MODULE 6

Gaining Clients

INTRODUCTION

All the education and training in the world doesn't really matter much unless you have Clients with whom you can share it. Your job as a CIT is to begin to lay the foundation for a successful Coaching business that will create for you a residual income. During your training, we will continue to share examples and ideas of things that have worked (or not worked) in the past. But, we will never be able to cover everything that's possible. Take the information you gain here and in our Webinars and make it fit with your personality, needs and goals. And, when you find something that works especially well for you, share it with the team so that everyone can benefit from your new experience.
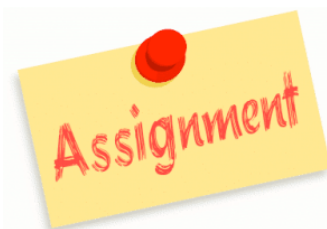
Don't forget that you're also responsible for the assignments covered in Client Chapters 1-7

MARKETING 101 & BRANDING YOURSELF

"Marketing" has two main goals:

1. **attract attention**
2. **create interest**

Being a Coach isn't all that difficult. The real "work" is in the marketing. As a Coach, you must use creative marketing to "brand yourself" and get your audience interested in what you have for sale (a healthy lifestyle). There's no one right or wrong way to market, and our marketing efforts, approaches and messages must be constantly evolving in order to stay "fresh" and keep the attention of our potential Clients.

Successfully branding yourself takes some time and deliberate effort. People simply must know that you are a Lifestyle Health and Weight Management Coach, and that they can come to you with their health-related concerns and questions. You want to be the "go-to" person among your online friends for this purpose. Then, once they are ready to make a lifestyle change, they will remember to come back to you for help.

How do we accomplish that? First of all, we NEVER push a "program" by name, unless it's your own (i.e., "Coach Michael's Weight Management Program"). Putting information out there about named programs creates confusion in the mind of your potential Clients. "Do I go to TLS?" "Do I go to Market America?" "Do I go to Dr. Terry or Coach Teresa?" The only question you want them asking is, "How can Coach Michael help me?" and then make sure that you've provided them confidence in your abilities through your posts.

The same is true in your everyday life. You can't portray one persona online and a completely different one face-to-face. You must walk the talk. You never know when a potential Client may be behind you in line at McDonalds watching you order that Big Mac, large fries and a large Diet Coke. Don't take that chance. Make healthy choices!

CLIENT MATERIALS

Read and complete all assignments:
Chapter 7: You Are Worth It (Part 1) (arrives Day 11)
Chapter 7: You Are Worth It (Part 2) (arrives Day 14)

THE BIG ANNOUNCEMENT

If you haven't yet publicly announced your commitment to this CIT class, then a big announcement regarding your training to become a Lifestyle Weight Management Coach is long overdue. You can't expect potential Clients to read your mind.

- Make sure your profiles on all social media platforms reflect your occupation as a Lifestyle Health and Weight Management Coach. (Yes, you can also list your full-time occupation, if you want, but listing Coaching as your occupation helps to give you credibility.)
- Consider changing your cover photo to something health-related.
- Make the official announcement. It doesn't have to be elaborate. Simple is usually best. Start with the sample in the margin and then tweak it to fit your personality.

Remember that timing is everything. Make sure that when you do post the "Big Announcement" that it's during a high-traffic time. We've found some popular times are 9am, 3pm and 9pm.

POSTING HEALTH TIPS

We have found that Coaches who have the most success are consistent with their posting. They post at least once each day (at high-traffic times), and are committed to posting health-related information that is helpful to their followers.

Rather than sharing links that others are sharing, or articles that you come across, READ and understand the material, and then create your own post. In the event that you do want to directly link to another post, make sure that that person/company isn't your competitor. If they

"I am so excited to be halfway through my training! Soon, I will be certified as a Lifestyle Health and Weight Management Coach and will begin offering monthly groups to help others get started on the journey to a healthy lifestyle. Can't wait!"

SELL weight loss, supplements or programs on their site, they are a competitor. Sending potential Clients to their site from your own wall isn't the best idea.

Google should be your best friend:

- Series posts tend to generate followers and dialogue. Pick a topic to research and then break it up into several small posts with a promise of more information the next day.

- Look for images or graphics that reflect the guidelines taught in our Client materials. It doesn't always have to be serious; cartoons are great to keep things fun and interesting on your wall. Avoid posts that are inflammatory, off-color or divisive.

- Spending an hour or so to create several posts at a time is a great way to prepare for those times when you don't have time for research. Save them to a photos folder on your smart phone, or a word processing file on your computer, and then just post when the time comes. Add to this file on a regular basis, but be sure to note when you use one of these posts so that you don't accidentally "rerun" too soon.

Always make sure that the information you're posting is accurate. The last thing you want is for a potential Client to come along behind you and comment with facts that show that your premise was wrong. Snopes.com can be a great site for checking the validity of things that have gone viral, but unfortunately, their information has also been shown to not be fully accurate. Check for verifiable, reliable sources.

GROUP DATES & REGISTRATION DEADLINES

Groups may begin whenever you choose. Sit down with your calendar now and plan your dates for the next several months. When someone asks, "When is your next class?" you must ALWAYS have an answer. Your first group may begin as early as the Monday FOLLOWING our Week 5 Webinar (see page 3 of Module One). Groups should always begin on Monday.

Your most time-consuming interaction with Clients will be during the first three weeks of class. Depending on goals and progress, you may continue to have in-depth interaction with certain Clients for four full weeks. We recommend scheduling classes every fourth or fifth week to give yourself a little bit of a breather in-between. However, once you become more proficient at Coaching, you may elect to start more than one class per month. Scheduling is completely based on your own

Sample Schedule

March
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May
S	M	T	W	T	F	S
31					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

June
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

▲ Send Informational Emails

● Registration Deadline

■ Group Begins

★ Holiday

preferences and personal time constraints. Keep in mind any personal vacation or other dates that may make it difficult for you to devote the extra time required during the first week. We also recommend that group dates take holidays into account: **whenever possible, avoid starting a group when a holiday will fall within the first three weeks**.

Aside from the actual start date, the registration deadline is the most important date you will set. Dates must be set to allow adequate shipping time to all of the various geographic areas. A good rule of thumb is to close registration ten days before the class start date.

Your potential Clients also need time to review information about the class and make their commitment to get started, so you must plan the date on which you will send out the initial emails (see the document "MarketingEmailsPotentialClient.doc" on the Week Two Resources webpage). Typically one week to 10 days before the registration deadline is a good timeframe, with an informal follow-up around the fourth day if there has been no response. Keep in mind that you may continue sending out information between that date and your registration deadline as additional people request information. Use the appropriate Follow-Up Email on your registration deadline to advise that your group is full, and provide the date of your next class. Between your registration deadline and the next informational email date, you'll be adding names of those who express an interest to your Names List For Coaching tracker form (see Module One) until it's time to begin the process again.

Review the sample calendars in the margin on page 4 for a typical group schedule that avoids holiday scheduling.

SOCIAL MEDIA

There are multiple social media platforms available for your use, and new ones seem to constantly appear. Select those you plan to use, and then review the appropriate information for setting up your personal page/profile.

Keep in mind that if your account is not set up to allow public viewing, you will only be able to reach those who already know you. Public profiles are key to getting outside your own "circle" of friends and growing your business. Always review the privacy restrictions of each provider in order to protect the privacy of your children or family. There are ways to accomplish both business growth and keeping your personal life private, but you'll have to put forth the effort to configure your accounts appropriately.

How do I get noticed on social media? Here's a helpful article that will reinforce some of the things we've discussed on our Conference Calls: https://innovatecreative.co.uk/get-noticed-social-media-increase-brand-awareness-online/

The best way to become familiar with a new social media platform (or find out about features you may not know about on existing platforms) is to go straight to each platform's "Help" files. A quick Google search of "getting started on ___" should provide you with all the information you need. Many platforms have videos and step-by-step tutorials, as well.

Here are a links to help you get started on a few of our favorite platforms:

Facebook
https://www.facebook.com/help (general getting started overview)
https://www.facebook.com/help/364458366957655/ (creating a business page)

Twitter
https://support.twitter.com/articles/215585-getting-started-with-twitter

Linked In
https://help.linkedin.com/app/answers/detail/a_id/530

Instagram
https://help.instagram.com/454502981253053/

Pinterest
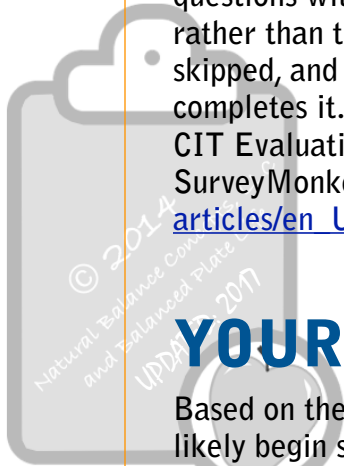https://help.pinterest.com/en/guide/all-about-pinterest

AUTOMATING YOUR ONLINE COMMUNICATION

It's perfectly acceptable to run your business the "old fashioned way" by sending basic emails with document attachments (never send "group emails" to active groups; always send to each Client individually and personalize with their name in your greeting). However, if you'd like to streamline your efforts and maximize your available time, you might want to consider automating your business communications.

MailChimp is a free service that allows users to personalize emails to each member of a distribution list, create graphic emails, and schedule email "campaigns" in advance. The Client emails you have received during this class are all generated using MailChimp. Learn more here: http://kb.mailchimp.com/accounts/account-setup/getting-started-with-mailchimp

SurveyMonkey is a free service that allows users to create short surveys to collect information in a variety of formats. The free service limits surveys to 10 questions; however, with careful planning, the Client Questionnaire can be adapted to collect responses to all questions within the allotted ten free survey items. Using this service rather than the "reply to email" process ensures that questions are not skipped, and that data is easily readable once the potential Client completes it. The Client Evaluation can also be created as a survey. The CIT Evaluation you'll receive during Week 3 was created using SurveyMonkey. Learn more here: http://help.surveymonkey.com/articles/en_US/kb/How-to-create-a-survey

YOUR FIRST GROUP

Based on the schedule that was explained on pages 4 and 5, you'll likely begin sending your first set of marketing emails next week. Be sure to download the document containing the content and format for those emails from the Week Two resources webpage (find the link on the CIT Facebook Group).

Read each email CAREFULLY, and personalize in all spots where indicated. If you're not sure about what to put in a personalization spot, ASK. Never assume.

In the event that a new Client makes their purchase before our Week 5 Webinar, please contact one of your Trainers IMMEDIATELY so that we can walk you through the next steps.

IMPORTANT NOTE: Never send a group email for communication with potential Clients. Each email should be sent individually and personalized with each potential Client's name. The same is true for sending emails to active group participants. You'll see a notation on the Lifestyle Program Checklist (you'll get that during Week 5) which emails may be sent to a distribution list. However, once you begin using a list, always use the BCC setting so that you are not sharing email addresses with your entire Client list.

Customizing Your Client's Program

Use the Client's responses to the Client Questionnaire to register him/her on your personal shop.com website and then place the appropriate supplements the shopping cart.

TLS CORE	6462	$52.95	$73.50	40
TLS ACTS	6460	$46.50	$64.50	36
TLS CLA	6428	$35.50	$49.95	22
Isotonix MultiVitamin/MultiMineral	13051	$18.95	$24.95	14
Isotonix Activated B-Complex (large)	13057	$42.95	$54.50	31.5
Isotonix OPC-3 (small)	13007	$23.50	$31.95	18.25
Isotonix Vitamin D *(for anyone with low Vit D, immune and/or respiratory issues)*	13071	$24.50	$33.50	18
Nutriclean Advanced Fiber Powder	13279	$38.75	$54.50	30
Shake Selections (include two packages): TLS Nutrition Shake -OR-	Choc: 6391 Van: 6390	$25.95	$35.99	8
TLS Whey Protein Shake Packets -OR-	Choc: 6710 Van: 6709	$25.95	$35.99	8
TLS Plant-Based Protein Shake	Van: 6600	$25.95	$35.99	12
DNA Miracles Pre+Post Natal Shake	Van: 6247	$25.00	$35.00	12
TOTALS (without Vitamin D) **TOTALS (with Vitamin D)**		**$311.00** **$335.50**	**$425.83** **$459.33**	**207.75** **225.75**

Estimated Gross Profit: $114-$123 (actual amount will vary based on shipping costs, administrative fees, cashback, etc.)

Product Name	Code	UFO Cost	Retail Cost	BV
TLS Thermochrome * **OR** * TLS Green Coffee	6434 6426	$26.99 $28.95	$37.99 $39.95	20 19
TLS Trim Tea	6610	$28.50	$39.95	20
TLS Health Guide & Journal	6560	$19.95	$24.95	0