

How To Cultivate The Right Customers & How To Protect Your Business



Rachel Holmes

FBA

Fitness Business Academy

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**Know
your
product**

**Know
your
avatar**

**Know
your
pricing
structure**

**Plan your
customer
journey**

Business Problems

What is your procedure when sick or can't teach?

What do you want a VA to do?

Could you remove yourself from your business and it still runs?

Have you got programmes that sell without you?

Customer Journey



- Questions for Youtube
- Your Website
- What do you teach?
- What are your services?
- Make content around that - Hand to a VA for captions and uploading to Youtube
- SEO keywords
- QR codes

Enquiries



Your Procedure -
Document it



Pre Class



Post Class testimonials



End of the week/month



Goals for the week



Follow up

Data Analysis

Send quick questions after each class
Review ask simple questions

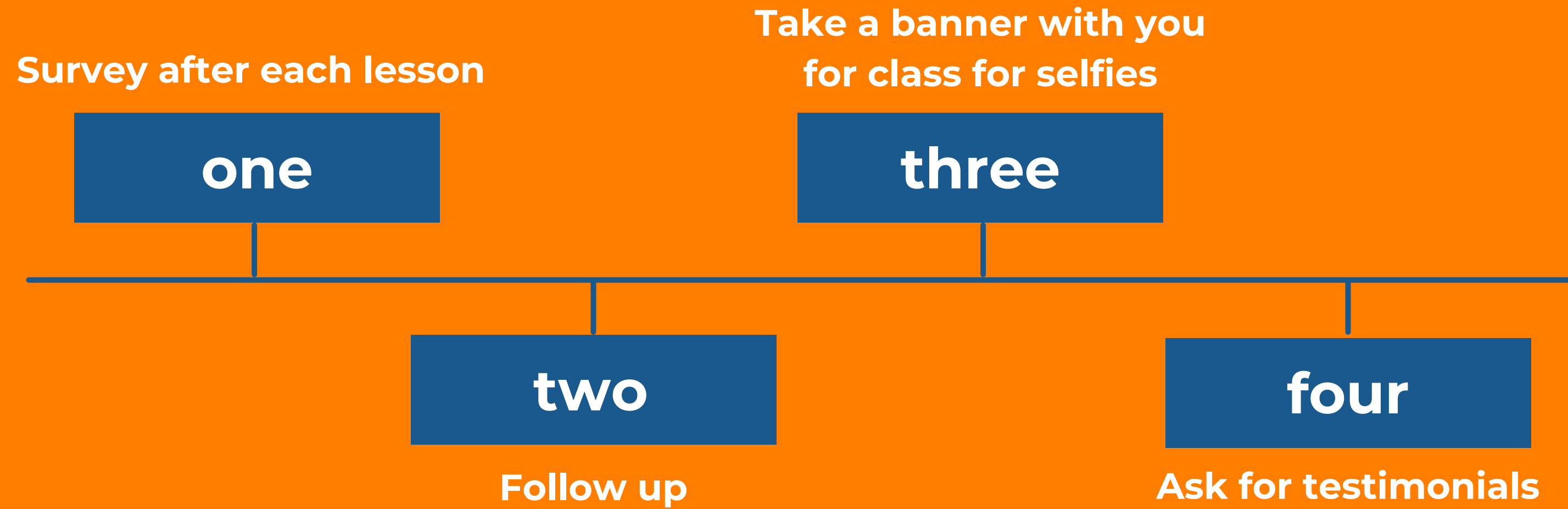
Did you enjoy the class? rate 1 - 10
Did the class meet your expectations? 1- 10
Would you recommend the Class to a friend? 1 - 10
Do you feel your are working towards your goals? 1 - 10

Use the data to create social media posts.
What questions do you want to ask?





Ideas



Your Social Media becomes Client Focussed

- Questions Your Clients Ask
- Client transformations
- Pics and videos of your clients/community
- Data from questionnaires
- People want results

Let's make an action plan Together

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