

Fitness Marketing Monthly

THE COMPLETE COLLECTION

INDEX



Welcome to *Fitness Marketing Monthly* — The Complete Collection

When we launched *Fitness Marketing Monthly*, our goal was to create a resource that our subscribers would annotate, save, and refer back to often. We also planned to publish *FMM* 12 times a year until our readers lost interest.

But a funny thing happened as we outlined what turned out to be our final issues: We realized we'd covered just about everything we thought our readers need to know.

We covered marketing from every angle that matters to a fitness entrepreneur. We did entire issues on reputation, money, resourcefulness, failure, and moving your career forward. We profiled both groundbreaking and up-and-coming trainers and business owners, and gave you advice from top experts on hiring employees, retaining clients, working with the media, recovering from missteps, presenting at and hosting fitness events, and writing and publishing everything from sales copy to books.

After packing all of that into 10 issues, we decided to stop right there. We're confident that the information, advice, and insight you'll find in this complete *FMM* collection is both timely and timeless, and that it's also fun to read.

How to use it

You'll find two ways to navigate *FMM*:

- By issue (from page 1 of our first issue to page 28 of our last)
- By subject (from Advertising and Copywriting to Technology)

You'll also find a collection of our Top Secret Swipe Files, reproduced in chronological order.

Read it straight through, or use an index to jump right to the subjects you care about most. Highlight, bookmark, or dog-ear the parts you want to remember. Return to *FMM* whenever you need a fresh idea for your business. Whether that's today or years from now, you should find the solution between these covers.

- Jonathan Goodman



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