

Content Writing Podcast Script

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Welcome back to the Pilates Business Podcast.

I'm Seran and I'm thrilled you're here with me today.

I've got my coffee and I'm ready to go today we're talking about building client trust, a fundamental of marketing.

We all know that building a base of clients that know, like and trust you is essential to any business. It helps to build your community, as well as allowing them to refer you to other potential clients. These clients will champion you and be a support system for your business. It allows the cycle to continue. It allows you to continue building your client base.

This seems to be a simple marketing principle, especially in the pilates business, but it's a little more complicated than you think. These principles have a few factors and nuances we need to go over.

Let me break it down for you...

Let's start with the principle of KNOW:

What does it really mean for your client to KNOW you?

First, your clients need to know you. This means allowing people to see your authentic self, building awareness for your brand and making yourself visible to the clients you are looking to attract.

This knowledge is the first step. This needs to happen before you can even think about a sale. Clients need to know who you are, and why they should choose you. This needs to happen before you try to sell them a class or a private session. They need to know you.

Your studio and your unique brand need visibility, which can often be one of the biggest challenges. If people do not know about your business, it will inherently suffer.

But you ask – how do I fix this Seran?

The way to combat this – well it's community. You need to build the community that reflects your unique business and brand. If you don't already have a great and supportive community, build one!

For building community, there are many ways to do. First, get yourself out into your local community, and allow people to get to know you, the real you. Next, join networking groups, go to local events, and network with other local business owners. Try inviting other business owners to check out your space to get to know you and your business. To spread word about your business in the community. To help know you and get the word out. This will help to create a network for referral from other great local business you already love and support.

As well, you can get people to know your business you can invite the people you already know, the friends, friends of friends, family you already have. Get the people you already know well to know your business and become champions and advocates of it. Invite our space and allow them to experience your business.

It's important to make connections in your local area first, especially since the studio business is an in-person business. You need to focus on putting yourself out there and making yourself visible in the local community with other business owners you respect, admire, and look up to. This will allow people to really know you, familiarize themselves with your business and create interest in it.

Social media is also a great tool as well, but focus first on the local community your business is a part of. Social media can also be a tool for engaging the local community. This means making sure locals are seeing your content and other local businesses are sharing. Social media can also work for increasing the local business, but in-person connections are really important. Real relationships in your local community matter the most for your studio business.

Like I said before, social media can be used to let individuals know about special events happening in your business and allow people to spread the word about your business, but real connection and word of mouth is the best way to spread information about your business. It's the best way to get people to truly know the real you. Relationships with others in your local community is key.

Next, let's talk about the principle of LIKE:

What does it mean for people to like you? And of course your business?

So people know you – great, they know about your business now and you are visible. You've put yourself out there.

But do they like you? Do they want to choose your business or you over others in a similar industry? This is the real test.

First, let's just get to the hard truth of this. NOT everyone is going to LIKE YOU, and that's okay. That's actually more than okay. It's beneficial. It's about making connections with the customers that really align with you. It's about building those relationships in the market you are focusing on.

Honestly, if everyone likes you, you aren't marketing correctly. Your market is not niche enough and needs to be more fine-tuned actually. The goal is never to get everyone to like you, just the right people to.

And really if you have a message that everyone likes, the truth of this is not good. It means your message or purpose behind your business is probably pretty weak. And weak business, a weak purpose behind your business, those are the type of businesses that fail.

All in all, you want the people that align with our business and our specific market to like us. Not anyone else has to.

So... how do you get people to like you?

Getting people to like you – it's actually more simple than you might think.

All you have to do is be your authentic self. That is it! By being that, you automatically attract customers that align with your business, your studio, your mission, and your goals. And that's what you want.

Don't forget that your brand is an embodiment of you as a person, and people want to connect with a business owner and a business that feels genuine. They want to connect with a business that isn't just selling them something, but who is who they say they are. A business and a business owner that is real.

Truly, that is why inner work is so important before starting a business. This is the work in finding your purpose in starting your business so you can be truly genuine.

Tune into your purpose for your business – is it empowering people to take charge of their health, is it about creating community for women, or is it about creating space for people to grow, change and evolve? Sit with this and tune into your own purpose in business.

What I said before, those are just some ideas, but it's important for you to get clear on your own reason and purpose behind starting your business.

Journal on it, and ask how can I reflect this purpose and this theme more in my business day to day. And I promise you, if you do this – you will have customers who like you and see you for the real you. And that will be what makes them coming back again and again. That will be what makes them join your community. That's what makes satisfied customers.

Alright so we've covered KNOW and LIKE, let's talk about the last principle, which is TRUST.

As we all know, people buy from others they trust. This is true for almost every purchase we make in our lives.

Being trustworthy, it's more than just the first two principles of knowing and liking. Those two principles, knowing and liking, they must come first, but the last principle of trust is really important. This solidifies the client business relationship.

This principle is what has people buy from you and choose you and your business over and over again. Trust creates repeat customers. Trust builds deeper relationships.

But where does trust come from and how is trust built?

Trust lies in your brand. And trust lies in creating a great brand. It lies in creating a brand with clarity, clear communication, and consistency.

Clarity is important for trust. Clarification means being clear on who you are and what you do. Clarity is being clear on the service you can provide to your customers time after time, day in and day out. Whether this business is online, or in person, people should know exactly what they are getting into with your business. This means from a marketing standpoint building a website that reflects exactly how you are and what you offer. As well, this means that in person you need to create a store and physical environment that communicates with clarity what your business has to offer.

Along with clarity, communication is very important. You have to communicate effectively to be clear. They go hand in hand.

Communication is about connecting with your clients and community about your business. Communication is networking; it's talking about your business to people and getting the word out there. It's more than just communicating facts about your business; it is deep connections. It's about forming those connections in your community and speaking about your business. If the passion and the clear why for your business is there, you will have no trouble speaking on it. This will allow your passion to be heard through all types of business communication you use.

Along with clarity and communication, consistency is important to trust too. Your clients want to be able to rely on you. Your clients will come to rely on you if you show up consistently.

When you show up every day in business, doing what you say you will do, this builds trust. Clients want to listen to what you have to say because you have been consistent with them each time you interact. That's why it is important to be consistent in the experiences your business offers, and to be consistent in what you communicate about your business. As well, you should be consistent in how often you communicate with them. It matters. Consistency matters.

After all of those points today, I think it's important to take some time to think about how this all relates to your business.

How are you building the Know, Like and Trust factor in your own business? How are you connecting to showing the real you in your business? How are you connecting to your purpose in your business? And how can you better communicate this to your clients?

This approach is fundamental for successful marketing and getting more clients in your studio.

So today, take some time to journal on all of these ideas. And have some fun with it.

So there you have it guys – we've gone over the Know, Like and Trust principles you can use in your business to improve your marketing strategies and in that, the number of clients you can serve.

We talked about how each of these factors is important for building a successful business, and tangible steps to start working on each of them. We ended with prompting you all at home to start writing and brainstorming for your business.

I hope this was helpful to you as you build your boutique fitness business. I'm here to help answer your questions so get in touch. I'm back next week with more great business building tips and insights. Thanks everyone!

SHOWNOTES:

In today's episode, we discuss the marketing principles of KNOW, LIKE, and TRUST, and tangible ways to start using them in your business. We discuss how to implement these marketing techniques to take your business to the next level.

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