

THIS HOLIDAY SEASON- A GREAT WAY TO PICK UP A NEW CLIENT
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Let me know what you think of this idea I am doing at the club that I currently train at. For this holiday season, I am sending out a mass email to all of my current clients. The email will basically go like this: I am offering a special drawing to my clients where if they enter, they can win the gift of 6 *FREE PERSONAL TRAINING SESSIONS* with myself that they can present to a friend or loved one. Basically if a client responds to the email, he/she will be entered into the drawing (the drawing will be simple: place the names in a hat and pick the winner; it will be on the honor system).

I am confident that this will translate to a new, full time client for the following 2 reasons:

- I will have 6 full sessions with this individual to build a great rapport and show how I can help him/her reach his/her health and fitness goals.**
- I will have a full referral from my current client who is presenting the gift, since that client is already a happy and satisfied customer.**

I also am doing this as a gift to my clients for all their hard work and dedication. After all, 6 personal training sessions at our club translates to about \$420, which is a pretty generous gift to give to a friend or loved one. I am excited and confident to see how this will work!