

GOAL-FINDING FLOWCHART

FOLLOW THESE STEPS TO INCREASE YOUR SHOW, CONVERSION + RETENTION RATES!

FIND COMMON GROUND

- How did you hear about us?
- Where are you coming from/ What area of town do you live in?
- What are you up to this weekend?
- What's your typical schedule like?
- What kind of work do you do?
- Do you have any kids? How old are they?
- Do you have any pets? What kind?
- What does the rest of your week look like?
- Have you tried (new restaurant) yet? What did you have?
- How do you usually [start/ end] your day?



Establish

COMMONALITY

- I love [brand/ restaurant/ workout], too
- I live in [neighboring neighborhood]
- I went to [X college] right nearby
- I'm a huge [tv genre] fan
- I have a [dog/ cat] too

Give a

COMPLIMENT

- That area is beautiful
- That's so cool!
- You must be superwoman
- I've heard great things about ___
- He/ she is so cute!

REPEAT UNTIL YOU'VE ESTABLISHED 2 POINTS OF COMMON GROUND

1. _____

2. _____

IDENTIFY EMOTIONAL GOAL

- What are you doing to prioritize yourself?
- Is there anything you'd change about yourself physically? What?
- Why's this important to your lifestyle *now*?
- Why don't you think your current routine is working for you?
- How are you managing your stress?
- How would having [more energy/ less stress] impact your daily life?
- How would feeling/ achieving more _____ make you feel?

- | | | |
|----------------|------------------|---------------|
| Confidence | Sleep | Motivation |
| Accountability | Sense of Control | Sense of calm |
| Energy | Rejuvenation | Focus |

EX: (Yoga Studio) *Shea has done mostly HIIT workouts in the past but fell out of a routine during COVID. She wants to become more mindful and intuitive in her workouts so she carry this patience + self awareness into being a wife + full-time accountant.*

(Cycling Studio) *Meagan had to give up long distance running after years of knee issues. She's looking for a cardio workout that gives her the same sense of confidence and empowerment to counteract the many hours she spends sitting + studying for the BAR*
