

Tampa Bay Personal Trainer Triples Business—Credits BNI Membership

Personal trainer Marja Blitz has seen increased business directly related to her membership in professional networking group BNI.

(Tampa, FL) November 28, 2012 – As a personal trainer for 15 years, Marja Blitz understands the importance of having a steady inflow of clients. From one referral passed years ago by a fellow member of [BNI](#), a professional business networking group, Blitz's business tripled, and continues to grow today.

According to [Fitbusinessinsider.com](#), one of the most valuable parts of marketing for a personal trainer is focusing on creating a referral network that will compound in value year after year. Blitz says she has been experiencing this on a continual basis since joining BNI seven years ago.

Blitz decided to join BNI after attending a free event. Just one month later—after delivering personal training to a fellow chapter member—Blitz saw an increase in clients who were referred to her by that one BNI member. Now she has many more BNI referral partners.

As an active BNI chapter member, Blitz has completed the Certified Networker course twice and has taken all advanced training classes offered through the Referral Institute and BNI. She credits her success to what she has learned and applied through BNI's programs:

- [Certified Networker Program](#): A 12-module college level class that gives participants tools for saving time and making more money through increased referral generation.
- [Room Full of Referrals Class](#): Teaches attendees in one session how to understand basic behavioral styles that people exhibit, so that they can overcome personality differences that can hamper striking up profitable relationships.

Blitz has tripled her business and clientele at Rock Bottom Fitness, and continues to gain new clients each day due to her BNI network of Referrals Partners. In addition to properly marketing herself, she has learned how to effectively refer to others' businesses. For anyone in the health and wellness industry, Blitz gives the following tips for success:

1. Develop a relationship with someone in your sphere of contacts;

2. Offer free trials to potential clients; in this way, they can see for themselves how well you provide services;
3. Join a strong contact networking group where you trust and like others who have had proven results.

Not only does this personal trainer receive business referrals, but she tries to encourage others to see how [referral marketing](#) can help, and brings her own clients to BNI meetings.

“Aside from getting my clients in top physical shape, I bring them to events so they can learn the same techniques I did to grow my business,” Blitz commented. “Everyone knows how important BNI is to me, so they are always eager to see how it can help their own professional development and expansion with business referrals.”

BNI’s success is measured by performance and numbers. In the past year, BNI of West Central Florida helped members pass \$75 million in business to each other, which averages \$40,000 in incremental business for each member.

For more information on the Certified Networker or Room Full of Referrals, call 352-527-7755 or 352-586-8412.

About BNI and Tom Fleming:

Tom Fleming is the Executive Director for [BNI](#) in West Central Florida and the Referral Institute. When Tom acquired the region, BNI WCF had one chapter comprised of 13 members. The region now has over 43 chapters with 1,800 members passing \$75 million in business to each other in the past year alone. Tom is sought out as a local, national and international speaker on the subjects of marketing businesses by referral and organizational development. He is also a contributing author in two best-selling books on referral-based marketing, and has been recorded on many educational CDs produced from his speaking engagements. Prior to beginning his career as an entrepreneur, Tom worked for various Fortune 500 firms, and earned a Bachelor’s Degree in business from Boston University, as well as an MBA from Babson College. Visit BNI West Central Florida at www.bniwcf.com.

- (1) FitBusinessInsider.com. Accessed November 19, 2012. “The Most Valuable Type Of Personal Trainer Marketing,” <http://fitbusinessinsider.com/personal-trainer-marketing/>.

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