



SMS Masterminds Launches Niche Product 'Off Day Trainer' for Fitness Industry

SMS Masterminds, a division of SpendSmart Networks, Inc. announces launch of subscription-based software platform to help personal trainers grow their business.

SAN LUIS OBISPO, Calif., April 7, 2015 (GLOBE NEWSWIRE) -- via PRWEB - SMS Masterminds, a division of the publicly traded SpendSmart Networks, Inc. ([SSPC](#)) a national full-service mobile and loyalty marketing agency, yesterday launched a new niche software platform called 'Off Day Trainer'.

'Off Day Trainer' (offdaytrainer.com) is a subscription-based software platform that helps personal trainers grow their business by solving many of their core business problems: how to acquire and retain more clients.

"Off Day Trainer leverages our technology and expertise in mobile marketing to help personal trainers grow their business, by doing more of what they already do well -- help change people's lives," explains Alex Minicucci, CEO of SpendSmart.

David Pitts, Product Manager for 'Off Day Trainer', explains how it works; "We've implemented personal training best practices by developing leads, converting leads into new business, keeping active clients inspired and accountable as well as staying in touch with former clients. We've put this into a software platform that is virtually automated, instantly helping trainers grow their business and give their clients more value."

"There are more than 250,000 trainers in the United States alone, so this presents a significant opportunity for the company. It also represents our first direct-to-market product, which means not only can we leverage our amazing network of licensees to sell it, we can sell direct in all markets where we don't have licensees. Our BETA testing went very well, and we filed a patent on it because of its unique, personalized, predictive technology. It's a real game-changer," notes Minicucci.

SMS Masterminds has partnered with industry leaders to refine and promote this product, including world-renowned trainer Todd Durkin, known for his Fitness Quest 10 video series and his role as Lead Training Advisor for Under Armour, as well as coach to football stars like Drew Brees, Darren Sproles, Carson Palmer and more.

Combining forces, SMS Masterminds and Durkin created 'Dose of Durkin' (<http://www.doseofdurkin.com>) a weekly inspirational text message from Todd Durkin himself. Trainers and clients can sign up online to receive these proprietary tips from Durkin for free, which now has thousands of participants.

"David and Alex got this product right -- there is nothing else like it! Too many software companies are trying to eliminate the trainer, this one helps them do their jobs better. This is going to help a lot of people get better results, and help trainers deliver a better client experience and ultimately help them run a better business! . I'm honored to be a part of something that is a win-win for everyone!" explains Todd Durkin.

'Off Day Trainer' was launched on April 6th, pricing starts at \$50/month to personal trainers. Learn more at <http://www.offdaytrainer.com>

About SpendSmart

SpendSmart Networks provides proprietary loyalty systems and a suite of digital engagement and marketing services that help local merchants build relationships with consumers and drive revenues. These services are implemented and supported by a vast network of certified digital marketing specialists, aka "Certified Masterminds," who drive revenue and consumer relationships for merchants via loyalty programs, mobile marketing, mobile commerce. Consumers' dollars go further when they spend it with merchants in the SpendSmart network of merchants, as they receive exclusive deals, earn rewards and ultimately build a connection with their favorite merchants. For more information on SpendSmart, please visit <http://www.spendsmartinc.com>.

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