

# What Is Marketing

**Marketing is educating your customers and prospects to understand appreciate and desire the BENEFIT your product or service gives them then convincing them to desire it only from you!**

To be successful at marketing today requires a change in strategy, purpose and mind-set.

To see your business through your client's eyes you must ask yourself this question, "If I were a customer, would I buy from my business and why or why not?"

Things sure have changed! In the 60's, 70's and 80's your competitive advantage was technology, geography, legislature, capital and cheap labour costs.

In the 90's, it changed again to cheap technology, global competition, communication explosion, privatisation, deregulation and open money markets.

Now the only tools businesses have with which to set themselves apart are Marketing and Innovation. Otherwise your product or service is in danger of becoming a commodity (bought on price alone).

Money is rarely an issue.

**The key is to fall in love with your client, not your product or service.**

And if you really want your business to be successful, all you have to do is - understand, empathise, educate, relate to, love, help, appreciate, advise, indemnify, contribute to and add value to your customer!

***“Marketing and Innovation produce results. Every other cost is an expense against your business.”***      **Peter Drucker**

## **What is USP? (Reason why)**

Your Unique Selling Proposition is that **distinct, appealing benefit or promise** that sets your business apart from every other "ME TOO" competitor that **no other competitor offers**.

### **How to Formulate Your USP**

**Ask yourself what are the:**

- **Fears**
- **Frustrations**
- **Desires**
- **Concerns**
- **Opportunities**

**of your customers?**

**"Why Should I Buy From You?"**

### **If You Don't Have An Obvious USP ... Create One!**

Remember:

You are not selling a product or *service* *you* are selling a *result* or *benefit*.

*You're selling:*

- beauty
- health
- social status
- confidence
- energy

## **Where Can You Look To Find Your USP?**

Differentiate yourself through:

- Staff & skills
- Organisational structure & systems
- Strategy
- Style & culture
- Product benefits
- Expertise, advice & education

**Coming up with the right USP for your product or business can take days, weeks or months - but it is the *cornerstone* of all your marketing.**

## **Types of USP You Can Create For Your Business**

1. **Customer Service** ~ "Served in 3 minutes or it's free!" OR "Delivered piping hot to your door in 30 minutes or it's free!"
2. **Quality** - "Only organic produce used " OR " We use only the freshest ingredients ".
3. **Technology** - " We have the latest and fastest ovens / special cooking methods.
4. **Specificity** - " 798 special herbs and spices / secret herbs and spices".
5. **Product** - Unique in itself.
6. **Convenience** - "More locations" OR "Drive through service".
7. **Quick Response** - delight your customers with the speed and standard with which you deliver your product or service.
8. **Aesthetics** - Create a visually pleasing environment.
9. **Information** - Hot line 1800 number - to tell the story of how you do what you do.
10. **Personal Involvement** - "Small is better". You can articulate that the service is more personalised and that they will get to deal with the owner.
11. **Precision** - " ... is painstakingly produced using only the finest of ingredients."
12. **Design** - "Thicker sandwiches" OR "Deeper pan Pizzas ".

13. **Distribution** - *"Available in every suburb" OR "Delivered fresh daily by your milkman"*.
14. **Trust** - *"In business for 27 years" OR "Staff have a combined experience of 168 years in the industry"*.
15. **Qualification** - *"Our chef trained in France" OR "Award winning Chef"*  
*"1995 Winner of the prestigious..... award"*.
16. **Price** - *"We will discount on lowest price" OR "We won't be beaten on price"*.
17. **Added value** - *"Free Coffee /Movie tickets with your meal"*.
18. **Risk reversal** - *"100% no questions asked money back guarantee" OR "Like it just came out of the oven or it's free!"*
19. **People** – *"Better trained and highly qualified"*.
20. **Systems** - *"Consistent product or service delivered on time and on budget"*.
21. **Range** - *"Biggest range" OR "68 different products in the menu"*.
22. *"On time or it's FREE!"*
23. **Exclusivity** - *"Only available from us"*.
24. **Scarcity** - *"Only available to 'certain qualified clients'"*.
25. **Simplicity** - *"Easier to make / get to"*.

26. **Flexibility** - "*Have it as you want, when you want and in whatever colour or size you want*".

27. **Size** - "*Biggest distributor of (a particular product or service)*"

28. **Remove the frustration for the customer** - "*Quick and easy*".

29. **Eliminate embarrassment for your customer** - "*Your identity will remain anonymous*".

30. **Safety** - "*Volvos are the safest cars*".

# Your Business is a Marketing Business

It doesn't matter whether you are in the business of selling shoes or high-priced seminars. It doesn't matter whether you sell a hard product like computers or a soft service like personal training. You are really in the business of marketing.

Or, at least, that is how you should be thinking about your business because that mind set will make you successful. Let's define the term "marketing" just to make sure we are thinking along the same lines.

The dictionary defines the word "market" (the action, or verb form of the work) as "to offer for sale" or "to sell". Therefore, "marketing" is the action of offering your products for sale and/or the action of selling them.

It is the action of getting your product, whatever it is, into the hands of your customer.

And to add a little but very important point to that: it should be done in the most effective manner possible.

**Remember, marketing is educating your customers about the benefit your product gives them and then convincing them to buy it from you.**

## How It Is Done

To be a marketing expert, the first thing you must learn is how to THINK like a marketing expert. Another way of saying this is: to have a "marketing expert's mindset".



A mindset is a collection of strategies you use in approaching a subject. In this case the subject is marketing and we want the mindset of an expert in the field.

There is an old saying:

**Give a Man a fish and you feed him for a day. Teach a man to fish and he eats for the rest of his life.**

By learning a marketing expert's mindset, you will know how to fish the waters of potential customers. In effect, you will eat for the rest of your life.

The marketing expert mindset you will be adopting is one that brings you many thousands of dollars in extra profits that you would not have had otherwise.

## **Marketing Leverage**

Leverage is an exciting concept. It means that you can apply a little amount of something one end and get a big something happening on the other end.

In the case of marketing it means that you can get a big increase in results by making a little, and possibly no-cost, adjustment.

For example, let's say you place a 2 column by 12 cm ad in the newspaper every week and 20 people on average come in and buy something every time the ad runs.

Now you make a little adjustment in the ad. It is now the same size and in the same place. And it is still run only once per week, so your cost is the same. However, this ad now brings in 80 people on the average every time you run it.

You spent the same amount of money but got 400% better results!

Let's examine it more closely. Suppose the ad costs \$500 and every person on the average who comes in from the ad spends \$ 100, half of which is profit.

This means that on the first ad you generated \$2,000 in sales (20 x \$100/person). Take away \$1000 for the cost of sales and \$500 for the ad and you are left with a gross profit of \$500. Actually, this is not bad. It means that every time you invest \$500 in advertising you double your money.

Now let's take a look at the second ad. You generated \$8,000 in sales (80 x \$100/person). From this you take away \$4,000 in cost of sales and \$500 for the cost of the ad. And now you are left with a whopping \$3,500 profit! That's a 700% increase!

You only increased your sales by 400% but your profits increased by 700%. The cost of your ad remained the same. In fact, the cost of the ad is the same no matter what words you put in. But the words you put in can have a dramatic effect on the results. So, the leverage you have in marketing and advertising is in what you put into your ads.

This example shows us how powerful marketing leverage and the marketing expert's mindset is?

## **Bringing in new customers.**

According to Forbes magazine, it is 4 to 5 times more expensive to sell a new customer than to sell an existing customer.

What that means exactly is that making a sale to someone who has already bought from you is far more profitable than trying to make a sale from someone who has never bought from you.

You may wonder why. Actually, there are several reasons and the most important is the fact that until someone buys from you successfully, they are afraid they will be cheated. You are a stranger to them. Naturally, they are unsure of whether they can trust you.

However, once they have a good buying experience from you, they are more likely to come back to you. The reason is obvious: they trust you more than the other strangers whom they have not bought from!

Therefore, one of the most important parts of your marketing program should be to try to get as many new people as possible in to have a positive buying experience.

The next thing to do is promote to them to come back again and again to have more positive buying experiences.

***The experience between your business and the customer has a lifetime and a value.***

# Lifetime Value of a Customer

The lifetime value of a customer is equal to the total profit that a customer brings into your business over the lifetime of the relationship with your business.

Let's calculate a typical example. Let's say you have a store and that you've tracked the number of customers *who* come into your store.

Every year you get 1,000 new people to come into your store and they purchase, in total, \$20,000 worth of products or \$20 per person.

Let's say that your average gross profit is equal to 35% of the selling price. This means that the \$20,000 in sales from the first sale to these 1,000 new people resulted in a gross profit of \$7,000.

Furthermore, let's assume that you spent \$3,000 on advertising, or \$3 per person, to get these new people into your store. In other words, you made \$4,000 profit or \$4 per person on the average.

You now know that every time you spend \$3 in advertising to get a new person into your store, you bring back \$7 in gross profits before advertising costs and \$4 after ad costs. As you can see, this is **An Easy, Low Cost Way To Get Lots Of New Customers.**

If you track those 1,000 new people over the next several years, you find that, on the average, they generate about \$ 100 per person the first year. That's \$ 100,000 for the year.

The next year they bring in \$90 per person, then \$80 etc. For five years. Let's stop there. That's \$20 for the first sale, \$100 for year 1, \$90 for year 2, \$80 for year 3, \$70 for year 4, and \$60 for year 5. That's \$420 on average per person over the five years.

And, at 35% average profit based on selling price, this represents \$147 per person. This may not seem like much but remember that it cost you \$3 in advertising cost to get this new customer and that customer represents \$147 in profit to you.

**This is the Lifetime Value of each new person: \$147.**

Keep in mind that we are working with averages here. But over the 1,000 new people *who* came in, you will make a total profit over the next 5 years of **\$147,000!!!!**

Not every one of the 1,000 new people who walked through your door buys something. And not everyone who buys something comes back again. But there are **many people who buy** something and return again and again. These are the people who make these figures work. These are the people who can make you rich. Treat them with respect.

Once you work out the lifetime value of the customers you want to attract to your business, you can then determine what you have to do and what to offer them to get them to try you.

Knowing what a customer is worth, say \$147 to you over a period of time, means that you can make an "up-front" or acquisitional loss on their first visit with you and still make a fortune over the next 12 months.

In today's competitive marketplace, it is vitally important that you get lots of new customers to try your products and your service as quickly as possible. After all you have overheads you have to pay no matter how much business you get.

Once they are trying your products and service your chances of getting them as regulars are greatly increased by following the customer nurturing ideas we will show you in this package.

**It is far more cost effective to give away a sample or free trial, than to spend cash on expensive promotions and ads.**

After all, your biggest expenses are fixed overheads. The additional cost of a free trial is only a fraction of what the potential new customer is worth to you.

Once a customer tries you once, your aim is to get them to come back a second time and then become a regular.

**A word of warning, if your product or service is not up to standard, this approach will send you broke very fast.**

No doubt, in the past you have chosen to do business with someone, only to find the product and service unsatisfactory. You never return and you tell 10 of your friends how terrible it was.

Don't let this happen to you in your business.

It is absolutely vitally important that you at least attempt to evaluate the lifetime value of a client. Then you will know how much money you need to spend to get him/her the first time and how much money you will make over his/her lifetime.

Unlike many businesses you won't need to allocate funds for an advertising budget – you will know exactly what it costs you to create a new client and you will know what they are going to be worth to your business over the next few years.

Apply this simple process and you can't lose!

You will make even more money by recognising how valuable these people are and treating them with special attention.

Use this form to calculate

## The Lifetime Profit Value Your Customers

Average Sale Per Customer (\$) :	
<i>LESS</i> - Cost of Sale (\$):	
<i>GIVES YOU</i> - Profit Per Sale: (\$)	
<i>MULTIPLY BY</i> - No. Of Sales Per Year:	
<i>GIVES YOU</i> - Profit Per Year (\$):	
<i>MULTIPLY BY</i> - No. Of Years as a customer:	
Lifetime Profit Per Customer (\$):	

**Lifetime Profit Of A Customer:** Once you know what a customer is *really* worth to you, you can start to experiment with different offers to get new people to become your customers. You can determine *how much* you can afford to spend to bring a new person into your business.

There are three ways to  
grow a  
business.... any business.

## *ONLY THREE WAYS*

1. Increase the number of clients
2. Increase the average transaction value
3. Increase the frequency of repurchase  
Get more residual value out of each client



# To Grow Your Client Base You Can Focus On:

## Increasing your lead generation through:

- Referral systems
- Acquiring clients at breakeven up front and make a profit on the back end
- Guaranteeing purchases through risk reversal
- Host-beneficiary relationships
- Advertising
- Using direct mail
- Using telemarketing
- Running special events or information nights
- Acquiring qualified lists
- Develop a Unique Selling Proposition
- Increasing the perceived value of your product/service through better client education
- Using public relations

## Increasing your client retention rate by:

- Delivering higher-than-expected levels of service
- Communicating frequently with your clients to nurture them

## Increasing your conversion from inquiry to sale by:

- Increasing sales skills levels of your staff
- Acquiring clients at breakeven up front and make a profit on the back end
- Guaranteeing purchases through risk reversal
- Host-beneficiary relationships
- Advertising

# To Increase the Average Transaction Value, You Can Focus On:

- Improving your selling techniques to up-sell and cross-sell
- Increasing your pricing and hence your margins
- Changing the profile of your products or services to be more “up market”
- Offering greater/larger units of purchase services together
- Packaging complementary products and services together
- Using point-of-sale promotions

# To Increase Transaction Frequency, You Can Focus On:

- Developing a back end of products that you can go back to your clients with
- Communicating personally with your clients (by telephone, letter) to maintain a positive relationship
- Endorsing other people's products to your list
- Running special events such as "closed door sales," limited pre-release and so on
- Programming clients
- Price inducements for frequency

# Back End

The FRONT END is when you sell something to someone for the first time. The BACK END is when you sell something to a customer who has already bought something from you.

Let's take the above example.

First, all those 1,000 new people did not buy something. Some of them just wandered into the store, looked around and left. Some of them bought something and left, never to return. And some of them will spend hundreds of dollars over the next several years.

Now let's say you track the big 1,000 new people and find that you can identify 200 as "big spenders". These people will be making most of the purchases which will bring you that \$147,000 profit over the next 5 years.

What will happen if you send them some advertising directed specifically toward them? Isn't it likely that they will spend even more?

That's why airlines have Frequent Flyer programs. They know these people buy more often than others (up to 5 times more by recent surveys!) The airlines are not stupid. They want these people to fly their airline every time. And to get them to do that, they entice them with incentives.

You should do something similar, if you can.

Have you ever been to a book store that gives you a card which gets punched every time you make a purchase? And after you have spent a certain amount of money, you get a certificate toward the purchase of a book in their store.

Both of these programs are similar. Could you implement a similar program in your business? If so, you could make a lot more than you do without one.

If not, don't worry. With a little imagination, this concept can be put to use in other ways. It is universal and can be used in any business.

Let's get back to our 200 "big spenders" and calculate some figures.

There are 200 people whom we classify as big spenders.

Now remember what Fortune said about selling to existing customers? It's 4 to 5 times more expensive to get sell to new customers. Put another way, promoting to an existing customer is one quarter to one fifth as expensive as promoting for a new customer. Let's take the worst case and say it is one quarter, or 25%, of what it costs to bring in a new customer.

If new people cost \$7,000 to bring in 1,000 of them, that's \$7 per person. This means the existing customer should cost 25% of \$7 or \$1.75 per person.

So, promoting to the big 200 big spenders costs 200 times \$1.75 or \$350 per year. Now let's say that by doing this we can get these big spenders to spend an extra \$400 per person per year. This means an \$80,000 extra each year and \$400,000 extra over the 5 years.

At 35% profit, this represents an extra \$28,000 per year or **an extra \$140,000** over the course of the 5 years. And that's \$700 extra profit per person.

If the average lifetime of the relationship between your **business and the "big spender"** customer is 5 years, this means that each of these 200 big spenders is worth at least \$847 in profit to you.

The reason I say "at least is because \$147 of it is an average over 1,000 people, many of whom spend little or nothing. So the value of the big spender is more than the \$847 we've just calculated.

**How can you spot the "big spenders"?**

You can't! Until you track their purchases for some time, you don't know. Sometimes they don't buy for the first few times. Sometimes they make a big purchase from the start.

The point is: they are all different.

*In The Beginning You Must Treat Every New Person As If He Or She Is A "Big Spender".*

You can't afford to turn away "big spenders". They are each is worth \$847 to you.

And remember, every time you spend \$3,000 in advertising, you get 1,000 new people 200 of which are new "big spenders"!!!

So, you can see how, every time you advertise for new people and continue advertising to existing customers (which includes the "big spenders"), you are building future income for your business over a 5 year period to the tune of 200 times \$700 plus 1,000 times \$147.

**That's \$287,000!!!**

Try putting your \$3,000 into a bank account for 5 years and see what you get. You'll be lucky to get \$600. In fact, at current interest rates it would take over 154 years to earn that much money in a saving account (assuming inflation and other factors did not lessen or eliminate the value entirely).

Sure, you might get a better return by putting the \$3,000 into a good stock. But who knows what stock will pay off better? Some do worse. And your speculation could very well cause you to lose the entire \$3,000.

So, be smart. Invest your money in your own business.

A survey of new millionaires constantly shows that the majority builds their wealth in just this way. When you think about it, it makes sense. Investing in the business you know best and are constantly attending to is better than investing in someone else's business that you know little about, can't follow closely and is run by strangers.

The important thing to remember is that each customer who buys something from you has a value over the lifetime of the relationship. And that value is substantial.

Once they buy from you they are more likely to buy from you again and again, provided that the experience is rewarding and reliable.

Now you can understand why customer service is so important. If your new customers have a good experience, they will return again and again. If not, they will stay away in droves and tell all their friends to do so as well.

Don't just sell to new customers. Promote to those old customers. They are your gold mine.

And to harvest the gold you must start by treating your new customers as if each one was a "big spender".

You can even lose money on the front end and come out rich on the back end. In fact, when you lose money on the front end to build trust and gain new customers it is so powerful that it will baffle your competition. When they try to duplicate your front end, they will lose money. This shocks your competition because they can't figure out how you are getting it to work and they can't. What they don't realise is that you are stealing their customers away from them and turning a sizeable profit on the back end.

Your competition will never be able to figure out what is happening.

# Eight Easy Steps To Positive Media Attention

Media exposure is probably the most cost-effective way of communicating with your marketplace. Follow these steps and *you* will discover that it is surprisingly easy to get exposure for your business.

1. Choose a publication that communicates with your market.
2. Write a newsworthy story - a story that will capture the attention of the readers (*and therefore the journalist*) of this publication. Tell your story the way the publication's readers would like to hear it not the way you would like to tell it.
3. Give your story a powerful *benefit* headline and, if possible, choose a story with a *use-by date* (*like a seminar or a special event of some kind*).
4. Read the publication and identify a journalist who has written a story with content similar to yours.
5. Phone the publication and ask for that journalist by name. Tell the journalist that you have a story that might interest their readers and then relate your story's headline (*fire your big guns first*).
6. If the journalist perceives that you have a good story they will probably ask you to send some information. Fax them your story along with any other relevant information you have (*include copies of stories written by other journalists*).
7. If you don't hear from the journalist within a few days, it often pays to follow up by phone. Just be sure to keep your tone *low key*. (*It's nice to phone simply to advise them of a new development*)



8. Assuming your story goes to print, it is imperative that you thank the journalist. In fact, even your story doesn't make it to the publication's pages, still thank the journalist for giving their consideration.

### **How not to do it.**

I've seen many companies produce literally hundreds of conventional (*boring*) press kits and send them to every newspaper and TV station they could think of. Well, this kind of *shotgun strategy* will work if you have a story that is absolutely earth shattering, but if you don't ... it probably won't. Journalists prefer to feel that they have discovered an *exclusive* scoop rather than being *battery-fed* a mass-produced media release.

Unless you are dealing with a very small publication, do not try to bribe media with advertising dollars. Journalists (*quite rightly*) believe that they are servants of the general public and not servants of yours. (Advertisements don't sell newspapers, but good editorials will.)

# 15 Easy Ways to Keep Your Customers Coming Back And Spending Their Money With You Forever

**There are proven ways to keep your existing customers and turn your new customers into lifetime advocates of your business.**

It's all about the human touch and it is something that's often missing in our business dealings today. Your customers are all human beings who have a wife or husband, kids who don't listen, a mortgage that's too big, a house that's too small, a swimming pool that needs cleaning and a garden that needs weeding. They are concerned about their health, they like to laugh, eat out, go to the movies and want to be happy just like you.

The more you treat your customers as friends, the more they'll talk about you and want to do business with you. You spend more time at work than at home. So make it fun and deal with customers as if they were your friends. And guess what? They will be your friends.

Here 15 amazing secrets of making friends with your customers.

## **1. Send Birthday Letters.**

Everyone likes to be remembered on their birthday. Personal birthday letters are the easiest to implement. Why not send a little gift? But not tacky pens please. Maybe a gift voucher to a restaurant. (The restaurant should give you the voucher FREE or at a 60% discount since it introduces a new customer to them at no cost.) Or a couple of movie tickets or whatever ... Here's what you could say in your letter ...

Dear

There's something special happening this month on the 24th.

### **It is your Birthday!!**

I'll bet you knew ... So here is a very HAPPY BIRTHDAY wish from all of us at

### **"HAPPY BIRTHDAY!!"**

And, because it's your birthday, I'd like to give you the special gift I have been saving up, for a special occasion like this one, etc, etc, etc.

### **2. Make regular "How's thing's calls.**

Pick up the phone for 15 minutes each day and call a customer for no other reason than to say ...

*"Hi \_\_\_\_\_ I just called to see how things are going."*

When was the last time you called your customers when you didn't have to? Your customers will appreciate that you are thinking of them. It makes them feel that you really care. Do this regularly and you'll have so much business you won't know what to do with it.

### **3. Send out small bags of lollies or jelly beans.**

Include a bag of lollies with your next sale, together with a handwritten note. *"I thought you might like these, they are my favourites."* Or instruct your staff to include them with every job, product or delivery you do. Attach a little note saying. *'Here is a little something for you to enjoy.'*

You will not believe the impact this will have on how people remember you and your business. When your customers talk about you, they'll say: "My personal trainer, the one who sends us these great jelly beans." They'll keep

them, they'll eat them and when you forget to send them a packet they'll call you up to ask where it is. Yes, this has happened to us and it will happen to you, try it.

#### **4. Give unexpected gifts.**

If you find an article, a book, an audio-cassette, or anything else your customers may be interested in, send them a copy with a note saying. *'I thought you'd enjoy this. I just finished reading it and it's got some interesting ideas.'* If you get large quantities of books, audio-tapes, reports etc, you'll find the price you pay is reasonable and the goodwill it creates large. Invest in educating your customers and they'll give you more business.

#### **5. Send Christmas messages with a difference.**

Your Christmas card will get lost with dozens of others unless you do something different. Something that'll make your customers talk about it and about you. It is far easier to create a conversation piece by sending a letter with a Christmas lolly and a bit of Christmas tinsel than to do what everyone does. Or you could send a cheap to buy card and take the dollar you save and tape it to the card with the words: *'Here's something you can give to your favourite charity or make a small child happy.'* That's sure to get more attention, isn't it?

#### **6. Send lots of Thank You letters.**

Thank your customers for everything. Especially for paying their bills on time. Thank them 'or referring people to you, thank them for coming to see you, thank them for giving you their business. What you reward is what you'll get more *of*. So reward your customers by thanking them often. When is the last time someone thanked you for spending your money with them? Why not send a little note with

*"Hi \_\_\_\_\_ Thank you for taking care of your account so promptly".*

And attach a bag of ... jelly beans. Remember, what you reward is what you'll get more of. Thank your customers often and they'll respond by talking about you and giving you more business.

### **7. Make thank you phone calls.**

As a variation to the Thank You letter, you or your staff can also pick up the phone and thank your customers in person.

*"Hi \_\_\_\_\_ Just wanted to say Thank You for taking care of your account so promptly. I really appreciate it. "*

Do this and watch them pay even quicker next time.

### **8. Give your customers recognition.**

Get photos of your customers in their business or home, together with a written testimonial about the results they got by using your products or services. Put these on your reception and office wall or in your shop. They'll be flattered and they'll talk to their friends about it. How do you get them to agree? Ask, " *\_\_\_\_\_ , I'd like to get a photo of you and your business and a testimonial if possible. If they turn out well, we may put them up in our reception where people can see them and promote your business at the same time.*"

Who can refuse 'free promotion' of their business?

### **9. Give your customers awards.**

Imagine getting the Award for the best Business in Australia? How would you feel? Recognize your top 10, 20, or 50 customers. Send them an Award Certificate with a letter saying,

Dear

*The other day I was going through my records and I realised that you are one of our top \_\_\_\_\_ (10, 20, 50) customers.*

*I really appreciate your business. That's why I want to give you the "Top Customer Award Certificate" that is enclosed with this package.*

*I look forward to seeing you soon, etc, etc.*

We all like to get awards, trophies and certificates. If you are a member of a sporting club or play sport in a team or individually, you'll know that awards are the reward for good performance. It is the same in business. Give awards to your customers, they'll love you for it.

#### **10. Hold seminars, breakfasts or lunches for your good customers.**

It is another way to give recognition and keep in touch with your good customers. Have a speaker on an interesting topic and ask them to bring a friend. Send a thank you letter for attending after the lunch and offer their friend a free sample of your product or service. Here's what your invitation could say ...

Dear.,

I would like to invite you to our lunch for Top Customers.

It will be held at \_\_\_\_\_ on \_\_\_\_\_ and ...

#### **It's FREE**

It's our way of saying thank you for your business. We'll have a speaker for about 20 minutes on \_\_\_\_\_. It is a topic I am sure you'll be interested in. You are welcome to bring a friend or a business associate. Just let me know when you book.

You could charge a small (*or large*) fee to cover your costs on these promotions.

### **11. Let your customers in on how you do things.**

Next time a customer visits your office, show them around. Explain to them what the various people in your office do. When presenting a bill or a quote to a customer, itemise what you did. Make sure you explain why the bill is what it is.

You'll find that if you justify your bill to the customers by a good explanation (*reasons why*), you won't have a problem with unhappy customers who go elsewhere.

### **12. Educate your customers.**

The more you educate your customers through seminars, newsletters, reports, books and in your letters, the more they'll want you to do for them. The reason is that you are showing them that you are knowledgeable and good at what you do. The more highly they think of you the more they trust your advice, products and service.

### **13. Ask your customers for feedback on your performance.**

The best way to continually improve is to send out customer feedback forms every 6-12 months. For the most useful feed back simply ask these questions,

How can we improve our service to you?

What else can we do to help you in your business? (*if you are dealing with business customers*)

What do you like the best about our product or service?

What do you like the least?

The answers will help you focus on areas of interest to your customers and give you valuable feedback for what you should be doing to improve your service. Remember, customer perception is the reality. You may think you are doing a great job, however if your customers don't agree you have to change or you will lose them.

**Here's some more interesting information on customer service feedback.**

The average business never hears from 96% of its unhappy customers. The customers simply never come back.

The average customer who has had a problem tells 9 or 10 people about it. One in five unhappy customers will tell 20 people.

Statistics show that for every customer who complains about a problem the business has in reality 26 other customers with the same problem. And, of the customers who verbalise a complaint, over 75% will keep doing business with you if you solve it for them. This percentage group goes up to an amazing 95% if you solve the problem quickly.

The customers who had a problem that you solved quickly will also become advocates for your business. They'll immediately tell an average of 5 people about you.

**14. Become a central information resource.**

Develop a library of videos, audio-tapes, book, etc on topics that affect your customers. Make these available to your customers on loan. You may also want to purchase larger quantities at wholesale rates and pass them on to your customers. They'll appreciate your efforts.



## **15. Get staff or assistants involved.**

Ask them to come up with ideas on how to implement some of the ideas here and come up with additional ideas for serving the customer better. Give them the authority to create the systems that make sure everyone is thanked and gets a lolly or two with a friendly note from the person who dealt with them.

All these ideas won't work unless you do them. Make someone responsible for making sure that whatever you decide to do actually happens – everytime. Make it a documented system, outlining exactly who is going to do what. If MacDonald's can do it with 14 year old kids, so can you.

And don't stop there.

Spend time thinking up ways to make your own customers feel special, and to make your business a lot more fun. Watch the enthusiastic response from your customers go straight to your bank account.

## WHAT I DO, AND WHO I TRAIN

### *What You Do*

It's important to get clear on what it is you're out to make happen for people. You'll start with the intellectual stuff: "er I help people set and achieve goals which inspire ...etc

You want to get right down to it, in clear English that everyone can understand. Here are some examples:

"I help people do whatever it is they need to do so they have zero regrets at the age of 80"

"I ask people 'What do you want?' and, 'What are you doing about it?'"

"I help people get off the fence, and start living their life"

"I help people get clear on what's really important to them, and then keep them in action!"

"I insist people live the life they were born for"

"I have my clients stop waiting"

You want to get clear on WHY you are a personal trainer, and what you want for people. It has become clear to me why personal training is valuable for me. "People get caught up in their patterns; we are trained to focus on and complain about what is not working. Society is not set up for regular time out to ask ourselves: 'Am I going for what I really want? And am I going about it the smartest way possible?' Personal training provides a structure to take regular time out of our busy lives to take the big picture view - to increase the chances we're heading where we'll be happiest, and that we're taking the easiest, and most fun path."

So make personal training become less intellectual, and more real for you by getting in touch with why you feel it is really important. This will help you relax and have fun during the interview.

Tapping into your passion, by getting to the Truth of what you do, will have you soaring high in your new profession.

## Who You Train

There's nothing wrong with Training, or attempting to train everyone. If your "client" is truly willing to be trainable, and you will suspend your opinions, judgments and agendas, it doesn't matter who you are.

It will make a difference to your confidence, however, if you gain some clarity around types of people you would like to make a difference to

So who would you like to help?

Anyone wanting to begin treating their body well?

Women or men dealing with midlife crisis?

30-35 year old women looking to feel better about themselves?

Stressed out executives wanting balance?

If you focused on a particular client type, what are three possibilities? Who would you really like to contribute to, or feel a connection with? (Small business owners? Women? Men? 50-60 years old?)

If you concentrated on three personal training areas, what would they be? i.e. What are three things you might like to help these groups with.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

You don't need to choose; it's OK to spend the next couple of years seeing what groups you're attracted to. But again, getting an idea in the early stages of who you would like to contribute to, will assist your motivation and confidence. Factor this into your "one-liner" about what you do, make it express what you're passionate about, and start training these groups!

## WHERE TO FIND CLIENTS

If you're still building up your confidence, then I'm going to outline here a strategy which is the fastest for building confidence and getting your initial clients. (Once you are confident and have a full practice, revenue increases, your attraction increases, and you'll know more about who you want to train.)

### ***Leveraging Your Current Network***

Start with people who know you, or know of you. Most people don't even know what training is. So as you can imagine it might be an even less certain prospect to discuss a new concept with someone they don't know! It's much easier to practise with your existing network - even if they don't go on to become regular clients. You'll build your confidence, you'll build your referrals, and once you have enough people for practice, pretty soon you'll start charging a reasonable fee.

Don't worry - you don't have to 'sell' to your network. You can approach your network so that they don't feel under the slightest pressure - in fact they enjoy the process - and you can feel totally comfortable (or at least empowered enough to keep moving forward!).

### **Exercise**

List (preferably using a computer) the people you know who might either:

- a) be interested in working with a personal trainer
- b) be interested in experiencing at least a one-off trial session, to see what it's about

- c) know someone who might be interested in a free trial personal training session, or
- d) be interested in knowing that you're now starting a new business in personal training, just because they like to know what you're up to, or because they'd like to be able to refer you if they bump into someone looking for a personal trainer.

Note: Almost everyone you know should be on this list! Include friends, colleagues, family etc.

Then prioritize into three groups:

GROUP A) people who might be really interested,  
GROUP B) people probably interested, and  
GROUP Q well - they made the list, but I'm not sure it would be worth calling them.

## **Exercise**

List the people you know who might really be able to use personal training right now. i.e. the people YOU feel might really be able to use some help, or who you feel you would like to contribute to.

Write next to each one their issue, and how you think you could help.

For example:

Name	Issue	Possible Ways Coaching Might Help
Lynn	Getting over divorce	Keep her in action to socialise; help her take care of herself; weekly support
Jiffi	Very timid	Help her see her strengths, and build confidence (and stand up to Jack).
John	Overwhelmed and stressed	Help him use time more effectively, plan, and slow down! More time for himself.
Richard	Feels overweight	Help him set clear goals and develop health plan and supporting structures. AND, to accept and love his body.
Greg	Resigned and apathetic	Help him get in touch with his passion/create an inspiring project.
Betty	Working 14 hours a day in her own business	Look at the steps needed to 'remove' her from the business. Getting her 'out of the business' to get some balance in her life.

# GETTING PAYING CLIENTS

## ***THE EXPLORATORY OR TRIAL SESSION***

It can be difficult for most people to say yes to personal training because they do not know exactly what it would provide, or what they would have to do. There may be many concerns from "I don't know whether I can afford it", to "Does it really work?", to "I'll be obligated to do something!"

However, *it is much easier for someone to say yes to a one-off Exploratory or Trial Session*. Make it clear that it is free, and there is no obligation to continue, and you will have a chance to give someone experience of personal training, and to help convert them from being someone wanting to make changes to someone actually making changes.

The trial session is often very different from ongoing training sessions. For starters, this might be the last session! i.e. you don't have a client yet, and they may have questions about you or training. Secondly, you don't know what they want to work on.

Let's take a look at what you want to achieve from your trial session. This is an important step before you design it. So you can feel comfortable and authentic, they need to be objectives that you could openly share with your prospective client up front. If you have an objective you cannot share, then you have a hidden agenda, which they will most likely sense. As a personal trainer you need to always have the client's (even prospective client's) best interests at heart.



## ***Exercise***

Note: I recommend you do this exercise BEFORE you look at the suggestions following.

- 1) Pretend you're the first personal trainer on the planet. (This way, you don't have a perspective of trying to get it right! You're simply looking for what works). Write one to four objectives for the trial session (What's an outcome you want? What's an outcome they might want?).
- 2) Now do an "Alignment Check". Are these objectives you could openly share with the prospective client up front? If not, revise your objectives.

### Suggested Objectives of a Trial Session

1. The client has a strong sense of the possibility having a personal trainer could provide in their life.
- 2 Client has a strong sense that having a personal trainer can help him/her move forward on their particular issue.
- 3 Client understands what personal training is, can communicate it, and agrees to refer you to people. Client knows how to do this (e.g. web site, email, phone, knows your invitation).

### **Exercise**

Note: I recommend you do this exercise BEFORE you look at the suggestions following.

Again pretend you are the first personal trainer on the planet. You have asked Julie if she would like a regular call each week to support her in her life. Julie has asked: "What would we work on?" and "Why should I invest my time and money in this?" You have 30 minutes before the Trial Session where these questions will be answered for Julie. Draft a 5- 7 step outline of the process you intend to go through.

## **Suggested Outline of a Trial Session**

### **1. Context**

a. What do you want to achieve in this session? Put another way, what would you like to leave the session with?

b. What I want to achieve (see if it makes sense for us to work together).

Note: If they don't bring it up, ask if they're looking for a personal trainer, or have considered the possibility. Leading to... "so would you like to know by the end of the session if I'm the right personal trainer for you?" "...if it makes sense for us to go forward together?"

c. What interested you in, or drew you to the idea of having a personal trainer?

### **2. Get clear on the goal/vision/picture**

a. By when?

b. Maybe pick a 12- month goal, then where they need to be in 3 months.

c. If they have several goals, work only on the most important one.

### **3. Help them see the path**

d. How will you get there?

- e. What needs to happen for you to reach that?

Note: don't try to handle the whole issue for them in 30-60 minutes! It takes too long. Just help them see a possible path - e.g. we'd work on A, B and C.

4. Why the Personal Trainer is Needed

(You don't want them to say "well thanks – I'll go do that!")

- a. Why haven't you achieved this already?
- b. What would having a personal trainer provide that you haven't had in the past?
- c. If we go forward together on this, what would you get from me that would be most valuable? (support, accountability, direction, focus, validation, challenge, motivation etc.)

5. Uncovering any hidden objections

- a. Is there anything left that you need to know about how I train my clients, or about who I am, for you to know if you'd like to us to work together on this?

6. Closing the Sale

- a. Is that something you're interested in?
- b. So how does all this feel so far?
- c. How important is this goal to you?

- d. Let me tell you how I set up with new clients, and you can tell me if that's something you would like to try? (We pick our regular time slot, I send you a welcome pack, and I give you profiles and diagnostics so you can get started straight away. Is that something you'd like to do?)
- e. Is there anything else you need to know about me or the training for you to decide if it makes sense to move forward on this now?
- f. What will probably happen if you don't hire me as your personal trainer?
- g. Are you willing to accept not achieving this goal in the next couple of years?
- h. I don't mind if you work with me or not, but sitting on the fence isn't part of training. So I invite you to choose either way, but choose now.

7. Double Closing

- a. How do you feel about us working together?
- b. Could you give me some feedback regarding how this session was for you?

## THE INVITATION

The Warm Invitation described in this section is one I recommend you use with the lists you just made (because you know these people, and you are calling them). We'll also cover the Hot Invitation, which is the one you use when someone - for example at a party - says "What do you do?"

### ***Warm Invitation***

A Warm Invitation is one where you know the person. But it's also not a Hot Invitation, because you're not face-to-face with them while *they* bring up the subject by asking you how your training is going, or what you do for a living. So it's a *Warm* Invitation - you know them, or at least know of them through a contact, and you are calling them.

Here's a sample script you might use:

*"Hi Jack, how are you? I'm calling about training. I'm setting up my personal training practice, and I'm looking for high energy [INSERT YOUR OWN DESCRIPTOR] people to do some trial sessions with.*

[PAUSE/LISTEN].

*But first, if you have a couple of minutes, I'd like to check and see if us doing a session together even makes sense, because I don't want to waste your time with this.*

[PAUSE/LISTEN]

*OK, great. So let's find out if there's something worth working on. What's one thing you'd like to alter in your life? (or: What's the biggest pain in your life? What's one thing you'd love more of, if you could only have more of one thing?) [INSERT YOUR OWN QUESTION - EXPERIMENT WITH THIS]*

[PAUSE/LISTEN. QUICKLY FIND WHAT THEY WANT/THEIR 'BUTTON'. DON'T GET INTO IT YOU'RE NOT TRYING TO SOLVE ANYTHING RIGHT NOW]

*OK - so if we could find some strategies to help you do that, would that be worth spending half an hour on?*

*Great - I won't be charging for this. If we find a great goal that training could make a big impact on, we can look at setting up a training structure for you. If not, then I appreciate your time in helping me with my training and development. Do you prefer Wednesday or Thursday? What time suits you best?"*

## ***Exercise***

Practice this with three friends from the lists you made previously.

## ***Exercise***

Use the Warm Invitation (or your version of it) to begin going through your lists of people. Polish off Group A within the first week or two, and then Group B within two weeks after that. Aim for a 'yes' ratio of, say, 80%.

Tip: It's much easier to call 10 people in an hour (to set up Exploratory Sessions), than it is calling one person a day for 10 days. Once you have done the first couple and gotten into the 'flow', you can call anyone with confidence. But if you do one a day, you may never get into this zone.

## ***Hot Invitation***

How many times do you find yourself at a party, meeting, in an elevator etc., and someone asks you what you do? This is an excellent opportunity to invite someone to experience training with you. However, firstly you must give them a REASON or INCENTIVE to do so. Secondly, you must extend an INVITATION!

A HOT INVITE is one extended when you are already talking to someone, and health or fitness comes up (as opposed to a warm invite where you call someone you know to discuss training). You're on the spot - here's an opportunity to turn a conversation into a trial session.

## **Sample Script**

Suppose training comes up and the person says: "That's interesting". Here are a series of questions, which will often lead to a strong trial session:

*"Really? Have you ever considered working with a personal trainer?"*

[PAUSE/LISTEN]

*What's one area you would focus on first, if you had your own personal trainer?*

[PAUSE/LISTEN]

*Do you think training might make an impact in that area?*

*Well - why don't we find out? I'd be happy to offer you a 20 minute consultation - no obligation, and no charge. If it turns out training can't really help, at least you'll leave with a good sense of what training is all about. If it*



*turns out it would have a big impact, we'll look at what kind of training structure would best support you.*

[PAUSE/LISTEN]

*Great - how do I contact you?*

*How's Friday for you?"*

## **Exercise**

Practice your hot invitation at least once this week. You might be in a store, at a bus stop, talking to the telephone information service, or at a party. When someone pops that magic question: "What do you do?" ~ be ready. Note: In both the Warm and Hot Invitation you might notice we found a hot button/area, extended an invitation, and removed any obligation or pressure to continue with training.

## **How to get your first client if you are a new personal trainer.**

When you are a new personal trainer people may ask you questions like:

"How many people have you trained?"

"What is your experience?"

"Can you give me some examples of how you have helped someone?"

"Could I read your testimonials?"

Now what are you going to say if you have not had any paying clients or coached anyone?

For the first 2 months I would concentrate on just training anyone!

That means...

Friends

Family

Colleagues

Offer your services for no payment to businesses and professionals

Just train!!!!

What you will get when you train people is:

1. It will give you time to practice your new training skills on

people who are not paying - thus it relieves a little bit of the pressure than if you were charging \$400 and it was your first time!!!

2. Imagine this. You train 20 people in 2 months. You can ask for 20 testimonials on how good you were, you can use these on your website, your brochures, your business cards etc

3. You also have 20 examples of times when you have trained someone

4. You also have 20 case studies that you could package up and put on your website of times when you have got results

5. You could even put these 20 examples into an e-book and give it away to prospects who visit your site - a nice sales tool that!

6. You could produce a 20 part audio program called:  
"20 little known secrets to getting the body you want"  
and put these on your website and just give them away.

You need references and evidence that you know your stuff and ONLY THEN will prospects part with their money and pay you for your services.

So, in closing I would take 2 months and train everyone and anyone with a pulse for no charge.

Practise your skills and see what works for you and what doesn't.

Then produce an army of products to giveaway based upon all of the training you have completed during the 2 months to provide evidence of just how good you are!

## MY BIO OR RESUME

You might be surprised how credible you can appear with a well-worded biography. We have seen many trainers blossom once they have put pen to paper, and seen how professional they sound. There are things about you a prospective client might like to know, and you don't even realise it. When you start to dig, you will find you have a lot of life experiences, and perhaps some training, which will assist you in coaching your clients.

Here is a list of things you might consider including in your biography:

- your passion to help people
- the way in which you have -already- been helping people (e.g. unofficial coaching, mentoring, shoulder to lean on, teaching, training, managing)
- specifically WHAT you provide for people your successes (e.g. promotion, career, financially, health, relationship/marriage)
- your adventures (e.g. climbing a mountain, travel to different countries)
- challenges which you have overcome (e.g. divorce, a death, bankruptcy, health issue)
- anything unique or interesting (e.g. scuba dive)
- what you love; what you hate (e.g. kids, flowery email signatures, poetry)
- your training (e.g. communication, corporate experience, people skills, self study such as books and courses, business, any diplomas or degrees or certificates which are relevant or show you have accomplished something, or on-the-job training)
- membership of any relevant associations e.g. Personal Trainers Association, Chamber of Commerce, any volunteer positions on committees, any current coach training course you are undertaking.

Two to three paragraphs should suffice. Don't include anything that does not give you credibility or a reason why you might be a good trainer for them i.e. keep every word relevant. Two powerful lines are better than half a page of waffle. Keep it honest! For example, no saying "Andrew trains executives from major organisations" until you have at least one, or "Bill is a professional speaker" if you're not yet. As always, you decide what is authentic and what isn't.

If your background is a close fit with training, you can mention how it was a natural progression.

## ***Exercise***

List the Top Ten Reasons someone should hire you. (i.e. what are your strengths?)

- List everything you can think of that you have done in your life - including training, experiences, insights etc. Cross out anything that doesn't add to your credibility or express who you are.  
(Suggestion: check with a fellow trainer on this to make sure you are not throwing out valuable information that you are blind to.)
- Write a half page Bio. Then go through and cut it down to 2-3 paragraphs that really describe you well.
- Have a friend who is good with words/marketing blurb edit it to give you a Bio which sounds great! It's amazing what a difference a great sounding Bio can make to your confidence.

- Run your Bio past three friends or colleagues who you would like to train - i.e. they should represent your target market. Use their feedback and suggestions to further improve it.
- Put your Bio on your web site, and in a handy electronic file where you can easily find it (e.g. to insert in an email, or to forward to a prospective client or audience).

## EMAIL SIGNATURE

**Are you missing one of the most valuable marketing opportunities available to you?**

This is an absolutely **"no cost" opportunity** to let the world know what you do and I am **AMAZED** at how many people miss it completely.

How many emails do you send out on a typical day? 10, 25, 50 or more?

**This translates to 3,650, 9,125, 18,250 or more opportunities a year** to let the world know who you are and what you are up to!

**Are you missing, or underutilizing, this opportunity?**

**If so, Jazz Up Your Email Signature!**

**Each email can become a billboard for you and your business.** Even when sending email for non-business reasons it makes sense to have a well crafted eMail signature line.

**You may ask, Why?**

First and foremost, because if people don't know what you do then they can't support you in doing it. You want to **make it easy for people to contact you, refer business to you, ask you questions and ultimately to hire you or buy from you.** Are you doing that today as effectively and easily as you could be?

**Even if you have a signature line I encourage you to review and update it.** Like any kind of advertising an email signature line will grow stale and people become numb to it. Shake it up a bit and see what happens.

**Are you up to the challenge?**

If so, here are some simple steps to making it happen:

**First**, make certain that your **name and contact information** (this can include phone, fax, email address, web address) are there and that you've chosen a font and colour that is legible. Don't get too fancy with fonts and colours as they will often distract from your message.

**Second, include an offer or a give away.** Many people offer a free training session or encourage people to exchange their email address for some other offer (free article of interest to your niche market or an eZine). Once again, this is easily changed so don't sweat the small stuff. The important piece is to give people a reason to contact you and to make it EASY!

**Third, change it up periodically.** Add new bonuses that people can sign up for. Test drive a new "tag line" or add an interesting quote. Coca-Cola® isn't running the same ads that they were 6 months ago, so why should you?

**TIP:** In some programs (i.e., Outlook) **you can create a "signature" file.** What this will do is that every time you open a new email your signature line will appear. However, if you can't figure out how to do this, or your email program doesn't have a "signature" feature then you can create your signature line in Word, or another program, and simply copy and paste it in to your emails before you send them out.



## Excellence

How does it apply to you?

Ask yourself: 'Where am I pursuing excellence in my life? My career? My relationship? My health? My finances?'

'Where am I NOT going for excellence and accepting mediocre results?'

***"Excellence in training comes down to excellence in the trainer"***

It's excellence in our own lives that counts.

Who are you?

Who are you as a person - that someone would want to work with you?

That they would want a 'piece' of your energy? That someone would say, "That's the type of person I would like to become." "I want a life like that."

Are you:

- Loving your life? Can you find gratitude, are you attractive to be around, and do things keep getting better?
- Responsible for your life? Instead of complaining about what happened, do you say, "What did I do to create this, and why?" You forgo excuses and blame.
- Feeling all your feelings honestly? Without letting them rule you, or on the other hand suppressing them?
- Going for everything you want? Or at least being honest where you're not?
- Risking in your life? Saying the things you're scared to say, even at risk of losing a relationship? Doing the things you fear? Thinking bigger? Letting go of your safe nest for what is next?
- Taking care of yourself? Are you giving **you** what you need? Do you exercise and eat well? Do you rest when you need to?

- Keeping your own standards of integrity? Paying ALL the tax you know you should? Do you pay for software and CD music? Are you on time? Do you let go of the clients you know you're not helping? Set your own standards and stick to them.

***"Excellence in training comes down to excellence in the trainer."***

### **Excellent, not perfect.**

A trainer's life doesn't have to be perfect. Boy – you should see some of the stuff that happens in my life! But what's your attitude around it? Is it: 'What a powerful ride! What's next?' Or 'Why does this always happen to me?'

Do you learn from your experiences? It's the growing and expanding that leads to understanding for ourselves and for those we train.

I just had a session today where my courage in coming through a difficult time was fuel and inspiration for my client. It wasn't so much my 'technique' in training her; it was her being able to see someone who had been there and faced the tough decisions and come through it with a smile (eventually!). It's wonderful how our clients call us to live greater lives than we might on our own.

Even in our imperfect lives, are you excited about your life? Do you wake up feeling that something wonderful will happen today? This passion brings enthusiasm to your clients as well. You can create light, when you are lit up yourself.

### **Pursue excellence, for you *and* your clients**

***"Excellence in training comes down to excellence in the trainer."***

If you pursue excellence in your own life, you will expect it for your clients.

If you're willing to pick up the phone and call someone you're terrified to talk to, you'll then be a stand for your client to do the same. When you are honest

in all your relationships, you'll expect your client to tell the truth. If you're looking after yourself, you'll be firmer with a client who is letting their body go.

When you are out of integrity or living way below your vision of yourself, your self-assurance drops. Conversely, living a life of excellence will give you confidence as a trainer, and potential clients will feel it. Every time you make choices that bring you closer to who you want to be, you gain confidence. And confident trainers will ask more of their clients.

### **Work on yourself as much as you work on your business**

Don't just take business classes or training seminars, take personal growth seminars, read as much as you can, listen to motivational tapes, grow in your relationships, challenge yourself. Know yourself and know your issues, so you continue to grow. Track down your 'gurus' and learn from them.

***"Excellence in training comes down to excellence in the trainer."***

If as trainers we pursue excellence in our own lives, we will expect it from our clients. And people will see and feel excellence in the profession!

## **How To Present Yourself As A Personal Trainer**

- 1. Presentation of your premises** – From the first moment a new client enters your premises; they will unconsciously begin to assess you and your premises. These first impressions will be vital in how comfortable they are with you – the more comfortable they feel, the easier the process of them giving you the information needed to see if you can help them.

**Remember**, this was probably a big step (scary) for them to just come and see you about doing something with their health. The first thing to do is to congratulate them for taking some steps in improving their health and fitness.

This message will let them know that you are on their side and you are willing to help them solve this problem. It's really a matter of the client feeling that you are competent and professional, yet friendly and approachable. This impression is worth more than money can buy – especially when people talk about your service.

If your place is untidy or you are untidy and disorganized, you will definitely come across as being amateurish, nervous and lacking confidence.

### **Steps**

- Make sure your premise is kept tidy and well maintained.
- Make sure you are always well presented (hair, clothes)
- Try to achieve a professional atmosphere.
- Attend to professional hospitality, for example, have magazines in a waiting area, information on areas of interest, supply filtered water.

- If working outdoors and not in a gym, be there well before the client have the circuit or whatever training is going to take place ready to go.

## **2. Personal Presentation**

Your clients will also judge the way you groom yourself.

Dress should be of tidy appearance- shorts, tracksuit pants, presentable T-shirt with your logo on it. Sneakers should be in good condition and be the right shoes for fitness training. This gives a message to your clients that you are a professional (like a doctor, dentist etc) and you are more than just a fitness instructor.

Avoid extremes in personal presentation. A man with a neatly trimmed moustache or beard is acceptable to most people, even in business. Women or men with earrings in their nose or eyebrow and wildly colored hair will make most people wonder what they are letting themselves in for. These comments should not be seen as judgmental of any individual's appearance, but you should remember that people have expectations (valid or otherwise) how a credible health care professional should present himself or herself. A wise practitioner will present him/herself in a sensible and uncontroversial manner.

Always remember to smile and be positive – no matter what issues you have outside of work.

## **3. The Telephone**

Often, a client's first point of contact with you will be by telephone. Therefore the way in which your phone is answered is critical to your ongoing business. Whoever takes the call needs to be friendly and professional while at the same time efficient taking bookings and handling enquiries.

#### **4. The Initial Interview**

This first interview with a prospective client is critical to gathering facts and establishing rapport so that decisions can be made. This is when you will assess if they are someone who you wish to train and help with their problem.

Remember that they will also be assessing you during this interview. Are you competent and confident to help them out? Are you trustworthy? Do they feel comfortable telling you what their problems are? Can you help, do you have any answers?

#### **5. Walking Your Talk**

One sure way of being successful is to walk your talk. When you are telling others to eat healthy and exercise on a daily basis, you had better make sure you are doing the same. I have found that if you are out of shape and not walking your talk, you will get poor results from all your clients, simply because you are not doing it yourself. This then leads to bad advertising for you and will result in no clients or business. For example, if you wanted to become a good runner, would you take advice from someone who has never run in his or her life and is unfit and unhealthy?

#### **6. Communication With Client**

**Be confident and clear on what you are getting people to do.**

Be clear on what you expect from your client right from the start and ask them if they are cool with that – if they aren't DON'T TRAIN THEM. This should be covered in the first interview or first session. This is where you get them to sign the Coaching Contract.

When training your client, make sure your attention is totally on them. Don't answer phone calls or walk off leaving the client standing there. Don't stare at the hot girl or guy training on the other side of the gym instead of watching your client's technique. Make sure they are clear on how to perform the exercises.

Book them into a regular time spot that is theirs for the duration of your contract together.

Be sure to give your client work they need to do by themselves, when they aren't training with you, to be completed by your next session.

All this should be explained from the start.

## **7. Preparation**

**Be on time for your clients; be prepared for their training sessions, Make it as enjoyable as possible and add motivation.**