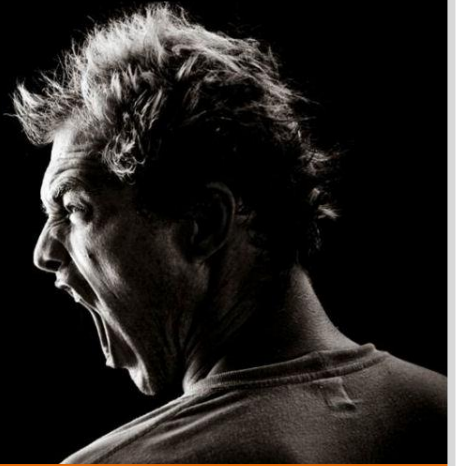


ISH-U



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Template Me

If you have been reading my newsletters or listening to my audio, chances are you will have heard me talk about creating templates for things. Templates are great ways to communicate pieces of information in a way that is time and dollar effective. However, there are some rules you should know before you start.

Rule one: Have a template for the template

A template is not only a way of communicating common bits of information, but it should also allow you to create it at speed. A good template has format and structure. It has a look, feel and style that can be replicated time and again for the different pieces of communication you need. For example, a format for an information hand-out might be:

- State the topic
- Give an explanation why the topic is important
- Answer 3 commonly asked questions about the topic
- Give 2 facts your reader should know about the topic
- Give a solution, PT package or product they can buy or access for more detail on the topic

Using a template like this will allow you to produce a hand-out on any topic very quickly because you are just following the format.

Rule two: Create templates as you need them

This is a good rule because a lot of trainers think great I'll create templates and then create templates for things they will never use, this is just a waste of time. When you are creating something for a client, always think is this information that someone else would want to know about and is this information I could give to someone to add value. If the answer is yes then use the fact that you are doing it anyway to create an on-going resource.

Rule three: Put your contact details on everything

If you produce a piece of communication in print, audio or video, there needs to be a way of contacting you for more information. Your website, email, phone number or all 3 are important and every clients programme should have your details on it. That way if it ever gets left lying around and someone picks it up and thinks "wow cool programme", then they know how to contact you to get one of their own.

There are 3 simple rules to get you started, but also next month on IshCheyne.com is a full education session on how to produce great templates and do it through multiple media sources. It's time you joined up anyway; all the cool kids are doing it!

WHAT'S HOT THIS MONTH ON ISHCHEYNE.COM

PROGRAMME: **CRASH TEST DUMMY**



EDUCATION: FREE FOR FEEDBACK: TALKING ABOUT CLIENTS SAMPLING YOUR SERVICE AND GAINING FEEDBACK FROM THEM. ALSO COMES WITH A "FEEDBACK FROM" YOU CAN ADAPT FOR YOUR OWN USE.

INTERVIEW: WITH KARLENE URLICH FROM "BOOST": TALKING ABOUT WHAT MAKES A GREAT PERSONAL TRAINER

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