



2019 NSCA PERSONAL TRAINERS VIRTUAL CONFERENCE

OCTOBER 7 – 11

#NSCAPT19

Secrets of Quality Revenue, Retention and Referrals

Michelle Blakely, NSCA-CPT

CONFLICT OF INTEREST STATEMENT

I currently have, or I have had in the past two years an affiliation or financial interest with See Jake and Jane Train around this presentation including:

- Consulting
- Employment
- Honoraria

Michelle Blakely, Founder

- Learned the hard way but found success
- Systems and habits
- Win-Win-Win

18-143% revenue increases
ROI of 35days



3 Buffets of information heavy on Revenue

TODAY

1. Revenue
2. Retention
3. Referrals

REVENUE

- Truly Know Your Numbers
- Enlist Help
- Be Brave
- Leave Your
Ego at the Door



REVENUE



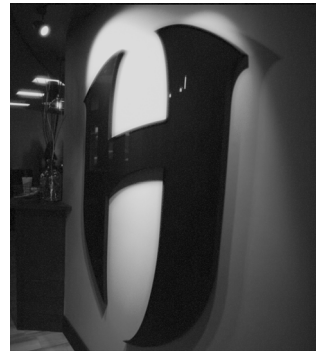
REVENUE



- Communicate Numbers to Your Team
- Listen to Your Trainers' Financial/Career Goals!

REVENUE

Tether Revenue to Incentives



POOR EXAMPLE



GREAT EXAMPLE

REVENUE

Niche

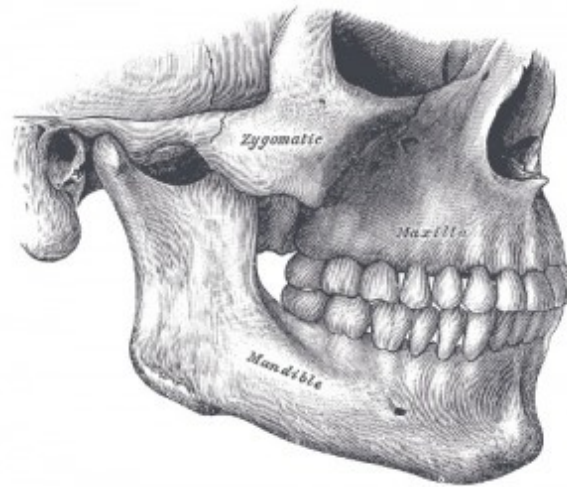


Photo credit: <http://progressivedental-ellenlimdds.com/wp-content/uploads/2016/02/jaw-bone.jpg>

Photo credit: <https://en.wikipedia.org/wiki/Chanel>

Knowledge



REVENUE

Example

Niche + Knowledge =

\$18K IN ONE DAY

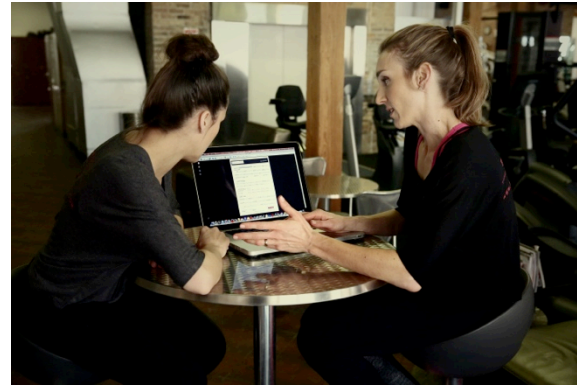
YOU CAN TOO!

REVENUE

take

INTAKE

seriously



REVENUE

INTAKE

=

IMPRESSION

See Jane Train, LLC
773-680-6224
info@seejaneandjanetrain.com

New Client Information

NEW CLIENT INFORMATION Today's Date _____

First Name _____ MI _____ Last Name _____
Date of Birth _____
Age _____
Occupation _____
My occupation is (check all that apply): Sedentary Active Stressful
Home Address _____
City _____ State _____ Zip Code _____
Business Name _____
Business Address _____
City _____ State _____ Zip Code _____
Home Phone _____
Mobile Phone _____
Work Phone _____
Email _____
Confirm Email _____
In case of Emergency Contact _____
ICE Relationship _____
ICE Phone _____

Have you worked with a personal trainer before? Yes No
How was that experience?

How did you learn about See Jane Train, LLC?

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Medical History & Activity

See Jane Train, LLC.
No date: Yes No
Placement Other _____ Yes No
In the near future? Yes No
 Yes No
or physical limitations that might affect _____ Yes No
you given any restrictions or guidelines for exercise by your physician?

 Yes No

16. Are you currently taking any prescribed medications? Yes No
Please list medications and reason for taking:

Do you have any exercise restrictions with these medications? Yes No
If yes, what restrictions?

17. Please list any other medical condition, recent surgery or important medical information relevant to our work together, movement or exercise.

18. Please rate the following.

	1	2	3	4	5	6	7	8	9	10
I am in control of my eating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I generally sleep well	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have enough energy to get through my day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I drink eight glasses of water a day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am healthfully losing or maintaining my weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy the benefits of exercise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I regularly exercise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My body is healthy and fit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My stress is well managed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The current state of my body and fitness enhance my life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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REVENUE

- High End Service / Industry
- Enormous Problem Solvers
- You are **NOT** your customer

REVENUE

Why do we start with learning **clients' goals**?



43% more likely to achieve your goals if you write them down.

REVENUE Make it easy to buy

MVP

Two, 25 minute one on one weekly training sessions:
\$520 per month



Team Captain

Two, 25 minute small group weekly training sessions
and one, one on one weekly training session:
\$560 per month



TODAY

1. Revenue
2. Retention
3. Referrals

RETENTION

Which is more expensive...

acquiring a new client

or

keeping an existing

client?

RETENTION

It is **5x** more expensive to
acquire a new client than to retain an
existing one.

RETENTION

Do you **love** your gym?

RETENTION



Million
Dollar
Question:

Do
they?

RETENTION

What are you doing to communicate the benefits of your work with clients to clients on a recurring basis?
SHOUT IT OUT

RETENTION

Know the research...

- improves self-esteem and confidence
- make more money
- reduce anxiety
- sleep better
- can give more to those they love
- effective personal training empowers ALL of that in their lives
- Miriam E. Nelson and on and on and on...

COMMUNICATE THIS TO CLIENTS!

RETENTION

Brag about your clients...

Not yourself



Pictures

= “I want to be part of that”

RETENTION

What are you doing to
say
thank you?

JUST BECAUSE

RETENTION



WS MOMENT

Share Shopping Experience

Easy, powerful changes in phrasing and energy

RETENTION

NO BRAINER:

Be consistent in your attendance

Be consistent in your conversations

Be consistent in your follow through

Be consistent in your start and end times

Years of asking... shocking answers

Use HABIT to help yourself

TODAY

1. Revenue
2. Retention
3. Referrals

REFERRALS

Ideal leads / referrals

- Postcard story
- Print Ad story
- Audit Groupon / Promos
- Thumbtack
- Facebook (time investment IS investment)

<http://www.dictionary.com/browse/referral>

WS MOMENT

10 favorite clients...
EXACTLY
where they came from

REFERRALS

“You miss
100% of the
shots you
don’t take.”

-Wayne Gretzky

REFERRALS

- Ask at end of session... why?
- Ask for one
- Ask for name
- Follow up is on you
- Email reminder
- Thank you gift



REFERRALS

Lead/Referral Next Steps

Hi Jen!

Thank you for your recent inquiry about our facility.

We are very excited that you're interested in visiting our studio! Our staff can't wait to help you achieve and exceed all of your personal fitness goals!

Give us a call to schedule your free day pass. In addition, if you call today we'll include a free personal consultation which involves taking your body composition measurements, discussing your fitness goals, and helping to outline your path to success!

*The secret to moving forward is **getting started**, so don't wait to schedule your first training session, call us today.*

-

*Please reach out to either Brad at **555-217-5979** or Jose at **555-917-4849** to schedule your appointment.*

We look forward to hearing from you!

Sincerely, Jane

REFERRALS

Lead/Referral Next Steps

Hi Jen!

Thank you for your recent inquiry about our facility.

We are very excited that you're interested in visiting our studio! ~~Our staff can't wait to help you achieve and exceed all of your personal fitness goals!~~

~~Give us a call to schedule your free day pass. In addition, if you call today we'll include a free personal consultation which involves taking your body composition measurements, discussing your fitness goals, and helping to outline your path to success!~~

*~~The secret to moving forward is **getting started**, so don't wait to schedule your first training session, call us today.~~*

-

*~~Please reach out to either Brad at **847-217-5979** or Jose at **847-917-4849** to schedule your appointment.~~*

We look forward to hearing from you!

Sincerely, Jane

REFERRALS

C to A+

Thank you very much for your inquiry, Jen. We would be delighted to help you reduce your stress and lose a few pounds!

I have availability for your 90 minute Assessment:

- *Monday, October 2nd at 10am*
- *Monday, October 2nd at 12noon*
- *Wednesday, October 4th at 6pm*

At the Assessment we learn where you've been, where you are and where you would like to be and log all baseline measurements.

Please confirm which day and time is best for you.

Kind Regards, Jane

REFERRALS

C to A+

We'd be delighted train you, Jen. Best wishes on your engagement!

- *We have availability on Mondays and Thursdays at 6:30am starting April 4th or immediately on Mondays and Thursdays at 8am.*
- *Please take a look at the services sheet attached for services and pricing.*
- *Training takes place at Super Fit Training on Jackson and Main Street*

Let me know which time slot is best for you and I'll email Assessment openings.

Kind Regards, Jane

REVENUE:

know your numbers

RETENTION:

thank and inform

REFERRALS:

ask: how and who

THANK YOU!
Reach out ANYTIME!

michelle@seejakeandjanetrain.com

773.680.6824