



# #016

## Use the KLT Formula for Building Audience & Community

It's nice to see your audience size growing, but what happens if it doesn't translate into growing your actual health business?

When I see this happen in a health professional's practice, we know that there is some type of disconnect between the message they are sharing and the people they are reaching...

So on today's Integrative Health Coach Success podcast, I'd like to share with you how to use the KLT Formula for building the right audience and community to grow your health business - Enjoy the show!

Listen or Watch At:

[IHP.Coach/016](http://IHP.Coach/016)

# EPISODE TAKEAWAYS

## 1

### Know

Do your ideal customers or clients know you exist? If not, where are they? How can you get in front of more of them?

## 2

### Like

You have to be the type of person they would like to engage with. Share your personality in a way that allows them to know you care and that you're looking to help.

## 3

### Trust

Before a person says yes to your services there must be a level of trust created that you will deliver on what you promised. Make it easier for people to trust you through your words, actions, testimonials, and a guarantee when possible.



**INTEGRATIVE  
HEALTH  
PRACTITIONER**

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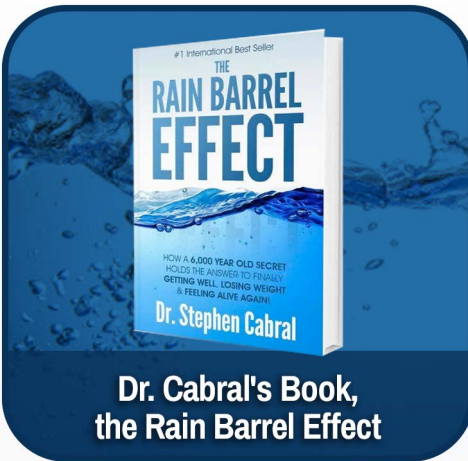
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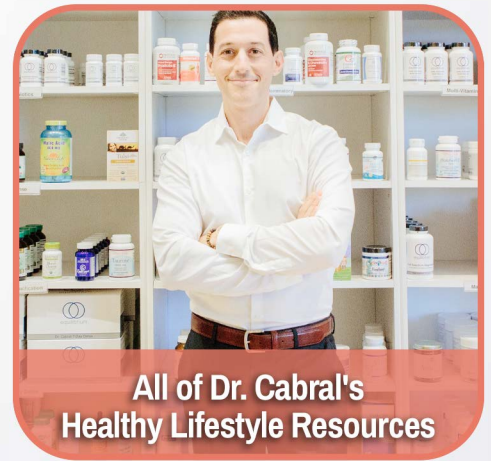
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