

New Client Consultation Form

Name: _____ Date: _____ Representative: _____

1. Tell me a little bit about yourself and your fitness goals...

2. Why are your goals important to you? (drill down to emotion/problem)

3. How committed are you to achieving your goals, on a scale from 1 to 10?

4. What makes you say _____ ? (get at least 8–10 before moving on)

Transition: Ok, great! Let me just get a little more information from you.

5. Tell me a little about your nutrition habits (meals per day, balanced diet).

6. What are your energy levels during the day?

7. How many times were you sick last year?

8. Are you taking any medication or supplements right now? If so, which ones and why?

9. Do you have any other additional health concerns or medical issues I need to be aware of?

Additional questions to be used (if necessary) to help build the problem before asking for commitment: (The bigger the package you're recommending to the prospect, the more questions you'll need to ask to establish the need and therefore the value of your solution.)

10. How long did it take you to [develop the problem]? (Drill down to severity of problem, how long it's been occurring, failed attempts to solve it, etc.)

11. In the past, how have you tried to [solve this problem or achieve this goal]? (pause)
And how many times have you tried?

12. Why do you think you've failed so many times in the past? (Build problem here; it sets the stage for solidifying your value.)
