

# How to Get 6-12 New Clients With In-Gym Seminars!

## ✓ **Come up with a popular topic**

You have to have a popular topic to get people to come! A few timeless topics include Abs, Belly Sculpting, Arm Sculpting, Nutrition & Diet Secrets, Glut Toning, and Fat Burning Secrets...

## ✓ **Get 20-30 people to attend**

The size of the group makes a big difference. When you don't have enough participants, the seminar has really low energy. The minimum I would allow is 12 participants – just so you have some engagement...

## ✓ **Give them some really valuable information**

You want to give away valuable information in the seminar WITHOUT giving away everything. They need a great sample to increase their desire to work with you, but if you give away everything... they won't need you. Show them amazing exercises and leave them wanting more so they'll join your class!

## ✓ **Have a class for your attendees to join with “scarcity”**

You must have a very limited opportunity with both amount of people who can join and special price. If there's no limit or deadline, they won't join. The best way is to offer the special at the end of the seminar for that instant only! Don't give them even an hour to decide... they have to enroll right now!

## ✓ **Follow up with attendees that don't join your classes**

Make sure you get a list of all attendees and their phone numbers so you can call the ones who don't sign up. Ask them what they liked most about the workshop and tell them you have an extra slot in your class and they have one more opportunity to join.

