


Send Me a Trainer  #ideaworld

IDEA WORLD CONVENTION
FITNESS • WELLNESS • BUSINESS


LIMITLESS

Session 323: Using Technology to Build and Scale Your Personal Training Business

PRESENTED BY

Bary El-Yacoubi and Muhssin El-Yacoubi
Co-Founders of Send Me a Trainer
Bary Instagram: @baryceo / Bary@sendmeatrainer.com
Muhssin Instagram: @muhssin / Muhssin@sendmeatrainer.com

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Using Technology to Build and Scale Your Personal Training Business Send Me a Trainer 

- As the world continues to embrace virtual training and online coaching, it's important to understand the new rules of client acquisition and retention using technology. This session will unveil industry secrets to help expand your customer reach, enhance your retention rates, and grow your fitness business online. You'll learn how SMS to deliver successful marketing strategies—proven to engage new customers—and provide best practices to help you upsell to your existing customers through a range of digital offerings. Leave the session with renewed inspiration and a toolbox of technology that every fitness professional should have in their portfolio for 2022.

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PRESENTER PROFILES Send Me a Trainer 



BARY EL-YACOUBI
Co-Founder and CEO
Send Me a Trainer
Bary@sendmeatrainer.com
Instagram: @baryceo

- Master Certified Personal Trainer
- D1 Football Player
- Sales & Marketing Guru



MUHSSIN EL-YACOUBI
Co-Founder & CFO
Send Me a Trainer
Muhssin@sendmeatrainer.com
Instagram: @muhssin

- Private Equity & Investment Banking
- Kellogg MBA, Northwestern University
- UVA, Finance & Accounting




15+ years running and scaling an in-home personal training business

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- COVID Impact on the Personal Training Industry
- Service Offerings
- Marketing Strategies
- Tech Stack – Technologies and Tools

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BUILDING AND SCALING

- What's your objective in building and scaling?
- Building equity and an asset that you can eventually sell, or running the business for cash flow?
- Trading time for money? For how long?
- What is your exit strategy?
- Where can you be most competitive based on your available resources and budget etc.?

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HOW WE SCALED

- Our Story
- Investing in technologies that make current process more efficient
- Building Technology
- We make it easier for Trainers to scale their business as a Technology Franchise

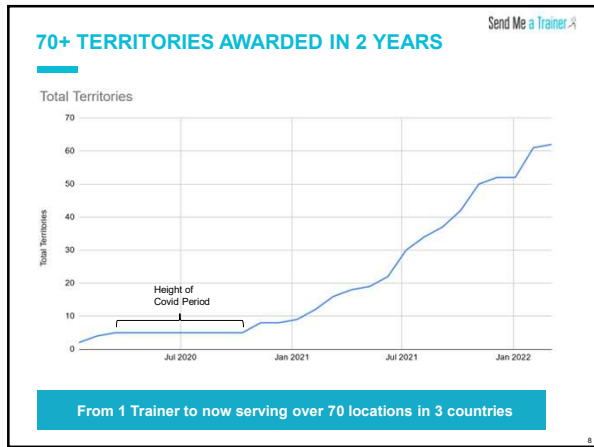
From 1 Trainer to now serving over 70 locations in 3 countries

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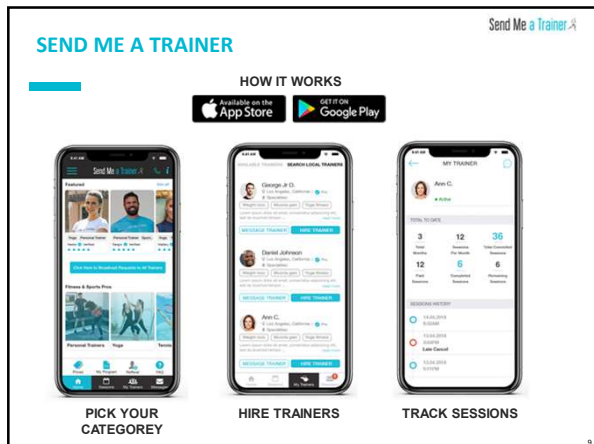
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KEY FEATURES

- CONNECTS CLIENTS WITH TRAINERS
- TWO WAY MESSAGING
- TRACK SESSIONS
- SECURE PAYMENTS
- 24 HOUR SUPPORT

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IMPACT OF COVID-19 ON THE FITNESS INDUSTRY

Pre-Covid

Post-Covid

\$10bn of the Gym industry value will be redirected to HOME / DIGITAL FITNESS

- The U.S. fitness industry will be radically reconstituted post-COVID-19, as billions of dollars in consumer spending is shifted to at-home fitness options at the expense of the health club industry
- \$10 billion annually could leave the club sector, much of it for home and digital fitness options
- 34% of gym exercisers have or plan to cancel their gym memberships after COVID-19 and more than 30 million gym memberships could be cancelled due to COVID-19
- As a result of COVID-19, 49% of consumers exercised at home for the first time
- More than 38,000 clubs and studios have presently shut down because of the virus

HOME & DIGITAL FITNESS is the FUTURE of FITNESS

Source: <https://www.businesswire.com/news/home/20200526005202/en/Consumer-Fitness-Survey-Finds-Post-COVID-19-Billions>

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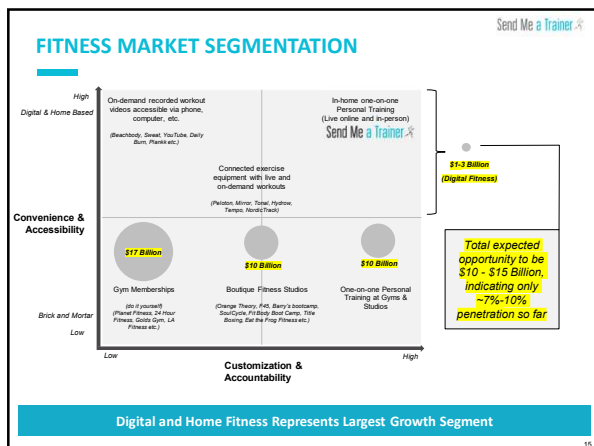
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NEW TOTAL ADDRESSABLE MARKET FROM COVID

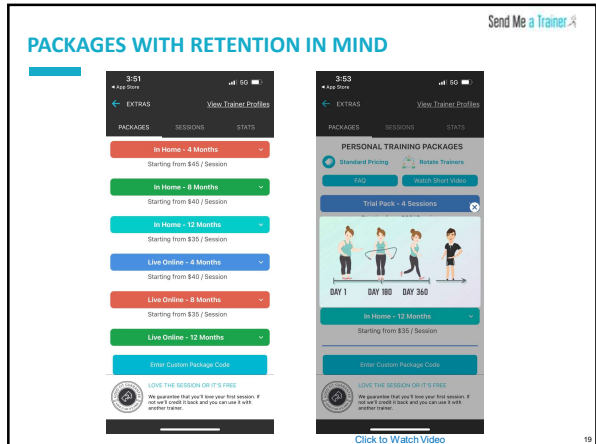
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Total Revenue of US Fitness Club Industry (2019)	\$37 Billion
Revenue from personal training	\$10 Billion
Number of gym members	73.6 Million
Number of gym members who hire personal trainers (10% estimate)	7.3 Million
Expected drop in gym members due to COVID now looking for home fitness options	c. 30% - 50%
Number of gym members who hired personal trainers now looking for customized home fitness trainers and programs	2-4 million
Average customer spend on live online/customized personal training with Send Me a Trainer	\$240 / month
New Total Addressable Market	\$5.8 - \$11.5 Billion

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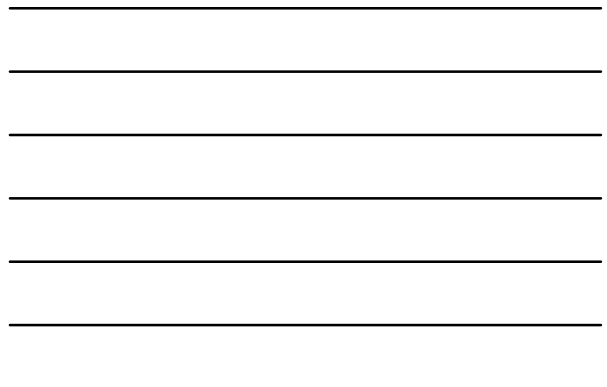
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RESULTS FROM LIVE ONLINE PERSONAL TRAINING PILOT PROGRAM

- Launched nationwide pilot program offering **Live Online Personal Training Program** over a 3-week period
- Marketing spend of \$1,355; generating 35 leads
- 9 new clients signed up for one of our packages (Cost per Acquisition of \$150)
- Contracted total sales value of \$20,956
- Collected \$5,436 with some clients paying monthly or paying in full
- Average package was \$361 / month; 7.3 months; \$39/session; 9 sessions / month
- 2/3rd of clients purchased 30 min sessions; 1/3rd purchased 1-hour sessions
- Average age of 38 with 70% female
- Clicks to leads campaign converted at c. 10% conversion ratio

Marketing Budget	Clicks	Leads	New Clients	Average Client Acquisition Cost
\$1,355	352	35	9	\$150.57

Average Package Summary	
Price Per Session	\$38.90
Sessions / Month	9.3
Monthly Payment	\$361.77
Length of contract	7.3 months
Contract Value	\$2,640.92

Client Lifetime Value (does not include renewals)	
Gross Profit on Contract Value after paying Trainer (50%)	\$1,320.46
Client Acquisition Cost	\$150.57
Profit	\$1,170.46
ROI x	7.8x
ROI %	680%

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MARKETING STRATEGIES

- Go to market strategy
- Local grass roots marketing
- Organic social media posting (content creation)
- Paid digital marketing
- Google listings

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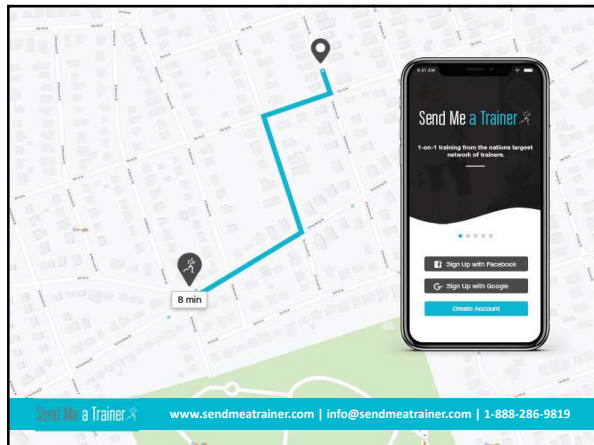
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TECHNOLOGIES AND TOOLS (TECH STACK)

Use Case	Technology Used
Business operations: <ul style="list-style-type: none"> - View trainer profiles - Matching clients with trainers - In app messaging - Client payments - Payment links - Payouts to trainers - Tracking sessions - Leave reviews for trainers 	
Live Virtual Sessions	Zoom, Facetime
Exercise programs	Trainerize, PT Distinction, Coach Catalyst, Quick Coach
Digital Marketing	Unbounce, Zapier
CRM with email and SMS capabilities	Mail Chimp, Constant Contact, Active Campaigns
Scheduling	Calendly
Resources	Upwork, Fiver

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