

From: Sean Greeley
West of Duke University, Durham, NC

Do You Know the Leading Exercise Guru? It's.....(drumroll).....You!

Dear Future Fitness Guru,

When you become synonymous with success in a field, linked to a service or product, clients seek you out. They want you, your expertise, your validation, and your service.

Ever hear of Dr. Phil? Well, if you live in the U.S., of course you have. Everyone has! He may not be the best therapist, maybe not even trained as a therapist. Yet week after week, if someone has a problem, he's the one people want.

Same with Oprah. If you wrote a book and you want to publicize it, Oprah is the one you want promoting it. Join her book club and your future is golden.

People just naturally align themselves with professionals that they believe to be the best. Jack LaLanne knew this. He was the first fitness trainer to capitalize on it to build a multimillion-dollar corporation.

Bottom line is publicity opens doors.

But how do you get showcased on radio...interviewed on local television shows...or a weekly column in your local newspapers?

It's simple.

Watch This **NPE DVD Package**, employ the Publicity and Media Marketing Secrets and watch the money roll in.

Make the public clamor for your next speech, your next appearance, all while marketing yourself and your business at **NO ADDITIONAL**

The DVD will reveal:

- The 5 basic types of news release and the major news release success strategies
- How to link to current news stories and ride their wave of success
- 4 ways to give your fitness training business lots of exposure for free by increasing the chance of your story picked up by big media
- How to reduce the risk of rejection for your articles
- How to rid yourself of writers block and keep turning out new press releases that will promote you and earn your celebrity status
- The "Halo effect" of publicity and marketing systems to accelerate your profit

- How to leverage articles you have had published before to give all other launches a nice sized cash injection
- 68 phenomenal story ideas that will crank up your creative side and have you developing envious hooks for your news releases
- How to cement your relationship with key media decision makers
- The secret strategies that no one else is doing that will increase the number of stories that you get published
- What to avoid at all costs and the mistake that will keep you from getting published.

Sure, you may be scared senseless but when you push beyond fear, you can become an overnight sensation in the field of personal fitness. That's why we at NPE have it mapped out for you in **Publicity and Media Marketing Systems** so that you can establish yourself as a recognized expert.

NPE won "Info-Marketer's of the Year 2008" at the Dan Kennedy and Bill Glazer Info-Summit. We want to take these top marketing skills and tips to boost your image and your success.

As the media focuses on you, your business grows. Publicity becomes a FREE Tool. Learn the strategies and trade secrets I am going to share with you to promote yourself or your products.

Learn:

- 22 story hooks to get attention and get published
- What the number one tool is for profitable publicity and media marketing systems
- The human interest edge that you must utilize when writing your news releases
- The secrets divulged regarding story "hooks" that attract editors who will publish your articles in their newspapers and give you free advertising

There's brutal competition out there these days. You can't afford to just show up to work and expect instant clientele and instant success. You can be a great personal trainer but its not enough to grow a business. (Unless you are already fabulously wealthy and money is no issue)

Don't Just Set the Bar-Raise It!

It's vital to your success nowadays to set yourself above the competition- to make your core business the dominant one in your locale. It's not enough to really care about your clients and acquire more certificates to grow your business. Real leaders must have news coming out about them. Don't quite know how to get it? I understand. I've been in your gym shoes.

That is why I want you to avoid making early and costly mistakes. Don't flounder. Skyrocket your career learning the hints and strategies that I have developed over the years in NPE's DVDs **The Publicity and Media Marketing Secrets**.

Look around. Really look. Is your business successful enough for you? If it is, congratulations. If not, let me help you. Everyone needs help and support-mentors or guides. If they are smart, they use maps, plans, shortcuts.... proven systems.

Along with the DVD Package you also get:

- Highly detailed 31 page report worth \$97 absolutely free
- Insider tips and secrets on how to get published
- List of editors to whom you can submit your news releases
- A real news release you can model yours after

Build Name Recognition

You can't wait for someone to designate you as a celebrity. Claim your status in your media. No one is perfect so just walk through that door of certainty and get out there. Get past the anxiety and get your message out.

If you are ready for a change and serious about really building your business while raking in serious amounts of cash, let's roll up our sleeves and get started!

[I WANT TO CLAIM MY CELEBRITY STATUS-CLICK HERE](#)

Exercise the NPE Team and Reduce the Stress

Nowadays it is imperative to set yourself apart from your competition to succeed. Businesses without this direction and plan are closing left and right. 98% of new businesses go broke within the first year. Don't make yours one of them. The NPE team supports you. Utilize their vast experience and knowledge to supply a solid plan, a new direction and success beyond your wildest dreams.

You have Some Nerve!

Do you? Do you have the nerve to be successful?

Because we can teach you the steps you need to establish yourself as a celebrity and how to leverage this fame into your business growth.

Steps like:

- ✓ How to tell a compelling and fascinating story about yourself on your website
- ✓ How to set up a media or press room on your website
- ✓ How to become the resource for people to seek out and contact
- ✓ How to pitch the media

But here's the catch- you need to actually take the steps. You have to want it.

YES, I WANT CELEBRITY STATUS AND SUCCESS FOR MYSELF – CLICK

Take me up on my guarantee.

Doubting this system works? Let me **PROVE IT** to you because I want you to succeed and I know that it **WILL** work.

I'm going to let you use "**Publicity and Media Marketing Systems** for one whole year, absolutely **RISK-FREE**.

If you don't see really big returns on your DVD package investment, I will then be happy to refund your money. (Your banker or stockbroker won't tell you that)
As long as you use it of course.

At \$189 for the whole package, it's a bargain- a price that may not last long. So, if you can't parlay these strategies into noteworthy and considerable profit, the refund (minus shipping and handling) is yours with no questions asked.

You can't lose!

Not with the NPE Publicity and Media Marketing Systems.

Without it, you are leaving thousands of dollars on the table from lost sales.

Order today by clicking the link below. Your DVD package will be shipped immediately.

Remember, this is risk-free by getting ONE-YEAR guarantee.

READY, CAMERA, ACTION -CLICK HERE

Looking forward to seeing you in print and media,

Sean Greeley,
NPE, LLC

P.S. leave your competitors in the dust. It can be daunting to get media coverage unless you know how to go about it.

You must be highly visible with timely, compelling and educational articles in order to land that big story. Illustrate with unique success stories.

Entertain while demonstrating your skill and expertise in case studies. While being a personal trainer, I'm sure that you have thousands of interesting stories. Now is the time to make use of them.

Reporters and editors are always seeking out human-interest stories and the people involved. Leverage this to plug your business for **FREE**. Develop relationships with the reporters and journalists in your locale. Be controversial with your stories and informative in your articles. Add photos or videos to make them even more compelling. They will seek you out as they see that you are a credible source.

The plans are laid out in NPE's **Publicity and Media Marketing Systems** in simple to use steps that will get you into celebrity status almost immediately. Learn what the media is looking for and how to give them what they want. Grow your business with publicity and media. Help the reporters understand the big picture. Clarify how clients use your service or product and how it works with your company.

Peter J. Howe, a reporter for the Boston Globe states, "The single most effective thing people interested in press do is read what I write and send me personalized, smart pitches for stories that I am actually likely to write".

Pitch the journalists in a way that they want to be pitched, matching the market to your message.

P.P.S. Learn how to create multiple entry points into your marketing funnels through blog sites, blogger relationships, and articles.

P.P.P.S. Publicity builds credibility. We teach you how to build a media kit. Your media kit needs to be referenced into your info pack and your marketing. Post it on your website. Leverage it with your blogs. Let everyone know that it is available.

What's in yours now? You do have one don't you?