

6 (SUPER FUN!) Ways
to Build Your Email
and Client List
— *without* —
FACEBOOK ADS

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Give local speeches.

Public Speaking can be incredibly intimidating and even scary for a lot of people. However, it is also a super-duper fun and great way to grow your audience and platform. It's a powerful medium to teach and connect with many people at once. You get to showcase what you have to offer and bring value to an audience. You build awareness of your brand, help people, and get clients! Since a lot of people avoid public speaking out of fear, if you're willing to be brave, it is a very powerful way to get yourself out there!

How to find and nail speaking engagements that boost the bottom line:

Step 1: Get clear on who you want to speak to. For me, I knew I wanted to get in front of women in their 40's.

Step 2: Find out where those types of people hang out. I connected with several moms' running groups, women's groups and Adult Enrichment classes through several school districts.

Step 3: Reach out to these groups and offer to present—for a low-fee (or fee waived) to start. These groups were great for me to practice presenting my materials in a low-pressure type of way, and I still got a lot of new leads. Every time I spoke, I had a clipboard in the back of the room to collect names and email addresses. Later, I'd excitedly enter them into my mailing system! The reason I specified "low-fee" is because you'll feel a lot less pressure. We have to start somewhere, and the more practice, the better!

Step 4: Expand your reach to larger and different audiences. I decided to reach out to several corporations, even though these groups consist of men AND women (and my ideal client is a woman). I ended up getting hired on to do several "Lunch and Learns" at a lot of large companies. I took lower speaking fees than I would have liked, but I did it in order to get in front of audiences, and build my credibility. Plus, I got to practice my speaking skills—answering questions and seeing what lands with the audience and what doesn't. These felt higher pressure to me than the more casual church groups and ladies in their running clothes did, so that's why corporations come after the other local groups... but if you feel ready, you could reach out to these at the same time as those in Step 3.

Step 5: Keep at it! I started a spreadsheet of all of the companies and local groups I reached out to, and there were rows and rows of ones that I didn't get to speak to. When I'd feel discouraged, I'd just remind myself that the more I reached out, the greater chance I'd have at landing more! So, keep it up!



Contact your local television stations!

Getting on TV early on in my career definitely boosted my growth and credibility much faster than would have been possible without it.

I'm not certain that I actually grew my audience directly from the number of segments I did, but I certainly used the fact that I'd done TV segments when I was later pitching myself to other places where I wanted to speak. TV appearances give you instant credibility to the public and your ideal client. The first thing I did when it came to television was to just start researching. Almost every TV station will have a page on their website with various contact info and ways to get in touch. I just started emailing! Just make sure you have a good pitch to send them. Make it as easy for them to say "yes!" I recommend sending a pitch with a catchy title. I used "5 Things a Dietitian Orders at McDonald's", followed by 5-7 key talking points that I could weave into the segment. Television segments are usually 3-7 minutes long, so you won't need a lot of material, but you want to make it catchy, entertaining, and unique.





#3

Write for Other Platforms

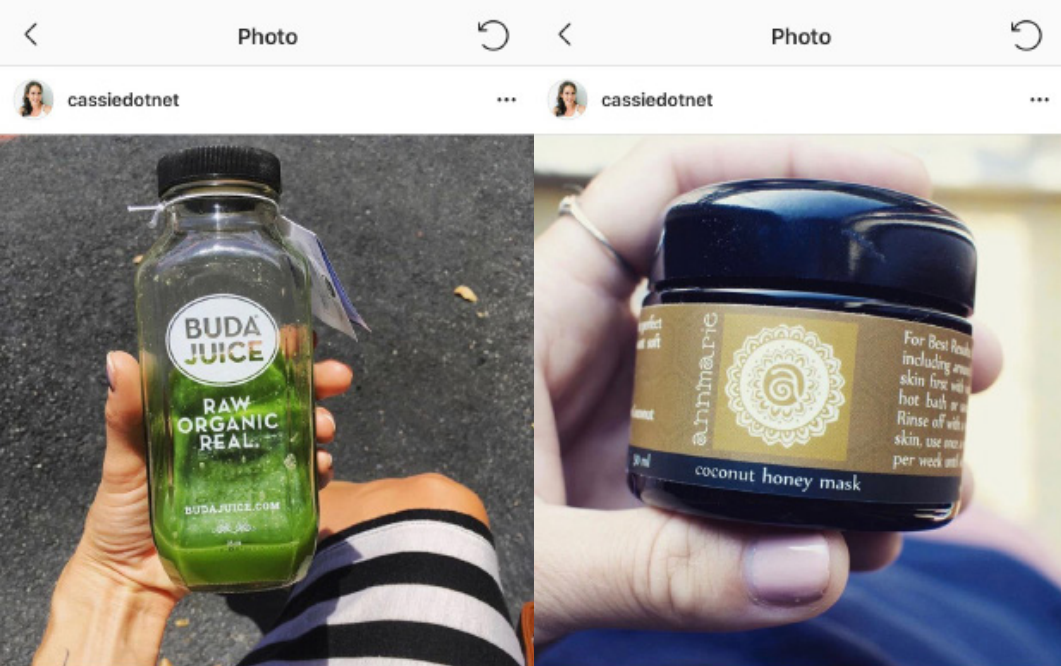
I reached out to local blogs and offered to write blog posts on nutrition for running, weight loss for women, and easy meal prep for moms. Usually I'd just search on the contact page for the contact info of an editor, but often times they only provided the generic "info" email address, so the first line of my email was to please pass on to the person who covers stories in the health and wellness vertical. A lot of times I'd follow up with the places I spoke at and ask if they'd like me to contribute a column to their company newsletter or their blog if they had one. This gives you another opportunity to get yourself seen, get your message out there, and connect with an audience in a different way. I even submitted an article that was published in a local newspaper (yep, those still exist!). I did a lot of writing early on in my career, and I still do! It's also something that I love because I can do it from anywhere on my own time.



Partner with Local Businesses

Whenever I drive around, I pay attention to the businesses near me. I'd notice a gym, a spa, or a health foods store. I'd Google their contact info as soon as I got home, reach out, and propose a potential collaboration. I landed speaking events at health foods stores, collaborations with gyms, and social media promotion trades with companies that had missions, beliefs, and audiences just like mine.

Quick Tip: When you reach out to anyone, always start by mentioning something awesome about them (even if it's just their business name or location), and then make sure you start with the value you can bring to *them* and *their* audience. They don't care what you know until they know that you care. :) You may be more comfortable going back-and-forth on email, but I've found that phone calls or in-person visits can be time well spent since you can connect deeper and faster while also brainstorming and talking things through. I've had some really cool collaborations come out of just hopping on a call with someone, and they ended up bringing in thousands of dollars for not a lot of work— swapping audiences can be a beautiful thing!



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Get Creative on Social Media

I mentioned “social media swaps” before, which is probably a term I made up, but it’s something that’s worked well for me!

If I like a company or a brand and feel that they have a lot to offer to my audience, and if their main offering or product is different from mine, then I love to support them! It’s a win-win when they are willing to promote you as well! I’ve also done joint webinars as a way to swap audiences. I did one with a local woman who had a business revolving around parenting techniques and had a following of moms who I really connected with. We both promoted it. She talked for 15 minutes on parenting techniques and I talked on nutrition for moms and kids. It was a great collaboration. Get creative on ways you could support other and swap audiences!

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Write a stand-out blog post

Write one that's different than any other blog post anyone's ever done... or, at least make that your goal. :) Make it reallllly long, super valuable. Basically, it's a MASTER blog post written on a specific, somewhat-niche topic. For example, "How to Naturally Support Your Thyroid Through 3 Key Supplements" is better than "Thyroid Support". This will help it rank high in Google, and position you as the authority.



There you have it!

Now you have some fun and powerful ways to build your audience. I hope you enjoy playing with these strategies and discovering which ones work best for you!

Obviously, I couldn't cover EVERYTHING I know about building an audience (like what to put in an introduction email or how to start charging high fees for speaking engagements), but this should set you on a great trajectory!

However, if you don't feel like figuring it all out on your own, I totally understand! It took me YEARS to figure these things out and crack the code on growing an audience and client list. I'd be happy for you to save yourself those years of learning and just hop on the fast-track to a booming business!

That's why I created the Dietitian Business Launchpad: to show you step-by-step how to set up your business, your current model, plan, pricing and fill your coaching practice and set it to scale.

I want to help you build a sustainable, profitable business to elevate your business (and life!)- The Dietitian Business Launchpad is THE course for health and wellness practitioners who want to get all the step-by-step strategies you need to replace your corporate income, fill your private coaching, and build your business to 6 figures.

If you're serious about taking your business to the next level, get started in the Dietitian Business Launchpad now!

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