

## **1 EASY WAY TO INCREASE PERSONAL TRAINING CLIENTS- PART 2**

**By Nick Holtzman.**

**In part 1 of this article, I wrote about one of the best ways to increase your personal training clients:**

### **CLIENT TESTIMONIALS!**

**Now that you know the best ways to make your testimonials easy to see and most effective, today's email will focus on one thing:**

#### **HOW TO ACQUIRE TESTIMONIALS FROM YOUR SATISFIED CLIENTS**

**One thing that I have noticed from my trainers as well as trainers that I know, is that many of them are very apprehensive to ask their clients for testimonials!**

**The funny thing about this is that they are all phenomenal trainers!**

**They all seem to tell me the same thing, that they do not want to impose or be a burden to their clients.**

**Bottom line: You are a great trainer. You have helped your clients in so many ways. I guarantee they will be very happy to take a couple minutes to sing your praises. So basically the best way to acquire testimonials from your clients is to simply ask them.**

**I recommend sending an individual email to each of your clients with a write up similar to this:**

*"Amy, I just want you to know that I have been very impressed with your hard work and dedication that you have shown me since we began working together. I am always looking for testimonials from clients such as you who have received such great results. Would you mind writing up a short 3-4 sentence testimonial talking about your accomplishments since we began training together? I will post it up on our website so that your friends and family can see the phenomenal results you have achieved!"*

**I recommend email because your clients are already at their computer when they reply. I have found this to be very effective.**