

HOW I HOOKED UP A GREAT BUSINESS AFFILIATE FOR MY PERSONAL TRAINING BUSINESS

By Nick Holtzman

Setting up relationships with other successful businesses and professionals in health related fields is very important in establishing and maintaining a healthy client base for yourself and your trainers. I will share with you how I very easily built up a great relationship with a phenomenal massage therapist in the area who also became a great source of referrals for my personal training company.

- **One of my clients gave myself and another one of our trainers a gift certificate for a 1 hour massage from his massage therapist for a Christmas gift.**
- **I was very impressed with this massage therapist when I visited him by his knowledge of muscle connection and his professionalism.**
- **We exchanged business cards and I stamped on the back of the cards GOOD FOR 1 FREE 60 MIN PERSONAL TRAINING SESSION & CONSULTATION**
- **He realized the benefit of exercise and massage as working hand in hand; after he was convinced I was a professional and top notch personal trainer, he now had someone specific to refer his clients to when recommending an exercise program.**
- **He is now on my website for someone I can refer clients to when they are in need of some deep tissue massage (elevating my credibility as a fitness professional).**
- **I have gained 3 clients because of him since this meeting originally took place, and have referred 5 clients to him, with 4 staying as regular clients!**

I am sure that all of you have stories similar to this- my advice is to be aware of the people that you know that work in health related fields such as:

- **Massage Therapists**
- **Nutritionists**
- **Coaches (of all levels)**
- **Weight Watchers**
- **Doctors (more on this one in the future)**
- **Many more...**

Form business relationships with these people, and I guarantee your business and credibility will soar!