

18 ways to generate more conversations anytime of year

More conversations = more impact = more clients



SPER - 9 WORD EMAIL

- Super simple and if you're already emailing you can do this every 6-8 weeks
- Focus is on conversation

EXAMPLES

Subject : “First Name” Hi [First Name],

Are you looking to get more from your current training and nutrition?

Dan

Hi [First Name] ... long time no talk :) I just wrote a short guide for my members on how to lose fat whilst eating the foods you love. It's only 3 pages, and shows you why you don't need to completely cut out foods such as pizza and ice cream to get lean. I wrote it for my members, but I'd be happy to send you a copy if you think it might be useful to you. Would you like a copy?

Dan

Subject : How's your health and fitness going?

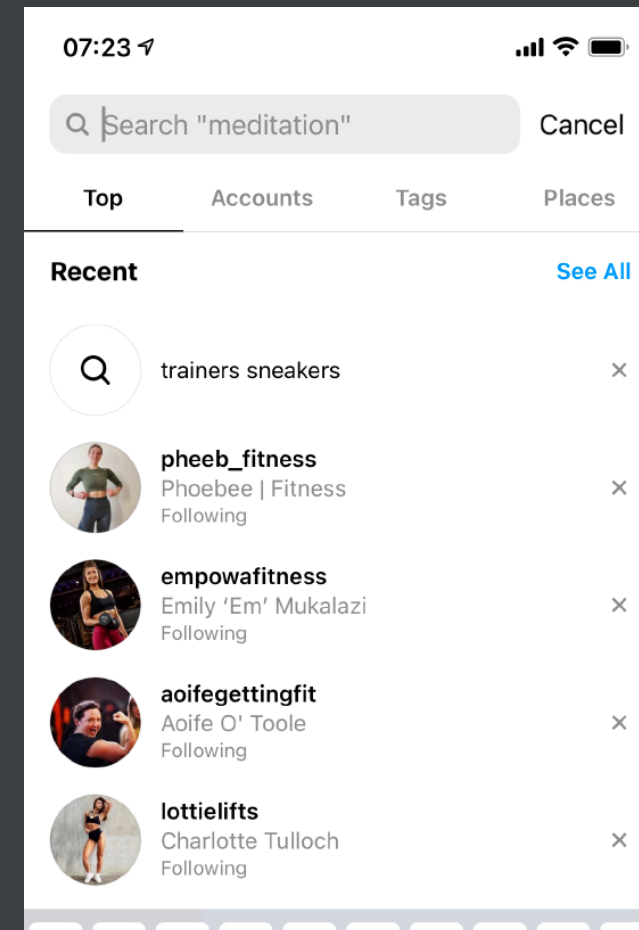
[First Name], busy week here at the office, but saw your name here in my system, and thought I'd say 'hi' personally ... I hope you don't mind me asking, but where are you up to in your fitness journey, and how's progress at the moment? Let me know — I'd really like to get to know you a little bit.

Dan

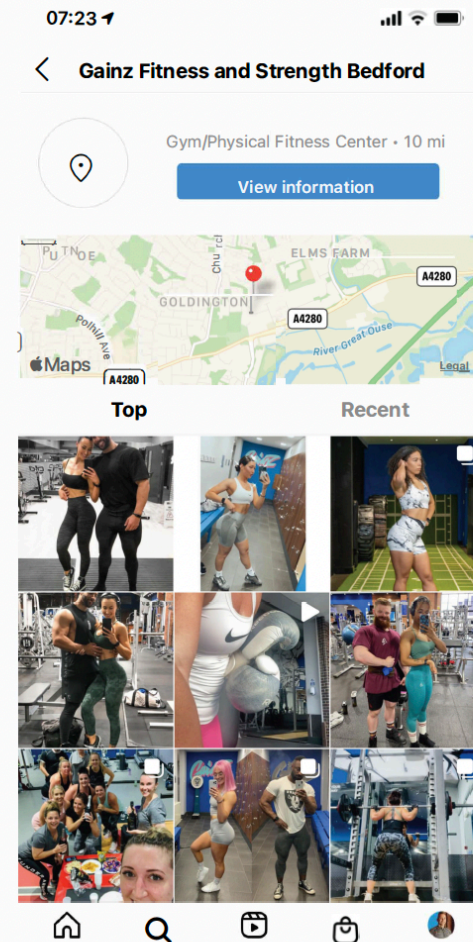
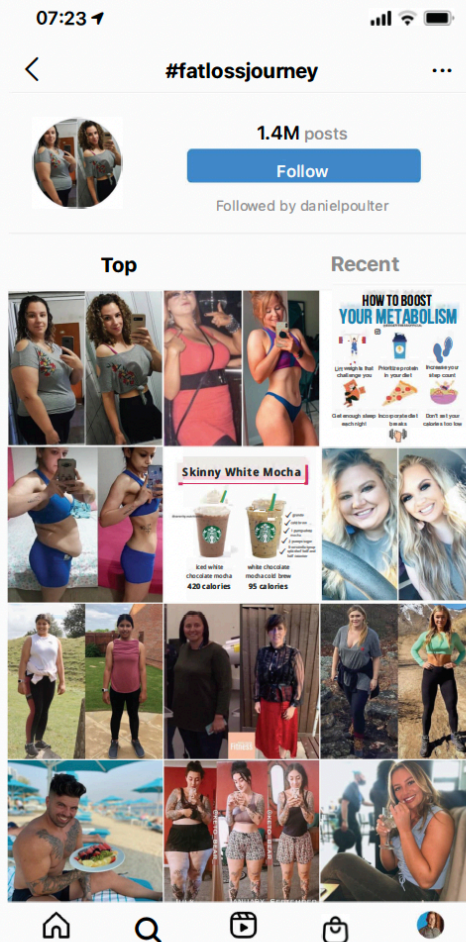
P.S. please do reply, I'll write back to you personally next time I check my mail.

LOCATIONS / HASHTAGS/ ACCOUNTS

- Use IG search function and engage on ideal client accounts (go into large accounts)
- Set a task to do 50 per day
- Super simple way to increase followers and create conversation



HASHTAGS AND LOCATIONS - BE GENUINE AND HELP



NEW FOLLOWERS

MESSAGE NEW FOLLOWERS

With your Linktree - VALUE

Hey {name}

I hope you're well?

I just wanted to personally reach out and thank you for the follow, it's hugely appreciated.

If there's any content that's be of benefit to you, fee free to reach out and let me know.

Below I've linked to my link-tree where you'll find useful information, my expert nutrition blogs for Musclefood and loads of free stuff.

{insert link}

I'm all for being social on social media so if there's anything I can help you with in the meantime, feel free to shoot me a message.

Have an epic week

Dan



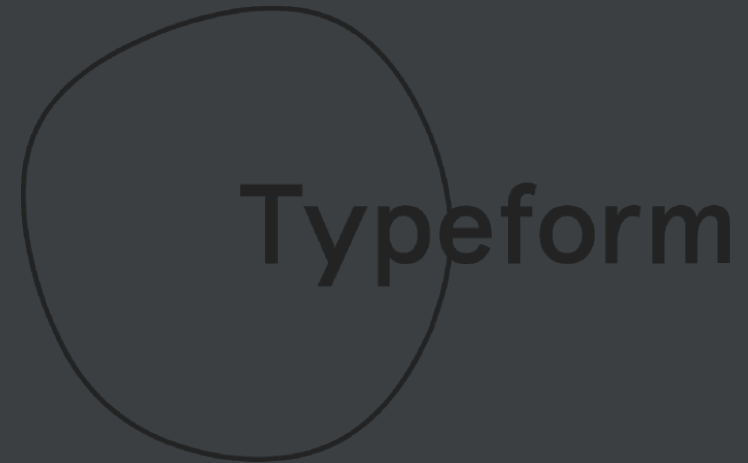
TYPE FORM QUESTIONS AND QUIZ

- Make use of Typeform logic jump

“Are you looking to invest in your health and fitness in the next 3 months”

TYPEFORM EXAMPLE

- Yes - Call
- No - Free training / guide



PAST CUSTOMERS - 121, GROUP & CHALLENGES

MESSAGE EVERY PAST CUSTOMER

“Hey it’s been a while since we did X, I just wanted to see how you were getting on?”

Or with a seasonal offer

[Offer template](#)

Client	Type	Payment
Aaron Lane	VIP Coaching	Expired
Aaron Wood	Platinum Coaching	May 08 2020 Expired
Abi Chandran	One to One Gold	Sep 18 2017 Expired
Abigail Ritchie	Platinum Coaching	Oct 12 2020 Expired
Adam Cobley	One to One Gold	Jul 23 2018 Expired
Adam Matthews	Strong Lean	Expired
Adam Murray	One to One Gold	Expired

CREATE A LIMITED OFFER

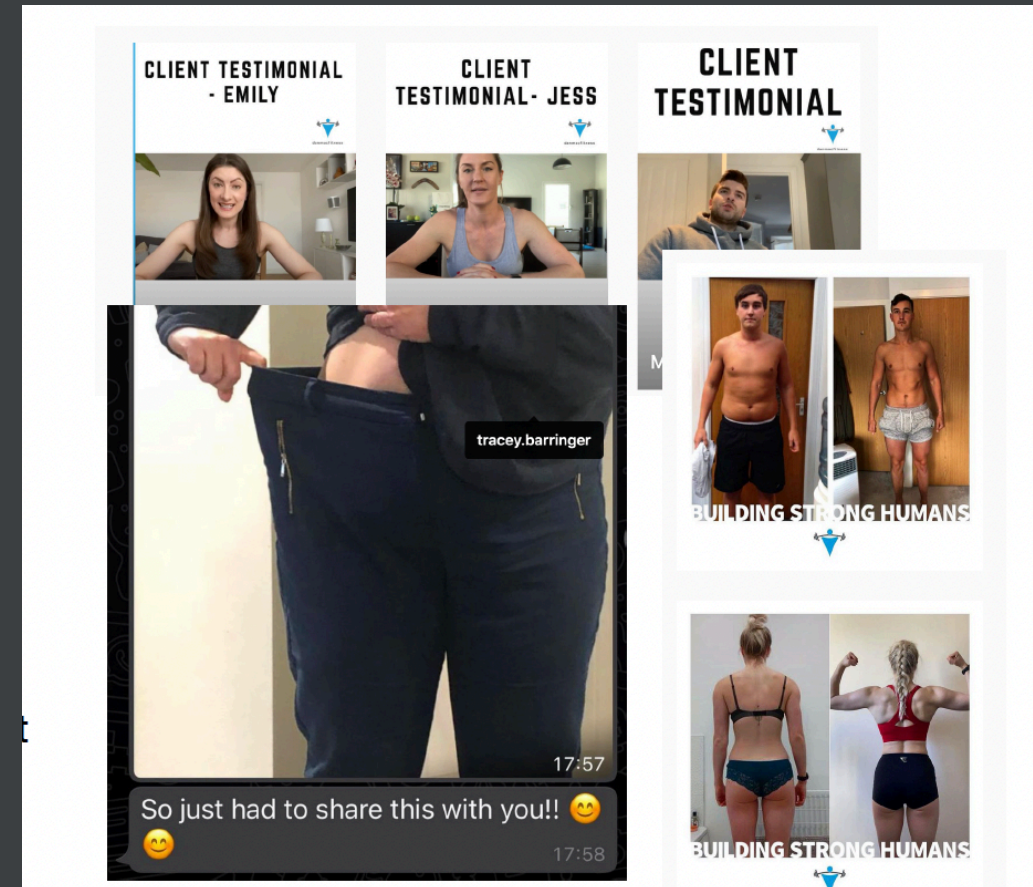
- Launches in 2-3 days time
- Only open 24 hours or limited spaces
- Build excitement in days prior with social proof and stories
- SM, Email and possibly Ads - Really drive home the limited time frame

INCREASE POSTING FREQUENCY

- Change up the frequency of your content for a set period of time (3 days)
- Add in client social proof with testimonials
- Have valuable CTA on each piece of content - not “DM Me”
- “If you’d like to achieve X in the next Y days without Z, send me a message and lets talk”
-

SOCIAL PROOF

- Run a whole week of social proof
- Post every single day an element of your work - Images, videos, testimonials, messages
- Go live each evening and discuss the process and story
- Have a final post end of the week with a CTA
- “All week you’ve been seeing the work I do with my clients. I’m opening up just 2 spaces for anyone else who wants to {insert goal / time frame}

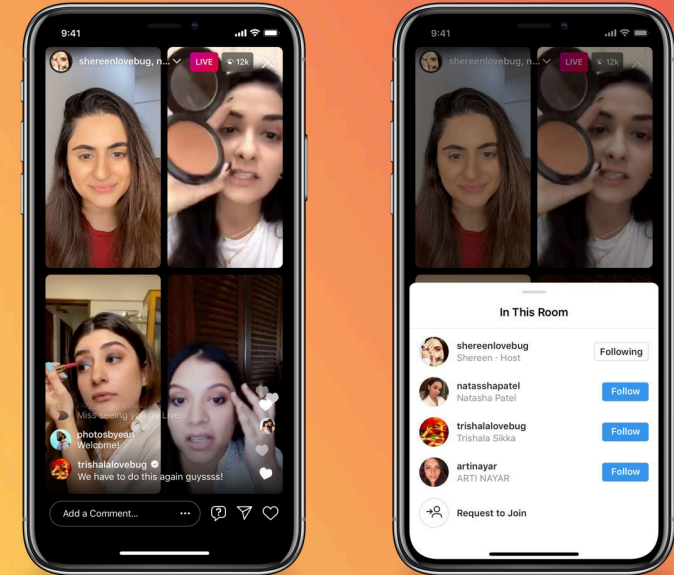


IG / FB LIVES - COLLABORATION IS KEY

Go live with another coach who is within the same area of coaching

Position it as a win for both

Work off a common topic, struggle or recent post



IG / FB LIVES - SOLO

Film IG live of you doing a normal weekly task

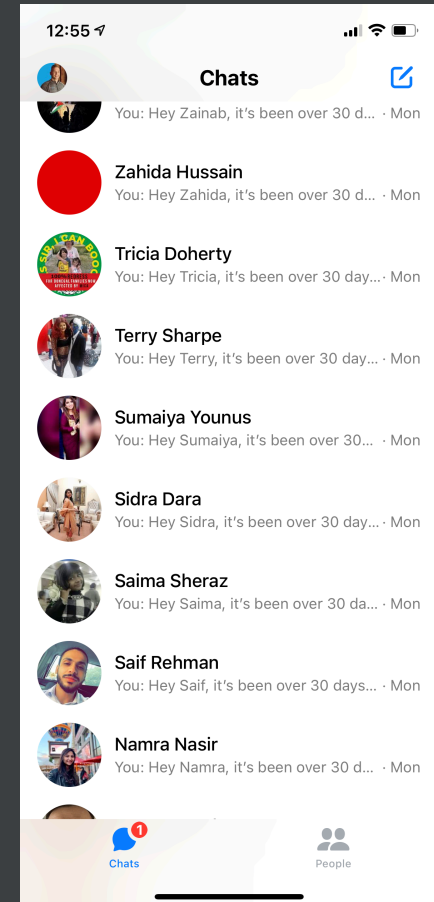
- Could be your hobby, chilling out, BBQ etc
- Segway into solving a common problem •
“I was having a call with a client this week and we got talking about X”
- Explain what you did and have a CTA at the end



MESSAGE TO ALL PAST DM CONVERSATIONS

MESSAGE ALL PAST DM'S

“Hey {name}, How’s
everything going right now?”

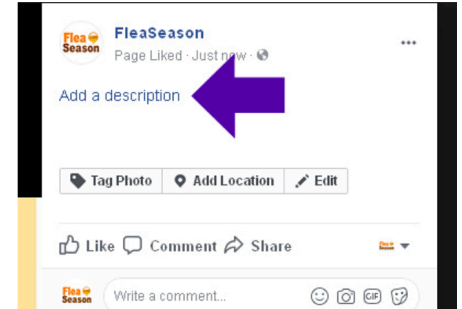


FB COVER & BUTTON

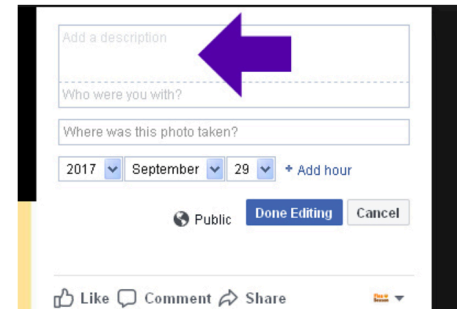
CREATE A CLICKABLE FACEBOOK COVER

Edit up in Canva or get one
made and add your booking
link to the description

Click 'Add a Description'.



Type in your desired Text and hyperlinks into the Add a Description field.



Click 'Done Editing'.



Danmacfitness Online Coaching & Education

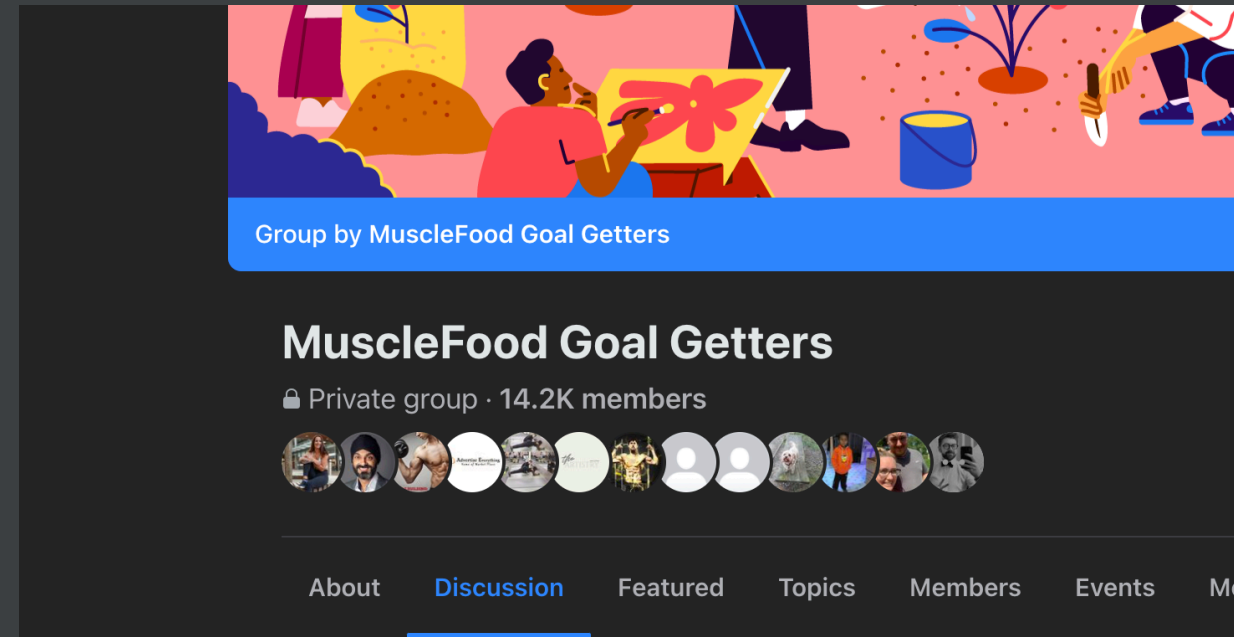
🏋️ build **STRONG** humans
💻 And **STRONGER** coaches
🌐:H

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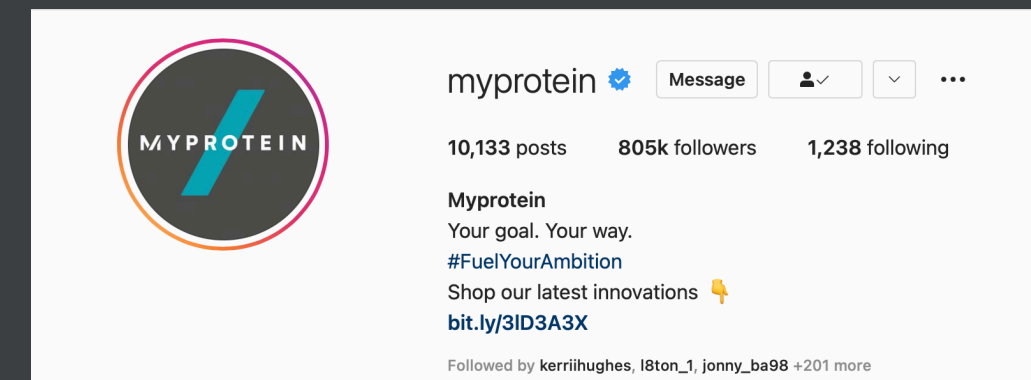
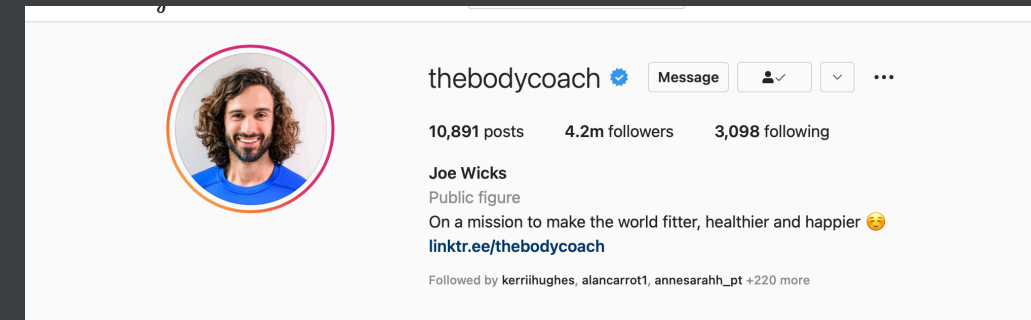
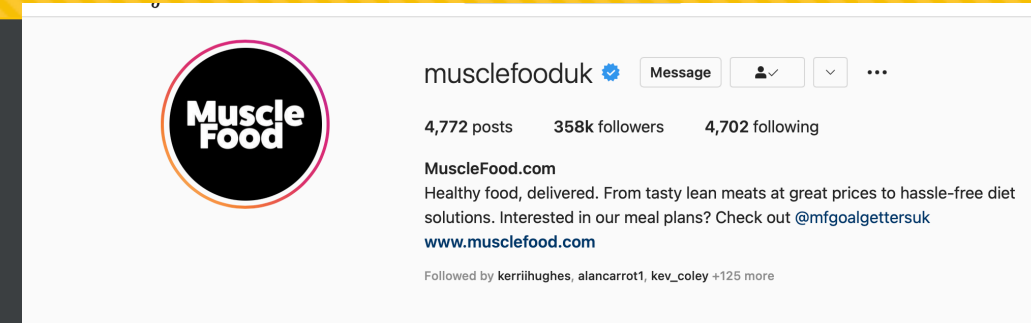
LARGE FREE GROUPS

- Answer questions
- Post up value
- No spam
- If you do these things people will visit your profile



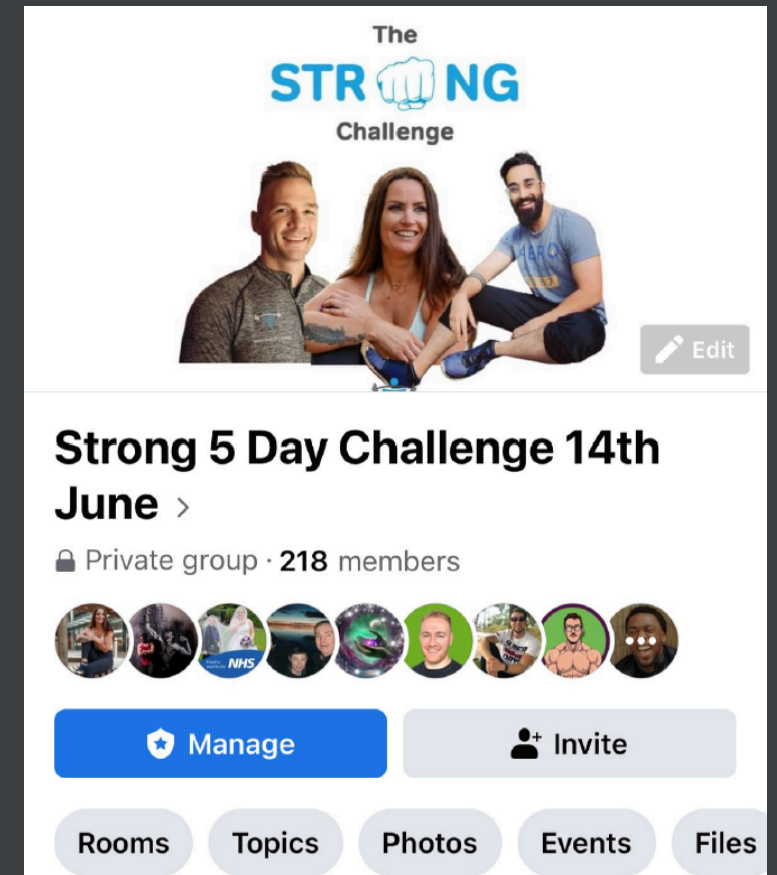
LARGE ACCOUNTS / FIGURES / INFLUENCERS

- Answer questions in the comments
- Be genuine and give value where you can
- No spam
- If you do these things people will visit your profile



FREE CHALLENGES

- See separate trainings
- Super simple cost effective way to generate leads and build audience
- Plus email lists



CTA COACHING VIA DM

Create content inline with ideal clients problems

Offer to help with any questions received via DM

Simple way to build trust, conversations and connection

**"YEAH, I'LL
PAUSE BUT I'LL
DEFINITELY
BE BACK IN
JANUARY"**

your service and how it works.

And you communicate this so clearly clients and potential clients can see where they fit in.

This will stop the bucket from leaking.

If you're unsure of anything I've mentioned above, send me a DM and I'll go over it with you via voice note tomorrow 🙌

#coachingandeducation
#privatementoring
#futurepace

INCENTIVISE AND SHARE

- Run a direct campaign for 121 coaching spaces
- Ask current clients to tag and share your posts
- You add on 1 month or whatever you feel as the incentive

[TEMPLATE](#)

Hey {name}

I'm so pleased that you've been happily working with {insert business / myself}, and that you're already seeing results from the {service}.

I am passionate about providing top-notch {services} and helping my clients succeed.

Since you've been pleased with the results so far, I'm wondering if you know if any other people that might be a good fit for my {service}. My goal is to help as many people as possible, by getting the results they need to be happy with their {insert goal}, and referrals are one if not the best way for me to achieve this. I want to reach people who can truly benefit from what I have to offer.

If you do have any referrals in mind, I'd like to offer you {personalised discount/gift} as a way of saying thank you for sending them my way.

Buzzing to find new people to help along the way with you.

Best

{sign off}

GIFT CURRENT CLIENTS

- Make up some 30 day free trial vouchers that current clients can give to their friends
- Doesn't have to be 30 days
- Easy way to spin the referral

