

INSTRUCTOR 2 ICON

WORKBOOK

SESSION 1 THE ROLE OF THE PRESENTER

TASK 1

Consider the classes or sessions where you have had a good connection with the participants/clients and also any instances where you haven't managed to connect so well.

Try to identify what was different about the two - was it your approach, your body language, your tone/style, your energy, your look, did you perhaps not read the room...?

	Good Connection	**Didn't Connect Well**
Situation: **(eg class / PT session)**		
Characteristics of that session:		

Looking back, what might you have done differently to better connect with your participant(s) in the example you've identified above? Try to be specific rather than general, so instead of saying 'more energy', give specific examples of how and when you could raise your energy.

TASK 2

Consider the people in your life who have had a strong influence on you; both positive and negative. List the qualities or characteristics of both:

Positive Influence	**Negative Influence**
Qualities/characteristics:	**Qualities/characteristics:**

HOMEWORK

List three things you plan to do differently in your sessions next week to ensure every connection is a positive one:

1.

2.

3.

REFLECTION

Before you begin session two, think back to the connections with your clients during the past week, did you manage to create positive connections? Did you find that some techniques were more effective than others? Give examples wherever possible:

› SESSION 2 BRINGING YOUR A GAME

TASK 1

How often do you use names? In what context or setting? E.g. just at the start of the session or in welcoming clients or throughout the session.

How, and how often, do you compliment your clients? Is the praise warranted or just out of habit? Is it specific to the situation or actual progress or just a generic well done?

List any examples of the different ways your clients respond, the different techniques you use to get to know them/ find out what motivates them.

Choose / Identify three different techniques you will actively test out in the next week. Some examples are given below:

- Set the scene and expectations for the class with a message that will work for everyone
- Use names
- Give authentic compliments / Personalise compliments
- Mix up the ways you use motivational communication
- Ask lots of open questions

The three techniques I will use in my sessions next week are:

1.

2.

3.

HOMEWORK

THE POWER OF NAMES

In your next group session, go out of your way to use names. It will feel awkward at first if it's not something you usually do, trust that the people hearing them will notice.

Walk around the room and ask a question using the person's name like "Can you give us some more Carol?"

See what the response is, if they react by giving more, you've made a connection and know they respond to that sort of encouragement, if they don't react, you know you'll need to find another way to motivate and engage them.

REFLECTION

Before you begin session 3, carry out this reflection task. Having more actively used client names during the past week, did you notice any difference in your connection or their responses?

Record your thoughts below and include examples wherever possible.

SESSION 3 BUILDING RAPPORT

TASK 1

Consider the sessions you've delivered in the past week, and specifically your rapport-building skills. Rate yourself out of 10 for active listening, empathy, and creating a supportive environment.

Active Listening	**/10**
How could you improve this score?	
Empathy	**/10**
How could you improve this score?	
Supportive Environment	**/10**
How could you improve this score?	

HOMEWORK

During the next week, choose one of your clients that you don't know well, maybe someone that's new to your class or has just joined the gym - essentially, someone that you haven't had a chance to build a rapport with yet.

Implement some of the techniques we've talked about in this session and see if you can get them to do more than they normally would, see if, as a result of building a bit of rapport, you can motivate them to get the best out of themselves. You might try e.g.

- Active listening
- Sensitive questions to try and understand what it is that makes them tick
- Finding something that you have in common

When you've done that, see if you can get them to commit to do something more than they normally would - it could be attend another class, work harder in a PT session, or even just open up with you in a way they haven't before.

REFLECTION

Before you begin session 4, consider a new client or new member you've interacted with in the last week. Try to complete as much of the table below based on your interaction with them and the techniques you used to build rapport.

First name:	
What motivates them or brought them to the session:	
Something you have in common:	
Something they found challenging or a challenge they have previously overcome:	
A piece of feedback you gained from them about the class or session:	

SESSION 4 DEALING WITH THE UNEXPECTED

TASK 1

Consider the different sessions you take and list down all the possible things that could go wrong in the left hand column. In the right hand column, identify what you would do in that scenario or your backup plan.

What could go wrong?	How will you react? What would you do in that situation?

HOMEWORK

Pick one of the scenarios below and then draft how you would respond using the three elements from the session (e.g. authenticity, humour, involve others).

Scenario 1: it's peak time, the gym is packed and you can't get access to any of the equipment or stations you've planned for your client's session.

Scenario 2: The speaker is not working so there's no music in your group exercise class.

Scenario 3: A complete beginner arrives to a high-intensity group session two minutes before the scheduled start time.

Scenario

Your response:

SESSION 5 CREATING AN AUTHENTIC PERSONAL BRAND

TASK 1

Identify three personality traits that describe you:

1.

2.

3.

List three core values that guide your work:

1.

2.

3.

Which three words describe your unique training style:

1.

2.

3.

TASK 2

To help identify your target client, answer the following questions:

Who do you help and what's the main problem you help them solve?

What makes your approach unique?

Then insert your responses into the spaces below to structure your value proposition using the following format:

I help [specific group] achieve [specific result] through [unique method].

I help

achieve

through

HOMEWORK

1. Revisit your personal brand and adjust until you have something you are really happy with, that you feel is a true reflection of your authentic self.

2. Update your online and Social Media bio's, your email footer, your voicemail message - any touchpoint that clients can interact with should reflect your personal brand.

3. Remind yourself each morning of your personal brand, who you are, what you offer and why you're different. In all your interactions this week, virtual and IRL, try and behave in a way that is consistent with your brand, that is authentic and engaging. At the end of each day, take a moment to reflect on how successful you've been.

Reflect on how you ‘walk the walk.’ Are you putting your personal brand into practice in real life? Rate yourself out of 10 for authenticity, consistency and engagement, in relation to your personal brand.

Authenticity	**/10**
How could you improve this score?	
Consistency	**/10**
How could you improve this score?	
Engagement	**/10**
How could you improve this score?	

SESSION 6 KNOW WHAT YOU'RE WORTH & SELLING WITH CONFIDENCE

TASK 1

What three things make you stand out as a trainer.

1.

2.

3.

Now revisit the value proposition you developed last week.

Does your value proposition include the 3 things you've highlighted as being unique to you? Your proposition needs to describe your services in a clear and confident way. Does yours work as hard as it can? In light of this, would you make any changes to it?

I help [specific group] achieve [specific result] through [unique method].

I help

achieve

through

HOMEWORK

Test out flipping from selling to solving problems the next chance you have with a prospective client.

1. Start by asking your prospect questions, learn about their motivation and develop rapport
2. Suggest some of the ways in which you feel like you can help them - help them to see how you are going to be the solution to their problem or goal
3. Have a pre-prepared strategy for closing your sale, this might be benchmarking against other trainers' pricing, encouraging them to speak with another client to get a reference, or something else you feel will work for you
4. Remember to be confident when talking about money, if you don't believe in the value you are offering, your prospective client won't either

Finally, remember the stat that 80% of sales require 5 follow-ups after an initial meeting to close the sale. Keep those follow-ups coming!

REFLECTION

Once you've had a chance to test out the homework, complete this reflection task.

How did it go? Were certain parts of the conversation more productive than others? Is there anything you would change for next time? Give examples wherever possible.