



How to Sell Your Craft Without Actually Selling

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This session covers proven strategies to help fitness instructors, trainers, fitness facility managers and studio owners streamline their business approach to maximize class attendance, increase exposure and enhance profits.

- Grooming yourself for success as an independent professional
- Class (and instructor) Marketing 101
- Graduating from instructing to coaching
- Delivering an outstanding product
- Make it personal: How to grow your tribe effectively
- Ethical considerations

It's all about outstanding service, so *be ready!*