

BodyMetrix™
By IntelMetrix®

BodyMetrix Marketing Strategies

*Proven Solutions For Quick R.O.I. and
Profitable Revenue Streams*



Ultrasound For True Client Results and Revenue Generation

The BodyMetrix Advantage

The BodyMetrix system is a professional-grade body composition assessment tool which utilizes unique ultrasound technology coupled with BodyView reporting software to provide a wealth of information directly relative to diet and exercise. It will create separation from competitors due to the value it adds for clients, both quantitative and highly visual. This elite mode of assessment will create a substantial revenue stream, and the BodyMetrix Marketing Strategies outlined in this booklet are proven blueprints for generating new leads, closing clients, and selling service packages which ultimately increases your bottom line!

Listen to what Mark Hill of Lifestyles Fitness in Tempe, AZ had to say about the BodyMetrix System:

“What a great lead generating, closing, and selling larger packages tool! Within the first 30 days of owning this system it generated 40 leads, helped me close new sales, and helped me easily sell 3 - 12 month packages! This system really convinces prospects that they need serious help by professionally & objectively presenting the problem, outlining a long term goal, and then I effectively offer my services as the solution. Not only does it provide an array of great information at your fingertips but it’s an unbelievable marketing tool! Not only has the BodyMetrix paid for itself already but continues to generate even more \$\$\$ in so many ways. This system ROCKS!”



“BodyMetrix paid for itself!”

Mark Hill, owner of Lifestyle
Fitness in Tempe, AZ

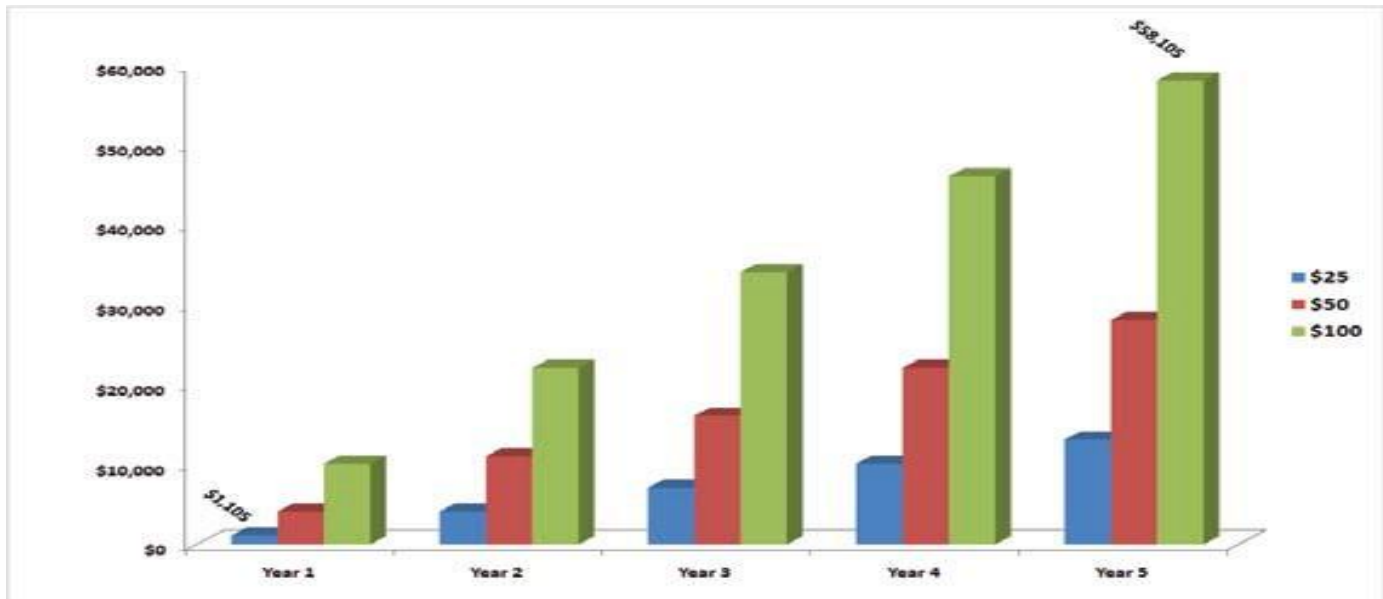
Strategy #1 – The Value Add and Member Retention

The average cost of a personal training session is roughly \$60 dollars. However, sometimes your clients may “fall off the wagon” for a variety of reasons. BodyMetric adds value to your program by using the most reliable and innovative assessment tool on the market and creates additional revenue for your business by making sure clients stay motivated and committed to achieve goals. The BodyMetric System insures that their progress is captured and illustrated clearly to them. By using our system, your clients are much more likely to retain your services or even expand the typical personal training cycle as the BodyMetric System validates the hard work your clients put in, yielding true proof of results.



Strategy #2 – Selling a Service

We all know profit revenue isn't generated through membership fees, but from services sold. Depending on the demographics of your clientele, BodyMetrix users charge anywhere from \$25 to \$50 to even \$100 for a BodyMetrix assessment. You can incorporate the BodyMetrix System into weight loss challenges, nutritional courses, group fitness, bootcamps, personal training packages, and more... Wonder what your ROI and profits would look like by assessing just 10 people per month at those rates for 5 years? Exciting!



Strategy #3 – Tapping into Local Businesses

Target local businesses by customizing our template letter and mailing it to the attention of the Human Resources Director offering free on-site body fat assessments for employees. Follow up with a phone call 3-4 days after sending and set up a day and time to conduct the assessments. This is an easy and seamless way to offer a free service that provides valuable information to the employer and employees alike. Employers will be receptive to this as a healthy employee is more productive, and it reduces losses incurred through absenteeism, workman's compensation, and medical claims. Larger businesses that pay higher wages to employees are ideal, because they generally have more disposable income to afford your services. One outstanding free business directory website is www.myllocalservices.com, which allows you to search prospective companies in your area, as does www.local.yahoo.com. Creating relationships with local businesses will bring you NEW clients and increase revenue.



Strategy #4 – Using the Web to Your Advantage

Website marketing of the BodyMetrix is imperative and creates separation from rival competitors. Offer free Body Fat Assessments on your site initially, posting it on your blog and social media sites. Everyone likes “free” services, so use this as a “hook” and focal point on your homepage. Make sure to have a sign-up form on your website several times to capture their info and set up their free assessment. Once clients see the value the BodyMetrix System provides, they will be glad to pay for repeat assessments showing progress and proof of changes, motivating them to achieve their health and fitness goals.



Strategy #5 – A Little PR Never Hurts

Local media loves to hear about the latest & greatest and will dive at the opportunity to be on the front line of something unique and ground breaking. It makes all the difference between merely existing as a business and actually being known for what you do! Visibility online or in print is essential, so a well-constructed press release can pay huge dividends for the longevity of your business. The content in the release should include offering free demos to attract them to an event you are hosting. Press releases are sent via fax or email. A great website which will help you write an effective press release is Lunar Eclipse: www.lunareclipse.net/pressrelease.htm. PR Web is another at: service.prweb.com



Strategy #6 – Reactivation Campaign to Inactive Clients

Market the BodyMetrix free offer to your inactive members. The information and elite technology the BodyMetrix provides clients increases your chances of getting them back and moves them to take action towards living a healthy lifestyle. For your clientele that are “already healthy” the imaging feature with the BodyMetrix System is a great way for them to see every millimeter of progress at targeted areas, whether the goal is building muscle or losing fat. Once you meet with your inactive client and provide their BodyMetrix assessment, give them a “Special Offer” to get back on track to achieving their health & fitness goals.



Strategy #7 – Setup a Table and Watch the Leads Roll in...

Connect with a local “high end” fitness or health food store and coordinate with them to set up a booth offering free body fat assessment. Obtain permission to post your flyers and/or pass them out inside the store as to advertise the event in advance. This strategy can be expanded to expos, fitness fairs, farmer’s markets, community events, etc.



Strategy #8 – Form a Strategic Alliance

Enhance your existing relationships with your current business networks and use the BodyMetrix System to create new partners. Hold an event at an existing partner's business and use the system to offer your services to new partners at no cost, just great value to their clients! It's all about networking, which increases leads and bottom line revenue!



Conclusion:

The health and fitness industry as a whole is extremely competitive. Implementing the BodyMetrix system not only differentiates you as a business, but elite technology aids with attraction and retention of members, which equates to an increase in profit. These proven strategies, if followed to the letter, will create a powerful profit center and substantially increase your bottom line revenue, providing your members with a foundational roadmap toward living a healthy lifestyle. We are confident the BodyMetrix System will be an important asset for fitness business owners and their members, and we provide best-in-class training and ongoing support to insure your success!



Talk to us about your strategy!

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