

# The Client Engagement Cheat Sheet

## for Personal Trainers

An engaged client is one that is committed to investing time and energy into their health and fitness journey! That's the kind of client you want, which is why we built [The Ultimate Guide to Client Engagement](#).

But we understand how busy life gets, so whether you read the guide and are ready to start implementing our top strategies, or you want a quick snapshot of tactics to-go, here is your client engagement cheat sheet.

Once you start doing some of these tactics on a regular basis, they become second nature. With ABC Trainerize, you can effortlessly monitor and even automate various client engagement methods. Check-in with your clients, update their programs or nutrition goals, send badges and messages, create challenges, and so much more - all within the app. Get started today and see for yourself.

**START YOUR 30-DAY FREE TRIAL TODAY!**

### STEP 1: COMMUNICATE

#### ESTABLISH TRUST

- Demonstrate credibility through certifications, client testimonials, before and after pictures, and your website or social media accounts.

- Remember that clients choose personal trainers, not just personal training - so be authentic, be yourself, and form a real connection with your clients.

#### MAKE THE TIME

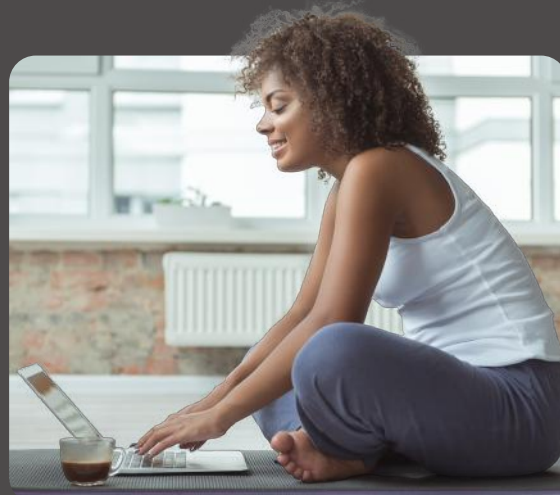
- Try to schedule 5-10 minutes before each session to discuss progress with your client. This increases transparency and demonstrates your dedication.

- If scheduling this time is difficult, try and hit these topics during stretches, warm-ups, or cools downs with your client. For online coaches, consider booking dedicated video appointments to discuss once a week.

#### CHECK IN

- In addition to your scheduled appointments and calls, make sure to check-in with clients between sessions to keep the lines of communication open and keep them engaged.

- Use social media as a two-way street! If your clients are commenting on your posts, give that love right back to them.



### STEP 2: MONITOR

#### TRACK PROGRESS

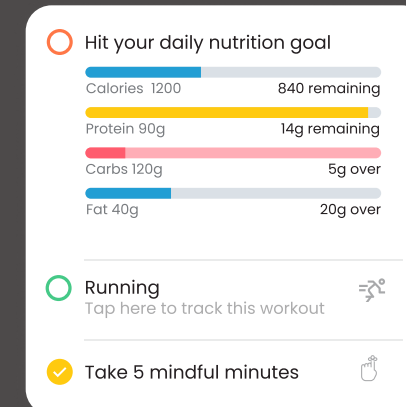
- Track client progress to understand which clients need more immediate attention, support, or encouragement.

- Use [habit tracking](#) to keep your clients engaged on a daily basis. This can be something simple like a water or step goal, or more general like practicing a bedtime ritual.

#### HOLD THEM ACCOUNTABLE

- Don't let your clients slip away! Take advantage of push notifications when your client completes a workout to provide real-time feedback.

- Use leaderboard challenges to ignite some friendly competition between clients, or threshold challenges to keep individuals motivated.



### STEP 3: MOTIVATE



#### CHANGE IT UP

- Incentivize your clients by keeping their workouts fun! Pay attention to their favorite exercises or recommend a playlist you think might get them to push through those last few reps.

- Create workout or program themes and get creative with your workout names! Sure, "Leg Day" is straightforward, but for a client who is prepping for the slopes, "Double-Black Diamond Legs" is likely more exciting.

#### SET TARGETS

- Create a few fun, short-term goals for clients to work towards as well as their bigger long-term goal.

- Show, don't tell. Use progress pictures, results graphs, or reports and remember to set expectations with your clients - change doesn't happen overnight!

### STEP 4: CELEBRATE

#### RECOGNIZE SUCCESSES

- Take every opportunity to acknowledge client effort, initiative, and progress.

- Consider implementing tactics such as client spotlights, leaderboard challenges, or social media shoutouts to recognize achievements more publicly.

#### GIVE REWARDS

- If you've got the budget, consider presenting a gift card to your client's favorite store or restaurant when they reach a big goal. This added personal touch can go a long way with keeping your clients engaged.

- Rewards don't have to be monetary so get creative - maybe your client gets to bring a friend to their next session, or maybe you have to do 50 push-ups once they reach a milestone or complete a habit for 30 days in a row.

