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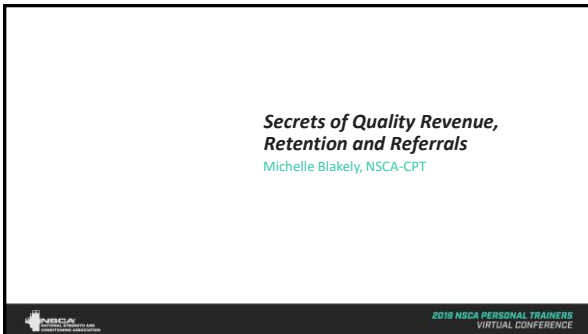
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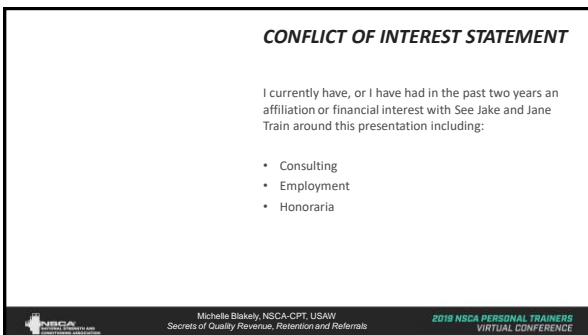
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**Michelle Blakely, Founder**

- 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



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**TODAY**

1. Revenue
2. Retention
3. Referrals



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**REVENUE**

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



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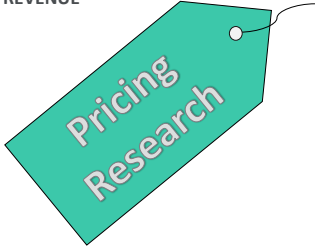
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REVENUE



**NBCA**  
National Board of Certification and Professional Registration  
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REVENUE



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

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REVENUE

Tether Revenue to Incentives



POOR EXAMPLE



GREAT EXAMPLE

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REVENUE

Niche Knowledge




Photo credit: <http://img.royalcanin.com/leg-center/leg-bone/2014/02/leg-bone.jpg>  
Photo credit: <https://www.wikipedia.org/wiki/Chanel>

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REVENUE

Example

Niche + Knowledge =

**\$18K IN ONE DAY**

YOU CAN TOO!

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REVENUE

take

**INTAKE**

seriously



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**REVENUE**

**INTAKE**

=

**IMPRESSION**



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**REVENUE**

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

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**REVENUE**

Why do we start with learning clients' goals?



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

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**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



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**TODAY**

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**RETENTION**

Which is more expensive...

**acquiring** a new client  
or  
**keeping** an existing  
client?

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RETENTION

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



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RETENTION

Do you **love** your gym?



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RETENTION



Million Dollar Question:

Do **they?**



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**RETENTION**

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

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**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!**

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**RETENTION**

Brag about your clients...  
Not yourself



Pictures  
= "I want to be part of that"

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RETENTION

What are you doing to say thank you?

JUST BECAUSE

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RETENTION



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WS MOMENT

Share Shopping Experience

Easy, powerful changes in phrasing and energy

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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

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TODAY

1. Revenue
2. Retention
3. Referrals

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REFERRALS

Ideal leads / referrals

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

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

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WS MOMENT

10 favorite clients...  
EXACTLY  
where they came from

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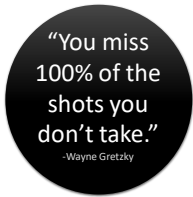
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REFERRALS



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REFERRALS

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



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**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

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**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

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**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 2<sup>nd</sup> at 10am
- Monday, October 2<sup>nd</sup> at 12noon
- Wednesday, October 4<sup>th</sup> 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*

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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

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REFERRALS

HOMEWORK OPTIONS

REVENUE:  
 know your numbers  
 RETENTION:  
 thank and inform  
 REFERRALS:  
 ask: how and who

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THANK YOU!  
 Reach out ANYTIME!

[michelle@seejakeandjanetrain.com](mailto:michelle@seejakeandjanetrain.com)  
 773.680.6824

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