

Love Your Heart  
this Valentine's  
Day



## Help your clients and potential clients love their heart this Valentines with these marketing ideas

Welcome to the "Love Your Heart" campaign, marketing PT's and fitness business while educating people about the positive benefits of exercise for their hearts.

Valentines Day is a great feel good day, so why not take advantage of this to let clients and potential clients know how much you can help their heart by working out with you or your club.



If you are a REPS registered trainer you will want to keep an eye out for their Valentines Day press release that you can use to promote heart health and the benefits of exercising with you.

### Here are some easy marketing ideas you can use around Valentines Day



Invite all your regular clients to bring along their 'loved one' to their usual training session with you for no extra cost (we have created a voucher for this)



Put up the Valentine's themed posters around your club or pop them up on facebook to remind people that they are contributing to their health by exercising.



Use our 'heart health' info sheet as part of your advertising, print it off, attach your business cards and put it up on noticeboards around your area.



Contact local businesses and offer to do a free heart health class (I know you PT's don't do 'classes' but trust me those non fit folks will be running the other way when you say bootcamp)



See above but do a heart health talk instead if you are not inclined to teach a session



Offer free 'heart health' checks, this could be a simple fitness test or Blood Pressure reading. [www.heartfoundation.org.nz](http://www.heartfoundation.org.nz) has a great handout all about blood pressure that is suitable for non experts.



Every group fitness instructor secretly loves a theme class... Valentines Day is the perfect chance to throw one. Red balloons, lovely spot prizes and a gold coin donation to your favourite local charity.



Make up Valentines packs with a bottle of wine, a box of chocolates and a PT session. Sell it for like \$20 or \$30 as a last minute gift for people who have forgotten to get their loved one a pressie (Thanks Broni from [www.catchfitness.co.nz](http://www.catchfitness.co.nz) for this one)



Buy heart shaped chocolates / single flowers or other small token and attach them to one of your business cards... Who doesn't want a wee valentines treat? Give them out on the street (make sure you are wearing your PT uniform) or pop them into local businesses.