



- FRIENDS & FANS -

# 'REACH OUT'



**6-FIGURE BIZ**  
**ACADEMY**  
FOR NUTRITION PROFESSIONALS



One of the BEST places to start getting your first or next set of clients is from the people who ALREADY know and love you! In other words, we all have an extensive social network of:

- Friends
- Family
- Current or Former Clients
- Current or Former Coworkers
- People from Networking Meetings
- People from Church/Temple
- People from Associations or Organizations
- Neighbors
- Acquaintances
- Vendors we've worked with
- Facebook Friends
- And more!

The first thing to do is to make a COMPREHENSIVE LIST of all of your "Friends and Fans." Remember, this is anyone who would be happy to hear from you about what you're up to these days.

(Note: Do not censor when you're making this list! Put down anyone you can think of. Later you'll decide if you're willing to reach out to them or not).

OK, now it's time to do a slow and steady process of "Reach-Outs."

## REACH OUTS

### 1. Call or email your contact

Ideally, I'd like you to get on the PHONE with them. If you do email, ask that they give you a quick call because "there's something I'd like to quickly run by you." Say the same if you have to leave a voicemail when asking them to call you back.



2. Do some polite chit chat to establish rapport / show interest in them, and then explain what you're "up to" these days (your "What Do You Do" statement, though you can make it more conversational)
3. Explain a little more about WHO you help and the problems they're struggling with if needed – and why you're so passionate about this work, or how it's so rewarding, etc.
4. Share with them that you "have a little request of them." Tell how in your practice you offer something called a "\_\_\_\_\_" (use the special name of your strategy session).
5. Share a quick sentence about what it is, and its monetary value
6. Now explain that you're giving "x" of these complimentary to your community right now and why ("to kick off the new year," "because it's time for spring cleaning," "because in the summer people tend to get lazy so it's time for some re-inspiration out there," etc. etc.).

Always explain that you love doing these sessions, and that in addition to the value that the person gets from you, these sessions allow you to keep your "finger on the pulse" of what people are needing and wanting most these days, which helps you design future programs and services.

7. Express what someone will get from the session:

A) *A crystal clear vision of \_\_\_\_\_*

B) *Uncover the hidden obstacles and challenges that have been keeping them from \_\_\_\_\_*

C) *Leave the session not only inspired, but with tangible next steps to \_\_\_\_\_*



8. Make either a **DIRECT REQUEST** for an introduction to 2-3 people they know who would really relish one of these sessions OR offer them a session directly (depending on if they're an ideal client).

To be clear, you're asking them:

*"Would you be willing to think of 2-3 people in your world who would really find it a treat to have some focused time and undivided attention to look at \_\_\_\_\_ and get some empowered support to \_\_\_\_\_? I'd appreciate it if you'd play matchmaker and introduce me – again, it's really a win-win for both of us"*

or

*"Quite frankly, I thought of you when I was putting together this offer to gift 'x' sessions to the community. I know how you're always \_\_\_\_\_ and I thought you might really enjoy the undivided time and attention to \_\_\_\_\_. So, I wanted to ask if you'd like one of the spots?"*

(Note, you're not insulting them. Here's an example:

*"I know how busy you are with your job and the kids and everything on your To Do list, and I thought you might really relish the undivided attention to focus on YOUR life... and YOUR dreams... and what YOU truly want next for yourself"*

Regardless of your niche or area of specialty, when offering a session to someone directly, always make sure you're not implying that they're "bad" or "screwed up," just that this might be a well-deserved treat or act of self-care).

9. Set up the next step in a very clear and tangible way

*"Great! Can we take a few moments now for you to think of whom might be appropriate?"*

If they need some time, say:



*“No problem. How about if I call you back on \_\_\_\_\_ (2 days later) to see whom you’ve thought of?”*

Once your contact HAS thought of someone (or a few), move directly into how to be introduced to them:

*“How would you like to best introduce me to them?”*

(You can suggest that they make a quick email introduction copying both of you and let you take it from there. This is ideal!

However, sometimes they may want to talk to that person first. If so, ask when they think they’d have a chance to do so, and when you should follow up with them about the introduction.

ALSO – you should offer to email your contact a little written “blurb” about you and what you’re offering that they can send to their friend (or at least have handy when they talk to that person) – the one whom they think would like a complimentary session.

This is a GREAT idea because it allows you to “control” how you’re described by spoon-feeding it in a very well-written way to your contact, rather than relying them to adequately convey the information)

If you’ve offered THEM, personally, a session, and they’ve accepted, then the next step is to say *“Great! So, let’s get out our calendars and get this scheduled.”*

**10.** HOORAY, a friend or fan has made an introduction for you! Now it’s time to reach out to THAT person about who you are, your cool session and the limited number your giving out, it’s value, what they’ll get out of it, etc. etc.

This is how you do a successful Reach-Out process!

**NOTES:** First, only reach out to a few people at a time, perhaps 5-7 each week. There is a lot of follow up and “phone tag” that can take place, and it



gets too crazy if you're trying to track too much.

Second, about tracking – you'll definitely want to have a chart where you track who you've reached out to, what they said, when you're supposed to get back to them, what the next step is, and note the names and contact information of the people they refer to you. It's the only way to keep everything straight!

It may take months to go through ALL of your Friends and Fans, so start with the ones you're most comfortable with and think would be most willing to help.

You can always pull out this strategy at any time and pick up with "Reach-Outs" where you last left off!