

1 EASY WAY TO INCREASE PERSONAL TRAINING CLIENTS PART 1

By Nick Holtzman

If you are looking for a significant way to increase your personal training bottom line, it is very important you have the following:

CLIENT TESTIMONIALS!

Word of mouth advertising from satisfied clients, whether you are trying to generate personal training clients or new members to your club, is the best form of advertising there is. I can tell you from experience that your credibility and appeal as a trainer goes through the roof when others read your praise from satisfied clients.

Here are a few tips on Client Testimonials:

- 1. POST THEM UP OFTEN AND IN EASY TO SEE PLACES!-** post them on your website (for examples, check out my website: FitProMilwaukee.com), on mass emails, your newsletter, billboards posted in your club, everywhere you can think of!
- 2. KEEP THE TESTIMONIALS SHORT!-** 1-2 sentences are the most effective simply because if it is too long, regardless of how much good info is there, it will lose the readers interest quickly.
- 3. THE MOST EFFECTIVE TESTIMONIALS TALK ABOUT CLIENT RESULTS!-** The best testimonials are the ones that talk about a client's positive results from training with you. Testimonials that talk about how great a trainer is and what a great motivator he/she is are fine, but what will get a prospective member to pick up that phone and call you for an appointment is a testimonial similar to the following:

"Since training with Nick, I have lost over thirty pounds and have brought my blood pressure and cholesterol numbers down to desired levels"

Start collecting testimonials from your satisfied clients today, post them in easy to view spots that prospective members will see, and I guarantee you will see an increase in your trainer credibility and your bottom line will increase!