

Indoor Cycle Instructor Podcast #5

Here are 10 specific steps/tips/ tricks that I have found helpful, that you can use to build your indoor cycling class.

For many of us September is the functional end of summer. School is starting and schedules are changing. Now is the time to get people to put your class on their schedules.

Like most everything else in life, it comes down to selling & promoting yourself!

Before I get started! Any type of promotion or marketing effort takes time. It may be helpful to pick a realistic goal and a reasonable timeframe to reach your goal. My goal is to have full classes for my Sunday 2 hour endurance rides by Thanksgiving. I'm already planning and discussing ideas now and I will give you my specific ideas as I go through the list.

1) Partner with your club's owner, management and membership sales person

- a) Meet and explain your desire to build your class
- b) Communicate, Communicate, Communicate
- c) No surprises' later on, you won't step on any toes – cover your own butt
- d) Understand any limitations: (only marketing does that)
- e) Ask how you can partner with them
- f) **Get approval to offer a free guest pass** – “attend my class as my guest”
- g) Understand your clubs expectations & obligations for a visitor.

2) Get a Promotion Card - otherwise known as a Business Card

- a) Have you ever been in this position? You're talking with someone, it could be anywhere, and they ask; what do you do? And you excitedly tell them that you are an indoor cycling instructor! They ask where and when is your class. They tell you they will come sometime. And you never see them again. You need a business card that you can give them with your info on it.
- b) Keep it Simple – Your name, email and info on your classes – time / Club Location and club phone number. No need for any other personal info.
- c)
- d) Include “Join us as my guest or “Contact me for your free guest pass” on the back.
- e) One other thing ... People connect with people. You are promoting YOU - get your picture on the front! There's a reason Insurance and Real Estate people have their pictures on cards and billboards, no matter how hideous, they are selling themselves.
- f) There are lots of inexpensive online printing services. Before I told you to do this I figured I better check them out and find one that I could recommend. I found **Overnight Prints**. Their site has an easy to use

online tool where you can include your own photo. 100 business cards cost \$20 including shipping. 250 for \$40. A link to the service is included on the post for this podcast.

i) I found some sites promising free cards but you couldn't include your own picture or print on the back with them. And the S&H costs made the cost about the same.

3) Brand your class

- a) I have a unique situation. Starting in September I'm taking over a Saturday AM class from the most popular instructor at our club. Did I mention that I will be competing with my wife Amy who's teaching at a similar time, but at a different club 8 miles away. So here's what I planning to do...
- b) What's unique about YOU? Your class? I'm kind of a bike nazi and can be a little intimidating ...
- c) Is it specific music? Energy? Format? I'm ...
- d) Who do appeal to? I appeal to self directed athletes, cyclists
- e) Who don't you appeal to? People who need lots of energy and instruction
- f) What changes or adjustments could you make? Lots of coffee! Remember that I need to be loud and encouraging.
- g) Be authentic, it's hard to be someone your not!

4) Sub! Sub! Sub!

- a) Call all the clubs in your area and get on their sub lists.... Or drop off your CARD!
- b) You are doing someone a favor – there's nothing wrong with promoting your own class. Your class is at a different place or time – so there's conflict.
- c) When you Sub - Really kick ass be on your A game. For some reason I feel liberated when I sub.
- d) Have a special playlist that you use just when you sub. With all your favorite music. Maybe you can use music you feel you have over played at your own class.
- e) Introduce yourself and tell them where you are from.
- f) At the end of class tell them when & where you teach. I sub at clubs that are at a lower membership level than the club I teach at.
- g) But you have your business cards handy to pass out and you have prior approval to offer free passes to attend class.
- h) Don't confuse this with taking some one else's class and trying to promote yourself and class. That a big no - no

5) Trade referrals with other instructors

- a) I'm a big believer in taking other peoples classes to stay fresh and learn new things.
- b) Attend other classes, maybe a popular instructor.
- c) At the end, introduce yourself and tell the instructor; "I liked your class and I'm going to tell my class about you and how much I enjoyed your class."

- d) Invite them to attend yours. Then leave it there. Lots of big ego's around. Stroke them and see what happens!
 - i) Cross promote and/or connect your class with other types of classes
 - ii) Adjust the time to tie classes together – Spin then lift / Yoga / Sports conditioning, ???
 - iii) If you are also a Personal Trainer or partner with a PT; How about a 20 min group abs class or offer an introductory group lesson.
 - iv) What you do isn't as important as that you do something!
 - v) I'm personally planning to meet to discuss some ideas on incorporating metabolic testing into my upcoming endurance classes.

6) Invite members to bring friends, every time

- a) Ask if they have a friend who could use a good workout
- b) Remind them of your offer to attend a class for free
- c) Ask for specific action:

7) Special events

- a) You can have a special event for every holiday on the calendar... and some that aren't.
- b) My wife Amy and I co-teach 2 hour endurance classes the Sundays around Christmas and New years, also Thanksgiving morning and Superbowl Sunday. Those tend to be over-eating days. The participants know us both and love watching us banter. We have a lot of fun.
- c) My club has post ride treats for everyone so we can sit around for a while after class.

8) Start building your own Email list

- a) Two years ago I started asking people to sign up – now 200 on list.
- b) Weekly email with upcoming class formats (then you are committed!)
- c) Remind everyone at the end of class and have a signup sheet.
- d) Respect their privacy and don't over do it
- e) Most of my emails have only a short teaser and a link to my tip number 9.

9) Start your own blog

- a) It takes some work but it's actually easy.
- b) Sign up for a free <https://www.blogger.com/start>
- c) <http://wordpress.com/account>
- d) You can check out mine at indoorcycletraining.blogspot.com
- e) It includes my Class schedule, stuff about me and special events
- f) Include as much or as little as you like.
- g) You may only decide to only make a static page.
- h) I'm planning a future podcast that will go more in depth on using a blog to promote your class.

10) It's going to take time so Start Now.

- a) **My suggestion is to start with #1. Meet with management, commit to building your class – and then do it!**