

► **Intake Questionnaire**

PLEASE DISCUSS THE FOLLOWING WITH ALL NEW CLIENTS AT YOUR FIRST MEETING

• **Why did you respond to our advertisement?**

- a) What were you curious about?
- b) What do you think we do?
- c) Why would you be interested in that?
- d) Ideally, what would you like us to do for you?
- e) Why is that important?
- f) How would it change your life?

• **Let me start out by giving you our definition of fitness.**

- a) Experiencing abundant physical health.
- b) Absence of pain, discomfort, illness, and disease.
- c) Experiencing vitality and high energy, sufficient to enable one to do what one wants.
- d) Looking attractive and fit, proud of one's appearance.
- e) Capable of living a long, healthy life.
- f) Able to participate in sports and active recreational activities.
- g) Having a healthy emotional and mental outlook fostered by the foundation of feeling good.

Do you agree with this definition?

Is there anything you would add or delete?

• **What is the current state of your fitness?**

- a) On a scale of 0-10 with 0 being barely alive and 10 being totally fit, how do you rate your fitness?
- b) What illnesses or medical conditions do you have?
- c) How is your energy level?
- d) How would you rate the quality of your nutritional intake?
- e) Do you feel refreshed and energized after sleep?
- f) Is your sex life fulfilling? *(Don't ask this of clients of the opposite sex as it may be misconstrued.)*
- g) What areas of your personal fitness would you like to improve?
- h) What specific thing would you like to change?
What else?
What else?

- i) If you could improve or change all these things, what would it mean to you?
- j) How would it impact your feelings of self worth?
- k) Do you think you deserve to be fulfilled in this area of your life?

• **What is your current fitness program?**

- a) Exercises:
- b) Nutrition and supplementation:
- c) What do you know about how to improve your conditioning?

• **How well is your current fitness program working for you?**

- a) Why isn't it working?
- b) Are you willing to make some changes?
- c) Do you care enough about your own well-being to make it a priority?

• **Aside from financial cost, is there anything that would stop you from embarking on a fitness program?**

(Overcome all non-cost objections before proceeding.)

• **If you had everything you wanted in life except for good health, would that be satisfactory?**

- a) How much do you pay for medical insurance?
- b) How much do you pay for doctor bills?
- c) Given the expensive cost of health care after one gets sick, doesn't it make sense to you to spend a little money to prevent health problems?
- d) How much is your health worth?

• **If there were an affordable program that could give you everything you want in the way of health and fitness, would you do it?**

When? _____ *(If they are not willing to act now, you should terminate interview at this point and ask them to come back when they are ready to make a change.)*

