

EXPANDING YOUR MARKET

One of your goals when you become a Beachbody Coach is to help others lead a healthy fulfilling life. When you expand your market you have the ability to invite more people each week to your Beachbody Challenge Group. In the beginning you have an audience of friends, co-workers, and family. After a couple of months, you might look around and wonder where did everyone go? That is why it is important from the start to expand your friendships and figure out your 'sweet spot' when it comes to making new friends and expanding your market.

Some Coaches are pros when it comes to social media, while others can't even imagine sitting behind a computer to 'meet' people. For now, the goal is to master the method that is most comfortable for you. You will have plenty of time to work other methods into your business as you grow. This training is to direct you to some of the most common methods for meeting new people and show you where you can find more in-depth training. The key is to start NOW, no matter what method you choose.

If you would like to give Social Media a try, here are some of the options:

| Method | Description/Link For How-To's |
|------------------|---|
| Facebook | The world's most popular social networking website. It makes it easy for you to connect and share with your family and friends online. Getting started with Facebook. |
| Twitter | A micro-blogging network of real-time posts that are limited to 140 characters or less. Getting started with Twitter. |
| Blogging | A popular way for everyday people to share their opinions, experiences, passions and more with the world. How to Start a Blog |
| YouTube | A video sharing website that allows billions of people to discover, watch and share originally created videos. It provides a forum for people to connect, inform and inspire others across the globe and acts as a distribution platform for original content creators. Getting Started with YouTube |
| Instagram | An online photo-sharing and social networking service that enables its users to take pictures, apply digital filters to them, and share them on a variety of social networking services, such as Facebook or Twitter. Getting Started with Instagram |
| Google+ | A social networking service owned by Google. It is the second largest social networking site in the world. It is described as a "social layer" that enhances many of Google's online properties. Getting Started with Google+ |

Since social media websites are always being updated, it is best to research the current training that exists on the Internet to get started. You might also want to take a look at the training located in the Coach Training Academy Reference section entitled: [Social Media: 8 Social Media Do's and Don'ts](#)

Social Media not your thing yet? Don't worry, there are plenty of other tried and true ways to meet people and make new friends to expand your market. Here are some methods to consider:

| Method | Description |
|---------------------------------------|--|
| Consider Who You Already Know | Use the Memory Jogger to list everyone you already know, from your dentist to your elementary school friends. Don't prejudge anyone. Give everyone you know the opportunity to see how Beachbody can change his/her life. |
| Referrals | Ask your current contacts for names of their friends and family that you could help. Follow up with them with an invitation to your Facebook page or a local event like a Fit Club or Shake & Share. |
| Shake & Share Home Parties | Host events in your home or the homes of your friends that introduce people to the full line of Beachbody programs and include an invitation to join a Challenge Group. Check out this training for tips and guidance. How to Hold a Beachbody Shake and Share Event |
| Fit Clubs | Coaches and guests attend a weekly workout session featuring Beachbody fitness and nutrition products where everyone can sample before making a purchase. Check out this training for tips and guidance. How to Hold a Fit Club Workout |
| Wear & Share | Wear Beachbody logo items when you are out and about to draw interest and spark a conversation with new people that you meet. Items can be purchased in the Coach Online Office or by going to the online Team Beachbody Mall. |
| Community Involvement | Get involved in community activities, like your child's athletic clubs, church groups, professional groups and school functions. |
| Volunteering | Volunteering for a cause that is meaningful to you helps you meet people with similar interests. |
| Meetup Groups | Join online social groups made up of people with similar interests. You can try www.meetup.com which helps groups of people with shared interests plan meetings and form offline clubs in local communities. |

Whatever method you choose, remember the goal is to expand your market by building relationships through friendships first. Focus on finding people who have common interests as you and you will quickly have a group of friends who will be interested in your help with their health and fitness goals. As you expand your list, refer to the [How to Build Relationships Document](#) and [How to Build Relationships Video](#).