

# 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](http://www.changemakeracademy.com/book)