



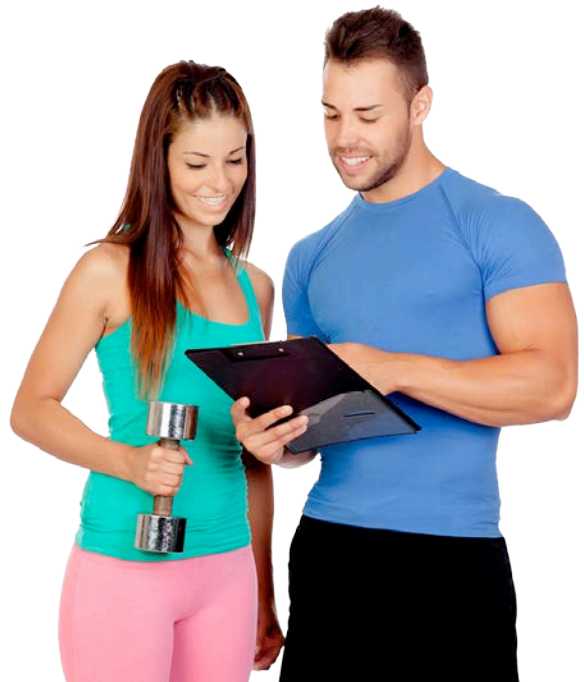
## EIGHT WAYS A SYSTEMIZED NUTRITION STRATEGY WILL BENEFIT YOUR BUSINESS

*"I'm not making the progress I thought I would."* Have you ever had a new client come up to you and say that or something similar? It usually happens after a month or two; and while they've seen some results, they've hit a plateau. They question whether what they're doing is really working. It's at that point that many people simply give up. When someone does approach you regarding their disappointment in their progress, assuming they are on the right workout plan, you generally have two courses of action you can take...

1. Give them advice for free
2. Recommend they sign up to a nutrition program you provide

If your only option is number one, besides leaving money on the table, you're missing out on a whole host of other benefits that could add to the success of your business. Here are eight benefits of having a comprehensive nutrition plan to offer your clients.

1. **You'll be providing your clients with a solution they desperately need** – People love the idea of getting their body in shape, but they're also looking for someone to tell them how to eat right so they can shed their unwanted weight.
2. **You'll have something that differentiates yourself from your competition** – What you want to avoid in your business is to be always competing on price. How? Be the best at what you do. Additionally, offer something your competition doesn't.
3. **Your nutritional clients will buy other things** – When people take part in nutritional programs they tend to buy other products and services.





4. **You'll bolster your client list** – As mentioned in the above point, your nutritional clients will spend more money. But there are other benefits. Ask any internet marketer and they'll tell you "the money is in the list."
5. **You'll boost your word of mouth marketing** - When something works, people talk. But there's an additional twist when it is something that helps them lose weight and eat right. Other people notice too. They want the same solution for themselves.
6. **You become a "One Stop Shop" for both fitness and nutrition** – If you can provide a comprehensive solution in one convenient package for both their fitness and nutritional needs, they will be extremely thankful.
7. **You'll expand the target audience for your services** – Not everyone wants to exercise, but most everyone who is overweight wants to lose weight. And if you can attract them with the promise of not just losing weight, but showing them how to improve their eating habits for life, then you've got a value equation that applies to a much broader audience.
8. **People don't value free advice** – Ultimately, it's a losing game. When something is free people don't value it at the same level as something they purchase. Here's the thing...it's been proven over and over again that if you provide people with the solution they are looking for, they don't mind paying for it.

**Balanced Habits is the leading nutrition coaching program for consumers, coaches, and businesses to reach their goals and live a higher quality of life.**

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