

**REACH More Clients: Be Loud and Proud (IDEA Club & Studio Summit)**  
**Michael Piercy, MS, CSCS, PES**  
**Outline**

1. My Journey

- From sports to studio to stage
- Goal for presentation (more clients, more impact, more money)

2. My Mistakes and Lessons Learned

- Too much screen time
- Client story: hiding in gym
- Changing view of social media
- Face value

3. Changing Marketing Landscape

- Old School vs New School
- What I learned in college (Hint: Spray and Pray)
- How it works in the real world (Hint: I didn't have money to waste)
- Marketing Funnel: Avatar – Prospect – Lead – Customer – Client  
(Hint: meet more of the right people)

4. Reach More Clients

- Who am I trying to reach?
- Two audiences: athletes, everyday athletes
- I find them and talk to them in different places
- What do they need from me?
- What is my message?
- How can I best reach them?
- Plan it, don't wing it.
- White board calendar
- Color coding your reach - IG, FB, program, get out, internal campaign

5. How to Get Into Community

The formula: get out, connect, offer

- Sports events (local athletes, coaches, parents)
- Chamber of Commerce (networking, cross promoting)
- Create your own events (partnerships)
- Community Events (runs, races, health fair)
- Local Government (task forces, city meetings)

6. Call to Action