

I was very fortunate to spend 2 days 1 on 1 with Michael Port the New York Times Bestselling Author of Book Yourself Solid. This book shows you the fastest, easiest and most reliable system for getting more clients that you can handle even if you hate marketing and selling.

Does that sound like you?

I wanted to share this mini course with you to help personal trainers get on track with building your business.

Now it would be very easy to skim this document and do nothing about it, however if nothing changes, nothing changes. So start with the discipline of taking action, it is the action that makes the difference.

Enjoy.

Kellie Sanders
PT Business Success

7 Essential Strategies to Getting More Personal Training Clients Now

By Michael Port
Creator of the Book Yourself Solid system

Strategy Number 1: Know Why People Buy What You're Selling

No matter what you say, think, or do - take the attention off of yourself, your business and your services. Every second of every day stay focused on clear, specific, and detailed solutions, benefits and advantages that appeal to your prospects. Clearly define the root of your prospects' problems and needs. Identify their Urgent Needs and Compelling Desires and then offer them an Invest-able Opportunity and you'll be booked solid in no time.

WRITTEN EXERCISE:

Develop a list that starts to identify what your clients are actually buying when they are buying your services.

What are your clients' Urgent Needs?

1. _____

2. _____

3. _____

What are your clients' Compelling Desires?

1. _____

2. _____

3. _____

What Invest-able Opportunities are you offering your clients?

1. _____

2. _____

3. _____

Now, every time you communicate in person, through writing, on the Internet, in an advertisement, on the phone, etc... articulate and re-articulate these Urgent Needs and Compelling Desires and the Invest-able Opportunities that you offer.

Part 2 of: 7 Essential Strategies to Getting More Clients Now

Strategy Number 2: Choose Your Ideal Clients

For maximum joy, prosperity, and abundance think about the person you are when you are most fully expressed... when you are with all the people who inspire and energize you. Make a long list of the characteristics these people have, because they are your Ideal Clients.

When you are able to define your Ideal Clients you'll have permission to release any dead wood in your calendar. Then, and only then, will you be able to Book Yourself Solid because you'll be working with Ideal Clients, the people with whom you do your best work.

Start to define who your Ideal Clients are and the qualities that your Ideal Clients possess. Here are a few of my clients' essential qualities to get you started:

- * Bright (full of light and easily excitable)
- * Resilient (keep coming back for more)
- * Courageous (dream big)
- * Think big (their projects benefit large groups of people)

* Naturally collaborative (they contribute to and focus on their outcomes)

WRITTEN EXERCISE:

Now, come up with your own.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

The Benefits of working with Ideal Clients:

- * You'll have clean energy to do your best work
- * You won't feel drained or tired
- * You'll feel invigorated and inspired
- * You'll connect with clients on a deeper level
- * You'll feel successful and confident
- * You'll know your work matters and is changing lives
- * The magic of you will come to life!

Sounds pretty darn great, doesn't it!

Part 3 of 7 Essential Strategies to Getting More Clients Now

Strategy Number 3: Be Bold Be Brave Be Yourself For Profit And Fun

Most self-employed professionals present the "diluted" version of themselves to the world – probably the result of conditioning from time spent in the corporate world before entering the world of free-agency. They hide their creativity, quirkiness, spirit, passion, and spark.

If you are guilty of this... you must quickly change. You must flaunt your quirks and show off your personality for fun and profit. Remember people aren't only buying your solutions to the problems they have, but they are buying you – and they'll buy more of you the more fully expressed you are.

Embrace your authentic self and toss out the society-accepted version of you.

Yes! I'm serious. No one likes the IBM stiff blue suit that follows every rule. We're attracted to that quirky, authentic, confident soul who says it like it is and filters nothing!

Think about how radiant and attractive you are when you are with your best friends. If you let your quirky, unique side shine, you'll experience far greater self-assurance and an immediate client attraction. Sound easy? It is! Works every time like a charm. Test it for yourself.

WRITTEN EXERCISE:

Who are you when you are at your best... living in the moment?

1. _____
2. _____
3. _____

What can you talk about all day long with respect to your work?

1. _____
2. _____
3. _____

How would your clients and colleagues who really know you describe you?

1. _____
2. _____
3. _____

What, if anything needs to change?

Are you truly and fully expressing yourself in your work? It's the single most important element in attracting clients to you and your services.

Part 4 of 7 Essential Strategies to Getting More Clients Now

Strategy Number 4: Develop A Personal Brand

My inspired friend - never underestimate the power of branding.

In order to create the thriving business you intend to, you will need to be known for something. In my business, I am referred to as “the guy to call when you're tired of thinking small.” This is no accident. I've been saying this over and over since the day I realized that being “the guy to call when you're tired of thinking small” was my call to action.

Your personal brand is something you'll never get tired of. And the first time you hear someone refer to you by it... you'll want to cry tears of joy. I formulated one simple sentence that allows people to define me... in a manner of my choosing!

I never get tired of saying it or hearing it because I really want people to think big and speak boldly about who they are and what they offer the world. Not only does it very deeply and truly mean something to me, but it also sticks with others. People I don't know call me up on the phone and declare that they're "tired of thinking small." I love it!

There are two levels to your brand identity:

1. Your "why you do it" statement; and
2. Your "who and do whatT" statement

EXAMPLE:

My why I do it statement: "I'm the guy to call when you're tired of thinking small."

My "who and do what" statement: "I help people who work for themselves create relentless demand for their products and services."

Your "why you do it" lets others know what it's like to be around you.

Your "who and do whatT" statement lets others know exactly what you can help them do.

WRITTEN EXERCISE:

Your "why you do it" statement _____

Your "who and do what" statement _____

Part 5 of 7 Essential Strategies to Getting More Clients Now

Strategy Number 5: Learn How To Articulate What You Do

Another one of the main reasons that service professionals fail to build thriving businesses is that they struggle to articulate exactly what they do in this new, vibrant,

branded, and authentic way... and most importantly what specific Invest-able Opportunities they bring to the table.

They aren't compelling and their message comes off as bland and confusing. As a result, they miss countless opportunities to meet and recruit potential clients. Can you personally relate?

Until you are able to clearly articulate exactly what you do, the Invest-able Opportunities that you offer, and all the benefits that clients will experience as a result of working with you, you will be missing out on enormous opportunities for growth and success. Remember people don't buy products or services. They buy solutions to their problems... solutions that you can personally deliver because of your unique abilities and your personal and professional experience.

If you're a yoga teacher, saying you're a yoga teacher is not particularly compelling. I may already have a preconceived notion of what a yoga teacher does or is like. However, saying...

"I help professional women reclaim their bodies from the evil corporate empire and access their true feminine qualities of mystery, intimacy, and sensuality...living part two of the life they were meant to live!" may start a more interesting conversation.

It may also get a laugh, which is a good thing.

For now let's keep it simple. Let's learn how to talk about what you do without sounding confusing or bland. Remember, this should not be used as a "show up and throw up" elevator speech. I hate that. Instead, arm yourself with the ability to connect with others around what's important to them--and have a conversation like a real person!

—Begin Scene—

Setting: Casual conversation at a cocktail party

JOE: Hey Michael, what is it that you do?

MP: Thanks for asking Joe. You know how many self-employed professionals (Part I) go out on their own looking for the freedom that working independently promises but they wind up isolated, frustrated, and often struggling financially? (Part II) Do you know people like that?

JOE: Oh yeah, I definitely do. Actually, that sounds exactly like my sister, Jane.

MP: Oh, no kidding... is she working more hours than she should or wants to, never seems to be able to relax, and is constantly stressed about money? Or worse...has she become disillusioned about working for herself (More of Part II)?

JOE: Yeah, that's exactly right! I've been trying to encourage, her but frankly I'm all out of ideas as to how to help her.

MP: I hear you. I totally understand you. Please tell her that she's not alone. Her situation is remarkably common. So common in fact, that I teach a system for service professionals to book themselves solid in my live seminars and coaching programs (Part III). Fortunately, over 90 percent of the people who have gone through my programs increase the number of clients they serve by over 34 percent and improve their revenues by over 42 percent (Part IV). So, there's hope!

JOE: Oh wow! That's pretty cool.

MP: Well, yeah it's very cool, and it's about more than just getting clients and making money. My clients begin to think a heck of a lot bigger about who they are and what they offer the world. They are finally free from stressful financial worries and are able to passionately share their work with the people they're meant to serve (Part V).

Joe sighs, takes a meaningful pause then says...

JOE: I'm so glad I asked you what you did. How can I get my sister in touch with you? She could really use your help.

MP: Yes, and I'm so thankful to have had the opportunity to talk about how I could help your sister. Here's my card. All my info is on it, but why don't you give me your sister's email address and I'll send her a personal note telling her how we know each other and that you thought I could be of service to her. I'll copy you on the email as well.

JOE: That would be great, Michael. This way I don't have to put it on my already overly long to-do list.

MP: You know, I wrote a book based on my system called Book Yourself Solid. I believe I have a copy in the car. Why don't I go and get it for you. You can give it to your sister as a gift.

JOE: That would be great, thanks. I'll come with you!

Michael and Joe continue their conversation as they walk out to Michael's car.

—End Scene—

Pretty good way to have a real conversation with someone about what you do, yes?

So, in my conversation with Joe, what am I talking about? Four specific things:

1. Who I serve

2. Their needs and desires
3. What I offer that truly serves their needs and desires
4. The results my clients get and the benefits of those results

Your turn... WRITTEN EXERCISE:

You know how some... (describe the people or businesses you serve)

Which means that... (identify the needs and desires they have)

Well, what I do is... (introduce your invest-able offering(s))

It means that... (describe the outcome of your offerings--the benefits)

Fantastic job!

Part 6 of 7 Essential Strategies to Getting More Clients Now

Strategy Number 6: The Simple Selling Process

If you remember this, you'll never have to sell again.

Think in terms of solutions and problems solved and clients will beg to work with you. You are a service professional... a life-long advisor. When you have fundamental solutions to help others, it's your moral imperative to show and tell as many people as possible. You are changing lives! You may think of selling as a dirty word. But really all you're doing is making offers. Offers that are Invest-able Opportunities for your Ideal Clients.

So inquire... "What is your goal?"

Then show... "What are the benefits you will achieve when you accomplish your goal?"

Then offer... "Would you like a partner to help you with that?"

That's a very simple sales conversation. And I suggest you keep it that simple - just TALK with people about what they want and ask them if they'd like your help.

One more thing I want you to consider... your offerings may be expensive and service based. Your offerings have what I call a "high barrier for entry." If I charge \$450 per hour for my coaching, that may be a high barrier for entry to those who don't know me and don't even really know what coaching is. I need to remove any and all barriers for entry so that my potential Ideal Clients have an opportunity to experience what it's like to work with me. And experience is the operative word.

We'll talk more about how to do this tomorrow in Strategy Number 7.

For today...

Practice the Simple Selling System.

Call up a colleague or a friend and ask them to practice with you. It's really the only way that you'll get better at the sales conversation. You've got to create habits of making offers and using the Simple Selling Process is simply the best way that I know how. So call a buddy now... go ahead and press the buttons and practice.

Part 7 of 7 Essential Strategies to Getting More Clients Now

Strategy Number 7: Self Promotion Is Easy And Fun

I'm sure you've heard the expression, "It's not what you know, but who you know?" Well, that's not true. It's "Who knows what you know," that's important.

As I mentioned in Part 6, having a sales conversation is very easy. However, your services may have high barriers for entry. So, even if you have a perfect sales conversation, your Ideal Client may still not be sure that they should invest in your services. In order to promote yourself, your services, and products, your Ideal Clients need to know what you know on a deep and meaningful level. They need to know that you have loads and loads of Invest-able Opportunities that are based on their Urgent Needs and their Compelling Desires.

The best way to do this is to have a few compelling offers that have no barriers for entry.

For example: I've been offering a free teleseminar every Monday at 12pm Eastern for a while now that helps people think bigger about who they are and what they offer the world (it'll also help you book yourself solid).

It's a Membership Club called The ThinkBIG Revolution.

But here's the thing...

Membership is F*R*E*E. And I invite everybody that I meet to join. I'd like to invite you. I bet you'll love it. And if you don't, you won't come back. It's simple. You get an opportunity to participate in something that may add value to your life and test me out at the same time.

And for me, well it's fantastic, I don't have to "sell" anything. I can offer really great value to the lives of potential clients and customers at no risk to them. And then they have the opportunity to ask me for more business help if they are so inclined. There are tons of ways that you can set up this type of "always have something to invite people to" self-promotion strategy. You may just need to be a little creative.

See how easy it is?

What kind of compelling "always have something to invite people to" marketing strategy can you create? That's the first Book Yourself Solid self-promotion strategy I want you to consider.

When I first started in the industry these were the strategies I used to build it up to the successful business that I have today. They are the brilliant fundamental that will build a great foundation for your personal training business.

Again please promise to take action; I know that when you do you will have amazing success in building your personal training strategies.

If you want to take your business further and learn more about these systems then email me at kellie@ptbusinesssuccess.com so you to can become booked solid with personal training clients.

Cheers,

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