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www.BecomeARealCoach.com

Psy Tech Inc.



How to Make the Leap from Fitness Trainer to Life Coach

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Glenn Livingston, Ph.D.

Making the Leap from Personal Fitness Trainer to Life Coach



Sharon Livingston, Ph.D.



Glenn and Sharon Livingston have sold over \$30,000,000 in consulting and/or coaching services. Glenn has worked with over 1,000 coaching clients and directly supervised many coaches and psychotherapists. *(And Sharon has worked with over 60,000 people in a group format!)* The Livingston's previous work and theories have also appeared in dozens of major media like those listed here. And Glenn was raised in a family of over a dozen helping professionals *(psychologists, social workers, counselors, therapists, etc)...* it's in his blood!



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Introduction

Although I think that many people from all walks of life are prime candidates for becoming successful life coaches, there is one group of people who completely embody everything a life coach is... sometimes without even knowing it! People who encourage others to meet their goals and help them chart the course. They support and encourage people along the way and are instinctively great at it.

Those people are, of course...fitness trainers.

I'm not the only one who believes that personal trainers can easily make the leap to life coaches. In 2012, the American Council on Fitness Trends named "whole-life training," a combination of life coaching and fitness training, one of the top trends of the year.

With a little education and tweaking your fitness business plan, you can add a whole new revenue stream to your career by offering life coaching services.

What is a life coach?

Life coaches work with individuals one on one to help them to set and achieve goals. They help their clients by identifying barriers and ways to overcome them. Since they're usually experts in their coaching niche, they can provide encouragement, support, and assistance in a way that no one else can.

People seek out a life coach when they need to achieve success in a particular area, or overcome an issue holding them back from having a full and happy life. Coaches, having been through similar experiences, help guide others to achieve the life they envision. They also encourage them while they're on the road...

Coaches help their clients avoid pitfalls and/or distractions. And they inspire their clients by sharing their own experience and success.

The numbers of life coaching niches are endless. Virtually every career, every school subject, and even every hobby can be a coaching opportunity. The pitfalls in life, like chronic illnesses and loss, can be successful coaching niches. Life events, like marriage, having children and even retirement offer wide varieties of coaching opportunities. Depending on your age, gender, ethnicity or social location, you can narrow your niche even further, attracting exactly the kinds of clients with whom you want to work.

(Please download the FREE book at www.101CoachingNiches.com to help narrow down the appropriate niche, as well as to understand why choosing a niche usually helps attract MORE clients)

Why Fitness Trainers Make Great Life Coaches

Fitness trainers do almost exactly what life coaches do with their clients: They determine areas for improvement and then chart a course to help the client meet those goals, providing encouragement and support they overcome the obstacles.

Since life coaching doesn't always deal with fitness, it may seem like a stretch that someone who helps people with finances, entrepreneurship, sales, or relationships would have the same skill set as a fitness coach, but they do. The only real difference between a life coach and a fitness trainer is the area of work in which you focus. How you tackle the work is virtually the same.

Here's an example: A financial life coach works with a client who is nearing retirement age and hasn't saved enough money to provide for a life without working. Together, the life coach and the client determine the client will put off retiring until age 70, a realistic time frame to make up the deficient in funds, and the steps the client will take to begin radically saving – cutting his budget, taking a part-time job, and downsizing his home. The financial life coach offers emotional support and motivation along the way to help the client achieve his retirement goal.

Now let's look at what a fitness trainer does. A 42-year-old man comes to a fitness trainer after he has had knee surgery to repair torn cartilage. The injury occurred when he decided to get in shape for his 25th high school reunion. Unfortunately, he hadn't been exercising on a regular basis and overdid it, injuring his knee. The trainer determines the client's fitness level and helps him choose activities that will improve fitness without doing further damage to his body. The fitness trainer helps the client with his expectations about fitness at 40 versus fitness at 18. Together they determine what fitness goals the client wants to reach – strengthening his core and getting rid of his pot belly. The fitness trainer offers emotional support and motivation along the way to help the client achieve his goal.

See how the two professions are virtually identical? The only real difference is the area of expertise. Both provide motivation and emotion support. Both use their expertise in their field to guide the client to make goals based on realistic expectations, and together they determine the steps they will need to take to meet those goals.

Many fitness trainers are already coaching people in areas of outside of fitness. That is completely understandable. Once you develop a close relationship with a client, they share information about their lives – that they are going through a divorce, that their

company is downsizing and they are worried about their job, that they have a child on the autism spectrum that is difficult to parent. A good fitness trainer instinctively applies their coaching skills to help their client even outside of the health and fitness arena.

Some fitness trainers find life coaching helps them get excited about being a trainer again. One of the key differences between life coaching and fitness training is, in coaching your client usually expects to take *more* responsibility for their progress. You are no longer in quite the same hot seat if their workout routine doesn't meet their goals. Although there are certainly still some immature clients to contend with out there, with the right screening mechanisms you can virtually end the cycle of clients who go from trainer to trainer looking for them to "fix" the problem.

Coaching in nutrition or wellness also helps keep your clients on track when they are not at the gym. Although you may be suggesting they eat right or avoid stress as a trainer, when your clients invest both time and money into life coaching, they often take making lifestyle changes MUCH more seriously.

Common characteristics of life coaches and fitness trainers

When you start looking at the skills both life coaches and fitness trainers possess, they are virtually the same. Here's a list of traits that both successful fitness trainers and life coaches often have.

- **A passion for the subject matter about which they coach.** Fitness trainers, dating coaches, ADD/ADHD coaches, and any other specialty you could imagine, all share one important trait – they all are passionate about the knowledge they have about their subject matter and, even more so, passionate about helping people improve their lives and reach their goals. *(It's also NOT uncommon for coaches to have more than one area of passionate)...*
- **Expert knowledge about the subject matter they coach.** Most fitness trainers and coaches, although trained to work with a wide range of people, feel the most helpful with a specific sort of client who presents a very specific sort of problem. For example, some trainers feel better equipped *(and more passionate)* about working with long-distance runners training for their first marathon. Some finance coaches may be the most passionate about working with women entrepreneurs. Good trainers and coaches keep up with the latest research and innovation, too.
- **Positive motivation skills.** Both life coaches and trainers use positive motivation techniques, like encouragement, to help their clients stay motivated to take the next steps to reach their goals. They learn about their clients and tailor

techniques to each individual that will best motivate them to success.

- **The ability to adapt.** Every client is different, and the most successful life coaches and fitness trainers are very aware of that. They have a variety of tools in their kit that work with people based on the way they learn or communicate to work the best for them.
- **Teaching ability.** Both practitioners, at least the most successful of them, are extraordinary teachers. They know several ways to teach the same exercise or thought process to help their clients depending on how each particular client experiences the world. Most people are visual learners, but others learn by hearing or feeling. Great coaches and trainers know to convey the same message in a variety of ways that their clients find compelling.
- **Mentoring skills.** Ever seen an overweight fitness trainer? Most of them are not. Life coaches also model the behavior that they teaching to their clients. Mentors, individuals who are willing to impart a skill or belief to others, live what they teach, and mentoring is an important part of both fitness training and life coaching. You don't have to be perfect, but you do need to continue to keep striving for your own goals to be a great mentor.
- **Great communication skills.** Both successful fitness trainers and life coaches possess the ability to communicate effectively. Not only do they speak clearly and give clear instructions, they listen. Many use a technique called "active listening," a way of asking clarifying questions and acknowledging what clients are saying to make sure they are both on the same page, and to help the client feel like they are being heard. They learn as much as they can about the client to determine the best ways to help them meet their goals.
- **Going the extra mile.** The most successful fitness trainers and life coaches provide extraordinary customer service. They are completely present with their clients and prepared for their sessions. They'll go the extra mile for their clients. That doesn't mean you're on call 24/7, but that you are prompt with returning phone calls and are willing to work in a great client that needs a session.
- **Naturally generate rapport and trust.** Life coaches and fitness trainers are people persons. They have a knack for creating rapport with their clients and building trust with them. Life coaches build an environment with trust and rapport in which their clients feel free to explore new ideas to help them meet their goals.

A fitness trainer does something similar. They create an environment in which their clients feel comfortable achieving their fitness goals.

Life coaching opportunities for fitness trainers

The reality is, most fitness trainers are life coaches without the title. They are often nutrition coaches and weight-loss coaches. They coach their clients on self-esteem, self-motivation, and goal-setting in other areas of their lives because they have personalities that guide them to help people.

So how do you know if you are already conducting life coaching? Here are some questions to ask yourself:

- Do you often go the extra mile to coach your clients on other areas of their lives besides exercise?
- Has a client ever told you that you helped with a relationship problem?
- Has a client ever asked your advice about finances, nutrition, works issues or relationship problems?
- Has a client ever told you that you helped them learn to manage a condition or problem that they found baffling?
- Are you the person that all your friends and family come to when they have a problem?

(Note: If you haven't done so already, take the FREE test for a comprehensive analysis of your coaching strengths and weaknesses by clicking here now: <http://www.takethecoachingtest.com/Coaching-LP-2.html?aid=ewyh2002&sc=1547582&tid=PersTrainerToLifeCoachBk&nfr=2387x>)

If you've experienced any of these situations, you are already practicing life coaching. If not, don't worry – you may just need to sharpen some skills and gain confidence in using your training techniques in a new way.

So how does a fitness trainer add life coaching to their resume?

In the United States, as well as most other countries, you don't have to have a special degree or training to be a life coach. *(Note: I'm not an attorney so I can't give you a real legal opinion. But we have researched the issue intensively and as far as our research has proven there are no requirements for such a degree and/or license. Consult your own attorney for a full legal opinion if it concerns you)*

But just like with fitness training, you need to have something that proves you've got some level of competency in any service you offer to the public. Certification from a reputable organization such as ours is ONE way you might prove such competency refute any claims of fraud.

Having certification gives you more credibility with people who are considering working with you. It's something to put on your business card and hang on your wall.

Most fitness trainers are no stranger to certifications. Many have earned some sort of certification from more than one organization to hone their skills and to give their clients the assurance that they uphold industry standards and protocols. Life coaching has similar certification program classes and protocols.

Dozens of life coaching certifications exist, each with different credentialing processes. I am particularly partial to the one I designed and recently launched, the International Coach Certification Academy. Prospective as well as current coaches take weekly 90-minute webinar classes and practice each week with other students for 12 weeks. They take a test after the class has concluded to receive their certification. *(For more information please see www.BecomeARealCoach.com)*

Getting skills training as part of the certification is a good idea, even if you feel very competent to do coaching already. The reason is, getting consistently and highly PAID for your coaching requires a whole different level of skills, knowledge, and finesse.

Plus, the experience is likely to help BOTH your fitness training and your life coaching skills.

Benefits of integrating life coaching into your fitness training practice

As I mentioned previously, many fitness trainers are "unofficial" life coaches. Adding it to your fitness training business has several benefits.

- The most obvious benefit is another income source. Many fitness trainers in their first years of practice struggle to make a steady full-time income. Adding life coaching to their practice can allow them to increase their rates or add new clients.
- Many fitness trainers who become life coaches find doors to new markets open to them. Many find it easier to get corporate clients by offering a package of both fitness training *and* life coaching sessions. Others find they can attract executive clients interested in not just being physically fit, but in need of help setting goals in their professional and personal lives.
- Experienced fitness trainers may be able to double or even triple their hourly rates when they add life coaching to their repertoire. Also, life coaching clients may buy more sessions and stay longer than if they are simply receiving fitness training. Taken together, this can be a VERY powerful combination for your income...

- You have the opportunity to work with people all over the world via Skype or the telephone. You are no longer limited by geography. Trainers who want to move to the slower pace of a smaller city or even a rural environment can keep coaching and training without worrying about not having a large population of clients nearby...
- Fitness trainers can extend the life of their practice by life coaching at least part of the time. Being a fitness trainer takes its toll on the body, especially as it ages. Adding coaching gives you the opportunity to make an income that is less taxing on your body over your lifetime...
- You'll add variety to your workload...
- You'll have the opportunity to add *different types* of people to your client base. Some male trainers, for example, may not work with many female clients. But with coaching as part of the process, you may feel more comfortable working with people who aren't your typical fitness client...
- Most life coaches provide sessions via telephone or Skype. You'll have the flexibility to work from home at least part of the time...
- You'll get to work with clients who aren't involved in fitness. Unlike your fitness clients, you'll provide life coaching to them first, and then add fitness training...

Consider picking a life coaching niche

My background is in marketing, and so I'm a firm believer in creating a niche for your practice if you want to be successful. This is particularly true in life coaching. So many life coaches take whatever clients they can get. They find they are working with people that are not a good fit. They are marketing themselves in a sea of other life coaches. Developing a niche gives you a starting-off point to market yourself and create a following of the type of clients you want to have.

There are literally dozens, if not hundreds, of life coaching niches. Choosing a niche helps to separate you from the pack of other coaches out there who are just casting their nets trying to catch any client. Having a niche gives you an identity that you can use in your marketing. Selecting a niche makes you think about what your passions are, and who you would like most to work with.

If you have been a fitness trainer for a while, you may recognize you've already developed a niche or two. Maybe you enjoy working with new mothers who are trying to lose weight after the birth of a baby. Maybe you've had success with working with teens

and young adults with ADHD. Maybe middle-aged, ex-jocks who want to become fit and healthy are the bulk of your clientele.

You've probably also found by talking to your clients that they tend to have some of the same issues in their personal and professional lives. New moms may have problems or fears related to parenting or maybe experiencing a transition in their marriages. Your ADHD teens and young adults may need help with self-esteem or dating. Your middle-aged, ex-jocks are trying to figure out what they are going to do after they retire.

If you aren't sure what niche you should choose, start by thinking about your perfect client. Is your perfect client male or female? Young, old, or in between? What sort of issues does your perfect client have that you have been able to guide your clients through to a solution or a change? Are there people you don't want to work with? What do those clients look like? What issues do they have? What problems have you overcome in your life or helped someone else overcome that you feel passionate about?

Just because you choose a niche doesn't mean that you can't work with coaching clients that fall outside of it. You may find you have two or three issues that you find you can be successful with in guiding your clients to meet their goals. Market yourself, however, with one primary niche, at least in the beginning.

Choose a niche that is close to your heart. You'll find that you'll love working if you select a niche that you are passionate about because you'll love your clients. After you get an idea of what sort of life coaching you would like to do, do a quick internet search and see who is offering similar services in your area. Could you specialize even further by targeting a specific age group, ethnicity or sexual orientation that would reflect your perfect client? Could you choose a specialized niche that focuses on people in different phases of their lives, like empty nesters, recently divorced, or retirees?

Don't be afraid to choose a niche. You won't be married to it once your practice takes off. You'll be glad you focused your practice in the beginning so that you can work with the people you most want to help.

Consider getting your own life coach. There are many successful life coaches out there who coach their peers. You can get help with determining the right niche, marketing, and structuring your practice. And most of all, you'll be modeling leadership behavior to your clients.

How to set up your new practice

How you add life coaching to your practice depends on you. Some trainers have found that offering it as a free added service to their existing clients has helped them book more sessions and retain clients. Others decide to offer it as an additional paid service, which allows you to attract people who may not want to be fitness clients. How you decide to integrate coaching depends a lot on your current business model and your clientele.

Note that what you coach will determine how much you can charge for it. Lifestyle coaches – those who work with clients on their weight, relationships, nutrition, self-esteem, etc., generally charge what a typical trainer's rates. If, however, you coach business or corporate clients, you could charge up to \$250 an hour for coaching alone.

Packaging your services is an excellent way to integrate life coaching into your fitness training business. Trainers who have successfully added life coaching to their practices use packages in several different ways. Depending on your clientele, you may experiment with package plans to see which ones work best for your practice.

Here are some possible packaging options:

- For new clients, add 50 percent to your current hourly rate and offer a half-hour coaching session with each hour of fitness training you provide...
- Offer life coaching as a separate package entirely, with two to four half-hour or 45-minute sessions per package. You can offer packages based on specific needs that your clientele tends to have. For example, if you are a weight-loss coach, consider a four-package program to jump start weight loss, or how to stay motivated to lose those last 20 pounds. Be creative!
- For either new or existing clients, create combined packages that fit their needs. Again, creativity is a plus here. Examples could be a fitness boot camp for new moms with weekly parenting coaching sessions. Or maybe offer marathon fitness training with life coaching sessions on creating a positive mindset.
- Some coaches find that starting all new clients off with two to four coaching sessions helps to get them motivated to meet their fitness goals as well as their life goals.
- Offer coaching three weeks out of every month and fitness training once monthly. Or, if you feel more comfortable with fitness training in the beginning, switch it around to three fitness sessions and one coaching session.

Integrating existing clients

Fitness trainers are in excellent position to begin a life coaching practice because they already have a clientele who are interested in self-improvement. You've most likely already been coaching them in some areas of their lives already. Often simply providing information about your new life coaching program is a good start.

The best way to start talking to your clients about life coaching is to approach some of your most trusted, long-term clients. Talk to them about a possible package that could help them reach their goals. You may have clients who have the goal of eating right. You may have clients who have ADD/ADHD and want to become more successful professionally or academically.

Educating your clients about life coaching is the next step, especially if some of your clients are resistant to the change in your practice. . Talk to each one individually about what where they feel they need help in meeting their life goals, and listen carefully to what they have to say. Mention how you could help them meet their goals with life coaching.

With some of your established clients, take a leadership role. This may be a group who hasn't excelled at meeting their fitness goals for some reason. They're stuck. If you've been seeing a life coach yourself you can share with this group how getting some extra help to meet your goals has affected your life and how you can coach them to success.

The primary message you want to get out to your clientele is that life coaching will help them not only meet their fitness goals faster, but it can be implemented in all areas of their lives.

Offer some free sessions to your long-term clients who are skeptical. Once they have attended a couple, they are likely to be willing to buy a package.

Seek out referrals

Word-of-mouth referrals are the lifeblood of any life coaching or fitness training practice. The problem is, studies show that without prompting most clients only refer you to a friend or family member *once every three years*. That's not enough to grow your business in the beginning of a practice.

Most life coaches find it difficult or awkward to ask for referrals. We want to help our clients, and we are sensitive about putting them on the spot. The reality is if you approach clients who are happy with your services, they'll want to refer others to you.

Here are some tips to help increase your referrals.

- Create an incentive program for your existing life coaching and fitness training clients. Give them a discounted or free coaching session, a round of golf, a spa day, or a gift certificate to restaurant in their area. Put it on your website. Mention it in your social media outlet.
- Ask them for referrals. When a client indicates that they have had a positive session, ask them if they have any coworkers, family, or friends who would be interested in your services.
- Make sure your clients have more than one of your business cards. They can give one to someone else. They can be mailed to your clients in other parts of the world.
- Offer to draft an introductory email that you can email to your client that they, in turn, can email to a prospect.
- Maintain a follow-up system with your former clients and ask for referrals as part of that system. You can send an email every couple of months to a coaching client who hasn't booked in a while to let them know that you care and are thinking about them. Mention that you have a few slots remaining for new clients.
- Send a thank-you note periodically to your clients, or better yet, pick up the phone and call to thank them.
- Refer people you know to your clients, when appropriate. Is one of your clients a top-notch accountant? Refer a friend to them. In networking, it's important to refer to get referred.
- Keep your clients thinking about you with regular emails and updated social media entries.

Offer workshops

The most single-handedly easiest way I've found to get coaching clients is to conduct workshops. As a fitness trainer, you've got one of the most crucial things already to hosting a great workshop – the perfect location. Work with your gym or yoga studio to schedule a workshop date and time. If you've got a great relationship they may let you have the space for free. If not, perhaps you can work out some sort of trade-out with your services to host an event.

Pick a workshop topic that you have personal experience in overcoming. It could be overcoming a loss, learning a new skill, or an area of self-improvement. Create a catchy headline for your workshop that includes a list, like 5 Diet Hacks to Jumpstart

Weight Loss, or Six Ways to Become More Focused at Work. People love lists, and with just a few tips to remember, they'll feel better capable of learning something simple.

Gyms and yoga studios are great venues for life coaching workshops because the people who frequent them are taking care of themselves already. Most understand the concept of having a coach for some aspect of their lives. You can actively market your workshop at your yoga studio or fitness center, too, with flyers, blogs, adding it to the class schedule, and more.

Other great locations for workshops include:

- Churches/synagogues
- Libraries
- The banquet room of a local restaurant
- Continuing education classes with your local school district or community college.

Get creative with your venue. If you are a parenting coach, ask if you can have a workshop at a popular daycare or at a martial arts studio if your market is parents of older children. In large metropolitan areas, you can rent conference rooms by the hour. Consider that especially if you are incorporating a business coaching niche into your practice.

Be sure to check out the community calendar in your local newspapers. Even large daily newspapers list community groups that meet, and where. Those groups are perfect audiences for particular coaches. Are you going to add coaching divorced women to your practice? Look for divorce support groups. Are you an ADD/ADHD coach? Look for support groups for either parents or adult ADD sufferers.

After you've made a list of possible venues and groups, start making contact with their administrators. You can find out a wealth of information online.

IMPORTANT: Make sure you choose a venue that will allow you to set up chairs in a circle. I've learned a very specific workshop setup is critical to success, and it requires you to be standing in a circle of chairs.

Put some thought in the day of the week and time of day that you plan your workshop. If your coaching niche is business-related, plan it first thing in the morning or late in the day. If your niche involves families, think about scheduling the workshop on a Saturday or an evening in the middle of the week. Mondays and Fridays are typically not good days for workshops.

Remember that you have one primary goal for your workshop: to expand your practice. Coaches have a powerful drive to help people, and you will be doing some of that with

your workshop, but you won't be solving their problems there. The workshop is designed to give them the opportunity to work with you so that you can help them.

You can get a list of attendees beforehand if you create your workshop on Meetup.com. It's a very straightforward website that allows you to create groups and create meetings. Be sure to direct all of your workshop marketing efforts to your Meetup group. It will also give you email addresses, which will be a great marketing tool for your practice even if the people who join are no-shows.

Think about who your audience is and develop a strategy to get the word out. Remember that meeting schedule you studied in the newspaper? Go to the web site and make sure your workshop is listed. If you are working with a support group or a professional organization, create a flyer that they can hand out to their members. They may even be willing to give you members' email addresses so that you can contact them that way, too. Ask if the organization, whether it is a group or a venue, has a newsletter. If so, provide information and ask if you can be included in the next issue.

Most workshops involve creating a ton of materials and developing a compelling PowerPoint presentation. You aren't going to do any of that. What I've found works to build a practice is a lot simpler than that.

If you participate in social media or write a blog, start spreading the word about the workshop as soon as you have a time, date and place. Hand out flyers to your current clients to give to others. Make sure the information is on your website, too, with a direct link to Meetup.com

The day of your workshop, get there at least an hour early to make sure that you have what you need and that the room is set up with chairs in a circle. You can provide some light snacks and some pens and paper for notes. If you like to use visual aids, be sure you have a white board or an easel with paper.

Once your attendees show up, stand in the middle of the circle and conduct an icebreaking exercise. People are often nervous about sharing in a group of strangers, and you are going to need them to feel comfortable enough to communicate with you. Your icebreaker exercise could be something as simple as:

- Tell us your name.
- What do you hope to learn here today?
- Who has been the biggest influence in your life?

After you finished with the icebreaker, speak briefly about the problem clients in your niche have, the solution you have for it, ending with stating your credentials. If you have an interesting "back story" that you are comfortable sharing, take time to tell it. A back

story is your history in solving the problem that they have. It's often a personal story about how you overcame adversity or how you helped someone else.

After you've made the presentation, ask the group this question:

"What would have to go on here today for you to get something out of this workshop?"

You may find that the answers are already on your brief outline. You may find out that they aren't. Either way, you can use your coaching abilities to address their concerns.

If they are curious to know what a coaching session is like, ask for a volunteer and conduct a brief (less than 10-minute) session so they can see what it is like.

Once you've addressed everyone's concerns, tell them about your packages and give them a handout listing the options. Be prepared to book sessions on the spot. There are several good apps for smartphones and tablets that allow you to take credit cards, including PayPal. Be ready to accept payment and appointments.

If you used Meetup, you should have all of the attendees' email addresses. If not, have them provide their contact information before they leave. If you wrote things on a white board or paper easel, take a photo of them and have the information transcribed. It would be a great way to send them a reminder of what they learned at the workshop.

Conducting a workshop in this style is the best way I've found to get new clients when you a small, or non-existent, marketing budget.

Speaking and teaching

Depending on your niche and your public speaking skills, speaking engagements and classes may be great ways to find coaching clients to integrate into your fitness training practice. If you want to coach entrepreneurs, consider teaching a continuing education class on how to start your own online business. Classes work well with niches that have a lot of different components. For example, a class on online entrepreneurship would include how to write a business plan, how to get financing, marketing, etc. Any professional development niche would be a great class.

Speaking engagements are good as well. You don't typically get as much response as a workshop because you have little interaction with your audience members. However, exposure is important in marketing, and speaking engagements do that.

Before you start looking for speaking engagements, create a press kit in both hard copy and electronic format. Prepare a YouTube video of you giving a presentation, like one of your workshops. You can even video yourself giving a speech. Many groups will base their decision based on how engaging you are in your video. What do you put in your press kit? A bio, a fact sheet outlining your coaching techniques, and testimonials if you

have them. Don't make your presentation too sales-oriented. Speeches are a time when you want to talk about the problems your potential clients have and your solution. You'll get booked if you come across as caring and not too commercial.

Find out everything you can about the organization that you are targeting, and direct your inquiry to them using language they use on their website. Follow up with a phone call, and ask if you can send over your media kit. Remember, possibly hundreds of people are competing with you to get the same speaker slot.

Depending on where you live, your chamber of commerce may have a speakers' bureau. A speakers' bureau lists people who will tackle different subjects. Make sure you are on the list. Check with your area's service and business groups like Rotary Club, the Jaycees and Women in Communication. Check out the local groups on Meetup.com and LinkedIn as well. If you live in or near a large city, see what tradeshow are coming to town. They will often book local speakers. You can keep up with trade show happenings at tsnn.com.

Typically you can find out who books speaking engagements on an organization's website. Feel free to email or call if it isn't clear. Sometimes you'll find a committee makes the decision. Contact the chairperson directly and ask if it's OK to send your information to everyone on the committee directly. Involving the entire committee will keep your query from falling between the cracks.

In your query, make sure that you don't sound too promotional. You can assure them by giving them an outline of your speech. You can, however, reference your website or book if you have written one.

Be very clear about the time you are allotted to make your speech. You want to make sure there is plenty of time for questions and to mingle with the audience one-on-one. Those one-on-one meetings are where you are going to meet potential coaching clients.

Here are some additional tips to get the most out of your speaking engagements.

- Ask if you can give away a door prize. One lucky member of the audience will receive a free coaching session and fitness training session for themselves or someone they know...
- If there are dining tables set up, place an envelope on each table and ask everyone to put their business card in it or write their email address on the envelope to get on your newsletter or blog list. If they are seated meeting style, pass a list around on a clipboard...
- Leave your business card with each person along with a flyer...

- Videotape your presentation for your website...
- Write a thank-you note to your host...

Be sure, no matter whether you are giving a workshop, teaching a class, or speaking to a group, to get feedback. You need to know what worked well and what you can improve upon next time. Try to videotape every speech you give to evaluate yourself and to provide on your website.

Social Media

You can use social media to keep in touch with your clients and touch base with current and past clients, as well as potential referrals.

If you are not familiar with social media, it refers to popular internet platforms, like Twitter, Facebook, Instagram, LinkedIn, Google+, YouTube, and blogs. You use social media to build a following by connecting with your clients, colleagues, and anyone else who may be interested in your coaching practice. You can also link yourself to professional or interest groups that you belong to.

If you already have social media accounts, be sure to keep them separate from your coaching practice accounts. You want to make sure you can still joke or share your personal views with your close friends and family. You need to keep that information separate from your coaching clients. Twitter and Facebook have controls that allow you to do this, but with constant changes to privacy settings, it's safer to start your own separate coaching account.

Decide which social media platforms will best reach your audience. Just about everyone is on Twitter and Facebook. You can even link these two accounts together to save time. Instagram, Tumblr and YouTube are the places where you will find younger potential coaching clients. LinkedIn is designed for professional contacts. Although it is best for professional services coaches, every coach should have a profile on LinkedIn to add professional credibility to their practice.

So what do you do with your social media account? Pass on an article you read related to your practice. Add some tips that would be helpful. Post a link to your weekly blog or to an update on your website. It's simply a way to remind people who you are and what you do.

You don't have to dedicate hours to your social media accounts every week. In fact, since they are not likely to generate a large number of prospects, I would suggest spending just a few minutes every day or every other day.

Most fitness trainers have a blog, whether it's a written or video. Update your blog with new information about your life coaching practice. Write about ways life coaching

enhances fitness training for at least six weeks to keep your new area of business top-of-mind with your clients.

Many fitness trainers and life coaches write books. Tackle the topics together or separately. The benefits of writing a book is that it creates a passive revenue stream for your business. Aside from advertising, you don't have to do anything to earn money from selling a book after you put in the time and money to write and publish it.

Another benefit of writing a book is that it adds to your credibility. People pay attention when you have book titles on your resume. It gives you some credibility to set up speaking engagements, garner publicity and attract clients.

Self-publishers like Creatspace.com offer both on-demand printing and ebook formats that you can use on your own as well a professional editing and publishing services you can buy.

TWO FREE BOOK WRITING RESOURCES SPECIFICALLY DESIGNED FOR COACHES:

How to Write Your First Coaching Book:

<http://coachcertificationacademy.com/TheBlog/free-book-how-to-write-a-coaching-book/>

Motivational Video to Finally Get Moving on Your Book:

www.WriteMyBestSeller.com

Conclusion

The market for life coaching if you are a fitness trainer is vast, and is only as far away as your yoga studio or gym. It's a great way to continue to fulfill your passion to help others while creating a second income stream that will supplement your practice.

And, YOU have a leg up on the competition because—as a *personal trainer*—you're already working with a captive group of people who are believers in self-improvement!

Your Next Steps:

- ✓ If you have not done so already, take the **FREE** coaching test to assess your personal strengths and weaknesses as a coach:
<http://www.takethecoachingtest.com/Coaching-LP-2.html?aid=ewyh2002&sc=1547582&tid=PersTrainerToLifeCoachBk&nfr=2387x>
- ✓ Download our **FREE** book to help you choose your coaching niche:
www.101CoachingNiches.com

- ✓ If you think you MIGHT like to become a Certified Professional Coach, please join us for one full week of our actual certification program for a VERY SMALL one time payment. You can HEAR what other students think of our certification program at www.BecomeARealCoach.com

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