

FITNESS BUSINESS LEVELS & PT BUSINESS LIFECYCLE

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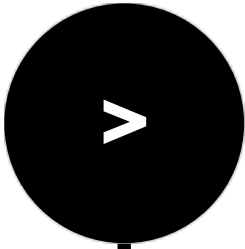


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wanting efforts to evolve and be more"*
~ Joshua Haswell

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Fitness Business Levels & PT Business Lifecycle

"A transforming business requires your wanting efforts to evolve and be more"

~ Joshua Haswell

Before we get into this session, I want you to think about this since I believe it to be of the crucial to understand!

When most coaches talk about goals and what you want to achieve etc., this is often talked about when your perception of what is possible is only limited by your ability to see the bigger picture. Like how asking someone who has no understanding of how to do something to do it. Imagine asking a person who showed an interest in building a table as their first home project, who has no carpentry skills, to go on and then build a house? It will seem utterly impossible.

"Impossible > I'm Possible."

You need as a business and personal trainer to see what is possible so you don't become stuck inside your self-made square of limitation. You want to be outside that square to you know what is possible.

"Think outside the square."





It Can Happen

If the future me visited the past me and said, "Joshua, at the peak of your personal training business you will have 7 locations, 16 PT's, 1 Manager and Assistant generating close to 7 figures", I would have laughed at the future me and said 'whatever mate'. Since back then my goals were to make \$2000 - \$3000 a week (above average income) from me personal training. The concept of having staff seemed like an impossible and unachievable task.

Not knowing where to start but having a father who was obsessed with reading and education he persuaded me to get myself a mentor to guide but to expanded my personal understanding of the unknown. It took several months to let my confidence grow and believe in myself but soon my perceived limitations disappeared, my beliefs expanded, and the success of my business surpassed even my mentor's expectations.

Now as a mentor to you and to everyone reading this I want to help expand your understanding on the possibilities of how you can build your business. We shall be going over the various levels of a personal training business, financially what that business could look like and what components they can entail.

From this, you can then decide on the level of a PT business you would like to run and implement, then set goals to lay the foundation to achieve your vision of your future business.

“Having a goal doesn't make you successful. What does make you successful is in the execution and continuing until you achieve that goal without giving up.” ~ Joshua Haswell



1-9

Understanding the Fitness Business Levels; 1-9

If you have secured a 'job' where you are paid hourly by gym or studio, then you are classified as an employee. Meaning you have secured a role at a gym where you receive income from personal training, gym instructing, cleaning duties, orientations, or being a staff member.

Speak to the manager or owner to see what steps you need to take to be a rental trainer. Once you're a full-time rental trainer, you can then take control over your business and grow it to any level you desire.

Why? Well to move up levels in your fitness business you need to be self-employed, where every action you take directly affects your business. Most self-employed Personal Training businesses are when you pay rent for the location; at a gym/studio, or pay a fee to train clients at that gym/studio, and or a percentage of your personal training session to the gym/studio. Remember if the gym pays you hourly, then you're an employee, not a business.

****NOTE:** The \$ dollar ranges below are just an indication of income levels you may achieve if you execute everything correctly for your business. Income at the end of the day is the base indication of how successful a business potentially is. After coaching personal trainers on this for many years now, you should note that even if you're a personal trainer who's been training for ten (10) years and only makes \$400p/w you're still a beginner hobby trainer.

L1

I've decided to start Personal Training – Level 1

Personal Income: \$0-\$500 a week.

Classified: Hobby

Roles: Personal Trainer / Everything

Everyone will start at some point of time in their business. You're a personal trainer who has just qualified or starting your business from scratch. The primary focus here is to secure between 5-10 paid sessions and use our marketing strategies to grow your paid client's to lock in your income.

At this stage of development, it's critical to focus on initial sales, marketing, growth and retention strategies to build your business and confidence with the complete processes needed.

Ask yourself this; How would you run and treat your business if it was making a million dollars a year already? Professional business posture and running your business like it makes six (6) figures already is important!

Keep completing all essential learnings in all programs to accelerate your business growth and potential.

L2

I work as a Real Personal Trainer – Level 2

Personal Income: \$501 - \$1000 a week.

Classified: Part Time Trainer

Roles: Personal Trainer / Everything

Here is where personal training gets exciting. You're generating an income of over \$501 p/w and can classify yourself as a Real Personal Trainer. You should be making a profit where the income is covering your business outgoings. Your confidence in all the sales processes, sales strategies and retention needs to be sufficient to increase your personal training sessions and retention of all existing clients.

Using a variety of sales strategies to increase your 1-on-1 personal training sessions while also, securing online clients from face-to-face and online consults to increase your passive income. Here you should continue growing your need to be seen as the 'go to' trainer at your location by increasing your awareness online and in the gym through advertising and marketing

You should be aiming for 15-20 Paid personal training sessions, with the launch of Boot camps/Group Training 3 Days a week and also online training. Continue reviewing all necessary PT modules & components to ensure your confidence is growing.

L3

Yep, I have a Personal Training Biz – Level 3

Personal Income: \$1001 - \$1500 a week.

Classified: Full-time Personal Trainer

Roles: Personal Training / Everything

Your living and breathing fitness, the feeling like you should just sleep in the gym since you're going to have to be back there in eight (8) hours seems to be always in the back of your mind.

Your primary objective here is to continue securing higher paying clients that are doing multiple sessions (2+) per a week. You are confident by the complete implementation of all retention programming, strategies and add value options.

Your group sessions are close to full, and you start picking up referrals from cross-selling of group training and PT clients increasing the \$ dollars revenue per each client. There should be 25-30 paid personal training sessions a week

Your Online Personal Training is booming clients are also generating a steady passive income every week.

You're working full-time and working into the late hours to ensure all tasks, admin and duties needed to grow the business are completed and executed correctly.

L4

PT Business Owner, over here! – Level 4

Personal Income: \$1501 - \$2000 a week.

Classified: Full-Time Personal Trainer

Your Roles: Personal Training / Everything

Your brief stay at Level 3 was short, as your business gains momentum between \$1501 - \$2000 p/w.

With the full implementation of your marketing plan, you'll combine various sales initiatives that continue to grow your group training, 1on1 clients and online clients. There is a steady stream of income generated from all your primary revenue sources.

You have a mixture of more than 30 - 40 PT sessions, 3 Full group training running every week and booming base of online clients.

You're also added and tapping into making a steady passive income from adding an online supplement store. (Which you have free access to). The online store is seamlessly integrated with your Online programming and retention software with both online and your 1on1 clients you train.

L5

**If you are a rental trainer, you will require either seek permission to have trainers under you OR you can hire a trainer for your outdoor group training.

I'm Hiring a PT are you interested? Beginner Business Owner – Level 5

Business Income: \$2001 - \$3000 a week.

(Income is now as a business since you have to pay an employee for their services)

Classified: Business Owner

Your Roles: Personal Trainer / Training Development Manager / Sales Manager

Structure: Hire 1st Personal Trainer

(More Full-time trainers = More income to the business)

Location: 1

You make the decision to continue to be a personal trainer and fill up all available PT allocated availabilities in your calendar and grow your own individual Personal Training.

OR

You move into beginner business owner where your business has to run as if it was a million dollars. You make executive decisions to ensure time management a priority.

You're diversifying your role by bringing on a personal trainer or trainers that work for you directly as a sub-contractor. As you grow to 100% confidence in sales ability, you become the sales manager to your new personal trainer that you hired to funnel clients using all initiatives. There is a solid marketing plan, and sales processes to grow your new employee. You're now creating income from an employee and have an invested interest in building their PT session to full time with 40+ sessions per week to increase the profitability of your business.

Your role is going to be a Personal Trainer where you train your existing clients and bring on new clients for yourself to replenish any who have left. You may decide that you will continue with doing 20-40 sessions a week but prioritises them in 'non-peak' times to continue with sales and bring on new clients into the business.

As a Training and development manager for the business, you will spend time every week upskilling and train your personal trainer and future employees with a systematic approach using our proven methods of retaining clients and full sales system processes.

 Q.

Hey, what about if I own a Studio or Gym?

I know that a few of you reading this is thinking, "Joshua, I bought a studio / gym' so what now?" All the above and below business levels still apply 100%.

Remember you need to treat the Personal Training business separately from the business of the gym as rebuilding a gym or starting one from scratch will have a different level of marketing and sales.

The FOCUS: The gym creates members, while the PT's help strengthens and retain those members for a longer period.

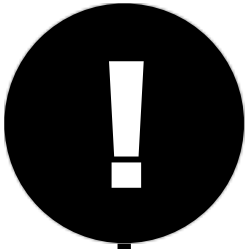
Even though it's a separate business, once the member(s) is in the gym, they need to be funnelled to the personal training side. Best practiced by having a separate PT manager and Gym Manager within the business, so they can run independently but also work together with getting the client through the doors.

How many Personal Trainers will I hire?

- As just a guideline, various elements will be at play such as social demographics, competitors, the size of a town, neighbourhood, local transport, diversity of your offers available, the effectiveness of your training, word of mouth, community and much more...

We have observed that;

- Large big box gyms can have up to 30 Personal trainers
- Most 24/7 gyms are small to medium in size and will have between 2-6 Personal Trainers depending on total gym membership size.
- Personal Training Studios depending on size and location can have 2-10 active trainers.



Now, With Fitness Business Levels; 6-9

You can continue to grow the business by \$1500 - \$2000 per week with every personal trainer that you bring on board that has between 30-40 sessions.

(30 sessions) \$1500 p/w = \$78,000 p/y

(40 sessions) \$2000 p/w = \$100,000 p/y

(30 sessions) \$1500 p/w x 10 PT's = \$780,000 p/y

(40 sessions) \$2000 p/w x 10 PT's = \$1,000,000 p/y

(30 sessions) \$1500 p/w x 15 PT's = \$1,170,000 p/y

(40 sessions) \$2000 p/w x 15 PT's = \$1,560,000 p/y

As shown above levels 6 through to 9 is all about duplication of the processes. All the sales, marketing, training and retention systems and strategies within the business need to be operating at 100%. You will need to consider hiring a manager and delegate responsibilities and tasks that take time away from you growing the business.

Hiring management or someone you can trust is helping you create a business that can run and operate without you being there 'An automated business'. As it will be essential for you to have about 15 – 20 Full-time Personal Trainers if you want a 7 figure business.

You need to automate many of the systems and look at training management staff who will eventually take over your key roles managing the Personal Trainers. You will then communicate with the management team who relay that information along to their team of personal trainers. Typically, how a big business will work, many of the employees won't have communication directly with the CEO but rather their manager or team leader.

L6

Fitness Business Entrepreneur here!

– Level 6

Business Income: \$3001 - \$5000 a week.

Your Roles: Training Development Manager / Sales Manager / Customer Service

Structure: 2-3 Full Time Personal Trainers

Location: 1 (Looking at possibly expanding)

Your business is rapidly looking different. Your choice to pick and choose your clients as the growth of the business continues to boom is personally up to you.

If you consider continuing to train clients, your personal income is higher, but you might be sacrificing time spent on making sales. Financially if you decide not to continue training clients 1on1 your personal income is the same as level 4/5 since you're now paying wages to the staff.

You have a tremendous responsibility to ensure that your staff & trainers are happy, so full-time employment pay with 30-40 sessions each week each trainer should be crucial.

As a Fitness Business, your role diversifies to be within training and development plus sales. Your primary focus is creating the culture with your business that your past and current clients loved and why they stayed with you for so long. Using all the tools available to your business, ensuring all retention strategies and clients are treated with the up most professionalism and similarity across the board.

You have regular calls with all clients within the business and see how their progressing and ensuring the use of your retention strategies and PT software are in effect 100%. A reward system ideally is implemented from day 1, to play a helping hand in creating the culture and sense of community.

Your brand, name and business are primarily in the hands of your employees. It's important to be the face of the business still, be at all events and seminars and have a strong presence in all locations that you may run and operate.

You may decide on creating a stronger online presence where all clients, online and personal training in the gym can continue to get 'extras', exclusive deals, information, access to seminars and fun days where everyone can participate. A strong sense of community is what is going to keep your clients loyal and being the go-to company for personal training.

L7

I run Fitness Business Company...

– Level 7

Business Income: \$5001 - \$10,000 a week.

Your Roles: Business Manager / Training Development Manager / Part Time Sales Manager

Personal Trainers: 5 Full time / 1 Part Time Trainer

Staff: 1 Sales Manager who still has a few clients

Locations: 1-3 (Depending on location size, demographic, etc.)

Now all that changes is that you promote 1 PT that you may have been grooming as a manager within your business. Someone you can trust. You may consider putting them on a wage or base salary with the possibility of paying performance bonuses for all new clients they bring on board.

Your training and development of the staff within your business is full-time. Your initial focus is sitting in on 'ALL' sales consultations your new sales manager to ensure the high levels on conversations that you have been getting in secured.

If you have opened new locations your sales manager is to keep the relationship with all your staff for their location.

It's crucial that you're still the face of the business at all locations. You need to be working full-time in the business and manage employees and locations with your sales manager.

Your group sessions may require 2 Personal Trainers to maintain and have multiple times running per day and continue to grow using the sales process. You will also make the executive decision to run multiple or more sessions per day or even open newer locations.

At this level, your online personal training business will need someone to manage it full time with customer service calls, maintaining, follow-ups, answering questions and more.

You can start planning the idea of opening up a gym if this is a part of your business goals!

L8

Fitness Business Enterprise, Yes I own it!

– Level 8

Business Income: \$10,001 - \$20,000 a week.

Your Roles: Business Manager / Training Development Manager

Personal Trainers: 10+ Full-time Personal Trainers / 1-3 Part Time Personal Trainers

Staff: 1-3 Full Time Sales Manager/Development and Training Team

Location: 4 Personal Training Studios / 2-4 Medium sized gyms

Your focus is to ensure that your management team are keeping all trainers with full-time sessions. Recommend to cap at 40 sessions a week with 1-2 Bootcamp / Group training sessions. Giving personal trainers between 40-60 sessions makes it harder for other trainers to cover sessions or classes due to sickness or holidays.

A huge focus on retention is vital, as one (1) loss client, per each trainer, doing two (2) sessions a week is a possible drop of \$1000+ in total income.

You will look at bringing on another sales manager into the business. The sales managers' roles are to implement full-time sales at their locations. You as the business manager are responsible for the Sales managers, and each sales manager is responsible for up to five (5) personal trainers.

You maybe consider paying a wage rise for all the personal trainers who have been in the business more than 12 months. Why? Well, a trainer that decides to leave may mean 20 clients might not choose to stay personal training which can result in \$2000 loss in business income.

At this level and the income opening up, your own unique gym can reduce the outgoing rental cost per trainer. Thus allowing for new possibilities with no restrictions.

L9

Business Enterprise

– Level 9

\$20,000+ a week.

Business Manager / CEO / Multiple Businesses

10+ Personal Trainers

1-3+ Locations (Depending on Size)

Multiple Business Ventures.

At this level, you are the CEO making the executive decisions. The personal training business should be running and operating on its own with minimal input from yourself. You have staff and employees who run and operate this business and continue to operate if you're in the country or not. You can choose to continue to be the overall business manager and train the key management staff to carry on your work. Your level of involvement is up to you.

Maybe CEO's at this stage might even consider personal training again a handful of clients to keep their skills up if they still have a passion for it.

With the income you're making, you may choose to diversify and invest in other businesses or grow and open up more and more locations. You've done so much hard work, how far do you want to take this?

- Investing into property
- Open up newer location in different states or cities
- Investing in new start-up businesses

LEADERSHIP: Is the most critical element to your business, Rewarding, promoting and bring out the best within your team is of the up most importance. You have created an empire so rewarding those within your business by helping make their lives better shows the true success.

TRY THIS!

1

Now that you have a better understanding and your 'box' has just exploded with a million different ideas. Before you move on I want you to write down everything and everything you need to be doing to achieve the levels you desire.

List; (all positive)

- What would it mean to you to achieve that level?
- What opportunity will it provide you to have that level of income?
- How does a successful business affect your life?
- What influence will this bring into your personal relationships with friends, loved ones and family?
- What changes do you need to make to your business?
- Are you ready to give this 110%?

TIP: Wow, yep let's build an empire!

I know it's tempting to say... Yep, I'm going to be Level 9, but I also know that many of you here are feeling that since you love training clients that level 9 would be awesome but you still want to be training clients 1on1.

As I've mentioned, this is just a guide to see what type of business you would like to build. The purpose of this was to allow you to expand the understanding of where you can take your business and what it could look like

If your choice is to build your business to level 6 Awesome, when you get there we can reevaluate your key strengths so if you decided then next route would be growing to level 9 that is 100% fine.

Complete before moving on!



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