

— DIAKADI'S —  
**BUSINESS  
MOVEMENT**

**PRESENTS**

**FOUR STEPS  
TO BECOMING THE  
LEADING OPTION IN  
YOUR MARKET**

**ACTIONABLE INSIGHTS TO DIFFERENTIATE YOUR FITNESS BUSINESS**



### ABOUT DIAKADI

The business skills and entrepreneurial knowledge that you will find in our Business Movement coursework has been developed, tested and tuned with the help of hundreds of fitness entrepreneurs just like yourself, at DIAKADI Fitness in San Francisco. Named the 'Best Gym/Trainers' for 14 years, DIAKADI is the undeniable leader for personal trainers and fitness entrepreneurs in the Bay Area.

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Billy Polson is a three time fitness entrepreneur, an international presenter, and a consultant for pioneering trainers and boutique gym owners worldwide.

In 2004, he founded DIAKADI Fitness, awarded San Francisco's 'Top Trainers/Gym' for 14 years. His consulting company, The Business Movement, has assisted thousands of business owners with developing the confidence and momentum for achieving their ultimate brands.

### BILLY POLSON

AS FEATURED IN



## WHY IS DIFFERENTIATION AND POSITIONING WITHIN THE FITNESS INDUSTRY THE HOLY GRAIL OF SUCCESS?



Our fitness industry is wildly overcrowded with an abundance of fitness business options of all types for potential customers to choose from. Now, with the additional BOOM of virtual fitness options saturating the worldwide market, these countless choices are overwhelming our potential customers. The brands which are doing the best job of **differentiating their products and services** are quickly becoming the stand alone businesses that **rise to the top.**



**THERE ARE FOUR KEY STEPS** which every fitness business owner must follow in order to guarantee that they will stand out amongst this tidal wave of options.

01

CLEARLY  
DEFINE  
CLIENT +  
PRODUCT

02

THOROUGH  
RESEARCH

03

BRAVELY  
DIFFERENTIATE

04

CALIBRATE  
YOUR  
MARKETING



# CLEARLY DEFINE CLIENT + PRODUCT

**FIRST, YOU MUST HAVE A CLEAR UNDERSTANDING OF THE SPECIFIC TARGET CUSTOMER YOUR BUSINESS WILL SERVE, THEIR EXACT HEALTH/FITNESS GOALS AND PAIN POINTS, AND HOW YOU WILL HELP THEM WITH ADDRESSING THESE ISSUES AND UPGRADING THEIR LIVES.**

Secondly, you must be clear and specific with the products and services which you will provide and exactly how you will provide these services to your customers.

## EXERCISES

01

List the leading three goals, challenges and pain points which your customers have when they are shopping for a service like yours. Focus on what your target client needs, NOT on what you are currently offering.

02

List the top three products and services which you currently provide to them in order to meet these needs (i.e. Private personal training session, virtual nutritional coaching sessions, meal planning guides, etc).

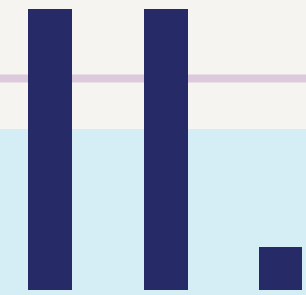
03

Compare these two lists, combining similar ideas into single unique items. For example, if your client needs help with losing weight and you offer meal planning guides, you can combine these into a single unique item.

Then, from your combined list of unique items, rank them in order of priority based on two main areas:

- (1) In order of importance to your typical client and their goals
- (2) In order of your experience and education in guaranteeing them positive results in these areas.

Your **top two** items in this list should represent two of your **current differentiators**.



# THOROUGH RESEARCH



In order to guarantee that you rise above your competitors as the leading option in your market, you must know your rival businesses as well as you know your own. *Create a list* of all competitive business options your target client could possibly consider when shopping for a business like yours. Then for each of these competitor businesses, intently research their new client process, their classes, their customer experience, their amenities, etc.

*You are looking to learn your strengths and weaknesses, as well as possible missed opportunities within your market, where you can capitalize as a leading option for your customer.*

## EXERCISES

### 01

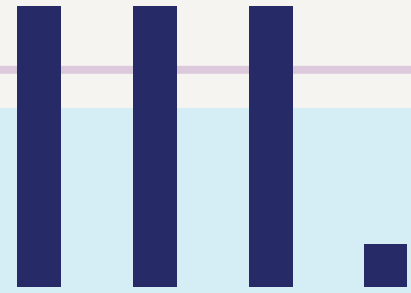
Consider the following list of business attributes and select the top five attributes which your clients would consider their most important determinants in selecting a business like yours.

### 02

Based on these top five attributes that are most important to your customer, select the *top two* attributes where you offer the BEST product and service offering as compared to the offerings of your leading competitors. These two attributes may also represent two of your current differentiators.

- Customer Experience, Pleasurable, Ease of Use
- Technology + Software
- Social Proof, Testimonials
- Advanced Education of Coaches
- Standout Brand + Presence
- Individualized Programs + Advanced Assessment
- Cutting Edge Facility and Equipment
- Location (Ease of Use, Parking)
- Wellness Offerings (PT, Massage, RD)
- Pro-Shop Offerings (Food, equipment, etc)





**BRAVELY**

**DIFFERENTIATE**



**YOU MUST BE BRAVE AND SOMEWHAT OF A PIONEER**

**IN DEFINING THE DIFFERENTIATORS  
OF YOUR PRODUCTS AND SERVICES.**

FOR STARTERS, I RECOMMEND ANSWERING THESE 3 QUESTIONS:

How is your business truly unique from your competitors and their product/service offerings?

How do you stand out as the leading option within your marketplace?

Why is your product a better suited option for your ideal customer and their goals/pain points?

Then, once you define these differentiators, you must clearly describe these qualities in a way that speaks the same language of your target customer, addresses their deeper needs, and lets them know that your product will literally improve their lives!

## EXERCISES

01

Starting with the two pairs of possible differentiators which you defined in your first two sets of exercises, select your *two most valuable* differentiators.

Then using vivid, sexy descriptions that will **speak directly to your client's needs**, write a concise description for each of these differentiating products/services, so that your clients would think, 'How can I NOT buy this product?!'



# IV.

## CALIBRATE YOUR MARKETING

NOW FOR THE MOST IMPORTANT STEP, YOU MUST MAKE SURE THAT EVERY SINGLE ELEMENT OF YOUR MARKETING IMMEDIATELY EXPRESSES THESE DIFFERENTIATORS, SO THAT IT WILL BE OBVIOUS TO ANY POTENTIAL CUSTOMERS:

(A) WHAT PRODUCT AND SERVICE YOU OFFER

(B) WHY IT IS UNIQUE AND BETTER THAN ALL OF THEIR OTHER OPTIONS

(C) WHY IT IS BEST SUITED TO MEET THEIR EXACT NEEDS.

### EXERCISES

**01** Using the differentiator descriptions which you built in step three, scan all of your possible marketing elements listed below in order to guarantee that they are immediately obvious in the text content, photos, graphics, and overall vibe.

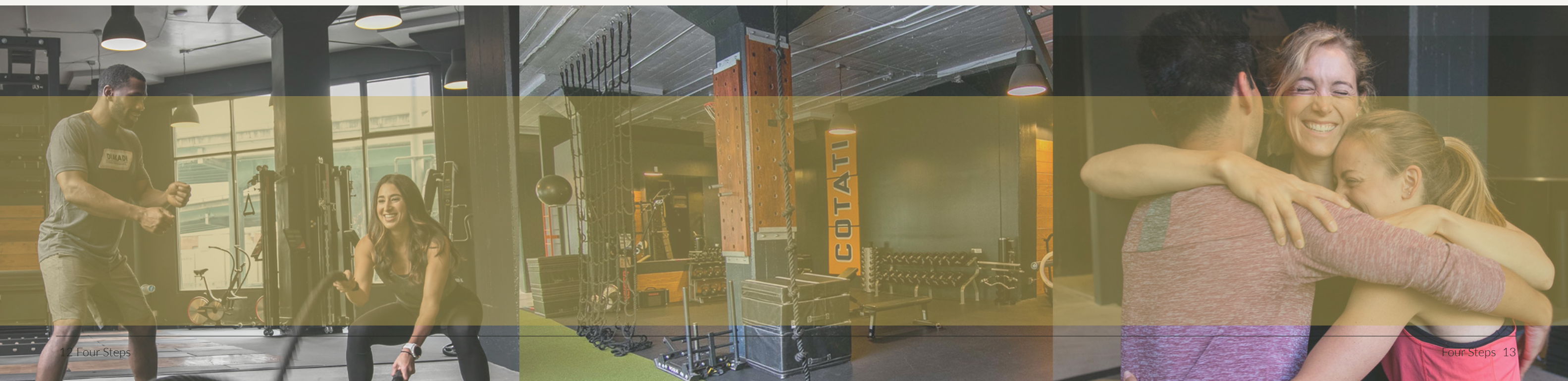
BRANDING, LOGO, TAGLINE

SOCIAL MEDIA PLATFORMS

WEBSITE + BIO

PAID ADS

ONLINE REVIEW SITES  
(i.e. Google My Business, Yelp, etc)

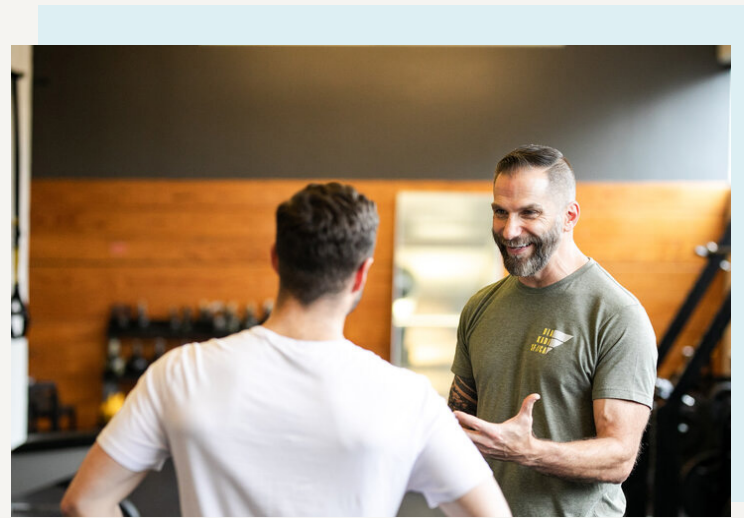


If you would like to schedule a *FREE 30 minute consultation* call to discuss your differentiators, or any of your other business needs, do not hesitate to reach out to me directly at [info@thebusinessmovement.com](mailto:info@thebusinessmovement.com) or (530) 603-1464.

**IN THE MEANTIME, CONTINUE TO RISE 'ABOVE + BEYOND'  
EXPECTATIONS IN EVERY WAY AS A PIONEER IN YOUR MARKET.**

**#YUGOTTHIS**

**- BILLY**



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