

The “Tell People What You Do” Challenge

Chapter 5: Business

Every year, through our Precision Nutrition Facebook groups, we do a two-week challenge. Our certification students and graduates are encouraged to do something simple (yet, apparently, radical these days). They are asked to talk to people. You know, like, real people. In real life.

Specifically, we ask them to tell one person a day what they do.

That person could be anyone: the barista that frothed the milk on their latte, the cashier at the grocery store, or the lady sitting next to them on their commuter train. The goal is to develop a “script” about what they do, get comfortable talking about it, and maybe even get a new client or a referral.

If you’re interested in trying it, here’s how it works.

Begin by making sure you can describe what you do without rambling and without boring listeners with irrelevant details. A simple way to do this is to use the statement you created in the Your Elevator Pitch activity:

*I help {kind of person}
to {action/benefit}
so that they can {brighter future/more inspiring benefit}.*

Next, pick a person (any person) every day to talk to. You can approach folks however you like to get the conversation started. If you’re not sure how to do that without coming off creepy, break the ice with something like this:

Hey!

I’m doing this two-week challenge where I have to tell someone about what I do, and you’re who I chose today!

Is that cool?

If they’re game, lay the elevator pitch—or something like it—on them. If they seem interested, expand on it. The conversation could end pleasantly but without any real interest on their part and that’s okay. You’ll still benefit from the practice.

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However, should they express real interest, keep the conversation going with something like:

Hey, thanks for listening. Mission accomplished on the contest!

Before I roll, you seemed kinda interested in {some aspect of what you talked about} and a really cool resource just popped into my head that I’d love to share.

Could you write down your {email address/phone number/FB page} so I can send it over?

Just so you know, ‘no’ is a fine answer here. After all, we just met.

However, I do think you’ll dig it. And I promise not to bug you beyond that.

If they share their contact info, wait a day and follow up with something awesome—a cool article, some recipes, an infographic, an inspiring YouTube video—whatever you think will be helpful and is in line with what you talked about. It doesn’t have to be your own content. Just something that’s high quality and will be genuinely helpful.

Here’s how you might follow up.

Hi!

It’s {your name}, we met yesterday at {place} and we talked about {topic}. Wanted to follow up with {the thing I promised}, which I think you’ll like.

*Here’s the link:
{link to the thing here}*

No obligation to {watch it, read it, etc.}. I just thought it might help.

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If they follow up and thank you for the link, reply with a casual reference to your services.

Thanks for the note!

I’m so glad you liked {the thing you sent}!

I don’t know if you, or anyone you know, would be interested in this . . . but I’m running a program that starts in two weeks.

I’ll be working with {number of people} {gender} ages {age range} looking to {goal}.

Spots are extremely limited and I’m only looking for {number of people}.

Again, if you or someone you know is interested, let me know by filling out this super-quick survey below.

==> {link to your Google form}

Again, no pressure. Just sharing this in case you, or a friend, might be interested.

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