

Former American Council on Exercise Marketing VP Introduces Marketing System for Health and Fitness Pros

After teaching more than 600 wellness coach trainees over the past three years, and watching them struggle to market their new coaching practices, Debbie LaChusa, 20-year marketing veteran and former vice president of marketing and public relations for the American Council on Exercise introduces The 10stepmarketing System for Fitness Professionals.

Santee, California (PRWEB) July 27, 2005 – Debbie LaChusa, former vice president of marketing and public relations for the American Council on Exercise, has created The 10stepmarketing System for Fitness Professionals to help fitness professionals and wellness coaches learn how to successfully market themselves.

LaChusa partnered with fitness entrepreneur John Ashworth of ExerciseCareers.com and The Fitness Nomad to customize her 10stepmarketing System for the health and fitness industry to fill a void she discovered after teaching marketing to health and wellness coaches for the past three years.

“There are great programs available to train and certify health, fitness and wellness professionals, but most fall short of teaching these new entrepreneurs how to be successful in business,” said LaChusa.

After teaching marketing to more than 600 wellness coach trainees as part of a wellness coaching training program, LaChusa said she realized a single 90-minute course was not sufficient to successfully prepare the new coach trainees for business.

“While they have great training and skills in fitness and coaching, many of them struggle to get clients and to establish their new businesses,” reported LaChusa. “And because they are struggling to get their businesses off the ground, most cannot afford to hire a marketing consultant or coach.”

With 20 years of marketing experience, seven years of entrepreneurial experience, and seven years of fitness industry marketing experience, LaChusa decided to package her knowledge and expertise into an affordable and easy-to-follow 10-step system to teach health and fitness entrepreneurs how to successfully market their own businesses.

LaChusa offers self-study products as well as courses and coaching through 10stepmarketing.

Fitness industry veteran Richard Cotton, the former chief exercise physiologist and spokesperson for the American Council on Exercise and founder of MyExercisePlan.com has tested The 10stepmarketing System and endorses it.

“The system is so easy to follow. It not only tells people exactly what they need to do, but it literally shows them step-by-step how to do it. I would recommend this program to anyone who is running their own fitness business and wants to be successful,” says Cotton.

LaChusa, a lifelong fitness enthusiast and former marathon runner hopes by helping health and fitness professionals market more effectively and get more clients she can indirectly help more Americans get fit.

About 10stepmarketing:



The 10stepmarketing™ System was introduced in 2004 by 20-year marketing veteran and solo-preneur Debbie LaChusa. LaChusa has a degree in marketing and advertising and has spent the past 20 years working in marketing communications agencies. She also has run her own marketing consulting firm, DLC Marketing, Inc. for the past seven years. LaChusa offers a variety of products and services through 10stepmarketing, including a system developed specifically for health and fitness professionals. She also offers a free weekly e-newsletter; free marketing how-to articles, a free audio class, teleseminars and other step-by-step products and services to help solo-professionals and small business owners build their businesses one step at a time. For more details visit <http://www.10stepfitnessmarketing.com>

Contact:

Debbie LaChusa, President
10stepmarketing
619-334-8590 or 619-840-8619
<http://www.10stepmarketing.com>
<http://www.10stepfitnessmarketing.com>

Contact Information

Debbie LaChusa
10STEPMARKETING
<http://www.10stepmarketing.com>
619-334-8590