

HOW TO IMMEDIATELY GET NEW PERSONAL TRAINING CLIENTS

By Nick Holtzman

I would like to think that I am pretty good at selling a prospective client on the value of personal training, but once in a while a potential client will fall through the cracks, no matter how good my presentation was. Even if you deliver the ultimate exercise experience for this person, for whatever reason it may be (money issues, hectic schedule involving family, etc.), sometimes that prospective client will not buy that very day.

My advice when this happens is: don't give up on that person!! Make sure you keep him/her on your email list and keep in touch every once in a while with him/her. Trust me, more times than not those clients will come around.

Just last week I was able to recover a prospective client that I had originally met with over a year ago. I was in need of a new client, so I sent out a mass email to all my prospective clients that looked exactly like this:

**WITH SUMMER WINDING DOWN, NOW IS THE PERFECT TIME TO WORK WITH
A FITNESS PROFESSIONAL AT THE MILWAUKEE ATHLETIC CLUB!
PROFESSIONAL FITNESS TRAINERS NICK HOLTZMAN AND JOSH VAN
SCHAICK WANT TO GET YOU INTO THE BEST SHAPE OF YOUR LIFE- WE HAVE
PACKAGES AS LOW AS \$57 PER 60 MINUTE SESSION!**

**CALL (414-847-2030) OR EMAIL (NANTHONY13@YAHOO.COM) TODAY TO MAKE
AN APPOINTMENT; WE LOOK FORWARD TO HEARING FROM YOU!**

Nothing fancy and pretty straightforward, but for whatever reason this certain member was ready to finally commit to something he had seen value in all along. My advice to you all is to always keep prospective clients' contact info on file. Contact them occasionally, and more often than not they will come around...especially if they have already experienced an awesome workout with you!