



## This Invisible Enemy Stops Your Clients From Reaching Their Full Potential

With one in four people impacted, mental health is the single biggest factor that holds your clients back - and with the stresses created in the last 2 years it's become more prevalent than ever.

Discover exactly what you must know in order to approach clients, boost their belief and confidence, informally assess and keep them motivated so they achieve their goals.

*This Webinar is hosted by the creators of the Certified Award in Mental Health & Exercise Coaching, the first of its kind in the world, designed to finally bridge the gap between mental health support and exercise - SCQF Level 7 (higher/advanced higher level in Scotland, RQF/CQWF Level 5/4 in England and Wales) and was credit rated by SQA.*

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During these times of anxiety and stress, many personal trainers and sports coaches have realised in order to achieve the best results for their clients, exercise and fitness is really just the tip of the iceberg.



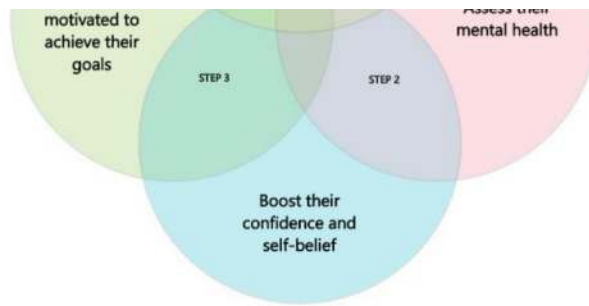
Yet until now almost everyone has been unsure of how to handle about approaching clients about these issues, particularly when they may be feeling worthless, lost or hurting inside...

Or have suffered some setbacks causing low self belief and confidence, and are struggling to get their mind back to the place they used to be.

That's why I'm holding the **"How to Approach Clients, and Help Boost Their Mental Health and Motivation"** event.

Make no mistake about it, it doesn't matter if you're a personal trainer, sports coach, gym instructor, teacher or lecturer, you can personally make a difference to your clients via the 'Mental Health Turnaround' Model...





Which is literally the ONLY step by step process available which shows you how to appropriately deal with those who are suffering and coach them to a high standard, so they get the best out of themselves.

That's why Dan Hancock's work has been published in Men's Health Magazine, the biggest fitness and exercise publication in the whole of the United Kingdom. Quite frankly...

### This Process Works – Here's Proof

Karen Hero Client Testimonial Share

Watch on [YouTube](#)

Karen McLachlan says this process saved her life: "It's given me purpose. It's helped me get myself back. And my family have noticed a massive difference in me."

Hollie Hero Client Testimonial Share

Watch on [YouTube](#)

Hollie Dowell from Stirling had tried everything to get on top of her anxiety, including psychiatrists, yet she made more progress via this process in 10 days than she did in over five years in psychotherapy.

Jenna Hero Client Testimonial Share

More videos

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0:07 / 0:50 YouTube

Jenna from Clackmannanshire literally got off medication within five weeks after going to therapy without success.

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**You'll Have More Satisfied Clients, Who Stick with You For Longer – Significantly Reducing Your Churn Rate**

I know this from experience...

My name is Dan Hancock and I literally stumbled across these issues whilst being a personal trainer and having people not show up for sessions...

At first, I took it personally.

I thought I was doing a great job. I was doing all the "mechanical things" I'd been taught right from a training perspective, yet they weren't having the impact I wanted them to have.

It just wasn't clicking, and clients were leaving.

I was tearing my hair out, and couldn't work out why.



### **I Felt Like I was Banging My Head Against a Brick Wall – Then I Realised What the Missing Link Was...**

I hadn't coached them in a way that was in line with their emotions, or how they were feeling, because I wasn't educated on mental health and I didn't know how to coach them appropriately.

It gutted me, and I made it my life's mission to help people reverse the mental factors that held them back from achieving their full potential, whatever those things were.

I have devoted my life to helping good people understand the importance of mental health ever since, literally investing thousands of hours to understand this area, and in particular the mental health / fitness connection. I want to help your clients too. My motive really is that simple. I am passionate about getting this message out to as many people as possible.

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#### **At This Free Webinar You'll Discover:**

- Exactly how to approach people to open up the conversation regarding mental health (*following this step-by-step approach completely removes the 'taboo factor', drawing people to you because they don't have a fear about speaking up - and creating an open conversational and informal space for your clients to share and not hold back*)
- **How to informally assess whether your client potentially has a mental illness** (the exact X factors to look for to tell if they have something as serious as an anxiety disorder, depression, ADHD, obsessive compulsive or eating disorder or a susceptibility to an alcohol or drug addiction)
- What you can do to boost your client's self-belief and confidence (*the first step is to understand what's driving this problem at the core, rather than just slapping a band aid on it. You'll discover how to quickly dive down into this*)
- **Clients who are scared of coming to the gym**
- **Why most personal trainers only tap into 13 percent of the market** (*hint: it's caused by false information which triggers fear - and there's a simple way to make your service more appealing to the other 87 percent, where there's literally zero competition*)
- How to coach people with mental health issues appropriately (*including how to choose what sort of exercise will suit them, what days to give them certain types of exercises, how to program exercise routines to boost motivation - and how to personalise the entire process so they stick with it over the long term*)
- **The reason a personal trainer can get better results than counsellors, therapists and psychologist** (*it's not because we're smarter or more knowledgeable, it's due to this under recognised factor*)
- How to take the stigma out of mental health (*by differentiating between positive mental health, poor mental health and mental illness - and using sensitive terminology*)
- **The best approach to take when coaching vulnerable individuals** (including the right way to coach them in a safe, protected and confidential manner - and how to collect the required information to determine if a client is vulnerable or may need mental health support so you can create their own specialised service)

- The impact exercise has on the brain (including how different exercises like playing sport, cardio training, strength training, hill walking or swimming can set off different hormones and chemical responses, and their exact impact on mental health. Plus, **the 15 positive by-products exercise has which may be far more powerful than therapy itself** – yet almost nobody talks about it)
- **The single most important factor to consider when onboarding a client** (that's right. Exactly what to do in the first meeting, the first session, in order to set the framework for a tailored six-week coaching program. Plus, the warning signs to watch out for)
- How to adapt our coaching based on the issue at hand, whether it be anxiety to exercise, stress from a high pressure job, depression or panic attacks (including the exact steps, and how to put together a plan which is specific to them)

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There's more. A lot more.

I could go on for pages – but if I haven't convinced you that the **"How to Approach Clients, and Help Boost Their Mental Health and Motivation"** event can offer incredible value, and is a must attend by now, I never will.

Not only will your clients stay motivated and get results, they'll stick with you for far longer because you're helping them, and they're happy and more confident than ever before.



What's more, if you decide to move forward with my specialised award...

You'll be a specialist in your field, and you will be able to help more people than you ever believed possible...

Especially since you'll be able to achieve the sort of results you've seen from Karen, Hollie and Jenna on this page.

I honestly believe you're going to love this event.

There's nothing else quite like it, so please – don't pass up this life-changing opportunity.

I know it will make a significant impact on your ability to approach clients, informally assess their mental health, boost their self belief and confidence, and continue to keep them motivated over time...

And I can't wait to share it with you.

Warmly,

Dan Hancock  
The Mental Health PT

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