

Presented By  
Rachel Holmes

— [choreographytogo.com](http://choreographytogo.com)



# HOW TO GET INTO CORPORATE FITNESS

# WHY IS CORPORATE HUGE RIGHT NOW ?

Explore the reason

Mental health

Physical Health

Emotional Health

Physiological Health

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**What Can You Offer?**



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**What Is Your Skillset ?**



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**How much time do you have per week?**

# YOUR PERSONAL BRAND

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Positioning

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Your Social Media

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How are you positioning yourself?

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What are your credentials?

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You are an expert.



# FIRST LINE CONTACTS

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- WHO is in your immediate Contact?
- Your newsletter
- Friends
- Facebook groups
- Instagram
- Facebook Pages
- Linked in

PITCH IDEA



# CASUAL PITCH CORPORATE FITNESS CLASSES\*\*

Hi Everyone

I'm been approached by several businesses to provide Fitness & Pilates classes online to members of staff working from home. These are ranging from an hour session once a week to 30 minutes sessions 3 x a week.

I create a bespoke class for each organisation and can teach on Zoom, Microsoft Teams, Blue Jeans, Facebook Live or whatever meeting platforms the company utilises.

If you work for an organisation or have a contact who this would interest do send me a PM.

A regular fitness class improves mental, physical and emotional wellness and provides a great connection with co-workers who are not working together physically and it's proving to be so popular.

I'd love to know what you think.

Kind Regards

# PROMOTE TO YOUR 1ST LINE CONTACTS +++

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- Post regularly
- Make a video about it
- Go Live about it
- Facebook strategy
- IG Strategy
- Youtube video



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## 5 STEP PROCESS



**Leads**

**Nurture**

**Covert**

**Deliver**

**Upsell**

HOW OFTEN?



WHEN TO  
PROMOTE?

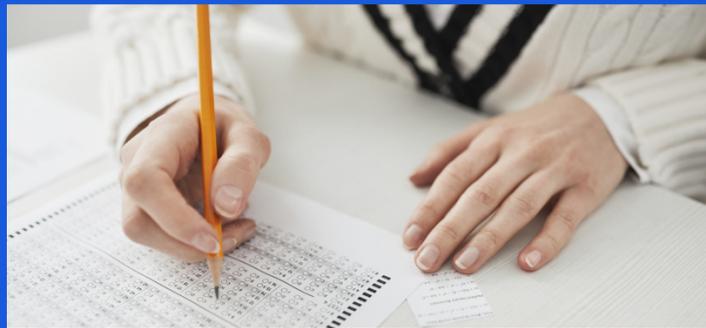
PROMOTE  
TO A COLD  
AUDIENCE





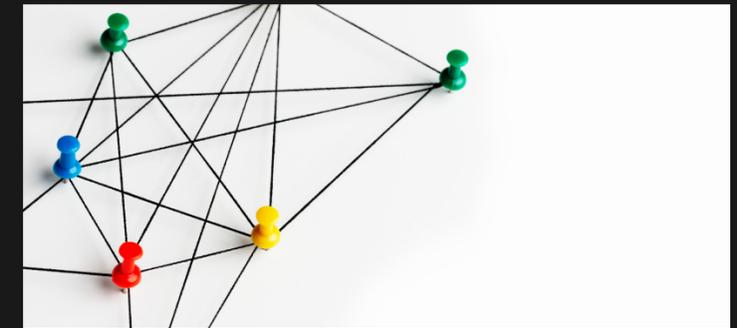
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**LinkedIn**



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**Research local Businesses**



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**Use your contacts and connections**

# PITCH



Slide Deck

Video

Covering email in  
bullets

# VIDEO PITCH

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- Edit a video with you talking about what you can do
- What you can offer?
- Benefits for the company,
- How it can run?
- Clips of you teaching
- Your social media accounts.



# THE FOLLOW UP IS MASSIVE

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- Send a follow message
- Right after
- Say you will follow up

**FIND OUT  
EVERYTHING  
YOU CAN ABOUT  
THE COMPANY**



# LISTEN

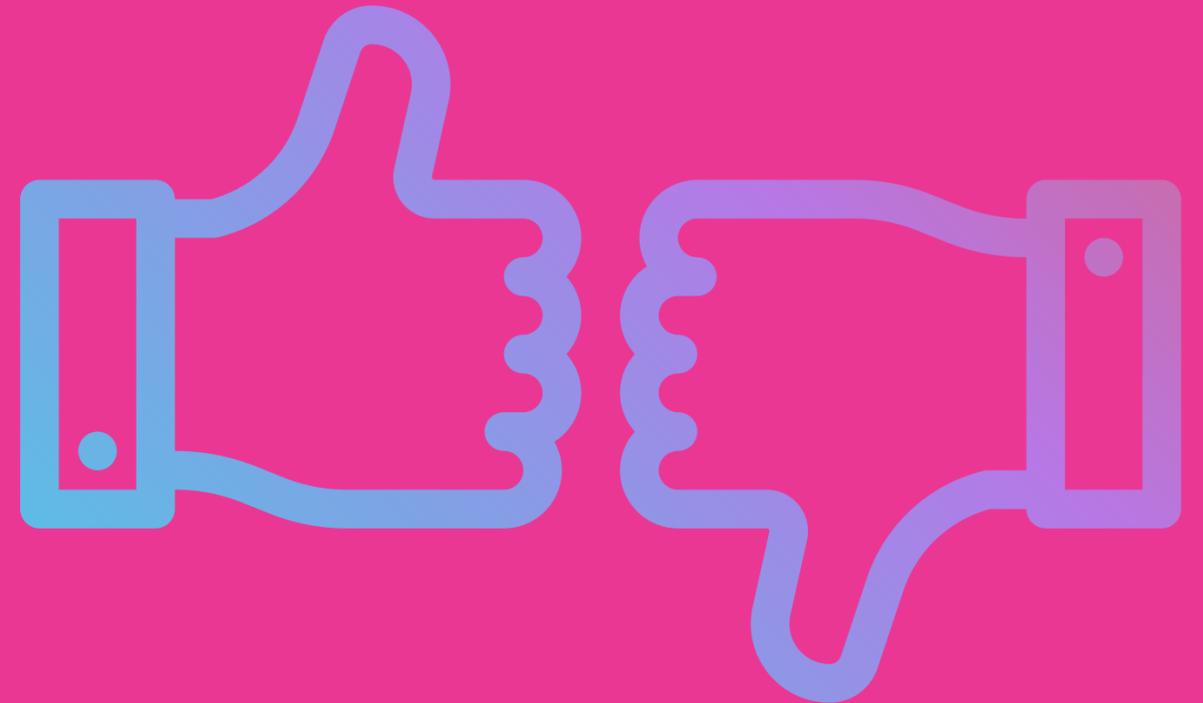
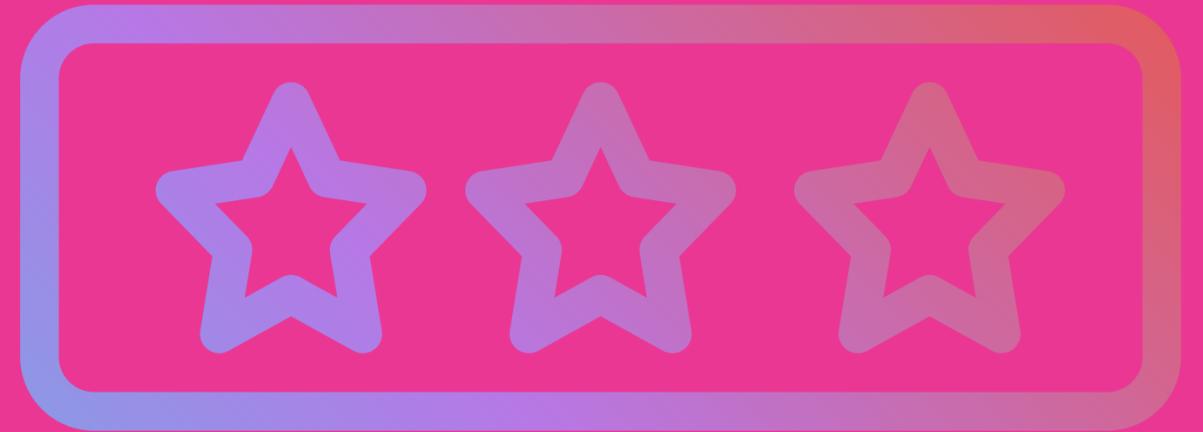
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- What does the company WANT?
- Create a bespoke package.



- Offer a Free Test session
- Ask for feedback



LEARN THE  
TECH



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- Book a Package
  - A series of classes

# PRICE

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- Whats your hourly rate?
- What will they pay?
- Whats the bigger picture?
- Is this an unlock to further potential?
- Who is paying you?



**Does this lead to exposure to  
new prospective clients?**

**What are your multiple  
income streams?**

- Leads
- Nurture
- Convert
- Deliver
- Upsell



**How many contacts can you make?**



**Put this into your weekly work  
schedule.**

**Add each contact to a spreadsheet  
and follow up.**