's where you can find me, and... open for questions.



Lawrence Neal: Thank you, Connie. That was awesome. Really appreciate that. And thank you for making the effort to really tailor it to our niche, to high-intensity training. I noticed that, and I appreciate you doing that.

Anyone got any questions, please *react* at the bottom, raise your hand. We've got 14 minutes here. This is a great opportunity to ask Connie *the-website-SEO-all-things-online* expert, any of your questions, drive you more leads.

All right, James, give me a second here. Oh, how do I do this now? How do I unmute? Oh, does he unmute himself? Okay. If I ask you to unmute James, can you unmute yourself? I think you can. Oh, he can. There you go.



James Brown: Hi, Connie. Hi, Lawrence. Thanks for doing this. Sorry I missed the start, but it seems, yeah, it seems really bang on, really caught my attention with the... you had a slide about the sort of 2024 or five survey and the trends and the sort of moving away from – was it the hard sell pain point?

Lawrence Neal: Yeah. That was interesting. No more agitating the pain in our messaging or too much.

Connie Holen: And I think that's it. I think you just nailed it. It's like the agitation, I think. Like, we still need to address why people need your services, but, the flow, it was like, *mention* the pain, *drive in* the pain, *agitate* the pain – it was just a little heavy. And I think people are that heaviness...

James Brown: I guess, I'm not sure if my question is just thinking out loud, because... I'm sure this is right. It's obviously a good trend, a good sort of survey to get this sort of feeling. But Lawrence, as we've just revealed to ourselves that the whole semaglutide weight loss drug – huge trend – is going to drive people towards safe towards strength training.

But we – I guess we shouldn't lead with, “you're going to lose all your muscle” – we need to have a softer way of pitching. Is that right?

Lawrence Neal: Are you asking me that or Connie that?

Connie Holen: I'm hoping for a good one.

James Brown: You Lawrence, you... no whatever...

Lawrence Neal: Whilst Connie's looking for that, I still think you've got to, you've probably got to lead with a problem, because that will get the person's attention.

It's just, it's like the problem being like, “Yeah, you could,” it could be like, “You don't want to lose muscle while you're taking...” fill in the blank supplement or whatever it is, whatever you call them.

James Brown: Yeah. “Set yourself up for success.” “Set the new...” up, the “...new you up for success with a stronger, lighter body.”



Lawrence Neal: Yeah. “Or don't lose muscle with...” And whatever it is, and then, and but you don't necessarily then need to...

I think the point Connie is making and what the trends are saying is you need to labor the point about how they're going to lose all their muscle and die or something.

Where do you think that sentiment comes from, Connie? Is that just because all the... I don't know, like, the *mood* around the election and... or just a general volume of that type of marketing that's taken ideas from things like StoryBrand and just gone really hard with it? And that's happening through the mass...

Connie Holen: Yeah. I think it's a good question. I think it's a combo of all those things.

I think it started with the pandemic, and it just, rolled into that. Yes, the election in the US, yeah, I think the StoryBrand concept is excellent.

But I think we've just... people are a little tired of those really long sales pages now that go on and on about the pain points.

I think it's just been done a little too... I would say, a little *too literally* from the StoryBrand in length and too much. I just think that everyone's that... that formula isn't catching anyone's attention before, anymore, because they're like, yeah, let me get to the stuff.

Lawrence Neal: As a personal anecdote, I can second that, and I'm just curious if we have, if we really know the conversion stats. I'm guessing that, Surveys is going off of conversion from that type of messaging as well. Maybe, I don't know.

You've got a cool example here, haven't you?

Connie Holen: Yeah, you can see this PDF that I have. Yeah.

So, this is the way, the little *softer* way that I generally... this would be like a template messaging template for a small sales page.

So, something like a free consult that there's not a whole lot of investment. And I still like the “call out the problem”... what is it that you're, what is it that they're coming the top level problem?



And then the subheading, I think, is where we flip that agitation into something a little more positive while we're still letting people know that we see them and we understand them. And so that's more call out things that they've already tried that aren't working.

And so that may be like, “you find you're losing you're losing muscle mass with Ozempic” or whatever, and maybe that's not the like actual subheading, but it could be if it's a landing page where you're targeting people that are that, but you're saying like, “Maybe you've tried out working out at home,” “You've tried *this* and *that*, and then it's not working for you,” “Here's the better solution and here's how it will solve those problems.”

So, I like that kind of like twist on it, like things that they've already tried that aren't working for them by calling that out. I think that's continuing to cement in that problem in their head, but without being like, “you're not long for this earth if you continue down this path...” yeah.

Lawrence Neal: Yeah, it is a really nice simple format. Guys, if you want to screenshot that, if you want to... obviously, it will be recorded and put inside the community anyway, to reference back...

Connie Holen: You can link to it too — it's free and public on my site.

Lawrence Neal: Cool. Okay. Guys, feel free to raise your hand if you've got other questions.

I've certainly got some here. I like — just to echo what you said there about the lobby selfie idea — I think that's really cool because this has come from someone who despises social media, but I see the benefit.

So, I'm going to load a file here into the chat, and I'll put it in the Masterclass.



This is the lobby for a restaurant. I sometimes go to as a quite fancy restaurant in a fancy hotel. I say “sometimes” – I rarely go because it's very expensive. But the restaurant is called [Sophie's](#), and you can see that I've just uploaded that image in the chat – Lisa, I'll let you have a second here – and these are swings in the lobby to the restaurant and it's designed to obviously, so you sit there and someone takes a photo and I see people doing this all the time and I've done it and I don't even like social media and I'm like, yeah, take a picture of me on the swing, And so it must work.

I'm assuming it works quite well to spread the word and drive people to attend the restaurant. But obviously it doesn't have to be this fancy. It could be simply a waiting area with a really cool quote on the wall or something like that that's pretty.

Connie Holen: Yeah, I have a bunch of examples of them.



Cause I think it's just a fascinating kind of... for one, you have to know what resonates.

It's a fascinating brand exercise alone, even if you don't do it, you're like, *what would resonate with people enough about my brand that they'd want to take a picture?*

It's... hence, it's usually not your logo; it's something like a beautiful mural or a sign that they feel empowered standing in front of or something, but it does have to connect to your brand.

So, I think even if you don't do it, it's a good brand exercise. But yeah, I think it's along the same lines to have how typical fitness studios like gamify, attendance. So, like my hundredth class and you take a picture in front of the hundred class board or something like that, and maybe it's... you could do that too.

You could have an individual kind of achievement zone where there's a picture... but, yeah, I think it's a good use of lobby space, especially where it's typically in the lobby because the lighting is good and people want to take a picture in front of it.

But for the right audience, I think it's a really fun and it's a modern thing. The younger people generally like it too.

Lawrence Neal: Yeah, I even feel like the older generations will like it as well. I see just as many of them on their phones taking selfies and things.

And I'm just looking at Discover Strength's... If you go to their homepage their top headline is "Be Unstoppable".



DISCOVER  STRENGTH

Services

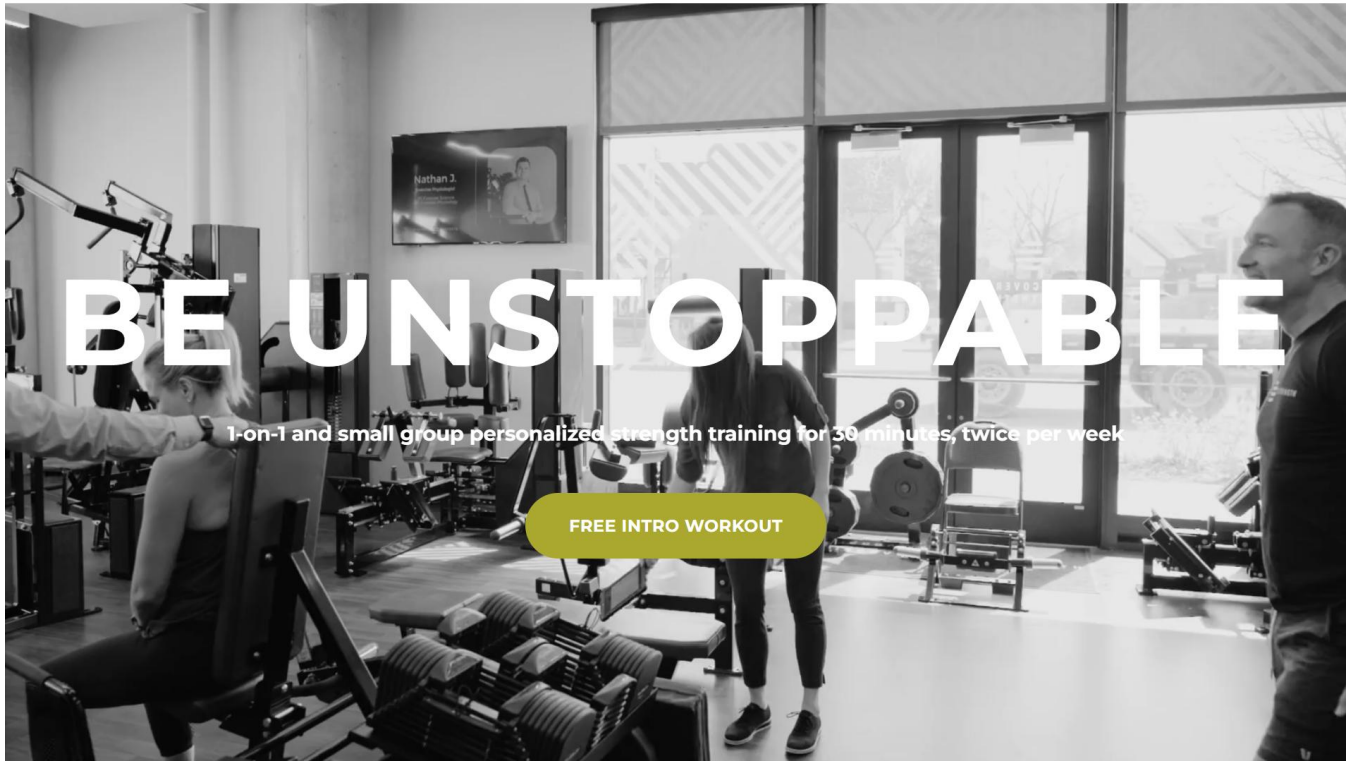
Studios

Schedule

Pricing

Learning Center

FREE INTRO WORKOUT



That would be probably... because I'm assuming they've done a lot of work to figure out that really resonates with their target market, that'd be *unstoppable*. And so, that could be a quite a good backdrop for the selfie lobby, something like that.

Lisa, I'm going to raise... lower your hand and unmute you here. There you go. You should be good to go. You should be able to unmute yourself. Let me know if that works. Yeah, there you go. Cool.

Lisa May: A couple of interesting things.

So, we've had a sandwich board out front for three years, and people walk right by it when they're trying to find the studio! And I don't know what that is!

We have Highway 111 behind us. So, all of the businesses in the shopping center are facing the mountains, not the busy street. And the owner of the building did just put our logos in the back windows, but I can't imagine that's going to have much impact at all. So we do struggle to be



seen. We don't get a lot of people who walk by and if they do, apparently, they don't see us very well. Our particular suite is tucked back just a bit from the business next door. So that's a bit of a challenge, and I'm not sure where to go with that.

We do an ad in Roundtrip Mirage Insider, and we start usually when the season starts, and that just started November 1st, and we'll run through the season with that. So that has been helpful in the past.

In terms of social media, when an article like the one in the LA Times came out – and we find articles all the time – what's the best way to use that in social media? Obviously, you want short videos, so you can't really go through much of the information in there. I don't know that sometimes you can't link the article because people need a subscription to read it. Sometimes you can. What's the most effective way to use something like that?

Connie Holen: Yeah, that's a great question. I think people want your thoughts on it as well. I typically that's done...

I wouldn't if it's paywall protected, maybe you don't take screenshots of it – that may get you in trouble, but maybe you could too, and... typically that's done like a green screen, you've got the article behind you, but you're talking in front of it.

And I can pull up some examples, but... and you're like, "Hey, did you guys see this new article in the New York Times? It's highlighting what we do," like, "...new research has come out." You give them like short, 15 second summary of what it is. And then, you bring it back to your business. Like, "we're doing this exact same training right here and wherever we are."

So, I think it's you... being on screen and talking about it. I think that's more effective as if we're talking about specifically social media, and then, you can link to it or link to a page on your website that has resources that link to it.

Do that type of thing, but I think you being the face of giving some... either excitement and interpretation of it on your social media is going to make you look better. And also highlight the fact that it's being talked about at an international level.

Lisa May: Okay. That makes sense.



Lawrence Neal: All right. Awesome. Great question, Lisa. Great questions, guys. This went really well, I think, just having this as a meeting so people can just easily connect through [Skool](#) and join...

Connie, this was awesome. Thank you so much for doing this. I really appreciate your time. Just to wrap up here, just so you're aware, guys, [Connie is in the community](#). So, if you want to ask her any questions about anything she's spoken about today or website design, SEO, et cetera, she is great at doing that.

Connie Holen: Just tag me so I see it!

Lawrence Neal: Yeah, of course. And the other thing as well is obviously Connie is fantastic at website design. She's done a whole lot of websites in high-intensity training. They all look great.

So, if you want to get your website looked at, she's the person for that. And it's a 50 percent off a standard consultation with you to look at SEO and other things. Connie. We'll put a link in the notes for this as well for that.

Connie Holen: Yeah. Two options. If you're actually looking at getting a new website built – free consult, we'll just talk about your needs and a potential project.

And then the link that Lawrence is talking about is in the Skool. And that's a like strategy call. We're just going to look at your website, give feedback, consultation, SEO, all that. And there's a 50 percent off coupon for High Intensity Business.

- Book a Consultation call with Connie to discuss your website, SEO, social media advertising, email marketing and more. Use code "HIB" to get 50% OFF - [Schedule Here](#)
- If you want Connie to design your website, [schedule a call here](#)

Lawrence Neal: Yeah. Great. Thank you so much. All right, guys. Thanks for attending. Really appreciate your time as always. And we'll see you soon at the next call, but thank you, Connie, and have a great rest of your day, and same to everyone else. Thanks, guys. Bye!

Connie Holen: All right. Thanks, everyone. All right.