



# ***2019 NSCA PERSONAL TRAINERS VIRTUAL CONFERENCE***

**OCTOBER 7 – 11**

**#NSCAPT19**

# ***CONFLICT OF INTEREST STATEMENT***

I am the founder and CEO of NPE, a business school for fitness entrepreneurs.

# *How to Write a Simple Business Plan that Turns Your Fitness Passion into Profit*

Sean Greeley

# Goals

1. Clarify what success looks like for you in starting (and operating) your own fitness business
2. Develop a simple fitness business plan that gives you a clear path forward toward achieving your goals
3. Turn your fitness passion into a profitable business doing the work you love

# Challenges

1. You don't have all the knowledge, skills, and systems needed to start and grow a profitable business
2. You feel overwhelmed at all you need to learn to start and grow business ... and afraid you'll fail and the time, effort, and money you've invested will have been meaningless.
3. You may think there's too much to learn, it's too hard, and you're not sure you have what it takes to be successful

# Why should you listen to me?

- **1999 - 2002:** Professional wakeboarder
- **2002 - 2005:** Grew a small personal training business from 1 to 653 clients and 3 locations
- **2005:** Stage IV cancer survivor. Wanted to help more people, started “consulting” with friends
- **2006:** Founded NPE. To help fitness professionals and business owners grow their business and create the life they want



# About

Since 2006 we've been helping fitness professionals and business owners around the world start and grow profitable companies.

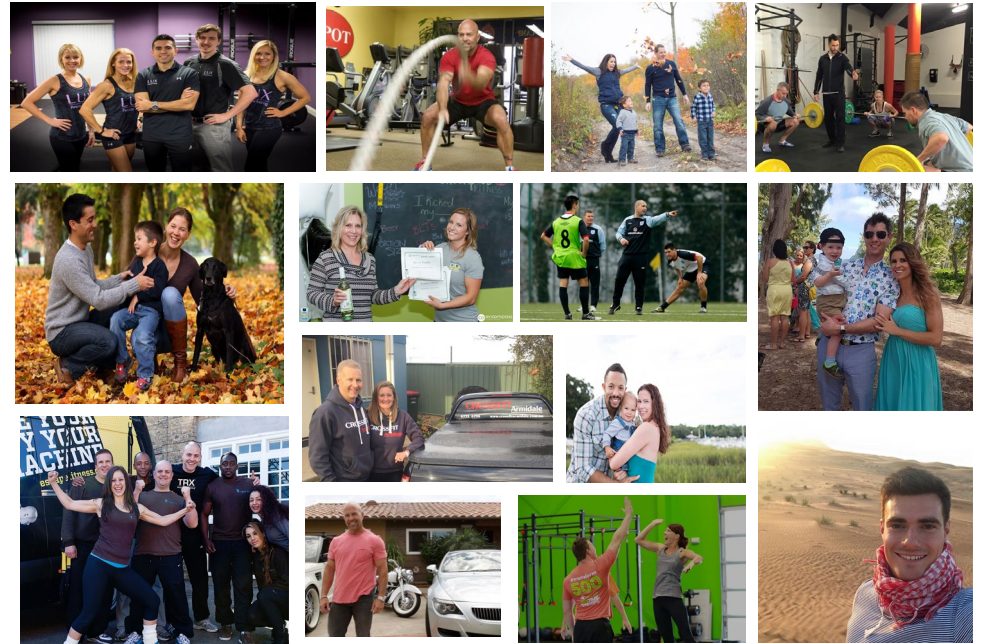
We've been listed 8x on the Inc 500/5000 list of fastest growing companies, and we're a global team with offices in Los Angeles, London, and Sydney.



8x Featured  
2010, 2011, 2012,  
2013, 2014, 2015,  
2016, 2017



*We've helped thousands of successful fitness professionals and business owners around the world grow to the next level*





# 6 Stages

## of Fitness Business Growth

Grow your fitness business  
and create the life you want

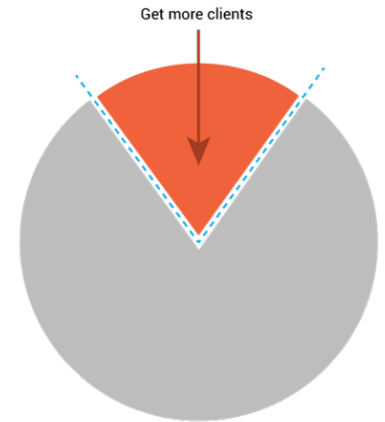


# ***THIS TRAINING IS THE REAL DEAL***



# *Where most people get it wrong*

- I just need clients!
- How can I get more clients?
- But really, where do I find more clients?

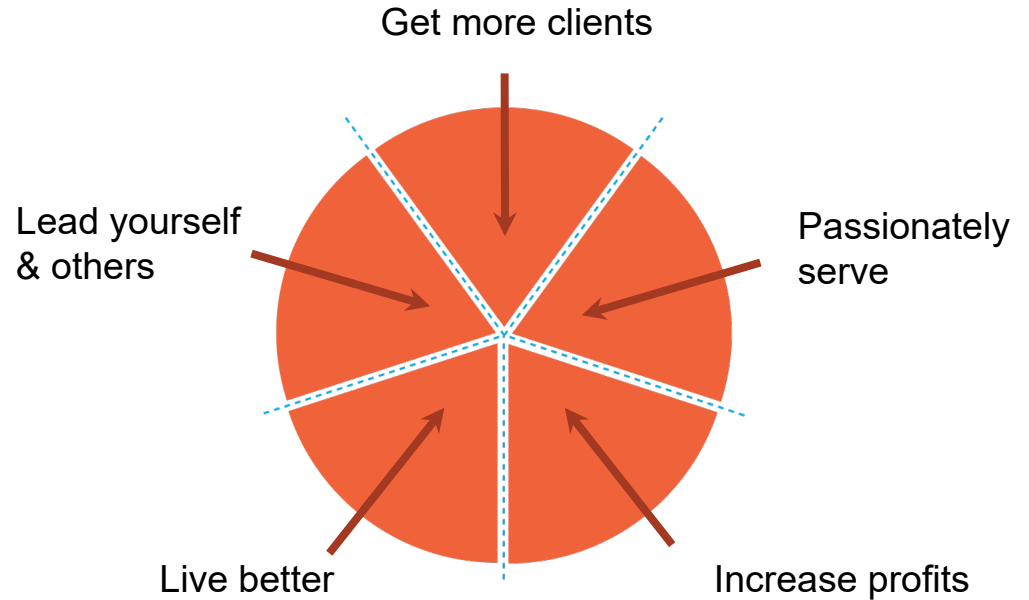


# *Where you need to start*

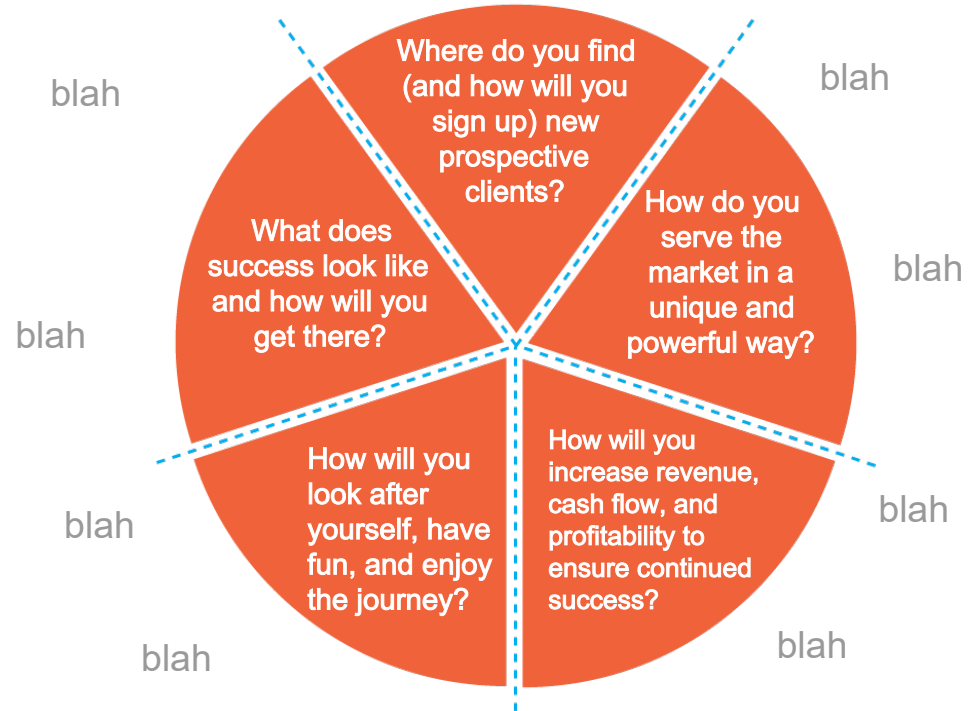
1. Create a “platform for success” with the right business STRATEGY
2. Clarify how you will deliver unique and powerful VALUE to the market
3. Learn how to inspire prospective clients to COMMIT to their goals



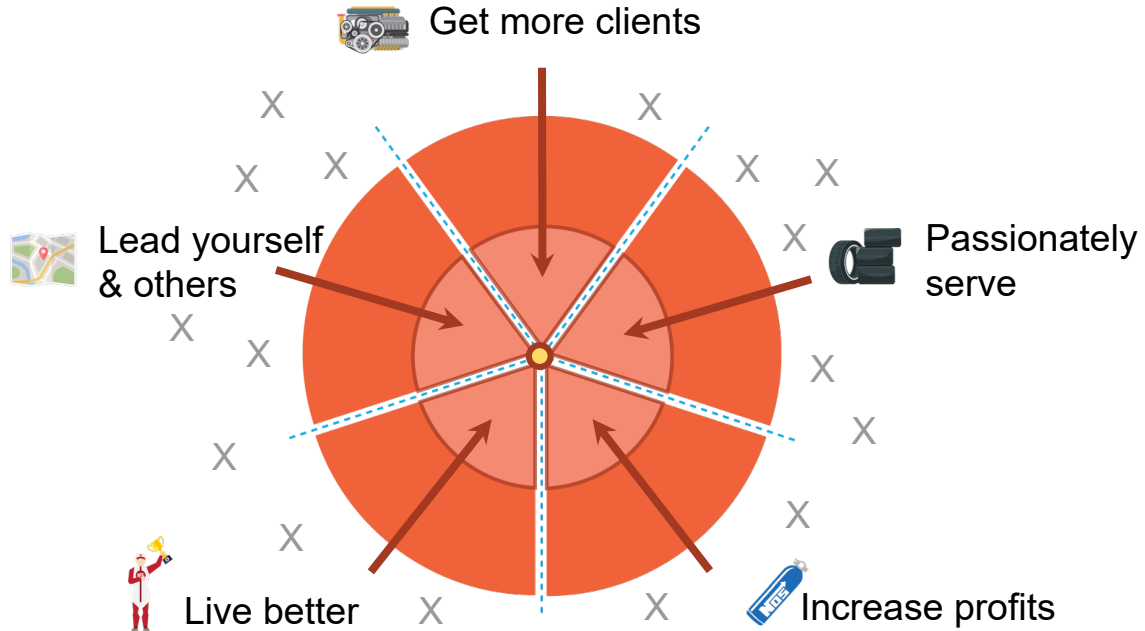
# Methodology: NPE 5 CORE DISCIPLINES™



# Confusion vs Clarity



# FOCUS increases POWER



# *Business strategy*





# *Why most fitness businesses fail*

- No clear business strategy and plan in place tied to profitability and positive cash flow of the business.
- Trying to grow 3 different models, for different types of clients, at the same time.
- Fall in love with what they think is cool, but the market doesn't care about.

BUSINESS STRATEGY		VALUE CREATION MODEL	
<b>OWNER INTENT</b> What does success look like for you with your business?	<b>KEY PERFORMANCE INDICATORS</b> What metrics measure success with your business?	<b>SUCCESSFUL RESULTS</b> What does success look like for your ideal client and how do you help them get there?	<b>CLIENT METRICS</b> What metrics will measure progress in leading your clients to their goals?
	<b>IDEAL CLIENT</b> Who is the ideal client you want your business to serve? What's their age/gender? Where do they live/work? What are their goals/problems?		<b>PRICING/PACKAGING</b> How much do you charge and for what?
<b>MODALITY &amp; MODEL</b> What's your thing? Do you serve via group, semi-private, or private training?		<b>COST STRUCTURE</b> What are your fixed and variable costs?	<b>CLIENT ACQUISITION SYSTEMS</b>
	<b>BUSINESS GOALS</b> How many clients do you need to hit your revenue target? Income target (given your cost structure)?	<b>VALUE PROPOSITION</b> What's your message?	<b>OFFER</b> What's your front end offer?
		<b>SALES PROCESS</b> What's your sales process?	<b>LEAD GENERATION STRATEGIES</b> What are your strategies and sources for finding and connecting with new prospective clients?

# 1. Define your owner intent

- Owner intent is a statement that defines what success looks like for you in owning THIS business NOW
- Business owner intent often includes things like desires for:
  - Autonomy (independence)
  - Income (security, financial gain, wealth creation)
  - Schedule flexibility (time freedom)
  - Growth potential (achievement)
  - Greater sense of purpose (impact, legacy, emotional fulfillment of doing meaningful work)



## 2. Measures of success (KPIs)

- Get clear on the OUTPUT of your business operations required to support your ownership intent.
- Example:  
\$12,000/month net profit (income)  
Evenings and weekends off (lifestyle)  
300+ lives transformed/year (impact)



# 3. Define the ideal client profile for your business



WILLIAM  
“BUSY CEO”  
MORROW

- 48-year-old busy executive CEO
- Lives in Sydney, NSW, Australia
- Committed to being at his best for his career and life while managing the tremendous pressures of a large company that relies on his leadership



EMMA  
“CHALLENGE YOURSELF”  
SWIFT

- 50-year-old professional with kids who are grown-up
- Lives in Wimbledon, London, UK
- Originally signed up because she felt terrible about the weight she gained over the last 20 years, but now lives for outdoor challenges and hitting new fitness milestones

# 3. Define the ideal client profile for your business



AMBER  
"SUPERMOM"  
JOHNSON

- 35-year-old stay at home mom
- Lives in Buckhead, GA, USA
- Enrolled to "get her body back" after having children
- Driven to look good, feel good, and be at her best for herself and her family

# 4. Clarify your modality and business model



Tools and methods you use to get results with clients.

- Personal training
- Functional fitness
- CrossFit™
- Pilates™
- Yoga

Business revenue stream(s) and cost structure to ensure you make a profit!

1. Group Training
2. Semi-Private Training
3. Private Training

## 5. Price and package your services for profit

Program	Commitment	Sessions/Week	Monthly Investment
“Totally Committed”	12 months	4x/week	XXX
		3x/week	XXX
		2x/week	XXX
“Committed”	6 months	4x/week	XXX
		3x/week	XXX
		2x/week	XXX
“Sort of Committed”	3 months	4x/week	XXX
		3x/week	XXX
		2x/week	XXX



# Healthy margins

**PRIVATE**  
(1 to 1)



60% is the  
absolute minimum

**SEMI-PRIVATE**  
(1 to 3-4)



Should be 75+%

**GROUP TRAINING**  
(1 to 8-15+)



Should be 75-85+%

## ***6. Manage cost structure***

1. Payroll
2. Rent
3. Other Expenses

### Powerful growth questions

1. What is it?
2. How much are you spending?
3. What are your goals with the expense?
4. How would you rate your ROI?
5. What would it take to achieve a green mark for this goal?

# 7. Set the right business goals and targets

Business Modeling

Group   Semi-Private   **Private**

Part 1: Pricing & Packaging   Edit Settings   Part 2: Business Goals & Targets   Edit Settings

### Menu of Services

Program	Commitment	Sessions/Week	Monthly Investment
"Totally Committed"	12 months	4x/week	\$1474
		3x/week	\$1105
		2x/week	\$737
"Committed"	6 months	4x/week	\$1622
		3x/week	\$1216
		2x/week	\$811
"Sort of Committed"	3 months	4x/week	\$1769
		3x/week	\$1326
		2x/week	\$885

### Pay Rate

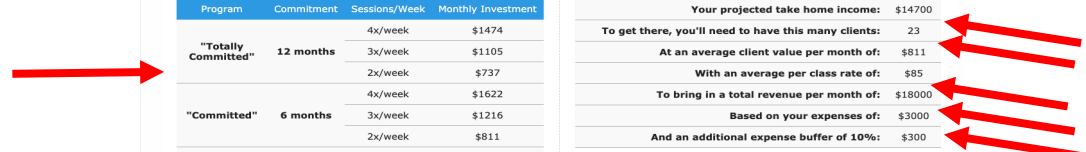
Per Session	Per Month
\$25	\$5300

Margin

**71%**

### Results

Your projected take home income:	\$14700
To get there, you'll need to have this many clients:	23
At an average client value per month of:	\$811
With an average per class rate of:	\$85
To bring in a total revenue per month of:	\$18000
Based on your expenses of:	\$3000
And an additional expense buffer of 10%:	\$300



# *Value creation model*



# *You can't outmarket a bad service.*

- Right now the industry is caught up in discovering magic Facebook ads, marketing software platforms, and thinking they need to learn a million advanced tactics to continue growing.
- NO MARKETING strategy, messaging, software, advertisement will EVER 'cover up' poor service delivery.

$$V = CE + R + R$$

Value = Client Experience +  
Relationship + Results

# *Passionately serve and deliver*

- The foundation of ALL success in business is VALUE CREATION for the customer.
- The best fitness businesses don't need to market. They grow exponentially by referral!
- Commit to serving the heck out of your clients. Lead people to achieve their goals and overcome challenges standing in their way - whatever it takes. Your goal is POWERFUL RESULTS.

# ***Audit and Improve Client Experiences***

- What happens from the moment they contact you?
- What happens once they walk through your doors?
- What happens once they walk out your doors?
- Are you providing a **WORLD CLASS EXPERIENCE?**



# *Examples of things to do*

- Outside of your facility (signage visible, sign represent your brand, outside clean)
- Inside (front desk ready to greet, “contract capture”, handouts to leave with, core values posted)
- Consultation area (dedicated area, social proof)
- Training floor (orderly, branding around workout boards, ‘busted’ gear off the floor, gear labeled well)
- Office space / Staff meeting (public calendar, monthly/quarterly/annual goals posted, filing space, clean and tidy)

# ***Audit and Improve Relationships***

- How do you ensure clients feel cared for and valued?
- What “touchpoints” support your relationship with them beyond the workout?
- What would they value? What’s are some simple things you can do to improve?

# *Client Recognition*

- Celebrate victories and reinforce results ... and encourage others by showing what's possible.
- Client of the month profiles, shoutouts, and more...



# *Birthday and holiday cards*

- Show personal attention by celebrating holidays and individual milestones such as birthdays and anniversaries.



# *Client Appreciation Events*

- Celebrate group milestones and achievements.
- Bring people together and have fun (hike, meal, rock climbing, BBQ, what else?)



# ***Audit and Improve Results***

- How can you help more clients achieve their goals faster?
- Assessments, programming, team delivery, what else?



# *Programming vs Service delivery*

- **Programming** is the architecture of WHAT you do. The “plan” and systems of how you develop the plan.
- **Service delivery** is HOW you help them do it. Coaching movement technique, motivation, how to think differently to win, etc.



# *Master documenting results*

- How do you know when you're delivering a great service? When clients are happy! Focus on consistently delivering extreme value and results, testimonials and referrals will come.
- Document client results and share stories to continue growing. People connect with people and stories (seeing themselves in your past clients).
- Sharing stories and showcasing RESULTS are the best marketing strategies you will ever have for your business.



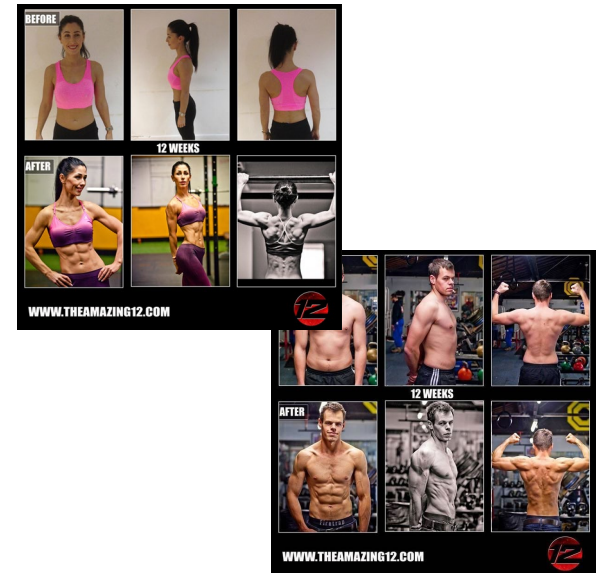


# How to document results

NOT THIS 🙄



MORE LIKE THIS! 👍



# *Keep it simple*

- Document client journeys
- Build your portfolio
- Share online and in social media, before/during and before/ after
- Ask for referrals to other people they know you can help change their life!

# *Client acquisition systems*



# ***Enthusiasm does NOT equal success***

- Excitement, passion, and energy are important for success in attracting new clients... but they do NOT equal success.
- Random actions and busy work never wins.
- You need real SYSTEMS and a PLAN.



## ***Most business owners overcomplicate things***

- They think they need to learn 20 marketing strategies in order to get 10-20 new clients
- Learn how to run Facebook ads, master social media, post content everyday and build a big ‘following’
- Focus on increasing followers, likes, comments, engagement... when NONE of that (really) matters

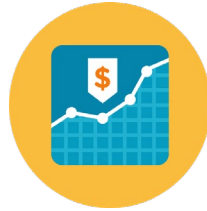
# 4 steps to increasing new client acquisition



1). Define your message



3). Master your sales system



2). Craft a powerful offer



4). Use the right lead generation strategies

# 1. Defining your message



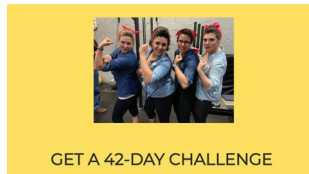
## 2. Craft a powerful offer



**Offer #1:** Free trial



**Offer #2:** Free consult



**Offer #3:**  
Paid trial/short term program



**Offer #4:** Paid assessment



# 3. Master your sales system

Additional resource: AUTO-CLOSER™ Sales Training System included in ALL NPE Programs

½ Pre-qualification

1. Rapport
2. Discovery
3. Identify needs
4. Problem building
5. Presentation
6. Closing
7. Objection handling



**AUTO-CLOSER®**  
THE FITNESS INDUSTRY'S #1 SALES SYSTEM.

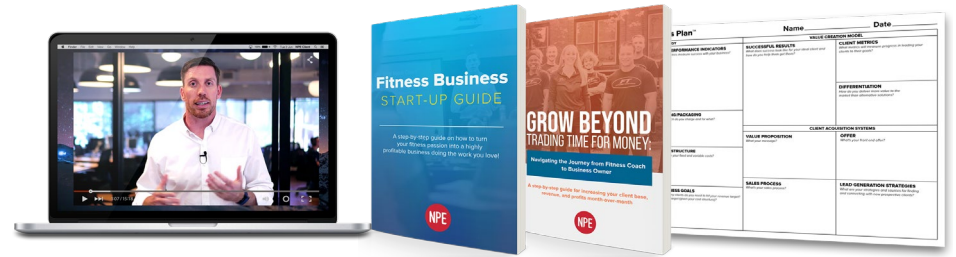
## ***4. Lead generation is like fishing***

- Keep it simple for success. And don't go fishing for a big tuna in your bathtub!
  - Fish (client)
  - Bait (offer)
  - Fishing rod (strategy)
  - Pond (leadsource)

# Summary

1. Get clear on the strategy that creates a platform for your success (and have a business plan that keeps you on track with your goals)
2. Focus on delivering extreme value to the market you wish to serve to differentiate your business in a powerful way
3. Don't overcomplicate new client acquisition. Just get real systems and a plan in place.

# Get a FREE strategy session and fitness business success guides



[www.NSCAandNPE.com](http://www.NSCAandNPE.com)