



Marketing

WHAT MAKES YOU DIFFERENT
YOUR ELEVATOR SPEECH
COMMUNICATING WHAT YOU DO
HOW TO ATTRACT CLIENTS
OTHER METHODS TO BUILD YOUR PRACTICE
WHERE TO MARKET YOURSELF
THE BENEFITS OF NETWORKING
COPY FOR WEBSITE & BROCHURES GETTING
TESTIMONIALS



Highlight What Makes You Different

It's important to stand out from the crowd. People want to know that you are confident, committed, and passionate about what you do. What makes you different can be a number of possibilities:

- Your unique professional focus or specialty
- Your unique or interesting background
- The work you did in the past
- Your unique education
- Your training at IPE
- The specific kind of clients you work with
- How much you care
- Where you come from
- How you combine different kinds of training
- Your sense of humor

WHAT MAKES YOU DIFFERENT?

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



Your Elevator Speech

INTRODUCTIONS:

Hi, my name is XXXXX!

I was professionally trained and certified by the Institute for the Psychology of Eating. I work with people who have challenges around weight, overeating, binge eating, body image, and a number of health concerns such as digestion, fatigue, mood issues, and more. I am trained in a highly unique and results oriented approach to eating issues. It's a holistic approach that integrates nutrition and psychology.

Hi, my name is XXXXX!

I was professionally trained and certified by the Institute for the Psychology of Eating. I work with people who have challenges with health, weight, overeating, binge eating, body image, and more. I take a unique approach that integrates nutrition and psychology.

Hi, my name is XXXXX!

I was professionally trained and certified by the Institute for the Psychology of Eating. I work with people who need help with weight, overeating, binge eating, body image, and overall health. I take a unique approach that integrates nutrition and psychology.

Hi, my name is XXXXX! I help people around their health, and their personal relationship with eating. I so love the work I do.

Hi, my name is XXXXX! (Then, wait for the person to ask what that means – they usually do...)

Hi, my name is XXXXX! I'm trained to work with emotional eating, and all kinds of challenges around food. Do you know anyone who's ever eaten emotionally? (This is meant to be a funny "ice-breaker" that many people respond favorably to)

WRITE YOUR OWN ELEVATOR SPEECH:



Communicating What You Do

Remember that many people are fascinated with the concept of “the psychology of eating.” So, when you identify yourself as a Coach, they want to know more. Here are some things to consider sharing with people about your work:

- You help people have a better, happier, healthier relationship with food
- You have a positive and empowering approach
- You love seeing people have breakthroughs
- Your approach is different
- You don’t do “therapy” – unless, of course, you are a therapist
- You combine eating psychology and nutrition
- You have a cutting edge training
- You trained with the Institute for the Psychology of Eating
- This work you do has changed YOUR life – then explain how
- Tell something brief and compelling about a personal breakthrough you’ve had
- Let people really know how your quality of life has changed, your eating challenges have changed, your body image, how your health has changed - if any of these are indeed the case
- Familiarize yourself with the website copy we have provided for you. Even if you don’t use any or all of this copy on your site, it has great wording around how you can communicate about yourself in a live conversation

WHAT I CALL MYSELF:

You have a few different options of what you can call yourself without compromising your credibility or crossing any legal boundaries.

You can call yourself a Coach or another certifying or licensed title you hold. You can also add the word Certified before your title if you so choose.

You cannot call yourself an Eating Psychologist. If you do not have a PhD in Psychology, do not use this term. In addition, you can’t use the term licensed, as that would be provided by the state and cannot be given by a school.

The word therapist is not regulated everywhere, but we do advise against using this title, as it may be misleading.

We also suggest not using the titles Wellness Coach or Health Coach on their own without also emphasizing what you specialize in.

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How to Attract Clients

HOW TO ATTRACT YOUR FIRST CLIENT:

We know the feeling - perhaps you're sitting at home freaking yourself out, thinking "How can I possibly get a client? I have no website, list or Facebook fan page!" We'd like you to consider the fact that the Internet is a relatively new invention and that private practitioners did not have any problems getting clients 20 years ago, and neither will you if you apply some of the ideas outlined below.

First we'd like you to consider your existing network of family, friends, colleagues, neighbors, or other members of your community. Without a doubt there will be many people in your circle who could benefit from your services. So the first thing you need to make sure of is that people are aware of your new business. Talk to people about what you're up to on a regular basis, share your excitement with the people you meet. Practice your "elevator speech" for sure, but more importantly, share from your heart how this work has affected you and your life for the better. Tell people how your awareness around the stress response and its affect on digestion have changed your eating habits. Chances are high that what makes your pulse beat faster and gave you an "aha" moment will have a similar affect on someone else.

WHAT ARE SOME OF THE 'AHA' MOMENTS YOU WOULD ENJOY SHARING WITH POTENTIAL CLIENTS?

SENDING OUT AN EMAIL TO YOUR WORLD

Another way to tell people about your new business is to send out an email announcing your new practice. Sit down and make a list of everyone you know that you could contact about your new endeavor – friends, family, loved ones, co-workers, professionals that you know, and more.

We'd like you to include an incentive for people to come and see you for the first time. If you are just starting out, consider offering a free 60 minute first session to anyone who is curious to see if your services are for them. Please remember to include that the offer is time sensitive to:

1. Give them a sense of urgency so that they actually schedule a time with you and
2. Make sure that people don't call you a year later demanding a free session.



WHAT TO INCLUDE IN YOUR EMAIL:

What: You're really excited to share your new business and that you are now a Certified Coach – we have provided you with pre-written copy that you can use to craft a compelling email

Offer: Tell them that if they call before X date they can get a free session with you

Logistics: Outline your services and how people can get in touch with you

Share the Love: Be authentic and show your personality

Here's a sample email to send out to your tribe that's especially useful for first time practitioners.

Dear XXXX

I hope this email finds you well.

I wanted to share with you some exciting news in my life.

I have just completed an amazing training and am now a Certified Coach!

It's been such a great and memorable journey.

Through my education at the Institute for the Psychology of Eating, I'm now beginning my professional practice and working with weight, body image, overeating, binge eating, chronic dieting, fatigue, mood issues, digestion and more. I'm honored to be able to help people in this way.

My request: I'd love your help in getting the word out there.

If you know of anyone who may be interested in or benefit from this kind of coaching, please reach out to them and let them know about me. I am offering a free 1-hour session to anyone you recommend if they contact me by XXXX date. (Give people 4 weeks)

You can simply tell them to email me at xxxxxxxx or call me at xxxxxx and say that xxxxxxxx recommended that they contact me. You can also send them to my website to learn more – xxxxxxxx

Again, I'd so appreciate your support. Let me know if you have any questions, and please feel free to email me to let me know if you've reached out to anyone that I should be looking out for.

Make sure to note the day you send out the email on your calendar so that you can follow up with the people that didn't respond the first time.

You don't have to be longwinded, a quick, "I just wanted to make sure that you got the email below, I'd love to hear from you if you're interested" is sufficient.

If you already have an existing practice, you may not want to offer free sessions. Instead you could announce your new services to your world. It's a good idea to offer discounted rates as a special offer as part of launching your new services (change this word so it's not repetitive). "Sign up before X date and receive 15% off your session."

**IMPORTANT REMINDER:**

The whole point of offering free sessions is for first time practitioners or those of you who are changing the direction of your practice to eating psychology to have clients to practice on. Even if you gave 20 free sessions in a week - you just had an amazing chunk of practice, new experience, and you're generating momentum. Clients come to you as you get better and better at what you do, and as you create positive momentum for yourself.

During a free session do the following:

At the end of each and every free session that you give, share with your client something like this for example:

"I'm putting together all the information you've given me, I like working with you by the way, and here are my basic thoughts: What I see going on with you is that your binge eating is very likely related to your eating rhythm, your eating speed, your macronutrient balance, and some of the ways you deal with stress throughout your day (explain to them what each of these mean, with simple scientific mind cookies). So, if we were going to continue to work together, addressing each of these very specifically is how we would proceed. I really believe I can help you. My guess is that we'd need 2 - 4 months together – about 4 to 8 sessions - to really see some good results. It could be shorter, or even longer – everyone is different. The bottom line is I am confident I can help you get where you want to go. Would you like to continue to work together and schedule another session?"

So, the key elements of any closing conversation at the end of a free session where you are looking to invite them on as a paying client are:



Other Methods to Build Your Practice: Everything is Relationship Building

Besides telling people about your business and sending out emails you can also reach out to and connect with other people who are in the field.

CONSIDER CONNECTING WITH:

- Yoga studios
- Local libraries
- Chiropractic offices
- Wellness centers
- Gyms
- Metaphysical bookstores
- Your church

The best way to collaborate with these different places is to create a free or very low cost lecture that you can offer them. When you are first starting out as a coach, you can begin by creating a one-hour presentation and inviting everyone you know. If offering a presentation feels intimidating to you at this time, you can also choose to build strategic relationships and let other business owners know about you and your services.

HERE IS WHAT WE SUGGEST DOING:

Another great strategy is to print up some nice looking “gift certificates.”

HERE IS WHAT WE SUGGEST DOING:

[illegible]



- Become known as a Health, Eating Psychology and Mind Body Nutrition Expert
- Learn about what others are doing in your field
- Connect with other professionals who can refer people to you
- Add people to your contact list to whom you can announce your upcoming events and specials to
- Meet potential clients as you are out and about talking about your business – we know countless examples of people overhearing conversations and asking for more information

HERE IS WHY:

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Copy for Website and Brochures

WHAT IS THE COACHING THAT YOU DO?

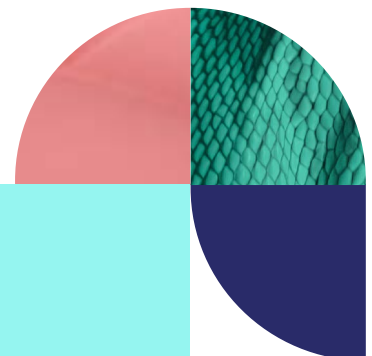
The approach I take to Coaching is an exciting and cutting edge approach developed by the [Institute for the Psychology of Eating](#). It effectively addresses weight concerns, binge eating, overeating, body image challenges, and various nutrition related health concerns. As a trained Coach, my approach is positive and empowering. I don't see your eating challenges merely as a sign that "something is wrong with you" – but as a place where we can more fully explore some of the personal dimensions in life that impact food, weight and health. Oftentimes, our eating challenges are connected to work, money, relationship, family, intimacy, life stress and so much more. By working on the places that are most relevant for you, success is more easily achieved. As a Coach, I look to support you with coaching strategies and nutrition principles that are nourishing, doable, sustainable, and that yield results.

ABOUT MY TRAINING

I trained at the [Institute for the Psychology of Eating](#), the world's leading school in Nutritional Psychology where I received my certification as a Coach. In IPE's internationally acclaimed program, I learned powerful cutting-edge tools and protocols that enable me to work with weight issues, body image challenges, overeating, binge eating, and a variety of nutrition related health concerns such as digestion, fatigue, mood, immunity, and others. My work combines the powerful new fields of Dynamic Eating Psychology and Mind Body Nutrition. The skills I use from this training are a combination of practical coaching techniques, results-oriented psychology, clinical nutrition, body-centered practices, mind body science, and a positive and compassionate approach to challenges with food and health.

HOW IS MY APPROACH DIFFERENT?

For far too long, we've been inundated by negative messages about food, weight and diet. We've been told that we're willpower weaklings or that we need more control. The majority of nutrition experts promote conflicting advice. The result is people are confused about what to eat, and how to have a happy relationship with food and a healthy metabolism. In my professional practice, I combine many of the best strategies from nutrition science and eating psychology. By eliminating all the "shoulds and shouldn'ts", I focus on what's right for your body and your personal style. As we work together in this way, eating and health issues become a place of exploration. Instead of seeing such challenges as the enemy, they become opportunities for growth and self-improvement. In my training at the [Institute for the Psychology of Eating](#), I've learned to help clients reach their highest goals not by strategies that punish, but through strategies that nourish.





WHAT IS DYNAMIC EATING PSYCHOLOGY?

Dynamic Eating Psychology is an important new field originated by Marc David, Founder of the [Institute for the Psychology of Eating](http://www.psychologyofeating.com). It's a positive, empowering and transformational approach that's designed for anyone who eats. Each of us has a unique, fascinating, and ever changing relationship with food. Dynamic Eating Psychology affirms the primary importance of this relationship. It sees our challenges with eating, weight and health not as an indication that we're broken, but as a beautiful opportunity to grow and evolve. Previously, eating psychology has been limited to those with clinical eating disorders. Dynamic Eating Psychology though, is for everyone. It affirms that our relationship with food has important lessons to teach us if we choose to listen. And it recognizes that our challenges with eating, weight and health are intimately connected to other primary life dimensions – relationship, family, work, sexuality, our search for meaning and fulfillment, and so much more. Dynamic Eating Psychology is a powerful breakthrough approach.

WHAT IS MIND BODY NUTRITION?

Mind Body Nutrition is an exciting and timely new field that advances the practice of clinical nutrition by exploring the psychophysiology of how thoughts, feelings and beliefs impact nutritional metabolism and health. Originated by Marc David, Founder of the [Institute for the Psychology of Eating](http://www.psychologyofeating.com), it goes far beyond classical nutrition by focusing on the fascinating connections between brain, body, and behavior. Simply put, what we eat is only half of the story of good nutrition. The other half is who we are as eaters. Mind Body Nutrition reveals how stress physiology, the relaxation response, breathing, awareness, pleasure, meal timing and much more profoundly influence digestion and calorie burning. And it offers practical and results-oriented strategies for the most commonly seen eating challenges and health issues of our times.

If posting this copy on a website please link the words in blue to:

www.psychologyofeating.com

NOTES:



Asking for Testimonial from a Client

Testimonials are such a great way to tell the world that what you do has proven value. It helps potential clients feel good about you, and it will help you feel good about you. You can put these on your website on a separate page entitled “Testimonials” or “Praise.” People to ask for testimonials include:

- Clients you have finished working with
- Clients you have been working with for a while who like your work
- Students or participants in any program you have led
- Practice clients (non-paying) you’ve had who have like your work
- Fellow professionals who know you and can attest to your work, your professionalism

TEMPLATE FOR REQUESTING A TESTIMONIAL FROM A CLIENT:

Dear Name,

I want you to know what a pleasure it’s been to work with you. I’m contacting you today to ask if you’d be willing to write a testimonial about your experience with me. I believe it’s important for future clients to hear about how others have benefited from my work [or company].

I would greatly appreciate it if you would take the time to write a few paragraphs about what we achieved together. Some thoughts and questions to consider if you do write a testimonial:

- Any challenges or concerns you had and how they were handled.
- The results you’ve enjoyed since engaging my services
- Describe a powerful breakthrough
- Why you recommend my services to others

Also, please indicate whether you feel comfortable sharing your full name, and/or location or profession, or whether you’d prefer your first name only, or even to remain anonymous.

Thank you so much for your support.

Once they respond, it’s up to you if you want to create a formal deadline, although we recommend that you do. You don’t want to leave your request open ended. Consider providing a timeframe of a few weeks so your customers don’t forget to respond. Deadlines encourage action.

[illegible]