

Fitness Expert's New Book Shares Secrets To Increasing Revenue For Personal Training Business Owners

BOULDER, Colo. - May 20, 2014 - [PRLog](#) -- Boulder, CO, May 20, 2014 - *Fitness Marketing Mastery* provides fresh social media support for fitness businesses and is available digitally in seconds on Amazon today. *Fitness Marketing Mastery* includes nine chapters full of current case study information that feature the five key ways to become an expert and more than 10 sites fitness marketers want to know.

“Every fitness professional has to be their own marketer-in-chief. It’s a challenge with the ever-changing rules of social media. But it’s also exciting. No longer does the big box have an advantage over the small business owner,” said author and fitness expert Debra Atkinson.

Atkinson’s Voice For Fitness provides sales and marketing information products for personal training entrepreneurs. She shares the same tools that helped her employer grow \$100K a year consistently for six years straight.

With nearly 251,000 registered personal trainers, 267,000 personal training positions listed and many more personal trainers providing services on their own, in homes and parks, there is competition. Six million Americans used a personal trainer last year according to IHRSA, a significant rise over four million decade ago.

“Becoming a fitness authority requires a specific kind of thoughtful marketing. This book will empower fitness professionals to successfully position themselves,” Atkinson said. Atkinson’s Voice For Fitness walks the walk with fitness marketing to baby boomers nationwide.

To learn more about fitness professionals marketing, visit www.voiceforfitness.com or <http://www.amazon.com/Fitness-Marketing-Mastery-Debra-Atk...>

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