

GETTING CLIENTS WITH IG STORIES

Practical tools I used to get more
clients from instagram stories.



B R I A N M A R K

Getting Clients with IG Story

It's your boy Bmarkfit here and I'm going to be showing you how to get clients from your Instagram Story. This isn't going to be a fancy well-designed-cool looking book, but it's going to be one of the most practical tools you've ever found when it comes to getting more clients from your Instagram story.

5 years ago is when this journey started for me I was a part time fitness competitor, part time online coach, part time bartender. I thought that once I got my Pro Card my business was going to take off.

I spent all of this time and energy to get this pro status only to realize that it meant very little to the general public. I didn't have sponsors knocking on my door, I didn't have opportunities just flowing to me... I was still the same person with an extra "certification" that meant NOTHING when it came to getting clients.

I decided to set my sights on growing my business with 100% of my efforts.

I wanted 10k a month.

10 thousand dollars each and every month from Online Personal training.

I set that goal in October 2013, and one full year later in October 2014 I was making 10k a month, every single month, through online personal training.

I did this with no Facebook ads.

Just pure hustle and grit.

This book is a compilation of the 5 years of experience on Social Media building my online fitness business.

This book has taken me 5 years to build for you, because all of the EASY tips and tricks you find in here have taken me years to uncover, refine, and make simple enough for you to execute with ease.

So... online trainer.

If you're ready to make 10k a month within the next 6 months of your online fitness business journey... you're in the right place.

I am the bridge between your current job and a full time online fitness business.

This Isn't Just About My Story though... this is about all of the client's I've been able to make into Full Time Online Fitness Coaches

Like Caleb, who went from \$5,000 a month with another business coach to \$15,000 a month with me.

Like Lacey, who went from 0 online clients to over 40 online clients with a waiting list.

Like Nicole, who went from working 12 hour days, 6 days a week, to having over 40 clients with a waiting list.

Like Nikki, who went from 7 online clients to 60 online clients in only 8 weeks with me.

When it comes to Organic Marketing my results speak for themselves – I'm the best in the game.

The content you're going to consume in this book will put you ahead of the Online Training curve.

If you're ready to #DOMINATE then let's dive in.

Let's Talk about the Wrong Way to Generate Leads

The biggest mistake you can make as an online trainer is waiting for leads to come to you.

It takes a certain amount of time for people to warm up to you as a trusted authority. And in that time, there may be someone else that comes along that they trust more that scoops up the client and takes them from your network.

Instead of waiting for people to warm up, one of the strategies I implement with my online trainers is showing them how to utilize Instagram stories to pull warm leads as well as getting hot leads to apply for their program.

Before we dive into how we do that, I want to share some practical and useful examples for how Instagram stories have been used to blow up my clients businesses.

One of my clients Maverick joined my program in April and in the first 4 weeks we made over \$16,000 USD with the use of Instagram stories to pull clients.

One of my clients Christian uses Instagram stories ONLY to grab clients for his program and he makes over \$10,000 USD each and every month (has gotten as high as 40k in 1 month).

I personally use Instagram stories as one of my primary sources of lead generation for my business and book at least 5 new calls each and every week by proper use of the Instagram story feature.

Best Practices for Using Instagram Stories

I'm going to be teaching you guys what to post on your stories, but BEFORE I teach you what to post, I need to teach you HOW to post.

Best Practice #1 – Write Captions on All of Your Stories

There are a lot of people that mindlessly scroll through stories without listening to the audio. Some people watch at work, in class.

When you write on your stories and give them captions with the text feature, you give your reader a better chance of digesting your content because you're giving them an alternate way of consuming it.

Keep your caption short and sweet, summarize what the photo is about in 1 – 2 sentences.

Yes – it will take an extra 30 seconds to do the story then write the captions.

Yes – it's worth it so that you get more clients.

Best Practice #2 – Be On Your Story Throughout Your Day

Instead of posting in your story once and then never again, you want to be consistently on your story throughout your day.

This gives you a 4x higher chance of being seen by your followers. There are 4 “Story Icons” at the top of your newsfeed right now – and only 1 photo.

That means when someone logs onto Instagram they're 4x more likely to see a story icon than a photo.

As you go on your story throughout your day Instagram will bump your story icon back up to the top of the feed, giving you a higher chance of being seen by more people.

Be on your story at least 3x / day to increase visibility.

Best Practice # 3 – Encourage Engagement with Voting Polls

Instagram will show your content to people you have established a relationship with – this includes story views, poll votes, engagement slides on your story.

You want to give your audience more chances to interact with your profile – so when you have an opinion, or you're out for food, or you have anything where you can ask your audience to vote on something... this gives them a chance to engage.

A simple strategy for this is when you voice your opinion about a fad diet, you can ask “Have you ever tried Keto? Vote yes or no below” and have a voting option.

Another simple idea would be once you post a picture of your food, get the SLIDE story option, and have them vote how good it looks.

The more your audience engages with your story, the better of a chance your content will be seen on their newsfeed based on the Instagram algorithm.

Not to mention – as you start doing calls to action (which will be covered more near the end of this document) you'll have a higher response rate because people will be conditioned to engage with your story.

Let's Dive into the Psychology of Purchasing

There's a lot of scam – b.s. on the market, and for that reason people are naturally skeptical.

People will not purchase off of someone or a brand that they do not have a relationship with, or they do not trust.

In order for people to purchase off of you, they need to know you, they need to like you, and they need to trust you.

Let's break down the KNOW – LIKE – TRUST factor and how we can use Instagram stories to build a relationship with your potential customer that will lead them closer to a purchase with you.

Know You

How do we get to know someone? We find out things about them. We understand them, we know what makes them tick, what inspires them, what makes them happy, what makes them sad.

Social media has often been used to put your best foot forward. Only to show the parts of you that you WANT people to see – an inauthentic way to marketing and a sure-fire way to shoot yourself in the foot.

In order for people to know you, you have to be courageous enough to open up to people.

A successful strategy that I've implemented with hundreds of people through my online coaching program is taking your audience on an adventure throughout your day.

That means your habits, your routines, your rituals, the things that you do on a regular basis. Showing your audience what you eat, what you're doing in the gym, when you walk your dog.

Showing your audience when you're at your son's baseball game, or you're at your sister's grad. Giving your audience a chance to get to know the real you inside of the fitness world, and outside of it, too.

Share your thoughts, your feelings, your ideas.

If you're running a blank slate here, start with this:

Share one of the meals you eat today. Take a picture, share the recipe / where you got it from / where you're eating (if you're eating out) and tag me @bmarkfit in the story.

Share yourself at the gym. Take a selfie in the mirror and tell your audience what you're training that day, or take a video (set up your Iphone and record yourself doing an exercise) and tag me @bmarkfit in the story.

Share one of the things you do every day that makes you happy. Going for a walk, meditating, going for a run, walking your dog, listening to music and dancing. Tag me @bmarkfit in your story.

Like You

The biggest problem with most people is they're afraid of making a stand, having an opinion, expressing a "right or wrong," approach to their marketing.

In an effort not to offend anyone you might be tempted to see "Both sides of the equation" without actually taking a stand for what you believe is the right way and the wrong way to do things.

When it comes to fitness, there are without a doubt a right way, and a wrong way, to approach weight loss and building lean muscle tissue. Standing FOR the right way and AGAINST the wrong way will allow you to create some polarity in your posts – meaning some people will strongly agree, and some people will strongly disagree with you.

One of my clients made a post that was polarizing Self Love vs. Self Harm – talking about how obesity

has been accepted as a form of self love, and how it was self-harm on a lot of levels because people are idolizing the idea of being overweight, which leads to health problems.

This post got A TONNE of people that strongly disagreed with her.

This post also landed her 7 new clients.

When you play with polarity, taking a stand for something, and against something else, you allow people to fall in love with the real you. It's good if they like you, it's better if they LOVE you.

Voice your opinions on trends / topics / fads in the fitness industry.

Voice your opinions on procrastination, laziness, and failing at accomplishing your goals.

Voice your opinions on lifestyle, relationships, fitness, growing your online business, give people a chance to fall in love with you.

Take a stand for something.

Take a stand against something.

Create some polarity with your content.

Trust You

This is where the magic is, people.

These are the goodies people are looking for.

In order for people to trust you, they need to view you as an expert, someone they can count on, someone that delivers what they say they're going to deliver.

To get people to trust you, you need to claim your place in the marketplace as an authority.

Posting client wins is an excellent way to position yourself as an authority. As clients send you happy messages about their progress, you want to screenshot those wins and post them up to the story. Let people know that you have happy clients getting awesome results.

Posting client testimonials is an excellent way to position yourself as an authority in the marketplace. Use before and afters, make sure you ask permission to post these testimonials, but get in the habit of posting them on your story once a day at the bare minimum.

Delivering value based, problem solving content to the market place is an excellent way to position yourself as an authority in the marketplace. Let's get real here – there are a TONNE of options when it comes to online fitness coaches. What's going to separate you is how much value you're willing to offer at the front end to deliver a lifechanging service to your ideal client, period.

You need to know and understand your client, what they struggle with, what they need, and then you need to be willing to deliver the solution to their problem on a daily basis.

The final element of trust is being able to COUNT ON YOU.

That means you need to be CONSISTENT on your social media for the rest of time. For as long as you want to be an online trainer. And if you can't handle that pressure, you may as well pack your bags and say see ya later.

Online training means you need to be online, the more that you are online, the more that your business is going to grow.

You need to make the commitment to be 100% dedicated to your social media platform.

If you WANT to be an online trainer, BE ONLINE.

Or

Become comfortable working for someone else.

Best Practices for Call to Action

When I work with clients at PT Domination we have our avatar completely dialed in and we know who we're speaking to and what their emotional triggers are.

When you are calling a client to action you need to build trust, create relatability as an authority, and have enough of a compelling reason to take action and respond to your story.

Instagram story offers the Swipe Up option to apply for those people over 10k... but I actually do not think that the swipe up option is the best one when it comes to getting clients from your story.

I do not think that "shoot me a dm" is the best way to get clients from your Instagram story.

I think that the best way to get clients from your Instagram story is the "Voting" option.

When properly used, the "Voting" option on your story can be used to find the WARM LEADS in your audience who may be consuming your content that may not be ready to take the right action.

Brian Mark's Deposit – Withdrawal Strategy

Imagine you walk into a bank you've never been to before, you walk right up to the teller and you say "Hey! I'd like to make a withdrawal."

The teller looks with you, confused... "Do you have an account that you've made any deposits in?"

You reply, "Nope! But I'd like to make a withdrawal."

That's called robbery, friends.

We wouldn't walk into a bank and ask for a withdrawal without making deposits, because they won't give us any withdrawals.

Imagine your social media in the same regard.

The deposits you make are the valuable content you are making.

The deposits are delivering value into the marketplace.

The deposits you're making are the people on the other end of the screen who are following your content and getting insight, inspiration, motivation, from your story.

So if you are NOT depositing into your social media.

If you are NOT giving value on a daily and consistent basis.

If you do NOT have your avatar dialed in, understanding emotional triggers...

Then all of the information I am providing will be completely useless to you.

You may get lucky once or twice, but asking clients to work with you without giving them value is robbery.

Let's talk about you.

BEST PRACTICES FOR CALL TO ACTION

I'm going to give you 3 stupid – simple calls to action that have proven to pull clients from Instagram Stories. These 3 strategies are 3 super simple ideas that help my clients get consistent results from their Instagram stories.

Deploy one of these strategies at a time, not all at once. Mix this in with building the know – like – trust factor like we previously discussed.

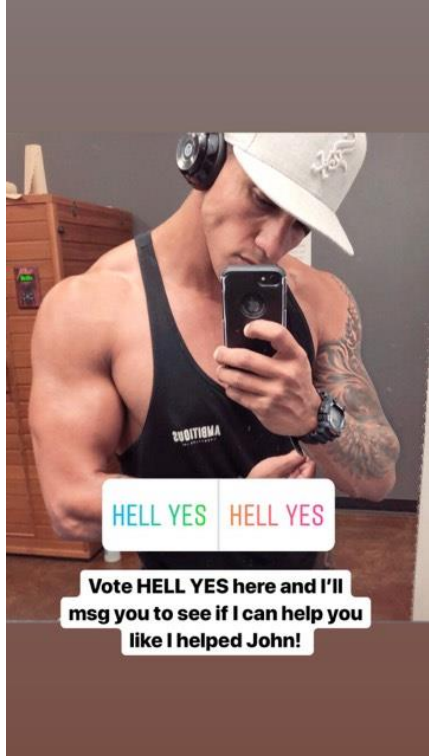
Take a look below and enjoy all the goodies. This strategy is designed to get WARM PROSPECTS TO

RAISE THEIR HAND.

If you want to know how my clients take this “Vote” all the way to a PHONE CALL, and then a PAYING CLIENT then read the last two paragraphs of this document.

1) Pain – Proof – Solution – Call to Action





2) Value – Call to Action





3) Client Wins





#DOMINATE

The reason that my clients get insane results beyond any other online marketing agent is because I have my systems dialed for the Direct Messages.

I'm currently running a Case Study program for online trainers starting I'm looking to fill it with qualified people who want to get more clients, have more freedom, and make more money.

If you want to get access to the systems my clients use to book 5-10 calls a week with their Instagram stories, reach out to my page and say the words "Case Study" and I'll get you all the details.

This will be an opportunity you don't want to miss #DOMINATE