



3 Steps to Grow Your Business

1. Connect:
 - a. spend time finding qualified leads
 - b. spend time on the gym floor giving advice, talking to members
 - c. lunch and learns
 - d. send messages to mentors and people you admire and take them for lunch to pick their brain
 - e. find people with a problem and be their solution!
 - f. Don't just train clients, given an experience
2. Deliver
 - a. Give a God Damn great service
 - b. Don't sell training....sell an experience
 - c. Go above and beyond....provide manuals and booklets, email once a week, send a card
 - d. Always focus on the WHY the client hired you
 - e. Get them to focus on and enjoy the PROCESS to get to their WHY
3. Multiply
 - a. NURTURE your client
 - b. This comes back to the book I recommended "You Inc: The Art of Selling Yourself"
 - c. When you focus on #2 and your clients will WANT to refer people