



Building Community

Bridging the Gap Between Fitness and Medical
And How to Create a Niche

Building Community: Bridging the Gap Between Fitness and Medical & How to Create a Niche

“Leadership is about creating change you believe in. Leaders lead when they take positions, when they connect with their tribes, and when they help the tribe connect to itself.”

–Seth Godin

A tribe is a micro-community in which one person can have great impact. Hello Fitness Professionals, would you like to learn about how to expand your business? It’s possible that you have not yet tapped into a virtually untapped market. In this issue, we want to bring to your attention to the Baby Boomers, and how you may play an important role in bridging the gap between the medical and fitness industries. How? This may be easier than you believe; the solution involves building community and expanding your connections—tools that are sure to help you grow your business!

If you possess knowledge, skill and expertise in the area of post rehabilitation of those who have suffered from chronic disease, opportunity awaits you. The number of Baby Boomers is rising, and it’s likely many will need your services. A Baby Boomer is defined as a person born in the years following World War II (1946-1964) when there was a temporary marked increase in the birth rate. Fitness professionals need to learn more about this large group of our population. Why? As this group makes up such a large percentage of our aging population, it’s expected that healthcare cost related to the Baby Boomers will rise.

In this month's issue, let's expand knowledge as well as network. Regarding obtaining clients, one effective way to stand out in the industry is to become an expert in your field. Building trust and creating a name and reputation is a great start. Many client referrals also happen by word-of-mouth, which is another effective strategy in gaining clients particularly in small community settings. Of course, in order to retain clients, we must offer consistency and quality of service.

If you want to make a difference, to lead people to change and have something remarkable to share, you must

1. Create a niche,
2. Target your audience or clientele, and
3. Start a tribe and make connections.

Here are strategies to get you started and to keep you motivated:

Create Your Niche/ Target Your Clients

To be competitive, it is beneficial to choose a niche to specialize in. Creating a specialized niche and becoming an expert in the needs of a population, we can also become extra creative in marketing our special skills, talents and services. Here are simple tips to help you create a niche and target the types of clients you're most interested in serving:

1. Find out who needs you.

Learn who in your community is struggling and find out what they need. You can become their solution. Once you figure this out and align your strengths with the right opportunity, you'll develop your niche. This goes back to how you may begin to start a conversation and create your tribe.

2. **Talk to yourself.**

Start by asking, “Which specialty group do I want to appeal to?” When selecting a specific population, it’s important to understand your strengths as well as your weaknesses. Identify your motivations and be honest with yourself; then, get the specialty continuing education required to make the choice matter.

3. **Understand the ‘why’ behind what drives you.**

There are so many conditions that face our aging population. Pick a few areas that resonate with you and pursue making yourself truly knowledgeable in this area. Become an expert that others can look to!

4. **Define your target audience/market.**

Identify what type of people you want to help and work with. Make this the way to stand out in a market that is heavily saturated with people seeking to look better and lose weight. Learn about local health issues that turn on your curiosity, and find out how you can get involved. This will make you uniquely different and will create opportunities for you to stand out as an expert.

You must first define your niche before you can target your audience. In a population that’s growing by leaps and bounds, how will you stand out? What do you want to specialize in? And how do your services differ and stand out from others? For example, do you take interest in training and helping older adults, women, teens, athletes or those who suffer from chronic illnesses? If not, we suggest (re)-defining your talent or skillset, and becoming ‘that guy’ or ‘that girl’ who is the very best at what he/she does, standing out from the rest. Once you decide whom your target market is, reach out and connect with your tribe/community/group. Provide services that people will want to talk about. When people choose to talk about you, this makes your service remarkable!

■ **A Customer Service Tip:** *Once you've established a connection, be sure to follow-up all meetings or interviews with a phone call or email to your potential clients. Studies show that sales are often lost (and could've been saved) if only the fitness professional had followed up with prospective clients!*

Make Connections/ Create a Tribe

Studies show that real change starts with a small group of committed people. These small groups or 'tribes' are founded on shared ideas and values; creating tribes can give remarkable fitness professionals the power to lead and to make big change.

Once you've established what type of clientele you desire to lead, it's time to establish professional connections. Start making connections through a supportive network; find a committed community that shares a common goal. For example, if you choose to become a leader to a Baby Boomer 'tribe', NAFC can help to expand your network through the **Medical Fitness Network (MFN)**. If you enjoy helping to improve the quality of life for those with chronic medical conditions, connect with MFN and other healthcare professionals.

Why have we allied with MFN? The Medical Fitness Network is a volunteer driven organization that provides a free national fitness and healthcare referral service to those with medical conditions. These conditions include, but are not limited to: Alzheimer's, Arthritis, Cancer, Diabetes, Fibromyalgia, Heart Disease, Mental Disorders, Multiple Sclerosis, Parkinson's Disease, Pre & Postnatal Care, Respiratory Disease and Stroke. Through connections made and information learned through MFN, by joining this network of professionals and professional organizations, you can learn specific strategies and tools to positively impact a wider variety of clientele. Does this resonate for you?

Get the Knowledge!

Develop the knowledge and skillset required to train this special population.

NAFC provides much of the needed education to service the growing Baby Boomer community. Look under the NAFC CEC tab: <http://www.nafctrainer.com/cec/cec-nafc>

With courses such as: <http://www.nafctrainer.com/offerings/certification-in-applied-functional-science> and other courses on our continuing education page by our CEC partners **Fitness Learning Systems** and **American Academy of Health and Fitness**.



Start Your Tribe: Be the Trainer/Leader to the Baby Boomers!

Fitness professionals, get ready! As Baby Boomer numbers are on the rise, it could be you who gets to call them up to train them. According to the Center for Disease Control (CDC), 80% of older adults have one chronic medical condition, and 50% have 2 or more.

In addition:

- There are 100 million Baby Boomers (those 50+) in the U.S. – about 30% of our population.
- The 55+ age group is the largest and fastest-growing market in the world; they also control more than three-fourths of America's wealth.
- These Baby Boomers have a huge interest in health & fitness and are seeking the best of the best from our industry to serve them. As this population ages, we are seeing a significant increase in obesity, chronic disease and individuals with multiple medical conditions. Among the many conditions they may face are joint replacements, cardiovascular disease, diabetes, cancer, obesity, arthritis, Parkinson's, osteoporosis, and muscle loss. These conditions are also becoming more prevalent in our population as a whole.

There's a great demand for qualified fitness professionals who are willing to work with older adult groups. Whether you're a Life Coach, Personal Trainer or Group Fitness Instructor, if you have not yet considered helping the millions of Baby Boomers who are looking for ways to become more healthy and more fit, it may be time to reach out. Learn more and find your niche.



NAFC Trainers are especially invited to join MFN Today!



Although consumers visiting the MFN site can utilize resource free of charge, there are benefits to becoming a professional member. By becoming a professional MFN member, you will expand your network and be able to collaborate with the most qualified and educated healthcare providers in the

following industries: acupuncture, chiropractic, dietetic & nutrition, fitness, health & wellness, therapeutic massage, physical therapy, psychology and yoga.

If you desire to create a truly unprecedented multidisciplinary network and take interest in the treatment and rehabilitation of the most frequently occurring diseases/medical conditions, ask us how you may join MFN and save on membership today.

Obesity is on the Rise/ America is on the Move!

The numbers are staggering yet true: Over 30 percent of Americans are clinically obese, and 70 percent are either overweight or obese. Although obesity and other chronic disease are on the rise, the good news is that the demand for qualified fitness professionals continues to grow. Today, America is on the move, asking questions, and understanding more about the important role of exercise in the treatment and prevention of many medical conditions. **It's our mission:** NAFC is committed to bridging the gap between the fitness and medical communities. We invite other committed professionals to join us. Start today! Let us help you--create an event, build a healthy tribe, and dive into the needs of your community. Although it may not be possible to 'save the world' or solve the obesity epidemic, we can however, continue educating one person/event/community

at a time. By connecting with community and reaching out, we're building strength in numbers and making a difference to the collective whole. To close, we leave you with this: Our (individual) responsibility starts with our (personal) ability to 'respond'—by taking action! This means, big change can start with *you and your leadership*. Learn more about NAFC's PowerCerts™ Transformations™ and learn effective ways to make big changes through the power of community in only 8 weeks.

Stay in the Game—Get Certified!

Speaking of programs that will help make you stand out and can be used to train our Baby Boomers in correcting posture and core stabilization, the new **CORE X SYSTEM™** certification workshop is coming up soon.



Take action and be sure you don't miss out on this month's promotion!

Through the month of September only, save **15% on the CORE X SYSTEM™ Certification Workshop.**

Start your **CORE X SYSTEM™** training now, learn how to move your clients and members more efficiently, and learn how to train like the pros!