



# THE **WEIGHT-LOSS**

# **CLIENT PROFILE**

# **WORKSHEET**

# **3 Secrets That Will Convince Rich and Sceptical Clients To Lose Weight With You (And Why You Need Them)**

By Alex Ruani  
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## About The Health Sciences Academy ®

The Health Sciences Academy ® is the largest online educator on nutrition science in the UK, focusing on science-based certification courses, from Sports and Exercise Nutrition, to Clinical Weight Loss, to Advanced Supplements, which are recognised by government-regulated awarding bodies, including YMCA Awards and SkillsActive/REPs.

Our mission is to mitigate the risk of wrong advice caused by conflicting dietary theories, health fads, and opinions that miss an adequate interpretation of the science. We take care of the complex research, so it's easier for you to gain science-based knowledge and practical tools that will help you make a meaningful difference in other people's lives.

Learn more at [TheHealthSciencesAcademy.org](https://TheHealthSciencesAcademy.org)

## About Alejandra “Alex” Ruani

Alex Ruani leads the research division at The Health Sciences Academy®, where she and her team make sense of complex scientific literature and translate it into easy-to-understand practical concepts for students. She specialises in cravings and appetite neurobiology, nutrition biochemistry, and nutrigenomics (how food compounds switch genes on and off). Alex studied nutrition at Cornell and genetics at Harvard, and is a scientific researcher who loves to investigate and teach the latest advances in health and nutrition sciences.



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# Rich yet sceptical clients who already tried everything to lose weight can be intimidating.

But don't let them scare you.

Because if you do, then you're giving up the chance to help them and **tap into this high-paying niche.**

Wouldn't you rather make a difference and turn them into your biggest advocates?

Inspired by rich know-it-all clients, I wrote this guide for people like YOU who want to **help them and become their go-to person.**

I want to share something that will open your eyes about every aspect of your work with **high-paying yet difficult-to-get clients**. So you'll never have to worry again about:

- How you position yourself to attract them
- How to be confident instead of scared like most coaches are
- How to handle your sessions with them that gains trust, not turn them off
- How to plan programmes that make them feel special

As you may already know, before I became a lead scientist and research director at The Health Sciences Academy ®, I worked with affluent clients as a weight-loss practitioner.

I helped professional women who have been struggling with their weight for years – **particularly if they have tried everything.**

And while I absolutely loved working with these ambitious women, I can't help but remember a woman who challenged me the most.

Let's call her Sally.

She was the quintessential ‘City Girl’.

One of those educated women with a high-powered career who likes to dress to impress and speak “to be heard”.

But she was desperate to lose the pounds from years of stress eating.

**For her, money was no object.**

All this made her an ideal client for my weight-loss practice.





## Meet Sally

### High-Powered City Lawyer

**Age:** 35

**Gender:** Female

**Marital status:** Single

**Children:** Not yet

**Location:** London City, England, UK

**Occupation:** Lawyer

**Job title:** Partner

**Aspiration:** Get promoted to Managing Partner

**Annual income:** £200,000

**Level of education:** Doctorate degree

**Interests:** Loves high-fashion but cannot fit any designer dress

### Pain points:

- Being overweight makes her feel 'less competent' in front of peers
- Embarrassed about not fitting her suits in the mornings and looking bloated
- Confident but her excess weight holds her back to pursue the top job

Sally “had it all together” – except for her weight. She came to me for help. But, unlike previous clients, she was sceptical.

When it comes to weight loss, Sally has tried it all.

She has read every diet book under the sun, watched videos, and attempted every weight-loss programme she could find.

In fact, she knew so much that **she could’ve written a weight-loss book. Still, nothing worked for her.**

Dieting made her hungry and her overeating was out of control.

Naturally, Sally was incredulous about any new ‘holy grail’ in weight loss. She asked me a ton of questions and wanted immediate answers.

Because she did her own research, she trusted herself more than anyone else. Sally was also adamant to believe anyone calling themselves a weight-loss ‘expert’.

She made me wonder, **“What impresses someone like Sally, who has tried it all?”**

In the end, I didn’t get the chance to work with her.

Why? Probably because I treated her the *same* way as I handled my previous clients.

I was eager to work with her, that I didn’t realise what she was truly looking for. That I should have taken a **step back and really think about her specific needs.**

I never found out why she didn't call me again after our first chat, but one thing was for sure: My approach was unpolished.

I wish someone had told me back then what I needed to convince an affluent yet sceptical client like her to work with me.

**It was only after I met more clients like Sally, that I discovered exactly what it takes to win over people like her.**

So, what is it then?

It's pretty simple and **requires less 'talking'** than I thought back in the day.

And this is what I'm going to share with you.

I don't want you to go through the same path of losing clients, especially those who can afford your premium services.

Instead, I want to help you **overcome your fear of facing difficult clients and be absolutely confident in what you do.**

If you want to pursue a career as a weight-loss practitioner, you have the power to help people of all shapes and sizes – **even those who have big wallets and are sceptical like Sally.**

With these 3 secrets, I promise you can do just that.

# 3 Secrets That Will Convince Rich and Sceptical Clients To Lose Weight With You (And Why You Need Them)

I call them 'secrets' not because they are 'new'.

In fact, they're very simple things.

**But surprisingly, most health coaches out there ignore them.**

These are the 3 untold things that rich and sceptical clients look for:

# UNTOLD SECRET



**Know-it-all clients – or those who have consumed and tried every diet under the sun – will only work with practitioners who know *MORE* than they do.**

It's true. Otherwise, what's the point if you can't tell them what they don't already know?

So it's imperative that you have the right education and credentials in your curriculum.

**If you don't feel 'expert enough', they'll see it.**



Being a generic 'health coach' or 'just' a personal trainer won't cut it.

You need to **get a lot more SPECIFIC with your education** for a smart-cookie client to believe in your competence.

But do your homework: Not all weight-loss certifications out there are credible.

Check that they are backed by government-regulated awarding bodies and recognised professional organisations.

Attaining specialist (NOT generic) credentials with trust-worthy recognition speaks volumes about what you can do.

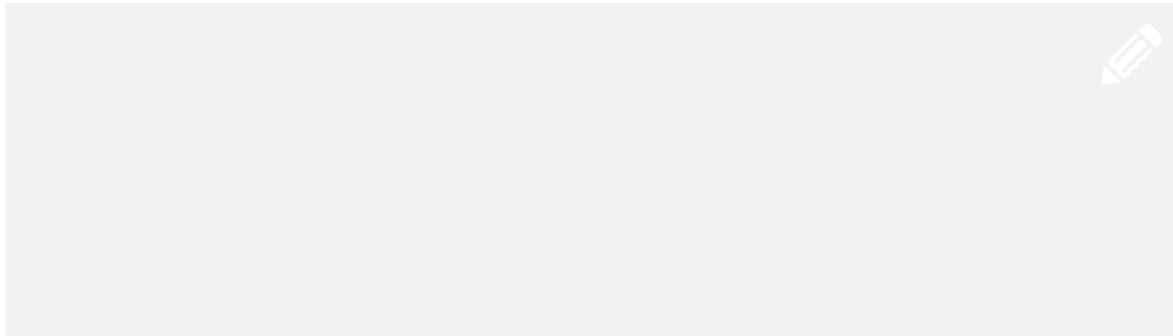
Other credentials such as your **work experience, case studies, testimonials, written articles, and media coverage** will also support your growth in the weight-loss space.

Make sure your credentials are sufficiently communicated online:

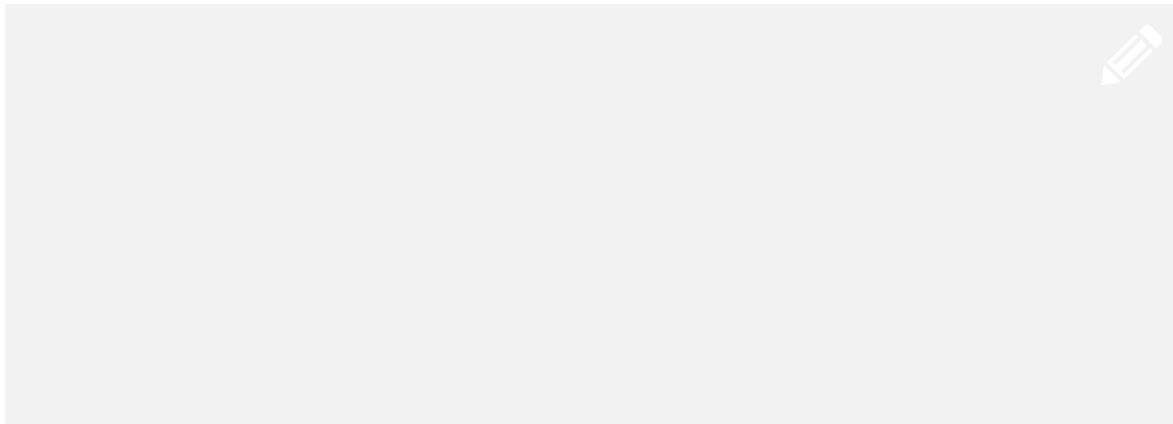
- on your website and
- on your Facebook page

This way, you can build up your credibility even before a client meets you. Then you can seal the deal in person.

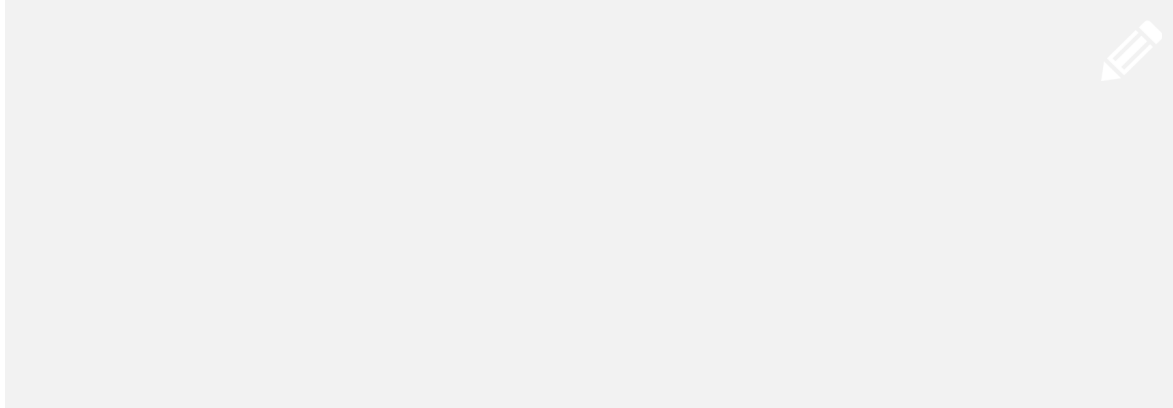
Do you have a know-it-all client who comes to mind?  
What is she like? What are your challenges with her?



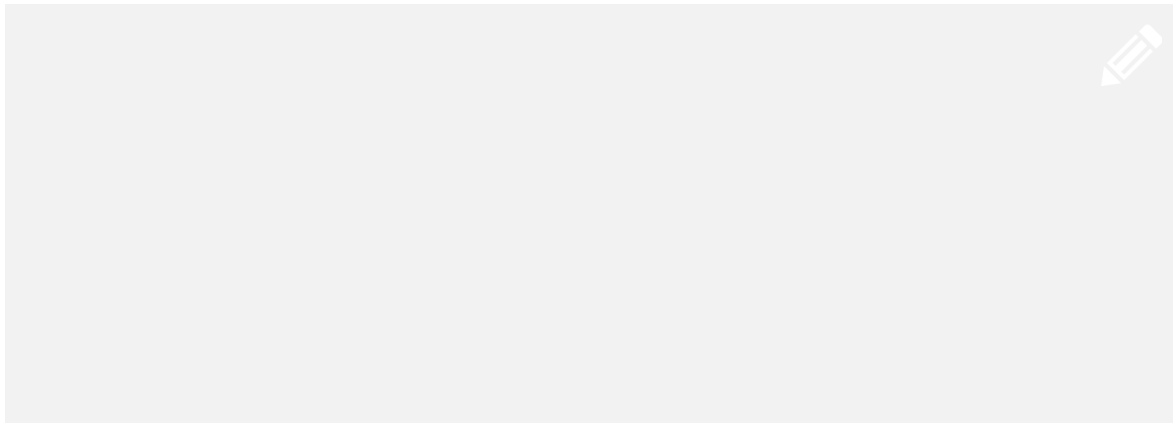
What do you want her to THINK about you?




What do you want her to FEEL about you?




What do you want her to DO that benefits you?




What are the 3 simple ways in which you can communicate all of the above more clearly?



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# UNTOLD SECRET



**Since premium clients are well-informed and very street-wise, they can tell if you know what you're talking about, or if you're just 'winging it'.**

To gain their trust, they must see you as an authority.

With all the contradictory information out there about weight loss, they need someone who can advise whether something is true or not...and why.

Someone who can **be their go-to source for validation when they ask:**

“What do you think?”

Someone whose advice and opinion they'll heed more than anyone's.

Therefore, it greatly matters **how you build your knowledge and authority as a weight-loss practitioner.**

This also goes back to #1:

Where did you get your certification and whom did you learn from?

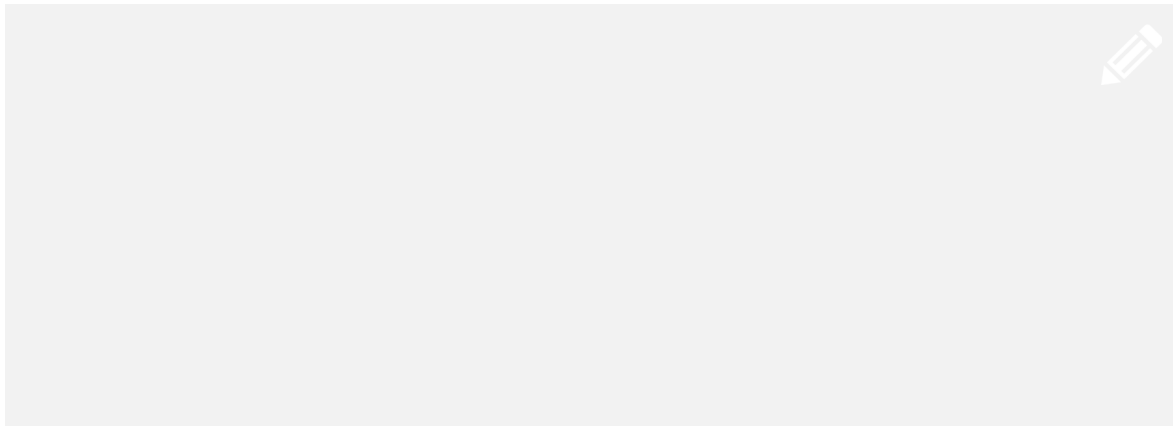
Did you learn from some 'celebrity guru'? Or did you learn from a respected educational organisation?




On a scale of 1 to 10 (1 being the lowest and 10 the highest), how confident are you with your authority in weight loss?

1 2 3 4 5 6 7 8 9 10


Whom did you learn weight-loss expertise from? Or who would you like to learn from?




What are the 3 simple steps you can take to reinforce your authority as a weight-loss expert?



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# UNTOLD SECRET



**Credentials and authority alone aren't enough. You have to educate yourself based on facts, not fads.**

I get many people agitated when I say this:

**Stop following the experts. Become an expert yourself.**

If you really want to make it in the weight-loss industry, you've got to stop following the intermediary who tells you 'what' to believe in.

Instead, go to the core. Learn the SCIENCE properly.

If you don't **learn the complex science behind weight loss**, clever and high-end clients will see you as a naïve dreamer, and not a serious professional.

You've got to stop repeating what bloggers or celebrity 'experts' say.

Because smart clients like these are already reading those blogs and following those 'experts'!

So anything you say will sound old and outdated.

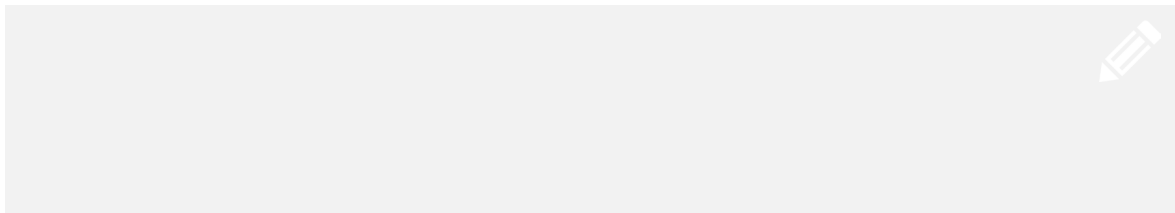
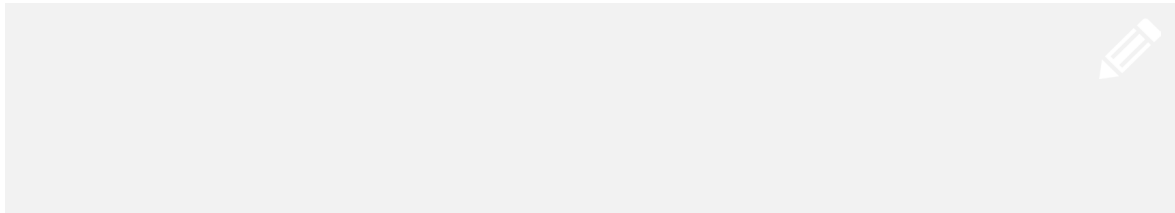
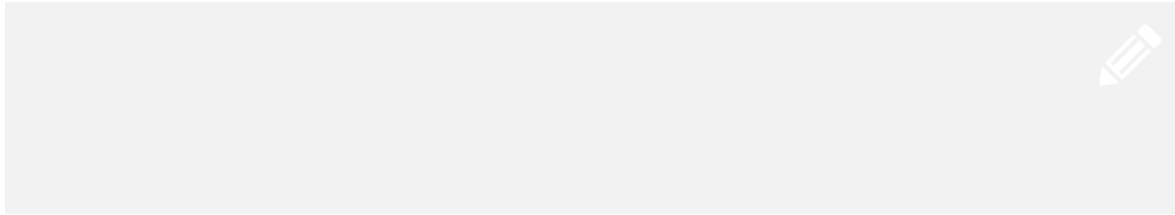
These are clients that will only work with weight-loss practitioners who **have a profound understanding of the newest, cutting-edge science.**

What are the most burning questions you have about nutrition and weight-loss science? List everything you can think of:


Is it true that...




What are the top 3 sources of information you'd consult to find the answers to the above? Which do you trust the most and would recommend to your family and friends?




What are the 3 simple steps you can make to verify the truth about nutrition/weight-loss information?



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## STILL READING?

Since you're reading all the way to the end, let me share with you my **bonus secret**, which has done wonders to how I conduct myself and my practice.

I guarantee that if you use this, along with the three secrets I shared above, you're on your way to becoming an **elite coach that clients love working with.**

# BONUS SECRET



## **Don't marry a 'single regime'. A premium client doesn't trust a pigeon-holed miracle solution.**

When it comes to building trust, offering a one-size-fits-all diet is the fastest way to repel premium clients.

The reason why they still struggle to lose weight is because they never received a differentiated solution tailored around them.

So the only way they will want to work with you is if you personalise things – and let them know upfront.

High-paying clients no longer want to hear about the latest celebrity diet. Instead, they're ready to hear (and learn more) about themselves. No one else.

If you can **help them with that, you'll strike gold.**

This means you've got to **personalise your approach, your sessions, your plans.**

Even the way you conduct yourself, what you give, and how much (or how little) you talk.

When it comes to growing your practice, nothing beats personalised advice. Every client is different. Their brains and bodies all operate differently.

So when a premium client sees that you are willing to **learn about her situation, her personality, what makes her tick, and what ticks her off,** the more she'll trust and want to work with you.

It's just how human psychology works.

**So don't assume you know what she wants. Find out.**

Demonstrate that you're willing to have a deep understanding of her needs, what she's struggling with, and what she's going through.

This type of client will feel a sense of relief when someone is finally asking questions instead of preaching some diet that they might have already tried!

Use the Profile Card in the next page to **decide exactly who you want as your ideal high-paying client:**



# High-Paying Client Profile Card

<p><b>Age:</b></p> <p><b>Gender:</b></p> <p><b>Marital status:</b></p> <p><b>Children:</b></p> <p><b>Location:</b></p> <p><b>Occupation:</b></p> <p><b>Job title:</b></p> <p><b>Aspiration:</b></p>	<p><b>Annual income:</b></p> <p><b>Level of education:</b></p> <p><b>Interests:</b></p> <ul style="list-style-type: none"><li>▪</li><li>▪</li></ul> <p><b>Pain points:</b></p> <ul style="list-style-type: none"><li>▪</li><li>▪</li><li>▪</li></ul>
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**When others say NO to rich and sceptical clients, you say YES.**

**Here's 3 reasons WHY you should attract and keep them...**

(Keep reading!)

1

## **The slimmer they get, the fatter your bank account.**

Some coaches become shy and nervous when it comes to money.

Don't be.

When you've worked hard to build your expertise and credibility, you deserve to look a client in the eye and say what you're worth.

Premium clients have been looking (and waiting) for a weight-loss solution that works...for them.

**They're looking for weight-loss personalisation.  
And they're happy to pay for it.**



If you're finally the person who can craft a tailored solution and they understand your worth, you have the perfect match.

Remember Sally, the sceptical 'City Girl'?

She's educated, moneyed, and **can afford your premium rates.**

So while other coaches fear or avoid the Sallys out there...

...seize the **opportunity to impress this high-paying niche** and grow your business.

## 2

# The more you WOW, the more they praise.

At first, they may seem the most hard-to-get clients. But once you customise your approach and turn things around for them, you'd have won their admiration and their loyalty.

**They'll be singing your praises to their family, friends, and colleagues.**

And since they're known for having high standards, their opinions are valued by their social circle. That means **new affluent prospects lining up for you.**

When it comes to word-of-mouth about your business, **these are the advocates you'd want on your side!**

### 3

## The more tough clients you have, the stronger your street cred.

You know those coaches who are known for ‘taming’ difficult clients?

Usually, they’re the ones who personalise their approach and impress with solutions adapted for each person.

When you focus on your clients’ situation, instead of evading it, your professionalism shines and your credibility gets stronger.

Chances are, when people would ask in the future, **“Who are the best weight-loss practitioners out there?”**, your name will be one of them.

## Conclusion.

Now that you know what convinces affluent yet sceptical clients to lose weight with you, use this to help them...

...because the truth is: they are already looking for that go-to person.

While most coaches fear them, seize the opportunity to impress this high-paying niche and grow your health business.

Once you **personalise your approach and help them lose weight for real**, they'll become a 'walking ad' of your services!

**GET THE**

## **Weight-Loss Personality Test™ Workbook**

The science-based guide to identifying a client's psychological type and adjusting your approach to help them lose weight in a way that doesn't feel forced (nor scare them off!)

**LEARN MORE ▶**