

BRANDING CHECKLIST

<p>Who is your ideal client?</p>	
<p>What problem do you solve with your business?</p>	
<p>How does your business solve this problem?</p>	

Pro Tips:

- If you are helping people increase confidence, lose weight and take control of their health, nutrition needs to be a part of your brand!
- Your marketing must **clearly define the problem** you are solving and **how** you solve it.
- *"If you confuse, you lose."* - Donald Miller, Founder of Storybrand
- Avoid using inside language
- Be clear with what you want your clients to do next (ie: book a free call, book a free intro, sign up today)
- Tell stories -- stories are relatable
- Your primary job in branding is to **bridge the gap** between your ideal client's **problem and your solution**
- Make it easy for people to get started: describe the process in 3-4 steps
- Share your client's stories **everywhere** (website, social media and email)
- You must build the relationship first before asking for a sale (nurture leads through lead capture, email, video content & free help) -- **We provide all of this for HSN Mentoring Clients**

BRANDING CHECKLIST

Website

- It's less about you, more about them! Highlight your clients
- Make it scannable -- remove all the long paragraphs
- Keep it simple with a **clear call to action**
- Use pictures and graphics that are not intimidating
- Ensure nutrition coaching is visible on your main page and in your header
- Use a lead capture tool (capture email addresses and widen your funnel for leads)
- Highlight success stories of your clients -- What did they lose? What did they gain?
- Less is more -- don't over

Social Media

- Must accurately reflect the services that you offer: nutrition & fitness content
- Provide free help -- build relationships -- 80% help & 20% ask
- Primary place for engagement -- respond, like and engage with your followers
- Consistency is key

NUTRITION BUSINESS VIRTUAL WORKSHOP

FRIDAY, JULY 10TH 9:30 AM - 4:00 PM EST

Presentations, Application & Breakout Sessions
For Gym Owners & Nutrition Coaches



At Healthy Steps Nutrition, we believe something as fundamental as nutrition shouldn't be complicated. HSN Mentoring is the largest nutrition business mentoring company in the world, helping over 700 gyms build successful nutrition programs. We provide a comprehensive nutrition business platform for gym owners to save time and **not reinvent the wheel.**

If nutrition is the missing piece of the puzzle in your business, join the Nutrition Business Virtual Workshop to learn how to get started!

Topics for the live workshop include: Marketing, Retention, Coaching & Scaling.

REGISTER NOW