

# COMMUNITY

## Train hard, win easy

Simple Cash On Demand techniques  
secured publicity worth over £350,000  
for personal trainer Mike





PHOTOGRAPHY: CLAUDIA JANKE



**M**IKE WAS CONCERNED, AND RIGHTLY so. He wasn't a fitness 'guru', nor a superstar trainer, and he was operating in a very competitive field as a personal trainer offering a CD product on how to lose weight.

"I don't have money to market a course," he said. "I can't afford huge ads in the papers or arrange to have a mailing sent to 100,000 diet-product buyers on a mailing list."

But the Cash On Demand message is that you don't have to concern yourself with these kinds of worries. You just do it one step at a time. Subscribers who've read Module 6 of the course will remember that there's no need to do it any other way. It's simply a question of going out and getting free publicity.

But Mike didn't think he could do what Module 6 said he could, namely to get newspapers and magazines to run free publicity for his CD. However, rigorously applying the techniques taught in Module 6 demonstrated otherwise. Using only the methods taught resulted in printed space that would have cost £117,932 to buy if he had been purchasing advertising.

See the table below for the breakdown:

PUBLICATION	READERSHIP	AD EQUIVALENT VALUE
Zest Magazine	255,000	£2,055
You Are What You Eat Magazine	Not available	£1,312.50
Yours Magazine	Not Available	£5,475
Celebs on Sunday (Sunday Mirror) Appeared in two publications	3.8 million	£19,500
Sainsbury's Magazine Case study of successful client of Trainer plus photo shoot	2,949,000	£17,640
Prima Included pictures of Trainer's exercises etc	854,000	£71,950
<b>CURRENT TOTAL</b>		<b>£117,932</b>

The Ad Equivalent Value calculation in the above table is based on each publication's published advertising rates. But in fact, it's much more valuable than advertising. Independent media monitoring companies place the value of editorial at between three and five times the equivalent advertising space. So, if it costs £50,000 to take a whole page ad in *The Daily Mail*, having a whole page article is worth at least £150,000.

So this exercise generated publicity of at least £350,000 in value for Mike.