

Survey Selling

Chapter 5: Business

Once you've identified your ideal client, the benefit you can deliver for them, and the hopeful future they can expect in working with you, it's time to go out and look for them.

One strategy I've found particularly effective for getting your first few clients is "survey selling."

Begin by creating your survey.

(I recommend Google Forms for this as it's free and easy to use, with quick how-to tutorials for beginners.) When creating your survey, start with a title, a compelling description, and a few demographic questions. Here's an example of what you might come up with if you were a fitness and nutrition coach:

Tamara's Awesome Coaching Business

I'm looking for ten new moms ages 25–40 who live in Toronto, Canada, and are looking to get active and eat better so they can drop their baby weight and feel more energetic.

If this is you, please fill out the form below. All eligible applications will be contacted by phone.

GENDER

Male Female Other: _____

AGE

How committed are you to dropping 10–20 pounds of baby weight, safely and effectively (1 = Meh, I could care less; 10 = I'll eat fire to reach my goal)?

1 2 3 4 5 6 7 8 9 10

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Here's the formula:

I'm looking for {number of people} {gender} ages {age range} who live in {your location} and are looking to {goal}.

If this is you, please fill out the form below. All eligible applications will be contacted by phone.

Next, share a link to your survey (on Facebook, Twitter, Instagram, or wherever you prefer to share it) by posting your survey description as follows:

****I'm looking for {number of people} {gender} ages {age range} looking to {goal} that live in {location}.****

I am looking for {gender} who want to:

-{benefit 1}

-{benefit 2}

-{benefit 3}

Spots are extremely limited and I'm only looking for {number of people} who are ready to make a change today. To apply, fill out the quick survey below and I'll be in touch if you meet the requirements:

===> {link to your Google form}

The benefits you include will vary but they should speak to the hopeful future I described earlier.

Once you get the message out and people start responding, make sure someone calls them right away to learn more about their goals and expectations and to tell them more about how you work.

As discussed in Chapter 4 of **Change Maker**, take a client-centered approach here, asking questions and focusing on who they are and what they need before talking about what you can do, your fees, etc. Ideally you'll get in touch within twenty minutes of them filling out your survey, at the peak of their interest.

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If you're able to get in touch with them and you schedule an initial appointment together, fantastic. If not, keep following up, with a friendly check-in, once a week for the first month. If you're still unsuccessful, follow up once a month after that until they become a client or tell you they're not interested in working with you.

This is where most people drop the ball, assuming that if someone hasn't gotten back to them or made an appointment, they're not interested. This is a bad assumption. Sometimes people are busy, need to think more, or have to talk it over with a significant other. By continuing to reach out in a friendly way, you make sure that when they are ready to get started, it's with you.

If you decide to try this method, you'll be up and running with your first post inside of thirty minutes. Most people who try it report getting one to three clients within a day or two. Even if you think it's too simple or couldn't possibly work, try it anyway. People constantly tell me that they would have never expected something like this to work. But it did, exactly how I said it would.

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