

HOW TO GROW YOUR  
**FITNESS BUSINESS**  
USING SOCIAL MEDIA

As you may know, or if you don't already, I have a social media following of over 2 million people! And besides the normal questions I receive day in and day out about building a shredded physique, there tends to be one topic that everyone wants me to touch on - the secrets to building a successful business on social media. Now, let me start off by saying - a big following DOES NOT necessarily mean a successful business. I have many friends who are in the fitness space with 1 Million + followers, yet make less than 20k a year. Why? Because they don't have the proper infrastructure in place.

Whether most like it or not, social media is the new TV, but with even better features. When I mention features, I am referencing the variety of ways the audience can stay in touch with the brand or influencer; comments, direct messages, likes, dislikes, retweets, and more. What does this mean for your brand? If you aren't doing it, you most likely are losing out on A LOT of business.

That being said - how the heck did I grow my following from 1000 followers on Facebook to 1 million followers in 6 months? 20k followers on Instagram to 350k in 2 months? and a steady increase on YouTube over the past year and a half? It is actually more simple than most may think, but there are a couple of secrets along the way.

Allow me to first start off by saying - consistency is KEY. If you aren't staying consistent with your posting, advertising, and overall brand development, then you will never be able to open the door towards success. Allow me to give you an example - Over the first year and a half of growing my brand, I posted every 3 hours on Facebook. But it wasn't just posting, I was strategic about it... I wanted to be as unique as possible, but at the same time be relatable. Meaning - my focus wasn't on just "wowing" people, I wanted them to believe in the same thing I believed in. This is why I started my air walk videos, because I knew it would inspire hundreds of thousands of people to get moving. So when you are being consistent, don't be consistent with mediocre content, be consistent with something unique and relatable.

Have you ever noticed someone who looks at their views or likes within the first hour to 24 hours and make it seem like if they don't get a certain amount of views during that time period, then their business isn't doing well? Although I used to be guilty of this, I have learned there are two types of views. Those viewers who tune into your post immediately within the first hour or so, and those who are busy and view it at a later date. Sometimes a brand will have a post go viral from a year ago, why? Because something was trending at the time and that video just so happened to spark an interest. That is why I say consistency is key, because without a large database of unique content, it is very hard for something to catch on. So what should you take from this? Don't worry about the views too much, they will come – just be consistent!

Here we go, I am going to give you the #1 secret to growing your brand on social media. Remember - if you want it as bad as you want to breath, then you will do everything in your power to get there, right? Good, so let's get right into it. I want you to find someone in your industry who has a big following. Next - I want you to find a way to meet the CEO/viral influencer of that brand, whether it is at a convention, gym that they workout at, or even a random "bump into" at a coffee shop in a different state - MEET THEM! Now, when you meet them (and I suggest you make 110% effort to meet them in ANY STATE or COUNTRY that permits, this could be the spark to your business) I want you to make it seem like you have no idea who they are. I have done this multiple times and it works! Spark a conversation with them, tell them what you do - ask what they do... but still make it seem like you have never heard of him, her, or the brand they are associated with. The main focus is becoming friends with them and mentioning that you are here on business and will be leaving in a couple of days.

Before you leave - exchange contact info. Do not ask to collaborate there, but rather build a friendship with that person. Trust is EVERYTHING in the fitness industry. After a month or two of consistent contact, tell that person you are coming in town again and would like to collaborate. The key is to collaborate with the CEO or viral influencer, not just someone who has a connection with them. If that is the case, you need to work even harder to set up a meeting so you can meet the CEO personally to build a friendship with. Once you have an opportunity to collaborate, I want to make sure you have all of your infrastructure in place, because this is where it all begins. Once your new friend provides you with a shout out of the video or post, you will gain engaging followers. If you haven't been consistent with your content, these engaging followers will not share your content... which is the exact opposite of what you want. So again, be consistent with your posting and MAKE A MOVE!

I wanted to save the most confusing topic for last - advertisement. As we know, ads pop up everywhere - TV, YouTube Videos, Facebook posts, etc. Although I could go into depth with all of that, I am going to keep it as simple as possible. Hold your breath, because this is HUGE game changer.

Before you start buying advertisement space on the external side of social media, I want you to focus your attention on being internal. Internal? What the heck does that even mean? External space is more driven towards ads on the news feed, or on the outside of someones channel. We don't want that at first, we want to capture the followers who are seeing us internally - on the personal posts of specific brands or influencers. I have found many ways to purchase internal advertising space on Instagram and Facebook, the best way is through KIK messenger and email. Never direct message a page, it will never get you anywhere (most do not read their messages). Even more important than contacting that already established page/influencer, I want you to find this contact OUTSIDE of the industry you are in. Why? Because your brand is automatically unique to the person who views your content, and if you prepare correctly -it will be relatable! With this, contact as many pages as possible, buy in bulk if you can (more than 3 posts up front), and be consistent with it! If it isn't working, then you may need to switch up the style of content you are producing.

The focus with advertising internally is much more than just getting onto different pages for followers to see. Although sight may boost pleasure, trust and friendship boosts even more pleasure! To explain this further, whatever post you provide to the individual shouting you out on their page, you want to make sure the audience can see that you two are “friends”. Whether this means writing in the comment section, “thanks man, much love!”, or providing him/her text to add under the post saying, “here is my good friend...”, you want people to feel like they can trust you, just like they trust the page/influencer you purchased the shout out from.



To wrap up “How to Grow Your Fitness Business using Social Media”, I want you to ask yourself a question - what would you attempt to do if you knew you could not fail? Now, however you answered that, use that same mentality for your business! Don't just use that mentality for a day, week, or month, turn it into a habit so that it is **CONSISTENT** for years to come. Remember - consistency is key, so take what I just taught you and go grow your business!

P.S. - my full course on Growing a Social Media Business is coming soon!