

## **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.

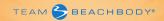
Some Coaches are pros when it comes to social media, while others can't even imagine sitting behind a computer to 'meet' people. For now, the goal is to master the method that is most comfortable for you. You will have plenty of time to work other methods into your business as you grow. This training 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. <u>Getting started with Twitter</u> .
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: <a href="Social Media Do's and Don'ts">Social Media Do's and Don'ts</a>

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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	Use the Memory Jogger to list everyone you already
Know	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	Host events in your home or the homes of your friends
Parties	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
W 0.61	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
Community Involvement	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
Volunteering	you meet people with similar interests.
Meetup Groups	Join online social groups made up of people with
Meetup di oups	similar interests. You can try <u>www.meetup.com</u> which
	helps groups of people with shared interests plan
	meetings and form offline clubs in local communities.
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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 <a href="How to Build Relationships Video">How to Build Relationships Video</a>.

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