

## Get the Most Out of Your Referrals



For most established fitness trainers out there, working through referrals is their life-blood. For the rest of the gang, that may not be the case. The fact of the matter is that you probably get one or two once in awhile, at which you get thrilled. However, you have no clue how to generate them consistently and automatically.

It is my wish that at the end of this material, you will be able to generate more referrals in a month than you currently do in a year. And not just generate them, actually do something with them (hint, make more money).

Referrals are a great way to add to your already growing list of clients. Here are some of the benefits you get with referrals:

- Referrals do not need to be sold, like conventional clients. The fact is that a referred client will come to you already pre-qualified and ready to do business with you. The person who referred them to you already removed any objections or excuse they might have had. All that's left is for you to close them.
- Referred clients are more trusting and motivated to work with you. The person who referred them most likely said positive things about you, thus making the referral trust you by association. This is just a function of the referral process.
- Working with referrals can be cost cutting to your fitness business. Referrals are generally inexpensive, and sometimes are free. Plus, they are willing to trust you and will do business for longer periods of time.

To get the kind of referrals you want, you have to be willing to earn them. This means that you have to be good at what you do. You have to be the ultimate professional; show up on time, educate your clients, give every session your all, and build relationships with your clients.

Some people don't believe in getting personal with the clients. If you want to get referred,

you need to throw this notion out of the window. People do business with other people, not faceless companies. Your personality needs to radiate all the times, most importantly when interacting with your clients. It's all about showing your human side to the world. This will help you develop strong bonds and relationships with clients, and you'll be better off for it in the long run.

### **Getting the referrals you want**

This all starts with providing the kind of content that would make others keep coming back. Write and send articles that are well researched. Get your video camera out and shoot videos of workouts and special training tips. Have someone interview you on the top tips to a healthy life. Literally overwhelm your clients with value adding information at all times. They may not go through everything that you send their way, but they will appreciate the effort you put into it.

It is important to have a list of your clients. This list should contain their names, phone numbers, email addresses, and any other relevant information. From this list you can come up with categories for present, past, prospective, and referral clients. Having this distinction is good, so you know which area to target the most.

Your list should be well maintained using database software. The program should be easy to access and use, should you need to generate mailings at a moment's notice.

This first part is where most people drop the ball. Create your list carefully and with much thought. It may be the difference between struggling to get by, and raking in millions.

### **Mail to your list regularly**

You need to mail your list at least once a month, and no more than once a week. You can set up a program that can help you do this consistently, say a specific date on each month when you send out mail. Maintaining consistency is very important.

Your mailing content can be a newsletter, an article or a promotion. Whatever you choose, make sure that it shows you to be an expert in the fitness business. A special offer each month should also do the trick. The offer can be for a complimentary service (massage treatment), or a complimentary product (bath products, exercise equipment).

### **Reward referrals**

Start a referral rewards program among your clients. However, don't go overboard in recognizing and rewarding the referrer. A simple phone call will do, or a handwritten postcard. If the referral actually signs up for your fitness program, then reward the referrer again. This time a simple gift will do.

If you do nothing but just be a good fitness trainer, then getting the occasional referral is something common. If you want to get them constantly, then you will have to go out of your

way and earn them. It will require you to put in time and effort on a consistent basis, if you want your business to grow. It isn't going to be easy, but nothing worthwhile ever is.

### **Getting the most fitness marketing referrals**

In conclusion, I would like to go over a few pointers that will ensure that your business generates referrals on a consistent basis:

- Have an online and offline presence. Incorporate these two aspects of fitness marketing into your business so you can reach the maximum number of prospects possible.
- Provide value and always educate. Provide your clients with quality content, articles and newsletters from time to time. This will set you up as an expert in the fitness business, something you can actually profit from.
- Sell what you believe in. People are more inclined to buy products that you have tried for yourself. In other words, practice what you preach.
- Reward referrals. Nothing will get clients more happy than the opportunity to get a special gift just for inviting their friend to try out your fitness product/service. Do this regularly, and your client list will be pretty full in months.

Start a list today and get more referrals generated for your business.