

How to Leverage your Existing Communities

Chapter 5: Business

Many of us belong to one group, or a host of them, either online or in person. These are often unrelated to health and fitness, which—in this case—is a good thing as it gives you the opportunity to share what you do with a new audience. If you do it right, these groups can be an amazing source of new clients.

To try this method:

Join a group. Consider the groups you're currently a member of (online or in person). If you're not a member of any, consider whether there are any groups you'd like to be a part of that would be good candidates for your coaching. (Remember, it's better if they're not health and fitness groups.)

Engage with the group in an authentic, helpful, supportive way. Don't just join groups to make your elevator pitch as this is universally frowned upon. Instead, become a real part of the community and only talk about what you do if it's relevant to the conversations already going on.

Offer genuine help. If a health and fitness topic comes up, bingo! Help answer questions. Offer support. Send people helpful links, articles, videos, and other resources. You can be subtle about self-promotion by simply linking back to your website or social media profile. Still, hold back on mentioning your services.

Occasionally mention your services. After you've built trust and made genuine connections, mention your services. Have your information easily available if people want it, but don't be pushy about it. If you need a ratio to work with, for every ten helpful comments you make, you can slide in one about your coaching.

These activities and worksheets are taken from the book **Change Maker**: Turn your passion for health and fitness into a powerful purpose and a wildly successful career by John Berardi, PhD.

Check it out at: www.changemakeracademy.com/book