



5 Simple Tips to Endless Personal Training Referrals

By Jim Labadie

Referrals are the lifeblood of any business. But it is particularly true for personal trainers. Just turning your clients into “walking, talking billboards” is not enough to create an endless stream of referrals. It is very simple, however. By following the simple tips below you will tap into the power of your contacts to increase your revenues with very little cost.

1) Realize that everyone you know is a potential referrer. There is not a single person you know who cannot be educated on how to identify and send you a potential client. So make a list of every single person you can think of. And then think some more. Family members, friends, neighbors, hair stylists, networking associates, current and past clients, financial planners, doctors, lawyers...it's endless.

2) Educate them on what a referral looks like. Let them know exactly who your perfect client is. Is it a man or a woman? How old are they? What are their goals? What type of programs and products has your perfect client typically tried before they thought of hiring a trainer? The more you educate the referrer about what to look for, the more potential clients they can send your way.

3) Never, ever assume. Don't ever assume people already know who your perfect client is. That is a recipe for disaster. While they will be more than happy to help you, the reality is people are far too busy to know everything that is going on with your business.

4) Educate referrers on where to find potential clients for you. Remind them that it could be anybody. It could be their family, friends, neighbors, etc. And it's also wise to list out places where these people could be found. It might be someone where they work, or someone they know from their softball team, or a parent from their child's school. Again, it's endless. And the more ideas you give them about where to look for this perfect client of yours, the more likely they are to remember someone who fits the bill.

5) Always send a thank you card to anyone who sends a potential client your way – regardless of whether or not that person becomes a client. When you reward behavior you get more of it. And thank you cards are so rare these days people cannot help but sincerely appreciate them.

Jim Labadie is a fitness entrepreneur, sales expert and speaker. You can download a FREE copy of his new e-book “63 Must-Have [Sales Tips for Personal Trainers](http://www.ptsalestips.com)” at: <http://www.ptsalestips.com>