

BUILDING A BRAND

Everfit Onboarding
Course Two

everfit



COURSE KEY LEARNING & TAKE AWAY



Zen Life

LESSON 1 - IMPORTANCE OF BRANDING

- Understand why branding is a crucial element for most successful businesses
- Understand what areas of a business branding impacts.

LESSON 2 - CUSTOMIZING EVERFIT

- Know how to utilize all of everfits customization features to help build your brand

LESSON 3 - USING SOCIAL MEDIA IN BRANDING

- Understand the role that social media plays in building a brand.
- Have a list of actionable items to start leveraging social media to build your own brand.

LESSON 01

IMPORTANCE OF BRANDING

LESSON

01



KEY TAKEAWAYS

Understand why branding is a crucial element for most successful businesses

Understand what areas of a business branding impacts.

WHY IS BRANDING IMPORTANT?



Gives Your Business An Identity



Builds Credibility & Trust



Emotional connection to the business



Helps Marketing & Visibility



Makes the business memorable



Establish Brand Loyalty



Attract the Right Demographic



Referral Generation



WHOOP[®]



lululemon



OURA



LESSON 02

CUSTOMISING EVERFIT

LESSON

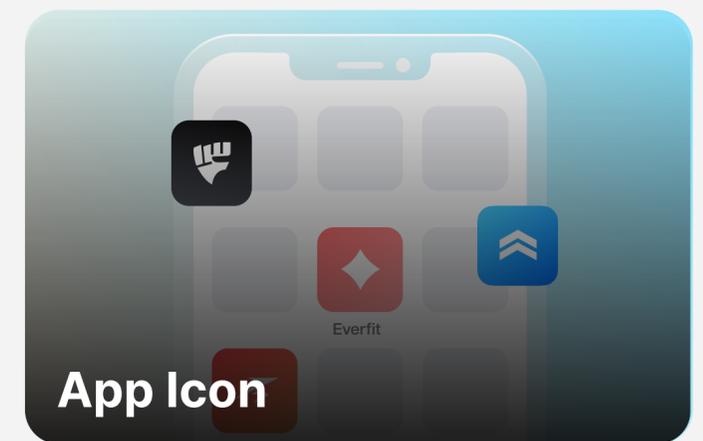
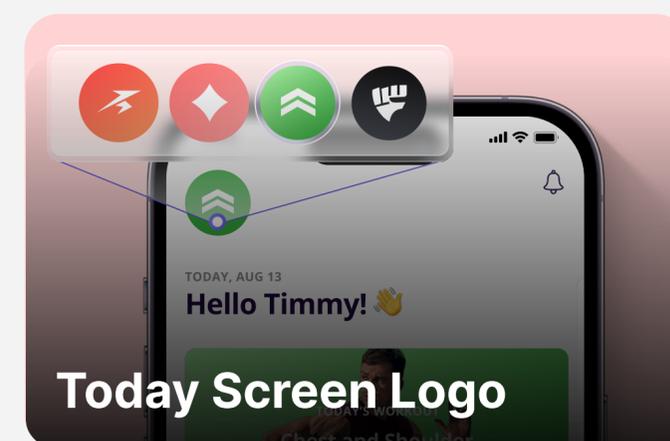
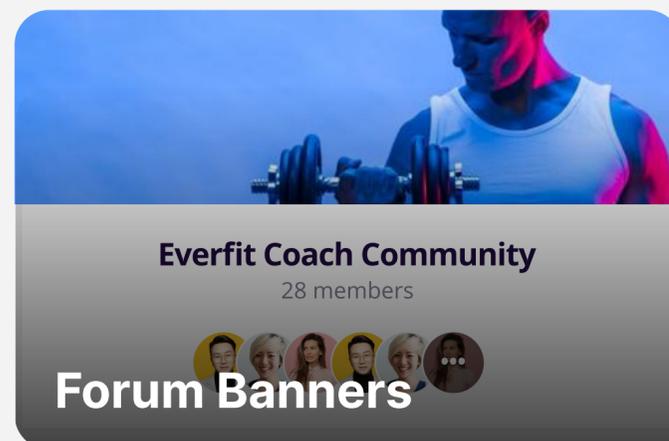
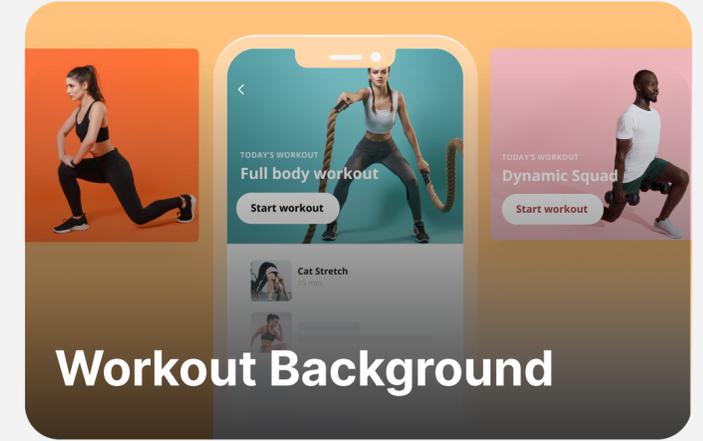
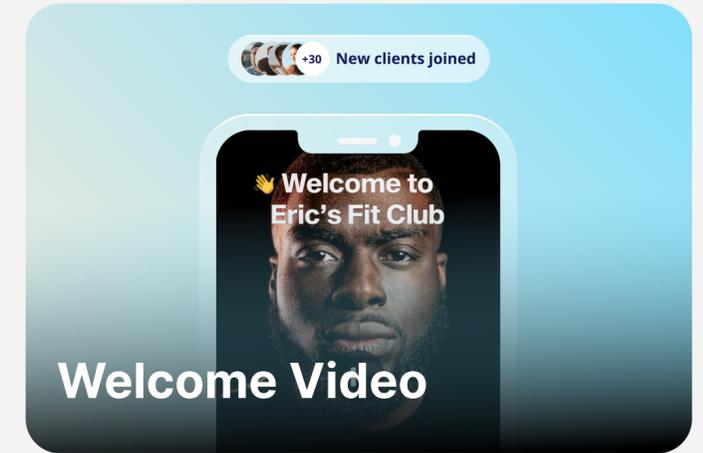
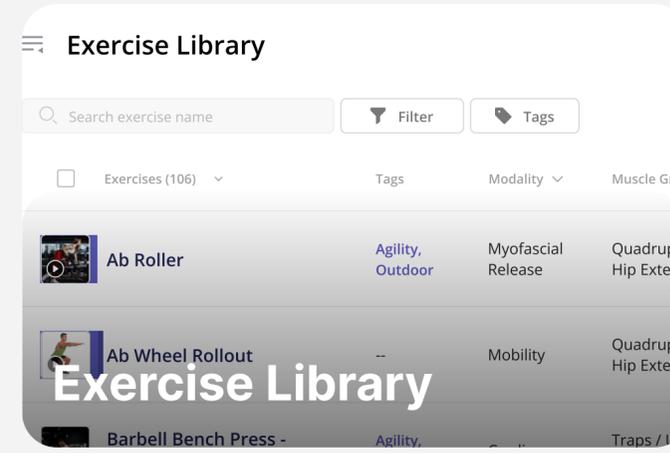
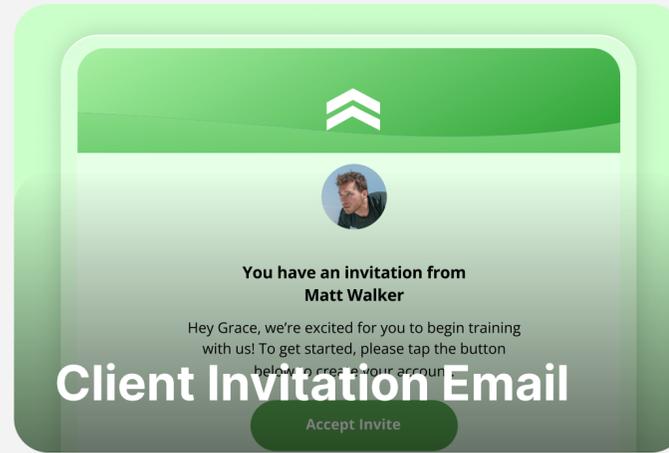
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KEY TAKEAWAYS

Know how to utilize all of everfits customization features to help build your brand

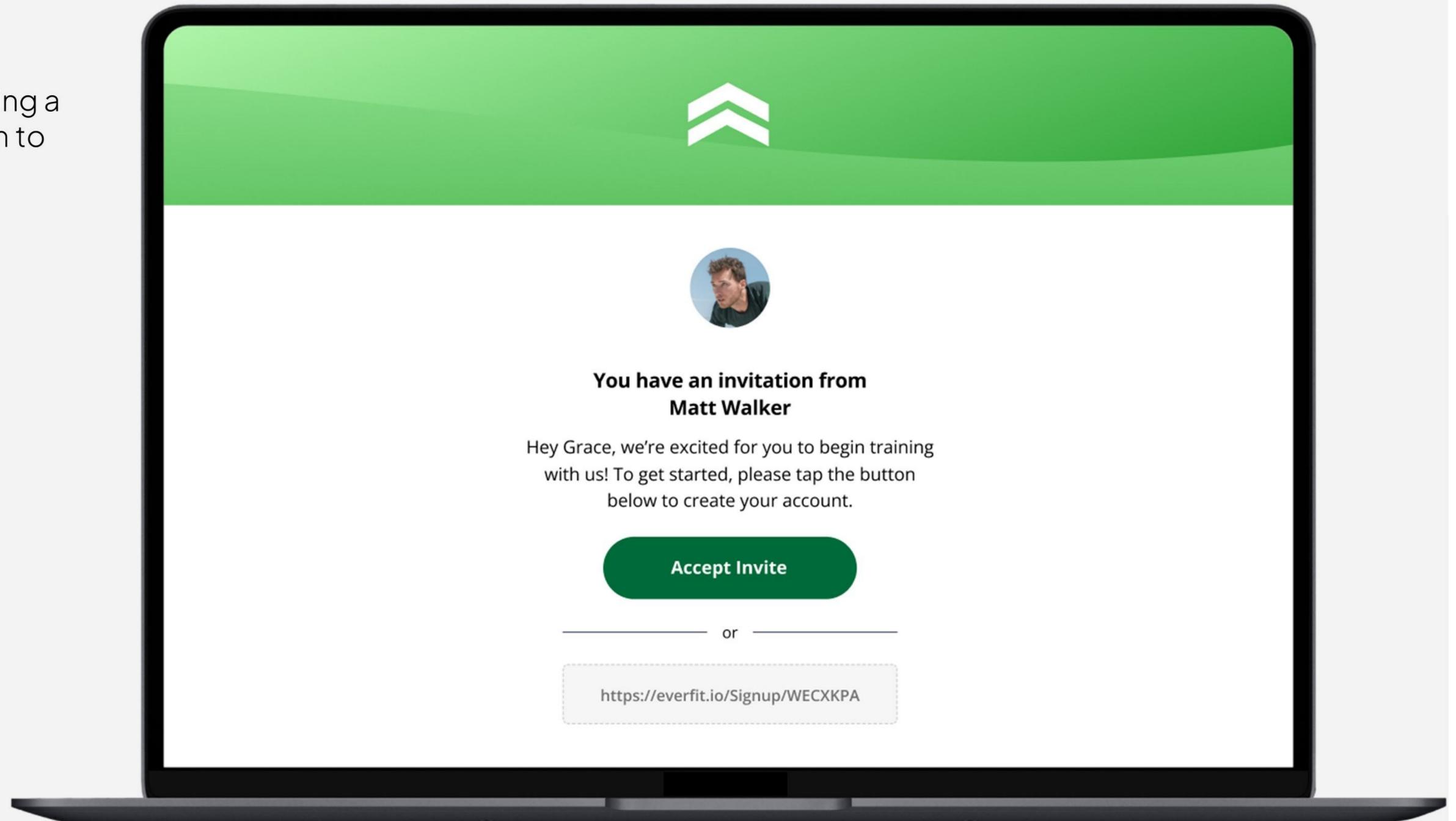
CUSTOMISING EVERFIT

There are so many great ways to customise both yours and your clients experience on Everfit!



CUSTOMISING THE INVITATION EMAIL

Let your branding be the first thing a client sees when you invite them to work with you



CUSTOMISING THE EXERCISE LIBRARY

Barbell Deadlift

PRIMARY FOCUS

Modality: Strength

Muscle group: Hamstrings, Glutes

Movement pattern: Lower Body Hinge

CATEGORY

Strength

TRACKING FIELDS

1. Weight 2. Reps

INSTRUCTIONS (Separate each step on a new line)

1. Approach the bar so that it is centered over your feet.

2. Your feet should be about hip-width apart.

Add Link

Advanced Settings

EQUIPMENT

Barbell

DEFAULT ALTERNATE EXERCISES

Add alternate exercises

DEFAULT NOTE

Add default note for this exercise

SYNONYMS

Add exercise synonyms

+ Add more

TAGS

Add exercise tags

Media

VIDEO

Vimeo or Youtube link

PHOTOS

Drag and drop up to 4 images here or Choose file

Accepted: jpg, jpeg, png

Save Save & Close



Show your expertise



Ensure your clients learn exercises the way you want



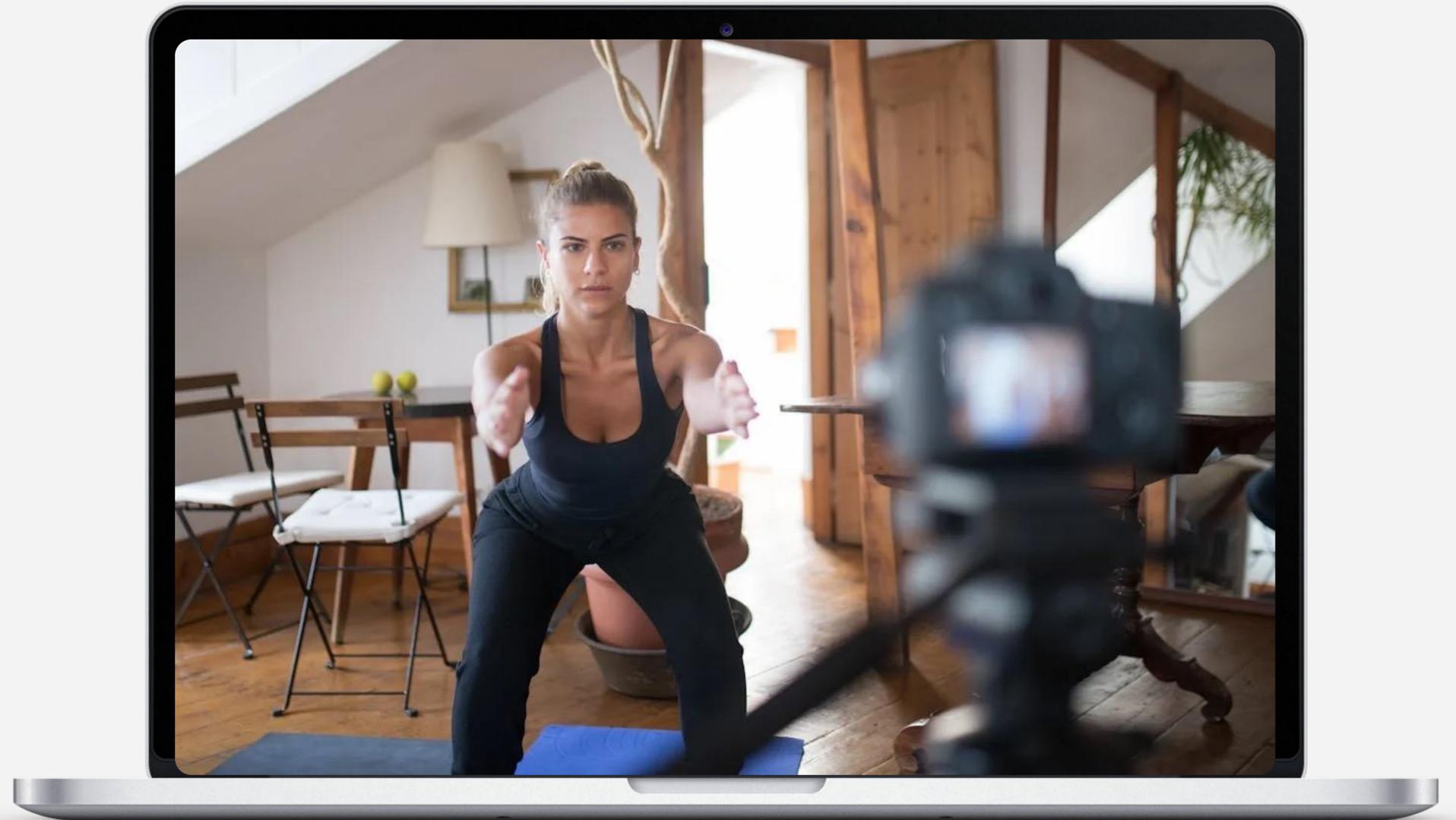
Customise the exercise name to match the language you use.

TIP

Create a list of the top 50 - 100 exercises you program. If you film 20 per week you'll have a large personally customised library in no time at all.

THE WELCOME VIDEO

Nail your first impression with a customised welcome video for clients



Build excitement!



Create Buy-in



Establish a personal connection

FILMING TIPS

LIGHTING & POSITIONING

- Use natural light
- Multiple camera angles

CAMERA & EQUIPMENT

- Good-quality camera
- Smartphone have high-resolution video capabilities.
- Invest in a tripod

AUDIO

- Reduce background noise
- Write out a script
- Practice
- Record audio separately

WARDROBE & APPEARANCE

- Dress appropriately
- Wear clothing with your business logo
- Personal grooming and overall appearance.

EDITING

- Editing Software
- Trim, cut, and enhance footage
- Add graphics or text
- Maintain a consistent style

CUSTOMISING THE CLIENT APP

App Icon, Splash Screen & Colour Theme

The screenshot displays the customization interface for the Everfit app. At the top, there are three sections: 'App Icon', 'App Color Theme', and 'Splash Screen'. Under 'App Icon', three icons are shown, with the blue double-chevron icon selected. Under 'App Color Theme', four color swatches are shown, with the blue one selected. Under 'Splash Screen', four images are shown, with the first one (a man with a medicine ball) selected. Below these options are three mobile app preview screens. The first is a sign-up form with fields for First Name (Grace), Last Name (Saraswati), Email (gracesaraswati@gmail.com), and Password (8+ characters), with a 'Sign up' button. The second is a home screen with a blue header, a greeting 'Hello John!', a workout card for 'Chest and Shoulder Workout', and a 'Task to complete' section. The third is a splash screen with a man holding a medicine ball and the 'PODEROSA' logo.

Client App Icon

Clients can easily recognize the training app based on your logo

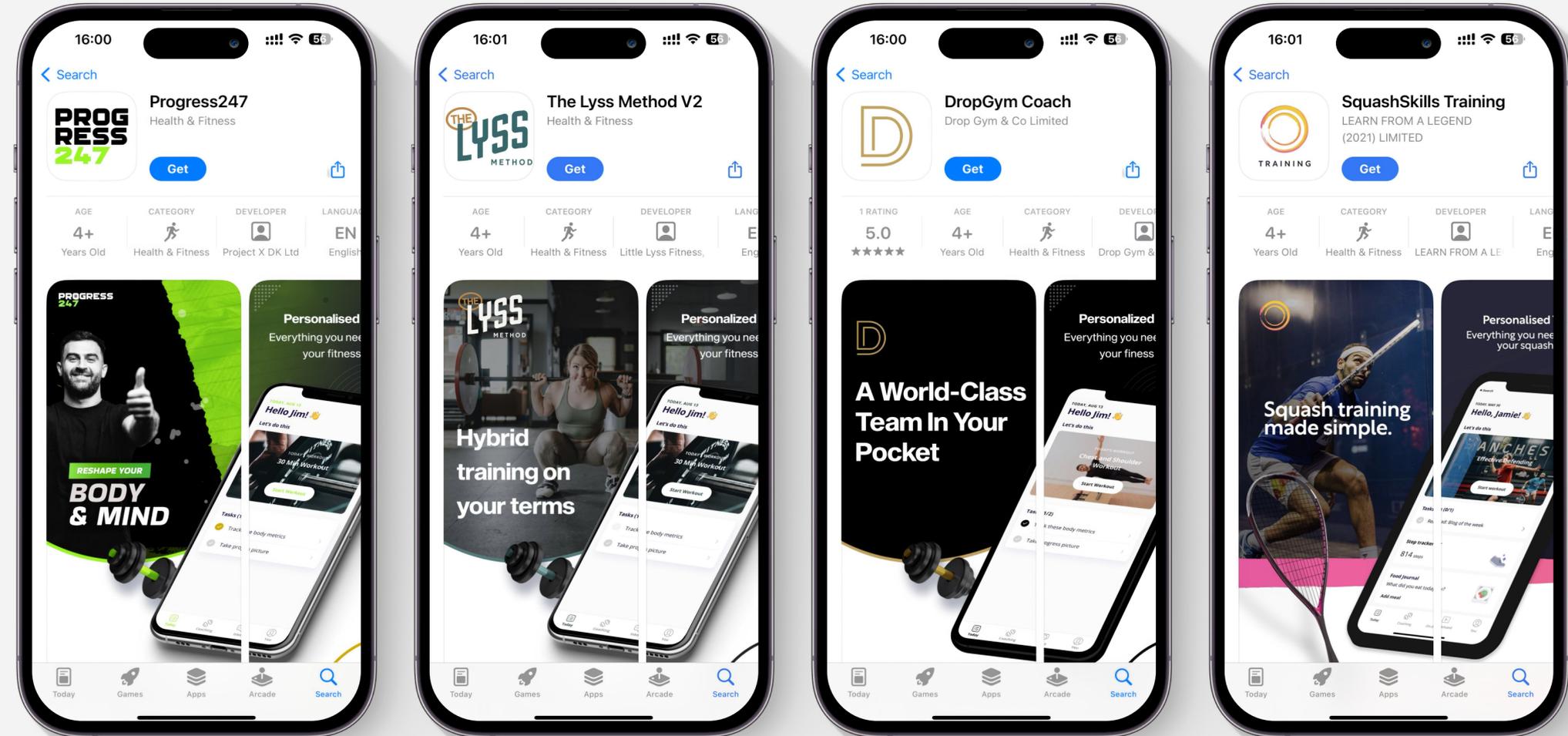
Client Splash Screen

Add your branding so it's the first thing they see each time they open the app

App Colour Scheme

Choose an app theme that matches your brand colour scheme

WHITE LABEL APP



Everfit also provides white-label fitness app solutions for trainers, sports coaches, and gyms looking for a step beyond custom branding.

LESSON 03

USING SOCIAL MEDIA IN BRANDING



LESSON 03

KEY TAKEAWAYS

Understand the role that social media plays in building a brand.

Have a list of actionable items to start leveraging social media to build your own brand.

SOCIAL MEDIA'S ROLE IN BRANDING



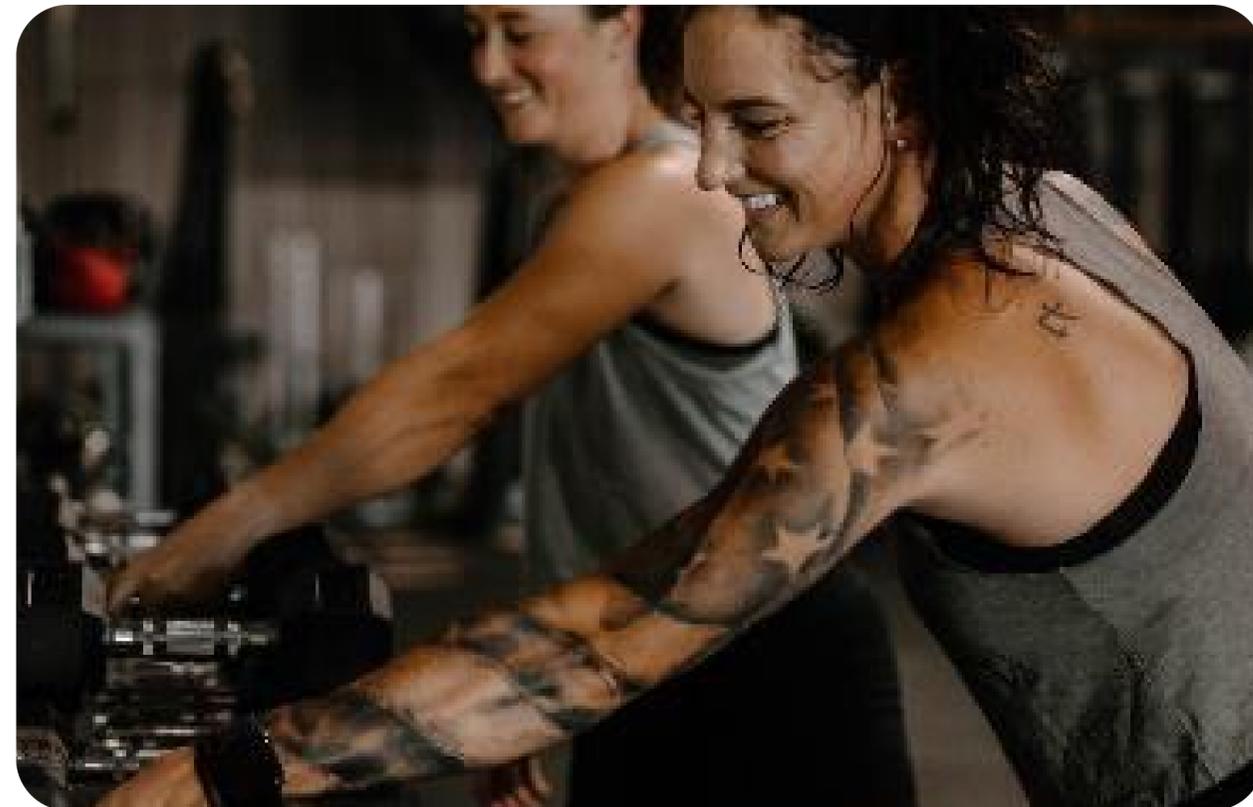
It's like a direct line to people interested in your business offerings, helping you spread the word and build a community around what you do.

01 Show off what you know

02 Engage with your audience

03 Make your brand stand out

A STRATEGY FOR DETERMINING PRICING



01 Define Goals

02 Market Research

03 Cost Calculation

04 Value Proposition

USING SOCIAL MEDIA TO BUILD YOUR BRAND

The core of brand building on social media largely involves creating themes—or, messages—and regularly demonstrating them through text and visuals.

It may take trial and error to see which kinds of content best resonate with target audiences but once you've figured that out, being consistent in your messaging should reinforce your brand image.



OPTIMIZE YOUR BIO AND PROFILE



DEVELOP YOUR VOICE



BE CONSISTENT YOUR TOPICS



POST REGULARLY



EMBRACE USER GENERATED CONTENT



OFFER USERS MORE THAN THEY EXPECT



AVOID PLATFORMS NOT POPULAR WITH YOUR AUDIENCE



PARTICIPATE IN GROUPS & COMMUNITIES



OPTIMIZING YOUR BIO & PROFILE

Kayla Itsines was one of the first fitness influencers on social media and has continued to lead the way. Her bio provides a great example of what to include:

01

Make sure your social profiles represent your business and its key messaging, serving as a quick pitch for visitors .

02

Use your profile description to highlight the advantages of your products or services, incorporating relevant keywords to boost discoverability.

03

Additionally, offer an alternative contact method for serious business inquiries.



A link to her app



Her top specialities/ focuses



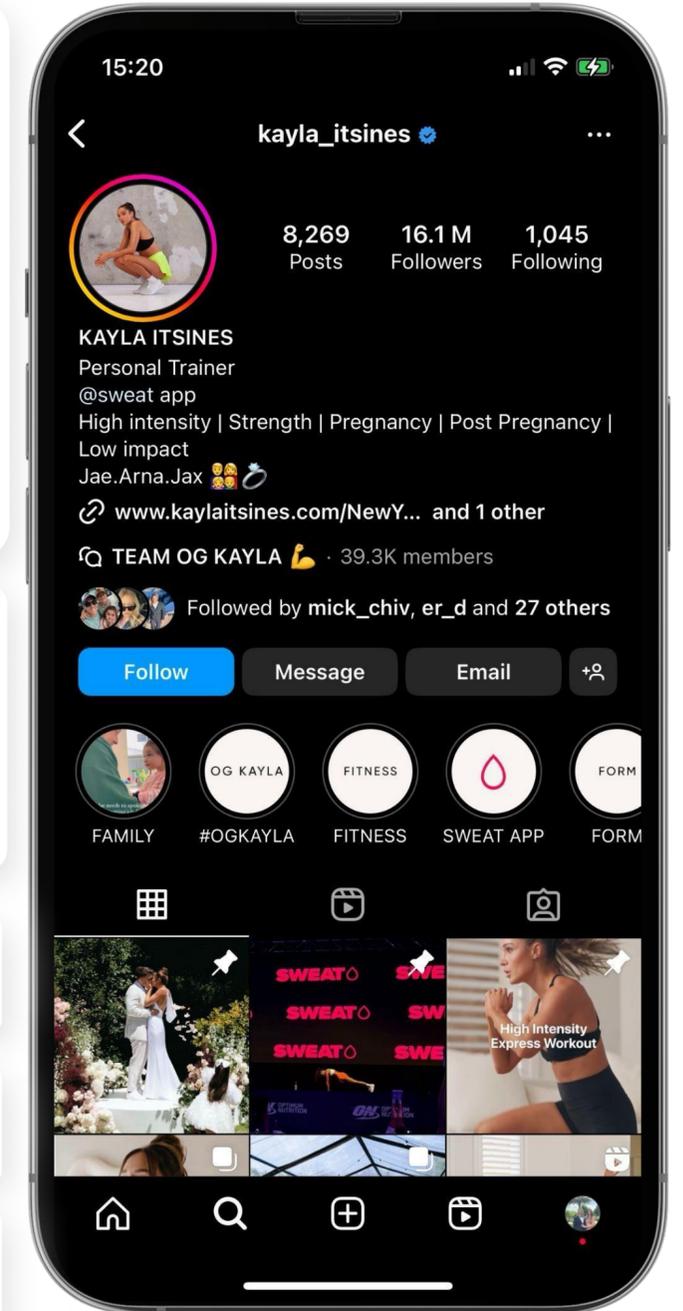
A link to her website



A link to join her community



A little bit about her personal life to humanise her



DEVELOP YOUR VOICE

This Connection Boosts
Engagement And
Strengthens Your Brand
Relationship

Keeping A **Consistent Tone** In Your Posts.

- **Unique**
- **Easy To Recognize.**

Example

55yr & older demographic

The voice of that business would be to continually link posts and content back to improving health and fitness as you age

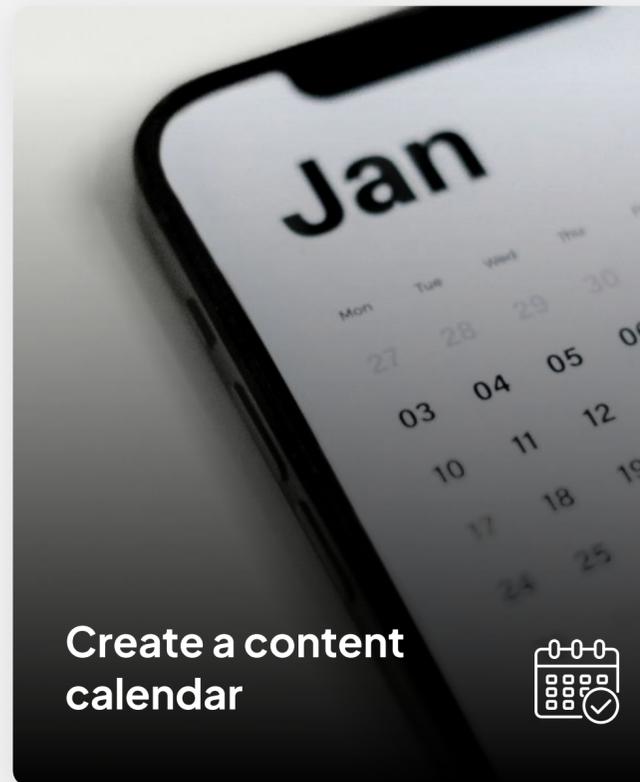


POST REGULARLY & WITH CONSISTENCY

To truly connect with your audience and make your brand memorable, it's crucial to stay true to your voice and stick to the topics that resonate with them.

In the world of social media branding, consistency is key to staying on your audience's radar, and irregular posting can hurt your visibility.

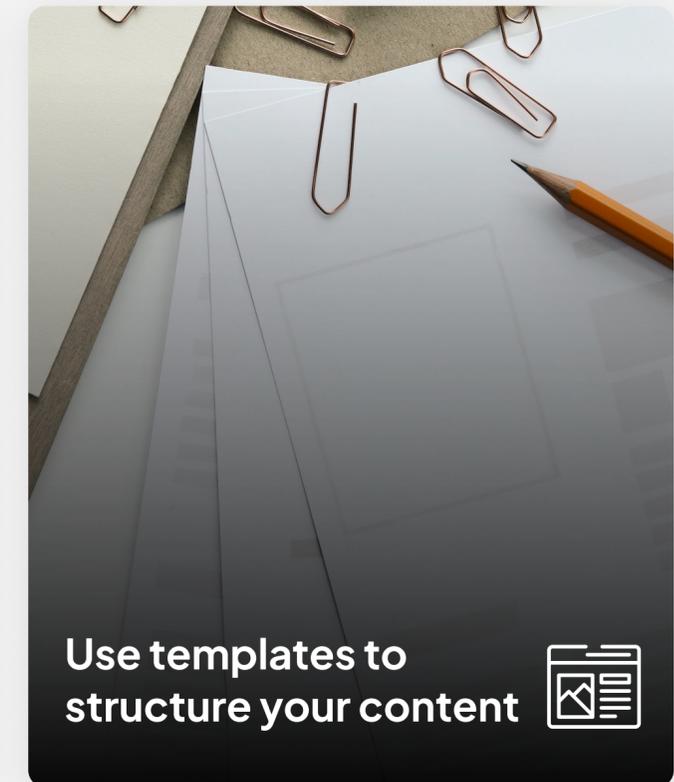
Finding the right posting frequency depends on when your audience is most active and engaged.



Create a content calendar



Batch content creation



Use templates to structure your content



Track your engagement to learn your audiences habits



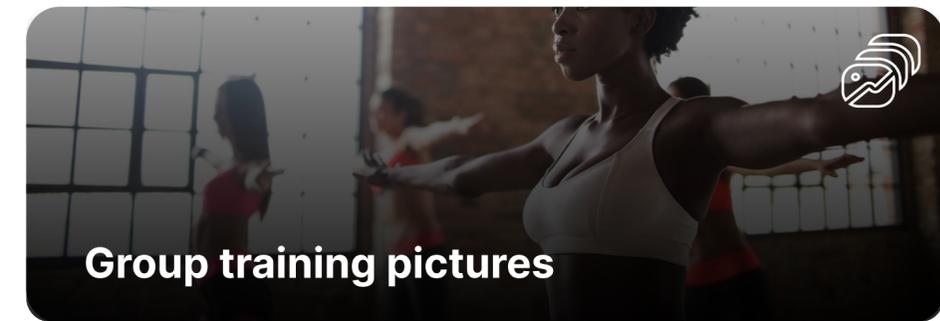
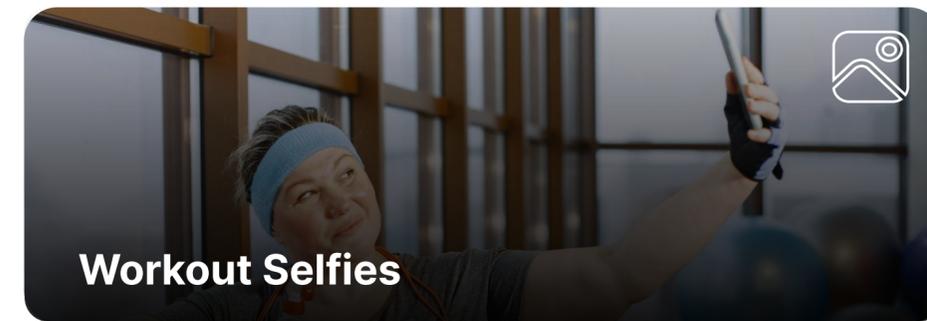
Stick to core concepts



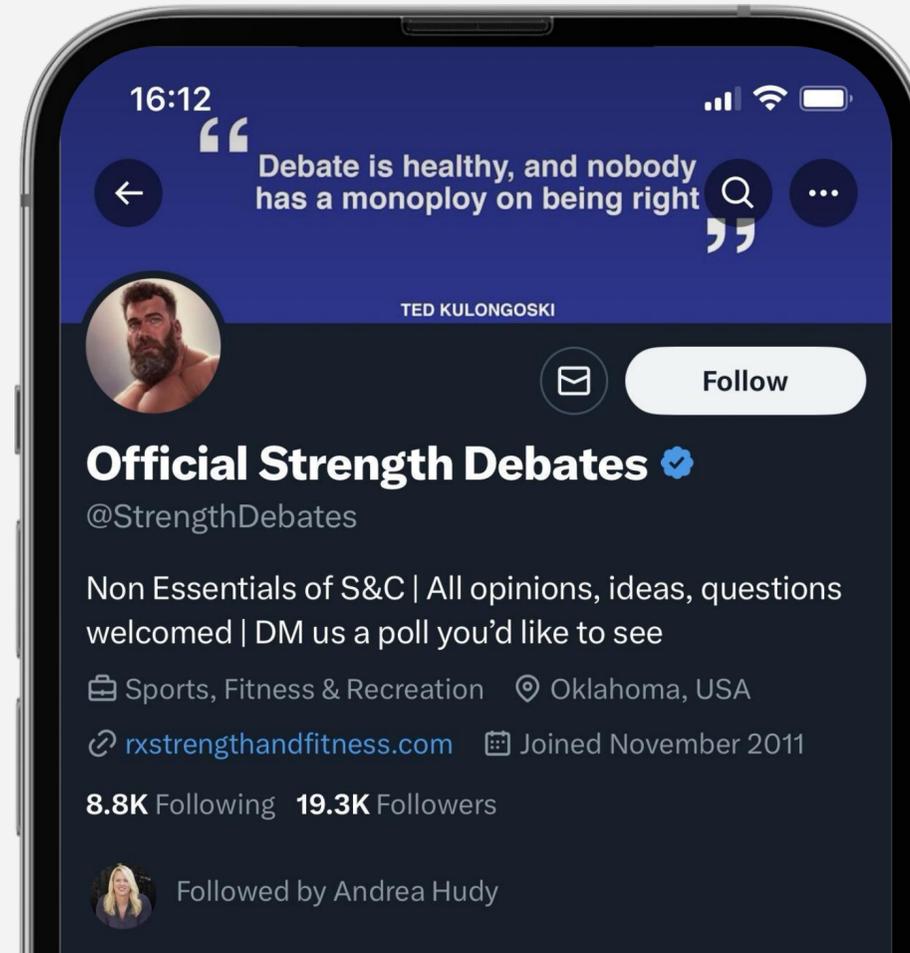
USER GENERATED CONTENT

Similar to showcasing testimonials on your website, enhancing your brand's identity through user - generated content can be powerful.

Over 90% of consumers trust word-of-mouth from impartial sources more than other forms of advertising



PARTICIPATE IN GROUPS, COMMUNITIES & PUBLIC DISCUSSIONS



- Overcome a small following
- Generate excitement about your brand
- Learn from others



Participating in Twitter chats allows direct interaction with the fitness community, building a follower base while showcasing expertise and enhancing brand reputation in the active health and wellness conversations.

USE THE RIGHT PLATFORMS

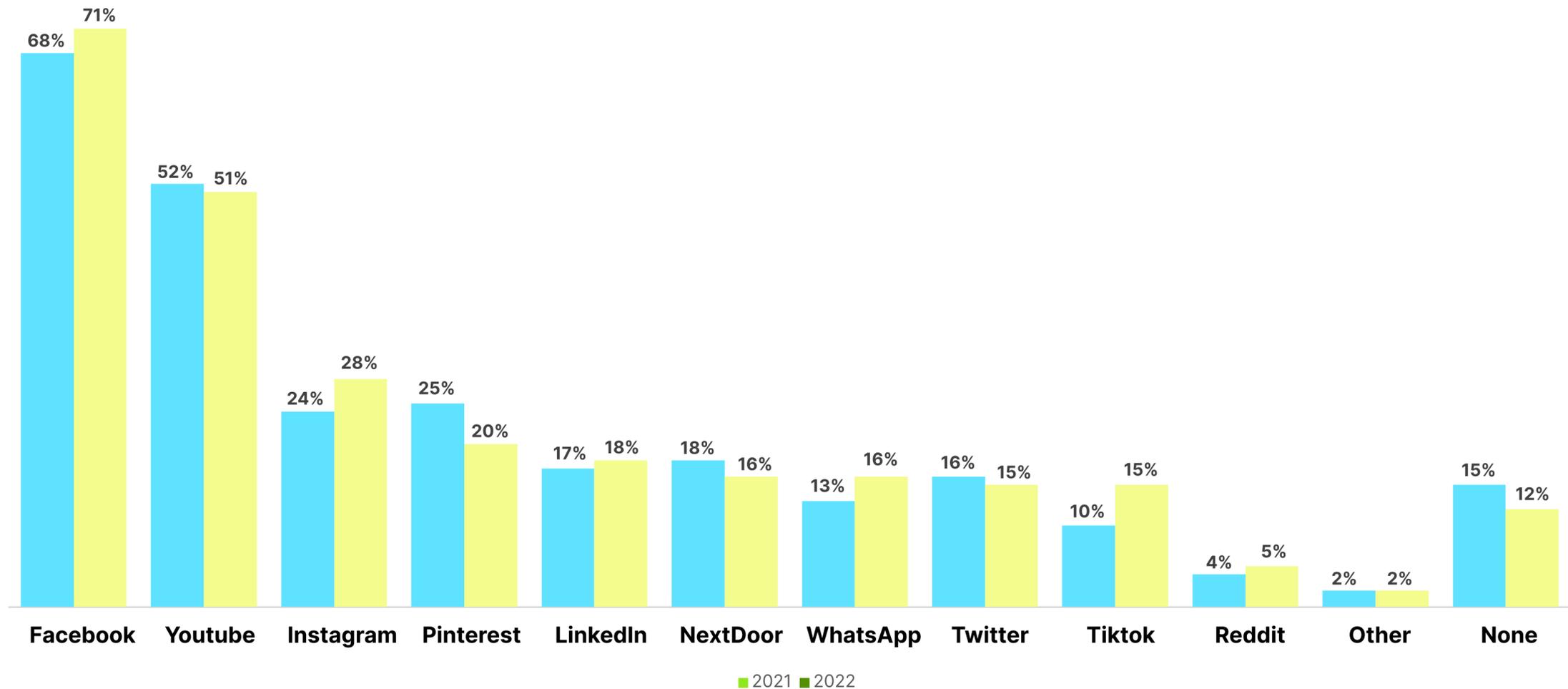
Investing time and resources to engage audiences on every major social network may not be the most efficient strategy, especially if your fitness brand's target audience isn't active on all platforms.

Committing to a specific set of social platforms, and gradually expanding when appropriate, helps streamline your engagement and branding efforts effectively.

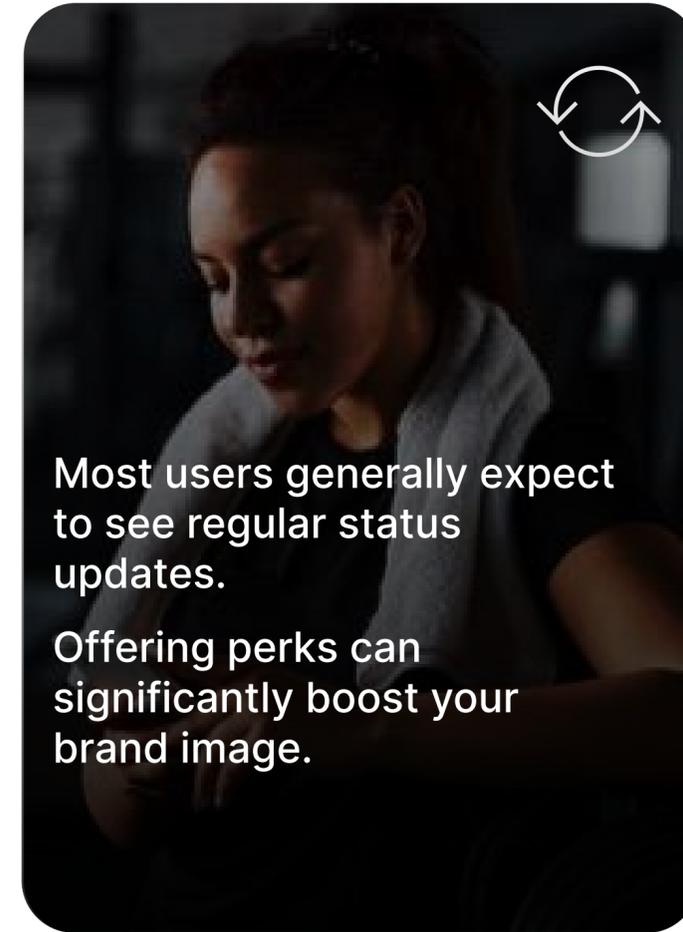
Example:

Once again using our over 55 health and fitness example, most of the social media resources would be directed to Facebook because a quick google search shows that is where the highest social media platform user rates for that demographic are.

Social Media Use By US Adults Ages 50+

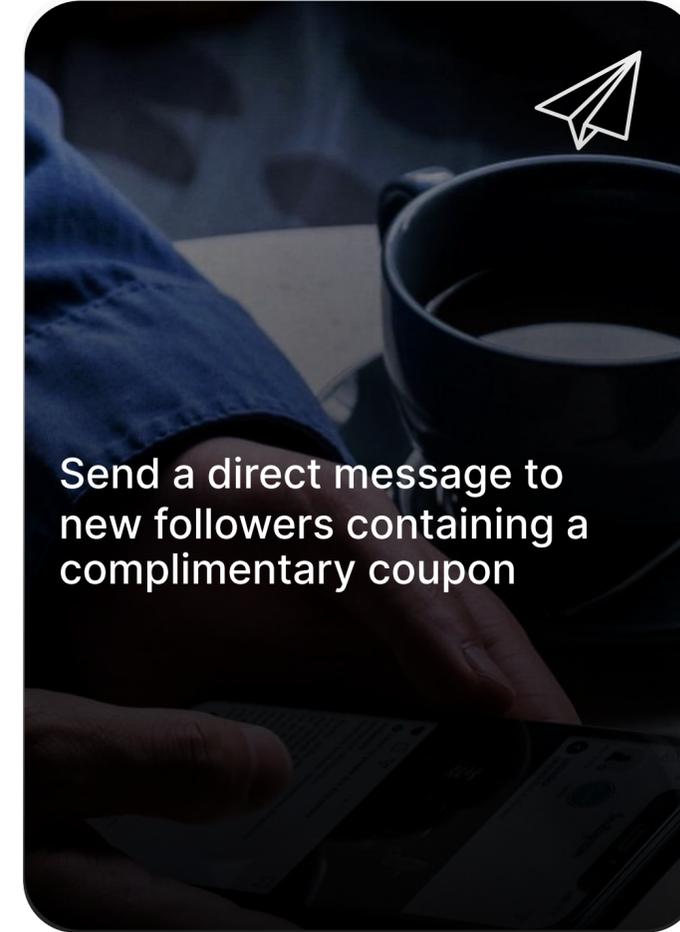


OFFER USERS MORE THAN THEY EXPECT

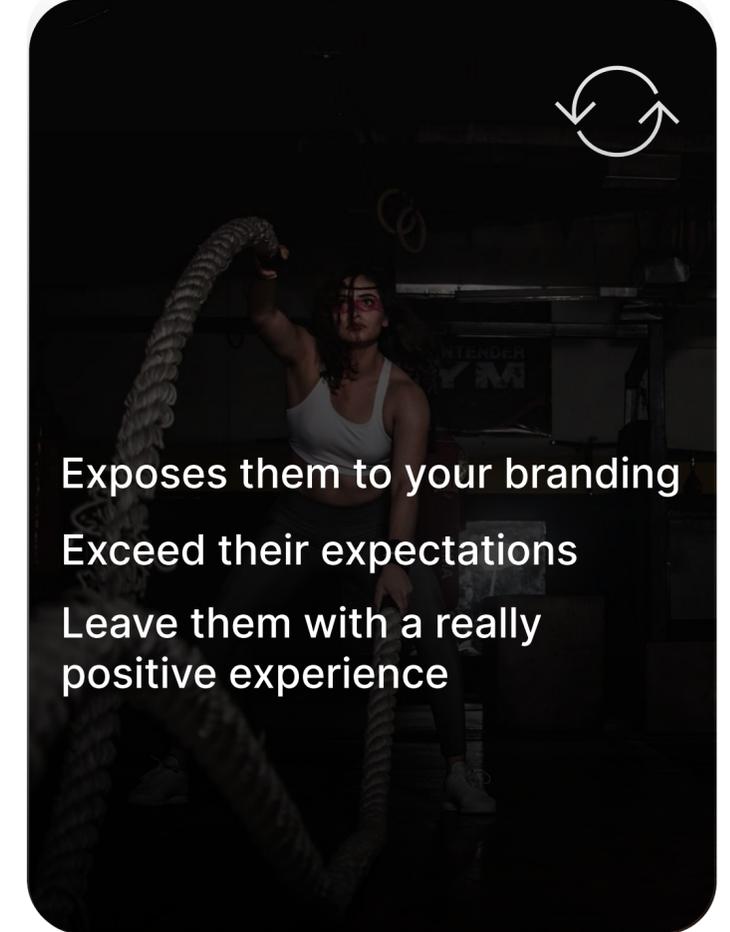


Most users generally expect to see regular status updates.

Offering perks can significantly boost your brand image.



Send a direct message to new followers containing a complimentary coupon



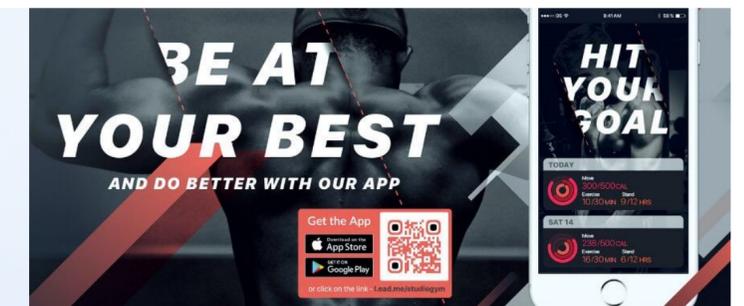
Exposes them to your branding

Exceed their expectations

Leave them with a really positive experience

TIP

If you have a newsletter you can also add it there and include a QR code that leads them directly to exclusive promotional details. You can find many online coupon & QR Code creators online with a quick google search



A muscular man with a beard and short dark hair is shown from the chest up, wearing a black tank top. He is looking down and slightly to his left. The background is a gym with wooden slats on the left and a dark grey wall on the right. The text "KEY LEARNINGS RECAP" is overlaid in the center in a bold, white, sans-serif font.

**KEY
LEARNINGS
RECAP**

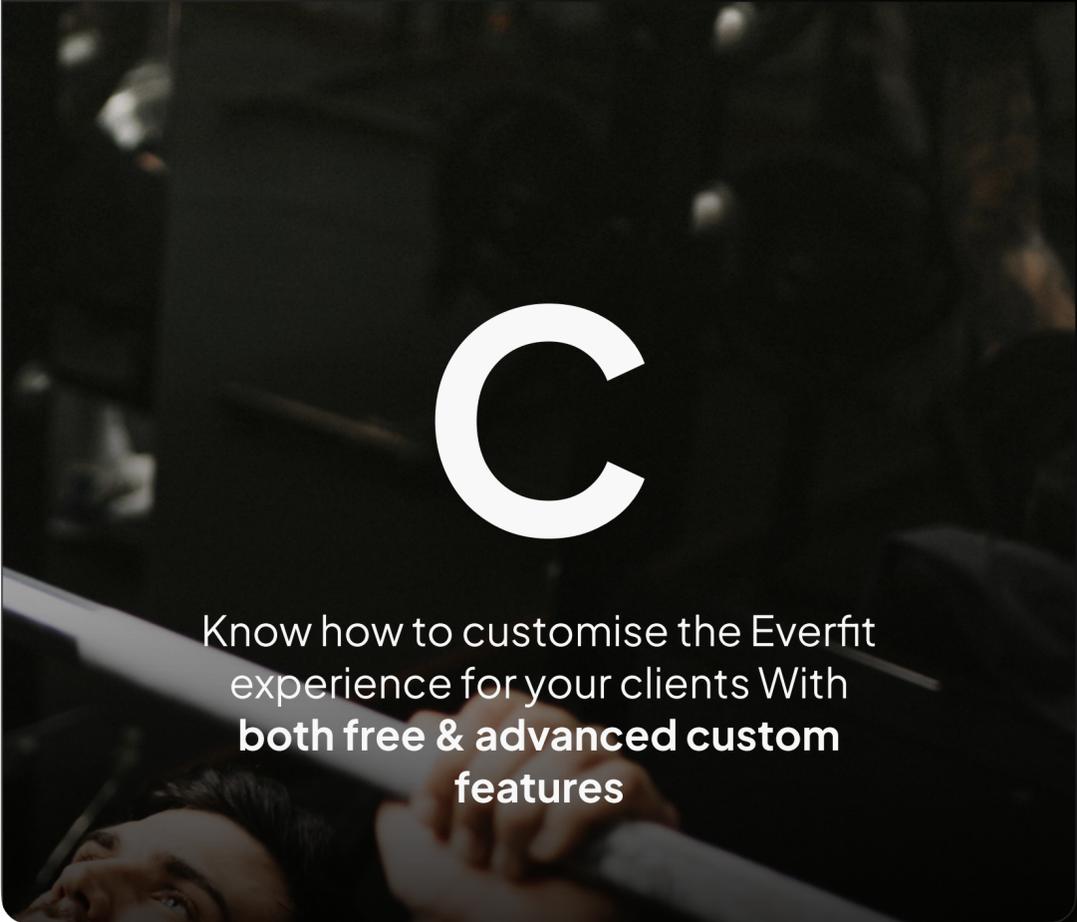
everfit

Now that you have
completed this course
you should know



W

Understand **why** building a brand is an important aspect of setting up a business for success



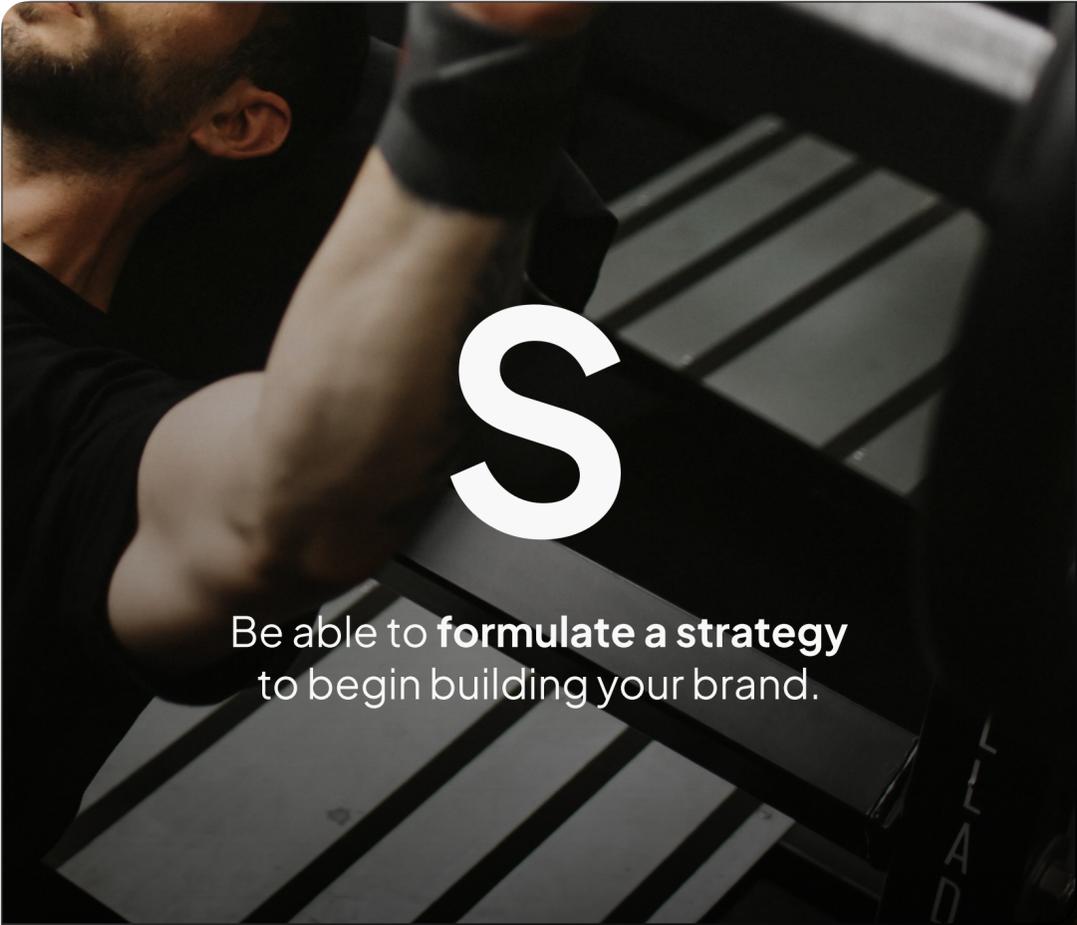
C

Know how to customise the Everfit experience for your clients With **both free & advanced custom features**



S

Understand the role **social media** plays in building a brand



S

Be able to **formulate a strategy** to begin building your brand.