



5 Ways to Attract Your Ideal Personal Training Clients

10 years ago, when I first started out as a Wellness Coach, I would have done anything to know how to get more clients...

But as you know, a Personal Trainer certification or even a Master's degree in Nutrition doesn't guarantee you a single client! You can have lots of education and lots of openings in your calendar, but that doesn't feel very good when **you want to be making a difference in people's lives and making money doing what you love!**

After working with thousands of people all over the country and creating a thriving coaching business I can confidently share with other new Health Coaches and Personal Trainers exactly **what works to get IDEAL clients.**

Let's face it, your clients want to hire you because you obviously walk your talk and you are passionate about health and fitness. **They look to you for inspiration and motivation!** They see you as someone who has it all figured out...

Or do they?

One of the biggest challenges that Personal Trainers face is attracting clients who are their perfect match. More often, a gym member will just be assigned a trainer randomly during their sign up with someone in membership, or you might get a referral from a friend of a friend...

But often those are not people you would CHOOSE to work with. They aren't aligned with your vision of health and fitness; you are always trying to convince them to do what they said they were going to do, they feel high maintenance, etc.



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How can you effortlessly draw in the perfect client?

1. Start sharing YOUR expert advice and tips.

When YOU write an article, or even just a paragraph or a bulleted list, it is YOUR voice that the reader hears. You get to talk about what YOU believe about health and fitness and there will be people who love what you have to say and will absolutely want to hear more! And, there will be people who are totally turned off by what you write, and you know what? Thank goodness! Your readers will do what is called Self-Selecting. They will decide for themselves if working with you would be a good match for them or not. So, start putting your words out there! It can be on your own blog, on the blog of the gym where you work or workout, it can be posted on a bulletin board, or it can go in Facebook forums and groups.

Speaking of Facebook...

2. Social Media is one of the top ways to magnetize ideal clients.

Remember, people want to be inspired and motivated by you... so let them see you in action! Start posting your own workouts, photos of you actually lifting or teaching a class, post pictures of the events you compete in, etc. Try to make it a regular weekly habit of showing your ideal clients the kind of workouts that light YOU up! What do you excel at? Again, there are some people who will not want anything to do with your P90X class because they would rather be doing aqua aerobics! Let them self-select. Get on Instagram, Pinterest, FB, and Twitter and set aside about 20-30 minutes each day to update them with a photo, or a tip, or a recipe, or anything that has meaning to YOU. (And make sure you know how to use #hashtags, that's where the magic happens and your following will grow!)

3. Become known as a specialist.

Seriously, it is so much easier to attract ideal clients once they know who you are and what you are an expert in. There are hundreds of continuing education classes available through organizations like IDEA and ACE that you have to think about anyhow (how many CEC's do you have towards your recertification right now?) so it's a great time to think about declaring a special interest. It can be a certain demographic, i.e. pregnant women, teens, 70 year old triathletes, a certain type of exercise modality like Pilates, Crossfit, or marathon running, or maybe it's healthy eating and nutrition for your demographic, etc. If you already know who your ideal client is or what your specialty is then make sure you are writing your tips and articles to THEM. Make sure the pictures



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you are posting on Social Media will appeal to them. It is essentially **BRANDING** yourself. And **POSITIONING** yourself as an expert. Again, you will draw in the ideal client easily once they hear you talking directly to them.

4. Get Testimonials.

I know, it can seem a little awkward to ask a client to rave about you TO you! But, it's worth it. People love to hear success stories and funny stories; just about any kind of story, really. Help your clients out with this task by giving them a template of 3-5 questions that start as a fill in the blank question, but then leave them open-ended so your client can go on in a free-form way if they choose. Make it about **THEM** and the transformation they are most proud of. It can look something like "Before I started working with Carolyn, my biggest concern was _____, but now I totally understand how to _____!" or "Before I started working with Carolyn, I was really self-conscious about _____, but now I feel _____".

5. Make sure that you always have your own coach.

Listen, I can tell you after 10 years in this business, that the biggest leaps and the biggest gains I have ever had in my physical body, my business, AND my personal life have come from me investing in myself with a coach. We **KNOW** coaching works! It's why we **ARE** coaches. And I am here to tell you that more clients will trust you and want to work with you once they know that **YOU** believe in the coaching process yourself. I always have a business coach and a coach for whatever I may be competing in at the moment. For instance, when I wanted to do Figure Competitions on a National and International level you better believe I hired a coach. Now that I compete mostly in Crossfit comps I hired a coach to help me fine-tune my Olympic lifting. When I decided that I was ready to take my business to the next level I hired a coach and within 3 months figured out how to bring in 5 figures. A month. Each month.

So there you go, 5 easy ways to begin to bring in your ideal clients into your schedule starting right now!



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Want help?

I've opened up my calendar for aspiring Fitness Professionals who are ready to turn their passion for health and fitness into a profitable business.

Get your complimentary 30 minute Business Breakthrough Session and:

- Get laser-focused on your Core Values so you can attract perfect-for-you clients
- Gain clarity on your next steps in building your Health Coaching business
- Walk away with increased confidence in your coaching skills and what's possible for you.

Interested? Go here to sign up:

www.MeetWithCarolyn.com