

Fitness First
Brenda Schulte
1054 County C
Grafton, WI 53024
<http://www.fitnessfirstexercise.com/>

Brenda Schulte came to the UWM SBDC seeking marketing help for her sole proprietorship, Fitness First. Schulte converted a barn on her property into a state of the art gym and provides personal training to people in the Mequon area. Her expertise is in weight loss, strength training and nutrition, and she is a certified pilates instructor. Schulte's greatest challenge is marketing; the majority of her clients are referral-based, and she faces additional challenges by hosting her facility in a residential neighborhood with little drive-by traffic and no opportunity for advertising.

After first consulting with her over the phone, the SBDC then went and met with her at her facility for over two hours, examining the local marketing opportunities and learning about her ideal client. The first order of business was to create an online presence; Schulte had a LinkedIn profile and a simple Facebook page, but no website. After discussing the strengths of having a website that was more than just a 'yellow page ad,' Schulte agreed that a website was her first order of business.

Together, we compiled content that described Schulte's specializations, intake process, services, and facility. In addition we took pictures for the website and got multiple client testimonials to be displayed on each page. This four-month project resulted in a website that is easy to edit, free of start up or maintenance fees to Schulte (designed with the free Google Sites platform and using a purchased URL from GoDaddy).

Schulte is now able to link her Facebook and LinkedIn pages back to her website, and use that URL on all promotional materials. The next phase of counseling will be using that website in an over-all marketing strategy to bring more clients through Schulte's door.

