

TIPS FOR HOW TO MARKET YOURSELF AND GET CLIENTS

RESEARCH THE SPORTS TEAMS IN YOUR AREA (SCHOOLS, CLUBS, MASTER'S PROGRAMS).

CALL COACHES AND ATHLETIC DIRECTORS DIRECTLY.

SEND THEM AN EMAIL INTRODUCING YOURSELF AND WHAT YOU CAN DO FOR COACHES, ATHLETES, AND TEAMS. BE SURE AND INCLUDE A VIDEO.

OFFER A FREE TEAM TALK (THIS CAN INCLUDE PARENTS FOR YOUNGER ATHLETES).

PROACTIVELY HANDLE OBJECTIONS. BE READY TO GIVE YOUR ELEVATOR SPEECH, DISPELL MYTHS, EXPLAIN HOW WHAT YOU OFFER IS DIFFERENT FROM PSYCHOLOGISTS AND OTHER SPORTS PROFESSIONALS. BE PREPARED FOR ADDITIONAL QUESTIONS AND RESISTANCE FROM CHRISTIAN SCHOOLS.

BE PATIENT. PLANT THE SEED. THEY DON'T ALWAYS CALL UNTIL THE TEAM OR INDIVIDUALS FAIL OR FALL SHORT OF THEIR GOALS.

BE PREPARED TO GIVE AWAY SOMETHING AT YOUR TALKS AND CAPTURE EMAILS.

BEGIN TO BUILD YOUR LISTS.

ATTEND ATHLETIC EVENTS. WEAR A SHIRT REPRESENTING YOUR BUSINESS. ADVERTISE IN HEAT SHEETS. TALK TO EVERYONE. ENGAGE. GIVE OUT YOUR BUSINESS CARDS.

WRITE AN ARTICLE ABOUT WHAT YOU DO AND SHARE IT EVERYWHERE INCLUDING SOCIAL MEDIA AND YOUR WEBSITE.

WHEN YOU HAVE SUCCESS WITH A CLIENT (ASSUMING YOU HAVE A PHOTO RELEASE AND SOCIAL MEDIA RELEASE FORM SIGNED) SHARE THAT WITH YOUR LOCAL NEWS OPTIONS. POST TESTIMONIALS ON YOUR WEBSITE.