



INE | INSTITUTE OF
NUTRITIONAL
ENDOCRINOLOGY

Attracting and Enrolling Clients

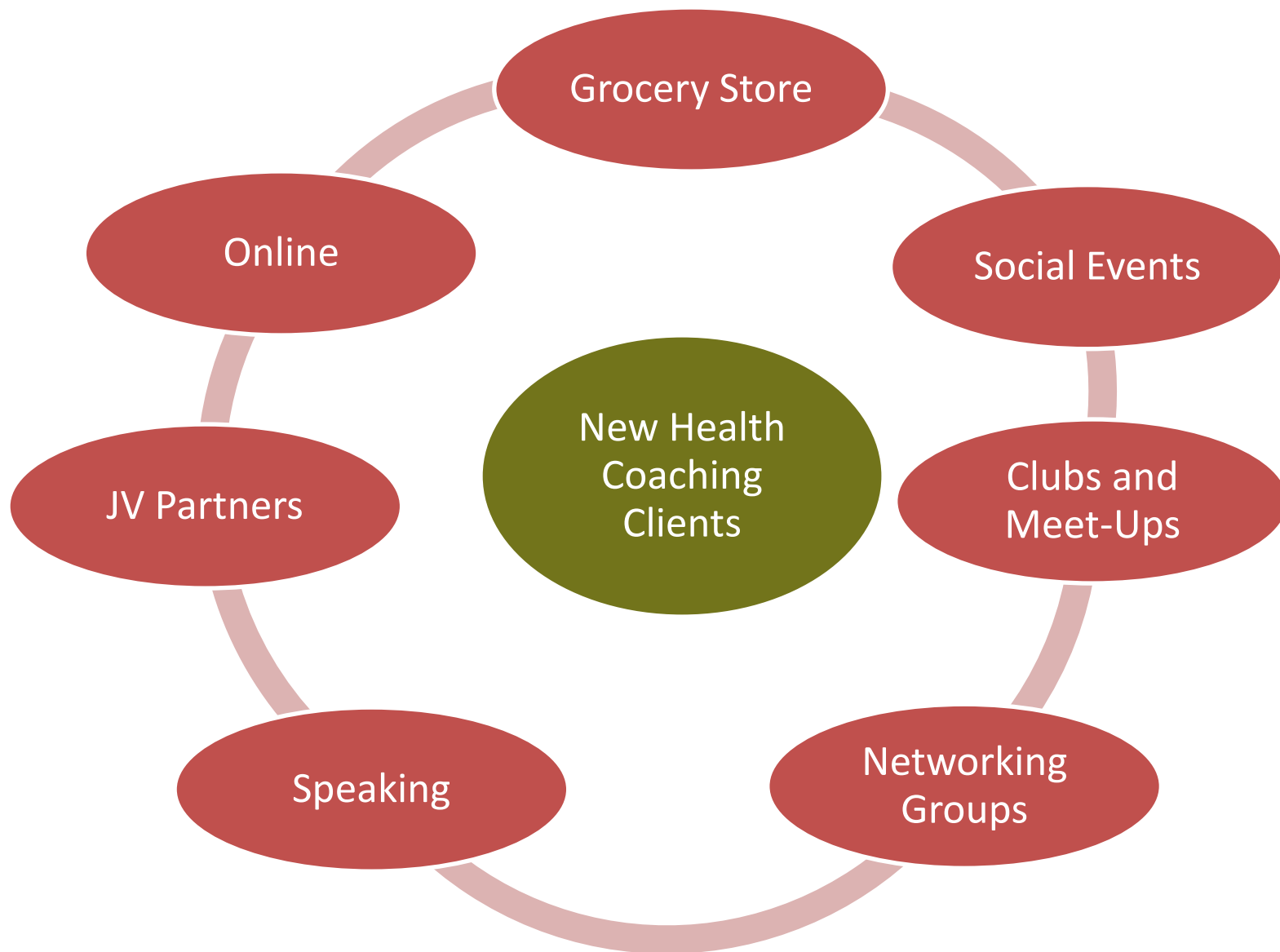
Dr. Ritamarie Loscalzo



Attracting Clients

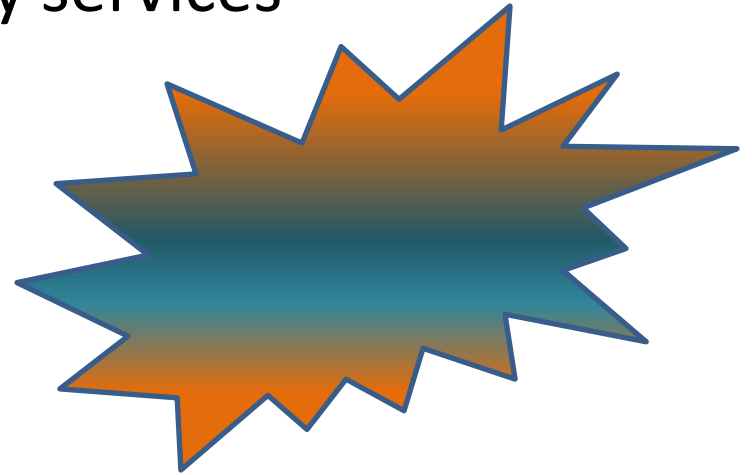


Attracting Clients



Joint Venture Opportunities

- ✓ Other health coaches with similar audience but different deliverable
- ✓ People offering complementary services
 - Fitness
 - Stress management
 - Personal growth
 - Massage therapists
- ✓ Doctors – NDs, DCs, MDs who are holistic minded but don't do nutrition and lifestyle coaching



Attracting Clients Online

- ✓ Your own blog
- ✓ Other people's blogs
- ✓ Forums
- ✓ Article writing
- ✓ Videos – You Tube, Vimeo
- ✓ Social Networking – Facebook, Twitter, Pinterest



Attracting Clients Online

- ✓ Your own blog
- ✓ Other people's blogs
- ✓ Forums
- ✓ Article writing
- ✓ Videos – You Tube, Vimeo
- ✓ Social Networking – Facebook, Twitter, Pinterest
- ✓ Google Adwords/Keywords Tool:



<https://adwords.google.com/KeywordPlanner>



Enrolling Clients

- ✓ Offer a free consultation
- ✓ Offer a reduced fee consult
- ✓ Offer consults as a bonus to other people's programs
- ✓ Offer consults in other people's newsletters
- ✓ Offer consults via speaking engagements
- ✓ Offer consults to your contacts via a newsletter or directly calling



Enrollment Conversation

- ✓ Establish rapport
- ✓ Explain how the call will go
- ✓ Ask questions to explore their desires and needs
- ✓ Ask about what's holding them back
- ✓ Establish the gap between here and there
- ✓ Show them how your services can close the gap



Irresistible Offer

- ✓ Results they desire
- ✓ How your package will help them achieve
- ✓ Where they will stay without your help
- ✓ Excellent value
- ✓ Bonuses
- ✓ Instant signup incentives



Handle And Transform Objections

- ✓ I can't afford it.
- ✓ I want to think about it.
- ✓ I have to talk it over with my partner.
- ✓ I think I'm pretty healthy already.
I'll just do it on my own.
- ✓ I'm too busy now; it's not the right time.



After They Say YES

- ✓ Enroll them
- ✓ Celebrate
- ✓ Deliver your program and get results
- ✓ Ask for a testimonial

