



# NEW CLIENTS BY NEXT WEEK TIP SHEET



Sabrina Sarabella  
FITNESS + NUTRITION EXPERT

# 5 Marketing Strategies to Get New Clients!

## 1. HAVE A PRODUCT PEOPLE NEED AND WANT

In order to gain clients you need to know who you are speaking to and how to direct your content and programs around giving your clients solutions to their problems.

You should know your niche, define your audience and share a clear message in order to sell a product people need and want.

Here are some questions to help you figure it out:

What is your product and how will it provide a solution to someone's problem?

Who exactly do you want to attract and serve your business?

You want to solve a problem for your target audience so what are their biggest struggles?

What is their life like before they work with you? (Are they stressed out? Overweight? Overworked? etc.)

What does their life like after they work with you and what does that mean to them?

Are they looking to lose weight on the scale or are they looking to fit into their jeans better?

Are they looking to feel better on the inside? Self acceptance or can they care less about that?

Now that you know what they want, sell the transformation to gain more clients.

People don't care about the details of the product, they want to know how you can change their life.

So when talking about your services how will you sell the transformation?

## 2. BUILD CONNECTION AND COMMUNITY

Build know like and trust. When people know, like & trust you they will buy from you. Building the relationship first is important to making the sale.

Why should they trust you? How have you earned their trust?

Are you showing up daily on social media, email, facebook groups, etc.?

Are you helping to solve their problems?

Educate your audience without feeling you are preaching to them and inspire people to make changes on their own.

### Facebook Groups

Facebook groups are a great way to build connection and community and a great place to find clients.

Join groups where your ideal client would hang out and then give value.

Comment on people's posts and get ideas for what solutions they are looking to be solved.

Examples:

1. Post valuable content that offers a solution to the problem your ideal client has. Post a freebie (if allowed) to gain people's email addresses and then sell them your services over email.

2. Market Research

"I'm looking to speak to 5 women who want to lose 5 lbs in 5 weeks for a program I am working on. If you are willing to speak to me for 15 mins I will gift you a free nutrition audit"

### 3. Start your own Facebook Group.

- Build a place where you can connect and build a community.
- The more people get to know, like and trust you the more people will buy.
- Make the name of your group something clear to attract your clients.
- Set up questions for people to join. Ask what they are struggling with and what is their email.
- Go live often and build community.
- Offer a free sample of your product or program.

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## 3. SOCIAL MEDIA

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Using your social media to gain clients by posting the following:

### **#1 Your knowledge and expertise.**

These are the posts that you share that show that you are the expert in your field and you are the go to person to offer solutions.

This is where you educate and teach about something that you know and share any tips, tricks or tools you use.

Example: mini training videos of a specific topic like how to count macros, how to do a squat, etc.

### **#2 Share stories.**

In order for people to want to work with you they need to know who you are and how you help people. Share stories about your personal transformation and about the clients you work with that you have helped.

Example: Share a story about one of your clients transformations

### #3 Yourself & Your Personality.

These are the things that are personal to you that people can see and think of you. These are things like you like a certain type of ice cream, or you love lemonchello La Coix to drink (like me).

Posts about your dog, child or things that are personal to you and lets people get to know you.

Example: Make an "about me" post so people get to know who you are and what you do.

### #4 Your services.

How can people work with you if they don't know what kind of services you offer?

Post about how you work with one on one clients or groups, or how people can sign up to work with you.

Be specific and let people know exactly how to work with you, make it easy for them.

Example: Post your services and how they can work with you

## Leveraging the DMs

The best way to get new clients is by leveraging the DM and starting a conversation. When people get to know, like and trust you they will want to buy from you.

How do you get the conversation started in the DMs?

- DM new followers
- DM the people who are commenting on your post
- Run a poll and then send that person a DM/ ask them why they chose that answer
- Send them a link to your opt in
- Send a link to your services

## 4. FREE OFFER

Offering a free promo, like a class, workshop, workbook is a great way to get people interested in working with you.

Give them a taste of what it's like working with you and then leave them wanting more!

What can you offer?

- Offer a free workbook or tip sheet
- Free class
- Mini coaching session
- Free week in your program
- Provide Mini Workshops or masterclass
- Teach something then pitch your product
- Provide a promotion code to your product, \$1 for the first week or month
- Discount for limited time
- Fast acting bonus
- Host a challenge

## 5. SET UP A REFERRAL SYSTEM

One of the best ways to get new clients is to get referrals from other clients. So setting up a referral system is a great way to set up a system of coaching.

Example:

Set up a referral system for all current clients. Offer a discount on session, free week, etc. when they send you.

Reach out to all clients and let them know about the referral program and how they can benefit from referring a client.

Do a "bring the bring a friend" program and give them a free session or discounted.



Reach out to all past clients and let them know about the referral program also. If they aren't able to work with you anymore, offer them a gift card or something they would be interested in having.

Ask for testimonials from clients and share them as social proof of the results you get your clients.

Connect with other professionals. They can be in your industry or of a different industry.

Set up virtual coffee dates to get to know each other's businesses and build a referral system of where you can refer to each other.

Do FB/IG lives with each other to share your knowledge and programs with their audience too.

## **Fortune is in the follow up**

Reach out to anyone that has ever contacted you about your services and offer a promotion.

Reach out to older clients to check in and see how they are doing and offer a promo to work with you again.

# About Me:



As a business owner & entrepreneur, I built a successful personal training business when I was just a teenager and ultimately managed hundreds of personal trainers and group fitness instructors in one of the largest multi-unit gyms on the east coast.

After a decade, I left my corporate job to return to school to earn my Master's in Clinical Nutrition while working as Vice President of Operations at a family owned business.

Once I completed Grad School I started to build and launch online programs that combined fitness and nutrition and quickly learned all the ins and outs of online business and how lucrative online business could be.

Finding much success around building and launching these programs I began offering support and guidance to my people that kept asking me how I built and launched these programs.

As a natural evolution, and after many hours of intensive course work, I became a business coach.

I help fit & wellness professionals work smarter and have more time for living by creating critical systems that help them make more money without the hustle.

I am passionate about helping fit & wellness pros grow their business, build their brand and incorporate additional income streams so that they can work less hours while increasing revenue and drop the exhausting hustle.

[Want to set up a free 20 Min Biz Strategy Call?](#)

On this FREE 20-minute call, we will hone in the top 2 critical things that have been holding your business back from success. You will walk away from this session with actionable items to make changes to your business that will help to make you more money in less time.

Contact [info@SabrinaSarabella.com](mailto:info@SabrinaSarabella.com) to set up an appointment.

[www.SabrinaSarabella.com](http://www.SabrinaSarabella.com)



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