

Health Club Marketing Creates Results

FAIR HAVEN NJ – July 4, 2008 – (PRWeb) Ten short months ago, Drew LeBlanc's Elite Fitness Center was the best kept health club secret in Shreveport, Louisiana. This fitness center had great customer service, great equipment, a brand new facility, awesome fitness classes, and everything else you could ask for in a first-class health club.

They had one serious problem, however. Elite Fitness Center was invisible to their community. Owners Drew and Lauren LeBlanc knew they had the greatest health and fitness center in town, yet nobody knew anything about them. They decided to invest in their marketing and advertising to fix this huge problem.

Hired Guns to the Rescue...

Drew LeBlanc's Elite Fitness Center hired the national health club marketing firm [Profit Partners LLC](#). Profit Partners went to work right away. Their first goal was to make Elite Fitness better at the first point of contact. Great health club marketing excels at making every client and prospective member interaction personal and memorable.

Profit Partners immediately jumped on rebuilding Elite's website and creating prospect and member follow-up systems. Drew went to work on his phone scripts and how his team answers the telephone and general sales skills. Profit Partners knew Elite Fitness Center had many unique selling points. Together, Elite and Profit Partners spent the next couple weeks uncovering those selling points to use in the marketing strategy.

Profit Partners launched a member survey. Elite Fitness needed to hear from their 300+ members. After receiving hundreds of testimonials from Drew's current members, Profit Partners posted them on the new web site. As visitors to the Elite Fitness website can see, it's the members who are bragging about their health club - not the owner or marketing firm - it's the members. For Drew LeBlanc's Elite Fitness, it was like adding 300 excited sales people to his team.

Get More Members, Make Them Happy, Keep Them That Way!

Drew knows he has a great business; it was Profit Partners job to get that message out into the Shreveport community. Through the use of emails, auto-responders, newsletters, web sites and other technology, the marketplace began to hear about Drew LeBlanc's Elite Fitness Center. Before you knew it, a huge buzz was created throughout the community. People were bringing their friends in to see what Elite Fitness was all about and the membership base exploded from 300 to 1300 members in less than a year. *"I'm a firm believer in the use of systems"* said Drew LeBlanc, Owner of Elite Fitness. *"Profit Partners gave us everything we needed to dominate our marketplace and crush our competition. As a result, we were named the Shreveport 2008 Small Business of the Year by the Chamber of Commerce."*

The Playing Field Has Been Levelled

Allan Boushie, Profit Partners LLC Co-Founder says *"Health clubs, fitness centers and gyms can now achieve the same impact in the marketplace as the mega centers. Too many hardworking club owners watch their revenues disappear when a national chain moves into town. We fix that."* Profit Partners has shown that a health club can achieve growth in today's competitive fitness environment with [a proven marketing and advertising system](#).

About Drew LeBlanc's Elite Fitness:

Elite Fitness is a full-scale health and fitness center; providing cardio, strength training, group fitness classes, personal training, tanning, a juice bar and child care services for members. The club is located in the former Pier One building, 9060 Mansfield Road in downtown Shreveport, Louisiana. 318-688-7714 www.MyEliteFitness.com

About Profit Partners:

Headquartered at 492 River Road in Fair Haven, NJ 07704, Profit Partners is a national marketing and coaching firm. They have work exclusively with the health club and fitness industry and have been an industry leader since 2003. For more information on The Marketing Foundation™ and the only complete marketing system guaranteed to save health club owners time and make more money, visit www.MyProfitPartner.org or call 732-419-9001.