



2022 NSCA PERSONAL TRAINERS VIRTUAL CONFERENCE

October 25 - 28, 2022 | ONLINE | 2.0 CEUs



CONFLICT OF INTEREST STATEMENT

I have no actual or potential conflict of interest in relation to this presentation.



Joe Drake, MS, CSCS, NSCA-CPT,*D

Using Semi-Private Training to Grow Your Personal Training Business



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VIRTUAL CONFERENCE**

BECOMING THE BEST

AT 1-ON-1 TRAINING

IS THE GOAL.....AT LEAST EARLY ON

Destination for some – door opener for others

Eventually we all look to answer:

- How do I perceive growth?
- How big are my aspirations?
- How do I define significance?

***Semi-private // Small Group
can be a vehicle!***



Semi-private training **IS NOT A NEW THING....**

*Big names in the industry have been doing
& speaking about it for years...*

- The Cosgroves (Results Fitness)
- Eric Cressey (Cressey Sports Performance)
- Mark Fisher (MFF)
- Luka Hocevar (Vigor Ground)
- The list goes on....

***You might know [WHY] but...Most struggle
with the [WHEN] & [HOW]***

Also...1-on-1 isn't going anywhere!



[WHAT] & [WHY]

Surrounding semi-private/small group

For sake of terminology:

- Semi-private (3-6)
- Small Group (6-12)
- Large Group/Team (10-12+)

BASIC [WHY]

- Financial win (\$)
 - Only way to grow = Charge more or train more people?
- Reach more people (+++)

...just the tip

REAL NUMBERS...

Client	Sessions/week	Rate	Weekly Total	Monthly Total	Income Goals	
Ex. Client 1	2	\$125.00	\$250.00	\$1,000.00	Yearly	\$0.00
Ex. Client 2	3	\$125.00	\$375.00	\$1,500.00	Monthly Avg.	\$0.00
Ex. Client 3	2	\$80.00	\$160.00	\$640.00		
Ex. Client 4	2	\$115.00	\$230.00	\$920.00	Month End	
Ex. Client 5	2	\$75.00	\$150.00	\$600.00		
Ex. Client 6	1	\$115.00	\$115.00	\$460.00		
Ex. Client 7	1	\$115.00	\$115.00	\$460.00		
Ex. Client 8	2	\$115.00	\$230.00	\$920.00		
Ex. Client 9	1	\$125.00	\$125.00	\$500.00		
Ex. Client 10	2	\$125.00	\$250.00	\$1,000.00		
Ex. Client 11	2	\$75.00	\$150.00	\$600.00		
Ex. Client 12	2	\$115.00	\$230.00	\$920.00		
	Weekly Sessions	Avg. Rate	Weekly Income	Monthly Income	Projected Yearly Run-Rate	
	22	\$108.18	\$2,380.00	\$9,520.00	\$114,240.00	

Client	Sessions/week	Rate	Weekly Total	Monthly Total	Income Goals	
Ex. Client 1	2	\$125.00	\$250.00	\$1,000.00	Yearly	\$0.00
Ex. Client 2	3	\$125.00	\$375.00	\$1,500.00	Monthly Avg.	\$0.00
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Ex. Client 10	2	\$125.00	\$250.00	\$1,000.00		
Ex. Client 11	2	\$75.00	\$150.00	\$600.00		
Ex. Client 12	2	\$115.00	\$230.00	\$920.00		
Ex. Client 13	2	\$60.00	\$120.00	\$480.00		
Ex. Client 14	2	\$60.00	\$120.00	\$480.00		
Ex. Client 15	2	\$60.00	\$120.00	\$480.00		
Ex. Client 16	1	\$60.00	\$60.00	\$240.00		
Ex. Client 17	2	\$60.00	\$120.00	\$480.00		
Ex. Client 18	2	\$60.00	\$120.00	\$480.00		
Ex. Client 19	2	\$60.00	\$120.00	\$480.00		
	Weekly Sessions	Avg. Rate	Weekly Income	Monthly Income	Projected Yearly Run-Rate	
	26	\$121.54	\$3,160.00	\$12,640.00	\$151,680.00	

4 hrs/week +
\$37,000 +



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[WHY]

Continued...

1-on-1 Booking //NOT// Flexible

- Cancellations lead to lost revenue
 - Client results suffer – less training frequency

Power of the group

- Social facilitation = greater effort
 - Not to mention fun!
- Sense of community around your biz!
 - Decreased turnover
- Increases training autonomy
 - Client growth/ascension
- Takes pressure off of me!
 - Introverted/extrovert

[WHY]

Continued...

Time + Focus = Rate Limiting factor

- Avoiding burnout + creating space
.....for whatever

Shifts the Value Proposition

- Paying for “you” or “training”
 - If ever want to bring anyone under you

Proving Grounds....

- Have growth or facility plans?
 - Forces you to systemize
 - Serves as a test!

[WHEN]

Is the timing right?

Those who have done it would agree...

- Need to be GREAT at 1-on-1 first (in most cases)
 - Essential to the industry!
 - Cut your teeth as a coach
 - Read clients, coaching cues, build rapport
 - History of success & track record

When you have a wait list

- Demand will tell you!
 - 25-30+ sessions/week for extended time
 - And ready for a price increase?

Opportunities present themselves

- BIG Picture opportunities...require time
- PRIME time opens up
- Build off of 2....

[HOW]

Do you introduce/implement?

Over time vs. Overnight

- Most should start small
 - Test the waters with 1-2 prime times
 - 6:30am/8:30pm/5:30pm

Program Driven (vs.) Ongoing?

- Introduce with 8-12 week program?
 - Depends on your reach – but both work
 - LIFT – Alpha Training – Ninja Training
 - \$35,000 | \$13,000 | \$25,000
 - Can be great way to get marketing collateral AND allow clients to experience it

[HOW]

Don't overthink it....

30 Day Launch

Step 1: Decide “How” to introduce

Step 2: Select 1-2 times to transition

Step 3: Finalize Dates (alongside price ^^)

Step 4: Create Onboarding Plan

Step 5: Document – Recruit – Market - Sell

[HOW]

Don't overthink it....

ON BOARDING PLAN

2-4 Weeks of 1-on-1:

- ✓ *Build rapport & connect*
- ✓ *Teach clients “your” system*
- ✓ *Massive value add*
- ✓ *Feeds all offerings*

****Don't let this be a hang-up**

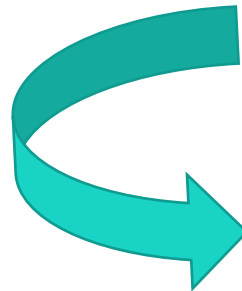
→ *Will help you systemize your approach*

[HOW]

Do the logistics work?

100% Individualized Programming?

- Yes and No...
 - Entirely unique programs may make logistics challenging
 - Equipment, exercises, set-up, autonomy
 - Benefits to people doing similar things w/ individual tweaks
 - Goal based groups?
 - Increased competition and can elevate comradery and the experience



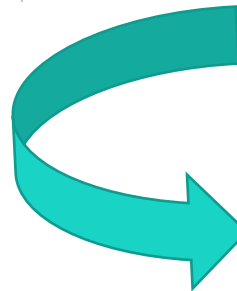
Let your training beliefs decide

“Business model doesn’t have to change training model”

[HOW]

Do you price it?

Pricing Suggestions					
<i>*Since most coaches are doing more 1-on-1 training than semi-private/small group it works best to use that as the price anchor to base other session pricing off of. If you do it right - it's a win/win situation for everyone</i>					
Pricing Structure	60 Min Private	30 Min Private (65%)	Semi-Private (65%)	3 People	6 People
	\$115.00	\$74.75	\$74.75	\$224.25	\$448.50
		Even if only 2 show-up	\$149.50		



Message me for sheet

joe@axiomfitnessacademy.com

[MOST COMMON ROADBLOCK] **IS PROBABLY YOU.....**

“My clients just won’t go for it....”

Too specialized? Doing manual therapy?

- Possible – but may need to alter your approach

Is it safe & effective?

“People learn to swim and shoot guns in a group setting”

-Alwyn Cosgrove-



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Getting Connected



@Coachjoedrake



www.Coachjoedrake.com
www.AxiomFitnessAcademy.com



Joe@axiomfitnessacademy.com

Questions?