

YOUR SMARTER GOALS AND ACTION PLAN

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Your S.M.A.R.T.E.R. Goals and Action Plan

Overview - You want to be successful right?

FACT: Goals and setting goals was found to be the same single habit every documented millionaires and billionaire's share which rose to have successful businesses.

In this sessions, I want you to be able to set some smart goals for yourself and the business.

Why Goals?

Yes, yes, I know that you probably have heard of Goals and Action Plans before this and while they might sound boring and something you wish you could easily breeze over, DON'T! Setting goals is one of the most important and critical steps any entrepreneur should need to take.

Missing this step for a personal training business or any business for that fact is the equivalent of a client saying, "I want personal training, just train me however you want", then the client a few months later is disappointed since they didn't reach their weight loss goals. Since there was no goal, how can you aim to achieve it? Well, you can't.

Ideally, your goals and action plan is going to lead you to a place where you're happy with the achievement. When things are not going to plan, you can quickly rectify and diagnose the problem and provide a solution to be back on the path to success.

It's the same for when a client isn't losing as much weight as expected. The steps to achieving that goal are to diagnose and see what changes you can implement to get them back on track. Do they need to cut back on calories or exercise more and burn more calories? (simple)

Goals

Before we implement S.M.A.R.T.E.R. goals to lay the foundation to achieve your vision of your future business. Understand the purpose of this section!

Goals can give us something to focus on while we create a plan and implement steps towards achievement of said goal or goals. It's like having a deadline to push you more efficiently into achieving the goal or task.

You will not achieve every goal that you set out the first time, but It does give you a result or outcome that you can evaluate and then revise to move closer to achievement. By setting goals, we can start to give direction to your business and personal life towards the goal or outcomes we desire.



TRY THIS!

1

1. From the 'Fitness business level 1-9' work out the type of business you would like to run?
 - a. If you're a Beginner Hobby Trainer earning <\$500 p/w, and want to be a CEO making \$20,000 p/w, your goals are massively going to change, so lets work on the basics.
 - b. If you are starting out in PT, your first possible goal would be to get you 'FULL-TIME, 40 sessions per week making \$2000
 - c. If you are already making \$2000, then we can look at hiring your first PT and set goals towards training you in sales, training and development.

Remember these are your goals so figure out what you want to achieve.

2

2. Writing out SMARTER GOALS...
 - a. NOT SMART... I want to be filled with clients in the next few weeks.
 - b. S.M.A.R.T... By August 1, 2016, I will implement all new sales, retentions and training programs so I can grow my personal training business 1on1 sessions to 40 and have 50 Online clients making \$3500 per week.
 - c. The E.R. come after and will be relevant each time you go up a level in your business, reach your goals, or don't reach your goals in the specific time frame.
 - S – Specific (Right Steps you need to be taking)
 - M – Measurable (How Many Clients, Sessions, etc.)
 - A – Attainable (Within your skills set)
 - R – Relevant (Realistic, tasks that move you closer to your goals)
 - T – Time Bound (When and the time frame you give yourself)

E – Evaluate (Change and adjust when growing)
R – Revise (after evaluation, re-do the goals that need changing)

3

3. Chunk it down!

Say today was 1 February 2016 if your goal is... By August 1, 2016 (6 months) you want 40 1on1 clients

 - a. End of Feb = Sessions 8
 - b. End of Mar = Sessions 16
 - c. End of April = Sessions 24
 - d. End of June = Sessions 32
 - e. End of July = Sessions 40

Complete before moving on!



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