HOLISTIC NUTRITION THERAPY®

Cheat Sheet: Promoting Nutrition

What Do Clients Need From SPENGA To Be Ready To Take Action?

Trust: ("Our / Your Nutritionist") (Trust passes from Fitness Pro to Nutritionist)

Comfort: (Ease of Use) (SPENGA Member Discount, Comp Consultation, No Commitments) ("Just grab a scheduling card at the front desk")

Motivation: (Maximizing Results) (Maximizing Membership Benefits) (FOMO)

Capturing Attention Post-Workout

- "Anyone who wants to get the most out of their SPENGA Werkouts, schedule an appointment with **one of our Well-Choices Nutritionists**"
- "Remember **if you haven't hit your fitness goal(s) yet,** make sure to stop at the front desk and schedule a consultation with one of our Well-Choices nutritionists."
- "If you want to lose more body fat, gain more muscle, or optimize your health, you have a **nutrition consultation + $20 gift card, included in your SPENGA membership**. Stop at the front desk to schedule on your way out of class."

It Takes The Entire Studio To Be Successful

Consistency: Members will need to hear about Nutrition 8-10 times before they are ready to start.

Passion: Top Performers are the most invested in their clients fitness, health, and happiness. Regularly check up with client goals and measure their success. Use personal experiences to build trust and excitement.

Teamwork: Top Performing Studios get the entire team involved. Instructors, Managers & the Front Desk are all essential to success.

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Tips For Promoting Nutrition

- Refer to Well-Choices Nutritionists as “Our / Your Nutritionists”
- Take Before & After Pictures with Your Clients.
- Personalize Social Media Posts (Progress Picks, Healthy Meals, Utilize Your Extended Network)
- The Nutrition Consultation is NOT “FREE”, it is included with their SPENGA Membership.
- Present the Scheduling Card as a $20 Gift from SPENGA.
- Well-Choices memberships are 100% Transparent and Flexible. No Contracts, No Commitments, No Fees. Clients can upgrade, downgrade, pause, or cancel at anytime.
- Make sure your members know what to expect when they book the appointment.
- The more excited the member is when arriving to the nutrition consultation the more likely they will purchase.
- Instructors are the SPENGA’s Fitness Pros- Their recommendations and shout outs are crucial.
- Value = Goals & Results. The best time to talk Nutrition is when we speak with clients about their goals and measure their progress.
- When handing out scheduling cards, write your name on the card for the client, so they know who referred them.

Your Name Here