

# 5 ways to build relationships that will build your health coaching business

## 1. Be genuine

Allow your authentic self to do the talking.

- Be honest
- Be genuine
- Be you

People often don't remember what you said, but they do remember how you made them feel.

## 2. Do what you say you are going to do

If you are talking to a prospective client and mention that you will send them the article on fasting protocols, a mindfulness technique or a recipe, you have a 24-hour window to do what you said you were going to do.

The quicker you can follow through on your offer the more credibility you will build.

*Under-promise, over-deliver. Surprise and delight.*

## 3. Ensure excellent customer service is paramount

Every touchpoint with either a customer or a potential customer should always be viewed as an opportunity to provide exceptional customer service.

- Emails
- Phone calls
- Texts
- Comments and/or responding to comments on social media
- Meetings, coffee catch-ups, Zoom appointments

Ultimately, if people feel that you genuinely care about them, they will be more likely to pay you for your service and build your coaching business.

## **4. Follow up**

Be sure to check in on people, follow up when you said you were going to, see if they need help.

It's another chance to connect with people, to listen, offer advice or resources and show you care.

## **5. Always think about and look for opportunities to help others and yourself**

Every single connection you have with anyone is a chance to either help them to connect to where they are going, or a potential connection for you and your business.

When you help someone with what they need - ask them to help you too. The power of referrals will be key to your coaching success

## **Need help building your health or nutrition coaching business?**

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