

Building Business

- A. Identify your perfect client (s)
 - 1. Name their characteristics
 - 2. Specify how they interact with you

- B. Reach out to your perfect client : Identify time allotted weekly or monthly
 - 1. Call
 - 2. Email
 - 3. Request
 - 4. Referrals
 - 5. Business cards
 - 6. Contest
 - 7. Notes
 - 8. Support or educational materials
 - 9. Specials
 - 10. EXTRAS

- C. Identify their pain/frustration/motivation points
 - 1. Stressed
 - 2. Fatigue,
 - 3. Need strength/stretch
 - 4. Weight loss
 - 5. Improved "other" sport
 - 6. Health recovery
 - 7. Overall wellness
 - 8. Sense of community
 - 9. Friends
 - 10. Support on journey to mind/body/spirit wholeness

- D. List how you fill their need. What you offer
 - 1. Specific training techniques
 - 2. Compassion
 - 3. Stretch their vision
 - 4. Good coaching through your knowledge
 - 5. Extra suggestions/books/classes/Utube
 - 6. Personalization
 - 7. Q and A support
 - 8. Sense of humor

E. How do you feel when you fill their need?

List the benefits to you when you work with your ideal client

1. Meeting a personal challenge
2. Financial commitments met
3. Sense of job well done
4. Knowledge that you make a difference
5. Challenge to learn more for the client
6. Increased self confidence
7. Personal wellness showing up or release of personal agenda or ego

What are my personal fears about marketing my business?

1. Asking strangers to join you
2. Afraid to stand out as someone different
3. Fear of rejection
4. Being pushy
5. Too many clients creating a need for support staff or expansion
6. Self confidence to manage larger numbers of clients and broader demands
7. Fear of too much money and not enough poverty
8. Ego becoming too big
9. Building a reputation as a 1st in your category/ being recognized as a top performer in your field
10. Teaching other teachers

What do I have to personally lose if my clients don't materialize?

1. Income/financial security
2. Convenience of local business
3. Sense of pride (effort exerted)
4. Sense of loss of community, friends, reputation, position power
5. Disappointment to regular clients
6. Not feeling like a team player
7. Disappointing self and others

Specific Steps I can take to market my classes on a daily and weekly basis

1. Learn students names
2. Ask students to bring a friend
3. Email follow up
4. Email a special idea/suggestions/resources
5. Call and thank them for their attendance/hard work/showing up when they don't want to
6. Utube video of personal practice/workshop/

7. Articles from others
8. Personal hand written note
9. Post to facebook personal page and CFYC page
10. Write/ BLOG/Post a quote, a book suggestion
11. Network your class with neighbors/co-workers/book club/lunch bunch/
12. Warm chatter when out in the public/have something of your "own" design to offer
13. Offer a free phone consultation to bring confidence for their first step

My commitment to grow my business consists of:

1. Talk to everyone and hand out my card/flyer/pass/tent message card/Free consult card
2. Promote my Website/ constant contact/
3. Send an email after each appointment or visit/ dedicate XX minutes of follow up after each day, determine what your number is and do it. Make it an appointment with yourself
4. Call 3 to 5 clients a week, especially the ones missing this week, or the ones who referred someone, or just because
5. Bring something new to your appointments, a new message within yourself, a new focus
6. Make sure my name shows up on others facebook page one a week/once a month
7. Write 2 blog thoughts each month