

How to Create and Make Money
With Your Personal Training Website

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Make Sure You Make Money With Your Personal Trainer Website
An Information Product Guide for Creating your Personal Training Web Plan

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A Personal Training Website isn't for everyone, but if it's for you, I hope this has helped!

ABOUT ME

Who I Am and How I Got Here!

Corporate Career

Like so many Personal Trainers and fitness professionals, I didn't start out in this career path. I was a well-paid corporate Human Resources Manager who enjoyed the benefits that a solid job offered, but severely missed the satisfaction of having a career that I enjoyed, loved, and could see myself continuing until I retire.

When I started to look for a new career, I quickly realized that Personal Training was a fantastic opportunity for me. It allows me to create my own hours, begin exploring my entrepreneurial skills, and participate directly in my community.

Fired up on my new idea, I ravished the Internet to learn about my new career! What a surprise to find there was ... nothing.

My Search for Personal Training Information and Advice

All I expected was a few hours on the Internet to learn how to become a Personal Trainer. Maybe a Wikipedia.org article about the path to becoming certified or some information on About.com that outlines exactly how the profession works.

As you know what I was looking for just flat out doesn't exist. Not only could I not find any information on Personal Training, I found even less on how to actually "be" a trainer on a day-to-day basis. Although thumbing through "Personal Training for Dummies" helped highlight some things I'd need to do, none of it illustrated how the career starts.

I spent months searching, learning, making mistakes, and just throwing up my hands trying to learn what it takes to be a good trainer. After I became a trainer, I learned that there are so many *other* aspects to Personal that nobody educated us on either.

That's where this quick book came from...my unanswered question about "How to Make Money from a Personal Training Website?" Basically, I wanted to share how to make a profitable Personal Training website and here it is!

I hope this report is helpful for you, saves you time and energy, and gets you on your way to becoming a better Personal Trainer and businessperson on your own terms.

Good Luck!



Understand What You Want Before You Start

*“Most fitness instructors and personal trainers
read nothing but books about exercise and nutrition.*

*To be successful in business, they need to educate themselves
About marketing, sales and business management.”*

What To Expect From Your Site

Well Then, Why Do I Need A Personal Trainer Website?

WHAT TO EXPECT FROM YOUR SITE

*Advice about what you can and can **not** get from a personal trainer website*

Q: What has my website done for me lately?

A: Well, that depends on what you *designed* it to do for you....

Staking out your place on the Internet is an exciting, natural desire for any service based businesses. It seems everyone is doing it, so why not you?

A website gives you a designated place to call your own, describe your value to potential customers, and gain new clients. It's the promise of the Internet where by *putting yourself out there*, your new clients will find you!

Guess what, generally they won't. *Not unless you bridge the gap between what new clients are interested in and how your services can fulfill those interests.* Very few personal training sites understand this and even fewer take advantage of this knowledge.

It's better to hear it from me for free than wasting time and money on designing a killer site that withers away in obscurity because you aren't driving new (and current) customers to talk to you about your business.

In fact, let me state here, I don't believe the money is well spent to have someone else create a 'personalized personal training' website for you. I've seen these services out

there, but with this book and some effort, you can do this for yourself for less money with better results.

Having a space on the Internet that says “I’m Brian, I’m a Personal Trainer, I service this town and that town, and I’m as close as a quick email” doesn’t bring in many new clients. Why? Well, when you think about it, you already know the answer...

Personal Training is a *service* based business...a very personal service. We’re not product based (at least, as a majority of our business). Many times you’re asking to go into someone’s home, discuss their most uncomfortable weight situations, and be present when they wheeze and get embarrassed at failing very simple exercises.

The type of trust needed to allow a new personal trainer into your life doesn’t come from even the most professional web sites. The fact of the matter is the level of trust needed to sell a new client on a service business doesn’t translate well on static web pages.

Service oriented business have trouble selling their business without the personal interaction and relationship building process that one must go through for new clients. In-person conversations, genuine client referrals, and targeted marketing are the classic techniques that service oriented businesses use to get new business. Posting a sign in the sand doesn’t sell many services...in our

industry or any other. This is especially true when you work in larger cities, where your site may be lost in the noise of hundreds of other trainers.

So where does that leave our website?

This doesn't mean that you shouldn't have a website. What it means is that you need to use your website to deliver in areas where the web is advantageous to your business, and not expect your site to deliver in areas where it can't. It also means you need to perfect the skills that put your website at the top of Google searches so that new clients will find your site.

What to use a website for, if not primarily for new clients?

If my site doesn't *primarily* bring me new business, what can I expect from it? Plenty, luckily...Here's ways that a well run website can increase your business income, client retention, and brand name authority in the business:

- * Forum to post articles you're written for the fitness community and your clients.
- * Storefront to sell products and services to your clients.
- * Site for promoting yourself as an authority in the field or niche that you work in.
- * Place to post news and medical research for your audience.
- * Provide avenue for clients to pay you without hassle.
- * Location for you to post client-specific programs and results tracking behind password-protected pages.
- * Bring in a few clients that find your site, are impressed with what's above, and

email you for more information about your services.

Experimenting with self-promotion and brand building is where the Internet can really help in the long run. Establishing your presence as a competent, well-respected, and up-to-date Personal Trainer can help seal the deal with new clients that you meet offline. It's fantastic to pass along your card and say "Check out my website if you have any questions." People love that. Having a site won't be all they need, but it definitely can help.

It's important that we all apply our time and energy into the right vehicles to generate new business. Although your personal training website won't be your main tool to gain new clients – don't worry, ***you will gain quite a few*** – you should spend a measurable amount time perfecting your site to attract new clients and service your current clients. How? By distributing information, highlighting your expertise, and providing information for your current clients. New clients see these tools and respect your abilities much more than a static web page that says "call me..."

A Personal Training Website is one of the many revenue-generating vehicles your business can use, but don't let it take away from your time and effort of getting real results through traditional 'offline' techniques to get new clients. The best way to accomplish this is to know what you're doing when you start your website, utilize the right tools, and do it once.

WELL THEN, WHY DO I NEED A PERSONAL TRAINING WEBSITE?

The benefits from a personal trainer site

Believe me, once you understand the benefits and tailor your site correctly, the answer to this question is obvious. It is difficult to express how essential a web presence becomes once you get accustomed to the branding, passive income, and convenience of online payment and marketing.

Brand Building – Your brand is the most important aspect of your business. It encompasses the quality instruction you provide, the inspiration you give to your clients, the general look and feel of your business persona (like the continuity from your business cards, to your fliers, to your website), everything that makes your company yours.

A professional, clean, and helpful website will help solidify and extend the presence of your brand. Heck, 90% of personal trainers don't even own their web persona. Just having your business on the web will put you in the top tier of marketing trainers and differentiate your business.

Alone, a site can't make an average trainer better, but it differentiates the better trainers because it demonstrates their ability to work for their clients using all the resources available to them.

Lead Generation – Yes, even though it is not the main reason to have a site, ***you will get new leads from it.*** The leads you get will easily pay for the

site's set up and maintenance costs.

Personally, I receive about 10-20% of my 'new' leads (leads that are not referrals or people I meet by happenstance) through my [website](#). Now, think about that for a moment...this website that I worked on once continues to engage new clients and convince them to email me for more information. That is powerful stuff.

Why does a professional site benefit you? Because a prospective client's first interaction with you is when they review your website. A typical new client will first interact with you on the phone or in person...who knows if you're in a good mood when you first meet a potential client. But if they first 'meet' you through your site, and you've invested in a professional and informative site, you know you're putting a good foot forward 24/7. Although we acknowledge here that a good site won't always solidify a new client, a bad site will *definitely* turn away potential clients.

Client Maintenance – Once I begin working with my clients, we set up a password-protected personal program page (*say that 5 times fast!*) where they can pre-pay for 3 months of training, pass messages to me, or keep track of their workouts on an excel spreadsheet. This personalization brings you and your client closer, allowing you to work together asynchronously at your own convenience.

Allowing them to post their results to my site let's me track their progress (from their point of view) and learn how motivated they are after each week. This allows me to give the right stimulus when my clients begin to hit their personal wall of resistance.

Online Payments - By allowing my clients to pay me through the web, I've eliminated the uncomfortable song-and-dance where we have to send a 'reminder' to bring cash to the next session. This, in and of itself, has knocked off half of my stress level because I'm not particularly comfortable reminding my clients repeatedly for money.

Newsletters, Marketing, Books, Articles, etc – Remember stuffing envelopes and dedicating a Saturday Football game to maintaining contact with clients? With my site, now I create one brochure or article that I want my clients to read, post it on my site, and then send an email. Know what's even better? I can track who opens the email and views my material. That's an incredible advantage of 'knowing' your customer.

Quite a few professionals have found the avenue of 'blogging' as a quick way to get their name recognition and authority status on the upswing. Although I haven't begun blogging, I respect it's ability to connect with readers, sway opinions, and create a cult of authority. This may be an unexplored avenue for

personal trainers to exploit in the future.

Email marketing – One aspect that my personal trainer website has opened up that I never imagined is targeted email marketing. When I have clients lagging, I send them a special offer for a free session or mile-marker session to lift their spirits. When I have a potential client I haven't heard from in a while, I can quickly check up on them to see if they may need my services. These hooks can reel in clients that were just about to call it quits to suddenly pony up 3 months of sessions.

New media : video, tele-seminars, audio/visual demonstrations, interviews – Even more fantastic (and I'm just starting to explore these options) is the ability to use social media to interact with my customers. Instead of waiting until our next session, my client can email me about a certain exercise that she forgets exactly how to do. I shoot a quick video, put it on her personal web page, and she sees not only the correct movement, but reconnects with the program and is less likely to burn out. I can also post videos of other trainers that show good technique for clients that need another point of view.

These are a few of the possibilities and your website really is just limited only by your imagination. Hopefully you've seen one or two ideas here that made you stop and think, "Ya know, that would be nice to have...". So let's keep moving forward on some of these ideas and expand how they work for your business.

How To Make Your Site Deliver Results

“Professional Personal Trainers benefit from owning their web presence. Professional Personal Trainer websites generate leads, establish authority, and brand your business as trustworthy.”

Become an Authority in Your Niche

Reaching Out with Newsletters, Brochures and Special Offers

Creating an Online Personal Training Program

Accepting Payments from Clients

Selling Products and Services through Your Site

BECOME AN AUTHORITY IN YOUR NICHE

An approach on how to use your site to 'own' your niche for your locale

If there's anything that I love about the Internet, it's the ability to market and network outside of the traditional boundaries of my geographical region. I've received emails from The Netherlands and Australia asking about aspects of my business, simply because I have published work on the web and throw myself out there. It's the same thing we're all doing in our local markets, but by having a global outreach, we can link up with clients and fellow trainers in very interesting ways.

Targeting your specific niche online can be a masterful strategy. For example, the area I live in today has a desperate (like front-page-of-the-newspaper desperate) need for trainers that specialize in helping children get back in shape. If I were interested, I would tailor my web site (or possibly a different site set up specifically to target this local niche market) to address *just that specific niche*. I would publish articles about children's nutrition, the newest research, methods to keep children healthy, etc. All targeted at my local audience.

By building targeted sites, you are seeding the web with your services and expertise. When someone searches in my local area for a trainer for their kids, guess who's name is going to pop up? Not only will they see me, my targeted website will show them that I'm invested in that exact topic they are desperately researching. *I'm showing them that I can help them without having to do*

anything. Targeting niches with targeted websites is such a fantastic marketing opportunity, it's my favorite new tool.

Once you're comfortable putting up your first website, you may find that you want multiple sites to target multiple niches. *(I discuss services to help this later)* Hopefully this report will get you started so that you're 100% *more* confident to put up another site that will drive even more business to your life.

I can't tell you how happy I was to move to a new area, reorient my websites, and find that after a few months I was turning away niche customers because I was booked solid with high-margin clients. If some hours on the web can get you that type of business, it's definitely worth a solid effort to build your own site.

REACHING OUT WITH NEWSLETTERS,

BROCHURES AND SPECIAL OFFERS

The right way to lower your workload, yet still stay close to your clients

Your website is an excellent vehicle to get information out to your clients, without having to pay for printing costs, mailing costs, or any other costs associated with publishing your information that you want your clients to view.

Using a simple PDF creation application (like <http://www.pdf995.com> or [Open Office](#)) you can create professional looking newsletters as fast as you can type up a Word document. With PDF995 or Open Office, you can edit, format, and compose a newsletter in Microsoft Word, then convert it to a PDF file, and post it to your website for your clients (and prospective clients, more importantly!) to read and understand what's new with your business and the world of nutrition. (I used [Open Office](#) to create this PDF booklet...)

If you're using Wordpress, it's easy to upload a file and provide a link from a page. If you're using SBI, it's even easier because SBI helps you create your newsletter in the first place and allows you to automatically email it to your clients and post it to your website. Wait, "*WordPress, SBI...what am I talking about?*" We'll get there, just hang in there for a few more pages...

CREATING AN ONLINE PERSONAL TRAINING PROGRAM

They are all the rage, but what type of client does an online program work best for?

Online Personal Training is certainly the rage all of the sudden. Everyone wants to put up a web page, have people pay them, and work people out 'remotely'. In *some* instances, this works well. If you have clients that travel, or have to move away, it's a fantastic solution. (I did *not* find this concept to work when I moved and my clients did not) If you're trying to use this method to gain new clients, it can be quite lacking...in my experience.

For some reason, people are trying to use online personal training to get *new* clients. Online personal training really only works with your existing clients. For the same reason that a personal trainer website just doesn't have the same appeal and selling quality as a personal session with a trainer, getting people to change their habits and become healthier through an online interface is very hard. The lack of personal interaction, feedback, and attention makes it difficult if you don't already have a relationship established.

If you do have clients that want some online personal training, I suggest rather than 'building' that into your website, you use the services of someone that's already done all the hard work. It appears the best two (and most popular) are [Workouts For You](#) and [Trainer Force](#). They have so much stuff in their system it really is more than I could ever imagine using or creating myself. However, it does make for a fantastic vehicle to keep your current clients paying you even when you can't personally visit them. It's a great way to leverage your

time and earn more per hour.

I agree that online personal training is one of the waves of the future, but what I *don't* agree with is the idea that you (or I) should build the site. Others have done that for us, we can sign up for their services and leverage their programs to reach our clients.

ACCEPTING PAYMENTS FROM CLIENTS

Step-by-step instruction on how to be paid by your clients through your site

One of the really nice things about having a website is you can do away with the uncomfortable task of asking your clients (repeatedly, as you already know!) to bring cash or check to your next session. I absolutely love this capability of my site.

Early in my career, I remember the first time that I 'expected' a client to pay me – for I needed the money that day – and he showed up and had forgotten to bring any cash with him. If this hasn't happened to yet, it will. And it'll be just as disappointing as it was for me my first time.

However, one of the most effective ways to combat this issue between your clients and your business is to give them an avenue to pay you on a regular basis, on their own time, and at no cost to them.

I have used two services (Google Payments and Paypal) both of which work well, however I've settled on Google Payments for three reasons:

1. The 'cut' of my transaction Google takes for itself is less than Paypal.
2. Google doesn't require your client to create an account.
3. Google puts the cash in your account in 48 hours automagically. Paypal requires you to request it AND only lets you withdraw \$500 a month without becoming a 'professional merchant'.

The best way to understand the difference is that Paypal wants to be a 'bank' for you...thereby keeping your money in their account. Google is just a conduit between your personal/business account and your clients.

In order to accept payments from clients with Google, you need to do a few things below:

1. Set up a Google Merchant account online.

(<https://checkout.google.com/seller>) This account will request your SSN (personal bank account) or EIN (business account) and the bank account information where you want the money direct deposited.

2. Next, Google shows you how to generate 'code' to add to your website that puts an easy link on your site where your clients can send you money. Google shows you how to do all of this really easily. You can add a 'pay me' button, or have a text link to put on a site or in any email.

That's it! Now you can even *email* your clients a 'bill' and include the code from above in the email for them to pay you directly. That way, they are paying you on *their* time, not yours. I love that!

SELLING PRODUCTS AND SUPPLIMENTS THROUGH YOUR SITE

Advice for selling different types of supplements and products through your site

Many trainers sell supplements, drinks, and accessories in their business. Wouldn't it be great if you could sell this stuff through your site too? Of course, you can.

There are a couple methods that you can use to sell items through your site. In the next section, I discuss certain tools to create your sites, including [Wordpress](#) and [SiteSell](#).

If you use Wordpress, you can use Google Merchant Services, [Cafepress.com](#), or (if you are selling digital products) [Clickbank](#) to help you sell your products. Cafepress.com even lets you design items on your own (like T-shirts) and sell them through their site.

If you use SiteSell, they do this all for you through their own extensive set of services. They let you set up check-out stores where you can list your items, with pics/descriptions, set your own prices, and let your users check out with a shopping cart just like Amazon.com.

This really lets you keep close to your customers. Not only can they pay for their sessions through your site, they can replenish their nutritional needs through your site too. You don't need to do anything once you set it up.

How Do I Set Up My Site?

*“Building a site for the pleasure of
having a site will not make money”*

Weighing the Commitment against the Return

How to Create your Site Step-by-Step

Summary

WEIGHING THE COMMITMENT AGAINST THE RETURN

Know what you need, what you want, and build your site accordingly

When I first considered a website for my personal training business, my concerns were two-fold: *What skills would I have to learn (and maintain) and what time commitment would I commit to running the site?*

Let me address what I learned from each of these questions.

Concern #1: What Skills Are Needed

Web sites can be as simple or as complex as you want them to be. I realized that I couldn't look at available technology and figure out what I wanted to 'do' with my site, simply because I don't know what CSS (a way to style sites) or Blogs (a tool to share your site) could really help me with *unless* I defined what I wanted my site to be *first*.

With that hard-won realization in mind, I listed what I wanted from my site...

Must Haves

Advertise My Services	Generate New Client Leads
Own My Own Reputation	Allow Me to Contact Clients Directly
Post My Articles	Become an Authority Figure in my Field

Online Web *Business* vs. Online a Web *Presence*

If Possible

Sell Products	Let Clients Pay Me Directly
Track Client Progress	Post Workouts Online

With that list of “Must Haves” and “If Possible”, I tried to figure out how to do each one and where the overlap was in the skills that would be needed. Much like we perform an evaluation on a client, take into consideration his/her goals, and then retrieve from our bag of programs, exercises, and disciplines how to achieve those goals, I now needed to see what grab-bag of tools that design and maintain websites I could get some or all of this desired capability from the site.

Later in this report I highlight a set of tools that let me overlap all of these needs. But it's important that you work out your own list before you consider any tools. *Believe me!* Doing this backwards is nothing but trouble! You do not want to over-learn on skills you don't need, nor do you want to start a project that requires more talents than you're willing to devote time and effort to learn.

Concern #2: Time and Effort Commitment

The easiest way to think of it is in terms of building a house. If you build it yourself, it's going to take the maximum amount of time to architect, construct, and maintain. If you have Pulte Homes build it for you, you only have the commitment of maintenance.

Your time commitment is entirely on how you implement your site. If you want to do it all yourself, it's going to be a full time job! If you want to take a set of tools and splice them together, it's going to be a part time job. If you want to

designate the architecture and construction to a third-party, it's a maintenance job requiring much less time.

In our business, time really is money. Once I learned the lesson that I needed to make a list of things I need my site to do, I then only wanted to spend time on my site that would directly bring in more money.

And finally, the most important thing I've learned about websites is:

Building a site for the pleasure of having a site will not make money

So taking into account what we've outlined above, and our words of wisdom, let's figure out how to build our site next.

HOW TO CREATE YOUR WEBSITE STEP BY STEP

Step-by-Step instruction to start your site and get it on the web pronto!

Finally, the meat and potatoes. Let's get started!

I've experimented with a variety of ways to build my personal trainer website. I've used some free blogger tools, free website design applications, pay-for-services web design companies, and had a set of programmers from India build a site for me. All of them have their advantages, but for our particular goal of setting up a Personal Trainer website, I have compiled a number of recommendations for you that I know will save you time, money, and some sanity.

Here's the Step-By-Step of how to get your site 'live' on the web

To build a site, like a house, we need three things. We need tools to build it, an address to live at, and land to build it upon. These, on the web, are Website Software Tools, a Domain Name, and a Hosting Provider, respectively.

Step #1 Pick a Website Tool Set

(These are the tools to 'make' the site)

I have used two different tool sets to build my websites. [Wordpress](#) and [Site Build It!](#) Both tools have their advantages and disadvantages. I'll describe them both here and you can choose what's best for you.

[Wordpress](#)

Wordpress is a very popular blogging application tool. It's used to put up websites that people can periodically add articles to, like news items or random thoughts in their head.

Wordpress is very customizable and offers an incredible variety of 'plugins' – which are small software add-on's that lets you do specific things – for users to add to their site. Wordpress is made for webpage's that change with time, because as you add articles, it 'posts' them on the front page and pushes your other articles down in a chronological order. You can also add static web pages (like an "About Me" page) that are always easy to locate from your home page.

[I use Wordpress for my local website](#). It was my first Wordpress website and reflects what a new user can do if she spends (*way too much*) time on putting a site together. It has multiple static pages that list who I am, what I do, my rates, and an About Me page.

The drawback of Wordpress is that you really need to know a good bit about things like FTP, CSS, HTML, search engine optimization (SEO), etc. If those terms aren't familiar, then I'd steer you away from Wordpress because we need to modify Wordpress because we want Wordpress to work in a manner it was *not* designed for originally.

Because we want a static site that *doesn't move your newest posts to the front* and your old posts to the back, you need to edit the templates quite a bit. I had to edit a lot of code to get my [Fun 2B Fit](#) site to look like it does. That might be more than you want to bite off for your site. Although I love Wordpress, I sometime hesitate to recommend it to friends who really don't care about learning about the software behind the tool set.

Site Build It

SBI, as it's known, is the premier site development suite. I used it to create my first three websites (*one of which was so successful it became the book [How to Become a Personal Trainer](#)*) and I, like others, swear by its ability to help me write pages that get into Google and supply a suite of tools that interact with my clients with minimal effort on my part.

SBI also provides a University style set of courses to help you target and deliver results for any type of web project that you're considering. Literally, there are day's worth of videos showing you how to drive traffic to your site and monetize that traffic. You may find that not only is it a good choice for your personal training site, but it's also perfect for that online store to sell supplements to augment your income.

SBI does three things well that our personal training site desperately

needs:

1. It gets your pages into Google fast. So when someone looks up “Austin Personal Trainer”, your name shows up. This gets us new clients...two new clients pays for the cost and effort right there!

2. It has snap-on tool kits for your site that allow you to create/publish newsletters, keep track of clients, add a store, and expand your influence in your training niche.

3. Removes the ‘technical’ part from the website design and hosting. You don’t need to learn anything about the how search engines work, how websites work, or how the Internet works. If you can write an article describing your business, that’s all you need. SBI does the rest...and really well, at that!

[Wordpress](#) and [SBI](#) are the best options for the type of sites we’re looking to create. If you want to learn how to create a good site using Wordpress, I encourage you to do so. If you’d like someone else to worry about the technical aspects while you concentrate on your business, then SBI is the answer.

Step #2 Domain Registration

(the ‘Name’ (address) of your site, i.e. <http://www.trainingfragments.com>)

I believe that you need your own domain name for your site. That eliminates places like www.blogger.com as a candidate, since you can only have names like mycompany.blogspot.com. Your domain name should be www.mycompany.com.

In order to get your domain name, you need to register it. Obviously, you'll want to pick a name that is either your company name or something that makes your business unique. (To use myself as an example...www.Fun-2B-Fit.com is a good name choice, www.trainingfragments.com is a bad choice because it doesn't mean anything relative to my business or me. *When I bought TrainingFragments.com, I hadn't learned this lesson yet!*)

If you're using...

Wordpress

I'd recommend using [Domain It](http://DomainIt.com) to register your domain name. They have reasonable prices, really nice customer service and don't spam you with offers like GoDaddy.com, NetworkSolutions.com and some of the other domain registrars out there.

If you want to protect yourself, make your registration "Private" when you're ordering. (It's an option that's fairly obvious during the order process) This hides your contact information, otherwise everyone can look up who owns your site and see your address. If you put a personal picture up, do you really want

random strangers knowing where you live? I sure don't! (All my sites are private)

Don't sign up for any hosting, email forwarding, or anything else from [Domain It](#). Just choose the domain name, choose whether you want it to be private, and finish your order. All said and done, it should cost less than \$20.

[SBI](#)

SBI takes care of your domain registration for you and is all included in the regular price. When you sign up with SBI, you choose your unique domain name and they do the rest for you. Easy enough!

Step #3 Domain Hosting

(The land, or 'host', of your site. They maintain and serve your site to the web)

Domain Hosting is a commodity nowadays. Everyone's doing it and everyone tells you they are the best. I don't have much advice other than to use a quality company with good customer service that's cheap.

If you're using...

[Wordpress](#)

I use a company called [HostGator](#). They offer cheap hosting, 99.99% uptime, and are a nice group of people with good customer service. What's even better? They don't limit how many sites you can have, for the same price, you

can put up 100 sites! *All other hosting companies charge you per site.*

Another advantage is [HostGator](#) lets you bring up and take down sites without charging you a fee. So if you put up [www.SherrysTraining.com](#) and decide you really want [www.SherrysPersonalTraining.com](#), you can switch at no cost. (or, of course, just have them both up...) Not many domain hosting companies are that nice!

I've been more than pleased with HostGator and I've tried way too many hosting companies in the past. When you order with HostGator, within 48 hours, they will set up your hosting space and send you a welcome email outlining what to do next.

[SBI](#)

SBI takes care of the Domain Hosting for you, just like all the other things above. When you sign up with SBI, they host your site for you at no extra cost.

Viola!

Step #4 Marrying the Name with the Hosting

(Making the *domain name* point to the correct *plot of Internet land*)

If you're using...

[Wordpress](#)

In order to make sure that when someone goes to your site [www.SherrysTraining.com](#), they see your files that are hosted with HostGator,

you need to tell [Domain It](#) that you're hosting your files over at [HostGator](#). That way, when someone goes to your site, Domain It knows where to retrieve your personal training files from!

1. Log into your Domain It account.
2. Click on the domain name you purchased
3. On the left, click on Name Servers
4. In the screen that shows up, click 'edit nameservers'.
5. Check the box to add new nameservers. Add the following in two of the open spaces: (yours *May* be different, see what Host Gator says in your intro email)

ns128.hostgator.com

ns129.hostgator.com



The screenshot shows the 'Name Servers' management page in the DomainIt account manager. On the left, there is a navigation menu with options like 'Billing Details', 'Renewals', 'Help', and 'Log-out'. Below the menu is a 'Welcome' section with a 'Welcome to your Account Manager!' message and a promotional banner for 'CONSOLIDATE YOUR DOMAIN NAMES'. The main content area has two radio buttons: 'Use DomainIt Nameservers' (unselected) and 'Add the Following Nameservers:' (selected). Below these are five rows of input fields. The first two rows are pre-filled with 'ns1.hostgator.com' and 'ns2.hostgator.com' respectively. Each row also has an 'IP Address (optional)' field. At the bottom left, there is a 'Back to Domain Details' link, and at the bottom right, there is a blue 'SAVE CHANGES' button.

6. Click save.
7. Give it a few minutes (if not a few hours) and go to your site. Depending on how the Internet is running that day, it can take anywhere from 2 hours to 48 hours to update and point to the right spot.

[SBI](#)

Guess what, they do this for you already, just like all the other steps above. See, I told you they did all the work!

Step #5 Set up the Writing Software

Now we need to set up the ability to create your site. Both methods I'm highlighting work a bit differently. So here goes!

[Wordpress](#)

HostGator saves us a *ton* of time because they will install Wordpress on the HostGator servers for us!

Log into your Hostgator account and click on the icon that says Fantastico De Luxe.



The screenshot shows a control panel interface with a table of system information on the left and a grid of service icons on the right.

System information:	
OS	Linux
	Click to View
Kernel	2.6.24.7-grsec
Architecture	i686
PHP	1.3.41 (Unix)
MySQL	5.8.8
Perl	/usr/bin/perl
Mail	/usr/sbin/sendmail
	Click to View
Python	5.2.6
Perl	5.0.45-community

Service icons and labels:

- EmpmyChat
- Bulletin Board
- Cron jobs
- MIME Types
- Leech Protection
- Index Manager
- Fantastico De Luxe
- Extra Features

Next, click on the Wordpress install link:



From here, you can click on the Install Links and it'll set you up without having to do anything! (I can't tell you how nice this is...)

Once Wordpress is installed, it will walk you through the setup process and your site can be online in no time!

[SBI](#)

Guess what, SBI does it all for you, just like all the other steps above. All your software is already installed and ready for you to start creating your website.

Step #6 Other Tools *(Things you may find useful)*

There is an infinite amount of things you *could* learn about, but I'll give you a quick list of what you should look at to become familiar with for your site.

[How Google ranks sites](#)

[SBI](#)

SBI Videos – These walk you through everything you need to know and are a fantastic resource. You *can not* buy this valuable information anywhere else, it's really amazing what they teach you.

[Wordpress](#)

Familiarize yourself with Google's 'keyword' methodology. Start with these online resources. The more you learn, the better your site will rank when people try and find you!

[Keyword Generator](#)

[WebMaster Tools \(from Google\)](#)

[FileZilla](#) – free FTP utility for moving files from your computer to the

[HostGator](#) Server

To be honest, with SBI, you really don't need any other programs or to learn how Google ranks pages, they do everything for you. With HostGator, DomainIt, Wordpress, and the rest, you'll need to learn how to use these tools above.

Conclusion

By now you should have a domain name, a host service, and be ready to start making your website. Make sure you learn how to use 'keywords' in your web pages so that your site will be served by Google to your prospective clients.

Key Words

If you're a bit unsure about how keywords work, I looking at some experts in Internet Marketing and reading about how Google uses complex algorithms to compute which pages it will display when people do searches. These links focus on making money, however they discuss in depth how Google finds your site and how keywords play a critical role in your search rankings.

[Courtney Tuttle](#)

[Make Money for Beginners](#)

[Blogger](#)

I spent a lot of time (through these sites and the videos at SBI) learning how to get my pages to rank in the Top 10 of Google for certain keywords. These methods helped me get my newest website into position #4 for my targeted keywords in 5 days. (which is NOT typical and surprised even me!)

If you find that your site isn't moving up quickly into the Top Ten, then you may need the assistance of [SBI](#) when you write your pages. SBI won't let you post anything without it being Google and Keyword perfect.

Whether you choose SBI or Wordpress, you can tailor your site to just about any style you want. If it is too time consuming, go to [Rent-A-Coder](#) or [ELance](#) to hire someone to do the work for you.

I hope this chapter has got you started on getting your web page up. I wish I could cover more, but from this point, the options become so varied it'd be impossible to do. But I'm sure you'll figure it out from here!

SUMMARY

A Personal Training Website isn't for everyone, but if it's for you, I hope this has helped!

I realize building a site is a lot to think about all at once. But just from the things I've learned (and tried to capture in this afternoon of writing), it's an absolute necessary piece to take your business to the next level.

I've tried to get you started and show you the steps to get your efforts rewarded. I really hope you can transform what I've written here into a profitable addition to your business. You don't even need to be doing well in your business or have any clients to do this type of marketing. I started when I was brand new and, sure enough, had two clients call within my second month of being online. Since then it's only grown and the possibilities have only expanded.

If you have any questions that you think I may be able to help you with, please feel free to email me at leslie@trainingfragments.com anytime. I'd love to hear any success stories too!

A handwritten signature in cursive script, appearing to read "Leslie".

Unfortunately, I can't provide or assist with any technical questions or issues that you have. I'd love to, but it's just beyond my power to deal with each and every technical issue that people have raised. Please understand if I'm unable to help you with technical issues.