

# Top 5 Money Making Strategies for Nutrition Retailers

Double, Triple and Even Quadruple Your Profit  
With These Proven Money Making Strategies

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## About the Author:

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Hi,

If you're a nutrition retailer and you're reading this report you're probably looking for any way to grow your profits.

If you are serious about increasing your profits and making a real difference in your nutrition business I urge you to read this report and take action on as many steps as possible. Take them one at a time at first if it seems like too much to handle all at once. I assure you, if you can incorporate even half of the principles in this report you will make more money this year than your past two years combined guaranteed.

John Barban

# **Top 10 Money Making Strategies for Personal Trainers**

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# 1. Sell Personalized Nutrition Programs

Nutrition, Exercise and Supplements should be your big 3 pillars of getting in shape and staying in shape. Your clients think you are an expert on getting in shape otherwise they wouldn't be coming to you. It is your duty to explain to them the importance of nutrition and supplementation and then provide it for them. Remember they are paying you for a result (weight loss, muscle building, toning whatever) it's up to you to create and sell them the best solution that will get them the result.

3 Pillars of Fitness Success for Your Client and Financial Success for you.



You know that any weight loss program has more to do with diet than exercise. This presents a great opportunity for you to educate your clients about the importance of diet and then sell them a nutrition program that will help them achieve their goals as fast as possible.

Popular fad diets fail for any number of the following reasons:

- They require the customer to radically change their eating pattern

- They require the customer to avoid certain foods that they might enjoy eating

- They do not take into account the customers' food preferences

- They do not take into account the customers exercise habits

- They do not account for the customers starting body weight and goal bodyweight

- They do not account for the customers' previous dieting experience

For all of the reasons listed above most mainstream popular diets fail.

Personalized Nutrition Programs are successful because they are built around all of the following data that is specific to your client:

- + Starting body weight
- + Their specific goal (ex: lose 10 pounds, build 5 pounds muscle etc)
- + Starting body fat percentage and goal body fat percentage
- + The foods they would like to eat
- + The times of day they would like to eat
- + The number of meals they'd like to eat each day
- + The amount they work out each day and the type of workout
- + Their previous experience with dieting

No mainstream diet book can build your customer a diet this specific to their needs.

With a personalized nutrition program you can now provide your client a diet that is 100% customized to their exact needs, goals, food preferences, exercise program and lifestyle pattern. This should be an essential part of any training program you sell from now on.

## 2. Sell Premium Supplements

Higher quality products get you higher quality customers. Discount warehouse sales models attract discount warehouse clients. Discount clients typically require more customer service and are associated with more returns and more overall work on your part for a lower transaction value.

Having a premium supplement brand in your line up of offerings allows you to cater to more affluent customers with more disposable income. These customers will also be receptive to other higher priced products. Never neglect the fact that some customers have more money to spend and expect to be offered a high end product. Customers will choose products that fit their personal and social status image of themselves.

Companies like Mercedes and BMW use social status to market their cars. A Mercedes Benz customer can obviously afford a cheaper car but they choose to spend more on a Mercedes because they believe this car matches their status. In this example the customer will choose to purchase a higher priced product because it matches their perception of themselves.

This same customer will also be receptive to higher priced premium supplements because like the car, it fits their perception of their social status. These customers will be receptive to higher priced offers of products such as personalized nutrition programs as well.

Offering premium brands along with your lower priced brands ensures you will be able to capture the higher income customers who are willing to spend more money for better products.

## 3. Bundle Products

Bundling products is a great way to provide value to your customer and increase your overall sales and profits at the same time without diluting the cost of any of your products or services. Once you offer customers a discount on products they will get used to the idea that they can buy things at a discount and always want to do so. This is not a good precedent to set. Instead of discounting straight up, only offer a discount when your client buys multiple products and services all at once.

When you discount a bundle you never reduce the perceived value of any single product or service, therefore you maintain the cost integrity of each product if your client chooses to go back to buying each one on its own.

The more products you offer the better deal you can give your clients and the more money you can make per transaction. If you offer supplements and personalized nutrition programs you have lots of different bundles you can make for your clients.

Bundle products based on the following three categories:

### **Function, Form, Price.**

#### **Function:**

Your client will understand if you bundle 3-4 products that do different things and complement each other. Ex: a customer interested in weight loss will understand and see the value if you create the following bundle: Diet + Fat Burner + Multi Vitamin + Protein Powder.

#### **Form:**

Bundling different forms of products also increase the value to the customer. It is more difficult to sell a customer 3 different capsule products compared to 3 products in different forms such as one capsule, one powder, and one diet manual.

#### **Price:**

Bundling products of different price points allows you to add value without dramatically increasing price. For example you may combine product #1 at \$25 with #2 at \$50 and #3 at \$150 and price the total bundle at \$190.

- + **Total bundle cost before discount is \$225**
- + **Total bundle cost after discount is \$190**
- + **Total Savings = \$35**

This appears to the customer that they are getting the \$25 product for free without actually discounting the item itself. Therefore your customer gets used to \$25 being the regular cost of item #1 and will not expect it to be discounted.

## 4. Run a Transformation Challenge

The only reason you have customers is because they have an unmet need. They are interested in weight loss, fitness, or muscle building. They are not interested in pills, powders and diets, they are interested in RESULTS. Running a transformation challenge is the best way to sell results; and still selling your products, often times selling more with this promotion.

You can charge more money and bundle products together by holding a transformation challenge contest. This will motivate some of your customers to purchase a higher priced bundle of products in an effort to see the results.

Each of your customers will instantly become a sales rep (a walking talking billboard) for your business as they will be telling their friends and family that they are in your contest. Some of them will have dramatic results which will become your best marketing tools.

You can run transformation contests throughout the year which gives you a reason to draw attention to your business on a regular basis.

Prizes for your winners can be as simple as a coupon/discount for more products right up to vacations abroad.

**Ask an Empowered Account Manager for a FREE copy of our Transformation Operators Guide or email [patrick@empowerednutrition.com](mailto:patrick@empowerednutrition.com) and add the subject line: I want my free "Transformation Challenge Operators Guide".**

## 5. Turn Your Customers into Local Celebrities

Each customer that walks through your door is a potential marketing celebrity for you. If you have 10 people enter a transformation challenge you have 10 potential before and after models you can use for your business marketing.

This is **local celebrity marketing**. Other customers will see the before and after pictures and realize that all the winners are real people who frequent your business. This form of social proof is a powerful marketing tool that can lead to more sales of higher priced product bundles.

Use your local celebrities in all of the following marketing channels:

- + In Store Posters and Print
- + Direct Print Mail
- + Radio Commercial
- + Email
- + Website
- + Television
- + Signage
- + Events

You can feature your local celebrities in all these forms of media. This will show your customers that the results they are searching for are attainable and real.

Remember your customers are not interested in products; they are interested in effective solutions to their problem. They want a solution to their fat loss, muscle building, health and performance goals. Your local celebrities are proof that your business can provide the solution.

## 6. Putting It All Together

Ok so by now your head is most likely spinning. These may all seem like logical and profitable concepts, but you are wondering where do I start? how do I get it going? what products do I offer? How do I get started selling Personalized Nutrition Programs to enhance the sales of all my other products?

Well that is the reason you have registered to the Empowered Nutrition Partners Program. Whether we are already working together or you are simply testing out our system to learn what you can, we are ready to help you move to the next level and implement each one of these profitable steps in a strategic approach to increase your clients results and your profits immediately.

Contact [Patrick@empowerednutrition.com](mailto:Patrick@empowerednutrition.com) and get started today. Patrick McGuire is my partner in Empowered Nutrition Products Inc. and he will assess your needs and deliver a game plan to increase your 4 R's (Retention, Referrals, Residual Sales, Revenues) and if required assign one of our qualified Empowered Nutrition Account Managers to assist your goals.

### **How to get more information and get started.**

You can contact us directly online at [www.empowerednutrition.com](http://www.empowerednutrition.com)

Email us at [support@empowerednutritionsystems.com](mailto:support@empowerednutritionsystems.com)

Call our toll free line: 1.866.251.7676

If you know you are ready to get started and do it the right way the first time and fast; then contact Patrick directly and he will do exactly that. [Patrick@empowerednutrition.com](mailto:Patrick@empowerednutrition.com)