

THE **small** BUSINESS **BIG** **MARKETING** *show*

**INSANELY EFFECTIVE
MARKETING**

Episode #474

**The secret to building
Australia's largest
personal training
business with Fitness
Enhancement's Scott Hunt**



www.SmallBusinessBigMarketing.com

Scott Hunt Interview Transcription

Tim

Scott Hunt. Welcome to the small business big marketing show finally.

Scott

Thanks Tim.

Tim

Lovely to have you here mate. Now personal trainer tell us about the most interesting session with a client that you've ever had and don't hold back?

Scott

I've done over 20000 sessions over the years. Personally myself. So there's a lot of different ones. There's one thing that's true it's no one's normal. Everyones unique and everyone's different. Some of the more interesting ones. I'll give you a couple one that more cringeworthy and one that's people always wanted to know about. Those cringeworthy ones would be the lady who had unrealistic expectations. Wanting to lose 20 kilos in about 2 weeks. We get people like that. That's fine. It can't happen but we get it. She decide to take a certain medical supplement in extreme dosage to try to help that. And we found out it wasn't going to work during the session. In a very messy way.

Tim

And you know customer's always right.

Scott

Exactly. The one upside is that was one in her homes I could get out there real quick.

Tim

Next appointments calling.

Scott

But on the flip side I had the most extreme ones have asked about you know what high up people you train. My favourite one be on a super yacht I got to train someone. Which is pretty awesome. Yeah it was pretty amazing.

Tim

You get to say who?

Scott

No I can't. Leave it mystery.

Tim

Fair enough. Client confidentiality and all that. What I do know through my research is it is an Australian billionaire.

Scott

Yes.

Tim

And there are not many.

Scott

No there's not.

Tim

So we could go through them but we won't. We don't have time. Well that's makes your job interesting. You clearly got a very interesting job. So how have you managed to get physical fitness enhancement to be ranked the top 5 personal training businesses in Australia. The number 1 in Queensland. What are you doing right?

Scott

Well I guess the question is what's going to get me number 1 in Australia really.

Tim

Oh okay I'll give you my second question. What's the number 1 ranked personal training business doing that you're not?

Scott

Yeah you've got me to be honest and I guess for me it's been 20 years I start a business when I was 19 on 400 bucks and just built from there basically and it's always been really heavily focussed on customer service and looking after people and then on growth and expansion as well but keeping that quality service and I think a lot of it is just the devil's in the details with really looking after people properly. Plus still growing and expanding and trying to keep that same level of service as you get more and more trainers and were across most of Australia. That's really the key.

Tim

Well let's just dig a bit deeper there Scott. What does that mean? Because everyone says oh good customer service. Does that mean looking a customer in the eye smiling?

Scott

It means a million different things and I think a lot of the things we all see in reading books or hear on podcasts for example that we all know but very few people do it again and again and again consistently year in and year out the common things you see in the personal training industry the common problem we see in a lot of industries people show up a minute late or leave a minute early. People don't give their client their full attention or all those tiny little 1 percent of things that just make that client go not going to be joining. I

spend my money elsewhere. Tiny little things that even a client doesn't realize sometimes. That's what makes a difference. And I guess the proof is in the pudding with us. We've had some our clients for 20 years now so people I started with when I was 19 now trained with my staff and have done for the last 8 or so years since I stopped doing P.T. all day every day basically. So yeah it's getting that service for those people.

Tim

You're a longtime listener of this show you probably listen to the episode with Joshua Nichols who is the platinum electricians guy 21 step customer manifesto that everyone sparkies must implement every time they go on site.

Tim

Yep.

Tim

Do you have something similar?

Scott

Yeah we do actually. So we've got a really in depth training course that we put all our trainers through. That's got exams as all online and everything as well. And we make sure they complete that and we have follow up education calls from one of our staff members who's a really good teacher as well.

Tim

Wow.

Scott

And then we also speak to people the whole time. So we do a lot of mobile sessions. Ran over 2000 suburbs around Australia now. So we've got trainers who've never met face to face. We've got clients who we've never had more than spoken to. Clients who've been with us for 5-10 years who've never met face to face. So it's about speaking to trainers and speaking to a client and checking that service

Tim

I understand that there's trainers you haven't met? When you say clients you haven't met someone? Within your business has met the client?

Scott

Yes absolutely.

Tim

So you're not doing remote training?

Scott

Nope we're keeping the personal training there. So we might have trainers who might be newish with us passed our tests and everything and have started up with us they obviously qualified experienced before coming to us but then we put them through the hoops with us they start with the client but then it doesn't necessarily mean they're gonna be amazing. Probably be good.

Tim

Does the training that you're giving your personal trainers recognise the fact that your industry is a little bit lax in all that stuff and I imagine I don't know but I am guessing a lot of the trainers is there a taped course or something that shows you how to train people to get fit but has no business acumen attached to it?

Scott

Yeah there's Certificate 3 and 4 in fitness. That's the standard but it's a very wide degree of good and bad within that. It's a very unregulated industry. Legally don't have to be a qualified PT to call yourself a personal trainer.

Tim

That's frustrating?

Scott

Yes definitely.

Tim

Let it out.

Scott

Probably the worst ones are the ones who are actually qualified but some of the courses take about 24 days full time study to be qualified to train someone who's had back surgery or had mental health issues morbidly obese and someone can be straight out of high school and don't even finished high school and then be apparently qualified to train.

Tim

Can I sense there could be a royal commission coming into the personal training industry at some point in time?

Scott

To be honest it wouldn't surprise me. The amount of clients weigh in and many other really awesome credible place out there. Plenty of great places out there it's just that the majority aren't as good.

Tim

If there was what would happen to the industry? Because the financial planning industry just had this. There's been a huge clean out. Would you see and from what I hear speaking to financial planners half are leaving because they're too old to re-educate themselves

those who are staying and those early on in their careers are going to make a fortune down the track.

Scott

Absolutely and that's how it should be. It should be the ones who keep up the standards. Ones who are hurting people and giving the industry a bad name and stopping people achieving their goals. We should be putting the things in place to push them out or help them step up. Either way it's going to solve the problem. So if we could just sort that out with the bottom 20 percent of the industry it'll be a massive difference because you look at the average Australian they think if they're morbidly obese or elderly or injured they've seen too many episodes of the biggest loser and a personal trainer is the last person I think of going to. We try to be really different with our business with that and a lot of other great ones do too.

Tim

Shows like Masterchef made every second kid want to become a chef, which is not a bad thing. What has shows like The Biggest Loser done for your industry?

Scott

Look there's been a massive boom in industry in recent years. Has died off a fair bit now that the government's funding sort of dried up for it and so on as well but it's made a very very crowded market. But really if you're doing a great job it's not a crowded market. You know there's still more than half the population overweight or obese there's plenty of customers to go around. But the whole market of getting fit people fitter is extremely crowded now and it's really hard for a lot of people stand out. So the industry time that a pt stays in the whole industry is 10 months before they quit the industry. And of course most never made even close to minimum wage before that point anyway.

Tim

You're not in the market I would guess. Fitness enhancement of getting fitter people fitter?

Scott

No we're not.

Tim

What are you in the business of?

Scott

Our real key catchphrase that works for people is where the place sets if you hate gyms basically. So plenty of people out there hate gyms someone had a bad experience in a gym and never gone back. So we really see people like that basically go I want that personal support. I don't want to feel uncomfortable around other people. I want a down to earth friendly trainer. I don't want to be smashed toads feel sore for a week. I want to feel good about myself. Basically that's what we're really for.

Tim

The gym thing I'd just been through that I joined a gym and cancelled after 24 hours I think I was the shortest member ever. I have a lower back issue at the moment and I thought that spin classes were going to fix that. Clearly it was the wrong thing. And so that's the only reason I joined a gym. I would love a personal trainer 2 or 3 days a week but gyms 16 bucks a week and a personal trainer is about 120 bucks a week is quite a difference. Important investment oneself I guess. Talk me around.

Scott

Well the classic one we'll have to say well what is your health worth to you.

Tim

Really priceless.

Scott

That's where we have to do that type of thing. Right. We don't say black and white like that. That's a little bit cheesy saying it that way.

Tim

How do you say it?

Scott

But it's getting people understanding that. It's very hard to say and get through to people. People really realize where good solution when they had a problem before. So they're not feeling good about themselves. Gone and join a gym. They do a spin class. They hurt their back more. That's when they realized that a personal trainer can actually be good values. A lot of marketing is really centred around if you've had a problem elsewhere we're going to solve those problems for you. I guess most businesses like that where they're solve the problem and fix a pain point you've had somewhere whether it be a pain because you've had a sore back or pain because you felt embarrassed going to the gym and too many meat heads there. Were really about fixing that pain point basically. So our our best marketing is often when someone's had a bad experience and forcing many people then go and never go to another fitness place at all. But the ones who do then go what can I do different.

Tim

Clearly your personal trainers get trained in message and marketing communications because it's a real many small businesses don't put any work into the pitch into overcoming fears and questions and blockages that prospects have. Is part of the training that you're giving your people about overcoming all the different questions?

Scott

Yeah absolutely. Online training course goes through a fair bit of that but the big one is just really hiring right of a person someone who's a good personal trainer has been a caring nurturing person who's got a passion for health and fitness for years and years good at lifting people and emphasizing that the person has been great for years and years already

basically. So then when I go on to a personal training course for some people they're young for some people they're in their 40s. It just brings out the best in them. That's the type of personal trainer that we tend to look for and we fill in the gaps where we can basically and we just work with them and we try to match them to the right client too. Not every trainer suits every client.

Tim

Clearly not. When you talk to any small business owner they will say people is one of the greatest problems and greatest opportunity. So how are you attracting and retaining great talent and fitness fitness enhancement?

Scott

Yeah look I definitely agree with that. They're biggest asset and can also be the biggest liability very very quickly. Part of it is actually getting that training system going. So this has been slowly but surely figured out over about 15 years I've had staff for and I've made all the mistakes in the book just like every other business owner out there and had plenty of cringe worthy moments. And we still have the occasional one but it gets less and less and less as we start making people jump from a more hoops making to a higher standard having better customer service and better communication with the clients because remember we don't see most of what our trainers do.

Tim

When you say we. Head office staff? Franchise HQ?

Scott

Yes.

Tim

But attracting great people so clearly what you've done is put a lot of investment into building the fitness enhancement brand. You've got a fair list of people coming to you versus you having to advertise and attract people in?

Scott

Yeah we do we have both. We're sort of expanding growing so we are always advertise on for more trainers. Only thing that slows our growth is actually getting enough amazing trainers. It's actually pretty easy get some good trainers but we're not after those people. We're after the amazing trainers. So that is our biggest struggle with growth is actually getting more amazing people. So some of our trainers that are amazing. All my main guys in my head office we've had for between 5 and 10 years with us now. With the other one start out at the bottom and go on and advance their career become a manager and then go on to buy a franchise with us. People are really investing in it and building their future off it basically. And many people have had their same clients for the whole period. If you're not keeping a client for years and years and years then you're probably doing something wrong. I would say that for any business out there either trading and you never get repeat business there's probably a reason for that and you don't deserve to.

Tim

Repeat businesses is awesome business so the service level you're offering the customer service level you're offering. The fact that you're getting results. Clearly there's a system that every client goes through. You make them feel comfortable

Scott

That's the funny thing. People talk about results and getting results and that's absolutely important. People are going to come back if they're not getting their fitness results or their weight loss results but the end of the day it's also that customer service that comes with it. It's got to be the whole package. Any weak links that's when it really falls down and those amazing results get clients too.

Tim

The risky thing about a franchise is I want to talk about why you went down that path. But being a franchisee it really only takes 1 or 2 to staff it up and it reflects on all the other however many franchisees you've got.

Scott

Yeah absolutely. Look I think that's true with staff members as well. It's just more true with franchisees because there's a lot more on the line when they've actually invested money in and then probably staff members as well. So that's one of the upsides of franchisees is they're committed enough to invest in that brand basically and you want people like you who are dedicated to building a successful business. So that's one of the big perks of franchising and that's the biggest reason we went down that route. We wanted the person who goes at unlimited potential is where I can grow my business with you guys vs. it's a great job but it will never be anything more than that.

Tim

I want to go back to one of the earlier questions Scott. You don't know or really do you know what is the number 1 personal training business doing in Australia that you're not?

Scott

To be honest I might be being biased here but I don't see anything they're doing that we're not. I have to say there. It's a place here in Perth took out that title last year or this year and we're number 1 in Queensland 1 of the top 5 in Australia. It's just whatever the judges saw in them. I just look at my business there is no point worrying about the competition when we currently change what they're doing. I look at my business and what we can do to continue to improve and I look at how far we've come over the last few years last 5 years especially at making things bigger and better and proving us service and equality of trains and quality possessions. And that's amazing. But then you look at the future and go where we're gonna be the next 20 years and we only scratch the surface. All the things we could to sit back and enjoy the success is pushing forward to actually achieve those goals.

Tim

What's the one thing within your business that you would desperately love to do and either it's not the right time you haven't found the courage maybe needs more resources than you have?

Scott

I would say it's expand bigger and better.

Tim

You just want to grow.

Scott

Pretty much. I want to grow with the quality is the key to it.

Tim

How does it feel to you? Is there just this pent up. You know as a kid. You want to wake up Christmas morning and just get down on the tree and you have to wait for mom and dad to run out at 7 a little bit like that?

Scott

I guess as a kid I enjoyed building things bigger and better. That's I enjoy doing and as a teenager I was 15 years old going into fitness. Oh and we have some big Australia wide fitness business 1 day and at 19 I start on my whole 400 dollars basically. One thing is there was no Facebook or anything back then you couldn't do the free marketing you can do now. So it was a lot tougher back then as well. And just build from there basically it was looking forward to where we are now. Oh that amazing one day. And so now we're here doing the same thing I'm looking forward and going were at day 1 really there's so much more we can do. We want to become that household name in fitness for people who go I don't feel comfortable going to a gym we want to get people more active and moving a lot more. There's still the vast majority of the population doesn't do enough exercise.

Tim

It's kind of interesting that household name thing as you say in a category in which there isn't a household name. There's probably some household names in the gym space.

Scott

Yeah there are gym space a lot are really household names is becoming a very crowded market and that's evolved over time with a functional training places and your 24/7.

Tim

Great opportunity.

Scott

In the mobile person training. There's no household name we are the biggest mobile personal training business in Australia about 20 times over now I think. That's awesome. But we're still not at that point where people go gee I'd really like to lose weight. I don't feel

comfortable going to a gym. I don't want that lack of support from some online system or a book. I have a trainer coming to my house. There's still not that I'm public awareness. So that's probably my big one is really pushing towards to grow that big.

Tim

You might have heard the interview I did with Ben Goodfellow from tradie underwear. He became a household name relatively quickly. I'm going to say within a matter of 4 or 5 years. He did it I would say in a quite an expensive way. He had the honey badger which is the NRL footballer guy as his main endorser. And he spent a bucket load on TV advertising and as a result he is a household name. Tradies undies is a household name in Australia. That's one way of becoming a household name. What's your plan?

Scott

Yeah. Well we've got some pretty big plans in the works. So stay tuned.

Tim

There is no one listening. You're the only listener of the show so you've been only telling yourself.

Scott

My mama's gonna listen.

Tim

You're not going to tell us are you?

Scott

No there was some pretty big plans in the works. We're putting out a lot bigger and better with what we're doing basically. The bigger thing that continues to slow us down is this getting enough amazing people on board. We're not going to take a franchisee or a trainer who we don't think isn't going to have amazing success. We only take people that have amazing success with themselves an amazing success with their clients.

Tim

You've obviously been bitten. Tell us about the time where you did hire against company culture or your own personal values and you went backwards.

Scott

Yes. When you see someone's résumé and all stacks up and all seems right and sometimes you just don't get that gut feeling but everything seems right regardless of franchisee or employee or contract and it just seems right now you just go with it even though there's some things aren't quite right. We don't take those people anymore. We make sure we only have the best of the best coming through. And that means 9 out of 10 people aren't going to be the best of the best. Simple as that. So we want to keep that quality there. Somebody's class I started with again 20 years ago. There are people I know really well and there's

plenty class I've never met but I feel like I know well I don't want to put them with someone who I don't think isn't gonna do as good a job as our best trainers.

Tim

You keep talking about the fact that you've not met a lot of people in your business. How many people are there in the business?

Scott

100 or so trainers and clients be thousands across everything.

Tim

You're off the tools? Working on the business 100 percent of the time. Do you ever pick the phone up and go and ring a random client that you haven't met and go Scott Hunt here just checking in

Scott

I do. The most common thing would be if just for whatever reason we're in the office everyone's on the phones or doing something phone rings I'll be there answering it. And because that's how you learn and that's how you continue to improve the whole time as well.

Tim

So that's an income call. Do you actively make outgoing calls?

Scott

I do sometimes the most common ones would be we had a client posting something on Facebook. Or sending us an email or something like that and I just reply back to it myself. On the very odd occasion we do get something hasn't gone quite so right. I will occasionally respond back to that myself. It has sort of been escalated to me. To say that hey look we're not some big faceless company doesn't how big we are. We're never gonna get that way where it's gonna be. Well it's just another number we don't care about.

Tim

I find that with growth comes things like becoming a bit faceless. Growth can bring as many opportunities as it can. Problems.

Scott

Yeah absolutely. And ask for that fine balance is you look at some of the big gym names where they've got that horrible reputation of just hoping someone comes and pays and never comes back and that's pretty much a business model for some gyms out there and I'm sure there are plenty of other businesses like that too. And to scale and to grow and to be profitable that is how they have to work. Otherwise they couldn't offer a membership for 10 bucks per week. So we scale and grow bigger. But keep that amazing quality and service there. So it's a real balancing act with that the whole time and then obviously that

plays into how the numbers work out with everything because it costs money to offer amazing service the whole time

Tim

The best example I've seen of a business that's grown exponentially yet maintained a tribal feel and they use the word tribe is Flight Centre and there's a whole book on this but basically Flight Centre grew to the point and for overseas listener it's the biggest travel agency in Australia. You know they work they have nations and countries and tribes. I think it's based on an old indigenous principle the indigenous people of Australia found that once you got to a certain number of people it became uncontrollable so the tribe had to split into two and less people died. Everyone flourished really as a result of keeping those numbers small. Good communication. Has enough food for everyone. So yeah similar type.

Scott

Theres a story like that. There's one like Zappos as well on America. And he's written a great book on that.

Scott

Tony Hsieh. And it's called delivering happiness.

Scott

Yes, I read that a couple of times and it's loads of great stories out there like that and I really look at things like that and you just sell shoes. It really doesn't matter if the person on the phone is nice or not. It's important, of course to playing devil's advocate. When I say that for us we're looking for someone's health and their fitness. It's sometimes life changing results that clients are getting with us. So we are selling ourselves we're selling our service and nothing else has no product that we're selling. It's just our service that we're selling. So the place that's selling shoes can have that kind of service. Surely any service business can have that kind of service too. So that major scale that sort of size based on that. So if I can do it, we can do it everyone else out there can do it.

Tim

We're not very good in Australia at service costs. I've entertained American people here taking them to restaurants and they're just shaking their heads going really is that all you've got. And I'm talking nice restaurants and if you do go to a retail environment in America because it's based on tips their making their money through tips. So they're kind of motivated by that.

Scott

Good motivator.

Tim

And it's a good motivator. I think anyone listening and I'm guessing you would agree is that if you do focus on service and not just the platitudes of customer service but real customer experience then that's a point of difference still.

Scott

Yeah absolutely. It drives me crazy the standard of service out there with different businesses. Absolutely. But on the flip side to go wow what an opportunity for someone who's actually doing it right. It's not difficult to look absolutely amazing compared to the average person in your industry out there. So to simply just under promise over deliver and do it forever and ever and ever.

Tim

So Scott just to wrap up the growth discussion. You're eager. From what I can gather you're not in a hurry and maybe one of your upsides is that you're not going to just take on any one you're not going to keep adding franchisees just for the sake of it. You're going to be doing a very considered way. You're very rational fellow.

Scott

Yeah absolutely.

Tim

Even before we started recording you said Tim I'm not into woo woo.

Scott

Look I guess for me again I started 20 years ago and I could franchise probably is 10 15 years ago. But I franchise 5 years ago because I thought that was when the business was at that point where I could proudly say that we can replicate this in another state. And I want a Gold Coast our first franchisee was in Melbourne. So being able to go can we replicate that interstate. That that was what the goal was basically without a drop in standards. That's the goal. The goal is to actually get at success everywhere and help people everywhere. And also trainers too I see too many good trainers drop out of the industry they can't make a proper living out of it. So that was a goal and the financial side that comes second. But obviously everything is important.

Tim

First of all how do you maintain brand consistency as you add franchisee after franchisee?

Scott

Yeah for us most of but we do it in-house. Because some franchise systems out there they let their franchisees do their own Facebook ad and all those different things. We do all that in-house basically. Paid advertising pretty much all that's done in-house. We can do a bigger and better and cheaper than they can and it stops them deciding to turn our logo pink or something like that as well. Then within their own marketing they're actually doing their own things networking in their personal Facebook pages and all those different things and we're just having those conversations with them the whole time. It's about getting people understanding what your values are and what you're about. If we say do this don't do that people aren't going to do it and but to understand what your values are and why actually doing it. They're more likely to do it. And on top of that again we make sure we get

that right top trainer who comes twice in the first place. If someone's into an extreme bodybuilding or something like that they're not going to click with what we do. There's a place for them in the industry and it's not with us but there's a place for that. So it's simply that we could not expect that person to market their business the way we want them to. And we say marketing that's not just what you stick up on Facebook that's every single session you do is marketing. Every session you do your explains at client why they should come back and spend money with you next week and why health and fitness is better for your time and effort into it than something else.

Tim

Music to my ears of way too many business owners even now see marketing as the Facebook ad or the ad in the local paper that is marketing communications but everything we do is marketing for our business. You hear it's marketing for your business. If you got signage on your cars its marketing it's everything the way we talk to our customers the voicemail message we have.

Scott

Yep absolutely. It's all marketing. It all goes together when going to shops and you're still wearing your personal training uniform it's marketing. I've had plenty of time from not wearing my personal training uniform and people still know who I am and that's still marketing. It all adds up the whole time I think a lot of business owners forget that they rack up a few things on Instagram or Facebook and then they go I did my marketing because I had my buddies like it. That's not marketing.

Tim

What's the best marketing you've ever done within the business to generate inquiry?

Scott

Yeah. I would say it's really hard to narrow it down to one I would say Google is one of our best ones.

Tim

SEO?

Scott

Yep SEO combined with AdWords they're both really really important. In particular having lots and lots of different landing pages for things different people were looking at. Our new Web site that went live recently got literally thousands of web pages on it targeting all the different things

Tim

Am I right in saying that you got 8000 pages on your site?

Scott

Well we service over 2000 suburbs now. We want to make sure we're doing every single suburb that we service justice because the trainers in those suburbs.

Tim

Just to understand that because that is a great SEO tactic. You have a page let's say where we were in Noosaville so there is a page for fitness enhancement that talks about having a personal trainer in Noosaville?

Scott

Exactly.

Tim

Right. Page the metadata and everything about that page is clearly titled. So the Google know someone searching for personal trainer in Noosaville that will be number 1.

Scott

One is going to rank higher. Which of course if you're not found you're nowhere anyway. But then too it means that that person in Noosaville goes up their a Noosaville personal trainer they're not some bloke on the Gold Coast who's kind of expanded here.

Tim

And what's interesting about that is if someone does do it Noosaville personal trainer search and you take them to a page not the home page but a page deep in your website that is personalized to that suburb. How does it then talk to that person in Noosaville besides mentioning the suburb?

Scott

Well one of the good things is a lot of we offer is pretty much the same everywhere. And our target client is pretty similar we've got many of the pages for different goals and different types of people and different services are looking for but in terms of our core client is that person who's going I really don't want to go to a gym for whatever reason that's our core person is some pretty common things we can talk to everyone about. So that's what we're targeting. And then of course our other great want to stem from that and really ties in together is just doing a lot of remarketing whether that be good old fashioned submitted a form they don't get back to us and we're just keeping in touch with them and building that relationship with them good old fashioned free digital marketing.

Tim

Getting on the phone and following up? This is unheard of.

Scott

Yeah I know it's a crazy idea isn't it.

Tim

Is that a real person or bot?

Scott

Exactly it's a real person.

Scott

You know there's that wonderful saying when everyone else is shouting whisper everyone right now is shouting on social media online it's just everyone screaming in a screen and the whispering is done looking up off the screen and making a phone. Or going to a networking event or whatever it may be.

Scott

Exactly. And different people want to consume content differently as well some people are happy to see that Facebook ad popping up with a lot of Facebook ads and a lot of heavily targeted of remarketing ads. And it works for some people. Other people believe it or not are not on Facebook.

Tim

You do all this in-house or you have an agency?

Scott

We do use a couple of places but most of it's done in-house. I've always been really marketing savvy

Tim

You've been listening to this show since day one. It's worked.

Scott

Well you know that's why there must be a time doing. I love building my business basically and I love the marketing side of it because it's unlimited potential I love helping a client too but there's limit where someone can go to. When you're building a business it's sky's the limit.

Tim

Where else do you get your information and where do you find the time to consumers?

Scott

So podcasts would be my go-to thing actually says quite a few great podcasts now. So when I discovered yours as one of the few good ones I could find to be honest there are some other great ones out there too now.

Tim

There's not. Let's just get that really clear. All right. I can delete this whole interview. There are. It's a medium that you talk about your industry being day 1 I would say podcasting too.

Scott

Exactly. So yeah I don't really have time. My wife and I both work full time we've got two young kids. All those things happening our lives so I listen to a lot of podcasts whenever I drive or I run. I run a lot as well yeah I listen to podcasts because if I'm running I might as well be doing something in my brain as well.

Tim

Marketing disasters. Any? Anywhere you've dropped a bomb and it's that just didn't work?

Scott

Yeah. Look I think it's when there's a weak link in the chain with something. That's when it really really hurts you. And if it is a really obvious one you can see it right away and can pull it right away and that's not too bad. Back in the olden days before there is so much digital marketing if you got something wrong you simply just couldn't pull it. Now you can just press one button and turn off that ad word or turn off that Facebook campaign that's so easy. So the only times where it probably really cost us is when for whatever reason we just miss that missing link in the chain and something that hasn't been working well or converting well and we've just done too little too late. That's been the worst one.

Tim

I imagine analogue marketing too. Vehicle signage or uniforms you pretty big on all this kind of above the line branding?

Scott

Yeah we do a bit of vehicle signage we got some trainers with their cars fully vehicle wrapped. But the funny thing is though when our real niche is 100 percent private personal training which really sums up what we do a lot of time and is also something that we know a gym cannot compete with that niche problem is that client does not want the car in the driveway with everyone going oh Mrs. Jones got a personal trainer. And so that's why it's minimal with the vehicle signage.

Tim

Interesting.

Scott

Yeah.

Tim

A bit of a bummer really.

Scott

It is and then again when Mrs. Jones loses amazing amount of weight the last thing she wants to do is take a selfie and put on Facebook as well. As opposed to certain other parts of the industry whenever someone is doing a certain crossfit or something that's going to be all over Facebook and that's an amazing marketing strategy for them. But it's something that we currently rely on when our key point of difference is 100 percent privacy.

Tim

That's challenge. I answered listener question only on this week's episode from a listener who has an online sex toy business and he too was struggling because no one wants to say I just bought that awesome vibrator it was really good. I digress and I'm blushing right. Some industries have those issues.

Scott

With certain topics as well. I would do a lot of blog articles on different topics and so on things like pelvic floor and different things like that. No one wants to hear I like pelvic floor on Facebook but we know from looking at the stats on it that we get a lot of inquiries of that type of article and that's really awesome and that's a great client too. Anyone who tries to solve a problem to do with aging typically is a great one because we want a client who is going to stay with us for 20 years. Like some of our clients not that person wants to get fit for summer and quit in winter. So the awkward topics are some of our best marketing topics and they get the best results.

Tim

Fitness enhancement. Are you happy with the name?

Scott

Yes but we are expanding into a few different areas with that as well.

Tim

What do you mean?

Scott

Well we've diversified a lot. So basically when I started it was with the goal of having studios to get a really big studio on the Gold Coast. That goes really well as well as that's a huge part of what it is as well. And we expand as mobile personal trainers as well. We're also NDIS registered as well as that's a national disability insurance scheme where we get funding to train clients with a disability. So that's a really exciting part as well. And so within that we're getting these little sub brands.

Tim

Whats your branding model there because some businesses could lose the plot around that. Are you holding fitness enhancement as the mother brand and then underneath just having a sub brand name?

Scott

Yeah pretty much. Because the thing is when someone's looking up we have something really niche like the disability training that we do. Fitness enhancement doesn't sum up exactly what that is. Could mean a lot of different things. And really our training's about with the disability work is about the quality of life basically and people get mobility and freedom and independence as well. So our marketing for that is very different to some

other marketing I guess back to our web pages with while have some web pages to that person googling know personal trainer for seniors or weight loss for seniors for even more generic. It's not appropriate to get a page to fitness enhancement everywhere. It's just a name. What's important is what's on that page in those first few things I read that summing up exactly the problem is. And then saying here's a solution. So that's partly why you'll see a lot of our Web pages where it's our logos a lot smaller than the key selling point definitely there are the pros and cons of that.

Tim

I had a look at social media. Looks like you've given up on Twitter as of late last year. Facebook is fairly regular. YouTube you seemed to have some good tracks you got some videos there have had 60 70 80000 views. Is there a preference for a social media?

Scott

We don't really use Instagram. To be honest basically our best client if we get narrow down to our best client is our best client is in their 50s now. So you look at the demographics and the brilliant thing about social media marketing is it narrow it down so much from male older female to what age to income category is to what device they're on. It's absolutely amazing what you can do and when we narrow it down we go where do our best clients come from. That's what we look at. That's what we go with. I think a lot of people get hung up on going oh I got these leads but it's a lead with someone for a 7 day free trial and they never join. Well it's a pretty useless lead. We don't look at that. We look at how many leads that we get or inquiries or whatever metric we're using but then the quality client behind that what did they sign up for. Basically in a sense that can take a long time to figure out because how do we know the lifetime value of some our clients when we've had some for 10 20 years and they're gonna be with us for another 10 20 years. But we're going what gets us people like that inquiring versus inquiries from Instagram and going on to lose weight for summer. And gonna quit in winter.

Tim

You don't want those. You've got a favourite quote Scott whether you believe you can or you can't. You're probably right. Do you live by it?

Scott

Yeah pretty much. That's the thing most people don't achieve their goals whether it be in business or fitness because they don't believe they can do it and they're not backing that up with the actual hard work as well. So the big one I'm always saying is you've got that balance right. Got to be you're working hard you're working smart and you're doing it the whole time. Then you get lucky. My favourite quote on top of that is the harder and smarter work and repeat that then the luckier you get.

Tim

Awesome. Well mate thats a great story. A couple of actions I'm lucky to find out what the blokes in Perth are doing that you're not. Clearly you should be number one maybe next year.

Scott

Got to keep you hungry have been number one in the world that's in the goal right.

Tim

I wish you all the best in the future. What are we off to do now. Couple of burpees or crunches.

Scott

Well you're the one coming to the session

Tim

Scott Hunt fitnessenhancement.com is the website. Thanks for sharing mate. I think it's a great story and I wish you all the success in the future.