

## Improving your coaching business

### 5 things to learn to get better results for your client

We at strength sensei inc have been fortunate enough to have seen and spoke to all kinds of coaches that worked with many types of clientele. We also have been very lucky to be in Charles close circle and have seen him work. He spoke to us about his successes but also, his mistakes and lesson learned. Add all our own business mistakes to the pot and we have over hundreds of years of what not to do relating to the coaching business.

With the recent unfortunate events surrounding the covid and home confinement, the personal trainer business was brought to it's knees. In fact, there was no shortage of the Instagram business coaches selling their 6 figure online training strategies to the most gullible trainers who thought that this is it, it was the end of personal training as we all know it.



However, it did a big service to the industry. Cleaned up some of the crooks and phonies, but also, it shook up the foundation of many trainers. There are many lessons to take out from these crazy times. Everyone, from the trainer to the clients have discovered many new ways to get fitter. Some also discovered that online training or home training is not for them and they miss the one on one contact, the relationship and

friendships we build in the gym, our tribe. I don't think nothing will ever replace that. It also showed trainers that other sources of revenues are a must.

While most revisited how they conduct business and what the future holds for them, let's dig a bit deeper into our wonderful world of the fitness business.

#### 1. Find your niche

Who do you like to work with?

What motivates you the most?

This question sounds so simple but it can make or break your business and it's actually one of the first things you have to ask yourself. Imagine working, day in and out, with personality types that you can't stand or deal with. If they burn out your energy, you'll have little left for the ones you actually like. It's obvious that when you begin,

you'll have to take whatever comes at you, which you should but like everything in life, use it as a learning curve.

One of the best ways for the new trainers to figure this one out is by working as a floor trainer first. I know, we all want to be the "personal trainer" that everyone raves about in some private studios, especially owning one, but you have to build from the ground up. You have to learn to walk before you can run.

That's actually how you can and will build your clientele and discover what you really like. You will get to work with all kinds of people from all walks of life. We discover a tremendous amount of useful information while working as a regular floor trainer and you can easily apply what you learn as you grow as a personal trainer.

I always gave a little more than expected. I actually did work for a short while as a floor trainer and transitioned slowly to a personal trainer, training clients one on one. It wasn't long before I had a fulltime schedule booked with new and eager clients.

## 2. Specialization

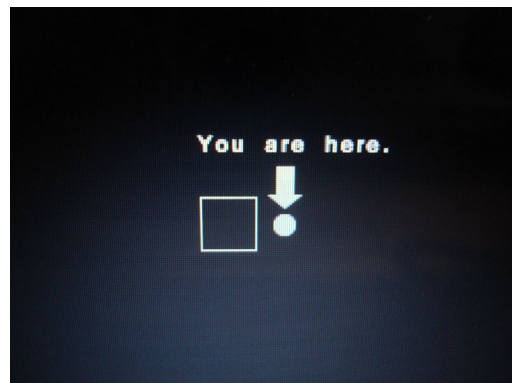
As you get to know what and where you would like to work, you will obviously find what fires you up, what motivates you to get up in the morning and this is what you should specialize in. Having a specialty doesn't mean that you can't work on other issue, but it gives you more credentials and makes it enticing for clients to know that you are a master of one or more subjects. To be a rehab specialist, you still need a good understanding of how the body works which as we know, is multifactorial. You also have to be smart about it.

Location, location, location. If you are in a part of town that is mostly high end 50 years old executives and you specialize in kids sports development, even though you can get a decent clientele, the one who has a golf rehab/prehab/performance specialty might get the edge, makes sense?

You might also have a better chance at getting into some private training center. You can bring or serve a different type of clientele so it could be a big plus for the owners.

## 3. Offer a free consult

First things first, always offer a free 30 minutes consult the very first time you talk to them. It's what I like to call, the filtering process. May it be online or by phone, this is what will make them comfortable with you, or it's also a way to know if you would be able to work with them. Maybe they expect too much in too little time. It's your chance to set the record straight.



I personally want to meet them in person because body language speaks volumes. First question should be “what can I do for you?”, and then, I let them talk. The goal is to listen at the issues, the past and the present. What they tried, what they are presently doing and try to zero in on what is the main goal and/or concern.

While you are at it, give them a few gems, some useful pieces of information that they can apply now. Maybe they are not ready or don’t have the budget for your services, but at least, you helped them in a way and can still refer you some of their friends since you were very professional. It’s as simple as that. One of my business mottos is, always do more than expected.

Although this should be last no more than 30 minutes, you should know in about 5 minutes if you can or can’t work with them. Which leads me to my next point.

#### 4. Referral system

Does it exceed your competence? Are you able to deal with the issue? Sometimes, saying no is a blessing in disguise. I know that your business would need it but at times, losing unsatisfied clients can end up costing you more in the long run. Remember that one client will refer you maybe one or two leads, but a pissed off client will tell at least 10, so choose your client wisely.

Have a few specialists that you can refer quickly. They could be in your gym or in the area, but the goal is being able to help that person as quickly as possible. It also goes both ways. Having good business relationship with professionals that can help you faster results with clients can only be a plus. Those same professionals can also return the favor and send you some clients as well.

#### 5. Find a mentor

I was fortunate enough to have Charles as one of my first mentor and it paid tremendous dividends and opportunities. Mentors will keep you on the right track and make you avoid a lot of costly mistakes. Ask any athlete and coach and they will all say the same, in one single competition, you gain about a year’s worth of knowledge. This is the main reason why I highly suggest internships. You get so much information in a matter of days, and it is exactly in the field you have chosen to work in, your niche. Choose your mentor wisely and take a major leap toward success.

#### 6. Focus on your clients

90% of your energy should be spent on your clients. They are your best business cards. They know everything about you, how you work, how you take care of them and especially how you bring them results. There is nothing wrong with trying to get leads from your clients, but forcing it upon them might not give the best signal.

## 7. Packages and Multiple sources of revenue

On a marketing point of view, you want to give them a few choices when they come and see you, but not a full menu. Limit your services to 3 packages. For example;

### *Silver package*

*Full Evaluation (muscle testing and nutrition consultation), 1 program*

### *Gold package*

*Evaluation, +20 sessions (including 3 programs and monthly bodyfat%)*

### *Platinum*

*All of the above +40 sessions with post workout shake included.*

This is just an example and you can obviously tweak it around. However, giving them more choices will only make them think more. Enter the paradox of choice. If you have Netflix, you probably know what this means. Research shows that there can be too much choices. If you give them more than 3 to 4 choices, possible future clients are less likely to buy anything at all, and if they do buy, they are less satisfied with their selection.

What you also need to do is be honest. If you know that they should start with the 20 sessions package, give them the option. Its your business but they are also buying a relationship. Leading me to my next point.

## 8. Relationship

Don't forget that everyone comes at first to buy your services, however, it's unprecedented fact that a friendly relationship will come out of it, with trust and honesty included. There will probably be some difficult conversation involved and professionalism is of the utmost importance. You will have to listen more than you talk. Let me rephrase that, ALWAYS listen more than you talk. They will often talk about their issues so please don't be a Drill sergeant, since you can discover some other underlying issues and help them towards better choices, always staying in your scope of competence.



## 9. Referral system

Speaking of competence, sometimes, you can't be a trainer and a psychologist in the same session. If you do the evaluation and discover some joint issues and that you can't figure out what it is, referring to a professional might help save you time, and also, your name. Which is why I highly suggest that you always do a full evaluation to start with. It is the only way that you can know problems that even them, fail to recognize.

Imagine a strength discrepancy between the right and left hamstring and low back and start them on a deadlift program because that's what they always wanted. First session and then BAM! Low back pain, wasted sessions and they want their money back. Big hole in the budget and you'll have to find someone else to fill that spot, while that person might be giving you a bad rep since you told them that you were the one who could help them.

If it exceeds your abilities, do not be scared to refer. They will always happily come back and most probably send you more referrals because you were honest with them.

#### 10. Put your time first.

One of the main issues we see trainers do is that they get so caught up and busy at times, they end up neglecting their own health. They always put themselves last, which at the beginning, I understand, can be challenging. We must not forget that the same reason clients come and see us, is good for us as well. Our health comes first and keeps us fighting. Basically, practice what you post! right?

Reserve a spot which should be untouchable. Your "me" time! **Value your time** in every sense of the word. I know when I want to workout, when I feel at my best, so I book that first in my agenda, second are when I should eat and then I book the rest of my day and my appointments. It's as simple as that.

These are very simple tips in order to achieve the best results with your business. Every single one of them can be adjusted to your needs, niche and type of clientele. Think about longevity and focus on your actual active clientele. They are the ones that can give you leads and let them speak your results. Give them 100% and they will always be grateful for it and you will reap the dividends for as long as you are happy doing it.