

**Make sure to use the following slides  
in conjunction with this video!**



# Client Acquisition Pyramid

④ Referrals 

③ Online Presence 

② Local Outreach 

① Building your brand 

# Client Acquisition Checklist

Try to check  
each of these  
boxes weekly



**Almost all of you should  
just be focusing on the  
free ways to get clients.**

**When it comes to building your brand these things would count as check marks...**

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- Figure out your niche (if you should have one)**
  - Figure out your brand messaging**
- Getting social proof (reviews, before and afters)**
- Getting initial clients (often friends and family)**

**When it comes to local outreach these things would count as check marks...**

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- Any conversation that could lead to a new client**
- Contacting a local pro (LMT, Chiro, PT, etc.)**
- Create a deal with a local pro (LMT's work best)**
  - Chamber meeting or hairdresser chats**

**When it comes to online presence these things would count as check marks...**

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**-Setting up website if self-employed**

**-Setting up any page (Google, FB, Insta. etc.)**

**-Joining local FB groups (check group rules)**

**- Posting content or talking to people in groups**

**When it comes to referrals these things  
would count as check marks...**

- Setting up a referral program**
- Planting a referral seed in-person**
- Planting a referral seed via text or email**
- Doing anything to improve YOU and your skills**



**“Hello, my name is \_\_\_\_\_, and I’m a personal  
trainer at \_\_\_\_\_. I’m working to  
create a network of local professionals that I can  
refer my clients to. If this is something you  
might be interested in chatting about, I’d love to  
meet and discuss how we could work together.”**

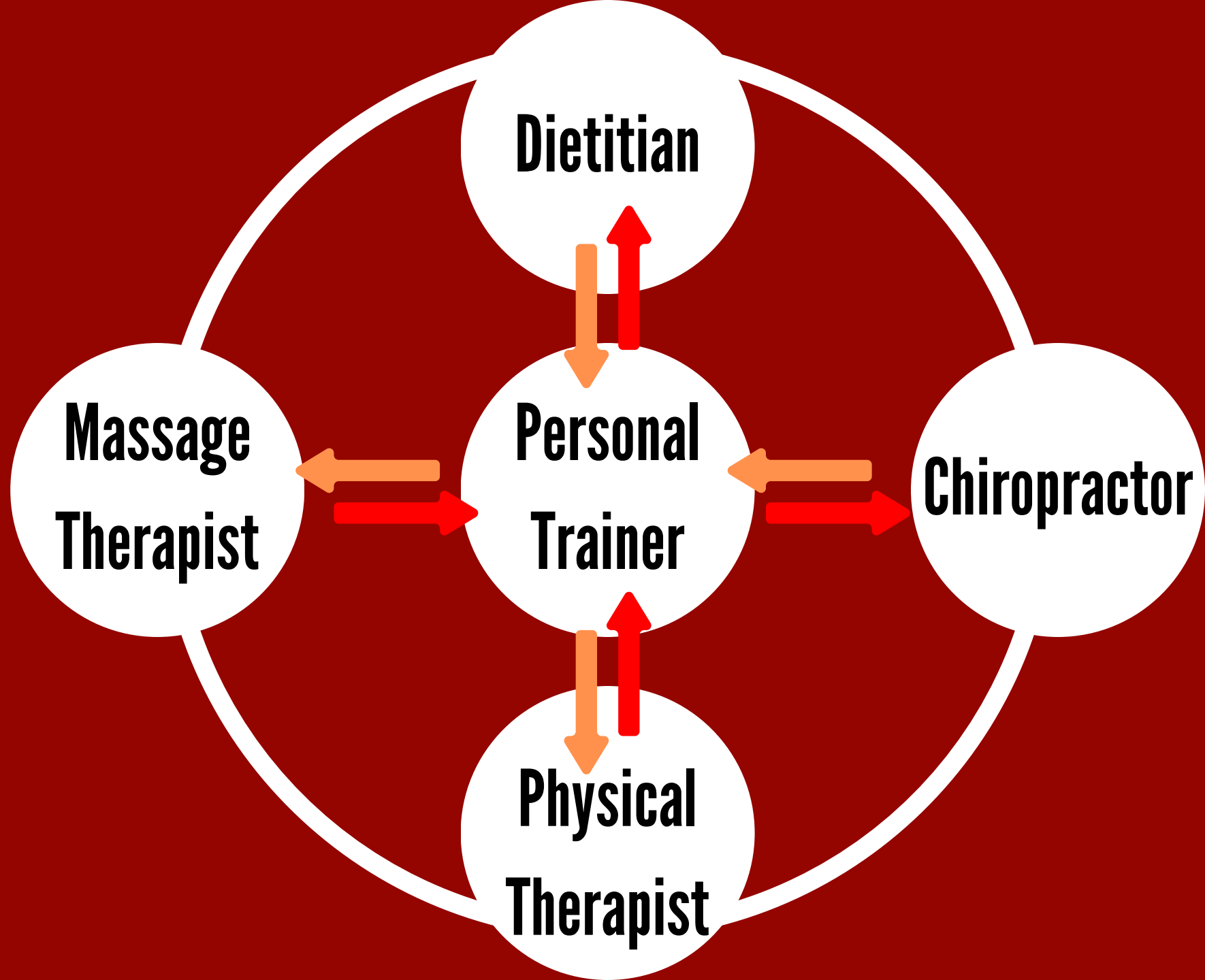
**Thank you for your time!**

**-(Your Name)**



**End of sample  
email to local pro!**

# Referral Circle



# Building your online presence

## Self Employed

Website 

Google Listing 

FB Business Page 

Instagram 

LinkedIn, other socials, etc.

## Employee

FB Business Page 

Instagram 

LinkedIn, other socials, etc.