



# Maximizing Your Income as a Triathlon Coach

Ben Greenfield

# A Little Bit About Me...



**BEN GREENFIELD FITNESS**

# A Little Bit About Me...



Summary	Mon	Tues	Wed	Th
<b>Week 1</b> <b>Swim</b> 0:00 <b>Bike</b> 0:00 <b>Run</b> 0:00 <b>X-Train</b> 0:00 <b>Strength</b> 0:00	<b>Workout 1</b> <b>Strength B!</b> During your strength sessions for the next 10 weeks, the focus needs to be on basic force building and multi-joint, functional moves like the squat, press and deadlift. This is also the time to be working on stability and balance. No power, explosiveness or "high heart rate" strength workouts. Rep range should be 8-12. Become stronger in the weightroom during this time, not fitter.	<b>Workout 1</b> <b>Bike T1c</b> Tempo Time Trial (TTT). Warm-up about 20 minutes. Then time trial for 40 minutes at a cadence of 80-90rpm, in your racing position. Try to choose a flat course and maintain an intensity that causes you to	<b>Workout 1</b> <b>Run F1a</b> Warm-up 10-20 minutes, then find a steep hill that takes 1-2 minutes to climb. Run in a slow, controlled manner up the hill, pushing through the toes and focusing on force application. Walk or light jog back down the hill. Goal is 7-10 repeats. Easy cool-down jog. <b>Workout 2</b> <b>Swim Breath</b> Warm-up 500m. See <a href="http://www.pacificfit.net/SwimDrillPlayer.html">www.pacificfit.net/SwimDrillPlayer.html</a> . Then swim 5x50m No Breathers (breathe minimally). Swim 200-300 meters, focusing on relaxed breathing. Then swim 5x50m popeye breathing. Swim 200-300 meters, focusing on limiting head out of water. Swim 5x50m balanced breath. Swim 200-300 meters, focusing on balanced breathing. Cool-down 500m. Total 2500.	<b>Workout 1</b> <b>Bike War</b> 10-2 mini climber 8-12 mini clim vary grac Shift high gear you would normally use for any given climb. Cadence is 50-60 rpm. Seated. Heart

cards, lean protein, and good fats), 3) stretch, and 4) drink plenty of fluids. Other common heart rate for warm-up, last 20 minutes predicts Lactate threshold heart rate (LTHR). Record this value as your new LT or AT (they swim 1000 yards/meters at a constant pace and good effort 1/2 as if racing. Record the time in your log. Record your average



# Define Triathlon Coach...

“...assist multisport athletes in developing their abilities...”

**2010 usatriathlon.org**



...and **achieving a dream.**

# How Much Is That Worth?



# Triathlon Coach Income



# Triathlon Coach Income



# My Bank Account

- ✓ 1. Information Products
- ✓ 2. Coaching
- ✓ 3. Affiliate Income

NOV	DEC	JAN to Date	1. 12-Month Avg
<u>\$19,937.73</u>	<u>\$18,799.34</u>	<u>\$14,369.10</u>	2. \$14,804.21
<u>\$4,075.20</u>	<u>\$7,797.82</u>	<u>\$2,598.13</u>	3. \$8,026.16
<b>\$24,012.93</b>	<b>\$26,597.16</b>	<b>\$16,967.23</b>	<b>\$22,830.37</b>
<u>\$9,445.00</u>	<u>\$8,710.55</u>	<u>\$8,400.00</u>	<u>\$7,657.05</u>
<b>\$33,457.93</b>	<b>\$35,307.71</b>	<b>\$25,367.23</b>	<b>\$30,487.42</b>



# A New Paradigm For Triathlon Coaching...

- ✓ Multiple Revenue Streams
- ✓ Automated Income
- ✓ Advanced Time Management
- ✓ Technology-Based Marketing
- ✓ Automated Affiliate Income
- ✓ Information Product Creation & Sales
- ✓ Niche Expert Status

# How It Used To Be...

- ✓ Local Advertising
- ✓ Face-to-Face Training
- ✓ Hourly Pay Structure
- ✓ Limited \$\$\$ Potential



# You've Got the Whole World in Your Hands (& Your Wallet)

- ✓ E-mail
- ✓ Phone
- ✓ Chat
- ✓ Training Software
- ✓ Video
- ✓ Audio
- ✓ Blogging
- ✓ Podcasting
- ✓ Sky's The Limit!



# Today's Session...



- ✓ 1. Tools of the Trade
- ✓ 2. Triathlon Coaching Business Blueprint
- ✓ 3. Creating Multiple Income Streams
- ✓ BONUS: Top Ten Income-Enhancing Tips

# Tools of the Trade - Client-Side

- ✓ HR Monitor
  - ✓ Polar
  - ✓ Suunto
- ✓ Track workouts
- ✓ Overtraining
- ✓ Calorie Burning
- ✓ Training Stress



# Tools of the Trade - Client-Side

- ✓ GPS
  - ✓ Garmin
  - ✓ Polar
- ✓ Track distance
- ✓ Track speed
- ✓ Track “courses”





# Tools of the Trade - Client-Side

- ✓ Footpod
  - ✓ Nike
  - ✓ Adidas
  - ✓ Suunto
- ✓ Track distance
- ✓ Track “steps”
- ✓ Track speed



# Tools of the Trade - Client-Side

- ✓ Power Meter
  - ✓ Polar
  - ✓ Powertap
  - ✓ SRM
- ✓ Track watts
- ✓ Track speed
- ✓ Track HR



# Tools of the Trade - Client-Side

## ✓ Calorie Scanner

- ✓ Intelliscanner

- ✓ Scansmart

- ✓ Track calories

- ✓ Educate



# Tools of the Trade - Client-Side

- ✓ Portable Metabolic Units
  - ✓ Bodybugg
  - ✓ Fitbit
- ✓ Track energy expenditure
- ✓ Educate



# Tools of the Trade - Client-Side

- ✓ Smart Phones
  - ✓ Logging apps
  - ✓ Training apps
  - ✓ Route apps
- ✓ Workout Delivery

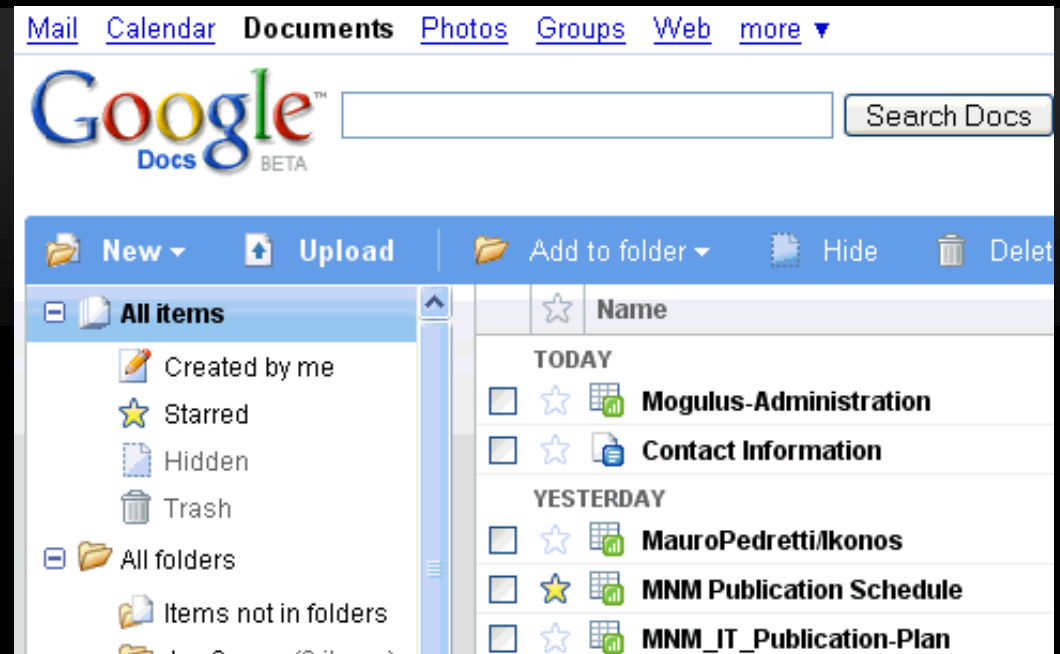






# Google Docs

- ✓ Spreadsheets
- ✓ Word docs
- ✓ Free!



# File Sending Systems

- ✓ Sendspace.com
- ✓ Yousendit.com
- ✓ Drop.io



The screenshot displays the Yousendit.com website. The header features the 'yousendit' logo and navigation links: 'My Account', 'Services', 'Customers', 'About Us', and 'Support'. A 'LOGIN' button is located in the top right corner. The main content area is titled 'Send a file now' and includes a form for sending files. The form fields are: 'Required email(s)' (with a placeholder '(Name, first and last name, for e-mails)'), 'Your email', 'Subject (optional)', and 'Enter message (optional)'. There is a checkbox for 'Remember my email'. Below the form, there is a section for file selection: 'Select a file (Max Size 100 MB) Larger files?' with a 'Browse' button and a link to 'Add another file'. Three delivery options are listed with checkboxes: 'Premium Delivery' (Send files up to 2 GB with no ads, basic tracking, 14-day expiration, and unlimited downloads), 'Password-Protected Secure Delivery' (Specify a password required to download your file), and 'Certified Delivery with Tracking' (Recipients must login to download. See who downloaded your file and when). A green 'SEND IT' button is at the bottom of the form. To the right of the form, there is a large green paper airplane graphic and a banner titled 'Why Overnight CDs and DVDs?' with the text 'Save money on overnight courier fees. YouSendit: When it has to be there today.' and a 'SIGN UP NOW' button. Below this banner are two boxes: 'YouSendIt Business Plus' (Send files up to 2 GB with no ads and your company branding) and 'Take a tour' (YouSendIt makes it easy to send and receive large files. Take the tour now). Both boxes have 'Learn More' buttons.

youSENDIT

My Account Services Customers About Us Support LOGIN

### Send a file now

Required email(s) (Name, first and last name, for e-mails)

Your email

Subject (optional)

Enter message (optional)

☐ Remember my email

Select a file (Max Size 100 MB) Larger files?

[Browse](#) [Add another file](#)

☐ **Premium Delivery**  
Send files up to 2 GB with no ads, basic tracking, 14-day expiration, and unlimited downloads

☐ **Password-Protected Secure Delivery**  
Specify a password required to download your file

☐ **Certified Delivery with Tracking**  
Recipients must login to download. See who downloaded your file and when.

[SEND IT](#)

By clicking on the "Send It" button, you agree to YouSendit's [Terms of Service](#).

### Why Overnight CDs and DVDs?

Save money on overnight courier fees.  
YouSendit: When it has to be there today. [SIGN UP NOW](#)

**YouSendIt Business Plus**  
Send files up to 2 GB with no ads and your company branding  
[Learn More](#)

**Take a tour**  
YouSendIt makes it easy to send and receive large files. Take the tour now  
[Learn More](#)

# Trainer Specific Websites

- ✓ Slowtwitch.com
- ✓ Beginnertriathlete.com
- ✓ Trainingpeaks.com



# TrainingPeaks Example

- ✓ Header matches my logo
- ✓ Clients log-in from my website

**PACIFIC ELITE FITNESS**

- Home
- Personal Training
- Triathlon
- Corporate
- Calendar
- About Us
- Supplements
- Books & DVD

**Customized Personal Training Programs to fit your budget and goals!**

**Welcome to Pacific Elite Fitness.**  
This is the web's top source for personal training, triathlete coaching, and corporate wellness consulting.

Do you want optimized nutrition and personal fitness programs with no guesswork? Whether you need coaching, consultations, or expert guidance to reach your goals, our team of worldwide coaches offers personal training, fat loss, nutrition, corporate wellness and triathlon coaching services to anyone, anywhere in the world, face-to-face, online and over the phone! **Toll-Free: 1-877-209-9439 E-mail: [elite@pacificfit.net](mailto:elite@pacificfit.net)**

**Current Client Login**

Username:   
Password:

**PERSONAL TRAINING**  
Expert advice for training and nutrition! [more](#)

**CORPORATE**  
Corporate wellness strategies! [more](#)

**TRIATHLON**  
Customized coaching solutions for triathletes! [more](#)

**Monthly Special!** 25% discount and FREE shipping on "Super-Seven" supplement nutrition package from Ben Greenfield.

**Free Newsletter**  
Sign-up for the Pacific Elite Fitness newsletter, a weekly publication full of fitness & nutrition tips, fat loss tricks, personal training and triathlon coaching discounts, and free workout and diet plans. The

**your Brand** Powered by **TRAININGPEAKS**

Calendar | Spreadsheet | Dashboard | Journal

**COACHED ATHLETES**

- Kelly Watson
- Mike Smith
- Scott Miller
- Bob Miller
- Robert Morgan
- Jeff Schaeffer
- Andrew Ford
- Markus Van Halbe
- Kelly Watson

**Primary calendar** **Secondary calendar** **Jeff Schaeffer**

Month: October 2008

Week: Sep-29, Sep-30, Oct-01, Oct-02, Oct-03, Oct-04, Oct-05, Oct-06, Oct-07, Oct-08, Oct-09, Oct-10, Oct-11, Oct-12, Oct-13, Oct-14, Oct-15, Oct-16, Oct-17, Oct-18, Oct-19, Oct-20, Oct-21, Oct-22, Oct-23, Oct-24, Oct-25, Oct-26, Oct-27, Oct-28, Oct-29, Oct-30, Oct-31

**Load** **Calendar** **Dashboard** **Preferences**

**Kelly Watson**

Athlete type: Triathlete  
Category: Monthly  
Last logged in: 10/23/2008  
Phone:  
Email: [kelly@pacificfit.net](mailto:kelly@pacificfit.net)  
Birthday: 01/01/1977  
Age: 37

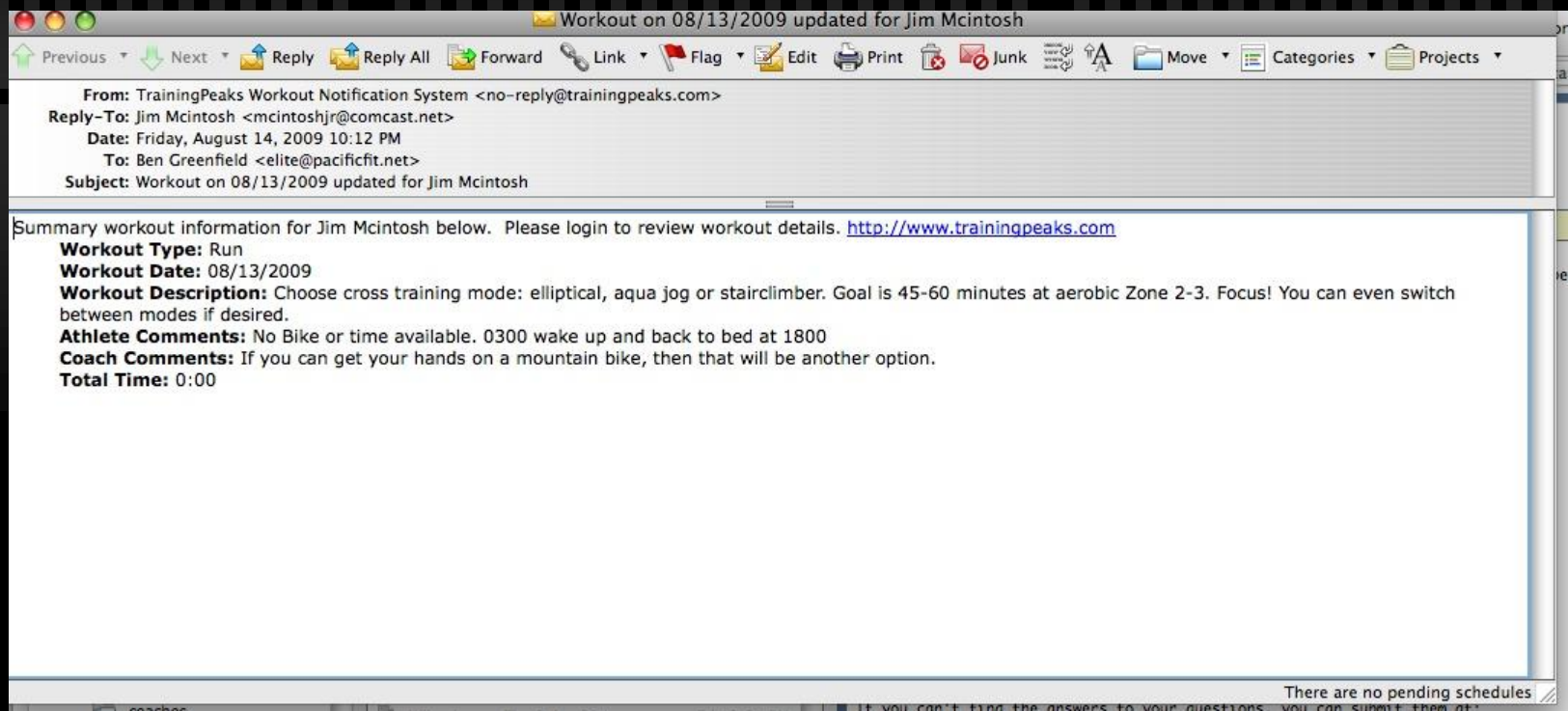
# TrainingPeaks Example

- ✓ Create daily/weekly/monthly training calendars
- ✓ Design pre-built training plans/meal plans
- ✓ Configure HR/Power zones for each client
- ✓ Upload documents/photos/videos



# TrainingPeaks Example

- ✓ Email notifications for planned workouts sent daily to my client and logged workouts are e-mailed to me.





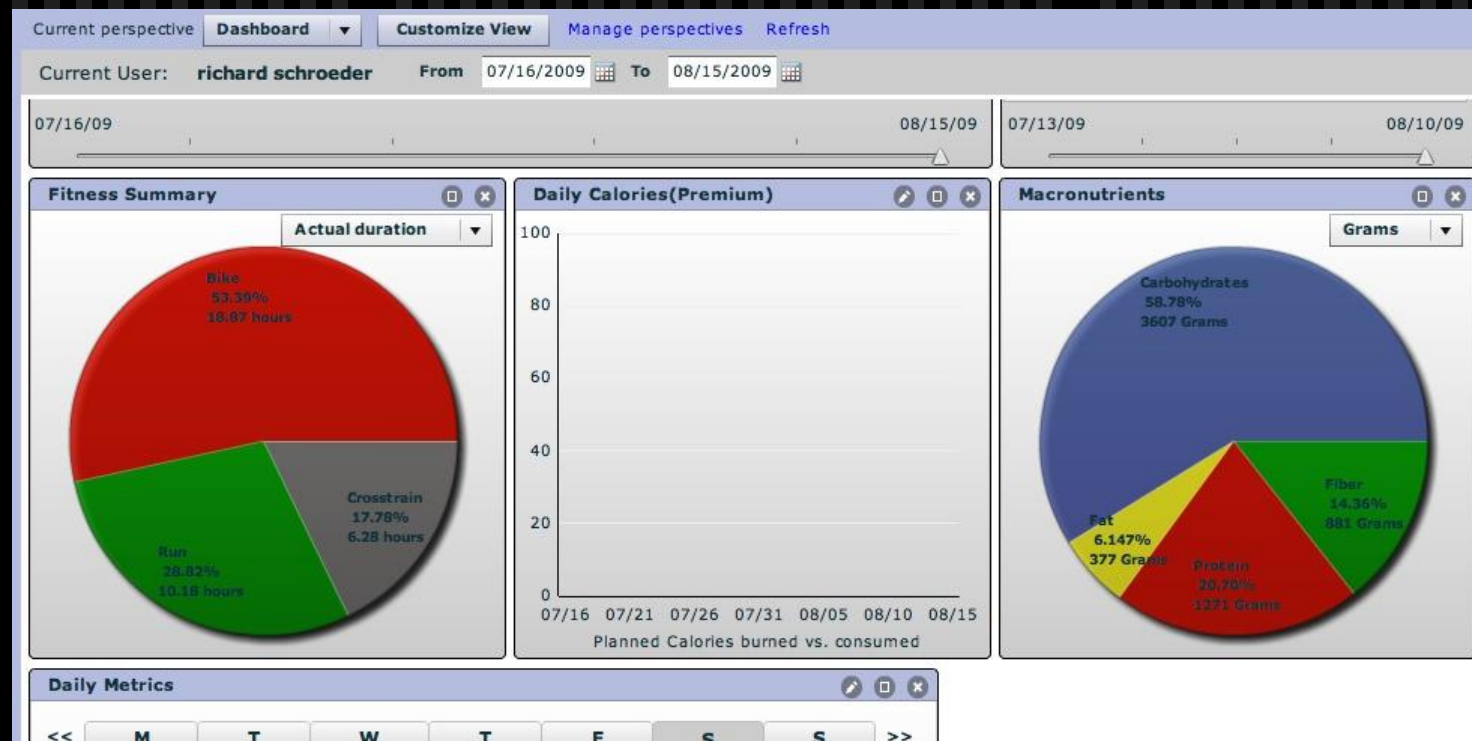
# TrainingPeaks Example

- ✓ Data after workouts/events are uploaded for inspection of heart rate, intensity, training stress, etc.



# TrainingPeaks Example

- ✓ Clients can upload nutrition data, daily weight, sleep, etc. and generate automatic graphs (I.e. fat/protein/carb ratios, calories burned vs. calories consumed, planned time vs. completed time)



# TrainingPeaks Example

- ✓ Can create training plan templates, copy/paste weeks or daily workouts or meals between clients or sell plans in store

08/03/2009 Today Month Refresh Print								08/03/2009 Today							
Mon. Aug-	Tue. Aug-	Wed. Aug-	Thu. Aug-	Fri. Aug-	Sat. Aug-	Sun. Aug-	Week Sum	Mon. Aug-	Tue. Aug-	Wed. Aug-	Thu. Aug-	Fri. Aug-	Sat. Aug-	Sun. Aug-	Week Sum
Recovery Day Day off	Recovery spin Bike	Continuous swim Swim	Skills Post-Run Run	T-Pace Test Swim Lactate Intervals Bike	Group ride, how you feel Bike	Trails, Zone 1-3. Run	(P): 0:00:00 Calories: 0 Carbohydrates: 0g Fat: 0g Protein: 0g Fiber: 0g	Barefoot Run	Body Weight Strength Phase 1 Strength	Multi-Sport Body Weight Force Strength	Multi-Sport Plyometric Force Strength	Barefoot Run Body Weight Strength Phase 1 Strength	Open Water Endurance Swim	Multi-Sport Body Weight Force 2 Strength	(P): 0:00:00 Calories: 0 Carbohydrates: 0g Fat: 0g Protein: 0g Fiber: 0g
Aug-10	Aug-11	Aug-12	Aug-13	Aug-14	Aug-15	Aug-16	Week Sum	Aug-10	Aug-11	Aug-12	Aug-13	Aug-14	Aug-15	Aug-16	Week Sum
Base Training Force Development Swim	Bike Phase 1 Strength Steep hills Run	Group ride, race simulation Bike	Run Phase 1 Strength Aerobic practice Run		Swim Phase 1 Strength Marathon Prep 1 Run	Hilly IM brick Brick	(P): 0:00:00 Calories: 0 Carbohydrates: 0g Fat: 0g Protein: 0g Fiber: 0g	Skills Run	Work uphill, zone 1-3. Run	Form sprint Bike	Slow Endurance 400's Swim	Big gear climbs Bike Core 1 Strength	Recovery spin Bike	Base building Run Fun Power Swim Swim	(P): 0:00:00 Calories: 0 Carbohydrates: 0g Fat: 0g Protein: 0g Fiber: 0g

# TrainingPeaks Example

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# TrainingPeaks Example

- ✓ Clients can upload data from “just about any device”.
- ✓ How far?
- ✓ How long?
- ✓ How fast?
- ✓ How hard?



# TrainingPeaks Example

- ✓ Cloud Computing
- ✓ Offline Access
  - ✓ “Desktop Companion”
- ✓ Smart Phone Compatible





# TrainingPeaks Example

✓ Per client fee (\$9)

✓ Unlimited client option (\$49)



# TrainingPeaks Example

- ✓ Robot Maid Add-On Feature



# Tools of the Trade - Coach-Side



# Tools of the Trade - Coach-Sig



- ✓ Blood Lactate test
  - ✓ Industry “Gold Standard”
  - ✓ Investment: \$350-\$450 (+\$1.50 per strip)
    - ✓ [lactate.com](http://lactate.com)
  - ✓ ROI: \$75-150/test
  - ✓ Software
    - ✓ Excel: [uginn.com/lactate/](http://uginn.com/lactate/)
    - ✓ ADAPT ([rebecca.tanner@ausport.gov.au](mailto:rebecca.tanner@ausport.gov.au))

# Tools of the Trade - Coach-Side

## ✓ Computrainer

- ✓ Investment: \$1200-1500
  - ✓ [racermateinc.com](http://racermateinc.com)
- ✓ ROI: \$75-\$150 spinscan

## ✓ Bike Fit

- ✓ Investment: 3 day clinic, \$1500
  - ✓ [serrotacyclinginstitute.com](http://serrotacyclinginstitute.com)
  - ✓ [bikefitkit.com](http://bikefitkit.com) (\$500-1200)
- ✓ ROI: \$150-300 fit



# Tools of the Trade - Coach-Side

- ✓ Metabolic Cart
  - ✓ Investment: \$8000-12000
    - ✓ [newleaffitness.com](http://newleaffitness.com)
    - ✓ [medgraph.com](http://medgraph.com)
    - ✓ [iworx.com](http://iworx.com)
    - ✓ [cardiocoach.com](http://cardiocoach.com)
  - ✓ ROI: \$150-300
    - ✓ low overhead per test



# Tools of the Trade - Coach-



- ✓ Video Cameras

- ✓ Investment: varies
- ✓ ROI: \$75-150 run analysis

- ✓ Underwater Camera

- ✓ Investment:
  - ✓ [swimcoaching.com/newaquacamhome.htm](http://swimcoaching.com/newaquacamhome.htm) - \$1399
  - ✓ [coachcam.biz](http://coachcam.biz) - \$529

- ✓ ROI: Swim analysis: \$75-150

- ✓ Swim clinics



# Tools of the Trade: Finding Clients

- ✓ Trimapper.com (endurance athletes)
- ✓ Craigslist.com
  - ✓ Power of the “picture”
- ✓ Google alerts
- ✓ Twitter
  - ✓ Tweetlater.com
  - ✓ Tweetdeck.com



# Tools of the Trade - Finding Clients

## ✓ Craigslist.com

### ✓ Power of the picture

### ✓ How to do it:

- ✓ `<a href="http://www.you.com">`
- ✓ `<imgsrc=http://www.you.com/images/logo.gif ><`

**STOP!**



***"You've just found  
the last solution  
to weight loss you  
will ever need."***

*(and it's free for you)*



**Read to shed that weight for good?  
This 5 week summer class in  
Coeur D' Alene OR Spokane will  
provide you with weekly hands-on  
lectures, exercise tricks, nutrition  
secrets, hormone information &  
the real truth about fat loss.**

*so how do you get in for free?*



**← CHECK THIS OUT!**

- A) promise to implement and practice exactly what you learn.
- B) brag about your progress to all your friends and tell them exactly where you found the final solution to fat loss.
- C) refer at least one friend into the class
- D) ~~THAT'S IT!~~ If you promise to do each of these things then you get to take the class for free.



**Class begins June 18  
in Coeur D' Alene &  
June 25 in Spokane.**

**To sign up or learn details,  
just hit reply to this ad  
or call 208.883.7705.**

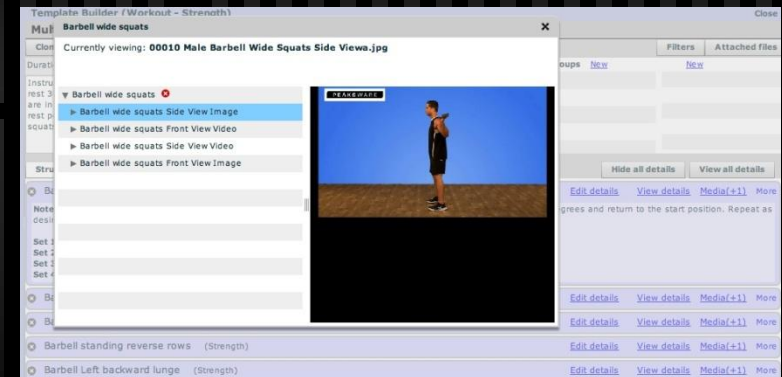
*the last solution to fat loss you'll ever need!*

# Putting It All Together



# Business Blueprint - online

- ✓ Daily workout e-mails/calendar
  - ✓ Automated
- ✓ Workout photos & videos
  - ✓ Automated
- ✓ Nutrition tracking
  - ✓ Automated/scanner
- ✓ Progress reports
  - ✓ automated
- ✓ Workout graphs & reports
  - ✓ Automated/HR Monitor /GPS
- ✓ \$250/month
- ✓ Your time: 1-2 hours/month for ONE client



# Business Blueprint - local



## ✓ Local clients

- ✓ Annual bike fit, swim analysis, run analysis
- ✓ Quarterly metabolic testing or blood lactate
- ✓ Quarterly body composition testing
- ✓ Monthly face-to-face coach meeting
- ✓ Online coaching with Power Meter/HR Monitor/GPS/Trainingpeaks
- ✓ \$500-700/month + \$75-100 start-up fees
- ✓ Your time: 2-4 hours per month for ONE client

# Additional pro-rated services



- ✓ Metabolic Testing - \$75-250
- ✓ Swim video analysis - \$75-150
- ✓ Run video analysis - \$75-150
- ✓ Bike fitting - \$150-300
- ✓ Annual Training Plan Design - \$300-500
- ✓ Consultations - \$100-150

# Creating Multiple Income Streams



- ✓ Website
- ✓ Training Plans
- ✓ Nutrition Plans
- ✓ Books
- ✓ DVD's
- ✓ CD's
- ✓ Affiliate Programs



# Your Website

- ✓ Host/Domain Name
  - ✓ Bluehost.com
  - ✓ Godaddy.com
- ✓ Design
  - ✓ Self
  - ✓ Outsource
  - ✓ Templates
- ✓ Tips
  - ✓ Testimonials
  - ✓ Easy Navigation
  - ✓ Simple & clean
  - ✓ Photos
  - ✓ Syndicated Content



# Good Design

## Gina Lombardi

Personal Trainer — Fitness Coach

- Home
- Biography
- In The Media
- Contact Info

### Welcome to GinaLombardi.com

Over 60,000 hours of one-on-one personal coaching has made Gina Lombardi the most sought after personal trainer and fitness coach for the entertainment business.

Gina, known as the WELLNESS DETECTIVE in her industry, stands out from a field of pretenders because of her integrity, her honesty, and her incredible knack for getting to the truth and distilling information into something people can really use.



View some segments of what I've been up to.

Watch FitNation! - Gina explores lifestyle issues and fitness trends to find the truth behind the hype. Gina tackles hot topics that interest and confuse us, from alternative healing to exercise gadgets, supplements to stress. With the help of world-renowned health and fitness experts, **FitNation** takes the mystery out of how to live a healthier life.



Listen LIVE on Sundays at 2pm PST / 5pm EST





Tying Up and Slimming Down When Every Minute Matters

## DEADLINE FITNESS

Gina Lombardi with Linda Villarosa

Available for pre-order now!



From stability ball training to circuit training click here to purchase products suggested by Gina!



View All Products



Every week **Gina Lombardi** gives you the tips to help you stay in tip top shape.



# Good Design



**JIM KARAS®**

KEYNOTE SPEAKER


JIM KARAS PERSONAL TRAINING®

CONSULTING

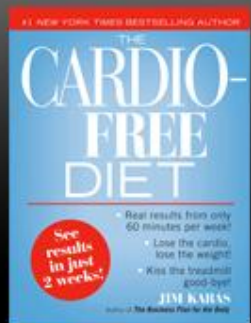
JIM'S CORNER

MEDIA

STORE



**JIM KARAS**




“Cardio is a 1970s solution to a 21st century problem.”

*-Jim Karas*

[Find out more...](#)

# Bad Design



## Welcome!


Add your site slogan here

[Home](#)  
[About Us](#)  
[Contact Us](#)  
[Site Map](#)

Put your home page content here.

### Home Page


Editing this page



#### Your Home page introduces your business and your Web site.


Write a summary, including a brief description of your products or services and your value and commitment to customers. This page sets the tone for your site and tells people what they can expect to find on other pages. Give the basics here and provide greater detail on other pages.

#### Let your customers know why they should explore your site



A business home page is similar to the front window of a retail business. Highlight your best products or services and any special offers here. Present your products or services value to browsers to get them "through the door" or deeper into your site.

#### Convince customers of your site's value to them



Consider what you might say to people to keep them coming back. You might mention how long you've been in business and how you show your commitment to customers. Be sure to tell visitors about your

It's a good idea to also post your contact information on the Home page for people who come to the site to quickly find your phone number or address.

#### Company Name

Phone number  
Fax number  
Address  
State, ZIP code  
E-mail address

# Billing - 2 Key Components

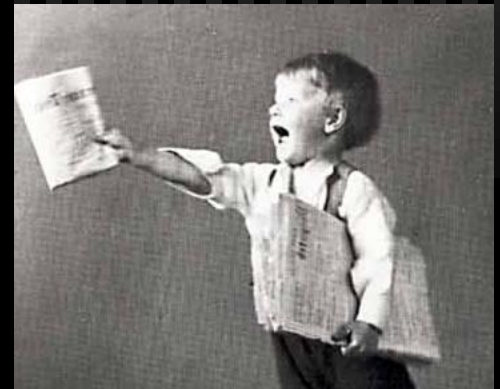
- ✓ Shopping Cart
  - ✓ 1shoppingcart.com
  - ✓ Volusion.com
  - ✓ Google.com
  - ✓ Amazon.com
- ✓ Virtual Terminal/Payment Processor
  - ✓ Authorize.net



# “4 Keys To Top Rankings”

## 1. Syndicated Content (SEO)

- ✓ Articles/Newsletter
  - ✓ Mailchimp.com, 1shoppingcart.com
- ✓ Blog
  - ✓ Wordpress.com, bluehost.com
- ✓ Podcast
  - ✓ iTunes, Podcast Alley
- ✓ Videos
  - ✓ You Tube

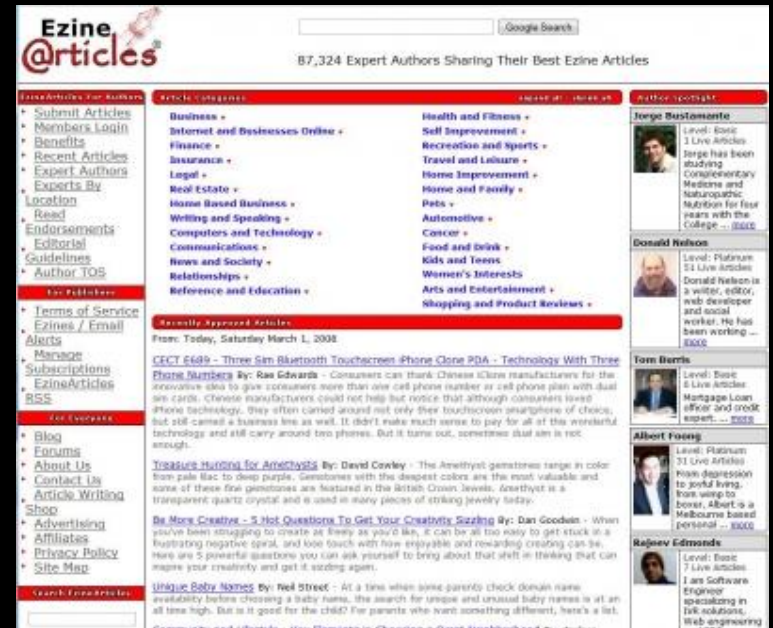




# "4 Keys To Top Rankings"

## 2. Link-Backs (SEO)

- ✓ Social Networking
- ✓ Article Submission
- ✓ Other Websites/Blogs
  - ✓ Digg.com
  - ✓ Technorati.com
  - ✓ Stumbeupon.com
  - ✓ Onlywire.com
- ✓ Multimedia Submission Description Tags
- ✓ Press Releases (prweb.com)

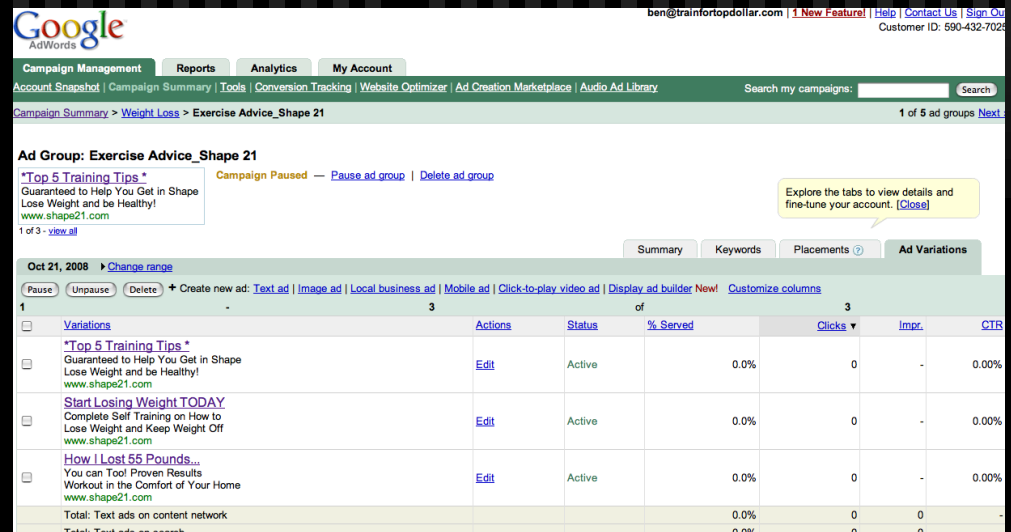




# “4 Keys To Top Rankings”

## 3. Ads (PPC)

- ✓ Google/Facebook Ads
- ✓ Yahoo Directory Listing
- ✓ Custom Banner/Link Distribution



The screenshot displays the Google AdWords interface for a campaign named "Exercise Advice\_Shape 21". The campaign is paused. The ad group contains three text ads, all of which are active but have not yet generated any clicks or impressions. The interface includes navigation tabs for Campaign Management, Reports, Analytics, and My Account. A search bar is present for finding campaigns. The ad group details section shows the campaign name, status, and a link to delete the group. Below this, there are tabs for Summary, Keywords, Placements, and Ad Variations. The main table lists the ads with columns for Actions, Status, % Served, Clicks, Impr., and CTR.

	Variations	Actions	Status	% Served	Clicks	Impr.	CTR
1	<a href="#">*Top 5 Training Tips *</a> Guaranteed to Help You Get in Shape Lose Weight and be Healthy! www.shape21.com 1 of 3 - <a href="#">view all</a>	<a href="#">Edit</a>	Active	0.0%	0	-	0.00%
	<a href="#">Start Losing Weight TODAY</a> Complete Self Training on How to Lose Weight and Keep Weight Off www.shape21.com	<a href="#">Edit</a>	Active	0.0%	0	-	0.00%
	<a href="#">How I Lost 55 Pounds...</a> You can Too! Proven Results Workout in the Comfort of Your Home www.shape21.com	<a href="#">Edit</a>	Active	0.0%	0	-	0.00%
Total: Text ads on content network				0.0%	0	0	-
Total: Text ads on search				0.0%	0	0	-

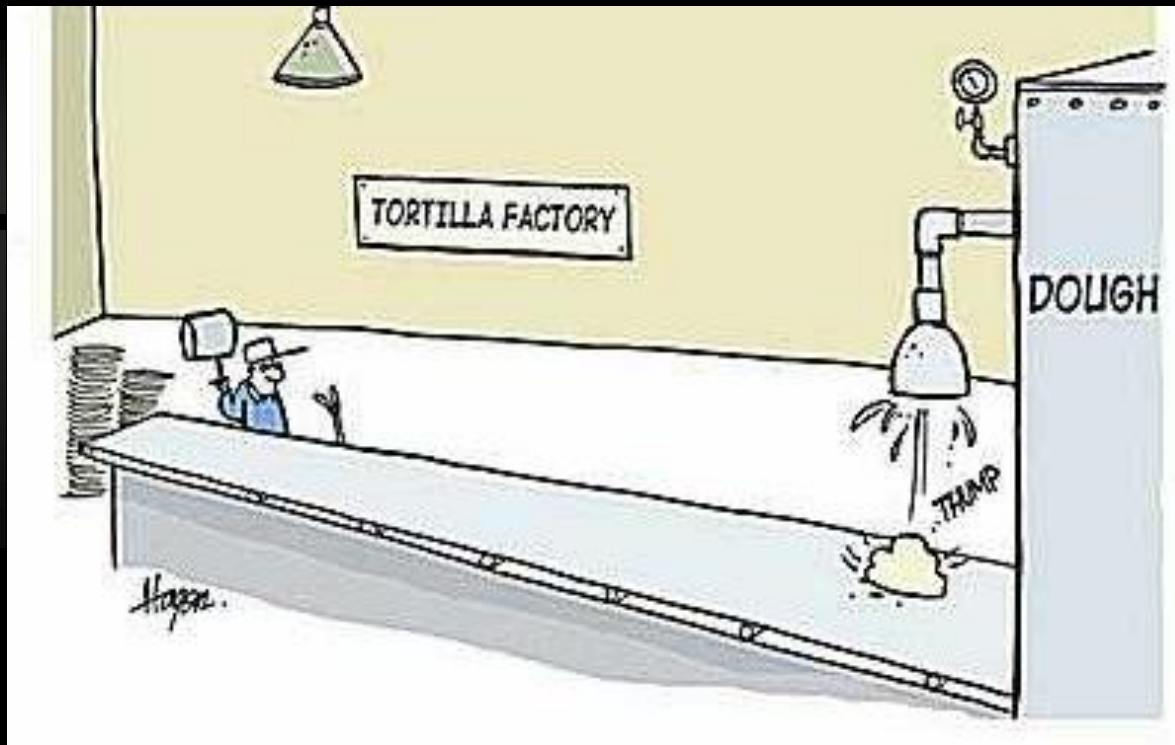
# “4 Keys To Top Rankings”

## 4. MetaTags

- ✓ Title
- ✓ Description
- ✓ Keywords
  - ✓ 4-7% keyword density
  - ✓ Free Google keywords tool

```
<head>
<meta http-equiv="Content-Type" content="text/html" />
<meta http-equiv="Content-Language" content="en-gb" />
<title>Internet Marketing Tips - How to Promote your Business</title>
<meta name="description" content="A practical guide to promoting your business online using custom-built websites." />
<meta name="keywords" content="internet marketing, advertising, marketing holiday homes, marketing products" />
```

# What about automation/recurring revenue?



# Pre-Written Training Plans

Summary	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
<b>Week 1</b> Swim 0:00 Bike 0:00 Run 0:00 X-Train 0:00 Strength 0:00	<b>Workout 1</b> Strength B! During your strength sessions for the next 10 weeks, the focus needs to be on basic force building and multi-joint, functional moves like the squat, press and deadlift. This is also the time to be working on stability and balance. No power, explosiveness or "high heart rate" strength workouts. Rep range should be 8-12. Become stronger in the weightroom during this time, not fitter.	<b>Workout 1</b> Bike T1c Tempo Time Trial (TTT). Warm-up about 20 minutes. Then time trial for 40 minutes at a cadence of 80-90rpm, in your racing position. Try to choose a flat course and maintain an intensity that causes you to	<b>Workout 1</b> Run F1a Warm-up 10-20 minutes, then find a steep hill that takes 1-2 minutes to climb. Run in a slow, controlled manner up the hill, pushing through the toes and focusing on force application. Walk or light jog back down the hill. Goal is 7-10 repeats. Easy cool-down jog. <b>Workout 2</b> Swim Breath Warm-up 500m. See <a href="http://www.pacificfit.net/SwimDrillPlayer.html">www.pacificfit.net/SwimDrillPlayer.html</a> . Then swim 5x50m No Breathers (breathe minimally). Swim 200-300 meters, focusing on relaxed breathing. Then swim 5x50m popeye breathing. Swim 200-300 meters, focusing on limiting head out of water. Swim 5x50m balanced breath. Swim 200-300 meters, focusing on balanced breathing. Cool-down 500m. Total 2500.	<b>Workout 1</b> Bike F2b Warm-up 10-20 minutes, then ride 8-12 1-2 minute climbs of varying grades. Shift to a higher gear than you would normally use for any given climb. Cadence is 50-60 rpm. Seated. Heart	<b>Workout 1</b> Day Off None Actively focus on recovery today: 1) stay off of legs all you can, 2) watch nutrition closely (healthy carbs, lean protein, and good fats), 3) stretch, and 4) drink plenty of fluids. Other common	<b>Workout 1</b> Run T3c BT: Warm up well. Then run a 30 minute time trial on flat course/track. Punch HR monitor "lap" button 10 minutes into Time Trial. Average heart rate for last 20 minutes predicts Lactate threshold heart rate (LTHR). Record this value as your new LT or AT (they	<b>Workout 1</b> Swim T1c WU: Start slow and gradually build pace/effort. 100 swim, 100 kick, 100 swim, 100 kick. <b>MS:</b> This set will establish your $1\frac{1}{2}T$ -time. $1\frac{1}{2}$ After the warm-up, swim 1000 yards/meters at a constant pace and good effort $1\frac{1}{2}$ as if racing. Record the time in your log. Record your average

# Pre-Written Nutrition Documents

## ✓ Nutrition plans

### ✓ Include as “bonus” to training plan

#### ✓ Nutrition packet

### ✓ Supplements/back-end inc

### ✓ Monetize **everything**



**PACIFIC ELITE FITNESS**  
pacificfit.net

Nutrition Packet for Endurance Athletes

- Ben Greenfield's Fuel Strategy for ~~Ironman~~ Hawaii 2007 – page 2-3
- Updated Fuel Strategy for ~~Ironman~~ Hawaii 2008 – page 4-6
- 18 Crucial Dietary Questions to Ask Yourself – page 7-20
- Important Notes from “Fueling for Endurance Athletes” – page 21-27
- Supplement Discount Codes – page 28-30
- Sample Meal Plan for Endurance Athletes – page 31-46
- Sample Race Week Meal Plan (Includes ~~Carb~~ Loading) – page 47-49

Additional HIGHLY RECOMMENDED sources:

Any of the podcasts at <http://www.bengreenfieldfitness.com>. Subscribe in iTunes and listen during your workouts!

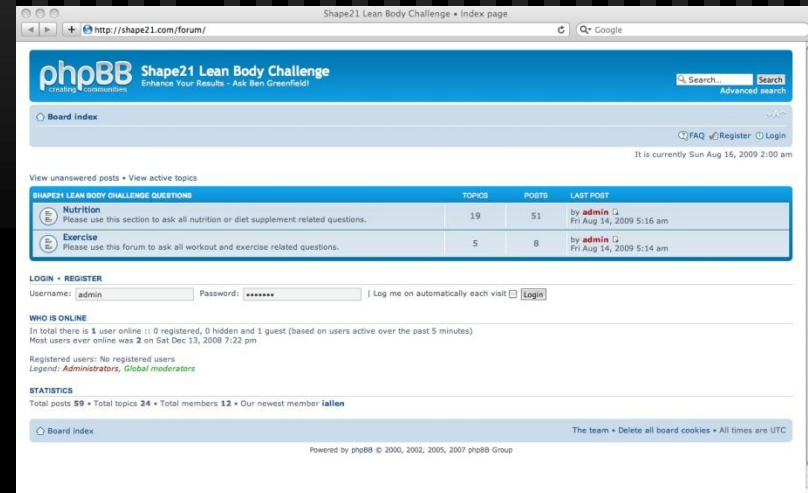
<http://www.whfoods.com>

<http://www.marksdailyapple.com/>

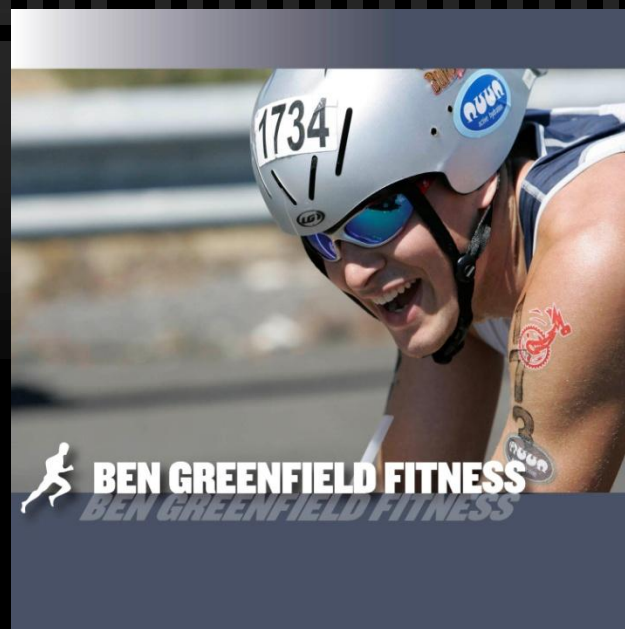
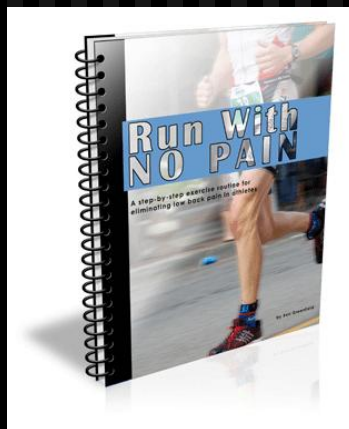
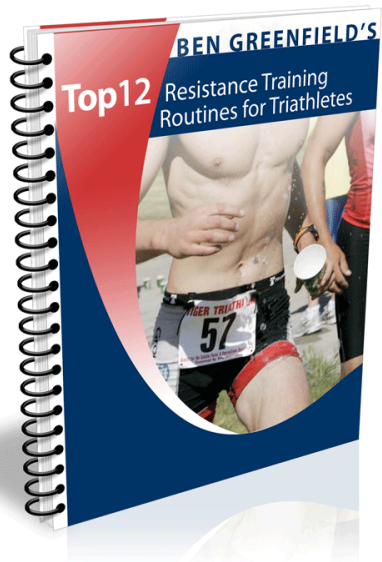
# Forum Access



- ✓ Membership Model
- ✓ phpBB
- ✓ Minimal Fee
- ✓ Q&A's
- ✓ Good for e-books too









# E-Books

✓ Your website

✓ Amazon Kindle

✓ Mindsettriathlon.com

✓ Creation

✓ Microsoft Word + Adobe Acrobat

✓ Blurb.com

✓ Coveractionpro.com



# Print-On-Demand

- ✓ createspace.com
- ✓ booksurge.com
- ✓ lulu.com



# Viral Video Marketing

- ✓ Write Your E-Book
- ✓ Make Your Website
- ✓ Shoot Your Video
- ✓ Disseminate Video
  - ✓ [Tubemogul.com](http://Tubemogul.com)
  - ✓ [Trafficgeyser.com](http://Trafficgeyser.com)
  - ✓ Include Links/Keywords



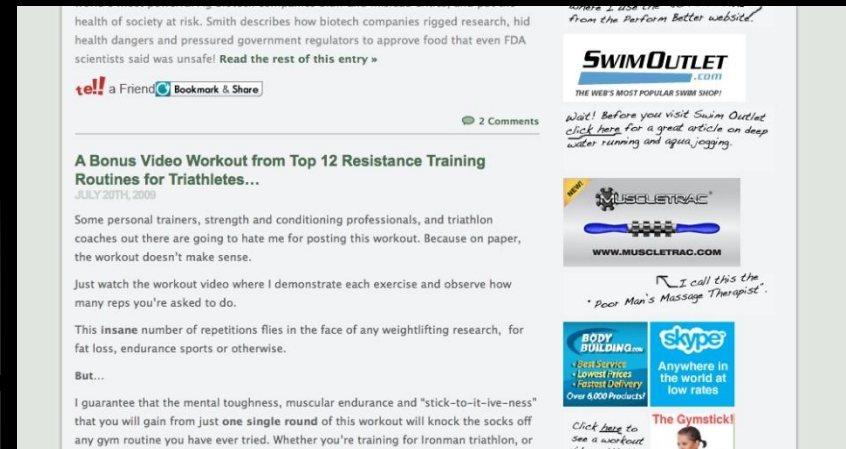
# Audio/Video Products

- ✓ Film (Flipcam HD)
- ✓ iMovie/Windows Movie Maker
- ✓ cdfullfillment.com
- ✓ Disk.com



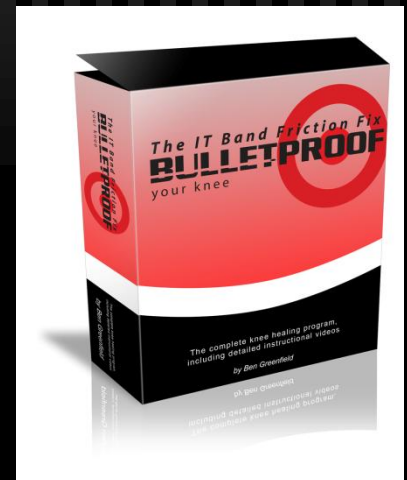
# Affiliate Programs

- ✓ Create your own
  - ✓ Clickbank.com
  - ✓ 1shoppingcart.com
- ✓ Sell other's
  - ✓ "JV's"
  - ✓ Productlaunchformula.com
- ✓ Pre-Existing Programs
  - ✓ Commissionjunction.com
  - ✓ bodyhealth.com
  - ✓ trisports.com
  - ✓ performbetter.com



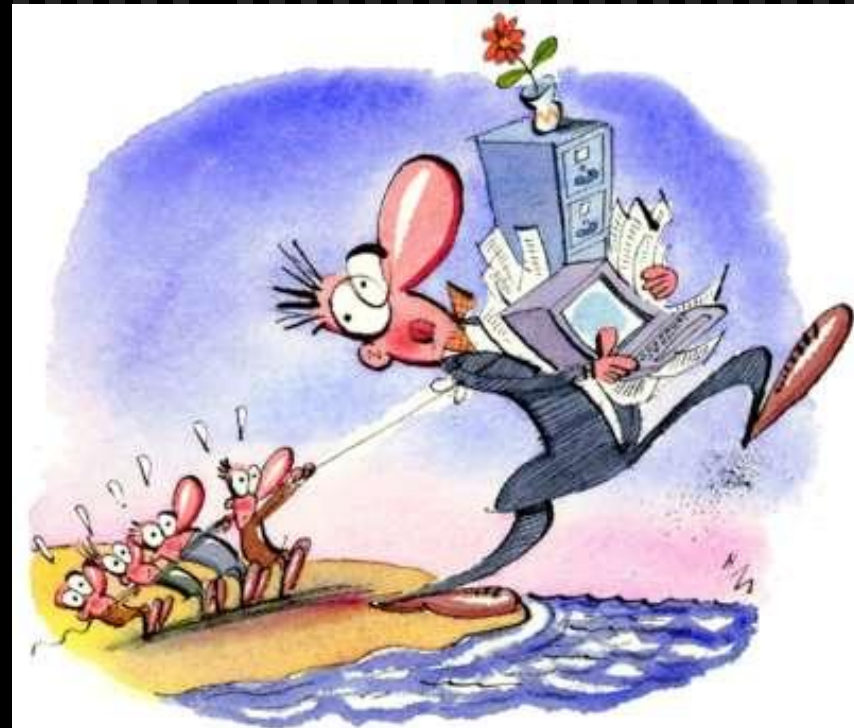
# Affiliate Programs

- ✓ Part of Your Information Products
  - ✓ The “information-product/affiliate” tie-in technique
- ✓ Part of The Client’s Program
  - ✓ The “proprietary discount” list technique



# Outsourcing

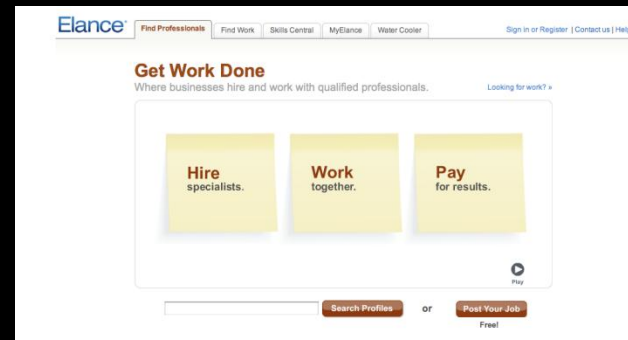
- ✓ elance.com
- ✓ Odesk.com
- ✓ Guru.com
- ✓ Yourmaninindia.com
- ✓ Geographic region?
  - ✓ India
  - ✓ America
  - ✓ Philippines





# Sample Tasks

- ✓ Website page design (probably the most popular and the financially sensible work for you to outsource)
- ✓ E-book cover design (making your e-books or audio products look like real books or DVD's)
- ✓ Online article submitting
- ✓ Research for specific clients
- ✓ Logo and business card design
- ✓ Ghostwriting
- ✓ Search engine optimization and creation of keywords for your website
- ✓ Google ad campaign design, management, and statistical analysis



# Top 10 Income-Enhancing Tips



# #1: Find a Forum



- ✓ [Ptonthenet.com](http://Ptonthenet.com)
- ✓ [slowtwitch.com](http://slowtwitch.com)
- ✓ [community.active.com](http://community.active.com)
- ✓ [trifuel.com](http://trifuel.com)
- ✓ [beginnertriathlete.com](http://beginnertriathlete.com)
- ✓ [tri-talk.com](http://tri-talk.com)

# #2: Get a Feed-Reader



## ✓ Sample blogs:

### ✓ Professional coaches

✓ [chuckiev.blogspot.com](http://chuckiev.blogspot.com)

✓ [peterreid.blogspot.com](http://peterreid.blogspot.com)

### ✓ Professional athletes (amateurs follow them)

✓ [chrismcormack.com](http://chrismcormack.com)

✓ [chrissywellington.org](http://chrissywellington.org)

### ✓ General triathlon blogs

✓ [everymantri.com](http://everymantri.com)

✓ [Ironcrazy.com](http://Ironcrazy.com)

# #3: Use Google Alerts/Tweetlater

- ✓ Not just for getting clients
- ✓ Information products
- ✓ Conversation monitoring
- ✓ Tweetlater.com



# #4: Assume the Sale



## Endurance Athlete Questionnaire

Dear Athlete,

Congratulations on choosing Pacific Elite Fitness to design and oversee your training program! The triathlete questionnaire is one of the most important forms you will share with your coach, and will allow thorough development of a personalized training program. Plan on taking 45-60 minutes to complete the form, and do not hesitate to contact your coach if there is additional information you wish to share. After completing, please **remember to push the "Submit" button at the bottom of this page**. A coach will contact you within 48 hours after completion of this form.

Name:  Age:  Today's Date:

Primary e-mail address:  Secondary e-mail address:

Primary Phone:  Secondary Phone:

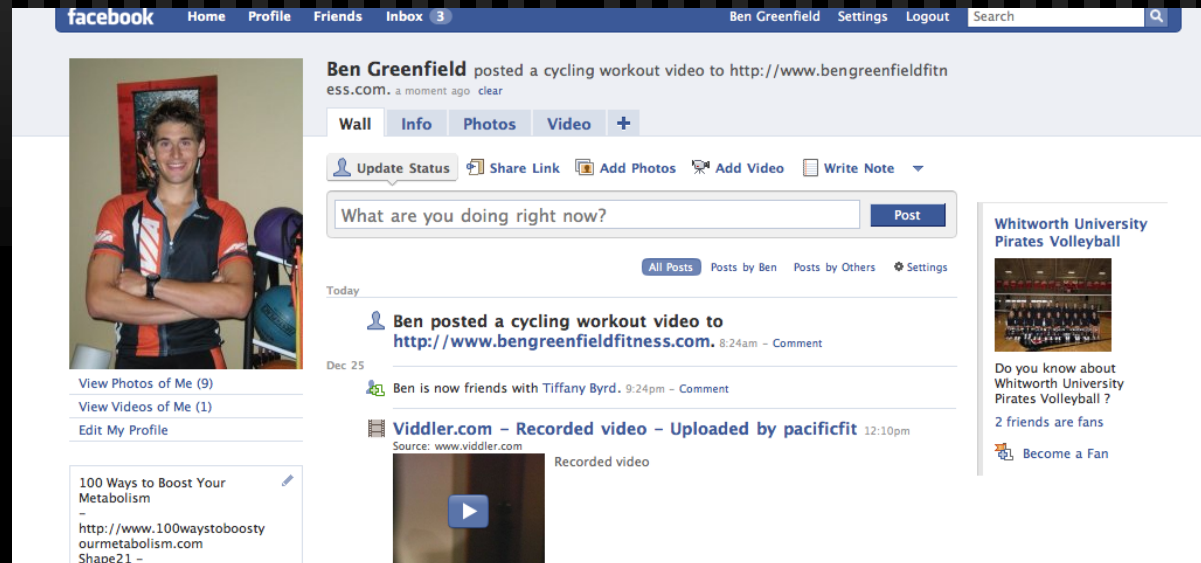
Mailing Address:

Use the Following Scale to Self-Rate Your Current Skill Level in each Sport (circle one):

.1 = completely inexperienced

# #5: Facebook

- ✓ Advertising
- ✓ Local Clubs
- ✓ Business Page vs. Personal Page
- ✓ Auto-Blog
- ✓ Auto-Twitter





# #6: Stand Out

 [SHOP](#) [CREATE](#) [SELL](#) [COMMUNITY](#)

Welcome [pacificfit!](#) (Not you?)  
[Cart](#) | [MyZazzle](#) | [Help](#)

Search 19,030,786,920 customizable products [All Products](#) [Search](#)

Free Mother's Day Card and **\$10 Gift Card** with purchase of \$55 or more! [Mother's Day Shipping Deadlines](#) [See Details](#)

## Profile Cards - Personal Business Cards

[CREATE MOM GIFTS](#)

[All Products](#)  
**Clothing**  
[Custom T-Shirts](#)  
[Custom Shoes](#)  
[Embroidery](#) **New!**  
[Custom Hoodies](#)  
[Bags](#)  
[Hats](#)  
[Aprons](#)  
[Ties](#)  
**Cards + Postage**  
[Profile Cards](#)  
[Business Cards](#)  
[Zazzle Custom Stamps](#)  
[Greeting Cards](#)  
[Note Cards](#)  
[Postcards](#)



[Find a Template](#)  
[Design Profile Card](#)

**Starting at**  
**\$6.95/pack of 20**

**Skinny (1" x 3")**  
**\$6.95** for 20 cards  
As low as **\$2.00** [in bulk](#)

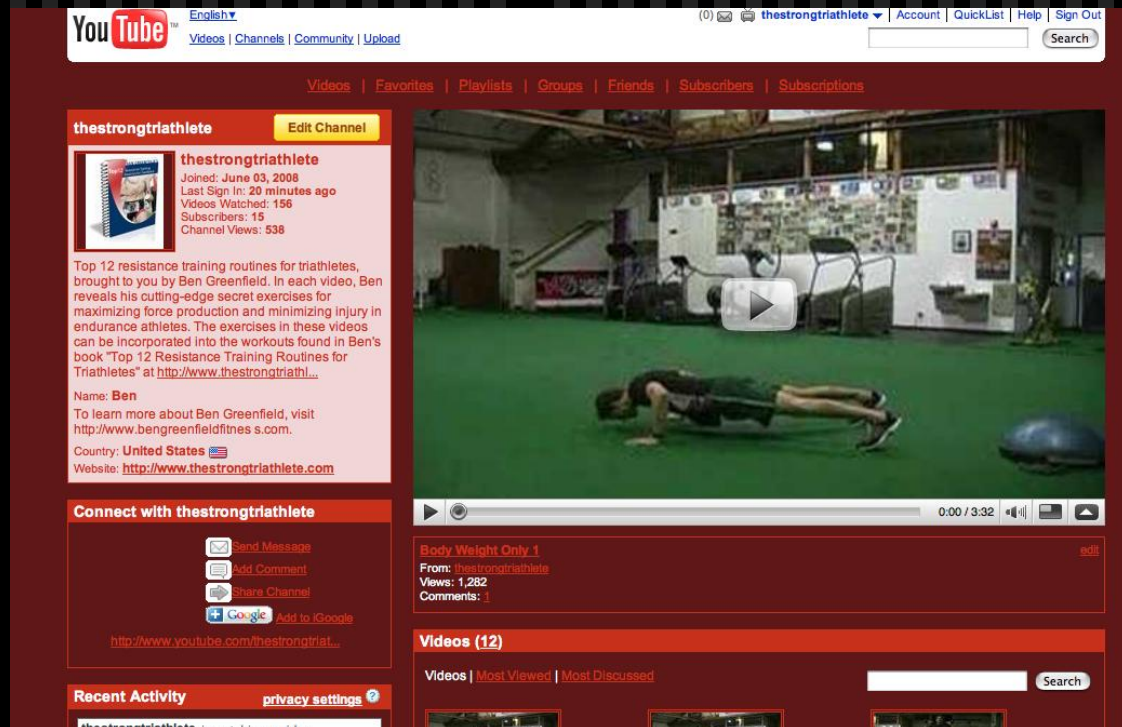
**Business (2" x 3.5")**  
**\$16.95** for 100 cards  
As low as **\$4.52** [in bulk](#)

**Chubby (2.5" x 3.5")**  
**\$18.95** for 100 cards  
As low as **\$5.05** [in bulk](#)

Popular Prints    No minimum orders    No setup fees    The most options    Ships in 24 hours\*

# #7: Viral Video

- ✓ tubemogul.com
- ✓ trafficgeyser.com



The screenshot shows the YouTube channel page for 'thstrongtriathlete'. The channel is owned by Ben Greenfield, joined in June 2008, with 156 videos watched, 15 subscribers, and 538 channel views. The channel description mentions 'Top 12 resistance training routines for triathletes' and provides a link to Ben's website. The main video player shows a person performing a push-up on a green mat in a gym. The video title is 'Body Weight Only 1' and it has 1,282 views and 1 comment. The page also includes a 'Connect with thstrongtriathlete' section with links to send messages, add comments, and share the channel. At the bottom, there is a 'Recent Activity' section showing the channel is watching a video.

**thstrongtriathlete** Edit Channel

Joined: June 03, 2008  
Last Sign In: 20 minutes ago  
Videos Watched: 156  
Subscribers: 15  
Channel Views: 538

Top 12 resistance training routines for triathletes, brought to you by Ben Greenfield. In each video, Ben reveals his cutting-edge secret exercises for maximizing force production and minimizing injury in endurance athletes. The exercises in these videos can be incorporated into the workouts found in Ben's book "Top 12 Resistance Training Routines for Triathletes" at <http://www.thstrongtriathlete.com>

Name: Ben  
To learn more about Ben Greenfield, visit <http://www.bengreenfieldfitness.com>.  
Country: United States  
Website: <http://www.thstrongtriathlete.com>

**Connect with thstrongtriathlete**

Send Message  
Add Comment  
Share Channel  
Add to Google

<http://www.youtube.com/thstrongtriathlete>

**Recent Activity** privacy settings

thstrongtriathlete is watching a video

**Body Weight Only 1**

From: thstrongtriathlete  
Views: 1,282  
Comments: 1

**Videos (12)**

Videos | Most Viewed | Most Discussed

Search

# #8: Autoresponder Cascade

MarketersChoice.com

Welcome back, Ben Greenfield! Merch ID: 82785

Orders Products Clients Email & Marketing Analytics Setup My Account Resources

Home » Email & Marketing » Autoresponders » Edit Autoresponder

Unsubscribe Autoresponder: --None--

From Email Address: newsletter@runwithnopain.com

From Name: Ben Greenfield

Sharable: No

Opt-In Verification Message: Template 1 [View Email](#)

You currently DO have Opt-In Verification turned on. [Click here](#) to change this setting.

[Save](#) [New Message](#) [Test](#) [Back](#)

Autoresponder Message	Days Delay	Message Type	Update Message
<a href="#">Low Back Treatment Mistake #1 - HEATING- 0 days delay</a>	0	Text	<a href="#">Edit</a>
<a href="#">Low Back Treatment Mistake #2 - RESTING- 7 days delay</a>	7	Text	<a href="#">Edit</a>
<a href="#">Low Back Treatment Mistake #3 - NOT STRE...- 14 days delay</a>	14	Text	<a href="#">Edit</a>
<a href="#">Low Back Treatment Mistake #4 - NOT STRE...- 21 days delay</a>	21	Text	<a href="#">Edit</a>
<a href="#">Low Back Treatment Mistake #5 - CHIRO FE...- 28 days delay</a>	28	Text	<a href="#">Edit</a>   <a href="#">Delete</a>

[Top of page](#)



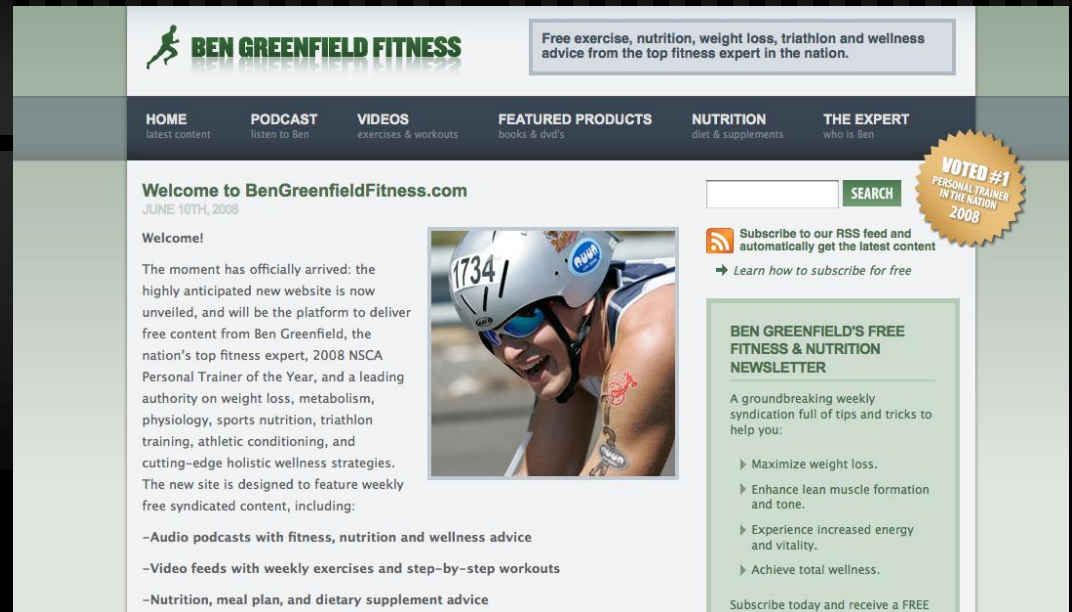
# #9: Only Answer Questions Once

- ✓ [skype.com](https://skype.com)
- ✓ [ecamm.com/mac/callrecorder](https://ecamm.com/mac/callrecorder)
- ✓ monetize **everything**



# #10: Blogging

- ✓ Bluehost
- ✓ Wordpress
- ✓ Free themes
  - ✓ Cutline
- ✓ Paid themes
  - ✓ Thesis
- ✓ Plug-ins
  - ✓ Podpress
  - ✓ Akismet



# Take Home Message



- ✓ Maximize Your Income as a Triathlon Coach
  - ✓ Multiple Revenue Streams
  - ✓ Automated Income
  - ✓ Advanced Time Management
  - ✓ Technology-Based Marketing
  - ✓ Automated Affiliate Income
  - ✓ Digital Information Sales
  - ✓ Niche Expert Status

Q & A



[rockstartriathlete.com](http://rockstartriathlete.com)