



## **Networking 101**

Opportunities to network, meet new people, meet potential clients, meet someone that may refer a potential client, are everywhere and always. You may overhear a conversation at a café, a doctor's office, a business meeting, a friend's birthday party (all of which have happened to me and resulting in business) at which you can offer your expertise and services to help. This isn't sales its helping people and offering to be a knowledgeable resource for this person with the goal to directly or indirectly better someone's quality of life.

Networking will not always have instant turnover and success rate. People like to do business with who they know, like and trust and that may not occur at your first or even second encounter.

### **30 Second Commercial**

You have 30 seconds to say who you are, what you do, who you can help. Your name, Trainer In PINK should be at the end of your commercial, people aren't always listening at the beginning.

### **Business Mixers**

Typically evening events. Casual mix and mingle. Be proactive in meeting new people. Have an open and inviting mindset so people can feel comfortable approaching you.

### **Each Person You Meet Should Know These Things**

Your Name, TRAINER IN PINK

1on1 In Home Personal Training & Injury Rehab

They should gather that you are...

P-Passionate I-Innovative N-No Nonsense K-Knowledgeable

When you have more time include information and key words such as

- Corrective exercise
- Correct Muscular imbalances
- Correct postural deviations
  - Create stability
  - Increase range of motion
- Losing weight and feeling great is a side effect of..
  - Proper exercise technique
  - Proper Nutritional Fuel

**Your Body is a Work of ART, You Only Have ONE,  
So Make It Your MASTERPIECE**