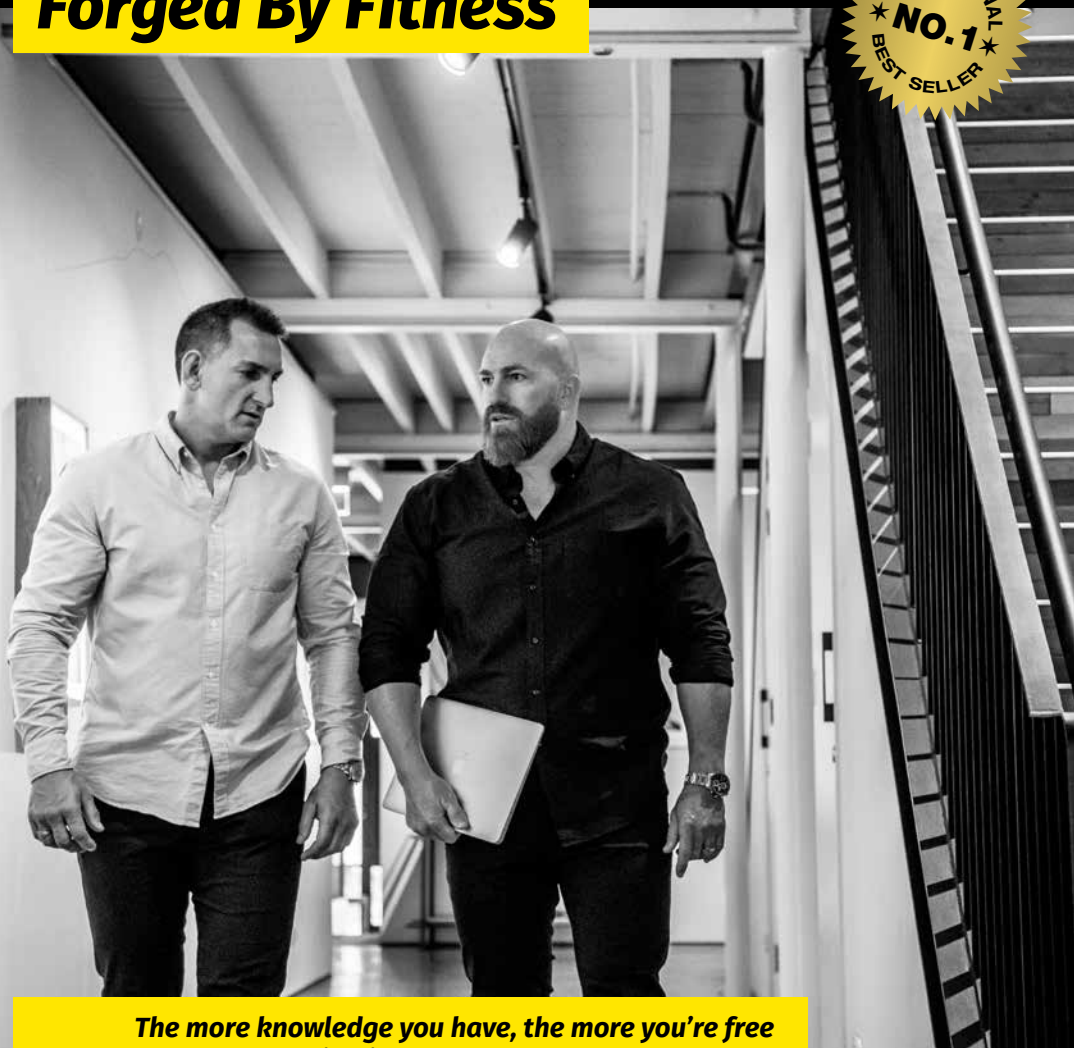


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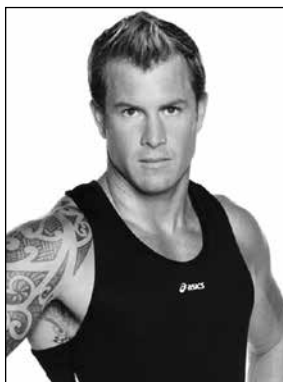
Forged By Fitness



The more knowledge you have, the more you're free to rely on your instincts. - Arnold Swarzenegger

JASON URBANOWICZ & BRAD SHEPPARD

TESTIMONIALS



“Do Yourself A Favour And Become Skilled In Your Business”

To be a Personal Trainer is relatively simple, do 10 reps of this, run at 80% of that, just learn the science. To be a GOOD Personal Trainer is more highly evolved, you must unlock clients mentally to get the most from them physically. To be a SUCCESSFUL Personal Trainer, is a totally different beast; marketing, retention, team building, profit,

loss.....please put me back to the safety of the gym floor!

With over 20 years' experience in the Fitness Industry I developed my skills as a trainer and instructor to the point there was nothing in the gym that I couldn't do, Pump, Freestyle, Boxing, Step, Body Attack, One-On-One's, Groups, Circuit, Boot Camps... the lot.... Except run a business. For 15 years I pumped out 40+ one hour sessions and classes, I thought the harder I worked the richer I'd get.

On the verge of total burnout and overtraining I was saved by my appointment as The Male Trainer on television's most successful fitness and weight loss show *The Biggest Loser*. Thrown into the world of mass media it was sink or swim. Contracts, social media, sponsors, deadlines, caveats, confidentiality agreements and everyone wanting just a little piece of me or my time I realized quickly that I needed to surround myself with experts. I learned to run my business effectively for the first time in 20 years even though I was busier than I'd ever been. Implementing effective systems paid me back in time, tenfold.

I wish there was a simple, user friendly book just like this when I had started my career in the Fitness Industry. It would have given me the tools I needed to go from being simply just a *Personal Trainer* to being a SUCCESSFUL Personal Trainer, still working hard but, just smarter.

Never stray from being a passionate and dedicated trainer but do yourself a favour and become skilled in your business!

Shannan Ponton – Personal Trainer on Australia's “The Biggest Loser”



“Your own business is the first major step to wealth”!

I started my business coaching company “ActionCOACH” in 1993 and we have more than 1,000 offices in 39 countries. Let’s just say that over those 18 years, I have pretty much seen and witnessed every type of business! Some have been great, but many I have seen have failed.

It boils down to a few basic principles and one of these includes the decision that many business owners *choose* to not remove themselves from the day to day running of their business. I say “*choose*” because as a business owner, you do have a choice.

This obsession a business owner has with keeping themselves stuck in the technical side of their business, rather than spending time in the business building area is all too common. This is often the reality for Accountants, Florists, Hairdressers, Lawyers and Car Mechanics.

Personal Trainer’s fall into that category too.

That’s right, to all the PT’s out there, I am talking to you!

You see, most personal trainers are excellent at what they do. They are always so motivated, so passionate, well skilled and into helping people. They absolutely love what they do and their enthusiasm is infectious.

However, being great as a personal trainer does NOT mean that you will have the most successful personal training business. You can be the best technically skilled personal trainer, who is working a massive number of clients, and is highly regarded and loved and you can still be treading water financially.

If you are treading water in business, then you are drowning!

Take it from me, the personal trainers who invest in the areas of business development are the ones that will have the most sustainable, successful and rewarding businesses. They will be well equipped to earn the income that they desire.

Approximately 10 years ago, I was fortunate enough to come across a Brisbane based personal trainer, who seemed to stand out from the pack. Brad Sheppard had built the successful model that had a team of Personal Trainers working for him. Brad's wife Adrienne became our full time PT. Interestingly enough, most communications that I had with Brad was about his desire to learn more on what it takes to create a successful, self-sustainable business. He was like a sponge with every question he asked of me.

It's with great pleasure that I endorse this book by Brad Sheppard and Jason Urbanowicz and a must read resource for all Personal Trainers. The content and information alone contained in this book is the catalyst for what it takes to create a profitable personal training business, doing what you love.

The first step is of course to read the book. The next part, which is the area where many fall down, is to make sure that you take these strategies and apply them into your business.

Your own business is the first major step to wealth!

Brad Sugars

CEO ActionCOACH, The Worlds Largest Business Coaching Franchise with over 1000 coaches in 26 Countries and Author of 14 Books.



“A refreshingly honest and eye-opening read, packed with great content that is a must-read for any Personal Trainer, or Fitness Business owner”

Congratulations on taking the first step on what it takes to create a successful personal training business.

For well over 25 years, I have lectured and taught internationally on the methods and systems that go to make up a successful business, and what it takes to create entrepreneurs. These travels have enabled me to create 5 best-selling books out of the 8 books that I have published and I have travelled the world spreading the message of successful business practice.

My Book *Loops: Seven Keys to Success in Small Business* was written with Mike Chait who owned the first company installed in the IRHSA hall of fame.

My Best Selling book *FISH!* has sold well over 6 million copies worldwide and been published in 38 languages.

During these years I have also competed in ultra-distance running having completed 22 marathons and 17 Ultra marathons. My Personal Best time at 50 miles was 8:36hrs. I am a World record holder at both the 50 miles and 50km (distance events) in the Clydesdale category (over 100kg). I also get a lot of joy from throwing around some iron in the gym, including a Personal Best lift of a 160kg deadlift on my 70th Birthday! These days I am happy just completing my 5 sets of 10 chin ups and holding a national record in indoor rowing with a plan to make it a world record!

In my travels, I have trained in thousands of gyms worldwide and have consulted with Health Club Chains in Australia, Portugal, Sweden,

Canada and the USA. I have also been a two time keynote speaker at IRHSA international convention.

I have seen literally thousands of Personal Trainers in action.

Unfortunately, I haven't witnessed a huge number of personal trainers that seem to excel in both the exercise side of personal training (that is, actually training a client) and the business side (which represents just about everything else). What I have witnessed is that personal trainers become well skilled in the technical component, yet seem to lack in the business area.

The personal trainers that I have witnessed that can combine these two areas are the ones that have the most successful businesses.

I have been fortunate enough in my travels to Australia, to meet Brad Sheppard and Jason Urbanowicz who are leading the way to educate personal trainers that they can be both a great personal trainer and have a successful business model too.

This book provides a realistic look at what it takes to create a successful personal training business, with a guided step by step approach. I recommend this book as essential reading to any personal trainer, fitness business owner or anyone that is even considering becoming a PT.

This book is jam packed with practical tips, real life experiences and easy to implement strategies that, when applied, can put you to the top of the personal training field.

Enjoy.

Stephen Lundin Ph. D

Author of "FISH!" sold over 6 Million copies in 38 Languages



Over the years, I have been fortunate enough to be involved with many best-selling authors, thought leaders, entrepreneurs and billionaires. In addition to this, I have also become a best-selling author of 9 books and run several mufti-national businesses in 27 countries.

Trust me, I have seen it all. The good and the bad!

I was, however, pleasantly surprised to receive a copy of this business book by Brad and Jason. I would consider it essential reading for any individual that wants to take their fitness job and turn it into a lucrative and sustainable business that will provide them with a rewarding and satisfying career.

Actually, this book is what I would consider essential reading for any business owner as the methods and strategies are transferable to any business owner, big or small!

I would highly recommend that any fitness business, personal trainer and gym owner gets their hands on a copy of this book. It will provide the step by step to show you how to get paid more for doing what you love.

Darren Stephens

Author of the Number 1 Bestselling Book, “Millionaires & Billionaires Secrets Revealed”



This book should be mandatory reading for all Personal Trainers in business, about to start a business or studying to become qualified.

No other book deals with the key areas personal trainers need to implement into their business, to ensure their financial future is a success. Easy to read, easy to understand and easy to implement.

Andrew & Daryl Grant

Best Selling Authors and Internet Entrepreneurs

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Second Edition 2020

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National Library of Australia
Cataloguing-in-Publication entry:

Sheppard, Bradley
Pathway to Profits: Forged By Fitness
Bradley Sheppard & Jason Urbanowicz
2nd ed.
ISBN: 9781922118059 (pbk.)

Personal trainers.
Small business – Management
Success in business

658.022

Other Authors/Contributors:
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Published by Global Publishing Group
PO Box 517 Mt Evelyn, Victoria 3796 Australia
Email info@TheGlobalPublishingGroup.com

For further information about orders:
Phone: +61 3 9726 4133

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We've created a Trainer HQ community of like-minded fitness professionals and we'd love you to join us



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Build a Strong and Profitable Business by Investing Only 30 Mins per Day for 30 Days.

Pathway To Profits provides the education, resources, tools and structure to build the framework for a successful business.



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Join The Trainer HQ Community

Share The Pain And The Gain!

It isn't enough to be "Just Talented" as a personal trainer these days to ensure you have a successful fitness business. If you're not sure how to easily increase the profitability in your fitness business beyond where it currently is, then this program is for you!

Your very own business coach with Trainer HQ can guide you every step of the way. Someone who has your best interests at heart and someone that wants to see you succeed!



We will help you:

- ▶ Generate More Profit In Your Fitness Business
- ▶ Reduce Your Hands-On Hours Via Implementing A System For Increased Revenue
- ▶ Put Yourself In A Position To Win With Access To Trainer HQ's Support, Templates And Tools
- ▶ Get On The Program That's Tailored And Personalised Just For You!

<https://www.trainer-hq.com/business-coaching>

DEDICATION

We dedicate this book to personal trainers around the world who wish to reach their full potential as successful business owners, to change the lives of others and to live the lifestyle of their dreams.

Personal Trainers who had the belief, passion and courage to go after what they truly desire while becoming the best possible version of themselves along the way.

We encourage you to use the tools in this book to create wealth in the areas of money, time, lifestyle and personal growth and all we ask is that you contribute to bettering others' lives by giving back in some shape or form.

Our intentions are to motivate and inspire personal trainers around the world to become fitness entrepreneurs who have a positive impact on other people's lives.

Brad and Jason

ACKNOWLEDGEMENTS

Jason Urbanowicz

While my name appears on the cover along with Brad, this book would not have been possible without the love and support of those who have played a part in my journey.

To Brad Sheppard. Your positive can-do attitude and drive to keep pushing forward to uncover what's possible are infectious. You have played a massive part in my own personal and professional development.

Trainer HQ would not be the success it is, without the passion, desire, and blood sweat and tears you have put into it. I feel blessed to have you in my personal and professional life.

Brad Sheppard

To my wife Adrienne, or known to most as HP (Hungarian Princess). We met in the gym and our first date was a workout together. We trained Back and Delts. She jumped on the wide grip chin up bar and did 10 unassisted reps. I was like; "that's my dream girl", It was pretty much "love at first chin up"! HP, your ongoing love and support means to me more than words can express. I admire your dedication and drive to engineer the best life for us and the incredible way that you raise our 2 children, Sofia and Dexter.

To my business partner Jason Urbanowicz. Wow, who would have ever thought that two 15 year old boys, tanned and oiled up at the 1990 Mr Logan City Bodybuilding Championships would later be responsible for building such successful businesses and having such an impact on the lives of others! It's with great joy for me that we get to create such an awesome organisation as well as have such a great friendship. You have taught me how to be a more courageous and authentic individual and I look forward to the future.

From Jason Urbanowicz & Brad Sheppard

We couldn't achieve our goals or provide our education programs without the support of an awesome team. Special mention goes out to Lyn Stewart for the hard work and dedication you have put in over a decade, all of our talented business coaches and assistants past and present who have all played a vital role in the growth and quality of our Company. We are incredibly grateful for all your effort.

To each and every one of the wonderful personal trainers, both past and present, that have been part of the Trainer HQ experience, your strong will and desire to raise the standard of our great industry means a lot to us. Plus, it's not as much fun teaching to a bunch of empty chairs!

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INTRODUCTION

No doubt you arrived in the fitness industry because you are passionate about it?

We have met thousands and thousands of personal trainers in our travels and it's rare to meet a PT that doesn't love what they do. That's a pretty cool thing, to be able to do something that you love, enjoy and are passionate about and get paid for it!

On top of that, you get to literally inspire and change the lives of others. I am sure that you would all agree that when someone has said to you "you have changed my life" that's a pretty amazing thing to be a part of!

So, I think we all agree that personal training is awesome. No doubt about that.

However, what concerns us as business coaches and mentors to thousands of PT's over the years, is that all too commonly, we see personal trainers fall victim to a couple of possible energy sapping, demotivating and career ending situations.

These situations being; Personal trainers that are pumped up ready to create a business yet struggle to get a decent following of clients. We also witness personal trainers who fall victim to the classic situation on simply spinning the wheel of swapping time for money, whereas they start work every day at 5am and finish every night at 9pm, with a whole bunch of useless stuff to fill the middle of the day. Finally we have seen firsthand personal trainers that hit the proverbial ceiling. They are doing plenty of clients and sessions yet are on the verge of burnout, they suddenly fall victim to all sorts of physical symptoms (colds and flu), lose motivation for exercise themselves and start to resent the clients they once loved. For these personal trainers taking time off or having a holiday means a loss of income.

This book is for any personal trainer that actually wants to have a great career doing what they love, get paid not only what they deserve, but what they desire and also to put turnkey systems in place so they can create a profitable personal training business.

This book has got nothing to do with biceps and dumbbells, and it's got everything to do with success mindset, sales, marketing, systems and creating a successful, profitable personal training business.

HOW TO USE THIS BOOK

This book is jam packed with real life examples, step by step procedures and methods on how you can make more money in your personal training business. This is your text book for success.

Whether it's an increase in income that you are after or more time off that you desire, possibly you want to take more holidays, spend more time with your family, buy that car you have always wanted or even live in your dream house, then this book provides the first step for you.

As you read through the chapters, please take the time to ask the question on how you can incorporate this information into your current business. If you come across any techniques or concepts that seem confronting or if you hear that (evil) voice inside your head telling you "that will never work", all that we ask at this stage is that you stay open to the possibility.

Finally, our only wish is that this book can somehow contribute to you becoming a more successful personal training business owner, enabling you to do what you love and earn an income that enables you to lead the lifestyle of your dreams.

Of course, you will need to take the first step and that is to implement what you learn.

We wish you more success than you could have imagined.

Jason Urbanowicz & Brad Sheppard

CHAPTER 1

***The Major Key To Unlocking
Your Full Potential***



The Major Key To Unlocking Your Full Potential

Life is full of roadblocks, and these roadblocks could very easily throw you off the back of whatever kind of success you might be riding on in a hot minute if you let them. That's the bad news.

Fortunately, the good news is that all of these roadblocks, as powerful as they are, have only the power you give them. That's right - they're all in your head! You can knock them down just as easily as you can decide to wear a blue shirt or a green one today, or as easily as you can decide to grow out your hair or maybe shave it off altogether!

Granted, it isn't going to be as quick and easy to change your life and suddenly lose 70kg as it would be to change your hair style. But the funny thing about it is growing out your hair is a great analogy for going down a successful path. In both instances, you have to make a decision and stick with it, and then let the process sort itself out moment to moment. Nobody can "make" their hair grow any faster. In the same way, you can't "make" yourself go from earning \$17,500 a year to breaking the quarter-million dollar mark instantly. It takes a lot of perseverance, plenty of dedication and of course, a great system!

You can't "make" yourself find your soul mate, even though a lot of people in most night clubs seem to think you can. They're welcome to try, but unfortunately a mindset doesn't change that rapidly.

For most people who make an "average" income, they may get comfortable and convince themselves that's "all right". In other words, they're stuck on what they've already got. This type of mindset often won't change unless there is either enough desire or, on the flip side, enough dissatisfaction.

I went from being obsessed with not having enough money to having plenty of it through a process known as delayed gratification. Simply put, I went through a period where I could have had more than I did.

However, I chose to go without in the short term so that I could get to a point where I had more than I'd ever dared to dream of before.

If it sounds like nonsense, you may have just identified one of your own mental blocks. If you think you can't come up with \$18,000 to invest in a learning program or business opportunity to change your life, then you may always find yourself falling apart somewhere around that \$20,000 mark. It's uncanny, but watch it happen!

Let's start out by talking about the different sorts of gratification. This discussion will remain completely innocent, so pull your mind out of the gutter and keep up. Let's open up the subject of gratification with a story about a couple of kids and a bag of marshmallows.

Many years ago, a psychologist wanted to see how a group of children would respond when he offered them a chance to have one marshmallow right now, or several of them when he got back. Needless to say, he didn't say when he'd come back, and most of the kids gobbled down the marshmallow 10 seconds after he'd left. But some of the kids didn't. Some of the kids left that marshmallow right where it sat, and collected their reward when the psychologist got back.

Interestingly, this psychologist tracked these children's levels of success across the next 25 years. In the beginning, all of these children were just five years old, and roughly equal in what they'd accomplished. Five is a pretty young age for conquering the world. But by 30, if you're going to have achieved a measure of success, you're generally showing some signs of doing so.

Would you like to take a guess at which kids grew up to be the most successful and influential adults? If you guessed the ones who were able to put off eating the marshmallow, you identified a very obvious point. It all comes down to the relationship between immediate gratification and delayed gratification.



\$120,000 IN PROFIT FROM A \$156,000 TURNOVER!



I started with Trainer HQ just 3 short years ago. I was doing huge hours plus I had no structure to my business, no systems in place, no direct debit and the short story is - it was a mess that earned a max of \$1,500 a week!

With the assistance of Trainer HQ, I more than doubled my income to \$156,000 with a whopping \$120,000 of that in profit. That was in the 2018 - 2019 financial year.

Now in 2020, I have a new gym and since reopening after covid I'm turning over \$8,000 a week and whilst I'm writing this I'm currently on holidays in coral bay... and my business is still turning this over without me being there. My profit margins are still very high and I have a team that supports me.

We're located in a small country town in southwestern Australia called Manjimup that has around 7,000 – 10,000 residents. Many had told me that this wasn't possible in a small town, but with the right systems, structure and processes, I'm proof that this program works!

I have worked with a few different master business coaches at Trainer HQ during this time and have gained many things from each of them. I know how to act on ideas, follow up with clients, track my leads, understand my stats and finish the week with a smile on my face.

If there's any concern, if I need help or I start to second guess myself then it's great to have someone to turn to for professional advice, support and accountability.

It's onwards and upwards, from here!

Thanks to Brad, Jase, Benno and all my great coaches!

Brooke Cutts

Brooke's Fitness - Manjimup, Western Australia

Immediate Gratification

Every human being, and indeed every life form, is pre-wired to want certain things. Whilst every individual person wants their own particular things, there are some near universal things most of us want. For the most part, we want a great mate, we want delicious food, we want a comfortable place to call our own, and we want some entertainment.

And we all want these things right now. We want to have the most beautiful, amazing person in the world knock on our door and declare their undying love for us this instant. We want the most delicious meal to appear on our table like we just hired a magician as our personal chef. We want to be able to see an amazing home with our dream car sitting in the driveway, and just claim them right now. And if you think it works that way, you're almost on the right track.

Suffice it to say that everybody learns that sometimes gratification needs to be delayed somewhat. If we want something tasty, we have to wait for it to cook, or to be delivered, or we have to travel somewhere to get it. If we want a great home and car, we have to earn money through adding value to the world, and buy these things ourselves.

But it goes a whole lot deeper than that.

When it comes to achieving real success at a substantial endeavor, you may struggle to make it if you want to get everything you want right this second. In other words, you can't have it all right now. If you try, you're just going to end up spinning your wheels but not getting very far. The price of immediate gratification is that in the future you may not have what you really want.

Delayed Gratification

Delayed gratification can be said to be unnatural, or to be cutting yourself off from what you really want in life. And if you live entirely in the moment that's happening right now, that's true. It does take some independent thought, and an understanding of what you really want and why you really want it, if you're going to get into delaying your gratification.

If you want to go out to eat, have a drink, buy a magazine, that's fine. It's your money, your body and your life. But at some point, you have to be concerned about how much of your personal energy, how much of your life, and how much of your money you're putting into these things. If you're investing your energy into something that will bring more energy, wealth, time, health or happiness to you, that's great. By all means, do it. But if you're just doing things that feel good right now, you might find you'll either be delaying your gratification for longer than you would otherwise, or you won't be getting gratified later.

Delayed gratification ultimately comes down to understanding how today and tomorrow interact with one another. If you make some sacrifices today with the intention of having a better time tomorrow, you will get it. It's almost guaranteed to happen if you do it that way. But if your days are spent thinking about what you want right now and

rarely aiming farther than a week or two into the future, you're going to end up losing a lot of tomorrows.

How long are you willing to wait for what you want? Maybe you'll bang your head against a wall for a year or two, or ten years ... or twenty years? Are you so used to struggling for your success that you have grown to kind of like it? Are you prepared to accept that maybe it's all about you not being mentally and emotionally ready to achieve success?

The first time something happens, it happened *to* you. But the second time, you share in the responsibility for it. You need to stop seeing yourself as a victim, and move into seeing yourself as an initiator.

It really is all in your mind.

The Victim Mindset

We've all played the victim at some point in our lives. In this case, being a victim means that we do not take responsibility for things over which we have actual control.

*"As hard as I try,
I just can't stop
smoking".*

A lot of smokers attend our Personal Development seminars looking to take charge of their lives, and they'll use the language of the victim. They'll say things like, "As hard as I try, I just can't stop smoking".

But if you ever want to really anger a smoker, all you have to do is tell them something along the lines of, "The best way to stop smoking is to change from an 'I can't' mindset into an 'I won't' mindset."

Smokers don't like to hear that. But then again, neither does anybody else. It's very comforting to be a victim, and to go through a life thinking that the entire world is out to get you, or that you don't have control

"The best way to stop smoking is to change from an 'I can't' mindset into an 'I won't' mindset."

over the situations that "happen" to you. The bottom line in all this is; if I have no control over a situation, then it means I don't have any responsibility or reason to work on changing it. But what is that, really?

It's fear, that's what!

For a victim, life is all about what happens to you, and the emphasis is never on what you are doing to bring about what's happening. When a victim tells a story, they generally attribute whatever went on during a given episode as luck or fate. If they do something really great and get rewarded for it, they shrug it off as "a lucky day". If they make a terrible decision and it ends up beating their day into the ground, the victim is the first person to accuse someone else of doing something to hurt them.

You could almost say that a victim never makes mistakes. In order for them to make a mistake, they would have to be responsible for what they're doing, which is something the victim mindset absolutely precludes a person from ever doing. If you want to be a victim, you'll embroil yourself in a catch-22 situation that'll make your head spin.

How could you ever consciously choose to be a person who believes they have no choices in life?

Overcoming the Victim Mindset

Are you too afraid to act? Are you really afraid to take control of your life and admit that yes, you are the person who makes the daily choices that keep you at a particular level of income? Are you afraid to admit that your daily choices are the only reason why you may not have the love of your life right there with you? Are you afraid to admit that you're the one who controls your weight? Or quite possibly how large or successful your business is?

Congratulations, you're human!

We all have our share of fears in life. The difference between the people who succeed wildly and the people who fail miserably isn't a bunch of nebulous concepts like "luck" and "opportunity". It ultimately comes down to how much responsibility you are willing to take for your own success or failure. Are you going to go beyond your fears, and strive to be more than what you are right now?

If you really don't want to stop smoking, procrastinating or anything else, that's okay! It's your life, and you can enjoy doing what you want whenever you want it. And if you're completely fine with being at a particular income level, there is no reason why you have to push it up to another level. Your family won't stop loving you if your income level barely goes up over the course of your career.

You can be just as miserable as a millionaire as you would be living in a tent somewhere without two coins to rub together. Just having more money isn't going to make you happier. You will just be more comfortable.

But it isn't just about making money. Building a great business will help you in three very important ways:

1. You'll develop personally in a lot of ways. There's an old saying that you should strive to be a millionaire without caring about the money. It's about who you have to become in order to make a million dollars and beyond. Building a great business is one of the best ways to develop emotionally, intellectually and spiritually, and has nothing to do with the money itself. Give it all to charity if you want!
2. It will provide the lifestyle for you and your family that you truly wish for and deserve. Some people want to win the lotto because they want to live a particular lifestyle, help out their families, and for other reasons. While the odds are against you to win the lotto, you can turn your business into something that will give you the lifestyle you desire, without having to play a game of chance.
3. It will give you total freedom in what you do from day to day. One of the best things about owning a business that works without you is that you don't have to work at all. If you feel like spending the day in the park with your kids, you can do it without a worry. If you want to spend the day surfing, go ahead!

So now that we've blown a hole in the entire victim theory, let's take a look at that wonderful organ you use to decide how powerful you are - your brain. Your brain is a mighty part of your anatomy, and it's what allows you to get wherever you intend to go. The trick is, you'd better be mindful of where your brain is taking you, because it can end up being somewhere you don't intend to go if you aren't careful.

Your Brain is Mighty

It doesn't matter how much you work out, your brain is the most powerful possession you own. You have enough nerve cells in your brain that if you expended one every second of every day and never regenerated a single one, you could live for about 6,000 years before you would run out of mental "fuel cells". Have you ever had a day where you felt so powerful that you could operate at peak efficiency for centuries, and not lose a step?

You have 200 billion nerve cells bopping around between your ears. Have you ever felt that some days it might not feel that way for you?

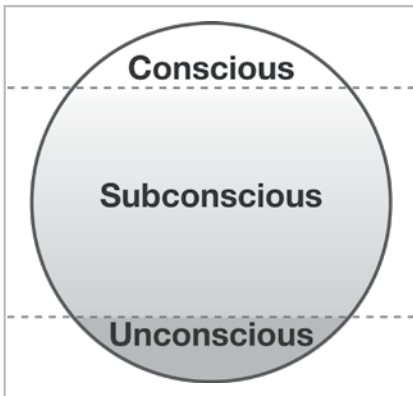
While your physical brain has many different parts to it, there are three parts of the mind that your brain powers: your conscious part, your subconscious part, and your non-conscious part. Each one has a role to play in things, and you could not function properly without all of these parts working together.

However, every part of your mind has its own individual area to handle. Without one of these parts, your mind will function at a level that looks a lot like mental illness. We're going to briefly walk through the various functions each part performs, and then bring it to a head with why this matters in business.

Let's examine these parts of your mind in no particular order, and the roles they play in running your life.

The Conscious Mind

Your conscious mind is where you have your willpower. This is where you make a resolution to do something, and where you plan out your day. Without your conscious mind, you would have no filter over your subconscious mind, and you would simply take commands from whatever random external sources they may happen to originate from.



If you divided your mind up into a circle, your conscious mind would be at the very top.

But to keep things in perspective, it would be a very small piece of the circle. Out of your 200 billion brain cells, your conscious mind uses about 10% of them.

The conscious mind also happens to represent tension. If you can imagine that from the top of our hypothetical pie to the bottom of it there was a spectrum going from maximally tense to maximally relaxed, the conscious mind would be the section most representative of a tense state. When it comes to tension, most adults spend the bulk of their time in the conscious mind, alternating between a point of mild tension and a point where they could have a heart attack at any time.

The interesting thing is, while it's very common to experience tension before something important like a major exam or an athletic competition; this is the state in which a person tends to perform at their worst. When you tense up, you don't do nearly as well as you do when you're in a more relaxed state.

You also don't have effective access to your subconscious mind when you're stuck at this level of tension.

The Subconscious Mind

The subconscious mind is where a whole lot happens. As you become more relaxed, you recover access to more of your subconscious mind's abilities. Of course, when you hit the lowest area and total relaxation, you fall asleep, so you want to moderate your level of tension for when you actually want to do that.

At the top of your subconscious mind, you have your memory. This is far easier to access when you are fairly relaxed, and the more relaxed you are the better you can typically recall things. This is easy to observe when someone is preparing for a test. When they're at home reviewing with a friend or family member, they have it made to get an A. They almost can't lose, and almost every answer seems to come easily to them.

But when it comes time to take that test, it seems like somebody poked a hole in the base of their skull and drained out a disturbingly large segment of the answers. In this kind of situation, relaxation would have been the difference between an A and an F.

The next step downward toward total relaxation is intuition. This is defined as a gut feeling that is informed by subconscious experience but defies one's logical ability to know something. A great example of this is when you're talking to someone, and you can just seem to feel whether or not that person is on the level with you. Spotting a liar tends to get a good deal easier with an increasing level of age and experience. But with relaxation, it gets a lot easier regardless of your age or whether you've had a similar experience in the past.

As you go further into relaxation, you come across creativity next. This isn't about how well you can depict a sunrise on a canvas or anything like that. Creativity in this instance pertains to how well you can solve any given problem through thinking outside the proverbial box. The more creatively you can address a problem, the better you can solve

it. Since the multitude of variables will always be changing, you need to address every situation creatively, or else you'll risk using stale and dogmatic solutions to your problems. This is not the way to go about solving anything.

Any more relaxed than that, and you will be asleep. Ideally speaking, you'll want to be relaxed enough to be in the creative zone as often as you possibly can. If you want to see a great example of relaxation influencing your creativity, you can consider the last time you had a debate which mutated into a full-blown, chair-throwing argument. After some time had passed, did you think up some great comebacks that you wish you had thought of in the moment? If so, that's your creativity coming out as your tension level lowers.

The non-conscious mind takes over when you are asleep. If you live most of your life in this marginalised, almost plant-like state, you are probably either a Zen master, a zombie or in a coma. While mastering Zen Buddhism is an admirable goal, being in a coma or turning into some kind of zombie are states you would be best to avoid if you can.

Beginning to Program Your Mind

Moving on from that, the reason we're talking about all of this psychological stuff isn't to sound like a psychologist. It really is all concerned with being more successful in business. When you're tense, you don't do nearly as well, because you get closer and closer to a panicked state when you're tensed up. If you're going to succeed in business, you want to be as relaxed as you can, so you'll have access to your subconscious mind's capabilities.

Imagine if a sales presentation that normally gets you nervous and all but fidgeting suddenly didn't? Imagine if you could turn "arguments" that normally make you ready to punch someone and pull out your hair

were suddenly simple, calm conversations. Would you like to learn how to attain such a “Zen master” state of mind?

What if we told you that in just 15 minutes per day, three times per week, in under a month’s time you would have the ability to relax in less than 10 seconds? Would you want to know how?

The great thing is, you can actually condition yourself to be able to relax at a moment’s notice. If you’re tense, you may struggle to succeed in business. Everything you do is a program, and the programs you use carry all the way through your life. There are roughly 60,000 programs going on in your mind at any given time, and you started programming yourself when you were a small child.

A great example of your personal programming is when you walk around. Since you most likely learned how to walk many years ago, you no longer need to think about the individual stepping motions, the hip pivoting you need to do, or any of the other small motions that take place while you are walking. You just do them and it’s all good.

When you experience a stressful situation, you are going to fall back on your programmed responses. Since tension is sometimes going to happen no matter what you do to keep yourself relaxed, it’s important to have programming that will help you be successful.

Let’s take a look at some consciously known programs people think of when it comes to running your own business. If you tell yourself that being in business is risky then the chances are you may experience just that. Alternatively, you can tell yourself that being in business grants you a lot more flexibility to your schedule.

How you’re programmed is how you are going to be.

Over 80% of people who win the lottery end up broke just a few years later. Unfortunately, only about 14% of the lottery winners actually listen when the lottery team comes out and tells them that their lottery win could be the worst thing that has ever happened to them. Ultimately, up to 70% of your brain power is being used to take you somewhere based on what you're programmed to do. If you're programmed to be broke, making the income you desire will be a struggle. It's all about the programs going on inside your mind.

Are you ready to change something in your life that you've been thinking about changing? Are you ready to reprogram your mind so that you aren't going to be resisting yourself when you go for your own vision of success?

You can have everything you want, and get out of the same decision-making process you had as a child. Hopefully you wouldn't hire a child to run your business for you, but without relaxation you may fall back to some pre-programmed beliefs that were developed in childhood.

So, you need to learn to relax!

How To Relax In Less Than 30 Seconds!

The first step is to relax every muscle in your body. If you've been in physical conditioning for a while, this should be reasonably easy for you. Deepen and slow down your breath. Now picture yourself in a place and engaged in an action that relaxes you. You need to focus on things like the smells and the physical sensations, and make the experience of being in your relaxing place as real as possible. Your subconscious mind sees no distinction between an experience you're remembering and actually being there. So when you picture being in your relaxing place, it thinks you're really there.

Once you are extremely relaxed, you can begin to give yourself new programming and begin to think differently than you did before from the inside out. You can alter the way you programmed yourself as a child, in order to make decisions more appropriate to being an adult in a different situation. A great way to cap this off is to associate a small hand movement with being in your relaxed state.

With conditioning, you can train yourself to go into your relaxed state and access the power of your subconscious mind at any time, just by doing your tiny hand movement like touching your finger to your thumb.



When a stressful situation comes around, you aren't going to have a ton of time to work yourself into a relaxed state. You're going to need to mentally relax right now, so you can focus on what needs to be done.



36 NEW MEMBERS IN JUST 2.5 MONTHS SINCE WE JOINED



Since the very first phone conversation, I have experienced huge benefits from having the accountability, support and guidance of the Trainer HQ team.

I had been open for 15 months, business was good, but we wanted GREAT! It was time to take it to the next level.

In less than 3 months, we grew from 244 members to over 280. Exceeding every stretch goal we set. Our systems have improved, we work smarter rather than harder. This equated to well over \$2,000 / week of increased revenue!

In this short time, we have implemented improvements right across our marketing, sales, reporting and management and I am loving every part of being accountable to getting stuff done!

During the 2 years on the business coaching program, we were able to then hit targets that we didn't initially expect including growing our first club (Woolloomooloo) to over 400 members, and putting us in the strong financial position to purchase our 2nd location (Haymarket) and build that club to over 150 members!

This is only the beginning! We have big things to come.... so watch this space!

A huge thanks to my coach Brad and the whole Trainer HQ system and team!

Jessica Sullivan

F45 Training - Woolloomooloo & Haymarket

CHAPTER 2

The Mindset of the Six Figure Personal Trainer



The Mindset of the Six Figure Personal Trainer

Your mindset is something you started forming in early childhood. But you're not a child any more, and you may have to make some changes that you've never even thought about before. A lot of adults still work with child-like mindsets on a few topics, because they've never thought to challenge these ideas.

In this chapter, we are going to discuss the elements required to develop the Millionaire Mindset as a Personal Trainer.

If the thought of a million dollars or becoming a millionaire seems a little out of reach at this stage, all that we ask is for you to be open to the possibility.

Let's start with what it takes to become a Six-Figure (and beyond) Personal Trainer.

Are You "Interested" Or Are You "Committed"?

Imagine a "Typical" Personal Training session that may be going on in any "Typical" gym or studio right now around the world...

The merely interested personal trainer doesn't belong in a company that wants to make a real difference in its clients' lives. This is the kind of person who doesn't especially care about personal training, or about much of anything beyond just showing up. There is an old saying that 80% of life is just showing up, and the interested personal trainer exhibits this idea to a T. Think about the body language of the personal trainer who is just interested.

First off, this is the type who treats personal training like a spectator sport. They sit and lean a lot while they're training someone. They

barely seem to be there mentally, and often enough they look like they might just fall asleep in the midst of a training session. And they never miss a phone call, because they have perfected the art of multi-tasking between training someone and taking any and every phone call that comes in and manages to have chit-chat sessions with everybody around. Their client almost seems like an afterthought to this type of personal trainer.

This isn't the kind of trainer I would tolerate in my employ for a minute. The first session where I saw them do that would be the last session they would do under my banner, because that's not the kind of individual I deal with.

By contrast, the committed personal trainer is a completely different person. The committed personal trainer is the type of person who is in the moment. They aren't sitting down, that's for sure. They're locked on the person they're training with a sort of laser focus. Basically, the gym could be on fire, the firefighters could be running around dousing the flames, and people could be darting out of there and shouting ... and this kind of personal trainer wouldn't even notice, because the person they're training is the only thing they're focused on during a session.

You could almost say that a committed personal trainer seems like they're in love with their client during their session. While that obviously isn't the case, you have to show your passion for being a personal trainer with every session you do. The love and the all consuming passion aren't for a person. The love is with the art of personal training itself. If that describes the level of passion you bring to the table, that's great.

That's no doubt, the sort of "vibration" that brought you to this book in the first place.

In much the same way as you can be a committed personal trainer, you'll tend to take that same level of passion to the business side of your personal

training. If I hadn't started out pumping iron and loving every aspect of it, I never would have gotten into training people in the first place. My passion drove me to this business, and my passion is what made me want to turn it into a business involving more than just me.

The laws of attraction are absolutely uncanny. If you listen carefully, I'll be saying things like "what you think is what you attract" a lot. It's evident everywhere because it's true, and everybody I work with has certain types of thoughts that brought them my way.

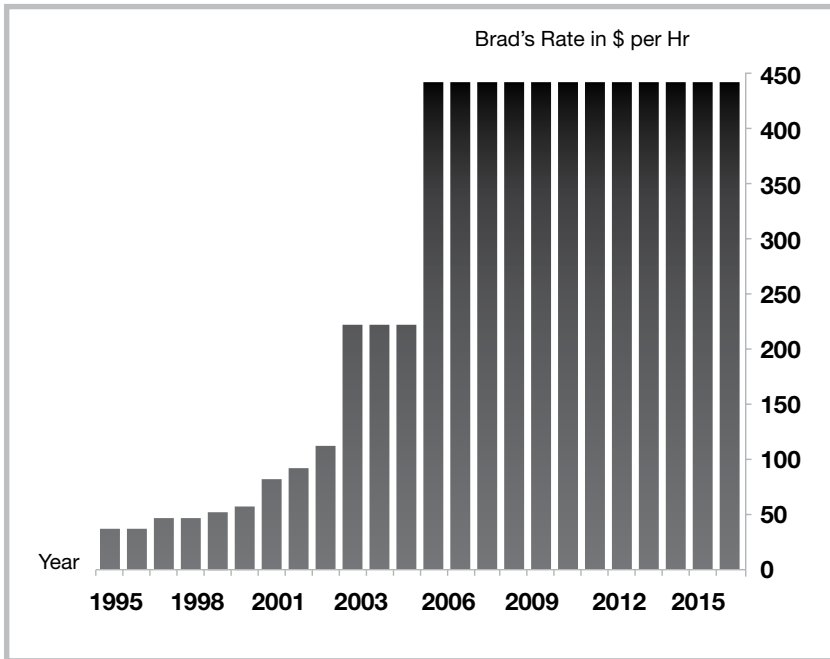
Thoughts are things, and if you've never considered that, you need to think carefully about all of the different types of people out there. I'm not one to mock anyone or to talk down about people, for a lot of different reasons. For one, I think it's a terrible waste of my energy, because focusing on bad things just brings them about more often. They're going to happen sometimes because life isn't perfect, but the number of occurrences over a given period can be slashed to a tiny percentile of what they'd otherwise be just by spending your energy thinking in a positive way.

Another reason I almost never talk down about anyone is because I understand that even for how far I've come in life and everything I've achieved, I still have a long way to go.

Over my 20 years running a personal Training business, I went from charging \$30 per session and ended up charging \$400 per session.

That was for a 45min, 1-on-1 session.

Brad's Charge Out Rate For Personal Training



Let's take a moment to compare and contrast the successful people in life to the unsuccessful ones. What characterises a successful individual? Naturally, they're a hardworking and dedicated person. And they generally bring a lot of passion and desire into everything they do. These people also need to carry a lot of vision into their professional practice, no matter what it is.

On top of all of those other qualities, a truly successful individual has the guts and determination necessary to take their practice beyond just doing what everybody else is doing.

What's Everybody Else Doing?

A lot of people start out their professional lives as a personal trainer by just asking what everybody else is doing. This is human nature, after all. If human beings didn't imitate each other on a daily basis, there wouldn't be any kind of societies, and we would all be in caves just grunting out our own personal languages and wondering why nobody else understands us very well.

When I first started out as a personal trainer, I called the few trainers in my area and asked them what their rate for a session was. At the point, I just picked a figure in the middle of those numbers. It was \$30 a session and I started with that. It seemed reasonable at the time. After all, my mindset at the time told me that a nice cheap price is pretty competitive with everybody else, and people seem to like inexpensive things.

Back in those days, I used to go all over town trying to get as many clients as I could. I charged what everybody else charged, and I figured I would just outshine everyone with the strength of my personality and my drive. So I practically exhausted myself trading time for money, just like far too many personal trainers do.

For a time, I just did the same kinds of basic routines that any beginning personal trainer would run a client through, and for a time I only had one client. This wasn't a big deal, because I was encouraged by making \$100 a week from this one guy, training him with four 1-hour sessions. Keep in mind that this was in the early 1990s, not the early 1950s! \$100 back then wasn't much better than it would be now for a week of personal training!

But this is what a lot of personal trainers out there end up doing. If you can take a moment for some humble soul searching, maybe you've done this at one point yourself. Have you ever spent an hour driving to

where you meet a client, then spent an hour training him or her, only to get right back in your car and burn away another hour of time (not to mention fuel) going back to your office or base of operations? If you have, I feel your pain, because we've shared an experience without even knowing it.

The funny thing is, when I began to attract some clients, I got this impression that because I was traveling all around training people, that I was gaining momentum as a personal trainer. Eventually, I started presenting and giving talks at different fitness colleges and other events, and seeing more and more clients every week. I thought that I was a really important personal trainer. I was working really hard, and I was spending a lot of my time with my various clients.

In short, I was extremely busy.

A lot of personal trainers out there are suffering from this sort of busyitis, for lack of a better term. They work unbelievably hard, and they just make enough money to live on, so they think they're doing okay. But what's really happening during all of this hard work, while the hours of their lives are ticking away? If you've been in this type of situation, you know exactly what happens.

You get exhausted! You stop enjoying being a personal trainer because it begins to take away all of the time you used to use to recharge and have some fun with other pursuits. To be perfectly honest about it, you may even start to hate your business and the lifestyle you lead because of it. This is what a lot of personal trainers are going through right now, because they think that having more clients is the way to bring about more personal prosperity and success.

If you walk down that path, you're only going to find that it forces you to run. And while running is thrilling for a little while, after a time it just turns into a sort of frantic death march, as if you're being chased by a

beast or an army that wants to skin you alive. The worst part is, after a long enough time fatigue catches up with you ...

... and you start hoping to be skinned alive, if only so the torture can come to a head and be done with.

This is a scary thing, because it requires changing the entire way you see both yourself as a personal trainer, and how you are in your personal training business. After all, if you just limit yourself to what everybody else is doing, you are going to end up being just a cookie cutter personal trainer doing the same old routines, the same old meal plans, and working with anyone and everyone who's willing to pay the minimal price you charge. While this might be acceptable to you, the fact that you're reading this book says that probably isn't the case.

There are three things you have got to develop in your own life if you are going to be a successful personal trainer: the professional part, the personal part, and the business part. Let's discuss all three of these parts, and then combine them into how you need to think to seriously ramp up your success level as a personal trainer.

The Professional Part

Being a professional is extremely important. You treat your clients with respect. You show up on time every time. When you're training your client, you bring a lot of energy and a ton of knowledge to help them be their very best. In short, you are a hard working professional who does whatever it takes.

This is the most obvious part of being a personal trainer, so we aren't going to cover it too much. You have most likely already been through numerous courses in how to train people, including exercise science,

physiology, psychology and several other courses. You may even have an advanced degree in one or more of these subjects. And above all of that, you undoubtedly have years if not decades of personal experience in your own training.

A lot of times, personal trainers have been hammered with a sort of mantra. This mantra tends to consist of, “learn more exercises, learn more about nutrition, learn more about the aspects of helping people get stronger, fitter and healthier. Basically become more ‘technically qualified’”. You may even find yourself telling less experienced personal trainers this same sort of thing when you aren’t sure what other kind of advice they should hear. After all, it’s what everybody has always told you, right?

I first got into pumping iron when I was about 12 years old. I began training and studying nutrition, because I wanted to grow up to be big and strong. By 14 years old,

“I want to be a personal trainer.”

I was designing nutrition and meal plans for my friends and family members, and I liked helping people. I hadn’t really thought about being a personal trainer at the time. I didn’t have a clue that my passion would help me start a business, and I went about it in a sort of roundabout way.

The reason I mention this is because I didn’t just start out one day saying, “I want to be a personal trainer”.

It sort of evolved for me, as I developed a great deal of knowledge about how to turn a human body into a work of art. A big part of personal training is developing another human being into something they’ve dreamt of being but couldn’t figure out how to become all on their own.

Naturally, professional knowledge and insight are critical to being successful as a personal trainer. Trying to put people through a regimen

and design a meal plan for them without having knowledge about these topics would be both unethical and downright dangerous. Just as you would hopefully never trust your taxes and book keeping work to someone who doesn't know accounting. No sane person would ever want to trust their health and fitness to a personal trainer who doesn't know what they're talking about.

A lot of personal trainers get too wrapped up in becoming more technically qualified. While it's great to be extremely knowledgeable, you can work so hard on being technically qualified that you miss the big picture that your business is about more than that.

The Personal Part

This is a very peculiar part for a lot of people. While everybody agrees that having a lot of professional knowledge is critical, most people don't put a lot of stock into the idea of personal development. Personal development takes on many different forms, and can go in an infinite variety of different directions. After all, no two people are exactly the same.

Personal development includes things like making sure you get enough sleep, meditating on a regular basis, reading life-changing books, listening to inspiring audio programs and maintaining a healthy social life where you're regularly exposed to people who help you learn the lessons of life that can't be found in a book. Consider how much you know now that you didn't even consider ten years ago.

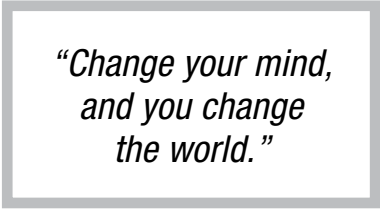
That kind of knowledge is a component of your personal development. As a person grows mentally, they change. While their personality stays basically the same, their view of the world is surprisingly fluid. I know my outlook on life has gone to a whole different plane over the past decade or so. The irony is, personal development doesn't just happen from experiencing a certain number of years in your life.

Personal development also comes about proactively. You can choose to

devote your time to developing in a personal way. There are a lot of books you haven't read that could potentially be life-changing. And even if you hate to sit there and read something, you can listen to podcasts or audiobooks of most self-improvement books and listen to them during your commute. How many hours a week do you sit in the car anyway? Forget the old stigma about being the kind of person who reads self-help books. The only people who will think any less of you for that are the kinds of people who are too insecure to admit they aren't perfect.

And if you think those kinds of people are going to be miserably stuck in the same place they're in today in ten or twenty years (almost like a prison term); you're probably on the money. A wise person once said that if you aren't being criticised, you aren't doing

anything. While criticism isn't absolutely necessary, meaning you shouldn't actively seek to be criticised, it's nothing to be afraid of.



*“Change your mind,
and you change
the world.”*

There are two very important ways this is going to help you as a personal trainer. When you change the way you think of your business, you are going to find that the way you perceive the world around you changes 180 degrees in a lot of ways. Things that used to frustrate you will delight you, or they will seem to all but disappear. Problems will turn into solutions. If this sounds too good to be true, it isn't. When you change how you think, the world seems to change in some amazing ways.

We'll get to how you need to think about your business in a little while. But with only a few changes, you can make a huge difference in more people's lives than you ever would have dared to dream about before. This is extremely heavy stuff. So work on developing yourself, and never consider the money you spend on self-development to not be a great investment. While a few dollars may buy you a sandwich, that same few dollars applied to a book that opens your mind to new possibilities could be worth billions to you.

Now that we've firmly established the importance of developing yourself personally, let's talk about developing the business aspect of your personal trainer business. While that may sound obvious, there are some very subtle differences that can have huge results all around.



**WE HAVE
GONE FROM
\$3K PER WEEK
TO \$6-7K PER
WEEK!**



I have been with Trainer HQ now for 3.5 years.

During this time I have gone through some massive changes in my business. I went from being a solo trainer doing 30 sessions per week and with the help of Trainer HQ, I built that up to doing 60 sessions per week! This enabled me to have a personal income of \$3,000 per week.

I then moved to a big box gym and hired 2 trainers and as a team we were doing over 120 sessions per week. This allowed me to drop my own sessions to 40 per week so that I could focus on building the business without dropping income.

In only 3 years we have gone from \$3K per week to \$6-7K per week!

I would highly recommend Trainer HQ's business coaching programs. During my time, I have worked with several of the coaches and my experience has always been first class.

Make sure you get yourself on the Trainer HQ program.

Ethan Weston

East 2 West Fitness - Kilsyth, Victoria

The Business Aspect

You are many things in this world. You are a competent professional. You are a helper of others. You are a human being with individual desires and needs. It's about time you added a new role to that roll call. You are also a business owner.

Have you ever stopped to think about how you perceive yourself within the realm of being a personal trainer? If you perceive yourself as being someone who trains others to get in shape, you are right. But as the old saying goes, no matter what you think, you're always right. If you see yourself as just one person helping other people, that is what you are going to be. You may incorporate your business, have a nice office, and have lovely stationary, but ultimately, that is nothing more than owning a job.

However, when you make the mental shift into being the owner of a successful business, you open yourself up to all sorts of changes. One of those changes is that you no longer have to go it alone. Going it alone is one of the worst things a professional can do, because there are always going to be areas of the business aspect you aren't very good at. Trying to do it all is a surefire recipe for a whole lot of stress.

As the owner of a business, you have the capacity to create several forms of passive income at once. Let's pretend you have an elite team of personal trainers working under your banner, and each time one of them has a session, you make \$30 after that trainer, the tax man, your landlord or gym rent and everybody else gets paid.

While \$30 might not sound like much, it can really start to stack up. Imagine you have three personal trainers who are each doing 25 sessions per week for your company. That's 75 sessions with a margin of \$30 apiece, which is well over \$2,000 per week. This equates to over six figures a year, all passively.

Considering that this is with only three trainers, imagine if you had 10, or 20!

You can certainly see how charging \$80 per session and personally working with 20 clients is different than having personal trainers working under you and getting a portion of their fee. While working by yourself means you're trading your time for money, getting a portion of another personal trainer's fee means you get paid without sacrificing your time. I can leverage my time to create more opportunities for myself this way while I receive an income.

Before we close out this chapter, let's cover charging what you're really worth.

Are You Really Worth It?

What would your existing clients think if you suddenly raised the rates you charge for a training session? Stop reading this for a moment, and consider the possibilities. This exercise might make you afraid, but remember the importance of doing things that scare you. If you don't, you'll end up very comfortable in a place you don't really want to be.

Do you think they'd leave you? Do you think they would wonder what additional value they'll be getting for the extra money? Do you think they'd be too shocked to say a word at all? Would they even go so far as to think you're money-grubbing and greedy? Do you consider your clients to be your friends, and don't want them to feel like you're "taking advantage" of them?

Whose thoughts are these, and whose feelings are they? They're just yours! Well, stop thinking like that, because those are your ideas and not your clients' ideas.

I gave up trying to think for other people a long time ago.

It wasn't always this way. When I first started out, I thought that if I charged too much I'd find myself out of work. So I hustled up as many clients as I could. I built myself up to charging \$40 per session, and one week I think I did 40 of those sessions. But I was so tired at the time, I don't really remember. The point is, it's easy to get busy and do a flurry of work. But if you do that, your focus will suffer, and so will your quality of life. As I started to think of myself as a business owner, I realised I needed to work on my business instead of in it.

When I realised that I wasn't charging enough (and I only found out because I found a mentor who laid it out for me), I began to slowly raise my rates. I charged \$50 per session, and then \$60. Every so often I bumped it up; the rates became \$70, \$90 and finally \$100. And surprisingly enough, almost every one of my clients stayed with me. New people also kept booking in!

I was making every effort to work on my business instead of in it, so I just kept on raising my rate for sessions. After a certain point, when my income had gone to a pretty high place, I just shrugged and said, "Okay, from now on I'm going to double my rate every so often, and see who I attract".

"Okay, from now on every time I am going to increase my rates, they will double"

At this point I was making an impressive income, but I hadn't learned much about investing. I was spending a lot of the money I was making on fancy "stuff" instead of investing it. An investment is spending money on opportunities to make money, such as on educational materials, business development, property, shares and additional business opportunities.

I had been “interested” in investing my money, but I hadn’t been “committed” to it!

The major change I made was to stop thinking of myself as an independent personal trainer and start to think of myself as a business owner.

I was able to achieve a rate of \$440 per session as a personal trainer. And there’s no reason your rates can’t increase too. No matter what you charge, there is someone out there who is willing to pay it. And as you develop into a better individual, business person and personal trainer, you will bring more and more value to your clients. Remember that finding the type of person who is willing to pay for value is the key to all of this.

I have seen dozens of great personal trainers who were charging \$50 per hour, 10 years ago. No prizes for guessing what most of them still charge today ...

You guessed it, \$50 per hour!



FROM \$300 PER WEEK TO OVER \$4,000 / WEEK AND LEFT MY FULL- TIME JOB



Before starting on the Trainer HQ program I was earning \$300 a week from group classes and a handful of outdoor PT sessions. Most of the money went back into rent, travel and equipment, meaning I really was not making any sort of profit or running a successful business. I was also still working full-time, which saw my working hours between my two jobs at around 60-70hrs per week.

Since starting on the Trainer HQ program, my business has grown from strength to strength. In my first year my income was \$100,000. I opened my own fitness studio and was able to reach \$3,000 per week. My second year on the Trainer HQ program saw my business make \$150,000. My revenue generation has continued to build year on year, reaching over \$4,000 / week!

4 years on the program and I am now opening a brand new fitness complex 10 times the size of my previous studio (1,000m²)! I have been able to create a number of revenue streams/fitness platforms and have built a strong team of trainers around me to further grow the business and our potential to help others on their fitness journeys.

I left my full-time job soon after starting with Trainer HQ and now enjoy working fewer hours each week, while making more money. I use the business as my tool to create opportunities to live a more fulfilling and active lifestyle. I love what I do, the community I have built and the team I have around me. I no longer dread getting up and having to turn up to a job!

Trainer HQ has given me the skills and support to get me to where I am today. I was awarded the Trainer HQ Entrepreneur of the Year 2019, which was a true honour. I am now excited to beginning my journey as a Trainer HQ coach where I can teach and mentor new clients on the program to live out their dreams and showcase my passion in coaching. I am excited to follow in the footsteps of my amazing mentors and be able to give back to the industry.

I am excited to be part of the Trainer HQ community and strive to live the culture they preach each and every day.

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Trainer HQ has given me the skills and support to get me to where I am today. I am excited to be part of the Trainer HQ community and strive to live the culture they preach each and every day.

Carlson Hizon

Carlson Hizon Fitness - Wollongong, New South Wales

CHAPTER 3

How to Stand Out From the Pack



How to Stand Out From the Pack

While it would be very easy for you to simply sit there and passively allow this information to just wash over you, that would not be the best plan of attack to make you a successful personal trainer.

If you want to succeed in this game, you have got to be proactive. And while being proactive is generally not a trait lacking amongst personal trainers, there are situations where it's sadly absent.

Simply put, now is the time to begin carving out your own path, and using your own ideas to move ahead in building your own personal training business. Keep in mind that you are moving away from the whole "job" mentality. If you just want to own a job and trade time for money, put down this book right now. In fact, I'll give you a refund on it, because I have wasted your time reading up to this point. It's our wish that you'll keep reading, and begin to apply what you're learning from these pages.

One of the best ways to apply what you've learned so far is going to involve a lot of the business aspect. While business is far from the highly technical field that some MBA types would have you consider it to be, it does involve working your brain. Just like any other part of you, your brain can always get stronger, and it'll only get that way through prolonged, continuous effort interspersed with rest periods.

The good news about this kind of brain work is that it's for the best purpose of all - you are engineering the life you have always wanted. Forget the money - you can train groups of poor children for free once you have plenty to live on.

This is about engineering your lifestyle, and it being something beyond that “daily grind” stuff people talk about when they plant themselves in a cubicle and don’t take any responsibility for it.

You’re taking responsibility for your own life right now. You’re getting your head straight, and letting go of the past. You may not have been ready to take your income to the next level and design the life you really want, but now you are ready. So now it’s time to get pumped up, and grind through the most intense set of your life.

It’s time to figure out how to be yourself!

This also translates into making who you are on the inside and the business you create into one fluid, congruent whole that’s greater than the sum of its parts.

This practice is what we call synergy.

You have the option to assemble an elite team of personal trainers with specialties and advanced qualifications tailored to a particular type of client. You can possibly create passive income with an online following. Maybe turn an outdoor training idea into a thriving boot camp for hundreds of members. You are going to inspire these clients to take their goals and make them reality.

Some people say that the only difference between imagination and the real world is time. You’re going to take some time here and determine a lot of things.



BUILT A TEAM OF 6 PT'S DOING \$8,000 / WEEK!



I left the construction game to pursue my passion for fitness. I built up PT's clients inside a gym in good time, but I quickly found that I had pretty much bought myself a job! I was doing long hours and charging much less than I was worth.

I joined the Trainer HQ program to learn how to grow a business, beyond just myself. I started that journey in a commercial gym, then I was presented with the opportunity to run my own gym.

Since starting with Trainer HQ, in the first 3 years on the business coaching program I have built a team of 6 top quality PT's, acquired my own fitness facility, turning over \$8,000 / week!

The systems and growth I have gained through my experience with Trainer HQ is simply a dream come true. The positive impact has not only been felt in my business but in all facets of my personal life. The journey has been massively enjoyable and I have met the most amazing people through the process, some are now as close as family.

I was awarded the 2018 Trainer HQ entrepreneur of the year, and have now learnt to skills and knowledge to coach and mentor others in my role as master business coach!

Right now I'm doing less hours "in the business" (I now do zero PT sessions!), while still increasing profit!

There is absolutely no way that I could have achieved this on my own, The systems and methods that Trainer HQ have created over the years simply work!

And the best thing of all - if I can do it so can you!

Brad Davis

Brad Davis Personal Training & Basement Gym

First I'm going to state the obvious:

There Are Hundreds Of Thousands Of Personal Trainers Around The World

And thousands more graduating from fitness colleges every single day!

With all this competition, what is it that will make you stand out from the pack?

You could start by raising your prices ...

A lot of personal trainers would see raising your rates to be very risky, so those trainers don't raise their rates.

However, more successful personal trainers tend to be far better at staying above the problems of their lower-priced fellows.

The biggest thing about being successful as a personal trainer is differentiating yourself from the other personal trainers out there. There's a big field, and way too many of them do nothing differently from any of the others.

The most common thing a personal trainer will do when they first start out is take the basic components of someone else's marketing material and regurgitate it almost verbatim. There is an almost obsessive "me too" aura in the personal training world. But just like before, doing the same thing, thinking the same way and marketing yourself the same way is only going to get you the artificial ceiling that so many other people have trapped themselves underneath.

If the only thing differentiating your marketing materials is your picture and a different phone number, you have a serious problem that you may have never even considered before. The worst part is, it's a problem that a lot of people will happily embrace for an extended period, because it's socially acceptable.

I've found that when you first start out being different in some way, you get a lot of criticism. People challenge you because they're not used to hearing a different way of thinking. Most people believe you have to do all the work yourself, and either be an employee or be self-employed to be successful. When you start working to build a business that will eventually no longer need you, it can feel like a lonely path. But remember that if you think like everyone else thinks and do as they do, you will have what everyone else has.

Or you can be different.

This is a whole different discussion, a whole different way of working, and a whole different way to run your marketing efforts. Your marketing shouldn't focus on you, but it needs to be something unique to you. If you haven't guessed already, it needs to be different.

So let's talk about being different.

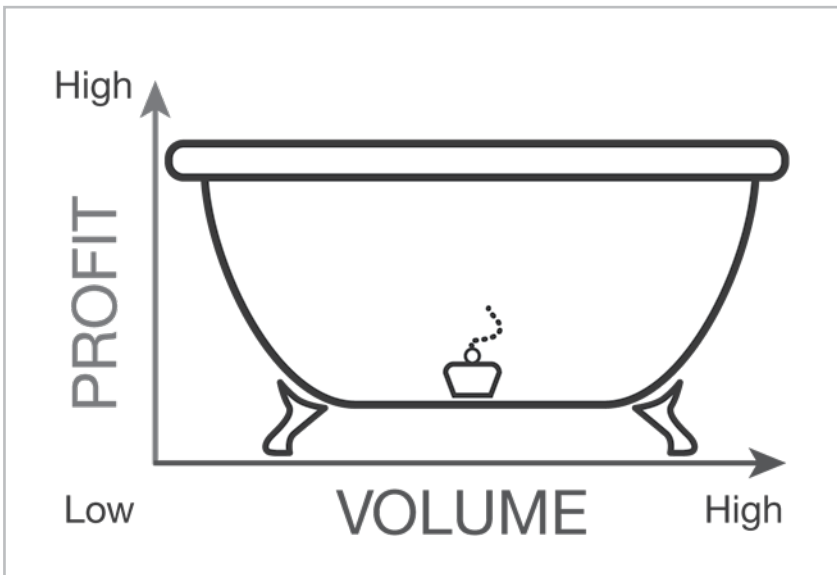
The Art of Being Different

When I first got into personal training, I didn't realise there were going to be 50,000 personal trainers in Australia with about 10,000 more becoming certified every year. With hundreds of thousands of personal trainers graduating from colleges every single year, you might be asking;

How can I be different and set myself apart?

Well, there are actually hundreds of possible ways to do that, but they fit into two main categories. To understand how this works, we need to look at an important business principle called “The Bathtub Diagram”.

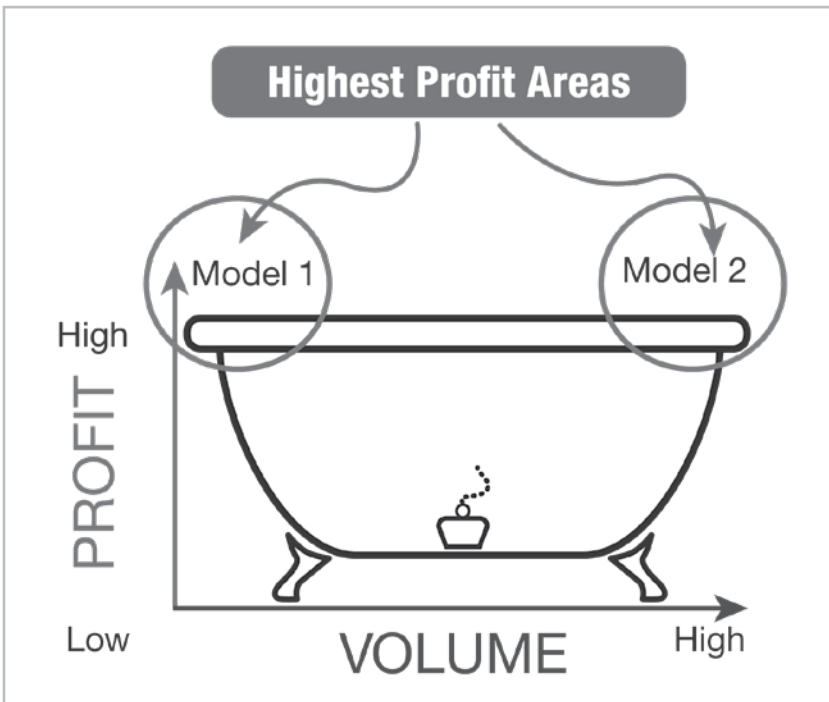
The Bathtub Diagram



Imagine that you're looking at the cross section of a bathtub, with the plug hole at the bottom. Every business lies somewhere on the curved line.

Here's how it works;

The people who make the highest profit are those at the top left and the top right of the diagram. Those at the top left are the ones who do a small volume of business, but at a very high price with a large profit margin. Like, say, a designer clothes store. Those at the top right of the diagram do a large volume, with low prices and a small profit margin. Like Kmart or Target.



The problem for most people is that they are too afraid to claim either of these two extreme positions. Instead they try to be “everything to everyone”; taking all business that comes along, and charging the least amount they can without going broke.

It’s these people in the middle who struggle. The reason for this is that, when the economy goes bad, or “the plug is pulled” on the economy, these are the first ones to go down the drain.

So here’s the point: the further up the sides of the bathtub you are, the better you’ll do. You can do that in one of two ways:

Model one: low volume, high price (like the designer clothes store)

You can compare this to any sort of luxury brand, like Porsche or Rolex. While they may not sell nearly as many units of what they produce as General Motors or Casio, their exceptionally high prices ensure pretty solid profit margins.

This is probably the easiest model to set up. The way you do it is by finding a niche that you can specialise in. There are thousands, if not millions of possible niches out there. The reason that specialising works is that, given the choice, people would rather be trained by a specialist who knows exactly what they need, rather than a generalist who takes all-comers. People are prepared to pay more for that privilege.

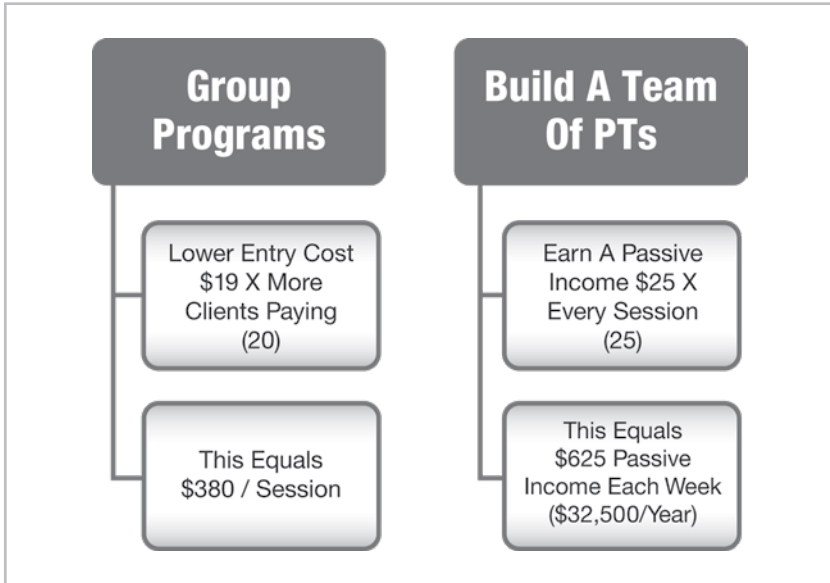
Think about the difference between a GP and a medical specialist. The GP has to see 70 or 80 patients a day, while the specialist sees a lot fewer patients, and charges a lot more!

Model two: high volume, low price (like Kmart or Target)

With this business model, you are receiving less income and less profit per individual session, but you are doing a massive number of sessions. Naturally, you are limited to the 168 hours in a week that are present. No one in this world can work more hours than that, no matter how good or hard working an individual they may be.

This model is generally a bit more effort to set up. The way you do it is by finding ways to have a lot more clients without having to spend a lot more hours on the job. That means leveraging your time. Here are two ways you can do that:

1. Do group training. Instead of seeing one person and charging \$200 an hour (like the specialist) you could see 10 people and charge them each \$20 per hour to get the same outcome.
 2. Hire trainers to work for you. In this case you teach a lot of other trainers your system, and take a percentage of every dollar they earn. It does mean hiring and managing staff and can be very lucrative in the long term.
-



For now we'll concentrate on the first model (low volume, high price), since it's generally the quickest and easiest to set up, and is probably not too different from what you're currently doing.

How to become a specialist

Specialising allows you to do a number of things:

1. You can target your marketing, so you need to do less marketing and you get more clients.
2. You can charge more, as people expect to pay more for a specialist, and they're not just comparing you on price.
3. You can work less hours without a cut in income, since your hourly rate goes up.
4. You keep your clients for longer, since your training is tailored exactly to suit them.

"Oh, I already do that. I specialise in working with women."

Exactly what do I mean by "finding a niche to specialise in?" Actually, a more accurate description would be "finding a niche within a niche to specialise in". In other words, you're after a fairly narrowly targeted group. When I talk to personal trainers about specialising, they'll often say to me something like,

"Oh, I already do that. I specialise in working with women".

Well, this is NOT what I mean by specialising.

"Women" is a very broad niche. In fact it's roughly half the people in the entire world! Working with the niche "women" is certainly not what I mean by "specialising".

Instead, you need to find a niche WITHIN this broader niche.

Here are some examples of niches within the niche of “women”: overweight women preparing for pregnancy, brides-to-be who want to look their best on their wedding day or new mums who want to get back in shape after having a baby.

A common newcomer mistake can be that many people who try to define a niche for themselves for the first time tend to choose a niche that is either too broad or too narrow. The next section will stop you from falling into this trap.

There literally are thousands of “niches within niches” out there. So how do you choose the right one for you?

There are a few criteria that a good niche must meet.

1. There must be a big enough group of people in that niche. It’s no use building a business targeting albino pygmies!
2. People in the niche must be hungry for your service—they must really WANT it. For example, targeting couch potatoes who’d rather drink beer and watch the footy than exercise may sound like a noble cause to work on, but the reality is, while they NEED your service, they don’t WANT it badly enough to do something about it. Don’t fall into the trap of choosing a group who really NEEDS your service, but doesn’t WANT it.
3. It should ideally be a niche where you already have a track record, either because it’s something you’ve done yourself, or you’ve successfully trained others in the niche before.
4. It’s easy to find people in your chosen niche. Do they all read the same magazine? Do they hang out at the same conventions

or expos? Do they all shop at the same store? Do they all buy a particular product? If you can find big groups of them, it really makes your marketing easy.

5. The people in the niche are willing and able to pay for your services. For example while “long term unemployed people” may be a niche that fits the other criteria, they are unlikely to be reliable payers. On the other hand “busy executives who travel interstate at least once a week” are generally willing and able to pay a substantial amount for the right program.

Let’s look at an example and how it stacks up against the five criteria: let’s look at the niche “brides-to-be who want to look their best on their wedding day”.

1. A big enough group. On average in Australia every year there are about six marriages for every 1,000 people. So if you live in a city with a population of one million, then there will be about 6,000 potential new clients. Given that you’re probably looking for only 50 to 100 clients a year, this is plenty.
 2. People hungry for your service. There are not too many brides-to-be out there thinking, “Nah, don’t think I’ll bother doing anything special for my wedding day. I’ll just rock up as I am really”. Whether it’s losing weight, or just toning up, you can guarantee most brides-to-be have at least thought about a physical tune-up prior to the Big Day.
 3. You already have a track record. Have you trained brides-to-be before? Are you able to get them to sing your praises in a testimonial? One thing that’s great about this niche is that it’s really easy to get great testimonials to use in your marketing. “Before and after” pictures are a very powerful persuader.
-

So you can imagine the contrast between the picture of the overweight bride-to-be, and the gorgeous, glowing bride on her wedding day. Envy and desire are hugely powerful motivators!

4. It's easy to find people in your chosen niche. Are brides-to-be easy to find? They buy bridal magazines, buy wedding gowns, choose wedding cakes, book reception venues, set up gift registries, choose wedding flowers, go to bridal expos - the list is endless. All of these places are easy and effective to advertise in. All of them target the people in your chosen niche.
5. People willing and able to pay for your services. Currently the average Australian wedding costs \$50,000. The numbers are very similar for the USA. Brides-to-be expect to outlay large sums of money for everything on "the best day of their lives". I'll bet most would be willing to pay more than average for the right personal trainer to have them looking their very best on their wedding day.

So all-in-all this looks like a great niche. With a bit of fine-tuning you could probably get the bridesmaids as well!

Now it's your turn. Sit down with a piece of paper and start to jot down some possible niches. Just let your mind wander and write down any niche that pops into your head. Don't discount anything at this stage. By doing this without censoring yourself, you'll find that you unlock the parts of your mind that are the most creative.

Continue for at least 15 minutes.

Once you're done, go back through the list. It can help to put them in a table and rank each one against the five criteria, say with a rating out of 10. Then choose the one that ranks highest against all five criteria, and see how it sits with you. Could you see yourself focusing on people in

this niche? Do you feel like you have a lot to contribute in this niche? Is it something you would enjoy?

If it is... great! If not, go to the next highest and repeat the process until you find something you're happy with.

How To Set Your Charge Out Rates

I selected my rate per session by asking what everyone else charged and copying that. In other words I did the same thing everybody else was doing. The sad part is, I didn't realise for a very long time that the only thing as weak as my mindset was my marketing.

You have no right to decide what someone else will pay for your services. If you need to, keep saying it in the mirror.

Now let's get back to marketing yourself really well.

You Are In A Marketing Business

To put it into technical personal training terms, your mindset is definitely your core. With a weak and inflexible mindset, even the best techniques in the world will be doughy and prone to suffering painful failures the same way a flimsy core will hold you back in working to achieve real strength. But the most important thing to come out of your mindset is your marketing, which is a lot like your hands. Without proper marketing, you won't have a firm hold on your business or your clients.

With a great marketing campaign, you can nourish every other component of your business, just like a strong grip will allow you to pound weights all day long. Your marketing is the point in your business where you have the chance to show off who you are, what you know, and most importantly of all, who you can best help.

While your technical prowess is always going to be an important part of your personal training business, most of us personal trainers spend plenty of time learning new exercises, understanding how the body works, and figuring out how we can help people get better. Our knowledge of technical personal training is generally, pardon the pun, our strongest link.

What we all need to do is focus less on widening our knowledge, and focus instead on deepening it.

If you want to be different in a way that gets you ahead of the crowd, you need to find out what everybody else is doing, and then do the opposite of that. It's much better to be different than it is to simply be better.

There's a term in the marketing world called incestuous marketing. It doesn't involve anything genuinely lascivious or illegal, but it does have nasty results to it. For a lot of personal trainers, as I mentioned a little while ago, their marketing effort consists primarily of copying what someone else wrote verbatim. If someone over here does cardio, kickboxing, body shaping and nutrition, then I'll do cardio, kickboxing, body shaping and nutrition.

If this other personal trainer does pilates, I'll do pilates. The underlying theme of just copying off of each other has become pervasive to the point where nobody's really sure who initially wrote some of these ads.

You don't want an ad written 20 years ago by someone who ended up quitting being a personal trainer because their income was abysmal, even if you only copied it from someone who ekes out a moderate living working 70 hour weeks and has only been at it for five years. Unless you really hate yourself, and hopefully you don't, there is no sense in torturing yourself like this!

Great marketers have the most success in business, so keep telling yourself that you are in a marketing business!



TRIPLED MY INCOME AND NOW OPENING MY OWN FACILITY



I remember walking into my first two-day event with Trainer HQ. I was about three years into Personal Training and I was doing average at best. I was full of passion for the industry and loved helping people but had no grasp on anything business related.

My knowledge on sales and systems was non-existent and I could see without some education in that area that my future as a coach was not looking good. I'd watch some of the other, older trainers that had been doing splits years and years. They looked so burnt out and uninspired and I remember thinking that's exactly where I'm heading if I don't get some proper assistance.

I've been on the business coaching program with Trainer HQ for the past five years and it's been amazing. In terms of revenue, I grew to earning just shy of sixteen thousand per month which is over triple what I was making prior to starting on the program!

Being on the program has enabled me to be in a position to open my own facility which I'm currently doing. Simply put, without receiving the education and support that I've gotten from working with these guys I know, without a doubt, I would not be able to open my dream studio. Rather I'd just be another statistic of someone who "used to be a PT."

If you feel you're a good technical coach and you care about your clients, the fitness industry needs more people like you. The way to stay in the industry long term and be able to provide a great service to your community is by jumping on the Trainer HQ program.

Victoria Loney

VL Fitness Essentials - Perth, Western Australia

CHAPTER 4

***How To Provide The Solution
Your Customers Are Looking For***



How To Provide The Solution Your Customers Are Looking For

In this chapter, we're going to discuss your USP, or unique selling proposition. Some marketers will even refer to this as your emotional selling proposition, as people will purchase your product or service based on emotion. Then justify on logic.

At any rate, your USP can be boiled down to mean the difference between what you are offering and what everyone else out there is offering. If what you offer is the same as what everybody else has got, all you can do is sell by price, and that is generally a losing proposition. That's called a commodity, and one of the worst things you can ever allow yourself to become as a personal trainer is a commodity.

What you offer is different from what everybody else in the world is offering. Of course, thinking that way and actually applying it are two different things entirely.

What you are offering is something unique and individually you, but at the same time it isn't really about your qualifications. Being different and individual isn't about the courses you've taken and the qualifications you've earned. It's about what you can offer to a particular group of people and how you can express what you offer to them.

It can all be boiled down to a surprisingly simple question.

What Is The Benefit Of Training With You?

Do you know what the benefit is of training with you?

If you don't have an answer to this, you need to stop reading right this second and think of one.

One of the easiest ways to do this is to just brainstorm what you can offer one of your clients. Sit there for a moment and consider what you can give someone who comes to you for personal training services.

If you get stuck on what you can offer someone, think about how other professions solve a problem. For example, a butcher dispenses meat. But nobody cares about that. They care about how the butcher helps them eat something that's tasty and makes them feel better. If you're a vegetarian, think about what a plumber does for someone. The benefit they offer is that when the plumber gets done with fixing your pipes, they work properly again and you can resume a clean life of using the restroom and bathing without accidentally flooding your home.

Do you understand yet how different the benefits are from the features? A plumber may mention how he or she has 12 years of experience for example, which is a feature. Or he may mention his number of years as an apprentice at a respected company, or how many years he's been certified.

While these are all great features, they aren't the same as benefits.

A benefit is defined as something good you or I can do for our clients. On the other hand, a feature is nothing but a component. While the plumber may have spent years as an apprentice and have been practicing for decades, when your toilet explodes at 3 o'clock in the morning, you don't care about these things. You care about getting the problem solved!

The benefit of training with you can be all manner of different things. You may be excellent at helping people drop a great amount of body fat in a short period in time. You could be incredible at helping middle aged executives to pump up their energy levels and reduce their stresses. Maybe your strongest link is to help new mums to lose their baby bumps.

It matters a whole lot less that you may have more degrees than a thermometer - you'd be amazed at how few people care about that.

Ultimately, the only reason anyone is going to want to train with you is because they can derive some kind of unique benefit from doing so. There is no other reason. Just remember that features are what you do and benefits are how you help people and how you solve their problems; and the only thing your potential clients are going to care about is the latter of those qualities. So you need to broadcast them.

Addressing Their Fears

Everybody is afraid of something. There are millions of different kinds of phobias in the world. And sometimes these fears aren't the "jump out of your skin" variety, either. They can actually be fairly subtle, in a lot of cases.

For instance, I'm afraid of wasting my time, and ultimately being able to get less done with my life than I want to do. I'm afraid of losing my freedom to do as I please, by locking myself into a pattern of working harder as opposed to working smarter. It's possible that you also have a similar fear, and that's why you're reading this book in the first place. You might not lie awake at night trembling in terror over it, but it is there at the edge of your mind.

Every client you are ever going to have also has fears of some sort. While some are obviously going to be afraid of having a shortened life due to being in poor health, others may simply fear not being able to move as quickly due to stiffening joints, or not being able to enjoy their days because their energy levels are so low. These are all potentially very valid fears that you can help to eliminate through training your clients.

The thing about it is, many clients have no earthly clue that you can help them with these things. What a lot of personal trainers, and a lot of health and well-being professionals in general don't get is that the general public does not know nearly as much about what we do as we know about it.

While fitness and physical activity is what we've dedicated our lives to doing, for many folks we're little more than people who are in really good shape who always seem to be entering or leaving a gym.

A lot of people aren't really sure just what a personal trainer does. Since they don't know what we do, they're instinctively afraid that they won't get anything from training with us. This mystery and the perception of risk mean they're less likely to want to invest in our services. It can also mean that people in the wider population simply think that personal trainers are all the same.

There's one very certain way you can allay your potential clients' fears better than any other, and that's offering them a guarantee. There are a lot of reasons why this is a good idea, so let's get into some detail about it.

How To Be Different Simply By Offering a Guarantee

A lot of personal trainers make the positive effort to attract clients by offering something like a free personal training session. For them, it seems as if giving away their services will entice their prospects into becoming fully fledged clients. While this process can work, it needs to have a system behind it.

When you offer any kind of guarantee, you set yourself apart from the pack in at least one way.

You position yourself in people's minds as a different kind of personal trainer, because your guarantee addresses the fears they have, as well as triggering their interest. Think about some of the guarantees you've most likely heard from other kinds of companies.

If you can remember the 1980s, Dominos Pizza used to guarantee that their pizzas would get there within half an hour or they would be free. This addresses the fear that my pizza is going to get to me hours later, when I'm all but starving. When I get hungry, I want it now, right?

The 30 minute guarantee also puts Dominos in my mind as a unique company. Their offering may not necessarily be the best pizza, and it may not necessarily be the least expensive pizza. But when I want my pizza ASAP, I'm going to go with the company that has differentiated itself in my mind, and established a sort of foothold in my consciousness.

Believe it or not, a lot of people have no idea what makes one personal trainer different from any other. To a lot of folks the idea of a "different" personal trainer is something they may have never even considered before. You can set yourself miles ahead of the pack, just by offering your potential clients something that allays their fears and obviously gives them something of value.

The \$100 Guarantee

There are other reasons why offering a guarantee is a great idea. For one thing, your guarantee can actually bring you more business that you never anticipated. In our personal training business, we offer someone a crisp \$100 note if they aren't satisfied after a session. And naturally we don't bill them for an unsatisfactory session, either. Every client we train goes into working with us fully aware of this fact.

You need to add a guarantee.

While some personal trainers may be afraid that people would just come in, get the best training session they could possibly offer and then ask for the money, this never happens. First off, we're pretty good personal trainers and we know how to satisfy our clients. Secondly, it's because we know the types of clients we'd prefer to work with. We know what they want, and we work pretty hard to give it to them.

As far as the note itself goes, though, I would be happy to hand it to anyone who was unsatisfied with the training services I offer. While \$100 might sound like a lot of money, it's really not that big of a deal when you consider the potential lifetime value of a client. When you think about the people you train, how often do they only do a few months' worth of sessions? If you're like most personal trainers, you probably answered "almost never". Once your client gets a few good workouts in with you and begins to see some of the results they want, why would they leave?

Consider a client who stays with you for ten years. Obviously this is a person who greatly values what you have to offer them. Let's say they pay \$80, and have two sessions per week, that's approximately \$8,000 per year, or \$80,000 over a 10 year life time of a client!

This can lead to a lot of money down the line, whether you raise your rates or keep them at the same level.

Does \$100 every so often sound like very much money, when you may end up with a dozen clients who are perfectly happy to pay you several thousand dollars a year? \$100 is a drop in the bucket when you think of it that way, right? Especially when you consider that it's basically my "tuition" to learn why a particular client isn't satisfied.

I would pay ten times that if someone could identify a significant problem with how I conduct my business. After all, if every client becomes extremely well satisfied, I can raise my rates higher, and end

up making even better money for the expertise I've worked so hard to gain and hone.

Another really interesting thing happens when you hand someone a \$100 bill just for being unsatisfied with your services. When someone finds out that you're for real about this, they'll end up talking to their friends about it- which can get you more customers in turn.

It may sound ridiculous, but the effort you put in to be better than the rest will get you a lot of new clients this way.

Is \$100 still a big financial burden to shoulder, when you consider that you might end up "buying" several qualified prospects who end up being worth several thousand dollars a year to you apiece?

If you can find any other kind of investment that performs so well, I'm all ears. \$100 is chump change after a while, and it's a pretty good feeling.

But while I offer this "if you're not satisfied you get \$100" guarantee, do you think anybody would know about it if I didn't advertise this fact?



PEAK
PHYSIQUE
PERSONAL TRAINING

 **\$100 Guarantee to you.**

At Peak Physique we pride ourselves on providing the best level of service and training experience, every single time you exercise with one of our team.

Therefore if you exercise with one of the **Peak Physique** team and are not entirely satisfied with your workout, then of course, you will **NOT BE BILLED** for that session. In addition to this, your next workout will be absolutely **FREE**.

However, that's not all.

In addition to not being **BILLED**, having your next workout for **FREE**, we will give you a fresh, crisp **\$100 NOTE** for your troubles.

Yes, you did read that correctly.

Why do we give this outrageous guarantee? Quite simply, we really believe in what we do at Peak Physique, and our priority is giving you the **VERY BEST** workout every session that you are with us.



\$2,000 PER MONTH INCREASE IN ONLY 2 MONTHS!



I had met the Trainer HQ guys around 18 months ago at their workshop and I knew instantly this was the help and support I needed to grow my business. I've been on the program for only 3 months now and I can say that this has been the best decision I have made as I am thriving and moving forward financially and mentally. The support and community is outstanding!

I reached a large financial goal within 2 months. This was to conquer the earning of \$10,000 in a month. My income has improved from \$9,000 /mth to \$11,000 / mth, while still on my own. My coach Lauren has been such a support, along with all of the team at Trainer HQ.

I feel fully supported and believe that I now have the tools and everything else I require to build an awesome business. These are very exciting times for me and I'm now looking to hire my first trainer.

I cannot say enough about how this has helped me across all parts of my life and I'm very happy.

Melanie McKenzie

Melicious Fitness - Broadbeach, Queensland

You Need To Advertise It – Broadcast Your Big Benefits!

Your advertising is your lifeline. It gets you leads, which in turn become prospects and eventually clients. Marketing people call each new step in the process of helping a seemingly random person move closer to being your repeat client “conversion”.

What you do to get your name and USP out there is to advertise it. Some marketers are all about offering up things like cash, movie tickets and other little items of value, so people will check out what they have to offer and possibly buy it. If you're afraid to offer something that someone could just take and not become your client, there is a chance you still haven't completely internalised the mindset lessons from earlier in this book.

For one, there is a chance that you've still got a bit of the residue of a scarcity mindset going on.

You might still believe that if you give away something, you'll get a ton of people who just want a freebie. While this is theoretically possible, human psychology says it isn't likely to go down that way. If you've ever heard of reciprocity, you'll know why.

With most people, when they get something for free they feel they should reciprocate your kind gesture. This pang of guilt obliges them to make a purchase, just so they can feel okay about it. Once you get someone to be a paying customer, it becomes easier to get them to pay at other times later on.

This is why some coffee shops offer free cups of coffee. Usually a person coming in for their free cup will also end up buying a sweet roll or something, as well.

When you offer something for free it can be a powerful motivator in

simply getting someone to take the first step in getting to know your business. From then, you can start to build a relationship with them.

Some of your best advertising is going to come out of offering your potential clients something of value. While it may not be any kind of physical object, it can and should be something that the people you're trying to attract can see value in.

Offering someone \$20 to refer you to someone else is a very good start and can be an incredibly profitable investment; however, you can most likely do better than that.

One of the best marketing strategies you can use is to phrase your knowledge as a benefit to a particular type of person. You can literally give away knowledge; because you could never give away enough of what you know to seriously diminish your value to your clients and potential clients. Your value lies in your ability to help them accomplish a goal or overcome a problem they have.

These goals are naturally going to be very individual. While there are plenty of general types of clients you'll run into, no two people want to do precisely the same thing. This is where it comes down to a question you've probably been asked a lot in life, but to which most people give very little thought to their answers.

What Do You Do?

One of the biggest questions in the world is,

“What do you do?”

You have an infinite variety of different ways you can answer this question, but a lot of people mess it up. See, if you give a boring answer

that doesn't lend itself to any follow-up questions, you basically kill the conversation before it has a chance to really begin.

Take a moment to imagine a conversation you might have anywhere. The person asks,

"So, what do you do?"

If your first instinct is to answer,

"I'm a personal trainer,"

imagine how the other person is most likely going to respond to that. If you figured they'll answer in a way that basically comes down to, "that's nice," you guessed correctly in the vast majority of cases. For the most part, you've given them nothing to work with as far as following up.

***"I help people burn
body fat while they
sleep!"***

The main reason why most personal trainers look so indistinct is because most personal trainers don't really make the effort to express how they

are different. There are thousands and thousands of personal trainers out there, and just saying you're one doesn't separate you from the pack in the slightest.

Now let's take a moment and think through a theoretical answer you might be able to provide for that question. The other person asks you,

"So, what do you do?"

Without missing a beat, you respond,

“I help people burn body fat while they sleep!”

Unless the person is seriously distracted or has absolutely no interest in talking to you, they will generally follow up by asking,

“How do you do that?”

That’s where you want to start out.

Once the other person has asked a question, you have a conversation on your hands. Contrary to what a lot of people think, conversation is the number one way to sell anything. You don’t have to try to convince anyone that what you provide is valuable. If you express the benefits you provide to someone, they’ll already be convinced, so long as you can back it up.

This is where your USP comes in. As a general rule, you only have a very short time to get your message out there, whether you’re talking about print advertisements or in a conversation directly. The purpose of your advertising is to break down what you can do to help the other person into something specific. What you offer the other person is what your USP is all about.

When you relate to the other person well, they want to have a business relationship with you. People will buy from those they know, like and trust. You have to express how you can help them in a way they can understand. When your client first asks what you do, you give them as quick an answer as you can that leads into a longer conversation.

You can treat your USP as a sort of elevator pitch. What would you say to someone in an elevator if you had 30 seconds to make a smashing first impression?

The faster you can get someone’s attention with something you can

offer them, the better you can start them on the path of your growing relationship. Once you know your niche, you can provide them with a quick, concise run-down of the benefits you can offer that they actually want to receive.

When it comes down to it, you want your USP to be as short as possible, and to garner plenty of attention. In our world, everybody is positively saturated with advertisements from the time they wake up to the time they go to bed at night. So the better you can do with regard to keeping your message brief, and the better you can get attention before you deliver it, the more effectively you'll go over and generate leads.

I remember one time I was running a print ad in a few different magazines. I was looking to change the word "motivated" into something else, because I just didn't feel like I was reaching enough people with it. By reaching, I mean it wasn't quite resonating with them to the extent I wanted it to. So I just changed "motivated" to "unmotivated," because I figured a lot of people felt that way about exercise.

That tiny change ended up getting me dozens of additional leads, and I hadn't even changed a single word. I changed two individual letters, and got a significant increase in my number of prospects. If you'd asked me at the time to predict whether it would have been that successful, I certainly wouldn't have predicted two little letters would've made such a difference.

The most important thing you can ever do with regard to your advertising is to research your niche market intensely. Naturally, just targeting everybody is going to mean you won't be able to tailor the benefits you offer at all.

Take a moment to think about who you believe you could help the most. What kinds of clients do you most understand and relate to? I personally relate to men who are beginning to knock on the doors of middle age, as well as men who want to drop a significant amount of weight.

Let's say I wanted to target middle aged men. I could open up by saying something like, "After the age of 35, without exercise, you'll lose 1 kg of muscle per year. Every year. Let me give you the secrets on how to have a lean, chiseled physique." While it's a bit long, it would fit into the headline of a magazine advertisement. It also targets one of the major fears a man tends to face as he gets older - that he'll turn into a decrepit old geezer who has to grunt and strain just to get out of his rocking chair.

While I can certainly refine that USP further, it does beg the question of "how" I can do this. Once they call me to ask and I get their information, the conversation can turn into many years of doing great business together. When you begin to sketch out your USP, it starts with who you believe you can help the most, continues into how you can help them, and ultimately reaches its peak with a brief statement of just how you intend to get them into your marketing funnel.

Here Are The Steps To Finding Your USP:

1. Define your target customer

The riches are in the niches. Are you going to target brides to be, single mums coming off a pregnancy, or maybe athletes looking to take it to the next level? There are tons of niches, and they each have very individual needs. They also like to be spoken to in individual ways.

What are the fears, frustrations, desires and concerns of this niche of people? Also ask yourself what their opportunities are - what are they trying to get, and what do they see as their ultimate achievement with regard to personal training?

2. *Write down your customer's problems*

Remember that a problem isn't really about their body. It's about how they think. A bride to be may already be in good shape, but she wants to feel better about how she looks. Focus on making your customers feel great in a way that'll appeal to them.

3. *Write down how you can solve these problems*

Spend time to really brainstorm what it is you can do and how you can actually solve the problems these people face.

4. *Be unique and different*

No two people are the same. How you help someone comes down to who you are and how you think. Don't try to be someone else, because that doesn't work. When you're being yourself, you'll be respected for it.

In business, it's better to be different, than it is to be better. Does it make sense that you could be technically the world's best and most highly qualified personal trainer, but also have the worst business?

5. *What can you guarantee?*

If you don't have a guarantee, craft one. Make it something you can provide, and make it a little scary. If it doesn't scare you, you won't be noticed!

6. *Condense your USP into a clear, concise sentence.*

It needs to be attention grabbing so that it stands out in any print media and it needs to roll off your tongue in any conversation.

7. *You've got your USP. Now use it on all of your marketing materials.*

That's right. You need to make sure it gets noticed!



OPENED MY OWN PT STUDIO AND HIRED A TEAM OF TRAINERS



My experiences with Trainer HQ have been nothing short of fantastic!

Having a coach who has been there already and knows what you need to do to succeed gives you such an edge over the competition that they aren't even competition any more! It's not just having a great coach - Trainer HQ has a community of highly successful trainers all over Australia that all want each other to succeed, and there is always support when you ask for it!

When I started with Trainer HQ my income was around \$1,200-\$1,500 per week - so not terrible. Within 6 months though, this number hit \$2,500, and within 12 months it was \$3,000 per week. All by myself as a rent based, solo PT in a gym!

I've now opened my own successful PT studio, earning up to \$4,000 per week, and I have an excellent team of trainers working with me to grow and expand!

Quite honestly, I don't know what I would be doing right now if I wasn't for Trainer HQ. I might still be a trainer, but there is a 100% chance that I would not be where I am now. I would most likely be stuck in a rut and just going from week to week without being able to grow, and without being happy where I am. I wouldn't have the knowledge and confidence to charge what I do, and I definitely wouldn't have the confidence to be running my own physical business, let alone opening one in the first place!

I recommend that you get on the Trainer HQ program and join the team.

Aaron Smee

New Start PT Studio - Brisbane, Queensland

CHAPTER 5

A 3 Step Method To Develop A Powerful Lead Generation System



A 3 Step Method To Develop A Powerful Lead Generation System

When you put out an advertisement, you are not looking for a long-term client. While you might think that sounds crazy, it's actually true. I'll explain that in a little while, because it definitely needs some elaboration. For now, let's start by talking about this thing called your money making funnel. While it might sound like something you'd use to avoid spilling petrol, it's also useful to avoid spilling potential customers.

When you first start out with your marketing materials, you are going to hopefully get your ads in front of a huge number of people. While a lot of people start out doing this, they forget that their ads aren't very likely to get people to suddenly show up and be their clients. The process of building a long-term client is a lot like the process of courting your spouse, or building your home. It takes time, and there are plenty of steps to the process.

Your money making funnel is a process where you take the largest number of people, and squeeze down the group until you only have a very small number of extremely well-targeted and qualified individuals.

While you may start out with trying to attract "everyone in the world" your goal will be to scoop out a smaller number of people who are actually hungry to have their problems solved.

The initial step isn't about directly taking a client from being just a random person looking at your marketing materials and turning them into a client. Your first step should always be to take the people who first respond to your ads (your prospects), and get them on your list. The primary purpose of being on the phone with someone that first time is so you can get their information, and put them on your database. This database of people is your contact list and its worth more than its weight in gold.

Without a database, you have no business.

One of the most carefully guarded parts of a successful personal training business is your database of contacts that could one day become clients. Notice that I'm not saying your current list of active clients alone. While an existing client is great, your contact database has a lot of future clients buried in it, like treasures on an island.

I'm always hearing about personal trainers who start out trying to get their clients straight out of their social and online ad's plus any other promotional material. They try to go about their marketing aggressively, but they forget that this isn't just about making a sale. We aren't selling pretzels here- we're working to build relationships with clients that may end up staying with us for years.

A relationship of that nature doesn't happen right off the bat, except for very rare cases. It's rather like expecting love at first sight when you meet your mate. Sometimes they need to see you a few more times than that before you start to make a full impression.

Another thing I see a lot with personal trainers is that I'll talk to them about marketing, and they'll mention that they "tried it once". That's great, except that trying it once is all but guaranteed to fail. A great example of trying something once and then giving up when it doesn't work is in fitness itself. Have you ever met someone who had one workout, and then immediately went back to their sedentary ways? Did this person experience a high level of fitness? Of course not!

Just as you don't have the option of simply working out one time and suddenly getting fit, you also can't just market "once" and expect to make much of an impression. You need to market yourself as much as you possibly can, and you need to contribute to it constantly, especially when you're first starting out. There is a time when you can allow your "brand" to carry you to a point. But by the time you get to that point,

I'll be reading your book in an effort to take myself to the next level. In other words, neither one of us has reached the level where we can just stop marketing our businesses!

You need to build what's called a "position" inside your prospects' minds.

How to Build a Position in People's Minds

In a very well written book called *Positioning: The Battle for Your Mind*, Jack Trout discussed the art of marketing from the point of view of finding a position inside people's minds. The term "positioning" means that through your marketing efforts, you get the general public to see you in a particular way.

Think about a product you like a lot. Say we're talking about Coca Cola, which is a brand known all around the world, even if it's the only English a given person knows. They know it tastes good, it's fizzy and refreshing, and they know that logo that has hardly changed in a long time. In other words, Coke is well positioned inside people's minds.

The most important reason for you to advertise your personal training business is to position yourself in the minds of your potential clients as an expert. When the general public knows your face and your name, this is a start. It builds credibility for you as a personal trainer, and as an expert in the area of health and fitness. Once you have yourself established to the point where people recognise you as a health and fitness expert, they'll be reasonably likely to listen when you talk about those kinds of matters.

Of course, positioning doesn't even come close to stopping when you're just dealing with people who haven't even opted into your database yet. That's just the tip of the iceberg, when you're mentioning what you do

and how you help people. Remember your USP, and practice it often. It has to flow out of you at a moment's notice. "What do you do?" If you can't answer that as easily as you can answer what your name or birthday is, you need to practice it more.

The best thing about positioning your business is, you don't have to be a huge corporation like Coke to position and market yourself effectively. While you might never be as big as they are, you don't need to be. You can actually do a lot of your marketing on a shoestring budget.

Marketing and positioning work all of the time. It doesn't matter what "the economy" is doing. There are always going to be people who have the desire to become fitter and the money to pay you to help them do this. And it doesn't matter when you write your marketing materials. Some of the best sales letters and website sales pages ever written, years or even decades ago.

The most important thing you have to remember is to get attention.

How To Get Attention

Starting out, you need to get people's attention. If that means you have to stage a stunt where you or someone you've trained does 500 pushups beside a major freeway during rush hour traffic and you post a video of it on YouTube, that could be an idea. Far crazier things have been done and gone viral. We'll talk about going viral later on, but the point is that getting attention is a crucial part of your marketing efforts.

If you aren't getting attention, your phone won't ring much and you'll have a little too much free time.

There are a lot of ways to get attention other than just staging crazy stunts and putting ads in magazines or on the Internet. You can offer

videos, free reports and all sorts of other things, in exchange for signing up to be a part of your mail or e-mail list.

Before we talk too much about how you can get attention, we should probably cover a very important question to ask first.

“Who has my clients before I do?”

Who Has Your Clients Before You Do?

Your future clients won't simply be born into the gym ready to have you train them. Right now they're out there in the world, doing all sorts of

*“Who has my clients
before I do?”*

things. Some of your future clients are in the tanning salon, while some are on the beach. Others are going to concerts, while some of them have spent half of today in the hairdressing salon. There are a ton

of different places where your ideal niche of clients are spending their time, while they quietly think about their fitness-related problems.

This is the best time and place to find them. In the study of the brain, scientists have found that there is a part known as the Reticular Activating System, or RAS. The RAS is responsible for seeking out what a person thinks about. Have you ever heard about how a group of a hundred people can all be standing around an auto accident, and all see different things, but all be right? That's the RAS in action. We seek out what we're thinking about, without even realising it.

A certain person will be sitting in a coffee shop and glance over at a nearby bulletin board, noticing nothing at all. But another person will sit in the very same coffee shop and look at the very same bulletin board, only to notice an ad standing out as if it were painted in huge

red letters. The barista didn't put anything funny in the coffee. This happens because a particular person wants what the ad is offering.

You get attention for what you offer by finding the people who want what you're offering and getting their attention. It doesn't matter if they see you on a billboard while they're out walking their dog, or whether they notice your business cards on a table in their accountant's office. Different groups of people with different needs are out there, waiting for you to snatch up their attention.

In this day and age, we are all being constantly bombarded by ads of every description for anything you can think of. The average person sees 3,000 to 5,000 different types of marketing everyday! If you're going to get people's attention, you are going to have to do a lot more than just pass out flyers and hope for the best. While you might end up getting some conversions that way, it's not targeted and it probably won't result in nearly the impact you can have through targeting a more specific niche.

One thing you are going to need to do is abandon any fear you might have of offending people with your marketing. If you aren't offending a few people and receiving some criticism, you probably aren't trying hard enough with your marketing!

Criticism means you are being recognised for actually doing something, and your name is getting out there.

While it's never a good idea to try to hurt people or to make inflammatory comments just to get attention, you should never be afraid of offending someone with your marketing. Without grabbing attention, you won't have any leads at all.

Commercials produced by major companies have known about being intentionally ridiculous for decades. While some commercials take

the tack of being refined and making the product and company sound amazing, some other commercials go out of their way to be outright slapstick entertainment. While you might end up chuckling and shaking your head at how stupid the ad looked, you do tend to remember these commercials.

Remember that a lead is anyone who might be interested in having you train them. Once they make contact with you, they become a prospect. Always be on the hunt for new sources of leads, and treat your prospects well once you've converted them.

Let's talk about a few ways you can generate leads.

How to Generate Leads

Generating leads is all about finding out where your future clients are, and speaking to them about how you can help solve their problems. If you know who the intended prospects are for your business and where they are, that is where they "hang out"; you need to consider what they want in their personal trainer. There are all kinds of different possibilities for this, but some problems to have solved are:

- How To Lose Weight In Less Time
 - Being Injury Free and Pain Free
 - How To Quickly Gain Muscle
 - Becoming More Flexible
 - Having Better Energy
 - Becoming Generally Healthier
 - Tone Up Butt, Thighs and Arms
 - Look Younger or Slow Down The Aging Process
-



I WAS OPERATING BY THE 'HOPE PLAN'!



Before working with Trainer HQ, I was operating according to the 'Hope Plan': cross my fingers and hope for the best! I'd been a Personal Trainer in a large commercial gym for about 4 and a half years and my average annual turnover had stagnated at \$60K.

When I joined the Trainer HQ Internship program, I realised my so-called 'business' lacked the strategic and operational foundations I needed to reach the next level.

Right from the get-go, I was given tools, strategies and support to implement powerful sales and marketing systems and processes which enabled me to define and attract my target audience. Two and a half years later, I have more than doubled my income and have two part time contractors working for me.

My income has remained steady throughout a global pandemic which has crippled parts of the fitness industry.

It's not only my income that's grown... My confidence has skyrocketed and I am far more resilient. The people I have worked with, the master business coaches at Trainer HQ and my colleagues on the business coaching program, encourage me to set bigger, more audacious goals. I really do feel like anything is possible!

I highly recommend Trainer HQ. If you want to take your business to the next level and are willing to invest the time, money and energy, you WILL succeed.

Sam Scibilia
Vitalita Health & Fitness

Each one of the above goals has a separate type of person who wants to focus on it. While everybody wants to have high energy, young men already tend to have that by default. Usually they're more interested in jacking up their athletic endurance and packing on muscle mass. However, fifty year old executive type men may have very little interest in bulking up, but may want to work on becoming healthier and losing weight.

You aren't going to want to talk to these two different groups the same way. You probably won't find them in the same places, and they probably won't respond to the same kinds of lead generation methods. A lead generation method is a way you get your message out to people, so they can respond to you if your services interest them.

You should always have at least five different ways to generate leads. The following is a very short, basic list of different ways you can generate leads, and some people who might be paying attention to those methods.

1. Create Content

To put it simply, content is king and the more you can stuff good quality content down the throats of the people that are hungry for it. If you speak their language and really touch them, their respect for you will grow steadily with time.

With your content, you can integrate your marketing message into everything you say, so you can sell without sounding like a snake oil salesman. Basically, you just build value and allow your customers to see you as an expert who can help them achieve their goals without any unnecessary steps.

2. Websites

A website might set you back some money, but every cent of it will be well invested. Getting your own domain name and having a designer make it look handsome will be a bit more involved than simply setting up a free blog, but it should still only cost you from few hundred dollars to a couple of thousand. For the amount of traffic you can generate and how well you can funnel in leads, you might make back everything you spend inside of a week.

3. Online Advertisements On Various Platforms

Here you have the ability to cater to the exact people who are your ideal clients, in their exact locality. Whether it's young mums who want to get their body back or busy executives who want to become more energetic and shrug off the stress of their jobs. While these are completely different target groups and might be found on different platforms, both are potentially lucrative if you can serve their needs effectively.

The Steps To Generating A Lead

Crafting a good advertisement basically boils down to three component parts;

1. Get people to contact you

Getting people to contact you is the most important part of any kind of ad. If your prospects don't contact you, you probably won't have any clients. It's rather like trying to drive across a bay when there's no bridge and there's no ferry. It just won't work. You get people to contact you through supplying your phone number, your website and your e-mail address. You don't need to have all three, and you may not

even want to overload people with all that information. But giving them an easy way to get in touch with you is what puts prospects in your database and food on your table.

2. Sell your freebie

Selling your freebie might sound a little strange. The reason I say you should sell your freebie is because you should be giving away something for free, as an enticement to your leads to opt into your list and become solid prospects. You don't need them to sign up for personal training today. Even if you just send them occasional helpful e-mails for a year or two, it's fine. In time, they'll most likely either buy or die.

***"Hey Mummy, Lose
The Baby Bump!"***

The biggest reason you want to get people to opt in immediately is because you want to qualify them. You don't want to waste your time or theirs if the person calling isn't

someone who actually wants to work with you. While most of the people who call based on your ad will be fine to opt into your list, there are occasions when someone isn't really interested in or lacks the means to pay for your offering.

3. Make an offer, with a call to action.

At least once during your ad, you want to make your offer. This actually works very well as your headline, because it tends to work on getting the person's RAS to notice it. If your headline reads

"Hey Mummy, Lose The Baby Bump!"

or

"How To Get Your Pre-Baby Body Back In Less Than 8 Weeks!"

a new mum is going to be way more likely to notice it and read the ad below it than would a middle aged executive.

First you target your intended audience, and put up a headline and a letter that gets them nodding their heads. Then you mention the benefits you can provide them with, and get them excited about what you have to offer. After that, you make a call to action. It can actually be as simple as “Call Now!” followed by your number, or a call to visit your website’s address.

***“How To Get Your
Pre-Baby Body Back
In Less Than
8 Weeks!”***

Treat your advertising space as valuable real estate. Consider what you can do with a real plot of land. You can build one house on it, or you can build an entire apartment complex there. Naturally, the apartment complex is going to provide you with a lot more income from the same space. So when you write your ads, write for maximum intensity.

That means you need to make your message very clear. If a sentence isn’t needed, take it out of there. If you start drifting back into trying to target more types of people, stop that. If a section doesn’t seem like it fits with your core niche, cut it out. And if you’re going to be running your ad in multiple different places, such as a group of magazines, try testing out slight changes to it.

Looking At Different Types Of Print Advertisements and Flyers

We are going to compare the two following advertisements, that we typically see personal trainers produce. Well, actually it's the first ad that we usually see more of. No doubt you do too!

Let's analyse the first advertisement – Tom's Personal Trainers

Tom's Personal Trainers

- We do strength training
- We do cardio training
- We do bodyshaping training
- We do outdoor training
- We have new equipment
 - We are qualified

\$50.00 per session.
Call 3254 7890

Here are some notable points about Tom's Personal Trainers advertisement, as it breaks many of the principles of direct response marketing

- It has no powerful benefit driven headline
 - The main body (and valuable “real estate” of the ad) is taken up with features as opposed to benefits
 - It states points that you would most likely expect; “We are qualified”. Well, I certainly hope my personal trainer is qualified!
-

- It states the price which can immediately cause a potential prospect to make a decision based on price alone
- It contains a limited call to action, and leaves the responsibility in the hands of the potential prospect to pick up the phone and call.

Now, let's look at the following example using the direct response marketing formula.

**Warning: Do Not Use A Personal Trainer
Until You Read This Free Report**

**Hiring the wrong trainer can waste
huge amounts of time and money.**
All Personal Trainers are not the same
– when it comes to your body – you
should know what questions to ask.
Call toll free 1300 XXX XXX **FREE**
report **“Insider Secrets on The
Fitness Industry”** or just go to...

www.RightTrainerForYou.com

Here are some useful points to note about this advertisement;

- It begins with a bold, punchy headline that could be considered quite contrarian and therefore invites the reader to want to find out more.
- Rather than asking for someone's business, it first makes a clear statement for the potential prospect to “not hire” a personal trainer “until you read this”

- The sub-headline is very clear and definite, indicating two very valuable things that people do not want to waste, that being time and money.
- It states that “not all personal trainers are the same” this frames the potential prospect to understand that there are different types of personal trainers
- The advertisement educates the potential prospect and empowers them in the buying decision “you should know what questions to ask”
- The toll free number with a voice recorded message enables the potential prospect to be able to call without the fear that they might be “sold to”
- Giving away a “free, special or bonus” report immediately positions you as an expert in your field. In addition to this, you are beginning the relationship simply by giving something away.
- Alternatively, the potential prospect can go straight to a website landing page that has been specifically set up to test and measure the response of this advertisement.
- You can see that this example follows the principles of direct response marketing which simply invites the potential prospect just to take the first step and that is to exchange their contact details for some free and valuable information that will be of great benefit to them.

If you would like to get your hands on some example flyers that have worked successfully for Personal Trainers, following the direct response marketing methods, simply visit this page; www.personaltrainersguidetowealthcreation.com/resources

The Value of Testing and Measuring

Testing is where you make the most progress with your marketing materials. Through testing, you can identify where you're doing well, and where you can still stand to do better. At first, you can experiment with writing headlines and copy you're fairly certain will appeal to your target niche. But over time, you can refine your marketing message to the point where it's a lead-generating machine.

When you first start to test, use several different places (such as several different magazines), and only change a certain section of your ad at a time. Start out with testing a few different headlines, and see which ones get you the most responses from the best-qualified prospects. Once you're pretty confident in your headline, you can start moving down the body of your ad and messing with things you might not be sure about.

Once you're confident in your ad as a whole, you have two options with it. You can let it be and start working on another way to generate leads while this channel brings in a steady stream, or you can be bold and try something completely different. Remember that sometimes "boring" ways to do something are actually the most useful, and just changing them to do something different can end up hurting your efforts.

Once you've got a few good strategies for generating leads, you also need to find a mentor. A great mentor is going to help you brainstorm ever better ideas, and will inspire you to keep reaching further. When you make six figures, you're going to want to find people who make seven. And when you make seven, you're going to have to look long and hard to find ever-greater mentors who are off the charts!

Remember that once someone is in your database, you have commenced a relationship with that person. I like to say that the people in my database will be there until they either buy or die. That means I'll keep

sending them occasional bits of my hard-won wisdom until they either opt out of my list, sign on to train with me or one of my trainers, or until they go to that big gym in the sky!

Let's wrap this chapter by talking about how to develop your lead generation channels.

A lot of people start out thinking that they have to do everything themselves. Remember that being a business owner involves hiring people to do things you're not good at, or that you'd rather not do. If you can hire someone to do the coding and designs for your website, a few hundred dollars can save you a lot of time and effort that you might be better off spending elsewhere. A great web designer is worth a fortune to you; so don't be afraid to invest.

You can hire a copywriter, both to create high quality content that will help your readers and so you can have your Search Engine Optimisation words and phrases ranking your business favourably online. When the search engines find you and people get high quality information from you, you'll be in-demand. When someone searches for word relevant to your offering and you'll be positioned as an expert in that area.

There was once a young football player who bought cheap shoes thinking he'd save some cash. As time went on, he developed debilitating shin splints that ended up sidelining him and costing him a fortune. He was paid to play, not to sit on the sidelines. But because he'd tried to go cheaply, he ended up losing out on a huge amount of money. Putting the money to the side, what hurt the most, was missing out on his full potential.

If you guessed that I was that football player, you guessed correctly. Don't make the same mistake I made.



Brad: LHS, Jason RHS. Brad and Jason met at the 1990 Mr Logan City Bodybuilding Championships – both 15 years old!



Brad – 1995 Junior Mr Australia.



Running the 'Bride To Brisbane' with Dexter



Mountain Biking



Year 2000 as the fulltime PT!



Brad loves his engine building work!

Brad & HP both received silver medals in CrossFit at the 2016 Pan Pacific Master Games



Squat cleans in 2018



Jason has competed in multiple bodybuilding shows, winning state and national honours.



At Kangaroo Point Cliffs In Brisbane. Jason taking the fastest route to the bottom.



The day that Jason was awarded his Black belt in BJJ under Dan Higgins



The Peak team.



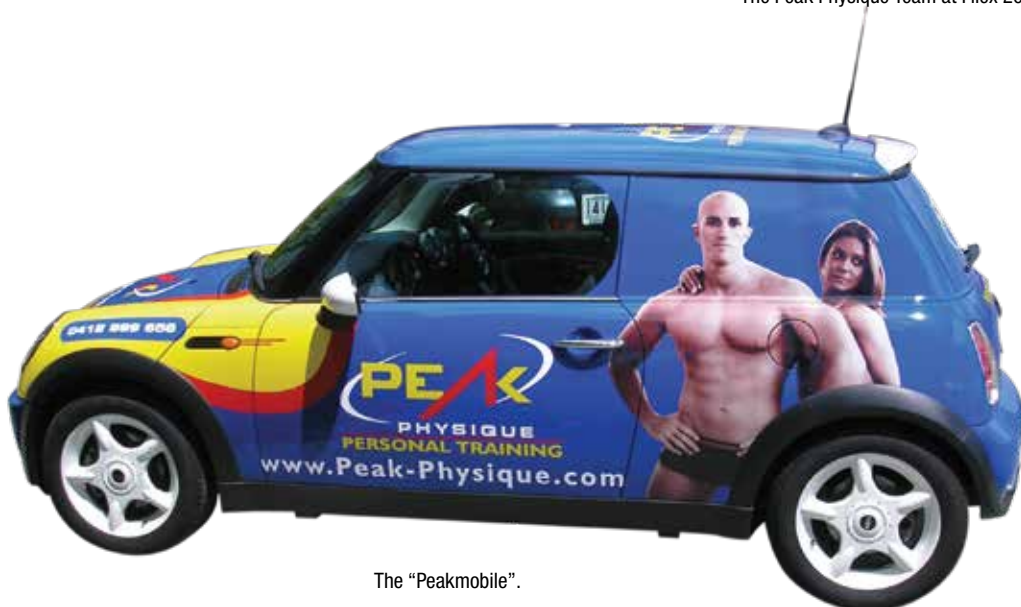
Fitness Professional Of The Year.



100km Cycling Charity Event.



The Peak Physique Team at Flex 2003.



The "Peakmobile".



Kangaroo Point stairs, one week before Dexter was born!



Cycling with wife Adrienne on the 2007 Tour de France for their honeymoon.



Living my best life with travel, family and fun!



Brad and Adrienne were engaged on top of Ayres Rock, 2006.



Brad and Sofia always having a laugh





Teaching a 3-day personal development course back in 2006. Notice there is no projector or Powerpoint used, just the white board and great story telling to keep the crowd engaged.

Co-presenting the 3-day Mental Tool Box Seminar with Paul Blackburn. This workshop was designed to hand people the tools to breakthrough any self-sabotaging roadblocks that hold people back from achieving their full potential in life.





Jason arranged a special event (fire walk) where they raised \$5,000 for Diabetes Qld.



Jason used to donate a day of his time every month at The Haven in Brisbane, which is drug and alcoholic rehabilitation centre run by Ozcare. Seen here with good friend and the Centre's manager, Patrice.



In San Francisco after being asked to preside over the marriage of his wife's cousin, Mark, and partner Kristy. It was an honour and one Jason will never forget.



Jason has done quite of bit of presenting and teaching for Harcourts Queensland over the years in the field of peak performance.



Jason's favourite toy ever. 'We have done many a roadtrip together and it's a great way to clear my head.'



Off to fly in an original Peter & Pole Plane with my great mate Andrew Carter.



Celebrating my 40th Birthday upside-down

Enjoying the fruits of business success



Family first

Mixing business with
pleasure in Bali 2019



Christmas 2019





Brad's presented at Filex convention since 1999

Our first seminar, March 2008



Jason delivering the goods



We simply love teaching!



Our business building workshops for clients on our business coaching programs!





One of our final workshops known as 'Create PT Wealth'



Content creation is king!



In 2019 we became known as 'Trainer HQ'

Brad presenting at our
Millionaires Retreat



Celebrating Trainer HQ's Entrepreneur of the
year and Master Coach of the year



EVENT

Ignite Your Ultimate Success Summit

We developed a program to assist others to overcome self-sabotaging behaviors and achieve the success they desire!

- ▶ 2012 Bali
- ▶ 2013 South Pacific Cruise
- ▶ 2015 Bali
- ▶ 2016 Thailand
- ▶ 2017 Bali
- ▶ 2018 Thailand
- ▶ 2019 Bali



1970's Disco theme in Bali 2015



2013 Cruise on the South Pacific



2017 theme night; Bogans, slags and scumbags!



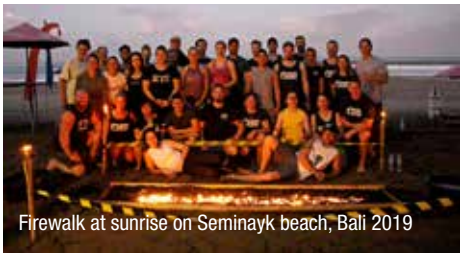
2016 In Club Med Phuket



Bali 2012



2012 Bali, our very first Ignite conference with the 'Bright and Tight' night!



Firewalk at sunrise on Seminyak beach, Bali 2019



Bali 2017



Firewalk 2019



Bali 2012



Club Med Bali 2015



The white party theme night!

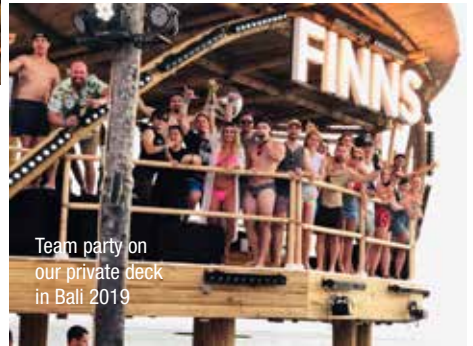
Superheroes in Thailand 2018



Pirates party, Bali 2019



Beach bootcamp in Bali 2017



Team party on our private deck in Bali 2019



Sporting heroes dress up, 2016



We ran our 8th Ignite event in Bali 2019



The black party in 2017

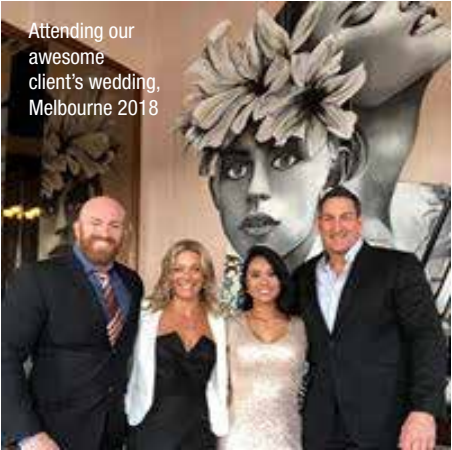


The white party, 2016

Lyn Stewart has been an amazing part of our team contributing to our growth and community. She reached 10 years service in 2020!



Recognised with our No.1 Best-selling book, published in 2012



Attending our awesome client's wedding, Melbourne 2018



Carlson Hizon - Entrepreneur of the Year
Ben Dulhunty - Mater Coach of the Year



**WE'VE BEEN
WITH TRAINER
HQ FOR 2 YEARS
AND WISH
WE'D STARTED
SOONER!**



My wife Leah and I have two children, we own a Martial Arts and Fitness business and live in Rockhampton, a big country town in Central Queensland where there is a lot of competition in a small rural area.

We were looking for help to grow and scale our business and Trainer HQ more than delivered. Jason and the team have helped us in more ways than we could have expected when jumping on board in the beginning.

They took what we had and helped us to improve and grow not just as a business but personally too!!

Trainer HQ took the time to understand who we are as a company and gave us the tools we needed to grow and get more from our business.

We have been with the Trainer HQ team for 2 Years now, and honestly, we wish we had made the jump sooner as we are now earning more and enjoying our business more while working less and spending more time with the kids.

I am really looking forward to learning and growing more from working with these legends in the future!

We wholeheartedly recommend Trainer HQ to everyone we know.

Brandt Cogill
Fitzroy Martial Arts/Fitzroy Fitness

CHAPTER 6

How to Attract a Hungry Swarm of Clients



How to Attract a Hungry Swarm of Clients

In order to attract a ton of clients, you need to offer them something of value, and move them down the funnel we have already discussed. Rather like you can't lift weights until you're actually in the weight room, if you don't attract any prospective clients you most likely won't be able to simply produce clients out of thin air. We're going to talk about lead generation and marketing in this chapter.

You might think we've gone over this kind of information in previous chapters. Naturally you'd be right about that, but this is information that bears repeating and expanding upon. Much like in karate training, you need to move up the grades one by one - the previous chapters have prepared you for this one. Here we'll start bringing together what you've learned so far into a solid plan.

Marketing is the most important part of your business, aside from your mindset.

Why Do Marketing?

Marketing is great for doing a lot of things. First off, it gets you more clients, which you probably already guessed. But what a lot of people don't recognise is how marketing brings in more qualified contacts and dramatically builds your database. This has the potential to make you a lot more money. All of this, in turn, gets you a lot more freedom to do what you want to do.

The underlying reason for your marketing is ultimately going to come down to your tastes and temperament. Why do you market? Is it really because you want to have a million clients? Is it because you've got a bet going with another personal trainer in your area, to see who can get the most clients in the shortest amount of time? Or is it something else entirely?

No one else can answer the question of why you employ the principles of marketing in your PT business. Only you can.

I can tell you why I market my services. Simply put, I value my freedom, and I love having the time to spend with my family on my terms. This is one of the major reasons I never took a job working for someone else. I just love my freedom too much to punch the proverbial time clock.

When you begin to market, you have to keep in mind why you do all of this. It isn't just because you have to be congruent with your marketing, and have it express who you really are. It's also because sometimes this is going to get tough, and it'll require some serious tenacity. This is a marathon, not a sprint. If you go into your marketing effort with your reason for doing all of this clearly in mind, it'll enrich your entire process.

So before you read any further in, I want you to stop and think about the kind of lifestyle you really want. What kinds of things do you have that you've always wanted? Where do you live, and where do you take your holidays? Get into that powerful frame of mind first, clearing out your stress, and approach this from a position of

“How can I get what I want the most, while satisfying my inner drive to help other people?”

“How can I get what I want the most, while satisfying my inner drive to help other people?”

Where to Market

There are 1,001 places to market, or at least it seems that way. There's online methods like e-mail marketing and social media, automated

texting and tweeting your latest brilliant insight, giving talks in public places, TV and radio ads, and completely old-school methods like business cards and signs. That list is only scratching the surface of how you can market yourself to the world and generate some leads.

Naturally, every type of marketing has its own set of rules. While a referring individual may be willing to refer people to you for a valued added special bonus that you are offering, a radio station that can play an ad you have created probably won't be keen on an idea like that. They would just want to be paid.

We'll get to some hard and fast rules in a little while, but for now just think in terms of common sense.

Positioning Yourself As An Expert

Every type of advertising medium has its own strengths and weaknesses, and you aren't limited to just using one medium. For instance, I'm going to use the example of the seminars I run to be able to deliver my information and sell to more than one client at a time. Now, to start with, I charge my attendees an admission price. They're paying for my experience and education. In addition to this, I have a person in the back of the room with a video camera and a link to the microphone.

As the seminar goes on, I'm not just talking to the live audience in the seminar room. I'm talking to people who haven't even heard of me yet. Somewhere in the world, there are a lot of folks who have yet to get to a point where they're ready to hear what I have to say.

However, some day they will be ready.

When that day comes, I'll have both a product ready to roll in the form of the videos made from my seminars, and a set of marketing snippets from those videos. If I make an especially witty comment or utter a particularly powerful bit of knowledge, I can have someone crop that portion out of a longer video, and then post it on YouTube or some such site. I may even have it posted on my own website, as it will be properly optimised for the search engines to find it.

Once I have my sample videos, I can distribute them to all sorts of places online, and get people interested from all across the Internet. We'll talk about the finer points of online marketing in a later chapter, but for now keep in mind that the Internet gives you lots of options for generating leads.

I can now rip the audios from the video and these become their own standalone products and podcasts. Following that, I will have someone transcribe the audio - that is turning the words I speak into an editorial, article or blog post. I have so far taken one talk and turned that talk into products that span three different mediums; video, audio and written copy.

Now, let's talk about the videos I can sell.

Let's pretend you're doing seminars and filming yourself to create videos. It's fairly easy to have a set of videos professionally edited so you look and sound your best, and so there's no wasted time. You can even edit them yourself with the most basic software. Once you have your videos edited together nicely, you can value them based on the content provided.

These products now become a further lead generating tool for your future presentations and training programs.

As people come to your seminars, you can give them a discount to bring a friend, or even just to refer someone to you. Even if the other person

doesn't come to the seminar, they can still end up as your client later on, which can provide everyone involved with a huge amount of value. For discounting one person's attendance to a one-time seminar, you've potentially gained a new personal training client who could last for years.

Remember, that it this just doesn't apply to seminars, this principle is applicable to your bootcamps, personal training sessions and 12 week body transformation programs to name a few.

When it comes to marketing, you want to mix as many different possibilities into your application as you can handle. You don't have to do them all at once, though. In fact, I'd recommend you start out doing one kind of marketing at a time, and expand outward from there.

Now that we've talked about some of the methods, let's get into how you can use the context of a particular time to market more effectively.

Use The Zeitgeist In Marketing

Another thing to note, above and beyond the specifics of how you market, is to use the zeitgeist. Zeitgeist is a German word that means the spirit of the season, and it applies in a lot of different ways. One of the easiest ways to do this is to use the time of the year to market your materials by marketing around a particular holiday or time of year.

When you use the zeitgeist of a particular holiday, you can target a particular group of people in a particular way. Do you know when the most popular month of the year is to sell self-improvement materials? If you knew it was January, very good. If you want to get started marketing anything, think about how you would go about it during the months of November and December, leading up to New Year's Day and the year people want to start off in a new direction.

Another way to use the zeitgeist is more personal to your clients. Think about the information you collected from your clients when you first got them into your funnel. One of the important things you got was their age, including their birth date. This is a great day to send them a card, call them or in some other way touch base. Since it's the start of their personal new year, it can be a great time to review their goals and see if they've changed any lately.

No matter if you market to people during their special occasions or more general holidays, just like everything else in life, timing is everything. Now that we've covered some places and times to market, let's talk about the process of marketing yourself.

How to Make Your Marketing Work

Imagine that an alien just appeared in your home, and for whatever reason wants some toast. If you had to guide this alien into your kitchen and direct him on how to actually make toast, you can imagine there would be some steps involved. Even if we assume that he already knows how to walk, does he know what bread and butter are? Does he know what a knife and a toaster are?

As you're already imagining, there are a lot of steps involved in making sure anyone does something correctly. Unless you want to do a lot of directing, you need to have some organised systems in place before an operation takes place in your business.

Remember when we talked about how you need to think of yourself as being a business owner, instead of just a personal trainer? Part of this process means you have to start thinking about your business as the type of entity that can work without your direct involvement. That means everything, including your marketing, needs to be systematised.



GROWTH TO AROUND \$8K-\$10K A WEEK IN THREE YEARS



The Journey so far

Hayley and I had a vision of a Beginners Fitness Centre.... No Mirrors... No Judgement No Intimidation No Gym Junkies.

It all started from One Room in our House while running a Lawn mowing Business at the same time

Starting with One Freebie client and growing rapidly the Beginners Fitness Business took over the house.

We sold the Lawn mowing Business and moved into a commercial studio within a Huge Building with 5 Other Businesses operating out of it and took on our First Member of staff in June 2017.

Fast forward to August 2020 and now with 20 staff members and taking over the entire building our Beginners Fitness vision has become a reality with the help of the Trainer HQ Coaching Team Jason, Brad and the crew.

Starting off taking in around \$500 a week has accelerated our growth to around \$8k -\$10k weeks in three Years!

This all took place whilst having my wife and I having a young baby at home while running the home business and Hayley having another baby in this 3 year period!

Anything is possible with the right team around YOU!

GO GET IT!!!!

Steve & Hayley Thompsen

Think about McDonald's. This is a business that is so thoroughly systematised; pimple-faced 15 year old kids can run a multi-billion dollar business. This is because everything in the building has manuals, which can teach anyone how to do just about anything necessary, from operating the deep fryer all the way up to assembling a particular type of hamburger. Nothing is left to the individual to figure out on their own, so it's super easy.

In the back of your mind, you should always be thinking about how you would sell your business as either a total operation, or as a franchise. If you sold your business, say through a public stock offering, your investors would need to know that it wasn't just you doing everything. And if you sold your business to other people as a franchise, you'd want them to be able to refer to manuals and other materials instead of having to call you every time they wanted to do something in the business. When the systems work well, they almost never need to call you for anything.

The first system you need to have is the one you personally follow. Since you're running your own business, you need to know yourself as well as you can, including how and when you work best. Every person has a particular time of the day when they're at their most creative. I personally like getting up about 4.00am, doing some exercise, and then doing something creative in the morning. But I know other people who are at their most creative in the early evening.

There's no right or wrong when it comes to your personal schedule. Experiment all you want until you figure out when you're at your most creative and productive. When you find out when that is, that's the best time to do your marketing. Once you do that, you can brainstorm.

To brainstorm, all you have to do is set a timer for five minutes. Then just free-write your ideas, and use a pen. This way you won't be tempted to erase anything. The idea here is to get unvarnished, unfiltered creativity,

because your creativity comes out of your subconscious mind. Trying to impose rules on it will only limit how creative you'll end up being.

What you brainstorm about can be your headlines, your places to market to people, and a bunch of other possibilities. In the beginning, all you're doing is spending some time and some ink, so let your creativity soar. Think all over the place, and get out all your crazy ideas. After all, some of those ideas might not be so crazy after all.

Once you've got some great ideas on paper, this is the time to starting paring down what you really want to do. So let's talk about the paring down process.

Paring it Down

First off, you want to choose a technique. Your technique comes out of your intended purpose. There are many different purposes, such as getting people's information into your contact list, making a sale directly, or just getting knowledge of your brand out there. Keep in mind that the marketing approach you'll use for one of these purposes will be far different than what you'd use for another purpose.

You can't do every step at one time. If you try to do this, you'll just end up scattering your energy and doing everything halfway. If you try to attract people into your funnel's e-mail list and make direct sales of your products or programs, you will have a very rough road ahead of you. If you try to get people to train with you straight up, there is a chance it most likely won't work very well. So choose what you want to accomplish with each piece of marketing material you put out.

Once you've figured out what you want your prospects to do when they encounter your marketing materials, you need to decide on where you're going to focus. Different businesses have different geographic locations they focus on. Are you targeting people in your local area?

You might target people in another city, or even in another country. It's important to pare down your options a little, because you need to focus on one area at a time.

While there's nothing bad about trying to conquer the world, keep in mind that it's best to either do exactly that or work to dominate your local area first. It's extremely difficult to do both of these things at the same time. When you choose a particular area, you can more carefully market to the quirks of that area's population. While you might think that marketing to someone in Southeast Asia would be the same as marketing to someone in Europe, the cultures are incredibly different. Trying to target them both at once could lead to some seriously misdirected marketing efforts.

A lot of solid marketing plans begin in your area, but not just your city. You could begin with an area with a radius of 5 kilometres from your location, and slowly expand outward from there. When I first started, I just worked in the city where I'd settled. But over time, I expanded outward, first in training people and then in putting on seminars. Now I travel all over the place, and my marketing materials have expanded and changed to reflect that I'm thinking further and further from where I started.

Once you have your purpose, your area and your technique selected, you need to figure out your target market. This is the niche I've been talking about all this time. Your niche is the people who you're going to be working to speak to with your marketing materials, wherever they may be. Keep in mind that at this point, you might discover that your technique and the ideas you have for this chosen niche just may not work for your intended market.

For example, you may have decided that your main techniques of

marketing your PT business will involve putting on a free seminar and handing out business cards, then providing a half-price training session to everyone who supplies you with a referral. This can produce an explosion of new clients, but it might work better with some types of client than with others.

For example, let's say you wanted to work with teen athletes. Since your real clients are their parents, inviting the teens to a free seminar would probably just bore them, and fail to sway their parents. Also, younger people tend not to take business cards as seriously as older people do. So your cards will probably just end up in the trash, or stuffed into a pocket and getting washed. Plus, since the teens aren't paying for the training sessions, offering them for half price in exchange for a referral wouldn't be much of a motivator.

The final thing you need to pare down is what you can offer a potential client if they train with you.

For example, you might offer a dozen different types of classes, and be certified in all kinds of ways to help someone get stronger and fitter. But if you try to put all of these things into your marketing messages, you're just going to overwhelm your prospective clients. They can't handle all that, and they'll tune it out.

Creating A Headline

One of the most basic parts of marketing is called the headline. This is designed to get people's attention, and it's the first thing people are likely to read in your sales letters. If your headline is boring, there's a good chance most people won't read it. However, if your headline says something your target client would say about their goals, you'll get their attention and they'll most likely continue reading your sales letter.

Which headline sounds better to you?

- a. “I lost 2.5kg in less than 3 weeks”
- b. “I got fitter and healthier”

Keep in mind here that you want to enter the conversation that is going on inside the mind of your prospective client. Although the words “fitter and healthier” are both great attributes to achieve, which one of the above headlines do you think may have more appeal to your target market?

If you guessed “a” then you were correct!

Your headline needs to stop people dead in their tracks, take them out of the trance they are currently in and have a total focus towards you and your message.

It All Starts With A Great Headline

Ideally, your headline needs to occupy 20% of the space on your flyer or advertisement. It needs to jump off the page and entice the person to keep reading. If it doesn't achieve this objective, then there is a very strong chance that it won't get read, and your business won't get noticed. That's the reality.

To make your headline better stand out, you need to camel back every word.

Camel Back? I hear you ask.

Camel Backing Is Simply Making Each New Word Start With A Capital Letter. You Can See Here How It Stands Out And Bids To Be Read!

Here are some examples of powerful headlines. Some are related to the world of personal training, some aren't, however you can clearly see why someone might just want to read on;

- The Boy Bit The Dog – you hear so many stories of a dog biting a kid right? If you read this one, I am sure you might just be curious to see what happened!
- Man Eats Own Head – I am not sure about you, but I would certainly be reading this one!
- How To Lose Over 11.4kg Of Ugly Unwanted Body Fat In Less Than 6 Weeks, Without Starving Yourself – whether or not you agree with the comment or think that it is possible is irrelevant, the question is, would someone continue to read? The answer is yes! We had one of the Biggest Loser Contestants in one of our seminars and when someone stood up and said that is absolute BS, the person from the Biggest Loser suggested that was a similar amount to what they lost in that same time!

Testimonials – Social Proof

The final thing you'll want to pare down is your testimonials. By that I mean after you've gotten testimonials, pare them down to their most important and best sounding parts. Just because someone is willing to write a page or two about how well they're doing after a year or two of training with you doesn't mean you should use all of it. In a lot of cases, you'll want to take out just the two or three best sentences, and make that into a testimonial.

All you need to do to get a set of 20 testimonials is ask every client you see during a week if they'll give you one. With nothing more than a camera phone, a pen and a pad of paper, you can take down a quick testimonial from everyone you train. If they're happy with how well you train them, they should be happy to give you a great testimonial and let you take their picture.

In some cases, you can actually write out a testimonial about some of the things you've helped an individual client to do, and then hand it to them to say whether it's okay or not. If they sign it, you can use it in your future marketing materials. Remember how powerful social proof is. Just get every testimonial to the point where it's three or four sentences talking about how you've helped this person to live a better life. If you write them yourself, you have a lot of control over that.

Let's look at a sample testimonial, and pick it apart. Depending on your marketing material you may want to use the entire thing or you may only want to remove the best snippet for some purposes.

Notice how he identifies himself by location, name and company. It's important to establish that this is a real person that you helped, and it's also important to provide some details. If you also include their phone number, that seals the deal. To let you put their phone number in your testimonial your client needs to be absolutely satisfied with how you've helped them.

Naturally, the benefits we provide personal trainers with are going to be different than those you provide your training clients with. The same ideas still apply.

“What do you want me to say?”

How To Collect A Great Testimonial

Typically when you ask someone to write a testimonial for you, they'll ask;

“What do you want me to say?”

Whenever you have a client who is happy with the training you're providing them with, you should collect a testimonial from them. The key point when you collect testimonials is to make sure your existing client:

1. Identifies themselves
2. Provides specific details about how you've helped them
3. Provides their contact information

The specific reason why your client needs to identify themselves, both by name and by their position, is to demonstrate that you help people in a particular group. Imagine that a prospect comes to your website and sees you training a bunch of young, well-built people who look like they could be a professional dance team or cheerleading squad. If the prospect is a 40-year-old accountant who hasn't exercised in years, it may seem like you don't work with people in their situation.

However, if your testimonial page contains the testimonial of a 53-year-old account executive whom you helped to lose 23kg, and who now feels about 20 years younger, that's huge. This is why identifying who is speaking in the testimonial is such an important component of it. You need to establish that this is a real person with a serious offering.

The next thing, as we brought up a moment ago, is that every testimonial needs to detail how you've helped this past or existing client. When you ask a satisfied customer to give you a testimonial, a lot of times they are going to spout off silly things like, "they keep me laughing and we have a great time". While that's certainly complimentary, it doesn't do anything as far as expressing the benefits you provide to your clients. As a matter of fact, it could distract from those benefits.

Every word in your advertising material, be it in on your website, a flyer or especially in your testimonial section, needs to express the specifics

of how you help people to get rid of problems they had in the past. If you helped them drop x amount of weight, great. If you helped them pack x amount of mass on their physique and helped them chisel up their beach body, splendid. If you've helped them feel as spry and energetic as a teenager, excellent. Just remember that the more specific you get in your testimonials, the more potential clients will be able to relate how you helped others to tackle the problems they have right now.

If you present a series of testimonials about people just like your prospects, it will make them more likely to see what you offer as beneficial to them. This comes from a concept known as social proof. Social proof was first put forward by a psychologist named Robert Cialdini in his book *Influence*. Social proof basically means that when other people find value in a person, activity or thing, they will be more likely to want to associate with that person, perform that activity or own that thing.

Another important part of the testimonial is the contact information. While you might initially be reluctant to include your existing client's phone number and/or e-mail address, this is a crucial step of the process. This makes it absolutely clear that this is a real person who, if asked, would speak very highly of your personal training prowess.

Now, will anybody actually call or e-mail your existing client? Almost never. Out of 10,000 people who come to the testimonial page of your website, maybe one of those people will shoot out a quick e-mail. The vast majority will see the contact information there, and it won't even register consciously that this is an actual, flesh and blood client. But it will register subconsciously. And as we already talked about, that's where most of our decisions are made.

Just keep in mind that your client can always make changes to the testimonial you give them to review, and make it their own. In most cases, they won't change much beyond a word or two. As long as the

testimonial still highlights how you've added value to your client's life, it will be a shining example of what you can do for any potential clients who see or hear your marketing materials later on.

The Anatomy Of All Marketing Materials

No matter what kinds of marketing materials you release, there are going to be a lot of similarities between these documents. There are eight things almost every marketing document needs to have:

1. Headline
2. Sub-headline
3. Mention of the pain or problem your target customer is facing
4. How what you're selling solves that problem, with the benefits spelled out
5. At least one testimonial to build social proof
6. A reminder of the pain to really hammer it home
7. The big Call to Action
8. The limitations on the offer

Headlines And Sub-headlines

Some people say that first impressions are lasting impressions. You have about a second and a half to grab your target customer's attention before they'll go right by your advertisement without even consciously noticing it. You have to hit the nail on the head immediately to get your message noticed in the first place.

Even the best ad copy ever written won't do you much good if your target clients don't think it applies to them or don't notice it. So you need to have a short, extremely active statement or question that directly applies to your future customer's situation. This is your headline, and it's the most important thing you'll put into your marketing materials because without it, the rest won't even be noticed.

After the headline, you should have a fairly brief explanation of what you're saying. Sometimes the sub-headline is the continuation of a sentence you begin with the headline, and sometimes it's a sentence in itself. Sometimes it isn't a sentence at all. You have a lot of flexibility here, so try many things to see what looks and sounds good.

You might spend almost as much time coming up with the right first two lines as you do writing the rest of your copy. With all the choices you have for how you're going to start out, it's not easy to figure out how you're going to reach out to your target clients.

Let's look at a classic example from the bodybuilding vault, the Charles Atlas advertisement where he promises to make you a new man in seven days. The ad starts off with "Hey Skinny!" If you're feeling too thin for your own good, this will draw your attention for a few seconds. It then follows up with "Your Ribs Are Sticking Out," reinforcing the point even more. If you were a guy who felt like he needed to bulk up, at this point you're going to read what this ad has to say.

When you write your advertising copy, spend plenty of time reading your headline and sub-headline. Read them out loud, really focus on how they sound. Even when someone's not reading something aloud, they can still hear it in their mind. How it sounds is as important as how it looks. Keep it quick, targeted and catchy. Take a risk while you're at it. Great advertising often isn't polite or politically correct.

Identify and Solve the Problem

If your target clients didn't have any kind of problem, they probably wouldn't go to a personal trainer in the first place. But they do have problems, and you can help them solve a few of them. Since you've been thinking a lot about what your customers' problems are, this is where you remind them of one related to their health, fitness or possibly how they look and feel.

Once they remember their problem and how much it bothers them, you come to the rescue with an explanation of how you can give them peace of mind, confidence and other powerful feelings. In the end, no matter how you physically help someone, the most important part is that you help them feel better. Get your potential customers to feel confident in what you'll do for them, and they will be primed and ready to respond to your offer.

The major thing about your solution is that the "how" isn't important. It's natural for you to want to share your wealth of knowledge concerning how you'll work with someone to learn their body's strengths and weaknesses, then tailor their plan and guide - and occasionally push - them through it. But that's not the exciting part of the copy.

You'll get people excited about what you have to offer by telling them that their problem will go away and be replaced by a better way of life. You'll make that young guy's flabby gut and mediocre arms disappear, and replace them with arms like Hercules and abs you could wash clothes on. You'll help a young mum go from feeling self-conscious about her body to leaving her baby bump behind and looking sexier than ever. You'll help someone who hasn't exercised in decades to feel fit, lively and more energetic than they can remember being.

This is the part of your copy where you need to psych yourself up before you write it. If you're excited by the prospect of what you can

do for someone, they'll get excited about how much you'll help them. This excitement is part of the fuel your customers need to take the step of getting in touch with you. But this isn't the only fuel.

Social Proof and Restating the Pain

Most people's problems aren't unique, and lots of others have suffered through the same things. You've probably helped a lot of people to overcome the same problems. The testimonial you got earlier will come into play here. Once you've polished it up and made it brief enough to really hammer home its points, you can put it right in after talking about solving your client's problem.

A testimonial makes you seem more approachable and builds your credibility. After all, you've helped out this other person, so you obviously know what you're talking about. At the same time, your testimonial makes you the kind of person your customers can talk to about their problems.

Now that you've built up some credibility, you want to restate the pain your future client is going through right now. This is your chance to remind them of how badly they're suffering and let them think about it for a moment. At this point, they're ready to make a move to contact you and start the ball rolling on solving their problem.

The Call to Action and the Limited Offer

A call to action is a request -- or even an order -- to do something. When your ad says, "This offer is available to the first seven people that SMS "yes" by C.O.B on Wednesday" you're issuing a call to action. You've built up a lot of feelings in your target client, and now it's time to give them an outlet for those feelings. If you don't, your ad won't accomplish what you've set out to do.

In psychology, there are these things called barriers. Some barriers are things or people who stand in your way. Some other barriers are just the feelings of “I don’t want to” that keep people from doing something they know will help them. In a perfect world, everybody would exercise a lot and eat high quality foods. We all know that isn’t the case, though.

A barrier exists every time someone has to actually do something. The first barrier keeps some people from being around your marketing materials in the first place. Another barrier exists if someone glances at your ad and the headline doesn’t catch their eye. These are good barriers, because those aren’t the kind of people you’re trying to reach. However, the final barrier is in having your future customer take action.

Maybe it’s making a phone call or maybe it’s clicking on a link, but you need to get your customer to take action as soon as possible. So you build them into a feeling of supreme confidence in what you have to offer. Then you give them a limited time to do whatever it is they have to.

You know you’ll be in business next week, and even next year. But you don’t want someone to read your ad and contact you months or years down the line. They’ll forget, they’ll get busy, or they’ll lose their incentive to do it. So you need to give your customers a short window of opportunity in which to act.

Infomercials are great at this. If you’ve ever seen a shopping channel where there’s a countdown until the product isn’t offered anymore, that countdown is there for a reason. With a countdown, there’s an incentive to grab this offer while it lasts. Sometimes there’s a gift thrown in, sometimes there’s a discount, and sometimes an offer is just made for a limited time. “If you call in the next 20 minutes” may not make any functional difference to getting access to a product or service, but it sure motivates people!

When you have all of these parts in your marketing documents, your conversions will rocket upward and you’ll have so many leads you’ll need to hire an assistant to handle them all.



BUILT A TEAM OF 2 PT'S FROM SCRATCH, IN UNDER 6 MONTHS



With the help of Lauren from Trainer HQ, I was able to build a multi-six figure per year business from scratch in a new location, in just 6 months. Lauren showed me how to put forward a proposal and helped me build a team of trainers.

Having the accountability of an expert coach, someone to ask questions and bounce ideas off has been fantastic in helping me grow a business. Doing group events with like-minded people such as the Ignite event in Bali event and the Millionaire's Retreat on the Gold Coast has helped with my focus, goals and personal development.

I'm now in my 2nd year on Trainer HQ's business coaching program and now work 1-on-1 personally with Brad Sheppard who holds me completely accountable to achieve my future goals and targets.

I was able to build a \$5,000 / week business in less than a year!

I would highly recommend the business coaching team from Trainer HQ, namely Lauren who has helped me so much and the 2 big guys (Brad & Jas) to anyone that wants to grow a successful fitness business!

James Trenow

Trenow Transformations – Bunbury, Western Australia

CHAPTER 7

How to Have a Killer Sales System That Converts 9 Out of 10 Prospects



How to Have a Killer Sales System That Converts 9 Out of 10 Prospects

Before we go any further with this chapter, I want you to read the word “sales” and admit precisely how it makes you feel. If you’re like most personal trainers, it probably makes you feel a lot of anxiety and pressure, and it might even feel like a dirty or dishonest activity. The old “hard sell” is everywhere in our society, after all.

The first thing every personal trainer needs to consider is that sales is not a slimy or a dishonest process at all. At its heart, sales is all about helping people to solve their problems. If you come at sales as a problem solver and work to help people with a particular thing they need, you will be successful at selling your services.

Do you absolutely know that you are a fantastic personal trainer, but the act of trying to convince others feels strange and difficult? It’s perfectly natural for most self-employed individuals. It happens to hairdressers and plumbers, and it even happens with personal trainers, notwithstanding the fact that personal trainers are putting forth a service that almost everyone needs. The difficulty is, some people are only partially aware of their needs. If you can guide them to a more appropriate level of self-knowledge, you can be extremely successful both in helping people to grow fitter and in earning a great income.

If you have any kind of problem with selling, ask yourself why. This is another example of your own mind getting in your way. If you believe you don’t deserve to make an income as a personal trainer, that’s simply a thought or a belief. Like all beliefs this is something you can change. If you believe no one needs a personal trainer, ask yourself how you could possibly think that. At any rate, all of the techniques we’ll be covering in this chapter will do you no good if you don’t see what you’re offering as something valuable.

When a person comes to you, they are acknowledging they have a problem. As a personal trainer, this problem is undoubtedly related to their health and fitness. Your potential clients are coming to you to help them solve their problems, and the better you can help them to do this, the more successful your sales efforts will end up being.

Benefits Versus Features

The first thing that many personal trainers try to sell is their list of features. When you're a personal trainer, your instinct is going to be to sell people by talking about your various types of certifications, how many years of experience you have, that you offer body sculpting, weight loss, cardio kickboxing, and all of that. While it's great to have a lot of knowledge and experience, this is not how people view their problems. It's surprisingly hard for the human mind to associate features with benefits, and people are only going to work so hard at thinking about how you will benefit them.

People do not buy features - they buy benefits. If you tell them about all of your features, it could simply go in one ear and straight out the other.

Remember that no one wants a personal trainer. They don't want to get sweaty, feel uncomfortable and spend a few days every week recovering from delayed muscle soreness. What they really want is to attain the benefits from training that you can provide for them, this being the 8kg of body fat they will lose, fitting into a new pair of jeans that are three sizes smaller and feeling great when they look at their body in the mirror.

If you can express a benefit you will provide for your potential client that they desire, you have basically made the sale. Sell benefits, and let features fall to the background.

Of course, finding out which benefits your client wants is a vital part of the process that you will need to learn and master. For right now, let's talk about the psychological process that goes on in a person's mind when they are considering paying you to train them.

First They Buy You

The first thing you sell is yourself. This is where you sell how you look, how you communicate and how you relate to other people. Before anyone will trust that you're a competent personal trainer, they need to respect you on a personal level and feel right with you. Your picture and the way you speak in your sales documents will help tremendously during the earliest phase of this. The best way to sell yourself is to use testimonials.

If you have a website you can put down why you're a great personal trainer. But coming from you it's just an ordinary ad. We all see a million ads every day, and we've all developed a thick skin against ads. A far better and more effective form of advertising involves the concept of social proof, which is demonstrating your value through the fact that other people respect you and use your personal training services.

During this early stage, you need your prospects to see you as an expert. How others see you is known as positioning and it starts the moment someone sees you or your ad the first time. For this reason, getting your prospect's e-mail address is your first step. From that point onward, you can send them all sorts of articles, videos and other mass-targeted information, and begin to position yourself in their mind as a fitness and health expert. While this may not garner you any immediate benefits, over time it will be very powerful.

A lot of people are not immediately sold on why they should use a particular personal trainer. For them, a little bit of indecision is going

to occur because of a concept known as analysis paralysis. Analysis paralysis is the state where a person, usually a person of high intelligence, sees a large number of options and is unable to act on any of them because they all seem to have equal validity. If there is no pressing need to do something, and there is a multitude of different options, many people will end up doing nothing.

However, if you keep sending this “on the bubble” prospect valuable information about how they can be healthier and fitter, there is a surprisingly good chance that over time they will start to see you as an extremely knowledgeable person in this area. Once that happens, they’re sold on you, and they will believe that you are a valuable professional in the realm of health and fitness. This is the launch pad of your sales effort.

Then They Buy Benefits

This is the stage where you work to express all of the great points about your reputation, the social proof through outstanding testimonials and the benefits you can provide to your prospect. At this point, you should have a boatload of testimonials that proclaim you to be the best thing to happen to the health and fitness industry since the invention of the barbell!

Finally, They Buy the Product

If this seems like it’s been a lot of work, that’s good. Remember that when you put up your testimonials and focus on being the ultimate solution to people’s fitness problems, you are setting yourself apart from a lot of other personal trainers. While it’s a lot more work in the beginning, the ultimate benefits to you in the form of ongoing, high value clients will be worth every second of your efforts.

Buying the product in this case refers to paying you to train them, preferably on an ongoing basis. This is the final component of making the sale, and it's also the one that requires the most finesse to do properly.

Now that we've covered how selling the product only comes once you have a firm foundation of social proof in your prospect's mind and have presented yourself as a highly competent expert, let's get into the elements of making the final sale.

Silly Things People Do To Stuff Up A Sale

Have you ever stuffed up a new sales appointment before? I am sure you have, no doubt we all have!

I am the first to stick my hand up to say that I have stuffed many up over the years.

Here are some classic examples from personal trainers that we have spoken to in our travels:

- They talk too much and don't shut up and listen – Ideally, you should be doing around twice as much listening as you are doing talking.
 - They see the prospect with \$\$ signs on their head – If you are rocking up to a new sales appointment saying “I really *need* this sale” this could really influence the way you behave and act. Our suggestion is that you turn up with the modest thought of, “I really *want* to help this person and do business with them. If they are the right person for me, then I look forward to influencing their life in a positive way” – you will notice that this simple change can make a huge difference.
-

- They talk logic and features – the opposite of logic is emotion. People will buy on emotion and justify with logic. If you are simply talking features (e.g. “we offer kickboxing”) then you might just lose them, you need to tie these statements in to what is in it for them!
- They go into “sales overdrive” when they are faced with an objection – Ever been faced with the possibility of rejection? Did that make you just give up? Quite possibly not! Be mindful of how you act and behave when you feel like this person might not be committing.
- Not learning to be relaxed when you need to be – if you tend to be nervous in these situations, sweating palms, clammy mouth or not knowing what to say, then our suggestion is that you learn the art of how to be relaxed when there is every reason not to be.
- They don’t ASK for the sale – Ever got to the end of a complimentary session in the gym and then said, “err, umm, errr, how was it”, “errr, you, um, think you might wanna, sorta, do a bit more”?
- They don’t follow up – you need to be building a database and providing people with top quality information. To describe the power of following up, we have had numerous instances of clients that have not signed up on day one, but have eventually signed up down the track. That has meant several hundreds of thousands of revenue into our businesses during the life of this client.



THE BEST COACHES IN THE BUSINESS!



Without a doubt Trainer HQ has the best coaches in the business. My expectations have been exceeded with the outstanding expertise, knowledge and support.

My group fitness membership has doubled.

My annual turnover is well over six figures, up 64% from my previous year with an extra \$47,000.

Not only has my business and profit grown, my personal development has soared.

If taking your business to the next level is your goal, then Trainer HQ is who you want in your corner as these guys have decades of experience and a genuine interest in growing your business.

Kylie Jones

GI Jones - Port Macquarie, New South Wales

How Much Does It Cost?

A lot of times, a person is going to either walk in your door or call you, and the first question to come out of their mouths is going to be something along the lines of;

“So, how much does this cost?”

If you give them a straight answer to this, you will probably never hear from them again. You have got to dance a little with your prospect. There are several very important reasons for this.

The first and most obvious reason is that to begin with your prospect has no idea what to ask other than your price.

You need to find out what they want specifically. There are dozens of reasons why a person may desire personal training services, and they aren't always immediately apparent. This is especially true over the phone. The more information you can get on your prospect's personal situation, the more effectively you can convey the benefits you can offer this person. If you just hand them a price, they can always just compare your price against the lowest-quality, most generic service they can find and go find it somewhere else. At this stage you're just a commodity like fuel.

Competing on price alone is a game where nobody wins. While the client may think they're winning at first, because they're spending less money per session, per month or whatever, in the end they really do tend to get less quality. This is the difference between buying by price and buying by value. If your prospect knows nothing about being personally trained, price will be the only thing they can think of to ask about.

Most people will not be thinking about telling you what their problems are to start with. You are going to have to provide a sort of verbal massage by asking great questions to get this information out of them. Ideally, you'll have paperwork in which you have a script of great questions to ask.

Another reason why you need to keep your prospect talking for a while is because when they first call, they have next to no psychological investment in you. If all they had to do was dial the phone and spend thirty seconds asking you one question, they could do that indiscriminately with hundreds of different personal trainers and have it mean nothing to them.

However, if you have a twenty minute chat with them, get their information, and schedule to meet with them and discuss both their specific problems and how you might go about solving those problems; this is a much larger investment. You're building value in your prospect's mind because you're showing an interest in them, and because you're being serious with them.

Remember that your main goal is to build a relationship with your potential clients.

The first few things you want to cover with your prospect on the line are:

1. Their contact information including their name, e-mail and mailing addresses and phone number so you can get them into your database and onto your mailing list.
 2. Where they got your information so you can test and improve your marketing efforts.
 3. What kind of exercise they have done before and what their goals are now.
 4. When they want to meet to discuss the specifics of training with you. Your goal is to meet with this person and discuss their needs, and then you'll form a solution to their problem.
-

The first thing you want to get, even if you get absolutely nothing else, is your prospect's name, e-mail address, phone number and physical address. You want to do this because even if they are not especially interested or "just browsing" today, you can take their spark of interest and ignite it down the road, but only if you build value up front.

Always keep the contacts on your lists aware of things they should know about keeping fit and changing their body shape. Never let them forget who you are, what you do and how much you can help them.

The next thing you want to make sure you have is information on how they got your contact information. This is a very simple question, and it can be used for a variety of purposes. First off, you want your clients who refer people to you to know how grateful you are for this service. Secondly, you want to be able to get demographic information on where certain people find out about you. Did they use a Google search, get referred by a friend, maybe landed on your website after clicking a link on one of your joint affiliates, from your social media pages, from the phone book, or some other source you may not have even thought of?

You might be generating leads somewhere you never even imagined, and you can refine your marketing efforts through asking where they heard of you.

Never underestimate the power of new sources of leads. You just never know where they might be coming from. And while you might initially think "nobody would ever use..." to find you, there are plenty of examples throughout history of companies and individuals who were shocked to learn where many of their best prospects (and highest value clients) were coming from. "Where did you find out about us?" may be a simple question, but it can be a serious driver of sales and profits as well.

After those two vital pieces of information are taken care of, you want to be sure you know what kind of training they want. Some people may want group exercise classes, while some others may want weight loss or toning up. Some others want to focus on being trained so they can lose some weight for a wedding, while other people may want to enter a half marathon or tone up their chest and legs. Other people simply want to look and feel their best. At this stage of the conversation, a fairly general answer like that is perfectly fine. Right now is when you decide whether you can or can't help them. Also, you need to start considering which of your personal training options would be best for them!

The fourth step, and arguably the most important one of all, is to ask when they are available to meet with you to discuss the specifics and learn all that you have to offer them. While this might sound a little bit presumptuous, it's a great question to ask in this way, for a very good reason.

First off, in any sales environment, you never want to grant an easy "No" to a prospect. If you let them say no, they will say no. No is an instinctive "knee jerk" response when a person isn't certain what to do. The underlying concept is that if all else fails, just doing nothing is generally pretty safe. If they really weren't interested, they wouldn't have called you in the first place. They are feeling some pain, and they do want to do something about it.

If you encounter any resistance to meeting with you, take this as a great time to talk about benefits. The benefits of an in-person meeting are that you can show them where you'll be training them, you can discuss their specific needs, and you can devote your full attention to them. Everybody knows how hectic it can get in the office, and a relaxed chat over a cup of coffee can be just the thing to properly focus on them.

In addition to this, you really need to spend the time, up front to find out what it is they really need. What are your client's concerns, fears and

frustrations? During this meeting, you have the opportunity to “explore” why it is that they are seeking help. Do not be surprised if you start to unpack a whole number of reasons for why they haven’t yet achieved the results they desire and struggles that they have encountered in the past.

When you’ve scheduled your meeting with your new prospect, it’s time to get the questions together. Once you meet with them, you want to be as organised as possible, and devote two thirds of your half hour meeting with them to discussing their specific needs, with the rest detailing the benefits you can offer them and discussing the specifics of payment and other concerns. The questions you ask should basically be:

1. Are you currently working with a personal trainer?
2. How often have you been working out, with or without a personal trainer?
3. What do you currently like best and dislike most about your workouts as they are?
4. What are your specific goals with regard to being personally trained?
5. Do you have any injuries or issues that could affect your training? If so, are they being checked on/treated by a medical professional? (If they do, do get in contact with their medical provider and check with them for what your prospective client can and can’t do – so you’re both on the same track and work in tandem with each other.)
6. If you could wave a magic wand, how often would you ideally want to use a personal trainer’s services?

7. What days of the week are best for you?
8. What sort of budget were you looking at for your personal training?

At this point, you should have something of a flow chart that details precisely how you can help your new client to achieve their specific fitness goals. From there, you should present them with your prognosis for solving their particular problems. You would do well to focus on the value you add to them, instead of just emphasising the price.

Unless, you go through this process of uncovering this essential information, in my mind you haven't adequately done your job.

If you think back to the personal trainer (I am sure you have all done it at one time or another, and maybe dozens or hundreds of times) that simply blurts out their price at the first question, the conversation can look like this;

Prospective Client: "How much do you charge?"

Personal Trainer: "Umm, err, it's \$50 / session and cheaper in packs."

Prospective Client: "I'll think about it."

Personal Trainer: "OK."

By using this strategy, you really are doing your clients a disservice by not first finding out what it is they really need, then providing a solution to their problems.

In my mind, it can be considered almost unethical to be handing out prices (a solution) when you have no idea of what the person's problem is.

Selling Packs Versus Programs

What a lot of beginning personal trainers do is sell “bundles” of training sessions. Say you wanted to sell your personal training sessions for \$100 per session. But if a client agrees to do a bundle of sessions with you, you knock a bit off of the price, so for 25 sessions they pay \$90 apiece, or \$2,375.

You have to decide if this is the right method for you, because some personal trainers love this cash infusion for a bundle of sessions and others don't. While infusions of \$2,375 are great today, in six months (26 weeks from now) that money is most likely going to be gone. But your client is still going to expect training. And then you're going to have to sell them another bundle, at a pretty substantial amount of money out of their pocket.

If you do this, you'll need to continually remake the sale. For instance, if your client trains twice a week, you'll have to sell them a new bundle every 12 weeks. Think about how many sales you'll have to make over the course of five to 10 years.

However, there is an alternative to that. We've found a better solution for everyone.

There are a variety of different payment methods you can use, but it's best to use a membership model. This way, they get x number of

training sessions per week, and they're auto-debited the right amount of money on a regular basis. It's neat for your accounting purposes, it keeps steady cash flowing in, and it's very convenient for your clients. One of the greatest three-word phrases in the English language is "until further notice". This means that your clients will be training with you continuously "until they decide to finish" which (provided you are doing a great job) can be years and years.

After all, you may be training someone for 10 years or more, and who can say how long you'll be training them at the beginning?

Keep your mind on the possibility of a client valuing one type of trainer above another regardless of price. We once had a man in his early fifties come in who hadn't done a bit of exercise since he was a teenager. Though he'd built considerable wealth, he was in terrible shape, and anyone with basic knowledge could have gotten him started on simple exercises like walking and basic free weight drills, just to get him moving and used to working out again.

However, as we walked him through the chart of different levels and trainers, he saw that I was charging \$440 per session, while my number two personal trainer was then charged at \$165 per session. He put it perfectly:

"For \$165, I may or may not show up. But for \$440, I WILL be there."

He demanded the top rated personal trainer being myself specifically, because he wanted, in his words "The Best". This client went by the value he would receive, instead of by the price he would have to pay.

"For \$165, I may or may not show up. But for \$440, I WILL be there."

Never underestimate the power of people who rank value over price.

To this day, he pays us quite handsomely.

If objections are a concern for you,

“I will think about it”,

“I can’t afford it”

or maybe

“I need to ask my partner”,

Once You Have Closed The Deal and Made The Sale

Remember that after the sale is just as important as before it. First, deliver some great info through an e-book, an auto responder email sequence with powerful information or something else of value like an actual physical product or thank you card. This will establish you as an authority and help them begin to feel good about buying from you.

You should also congratulate and welcome them, because a lot of the early part of building a relationship is in making your client feel like you care about them.

Also, be sure to remember the old sales saying of “always be closing”. You need to continue marketing to them in a subtle way so they feel they made the obvious best choice, and make sure they get your e-mail blasts. Also, ask for referrals as soon as possible. When a person first gets signed up onto a new training program, they are most likely to be spreading the word to everyone they connect with. This is the perfect time to offer this new client some type of incentive for a referral. When a new client appreciates what you can do for them they’re usually happy to send their friends and family to you so that everyone can receive the benefits.



I'VE GONE FROM \$500 P/W TO \$3,500 P/W AND STILL GROWING!



I have been a member of the Trainer HQ family since June 2018 and I've attended the Millionaire's Retreat, Business Building workshops, Ignite Bali, and the End of Year Workshop. Throughout all of these events the focus has been fantastic and I have been able to tap into my personal drive and power to achieve the success I truly want and desire.

I've gone from \$500 p/w to \$3,500 p/w and still growing!

This has made a massive difference to many areas of my life. I have a better relationship with my wife as we aren't constantly talking about money stresses. I have better relationships with my clients as I am able to provide a better service and environment for them to achieve their ultimate success.

The biggest impact has been on me personally. I've allowed myself to remain calm under pressure, to back myself in situations that I would not have done so before, and to be able to successfully run my business with minimal stresses.

Jump on board with Trainer HQ and attend everything with them that you possibly can!

Kris Mount

True Potential Personal Training - Leichhardt, New South Wales

CHAPTER 8

Build the Team, Live the Dream



Build the Team, Live the Dream

Do you know what a successful business looks like from the inside? No personal offense intended, but if you're like most personal trainers, you probably don't. I was the same way once, and I had to go through a terrible process of mistakes and ridiculously large amounts of frustration before I was able to figure it out. In this chapter, I'm going to expand on the lessons we talked about earlier.

You've already begun to think of yourself as a business owner.

Now is the time to make it happen.

A business is a system that works on its own. Think about a company like Microsoft. When Bill Gates first started the company back in 1975, he was the main guy doing the coding and making the deals with people. As time went on, he went from being the chief programmer to being both chief programmer and president. In time, he went on to just being the chairman of the board. Eventually, he left the company entirely.

Decades later, Microsoft is bigger than it's ever been before.

What's really cool is... Bill Gates didn't have any magical powers. And you can do something very similar to what he did with Microsoft with your own personal training business. The fact that it has systems in place with people to work in them means that your business doesn't need you. If you want a great litmus test of how solidly your "business" works as one, imagine leaving it for a period of time.

How long do you think you can go without interacting with your business, and have it still be around when you got back? If you go with the school of thought put forth by Michael Gerber in his E-Myth series, you should be able to go at least a year without any interaction with your business, and have it actually be bigger and stronger when you get back.

One problem a lot of personal trainers have, though, is that they don't have a business. They have a job that they own. And the acronym of the word Job (J.O.B.) stands for "just over broke." It's no shame to have a job you own - but there is a better way, and in this chapter we'll be discussing how you can actually bring that way into being. Let's start out with a very easy way to visualise your progress into being a wealthy, high-flying business owner.

Changing Quadrants

If you've ever read *Rich Dad, Poor Dad* by Robert Kiyosaki, you've heard about the cashflow quadrant. It's represented by a plus sign with four letters in the four corners of it: an E, an S, a B and an I. The E stands for employee, the S stands for Self-employed, the B stands for Business Owner, and the I stands for Investor. Each of these four quadrants requires different skills, and an entirely different mindset.

Robert's book *Cashflow Quadrant* goes into intense detail about all four of these different options. He puts a great deal of emphasis on the investor and business owner sections, since there's already a ton of material out there about being an employee or being self-employed. The quadrant actually has a nice path leading all the way from employee to investor.

To start with, a lot of personal trainers start off in the employ of someone else. It's a great way to learn the skills to do most anything. However, a lot of us don't like having our hours and our incomes dictated to us. Who is this boss to tell me when I need to work, or to put a ceiling on how much money I get to earn? That's why I became my own boss, and I suspect that's also why you did too.

So you became self-employed, and working for yourself has some great benefits to it. You can dictate your own schedule, and your income is

pretty much only limited by how much you want to work and how creative you can be with it. You're your own boss.

At this point, you have the option to move to the right side of the quadrant, and become a business owner. This is a great place to be, because a real business runs whether you're there or not. This can be a business with a dozen employees in it, or it can be a massive business employing a hundred thousand people, the way Google or Coca-Cola do.

When you are a business owner, you tend to take in a lot of money from the combined efforts of many people. You can then invest that money, and obviously become an investor. When you're an investor, your money works for you with someone else managing it day to day. Being an investor is a great lifestyle, because your money begins to multiply itself.

When I first started to be an investor, I realised how many different ways there are for money to grow. There's interest, real estate, intellectual property, other businesses to buy, and reinvestment into your own business. I've made some very good investments over time, including property that is growing at over \$4,000 a week! And while that's definitely good, there are even better investments out there I look forward to making.

The Reality Of Being Self Employed

As discussed, no doubt you left the job you once had where you worked for an idiot and didn't get paid what you were really worth.

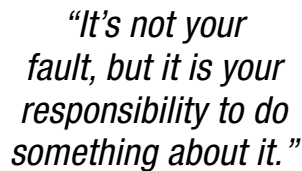
Let's talk a little more about being self-employed. When you're self-employed, it can be hard. While you do tend to feel liberated by the fact that you can do anything with your time, there is a good chance that

to achieve some degree of success, you may end up locking yourself into doing more and more. Your to do list begins growing, becoming downright massive, and getting everything done quickly becomes impossible.

There's a lot that can go wrong with this. For one thing, you can end up getting fatigued and making silly mistakes that you normally wouldn't ever make. You can end up losing your passion and energy to do things the right way. I call that the assembly line mentality, where you start just going through the motions. Of course, you can also tenaciously dig in and do whatever it takes - but you'll end up doing far more than 40 hour weeks. A lot of successful self-employed people work 80 hours a week, or even more just to keep up.

Suddenly, you're self-employed J.O.B. has taken over your life!

It's at that point in time that many people that have a self-employed J.O.B. come to the realisation that, yes, they did used to work for an idiot. However, the sadder realisation is that they discover they are working for an even bigger idiot!



"It's not your fault, but it is your responsibility to do something about it."

Themselves!

At this stage, burnout is approaching fast.

If you have been in that position previously, currently or could potentially see yourself there in the future, then we are here to tell you:

"It's not your fault, but it is your responsibility to do something about it"

When you build a business you move slowly away from being self-employed and work towards truly owning a business and ultimately being an investor. This is the essence of building wealth, and why having a team that functions without you is so vitally important.

While it's naturally your choice to work as much as you want, it can seriously hurt the quality of your life. Many people who work such long hours can end up hating their lives, because for them work has taken over their life. They created a ravenous beast that must be fed constantly! Ultimately, you can accomplish more by building a team than you ever can on your own.

It will never be possible for me to personally perform 200 one-hour personal training sessions per week. With a team of 10 personal trainers, however, it's a reality. Of course, building a team of personal trainers is just one of many methods for building passive income.

So let's talk about how to build a team.

Building a Team

Many people say that it's hard to find good staff. I have been fortunate enough to attract great people into each of the businesses I have created. This is not by chance or luck. It's definitely possible to find lots of good people, provided you have a strategy for doing so and a system that makes the process worth your time and energy. At this stage of the game, you might be feeling some mental blocks pop up.

When I first wanted to start building a team of personal trainers, I had a little voice inside my head that told me, I needed to get "x" number of clients before I worked on hiring a trainer under me. It just didn't seem right to hire someone when I'd only be able to hook them up with one or two clients. I felt like I had to have a huge number of them, maybe

enough to provide 25 hours worth of personal training sessions each week or more to make it worth my trainer's time.

What I was fortunate enough to learn (the hard way) was that this was the complete opposite of how I needed to think. I was fortunate enough to have the right mentors around me, and to be guided after many failed attempts. If I hadn't heard it from someone else, I might've never guessed it on my own. I needed to focus on hiring someone great from the very beginning, and then work alongside that person to build up a large, robust base of clients.

As much as you might be thinking that nobody wants to do that, a lot of personal trainers are perfectly fine to start at the ground level and work their way up within your company. There are a ton of places where you can find people who meet your basic criteria, which you should have clearly in mind. My criteria for a personal trainer who works for me are:

- 1. A passionate, driven individual who really wants to help people**

This is really the most basic component of a personal trainer who could work for me. If the person isn't driven to succeed, they'll just end up weighing down everybody around them. I like my life, and I like it a whole lot better when there are people around me who love what they do. If they're just in it for a paycheck, that's a bit too closed-minded for me. There's a balance between a love of helping others, being prepared to do whatever it takes and a drive to be well compensated that just can't be beaten.

- 2. A person who is open to continual growth and development**

Everybody is growing all the time. I found out a long time ago that you're either growing more open and more personally

empowered, or you could stay the same, which means in today's fast paced world, that you could be going backwards. I want to be among people who are open to every opportunity to grow and become better.

3. Basic certification and some training experience

It's important that a personal trainer be at least certified. Part of it's for legal protection and insurance, and part of it's to imply a basic level of knowledge. I also want people who are somewhat experienced. While they don't need to be 20-year veterans, they should have at least done their time "under the squat rack" as I like to say.

It's the 99 That You Don't Hire

I've found that the one person you hire is roughly as important as the 99 people you turn away. While you might think the people you turn away don't mean anything, they actually mean a lot.

The people you will initially attract are going to be people who are kind of interested. You don't want that low level of interest, though. You want people who are truly passionate, and who are genuinely excited at the prospect of working for you. If they aren't, they'll be mediocre on their best days. But if they are truly passionate and committed, they'll work incredibly hard for you.

The 99 people you'll end up discarding from every hundred that approach you looking for work start out in a funnel that's similar to the one you use in your marketing process to attract and filter your prospective clients. This funnel will save you a lot of time. Before I discovered how to use this funnel, I wasted a ton of my precious time messing around with people who were only okay, or who weren't even slightly suited to join my company.

Let's walk through the entire process you'd be wise to set up, so you can recruit people who are passionate about working for you. Once you have this system in place, your hiring will be time invested instead of just time spent.

The Trainer Funnel

The first steps are all about preparatory work. I wrote out a four page job description of what it's like to work for my company. This went onto my website, to a spot where interested potential personal trainers could come and read it. My thinking was if they can't read over four pages, they don't have anywhere near the level of determination and drive my business needs.

The second step was using a personality test, so I could determine if their temperament was right and up to the tasks ahead of them. Personality tests are great to determine the people that are interested in working for you because the tests let you see who this person really is without having to speak to them in person first. While speaking to your prospective employees is important to the final hiring decision, it isn't very important when they're early in the recruitment process.

Once I had these pieces of my website intact, I began directing personal trainers there. I want to get you thinking about finding your potential employees the same way you think about your prospective clients. You need to mentally ask who has your trainers before you do and where do they hang out?

Some of the answers are fairly obvious. A lot of gyms still have people who will come in and put on group exercise classes, and some of these people want to move upward into something greater and more lucrative. Other places, such as the training facilities where personal trainers receive their certifications, are also great places to prospect

for employees who are willing to both learn and develop under your guidance.

Speaking of training and personal trainers, I've noticed that a lot of newly graduated personal trainers leave college undereducated. Because of this occasional issue, I offer a program wherein a graduate from a personal trainer certification program may pay a fee to become an intern in my company. They sit in at our meetings, they train some of our clients, and they shadow our experienced personal trainers as a way to bridge the gap between "just simply qualified" to being "ready to train people".

There is every chance that a new employee that you hire and begin to pay to learn your methods and to accept your knowledge may not be as committed to the learning process as someone who pays to become enlightened with your wisdom and gain career insight by it. My interns that I have educated over the years have largely gone on to be exceptionally successful personal trainers in their own rights.

Let's talk about some places I advertised my employment offering, and then walk through the funnel so you can see what yours can look like. To start with, I went to various online job boards and posted a short ad asking for my key characteristics. Every trainer who works for me has to consider themselves above average, and be a self-starter with plenty of motivation and ambition. After all, what would a personal trainer be without plenty of personal motivation?

When I first began, I made a common mistake a lot of people make when they get into hiring others. I let my funnel act like a sieve by placing my phone number on there, and I waded through prospective employees day in and day out. I had initial meetings with lots of people, spent tons of time on the phone talking to people who were only slightly interested, and generally wasted a lot of time and energy accomplishing very little.



I WAS BARELY MAKING ANY MONEY AFTER PAYING GYM RENT



I've been with Trainer HQ for 2 years now and have never looked back. I came across the program during my first year of being a personal trainer, during a time where I was barely making any money after paying gym rent.

Trainer HQ not only transformed my business but my mindset too. With their help I've implemented numerous financial tracking systems, developed professional documents and contracts, worked on my emotional intelligence, and learnt how to not only be a personal trainer but a business owner too.

I've literally gone from \$0 profit per week to over \$2K per week, and have hired two trainers into my team, allowing me to work less and earn more.

Without Trainer HQ's help and belief in my success, I would not be where I am today. The friendships I've made and the experiences I've been a part of are priceless to me. I wholeheartedly recommend this program and being part of the community.

Olivia DiRamacca

Paramount Fitness - Wangaratta, Victoria

Remember that your initial ad seeking personal trainers isn't to hire people any more than your ads directed toward your potential personal training clients are to get them to directly sign up to be trained by you. Your personal trainer seeking ads are supposed to get prospective personal trainers to go to your website and complete the next two phases of the process - reading through the entire job description and filling out the personality test.

The beauty is, this part of the funnel will probably weed out half of the people who initially responded to your ad. They'll get part of the way through the ad and decide that this just isn't the offer for them, and that's fine. You just saved yourself hours of phone calls, reams of paper applications, and additional hours of face-to-face meetings with prospective employees who wouldn't have made the cut any way.

If they aren't especially interested in working for you, you've saved yourself some time. If they don't manage to get the personality test back to you, you've learned something extremely valuable about their personality without having to deal with any information. A person who isn't dependable enough to get their personality test back to me isn't the kind of person I want to work with anyway.

Once the prospective personal trainer has passed through this initial screen, I then meet them briefly to see if they're the kind of person I want to work with. At this stage of things, I'm not sitting in a distant office somewhere. I know all my personal trainers, I interact with them frequently and I do everything I can to keep them all working as a tightly-woven team.

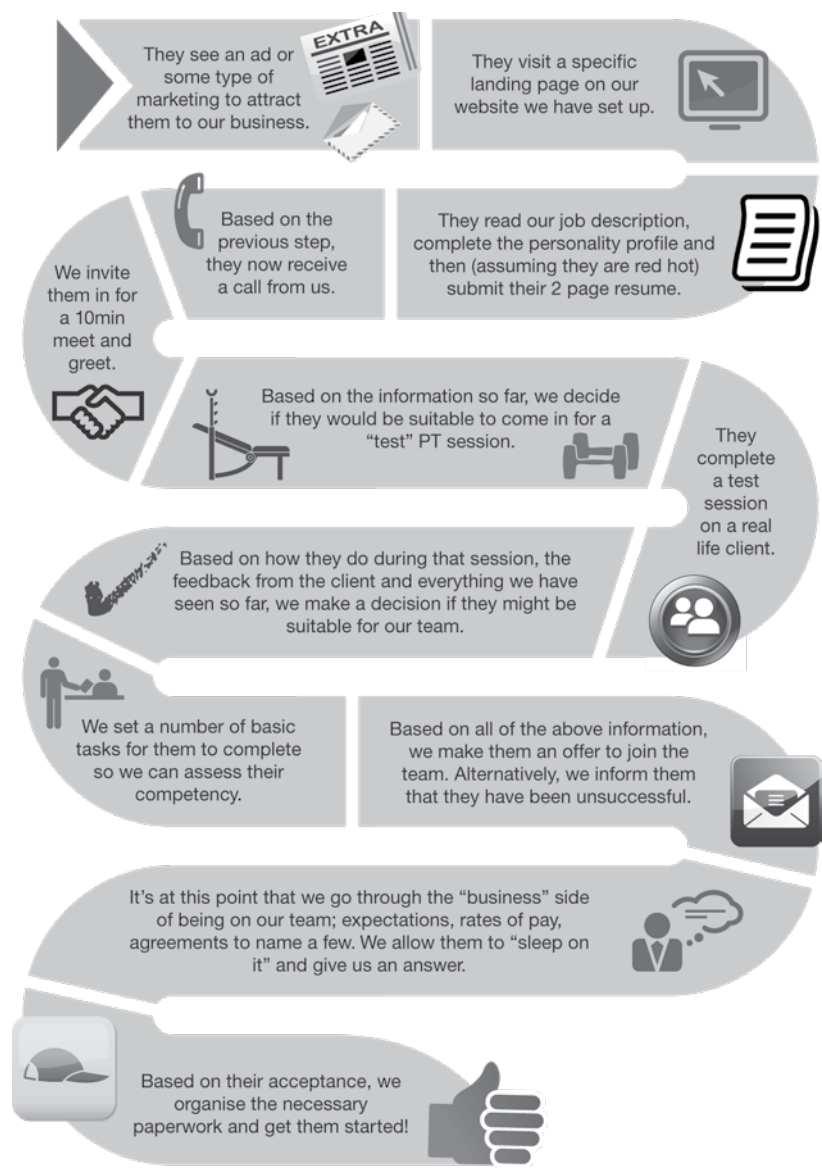
Once they pass this stage of the funnel, I have them train one of my special clients. I have a small number of long-term clients who know what I expect out of my personal trainers, and who allow the aspiring personal trainer to train them for free and give me their insights into this person's style. My client gets a free training session, and I get the perfect chance to observe the prospective personal trainer in action.

While this session is going on, I act like a fly on the wall. I might be doing my own workout, or I may be hanging around checking out their progress. Before the session begins, I explain that I may jump in at some point to offer pointers or make suggestions. You could call this the final exam for anyone who wants to work for me, because when I jump in and make suggestions, I observe whether the trainer actually adapts to them. Adaptability is a trait I value extremely highly.

Once the prospective trainer passes this section, the funnel has done its job. From there, they need only finish up some paperwork, including signing a contract agreeing that if they ever go off to start their own personal trainer company, my clients belong to my company. The entrepreneurial personal trainer may "purchase" the right to train a particular client on their own for a fee, which naturally varies based on the monetary value we place on a particular client.

Naturally, a client who we've been training for ten years is going to have a higher financial value to my company than someone we've only been training for six months. As well, someone who trains with us three days a week is going to be worth more than someone who only trains once a week. As you could easily surmise, a client who invests \$10,000 a year to train with us and has been with us for seven years will hold a lot more value than someone who invests \$5,000 per year with us and has only been around for one year.

The Flow Chart For Attracting A New Team Member



Once They're In

When a new personal trainer gets into my company and begins training clients under my banner, they begin with zero clients. The progress of the personal trainers on my team is a two way street. That is, they will be supplied with clients from our company, and through their own training and prospecting abilities they have the opportunity to advance. The advancement process isn't required, and several people have stayed fairly low on the totem pole for several years, because their level of ambition just isn't especially high. There's nothing wrong with this, either.

Every one of my team members is familiar with our team handbook. This handbook describes every procedure they need to follow, and outlines what I expect out of them. One of the most important parts is the compensation my personal trainers can expect.

An entry level personal trainer in my organisation starts at what you might call the bottom of the ladder. We call it the "Team Rate". In my business, most people go for a direct debit for their personal trainer session, so to be trained by a personal trainer at our "Team Rate" it's currently \$69 per session. With this model, the trainers we had working for us were getting paid approximately \$25 per 45 min session.

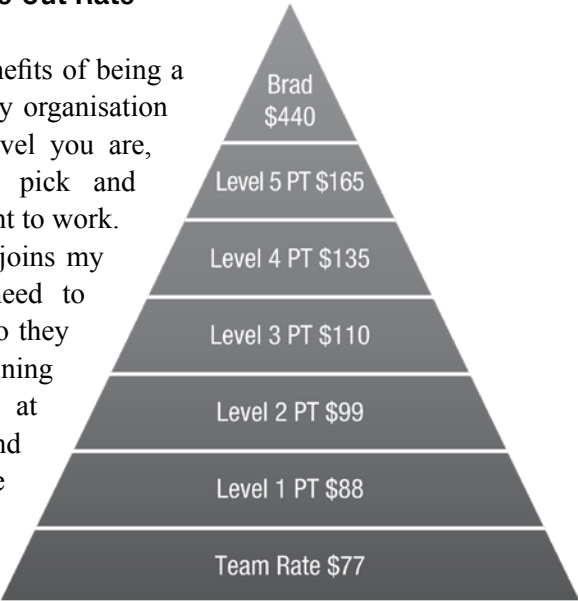
However, a lot of trainers don't want to just make \$25 per session with an option to make more if they work a certain number of hours per week. If a given instructor fulfills a list of requirements they can reference at any time for a long enough period, I promote them to a personal trainer Level 1. This comes along with a larger hourly rate, without a requirement for a certain number of hours per week. Above Level 1 are Levels 2, 3, 4 and all the way up to a Level 6. Level 4 personal trainers currently make \$80 per hour, and we had one team member who rose to the level in less than 3 years.

Charge Out Rate For Personal Training Team

The table below represents an example of the model that we successfully used in our personal training business. The pyramid nature of the diagram represents the volume of personal training sessions that are being conducted. Therefore it is safe to say that there have been historically more personal training sessions (and clients) at the entry level investment options and of course an inverse relationship exists where there are less personal training clients engaged in the larger investment options.

Diagram For Charge Out Rate

One of the major benefits of being a personal trainer in my organisation is that the higher level you are, the more you can pick and choose when you want to work. When someone first joins my organisation, they need to structure their time so they may initially be training clients for example at 5.30am, 12 noon and 7.30pm on the same day. Generally, when a personal trainer starts



out they tend to have the most challenging schedules. Eventually as they become more experienced and more in demand for service, they have the ability to clump their time. However, I want them to immerse themselves in their job to start with, and give it everything they have.

Early on, I fell into a trap a lot of people fall into when they first start to hire people. I went through a phase where I figured I had to pay as much as possible, so my personal trainers would stay on with me. I've also been in a phase where I didn't want to pay anyone anything special, and tried to lump everyone into the lowest pay grade.

Both of these methods do not work very well for several reasons. For one, some people don't have the ambition to really earn a higher income. For another, some people are dripping with ambition, and want to earn as much as they possibly can. Thirdly, if everyone besides myself earns the same amount, there just might be no desire or drive for my staff to improve themselves. As we discussed earlier, if I'm the only trainer that stands out from the "commodity" personal trainers below me, I'll just wind up being busy again. In my company, we reward people who work to push their skills to the next level.

Of course, I don't demand so much from my people without giving them all the help they need. Just as their ambition drives me onward, I help them in turn. Frequently we'll assign one of our personal trainers to attain a level of expertise in something specific, so they can become our expert on a particular area of personal training or niche and teach the basics to the rest of us. This is one way I help my trainers to enrich both themselves and my company.

Another way I help them get better is by running successful meetings including personal development, professional development and business development training. A lot of people never think through this, but no meeting is going to be successful without having an agenda. In my meetings, we all set out to accomplish things that will enrich everyone involved. Sometimes we hire out a bus, go on a natural adventure and finish off our day by throwing back a few beers. I treat my team like family, and work to develop them to the pinnacle of their abilities.

Naturally, you have some responsibilities as a boss. You need to keep educating your team, because they need to keep learning and improving their skills constantly. As well, you need to keep your own knowledge and skills in a constant state of improvement. To be a leader you have to be a lifelong student, because you'll spend a lifetime figuring out how much you still have to learn.

As well, you need to focus on team building. After all, many people don't want to go it alone. So you need to have a purpose with your business, and focus on the business itself. As the boss you have to think ahead, both to where you want your business to go and what potential opportunities exist.

If you want to be a personal trainer who owns a successful business and makes over \$100,000 per year, you need to focus on hiring personal trainers. With a group of personal trainers under you you'll be able to make more and do more than you ever could alone. Of course, to have a team under you you'll need to make sure you have a well-documented system to guide them, and be discerning about whom you hire. Your employee funnel is as important as your marketing funnel because your employees can make your business.

Once you have employees you need to keep sharpening the saw as author of the *7 Habits of Highly Effective People* Stephen Covey would say. You need to keep them learning and improving, and make sure you're always pushing the envelope on how much you improve your own knowledge in the professional, personal and business development areas. Provide the opportunity also for your team to grow by sending your staff out for additional training, so they can become experts and enrich your entire team's knowledge, and help create a better business.

To put it simply, grow yourself, grow your people and grow your company.

We have had numerous personal trainers that we have seen through our mentoring programs make well over the \$100,000 per year mark, however we have also been privileged to see a large numbers of personal trainers make over the \$100,000 per year mark passively! That's right, the ability to earn over the six-figure mark without ever having to train a single client again!

How does that sound?



IN ONLY 6 WEEKS - A REVENUE INCREASE OF \$1,620 / WEEK!



We were at a standstill in the business and needed something to get us back on track with some accountability around our numbers and marketing strategies.

Our experience with Trainer HQ has been informative and extremely enjoyable. The initial setup with Brad gave us a “wake up” call with regards to our lack of accountability around our numbers. It also helped us to implement systems to keep us on track of everything down to the dollar.

In 6 short weeks on the program, we have increased our weekly revenue by \$1,620 with the help of Trainer HQ's guidance around marketing, lead generation and financial tracking. This has made a huge difference in our lives and the business!

We expanded our gym to a bigger premises with significant overhead increases 6 months prior to starting with Trainer HQ, and subsequently we found ourselves struggling financially.

However, within just 6 weeks of starting the program, we have now diminished the financial stress and we are now taking home a comfortable weekly profit.

Update: 9 months into the program and we've had a weekly income increase of over \$3,500 / week. When we commenced the business coaching program we were making roughly \$4,000 / week and now we are just over \$7,500 per week. At the same time we've both halved our hands on 'PT' hours working in the business.

We highly recommend Trainer HQ's business coaching program.

Ben Loxley & Ryan O'Grady

Complete Body Health & Fitness - Toowoomba, Queensland

AUTHORS FINAL WORD

Here Are A Few Of Our Parting Tips To Unlock Your Full Potential In Business

1. Educate yourself about how to make your business and money work for you. Study and get around those who have mastered or achieved what you wish to. Join a mentoring or coaching program like the one *Trainer HQ* offers to accelerate your success.
2. Set financial, business and personal goals to give yourself something to strive towards. Something to consider when doing this is: If there is not enough desire or you don't want it bad enough, chances are you won't achieve it. Be very clear on what it is you want and why? Even if you achieve something and turns out it wasn't what you actually wanted, you would be in a way better position. Not to mention the personal growth you will receive and track record of making something happen.
3. Understand that it's not about the money. It's about your ability to grow and develop as a person. You'll learn a lot about yourself during this process and you are going to need to become different in all aspects of your life to succeed.
4. Start making changes and take action today. In order to move towards your business, financial and lifestyle goals, you will need to act and it doesn't matter how small you need to make the steps, just start.

Jason Urbanowicz & Brad Sheppard

ABOUT THE AUTHORS



Jason Urbanowicz

Jason Urbanowicz was a struggling Personal Trainer getting frustrated with earning a measly \$17,000-\$20,000 per year! Then something amazing happened... he was introduced to some strategies and methods that helped him break free of his limitations, which turned his business and life around.

In less than 12 months he had earned over \$120,000 AND was only worked 20 hours per week.

The following year he had more than doubled that again and it hasn't stopped. Witnessing other trainers frustration and limitations with the business side of things, he decided to take action and provide them with his system for success.

It was around this time that Jason joined forces with good friend and Australia's highest paid Personal Trainer, Brad Sheppard. Trainer HQ was formed in December 2007 and they have educated thousands of trainers in how to boost the profitability of their business, whilst living the lifestyle of their dreams.

Before Trainer HQ, Jason was a partner in a Multi-Million Dollar Personal Development Company, so he knows firsthand what it takes mentally, emotionally and intellectually to go from struggling, to running a multi-million dollar business.

Today, Jason is one of the Directors and presenters at Trainer HQ and continues to teach workshops to thousands of trainers around the world. He is the co-author of two best selling books and an International Speaker.



Brad Sheppard B.Ed (Phys.Ed)

From the day that Brad started lifting weights from his home gym at the age of 12, he knew immediately that he was going to somehow make this new hobby part of his life.

By the age of 15 he was entering bodybuilding competitions, writing training programs and diets for friends and family and dreaming of how he could make this his career.

Whilst the other teenagers were eating meat pies for lunch and riding skateboards in the afternoon, Brad was passionately hitting the gym after school everyday and eating tuna and rice each day for lunch!

Being crowned the 1995 Junior Mr Australia bodybuilding champion at the age of 21 and studying his Bachelor Of Human Movement Studies gave Brad the confidence to launch his personal training business in Brisbane.

And he thought he was going to kill it! As the newly crowned Junior National Champion, he (wrongly) assumed that he knew it all!

The reality was very different...

“In the first 5 years of running my fitness business, I really struggled. I had no idea about business, I had no systems or processes, I had no knowledge on how to attract clients and when I got them in front of me, I would discount or do whatever it took just to sign them up”

“I was on a roller coaster, and sometimes it was going OK, but many times throughout that 5 years, I simply wanted to quit, because I was failing”

Then I was fortunate to meet my first Business Coach. My first mentor, someone who could show me that there is a different way to do things. Although I had become good at the 'technical' side of being a PT (training clients and getting them into shape), I really sucked at the 'business' side of things.

Brad spent the next few years obsessed with developing business systems and working on himself personally, overcoming self-sabotaging beliefs on what was holding him back from achieving the success that he desired.

The end result of this training, education and coaching meant that by 2003 Brad had built Brisbane's biggest and most successful Personal Training team with 13 Personal Trainers conducting over 200+hrs of PT every week via 45min sessions.

By 2006 Brad was Australia's highest paid Personal Trainer, commanding \$440 / session! That same year, Brad won the Queensland Fitness Professional Of The Year title.

In 2007, Brad was approached by his long-term mate Jason Urbanowicz (they both shared the bodybuilding stage together at the age of 15 at the 1990 Mr Logan City Bodybuilding Championships) with the idea of educating other Fitness Professionals in the areas of both Business and Personal Development.

Early 2008 the first Trainer HQ Business Mastery Program was launched.

Brad is the co-founder of Trainer HQ, Australia's largest Business Coaching and Mentoring program for Personal Trainers. Brad has taught thousands of Personal Trainers Internationally the methods on how to earn \$100,000 or greater whilst working 20hrs or less per week.

Brad is the co-author of the best-selling book “A Personal Trainer’s Guide to Wealth Creation” and has delivered over 500 live presentations at events including Filex, Network, PT Pro and the Trainer HQ Summit to name a few.

Brad is a highly sought after business and motivational speaker and is passionate about creating a more professional fitness industry by volunteering his time on the REPS council of Fitness Australia.

Brad and Jason celebrated 10 years of business at Trainer HQ in 2018 and reflected on the thousands that have come through their educational platforms, attended their seminars and gone on to join their Business Coaching and Internship programs.

What juices Brad is to not only see the amazingly profitable businesses that they have coached others to create, including six-figure, multi six-figure and seven-figure incomes, but also the ripple effect from the number of lives that have been positively impacted in the process.

Brad lives in Brisbane with his wife Adrienne, his beautiful kids Sofia and Dexter and Camilla the French Bulldog!

What It Takes To Find Financial Freedom As A Personal Trainer

If you have ever dreamed of having a successful Personal Training Business, then Pathway to Profits will show you how to achieve an extraordinary business that will give you the lifestyle that you not only desire but also deserve. International Authors, Entrepreneurs and Fitness Experts Jason Urbanowicz and Bradley Sheppard share their secrets on what it takes to be the best in an easy to read, step-by-step guide, on developing a profitable Personal Training company.

YOU'LL LEARN:

- ▶ **To overcome self-sabotaging beliefs that can roadblock your success.**
- ▶ **The mindset of getting paid a Multi Six-Figure income as a Personal Trainer, doing what you love.**
- ▶ **How to consistently attract a hungry swarm of clients to your PT business.**
- ▶ **How to take the sales out of selling and convert 9/10 leads into long-term cash flow.**
- ▶ **How to build a team of Personal Trainers, enabling you to work less hours and earn passive income!**

"This is the most powerful, persuasive and practical book on creating a successful personal training business that you will ever need. It is a must-read for any Personal Trainer that wants to turn their passion into a successful business."

Brad Sugars – CEO ActionCOACH, The World's Largest Business Coaching Franchise with over 1000 coaches in 26 Countries and Author of 14 Books.

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ISBN 978-1-922118-05-9



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