

OBI OBADIKE

opportunities for you are speaking well on-camera and off-camera and being able to write.

A fitness model is a dime a dozen as you can grab just about any fit good-looking guy or girl to shoot pictures but a fitness personality is like finding a needle in a haystack. A fitness personality encompasses being a great speaker on-camera and off camera, being a great business entrepreneur and being a great writer. If you encompass all of these qualities I promise you can have a very long lucrative career as well as make yourself an invaluable asset to a lot of fitness companies looking for a spokes model. The fitness industry is a billion dollar industry and there is no reason why you can't get a piece of that pie if you can think outside the box.

How do you create a following that breeds sponsorships?

Establishing a presence by giving out free fitness advice and tips on face-book ,twitter, you-tube. When you show that you really care about people that follow you most of them will buy anything you put out. Imagine if you are giving out free fitness tips every single week how many more people you will gain every week on your social networking channel organically and virally. Once you can create a really legitimate following then you bring really value to any fitness company that wants to endorse you because you have a legitimate following that will potentially buy anything that you endorse.

You need to always look at yourself as a business and a product: The moment you devalue yourself in terms of how much you believe you are worth is when you have no value to any company. You only bring value to a company once you take the time to build your brand which realistically takes about 3-5 years. You don't need to be on 50 magazine covers or have 10 world titles to land sponsorships.

A large social networking following that is very responsive to anything you post is much more valuable than being on tons of magazine covers in terms of attaining sponsorships. These are some of things you can make off of your name residually: Having your own membership fitness site , online training, fitness e-book, motivational health and wellness speaker for corporate businesses, etc.

Dream Big and Think BIG:

There are so many things you can accomplish outside of the fitness industry. Such as being a co-host fitness expert on a TV show, being an action movie star actor, being a host for a fitness infomercial product, etc. Why can't you accomplish those things especially if you are just as fit or just as talented than the people that are doing these things that I mentioned.

A lot of the times it is not necessarily that those people are better than you. The only difference is they just received an opportunity that you didn't and made the most out of it. When you get that opportunity please be ready because those opportunities are like one in a million and it can happen.

Never Give Up On Your Dreams:

A lot of people don't receive their big breaks or big opportunities in the entertainment industry until their late 30's and sometimes even mid to late 40's. Most people give up on their dreams way too early before they even reach their potential in their careers. Just because things aren't happening big for you right now doesn't mean that big things won't happen for you in the future.

You can monetize your competition titles and magazine covers by displaying those accolades on your business cards but most importantly on your business website. Being on a magazine cover or winning a bodybuilding or fitness model title gives you credibility with people that are looking for a personal trainer. It will also give you credibility as a gym owner and supplement company owner and this is because your potential buyer assumes you must know something about health and fitness since you are in great shape and you have titles and covers to validate it.

