

49 All Star Proven ways
TO GET
CLIENTS
For Health Professionals



Let's get started...

*I have helped fill 100s of thousands of client bases for almost 3 decades, owned numerous highly successful fitness and health businesses and authored several client development books including the industry leading development of a client base in 90 days book. I have formulated this list to help fitness & health professionals become successful. **Lets do it!***

FIND WHAT WORKS FOR YOU...

1

Creative Networking

Relationship development is one of the keys to success in gaining clients as it grows your referrals and brand. Have you ever seen the professional in your area who everyone knows, and he seems to always be busy? If so, that person is generally working his community strong. We recommend you develop a strong community networking plan, develop relationships and go to work. If this is part of your plan we recommend you read the book "getting into bed with the right people in business!". It is an easy to read book that gives you networking strategies that gets huge results.

2

Gift Certificate Program

OMG- Don't miss this one please! This is a no-brainer and one of the most effective ways to grow clients. Create a gift certificate for a program or service you offer that is valued between \$50-\$200. Make it attractive and print them. You will then sell them at a discount (or regular price depending on your goals) or you will hand them out to current clients, power partners or anyone who can refer you. They can then give it as a gift to someone and they appreciate that, so it grows your brand. They then give it away as a gift to someone and it looks like they bought it but, you provided it for them as a gift. You then chalk up the effort you give to marketing dollars spent and you get in front of and create clients with no dollars spent. We know some pros in our industry who create their entire client base for the year off doing this during the holidays. Get creative and have fun!

3

Speaking Engagements- A must!

Are you interested in getting in front of 10, 50 or even 500 people at a time? If so, create a powerful presentation based upon what you do and go out and schedule 30-60-minute presentations to groups in your community who can buy your services. We have given presentations that bring in 10-50 clients at a time. Visit www.speakwithpurpose.com if you need to increase your skills to make this happen.

4

Engage with Community Leaders can bring massive numbers of clients

This is one of my big ones. I go out and develop relationships with other leaders who can refer me. So, if you're in the fitness industry grow relationships with leaders in your area in the therapy industry so they refer you. Find leaders in your area and offer your services for free - influencers like community leaders, speakers, journalists, etc. In exchange ask for them to make you a killer testimonial and maybe plug you. They'll do that themselves if you're amazing at your job anyways.

5

Press Releases- Use to set you up for success!

It is imperative you write a press release on your business and have it ready to email or mail out always. Depending on where you are located, it may be free, or it may cost you a very small fee to publish a press release about your business. This is especially effective if you pair this with a charity event or grand opening. Write a quality press release and have it available to use when you need it. We also recommend you use it on your website.

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Developing Strategic Partnerships

Why go out and Hustle for hours on end when you can develop relationships with others who can refer you? This is highly effective and recommended! The more power partnerships you can develop that create win-win relationships the faster business wealth will happen for you. Sit back and think of who could refer you and who can you develop a win-win relationship with and set up a meeting to discuss with them. Visit www.achievesystemspro.com if you need help.

7

Develop a Sales/Leads Team - A must!

This is one of the most effective ways for getting business. Work in a group setting with 3 other health professionals and set-up a system for generating leads in a team setting. You then all work online and generate 3 strategic partnership meetings a week and refer each other back and forth. For more details to set up a sales team go to www.achievesystemspro.com .

8

Corporate Account Systems can fill a client base in 1 day

There is no better way to grow your business then develop a relationship with a corporation/business in your community. Envision you having a company that is 3 blocks away market to their 120 employees to go see you to do business. These relationships are everywhere and if you can come up with a win-win situation they will become attractive to working with you and recommending you as an employee benefit (picture you are holding or being involved in a health fair at their office, them referring you etc.).

9

Write a book/ Become an author

Writing a book is much easier than you think if you have the right mentorship. I know pros (including myself) we crank out best-selling books in 3-6 months. A book becomes your business card, grows your brand and makes it so people want to come to you rather than you are going after them. It also creates a nice profit center/revenue stream for your business. Highly recommended! Go to www.achievesystemspro.com if you need help authoring a book.

10

Write an Education Program

Are you great at something? If you are we strongly recommend you write an education program on how you work with your clients and share it with others by creating either a CEC/CEU program or turn it into a simple manual you can sell. Selling it creates revenue and you can use it to grow your brand to grow clients and income. If interested in writing an education program visit www.achieveacademypro.com for details.

11

Conferences and Events

Hosting a table at a fitness, nutrition, therapy or wellness conference is going to put you in front of potentially 100's of people interested in your services. Your ideal client is EVERYWHERE at these things and you can grow your brand strongly!

12

Flyers/ Handouts

Really Rob? Yes, we had a professional in Baltimore fill his client base from handing out flyers ever day (yes!). Flyers work BEST when paired with digital marketing like Facebook or Instagram Ads. It will help create a sense that you and your business are THE best solution for their business needs.

13

Develop Affiliates

Yes, let others sell you! We talk a lot about developing strategic relationships but, there is nothing wrong with paying someone for sending you referrals. If you research online there are affiliates all over the world who would be glad to sell you for a referral fee. Some cost up front money and others do not. We strongly recommend you look at www.achievesystemspro.com as they have a list of over 125 places to grow affiliate relationships online.

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Joint Ventures (kind of the same as strategic relationships)

Staying top of mind is key. Building mutually beneficial relationships with local businesses that have your target market, is an easy way to build up a network of people who can cross refer clients to each other. Go into neighboring businesses and offer them a free session for any of their customers, or a discount for their employees if they buy a program or sessions from you.

15

Become an Event Guru

Go on google right now and look up events in your area and inquire about exhibiting, participating, providing and simply attending events in your area that are related to health. Your target audience will be right in front of you and you can hand out your gift certificates, make offers and develop relationships.

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Copy me & create PDF Guides

Easy to do and so important! Creating valuable PDF guides (like this guide) is a great way to exchange contact info for value. Something like a 7 Day Workout or Detox is an awesome way to get your prospects to engage with you. It also grows your brand in the health industry as it shows them you know your stuff.

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Asking Often

Asking your existing client base, family, friends or power partners if there is anyone they know who a good fit for your business would be is an often overlooked and very simple way to get new clients. Go to www.achievesystemspro.com as they have a great referral program.

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Hold Seminars

This one is incredibly effective, and if you partner with the right people you will prosper highly.

Get a few local experts you like (think Health Coaches, Chiropractors, Acupuncturists, Dietitians or anyone who is available to speak on topics that would benefit your target market) to speak at a seminar you host. The other professionals will often bring their audience to see them speak, and voila! You have an entire new audience of ready to do business with you and your people bring people as well.

What if I don't have a location? Go get one! There are tons of locations for free such as libraries or rent a place at a hotel or local location for cheap.

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Client & Prospect Appreciation Parties

Grow a holiday marketing program can be very prosperous because people like to spend money on health around the holidays. The winter holidays, 4th of July, or Halloween are all great times for hosting client parties. These parties let your clients build up relationships outside of your business. Let them invite guests and grow your business.

20

Car Marketing

Do people in your local area know who you are? If you have a decent car, putting a wraparound it so everywhere you go people see the name of your business is an amazing way to build awareness in your community. When I opened my first business I put a sign on my call and got several calls each year and most importantly everyone knew who I was.

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Charity Events

Doing good in your community can strongly lead to clients and business! Hosting an event like a charity workout gives your clients a cause beyond themselves they can donate their time and money towards. It's a great way to get awesome, passionate people into your wheelhouse and an effective way to get your client base rallied around a single event. They will bring friends many times who become engaged with you.

22

Health Fairs

Go online and google or contact corporations and any location in your area that holds a health fair and ask them how you can contribute. Most health fairs love health professionals to hold tables at the event and offer a free screening, service, product or whatever you offer. The cool thing is most will allow you in for free.

23

Fitness or any other kind of Challenge you can come up with

I love challenging people! Although this is a sort of played out concept, it still works when used sparingly. A 28 Days, 6 Week, or 90 Day Fitness Challenge is a popular way to get bodies in the door and to work with a group of people who are high-energy and motivated for quick results.

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Giveaways & Swag to brand you & get clients

Shirts, tote bags, keychains, mugs work great as simple but effective branded merchandise. While not technically free, anything you can give to your clients to represent you and your brand outside of your gym is a bit of free promotion you won't want to pass on. We recommend you contact to order swag to give away to promote your business.

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Just ask Darn it!

Referrals, Referrals, Referrals! Asking, your existing client base if there is anyone they know who a good fit for your business would be is an often overlooked and very simple way to get new clients. If you are good at what you do your clients will love and refer the heck out of you, but it only will happen if you ASK!

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Gratitude Program

People want to work with people who have gratitude! Write cards after meetings, when you get new clients and come into an encounter with a possible power partner. A strong gratitude program can increase your client base by up to 20% per year and referrals generally double. Take the advice of billion-dollar producer Warren Buffet and work with gratitude.

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Radio Ads

I know what you are thinking! OMG this is going to be expensive! Nope it is not. You can contact local radio channels to get interviewed as many of these stations need content and interviews on a regular basis. Go online and google the station interested in and give them an email or call. We recommend you send them a press release and details on what you do and can talk about.

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Newspaper and Magazine articles

You I know that the internet has taken over the number of people who read newspapers, but this is still a strong market. It will strongly increase your brand. I did an article in the paper years ago and gained over 12 new clients from it and was booked for the year from those clients and referrals from those clients. Magazines are also a great way to promote yourself. Contact them to provide content- NOT to advertise! If you exchange hours for income like most in the health industry your ROI is not strong on advertising in these places generally.

SOCIAL MEDIA & ONLINE

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Website Leads

Having a properly optimized website is a really simple way to get organic leads from Google. Make sure it's set up with the SEO you need so that it shows up when people search for what you offer in your business in your area.

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Email Automation - So important!

93% of your buyers won't sign up at their first contact with you. Having an automatic email follow up going to your email list is an easy way to continue to nurture your leads and convert them when they're ready to buy.

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Guest Interviews- Podcasts and other

Doing interviews on other people's podcasts, YouTube channels, or web shows is another amazing way to grow your audience, community and build your authority. You can go online and research podcasts and ask to be interviewed. Make sure you ask for a copy before you go on for interview. Most podcast operators will provide you the questions they will ask before even getting on, so you are prepared.

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YouTube Channel

Career Growth Alert! I know we touched on paid advertising, but there are some MAJOR advantages to building up a Free YouTube Channel, that consistently pushes out high quality content your clients are interested in. Many people have made careers of just this!

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Instagram

Posting before and after, insights into your health and fitness regimen, and answering questions your clients already have is an awesome way to utilize Instagram to get more clients in the door.

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Facebook

Same as Instagram. Feel free to turn your business's Instagram account into a mini-blog where you can educate and inform your audience.

35

Free Facebook Group

This deserves its own category because of the power it must foster leads and a community. A free Facebook group with daily valuable content will result in warm and hot leads that are ready to sign up when they walk through your door.

36

Get Listed

Places to list your business are on Google Places, Yelp, Yellow Pages, and any other discovery platform you can to help your business get found. Make sure the info is all current, consistent, and accurate. Also contact Achieve Systems at www.achievesystemspro.com and get their 125 plus places online to get clients and business.

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Video Testimonials

I have started doing video testimonials at a very high level over the last 3 years and it has brought in huge results. Interview your clients and get them to talk about their experience in a video testimonial is a great way to gain more clients. The interview will help keep your client at-ease in front of the camera, and the video will let prospects hear your client's exact experiences.

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Have your own Podcast

Do you like talking about what you do and sharing it? Do you like developing relationship that can lead to referrals and business growth? Starting a podcast is a great way to build authority and stay engaged with your ever-growing audience. Best of all it's FREE & fun.

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Blogging

Many people say blogging is dead, but when I google a business one of the first things I check out is if their blog is current as that shows stability. Having high quality blog articles can help pre-qualify people and helps your discoverability on the web.

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Search Engine Optimization

Hire out or learn to do it yourself! Usually provides success by a combination of effective web design & blogging, SEO is one of the best ways to get people to find your website for free. You can learn SEO online by googling and reviewing websites as there is loads of information online.

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Facebook Advertising

Priority advertising for most health professionals. If you know ANYTHING about marketing your HEALTH business, you KNOW that you need to be running effective FB ads to grow your fitness business. This is what we spend 90% of our day doing for our clients.

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Instagram Advertising

You don't want to do this blindly so research it and get some help. Instagram is the younger cooler brother to Facebook. If you aren't running Instagram Paid Advertising campaigns you are missing out BIG time on reaching a large portion of your audience.

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YouTube Advertising

Many in our industry are focusing big on this as you can get in front of your target market much quicker by them seeing you. Don't do it blindly. Consult with an expert or learn online. You can take classes or read up on it all over the internet.

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Google Ad words

Purchasing ad words works especially well if you are looking for a specific type of client. Niche marketing is so important if you plan to do ad word purchases.

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Google Display

Different than just search based AdWords, google display allows you to follow your prospects to the exact websites and blogs they frequent already, keeping your offers and your business always top of mind.

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Twitter Advertising

This is simply another way to be seen. As we teach, you must get in front of your target audience 3-8x before they will purchase from you. Use the available channels and what works for you to do so.

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Other social media websites

Yes, you can grow business on snapchat, LinkedIn and many other social media platforms. Pick the platform that is right for your population and make sure you do your homework, so you don't waste your time.

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Referral Program

If you are not receiving 4 clients average from every customer you currently have you are doing something wrong. Research how to ask for referrals and make sure you reach these numbers average as the success of your business depends on it. Great companies like achieve systems provides referral programs. See at www.achievesystemspro.com.

And, finally we strongly recommend Outsourcing and working with a community that is right for your business....

OUTSOURCING & PARTNERSHIP DEVELOPMENT

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The BIG One!

Outsourcing means you bring others in to do what you're not awesome at as we can't all be awesome at everything. The most successful businesses do just this. We strongly recommend you look at joining a company called Achieve Systems which is a community of fitness & health professionals that provide millions of dollars of resources, partnerships and most importantly a community to grow business. View them at www.achievesystemspro.com .

I am ready to create my plan! How?

Lets do this!

We strongly recommend you pick around 5 of the above and get started today. Create a strong plan and go to work on growing clients and business. If you are good what you do and become great at marketing clients become easy. You then take it to the next level to achieving wealth. **Visit www.achievesystemspro.com** for more information on how to grow your business and acquire wealth.