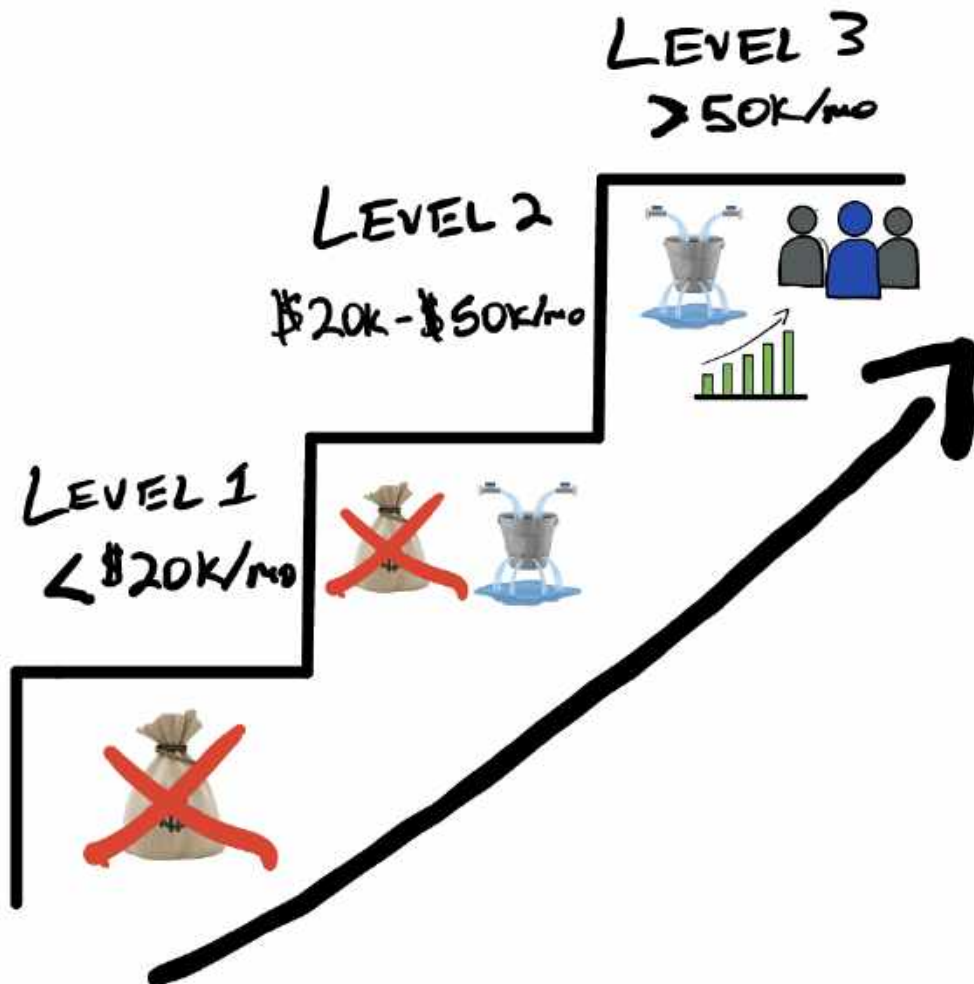


# THE 7 MONEY MODELS

WE USE TO SCALE GYMS  
TO OVER **\$100,000/MO**  
LIKE CLOCKWORK...



Dear Gym Owner,

Thank you for your attention. I do not take it lightly and I will do my absolute best to keep it and earn more of it.

Contained within, please find the best model for building a wildly profitable gym...FAST  
Even if you suck at sales :)

Why infographics?

Because it allows us to take on the burden of information digestion so that you...can make money ASAP

And frankly, I like picture books.

That's it!

Enjoy!

Find and insert signature

Cale Owen

CEO, Gym Launch & Prestige Labs

PS - Don't forget my secret "free gives" on the last page.

Hey there, gym owners, what's going on? Welcome to:

## **The 7 Money Models We Use To Scale Gyms To Over \$100,000/mo Like Clockwork**

My name is Cale Owen, I'm the CEO of Gym Launch and no! I did not personally hand draw ALL of these pictures that I'm going to share with you. Only a few of them, so I appreciate your patience.

Before we dive in, it's important for me to say thank you to Alex Hormozi for not only blazing the path we are on, but creating a lot of the frameworks in this document. His genius continues to shine a light in the world of business, life, and the pursuit of exceptional calves.

### **How This Book Works**

If you're like me, reading books takes a long time. I get bored with them really fast. I have to read the whole thing in one sitting, or it won't get finished. And these concepts are TOO IMPORTANT to risk you getting bored.

SO STICK WITH ME, OKAY?

I wrote this book to be as easily digestible as possible. However you like to learn, I've got you covered. Each concept is explained 3 ways:

1. Cool infographic
2. Even cooler video (recorded by... you guessed it!)
3. Text summaries (written by...well, someone else who likes writing more than I do)

For Best Results...

Go through ALL THREE EXPLANATIONS.

We're trying to make you money here, so take a few extra minutes to really understand each concept. It will be worth it, I promise.

### **Here's What You're Going To Learn**

#### **Section 1: The 3 Levels Of Gyms**

We've found that gyms typically fall into 3 different categories (levels) that are defined by the amount of revenue they make per month and the big looming problem(s) keeping them from moving to the next level. This way, you'll know exactly what's keeping you from growing, and the following sections will show you exactly how to fix it so you can scale to the moon.

#### **Section 2: Solving The Acquisition Problem**

Want to know how to find, set, and close loads of high ticket customers? (Yes, please, Cale!) Okay, your wish is my command! In this section, you'll learn the frameworks we use to get leads, get them to show, and how to structure the perfect sales process.

### **Section 3: Solving The Churn Problem**

Lost customers (and their revenue) is the silent killer of businesses. No one likes talking about it, it's not sexy, but it's the reason why most gyms can't scale past \$50k/mo. So you'll learn how we cut churn by 50% or more in 5 simple steps.

### **Section 4: Expansion Revenue**

Ever wonder how \$1M gyms make \$1M/yr or more? Simple. They offer more than one level of service and they sell their clients high margin products. This is where owning a gym gets really fun so in this section you'll learn the 3 upsells you should offer, when to offer them, and how to start cashing in on them today.

### **Section 5: Building Your Dream Team**

As your revenue grows, your team will have to grow, too. Otherwise you're stuck making less income than you deserve and are capable of. You'll learn how to create clear communication cycles, so everyone knows exactly what they should be doing. You'll also learn how to implement internal marketing (and why that's so important to growing a stable team).

### **Section 6: Your Business Model BONUS**

This section includes all the high-level fundamentals you need to build and grow a sustainable gym business. Even gyms that have been operating for years find these strategies completely revolutionize their businesses.

A question you might have right now is: "But Cale, Why 7?"

Okay, confession time...

There are actually 30 money models and frameworks in this book.

But 7 is my favorite number—so the rest are "bonuses" because who doesn't love cool stuff???

Speaking of EXTRA COOL STUFF...

Here are some other places you can learn from us and the hundreds of gym owners who are implementing (and PROFITING FROM) these strategies:

Our PODCAST is here: [gymlordspodcast.com](http://gymlordspodcast.com)

Bunch of FREE content here: Gym Launch Youtube Channel

Come HANGOUT with 10,000+ other gym owners in our FREE GROUP here:

<https://www.facebook.com/groups/highticketfitnesssales>

Thanks for spending some time with me.

Your success is my biggest mission, so share your wins with us, okay?

You can tell your story on IG @gymlaunch #wins

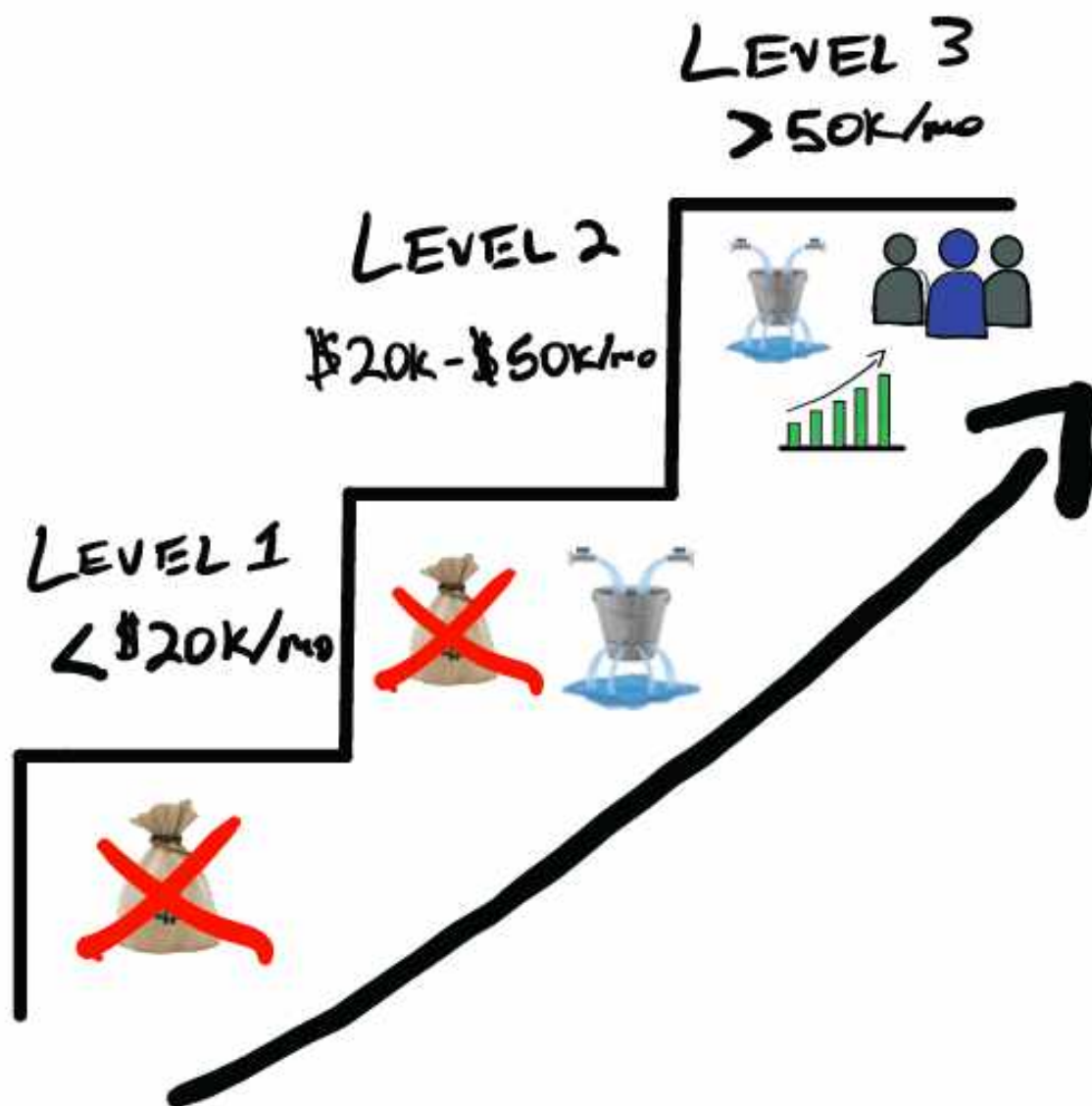
You ready to ROCK 'N ROLL?

Let's make you some money!

# SECTION 1

## THE 3 LEVELS OF GYMS

---



# LEVEL 1 GYM

I MEMBERS < 150	II REVENUE < \$20,000/mo
III STAFF <ul style="list-style-type: none"><li>• OWNER</li><li>• 0-3 TRAINERS</li><li>• ADMEN??</li></ul>	IV PROFIT (-) To \$3k/mo

CRIPPLING PROBLEM



→ ACQUISITION

## **Level 1 Gym**

This is where 80% of gyms live and unfortunately die. I want to identify what this type of gym looks like - and if this is you, no fear because I'll show you what's keeping you from breaking through this level and how you can start making \$20k+ months in no time.

### **Level 1 Gym Back-of-Card Stats**

- Less than 150 members (most are less than 100)
- Less than \$20,000/mo in revenue
- Staff consists of the owner, 0-3 trainers, and maybe an admin/front desk person
- Profit is anywhere between losing money every month to profiting \$3,000/mo

At this level, the owner is wearing most, if not all the hats, and they're spinning their wheels trying to get past that \$20,000/mo mark.

### **The Crippling Problem**

If this is you, the primary reason gyms at this level are unable to grow is because their gym lacks a consistently profitable new client acquisition system.

They're unable to get new clients in the door at scale with enough money to make a profit Day 1 so they can keep the lead gen machine running. This is because gyms at this level either don't run ads, or the ads they do run lose money because they're not using the right offer.

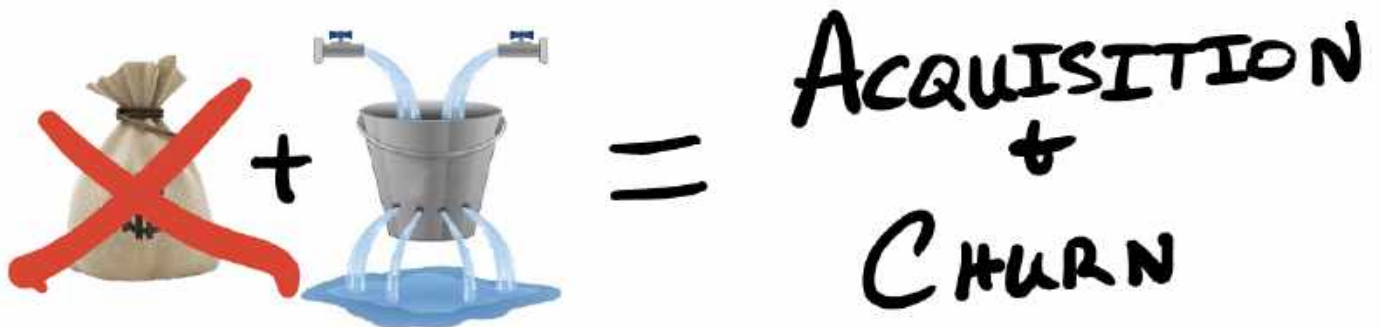
Good news is, if you're here, getting to Level 2 is easy. Very easy and we'll show you how to get there in Section 2



# LEVEL 2 GYM

I MEMBERS ≤ 250	II REVENUE \$20k - \$50k/mo
III STAFF <ul style="list-style-type: none"><li>• OWNER</li><li>• 2-5 TRAINERS</li><li>• MANAGER</li><li>• SALES?</li><li>• ADMIN?</li></ul>	IV PROFIT (-) To \$7k/mo

## CRIPPLING PROBLEMS





## **Level 2 Gym**

This is where it gets fun as a gym owner because at this level it's very easy to scale past \$50,000/mo.

In fact, we typically see gyms do this in less than 3 months using the right systems.

### **Level 2 Gym Back-of-Card Stats**

- Less than 250 members (most are less than 200)
- Between \$20,000 & \$50,000/mo in revenue
- Staff consists of the owner, 2-5 trainers, manager, maybe a sales person and an admin/front desk person
- Profit is anywhere between losing money every month (yes we see gyms at this level losing money a lot) to profiting around \$7,000/mo

At this level, the owner is still involved but has been able to move some responsibilities to their team.

### **The Crippling Problem**

Now if you're here, the primary reason gyms at this level are unable to grow is because their gym lacks both a consistently profitable new client acquisition system AND they have a churn problem.

Not only are they inconsistent in getting new clients in every month, but they also are struggling to keep the clients they already have. What's sad is that most gyms at this level (or any level) will say they don't have a churn problem.

But when asked how long they've been in roughly the same spot, they'll say for a few months to even a few years - even though they sign up 10-15 people per month.

Solving both problems takes our gyms to the next level within 90 days and you can do the same.

We'll cover the churn problem in Section 3.

# LEVEL 3 GYM

I MEMBERS $< 400$	II REVENUE $> \$50k/mo$
III STAFF <ul style="list-style-type: none"><li>• OWNER</li><li>• 2-5 TRAINERS</li><li>• MANAGER</li><li>• SALES</li><li>• ADMIN</li></ul>	IV PROFIT $(-)$ To $\$15k/mo$

## CRIPPLING PROBLEMS



+



+



=

1. CHURN

2. EXPANSION REV

3. TEAMS

### **Level 3 Gym**

If you're at this level, you're making more revenue than 95% of gyms in the world. You might even be completely fine with where you're at - which is totally fine with us.

But if you want to reach more people, make more money, create a high performance team, and break the \$100k/mo mark, keep reading.

#### **Level 3 Gym Back-of-Card Stats**

- Less than 400 members (most are less than 250)
- Over \$50,000/mo in revenue but less than \$100,000/mo
- Staff consists of the owner, 2-5 trainers, manager, a sales person and an admin/front desk person
- Profit is anywhere between losing money every month (yes we see gyms at this level losing money a lot) to profiting around \$15,000/mo

At this level, the owner may still be involved but if you've gotten to this point, you probably have at least one other person who can keep the gym running without you for a short period of time.

#### **The Crippling Problem**

If this is you, the primary reason gyms at this level are unable to grow to \$100k+ months is because their gym lacks a few things...

1. Churn - still a problem here and if the systems aren't in place already, this is where it really puts the brakes on growth
2. Expansion revenue - simple way to say making your clients worth more to you via higher levels of service and product sales.
3. Teams - we're only as good as our teams at this level. If you have an underperforming team and lack the ability to find, hire, train, and retain top talent you will never grow - regardless of how hard you try.

We will cover how to solve these problems in Section 3, 4, and 5.

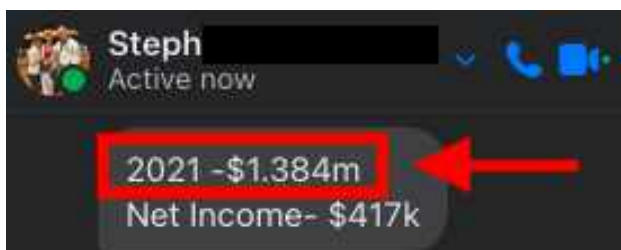
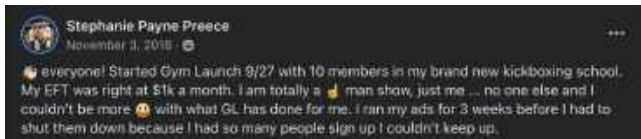
If you're like me, you might be thinking - "This is great in theory, but Cale, show me someone who has actually done this!"

And I get that. I am a huge skeptic and still am - especially considering how many gurus and coaches are floating around promising the world and consistently under delivering.

So to make this all a bit more real, on the next page and throughout this document I want to show you just a few of the thousands of gym owners that have used the models and frameworks in this document to scale their gyms.

## Case Study #1

### Ignite Fitness Kickboxing - Dover, Delaware



- Mom and former CFO of a bank - left her 6F job to start a fitness kickboxing gym to impact her community
- Was making \$1,000/mo when she partnered with us in 2018
- One woman show when she started
- She knew that she didn't know how to grow her gym consistently
- She went all in on building a sustainable, highly profitable new client acquisition system
- Made \$39k on \$2,200 in ad spend on her first campaign
- Has used almost every single framework & model in this document
- Since starting with us she has gone from \$180k/yr in 2018 to \$1.38M/yr in 2021 with 30% net margins
- She has now moved into a "board" position in her gyms to manage her full team

# SECTION 2

## SOLVING THE ACQUISITION PROBLEM

---





# CLIENT FINANCED ACQUISITION

- ① CREATE HIGH TICKET FRONT END PRODUCT
- ② MAKE MORE MONEY ON FRONT END SALES THAN YOU DO ON LEAD COST / ADS
- ③ NEVER NEED A MKTG BUDGET EVER AGAIN

Ex:

	DAY1	DAY2	DAY3	<u>100% PROFIT</u>	
	DAY1	DAY2	DAY3	DAY4	DAYS
AD SPEND	\$100	\$100	\$100	\$100	\$100
LEADS	10	10	10	10	10
SALES %	20%	20%	20%	20%	20%
SALES	2	2	2	2	2
PRICE	\$600	\$600	\$600	\$600	\$600
REV	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
DEPOSIT	\$0	\$0	\$0	\$1,200	\$1,200
BANK ACCT	-\$100	-\$200	-\$300	\$800	\$1,500

NOTE\*: I SHOW A DELAY BECAUSE MOST PROCESSORS TAKE 72HRS TO RELEASE FUNDS. SO THIS GIVES YOU REAL CASHFLOW #'S.

## **Customer Financed Acquisition ®**

This Customer Financed Acquisition® concept may be the number one thing that has grown our business. It's how we get our gyms from zero to full capacity WITHOUT having any cash on hand. It's also how we grew Gym Launch without having a marketing budget at all. It's almost like having a venture capitalist backing you with unlimited money to acquire customers. But it's just you. You're using your marketplace to finance your marketing. If you take nothing else away from this book, USE THIS and your business will improve. It's just about the coolest thing ever!

### **Old Broken Expensive Way:**

Most gyms run their advertising campaigns with a low-barrier offer on the front end, maybe something like 21 days for \$21. The ads cost more than the money coming in from that frontend offer, which means they need additional money to pay for the ads. I don't know about you, but when I was getting started, I didn't have that kind of cash just sitting around. So, I had to come up with a better way.

### **Better Way!**

When you use the Customer Financed Acquisition method, your customers are paying for your marketing budget. How? Because you're giving them a high-ticket front-end offer like a personal training package. The money you make on that offer pays for the current ads AND the next campaign.

Here's an example:

#### **Day 1**

You put \$100 into ads.

You get 10 leads and close 20% of them. (2 sales)

Your high-ticket offer is \$600.

That means at the end of the day, you spent \$100 and SOLD \$1200. (Sweet!)

You do have to suck it up and run for 3 days without seeing any cash deposits because payment processors take a few days to get the money into your bank account. Can you handle that to never need a marketing budget ever again? I thought so.

#### **Day 2**

You put \$100 into ads.

You get 10 leads and close 20% of them. (2 sales)

Your high-ticket offer is \$600.

That means over 2 days, you spent \$200 and sold \$2400. (Awesome!)

You still don't have any cash deposits yet, so technically you're down \$200.

#### **Day 3—Same deal**

You put \$100 into ads.



You get 10 leads and close 20% of them. (2 sales)  
Your high-ticket offer is \$600.

That means over 3 days, you spent \$300 and sold \$3600.  
You still don't have any cash deposits yet, so technically you're down \$300.

At this point, you've made 6 sales off \$300. That should make you feel pretty good!

#### **Day 4 (Now things get interesting)**

From this day forward, you are running at 100% profit. The entire campaign is funded from its own profits. By now you'll start receiving deposits from the previous few days, which means you're going to have more money to invest in the campaign.

At this point on day four you've spent \$400 and you earned \$4800, which means you have a \$4400 profit. At this point you've recovered all of your initial investment, and now you have \$4400 in cash. Then we put more money right back into the campaign, we grow. And we grow A LOT! Put the rest in your bank account. STACKS!

Let's say we bump your ad spend to \$500 a day. Then things get crazy. Because now you're making 10 sales at \$600, so you're making \$6000 a day. And then what do you do? Wash, rinse, and repeat. You keep doing this process until you've acquired as many customers as you can handle.

#### **It's a Good Problem to Have**

It might be hard to believe, but using this process, you will get to the point where you have so many sales coming in that you get bottlenecks in other parts of your business like customer service and operations.

People think the hard part is marketing and sales. But when you use our method, that's the easy part. You have to make sure you can handle all the new signups coming in. Fortunately, you can grow your capacity as well. (See the 5-Levers infographic in Section 6 to see how.

# LEAD GEN SCRAMBLER

NEVER STRUGGLE TO MAKE "FRESH" ADS AGAIN

① **HEADLINE**: - DURATION - GENDER - CURIOSITY  
- BENEFIT/STATUS↑ - AGAINST FEAR - NEGATIVE - CHALLENGE

② **COPY**: - SHORT - LONG - FREE  
- NEW - REASON WHY - BENEFITS - STATUS  
- SO THAT YOU CAN - DESCRIBE, DON'T TELL  
- SCARCITY - URGENCY - IMPAIRED AUTHORITY

③ **IMAGE**: - ↑ CONTRAST  
- BLACK/WHITE - BANNERS  
- DIAGONAL - GROUP PICS  
- SELFIE - WORKOUT PICS  
- PEOPLE IN CLASS - PEOPLE SWEATING POST CLASS  
- MEME'S - DOO-PADS



④ **VIDEO**: - FLASH CARDS - BACKGROUND  
- SCENERY - PRO vs IPHONE - SUBTITLES - PITCHING  
- AVG JOE TESTIMONIAL - SELFIE STYLE TESTIMONIAL  
- GROUP EXERCISE IN UNISON - CLIENTS PRAISE YOU

## Lead Gen Scrambler

This is our secret weapon for how we get unlimited leads for ourselves and our gym owners. Advertising works great for a while, but then over time the ads start to fatigue. They get stale because people have already seen them. So, you have to find a way to keep your ads fresh and engaging.

Every ad (especially on Facebook) has four components:

- Headline
- Copy (the words)
- Photo
- Video

Once you realize this is all that makes up an ad, you can create an unlimited number of unique and interesting ads without paying an expensive agency to do it for you. All we do is create a bunch of different versions of each component and then mix and match to build new ads. This “scrambling” of the elements lets us continually refresh our ads without doing a lot of extra work. Here are some ideas for variations you can try.

**Headlines:** duration, gender specific, benefits, status increase, curiosity, going against fear, negatives/opposites, challenges

**Copy:** short, long, medium, free offer, reason why, benefits to status increase, “so that you can”, describe-don’t tell, scarcity, urgency, implied authority

**Photos:** black & white, color, change contrast, add banners or diagonal lines, group pics, selfie, workout pics, people in a class, people sweating post-class, memes

**Videos:** flash cards, backgrounds, scenery, pro video vs. iPhone, subtitles, facility tour, white board, group testimonial, average Joe testimonial, selfie testimonial, group exercise class

These are just some of the different things that you can do to scramble your ads and keep them fresh. It’s how we’ve been able to keep the same campaigns running for 6 years straight. Understanding the different looks and feelings a customer gets from different kinds of ads will dramatically enhance your ability to acquire customers.

# 4 PILLARS OF LEAD NURTURE

## I. SPEED

### (A) FIRST CONTACT

OPT-IN → < 5 MIN TIME

### (B) SPEED/PROX OF APPT

Today Tomorrow Next Day DAY AFTER  
% LIKELIHOOD OF SHOWING

### (C) SPEED TO REPLY

10 PM MSG → 10:01 PM REPLY SAT & SUN TOO!!

M	T	W	Th	F	S	S
✓	✓	✓	✓	✓	✓	✓

## II. VOLUME

### (A) PER DAY (B) OVER TIME

#### DAY 1

#1 < 5 MIN  
#2 60 MIN  
#3 2 HRS

#### DAY 2

1x AM ☀️  
1x AFTERNOON ☀️  
1x EVENING 🌙

#### DAY 1-5

3x/DAY

#### DAY 5-10

2x/DAY

#### DAY 11-20

1x/DAY

#### DAY 21-30

EOD

## III. PERSONALIZATION

### (A) MULTI-CHANNEL



### (B) WT LOSS VS MUSCLE GAIN



### (C) P-E-R-S-O-N-A-L-I-Z-A-T-I-O-N



### (D) TONALITY + RAPPORT



## IV. AVAILABILITY

### (A) TOTAL # OF DAYS/WK

M	T	W	Th	F	S	S
✓	✓	✓	✓	✓	✓	✓

### (B) TOTAL # OF HRS/DAY

9 AM - 12 PM

3 PM - 7:30 PM

### (C) TOTAL # OF TIME SLOTS

9:00	12:00	5:30
9:30	3:00	6:00
10:00	3:30	6:30
10:30	4:00	7:00
11:00	4:30	7:30
11:30	5:00	

## **4 Pillars of Lead Nurture (How To Get Leads To Show)**

Lead nurture is something I could write an entire book on.

In fact, we had a data science team that spit out amazing statistics around this from our software ALAN that we built then sold.

Lead nurture is arguably more important than sales in many businesses, in terms of return on capital invested.

Here's my argument:

A sh\*tty sales person will close half of the free trials they meet with.

An exceptional closer will close 90% of the people they meet with (mostly the 10% is purposely excluding crazy folks...you don't really ever want to close 100% because it means you are letting in some nut jobs...it is the internet after all).

So the difference between a great salesman and a sh\*tty one is about 2x. So you can 2x your sales on the same ad spend with good sales skills (that's a lot btw).

But when I look at business owners who have sh\*tty lead nurture, they get 5-10% of their leads to show. People who have world class lead nurture get 40-50% of their leads to show. So the difference is on the low side 4x and on the high side 10x. That's A LOT bigger than a 2x difference, and it's something that can be replaced with effort.

Effective lead nurture is one of the things that makes the BIGGEST difference in the return on your marketing.

So pay attention to this section.

Nurture/follow-up is THAT important. 4-10x as important to be exact.

What we have found from the 300,000+ appts we scheduled through our software are four key principles that transcend industry to get leads to show.

**I Speed**

**II Volume**

**III Personalization**

**IV Availability**

All 4 of these are important, but if there is ONE that will rule above all others, it is availability. Which should make some sense. If you don't have times for people to book appts...they can't get scheduled. And if they can't get scheduled...they can't show. So it really functions as a

prerequisite. So I will do this out of order by starting with Availability then going through the others.

#### **IV. Availability Findings:**

M-F: 9am-12pm 3pm-7:30pm & Saturday: 8am-12pm is the optimal time for having a life and getting max appts scheduled. You can also double book every time slot if you want to really crank things up since only 50% of leads typically show, so you end up gaining efficiency if you are booked out by doubling up your sales times.

#### **I Speed:**

This has two functions. First, speed from opt in to initial contact. If you are not contacting your leads within the first 5 minutes, you are losing a lot of money. Second, if you do not respond to a lead the messages you back at a time that is convenient for them to speak...you will lose the window of opportunity to get them booked. We have found this time and again. That is why working leads requires constant vigilance and long hours, which is why it is hard to find people to do this soul sucking work. But, at the end of the day, speed is king.

#### **II Volume:**

The sheer volume of outreach attempts will oftentimes dictate whether a lead responds. Many times you are trying to catch them in their window of attention. Day 1-5 is the most important. Statistically, this is when 94% of appts are scheduled. So...95/5 rule. If you did nothing but work them the first 5 days you would get 95% of the results, excluding long term nurture. But working them 3x/day will tend to boost those results and get them booked.

#### **III Personalization:**

This is one of the hardest to do at scale - this is why automations came around. And they killed it in the beginning, then consumers caught on and quickly stopped paying attention. The goal is to get them to know they are speaking with a real human. A few strategies include sending voice messages, videos, gifs, emojis, open-ended questions and so forth...you know, like how humans communicate. If they know it is a real person speaking with them they will be more likely to respond & show.

Do these things and you will be sure to reap the benefits from your marketing.



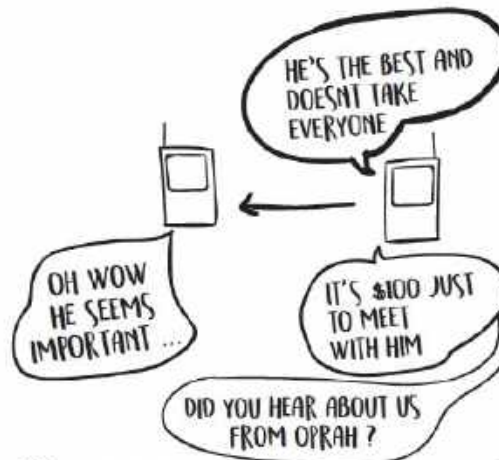
# PERFECT SALES PROCESS

## ① NICHED AD COPY



"LOOKING FOR  
SOMEONE EXACTLY  
LIKE YOU!"

## ② AUTHORITATIVE POSITIONING



## ③ TESTIMONIALS REEL OVER PERCEIVED OBSTACLES

"MARKET TOO SMALL"  
"POOR AREA"  
"TOO SATURATED"  
"WON'T WORK FOR  
MY MODEL"  
"I HAVE SLOW METABOLISM"  
"I HAVE TRIED STUFF LIKE  
THIS BEFORE"

## ④ WALK-IN PAIN-BASED PRE-SELL QUESTIONNAIRE

HOW MANY TIMES  
TRIED? ✓ x  
HOW LONG?  
CAN YOU DO ON  
OWN? ✓ x  
WANT LONG TERM  
RESULTS? ✓ x

## ⑤ AUTHORITATIVE REINFORCEMENT

- A. CELEBRITY ENDORSEMENT → PRESIDENT SAYS YOUR GREAT
- B. 3<sup>RD</sup> PARTY EDIFICATION → BOOKS, PUBLICATION
- C. CERTIFICATIONS/DEGREES
- D. 1000s. OF PEOPLE JUST - LIKE - THEM

## ⑥ C-L-O-S-E-R SEQUENCE

CLARIFY WHY  
LABEL PROBLEM  
OVERVIEW PAIN  
SELL VACATION  
EXPLAIN AWAY CONCERN  
REINFORCE DECISION

## ⑦ IRRESISTIBLE OFFER

- A. BRIBE
- B. CRAZY GUARANTEE
- C. SAME DAY BONUSES
- D. SCARCITY (X SPOT LEFT)
- E. URGENCY (STARTS TOMORROW)
- F. PAYMENT PLANS/FINANCING

## ⑧ EITHER / OR ASSUMED CLOSE

WHICH DO YOU PREFER?



## ⑨ IMMEDIATE REINFORCEMENT

- A. HAND - WRITTEN CARD
- B. SWAG
- C. PHONE CALL - CONGRATS FROM OWNER



## The Perfect Sales Process

We've used this sales process ourselves and we teach it to every Gym Launch member. It's as close to perfect as we can get, and it works like crazy. Let's break it down now.

**1. Niche Ad Copy**—Before anyone walks in the door, they should have seen niche ad copy. That means the messages say, "I'm looking for someone exactly like you." You might be selling memberships to men and women, but you can have separate ads for each demographic. What this does is CALLS OUT YOUR AUDIENCE, and gets their attention.

**2. Authoritative Positioning**—A few simple lines like "did you hear about us on Oprah?" or "It's \$100 just to set up an appointment with us" can be used as psychological triggers to help position your gym as the top in-demand facility in your area. This positioning can be used in your ads or your lead nurture process.

**3. Testimonial Reel**—Your sales team should already have a testimonial reel. If they don't, get one! You want the testimonials to overcome perceived obstacles. For Gym Launch, people have preconceived notions like "my market is too small" and "I'm in a poor area." So our testimonials address all those obstacles. You can use these in your sales meetings or even before your prospects walk in the door. Ideally, use them in both situations.

**4. Questionnaire**—Once a prospect walks in, give them a pain-based, pre-sell questionnaire. Walk them through a list of questions designed to remind them of the pain they're seeking to solve. This pre-sells them on signing up with you. Some good questions to include are:

- How many times have you tried to lose weight?
- How long have you been out of shape?
- Do you think you can do this on your own?
- Do you want long-term results?

This sets them up for saying yes to your pitch and reinforces in their mind how important this decision is for them.

**5. Authoritative Reinforcement**—It's better for someone else to say how great you are than if you say it yourself. You want to have outside authorities give you credibility in this step. Here are some ways to do that:

- Celebrity endorsement (the President thinks you're great)
- 3rd party endorsement (publications, media, press clippings)
- Certifications & Degrees (hang them on your walls)
- Thousands of people "just like them" (testimonials showing proof)

**6. C-L-O-S-E-R Sequence**—This is the sequence for probably every sales consultation you ever need to have in your life. It's a simple framework and it works.

C-Clarify Why

L- Label the Problem  
O-Overview Past Pain  
S-Sell the Vacation  
E-Explain Away Concern  
R-Reinforce Decision

You're going to clarify why they are there by asking questions. Then keep digging until they present you with a specific problem you can help solve. Then go over their past pain and how they've tried to solve the problem already. Then sell the vacation, not the plane flight. That means you only talk about how they're going to look and feel after you help them (not what foods they can eat or how many workouts they need per week). Next you have to explain away their concerns to get past the "I have to think about it" phase. (We'll go into that in more detail later.) Lastly, you want to reinforce their decision after they buy. That can be as simple as a post-sale phone call welcoming them to the family.

**7. Irresistible Offer**—A perfect sales process won't work if the offer isn't great. Here are some elements of a great offer. Try to have as many of them in your offers as you can.

**Bribe**

**Crazy Guarantee**

**Same Day Bonuses**

**Scarcity (only 2 spots left)**

**Urgency (session starts tomorrow)**

**Payment Plans / Financing**

**8. Either/Or Assumed Close**—Once you've presented the offer, tell them they can have version 1 or version 2 of the offer. Which one would they prefer? You're taking away the option to say "no" by offering two "yes" options. Assuming a close is the only way to get 90% of people to buy because they don't realize they're being sold.

**9. Immediate Reinforcement**—When they've signed up, give them some swag, send them a hand-written card, call them to welcome them to the family. All these things reinforce the purchase decision and go a long way towards a great customer experience and longer retention. Use this framework every time you or your sales team talks to prospects and you'll dramatically increase your close rate.

# THE PERFECT PRESELL

- ① CIRCLE THE REASON(S) THAT BEST DESCRIBE WHY YOU CAME IN TODAY
- ② HOW MUCH DO YOU WEIGH /WHAT IS YOUR BF% TODAY ?
- ③ DESCRIBE YOUR GOAL THAT WOULD FEEL SO AMAZING TO ACHIEVE YOU COULDN'T HELP BUT TO BE PERMANENTLY PROUD ?
- ④ HOW LONG DO YOU THINK THIS WOULD TAKE TO ACCOMPLISH ON YOUR OWN ?
- ⑤ DO YOU WANT TO SUSTAIN IT AFTER ACHIEVING ?
- ⑥ HOW LONG HAVE YOU WANTED THIS ?
- ⑦ WHY IS IT IMPORTANT TO YOU ?
- ⑧ WE NEED YOU TO INITIAL NEXT TO EACH ITEM AS A STATEMENT THAT YOU AGREE TO DO EACH ITEM IN EXCHANGE FOR REACHING YOUR GOAL
- ⑨ WHY WOULD YOU BE A SUCCESS ?
- ⑩ AVG CLIENT LOSES 35LBS AND /OR 9% BODYFAT. IN FIRST 12 WKS ARE YOU OK WITH THIS ?
- ⑪ CAN YOU COME IN TO WORKOUT AT XX TIME ON XX DAY ?
- ⑫ CURRENT WEIGHT\_\_\_ DESIRED WEIGHT\_\_\_
- ⑬ HAVE YOU STRUGGLED IN PAST W/ EATING WELL CONSISTENTLY ?  
(#1 MOST COMMON ISSUE)
- ⑭ HAVE YOU STRUGGLED IN PAST W/ WORKING OUT CONSISTENTLY ?  
(#2 MOST COMMON PROBLEM)
- ⑮ DO YOU THINK IF YOU HAD AN EXPERT SHOWING YOU HOW TO REACH YOUR GOAL YOU WOULD GET THERE FASTER THAN ON YOUR OWN ?
- ⑯ IF YOU HAD DAILY ACCOUNTABILITY HELPING YOU IMPLEMENT EACH STEP TO HIT YOUR GOAL DO YOU THINK YOU'D BE MORE LIKELY TO HIT YOUR DREAM DOWN THE ROAD ?
- ⑰ I REALIZE MY GOAL MAY TAKE LONGER BUT PERMANENT SUCCESS IS MOST IMPORTANT PLEASE CIRCLE "AGREE" OR "DISAGREE"
- ⊛ USE SOME, NONE, OR ALL AS YOU SEE FIT FOR YOUR BUSINESS ⊛

## **Perfect Pre-Sell**

Have your prospects fill out a questionnaire before they come in to see you, if possible. If not, have them fill it out before you start talking. It's important because you're going to be planting seeds in their brains. Those little seeds are going to grow into easier sales because they will be PRE-SOLD on working with you and only you. Consider yourself a money gardener.

This is the perfect presell questionnaire that we would have someone fill out if they came to our gym. I'm giving you a ton of examples here. You don't need to have this many questions, but the more they will answer, the stronger the pre-sell will be and the more likely they are to sign up. Why? Because we're re-prioritizing their decision-making process and seeding a certain mindset that makes them predisposed to saying "Sign me up!"

Here are some of ideas you can include:

### **Available To Execute**

Can you meet the qualifications of the program?  
Yes.

### **Pick Your Pain**

What are you here for?  
*I want to lose weight, get fit, be more athletic, etc.*

### **Current State/Weight/Situation**

What's your current fitness situation?  
*I'm a mess! I'm 40 pounds overweight, and my body hurts all the time.*

### **Their Dream Goal**

What's your dream goal?  
*I'd like to lose 40 pounds and fit into my old clothes again.*

### **How Long To Accomplish On Their Own**

How long would it take to accomplish this on your own?  
*Forever!*

### **Do You Want To Sustain It After Achieving**

Do you want to sustain your goal after you achieve it?  
*Of course!*

### **How Long Have You Wanted This**

How long have you wanted to \_\_\_\_\_  
*Since I had my last child. It's been 10 years and I just can't get rid of the weight.*

### **Why Is This Goal Important To You**

Why do you want this so badly?

*I have a 10-year reunion coming up and I want to look good.*

**Will You Do Each Of These Items We Need You To Do (Damaging admissions)**

You already know it's not easy to drop the weight. Will you take our recommendations and do what we ask in order to help you reach your goal?

Yes.

**Why Are You Applying (Reiterating the problem)**

Why are you applying now?

*I want to lose weight, and I'm tired of struggling.*

**Why Would You Be a Success (Future pacing)**

Why do you think you'll succeed this time?

*Because I'm committed and my friend lost weight after joining your gym.*

**The Average Client Accomplishes (the goal), Are You OK With this (Future Pacing)**

Our average client loses 10 or more pounds with us in the first 2 months. Are you OK with this?

*That would be great!*

**Current State is \_\_\_\_\_ ; Desired State is \_\_\_\_\_ (Establishes the Gap)**

What's your current state? What is your desired state?

*I'm currently 40 pounds overweight. I want to be down to my college weight.*

**Have You Struggled In The Past With #1 Most Common Problem (Personalizing)**

Have you struggled to lose weight in the past?

Yes.

**Have You Struggled In The Past With #2 Most Common Problem (Personalizing)**

Have you struggled with maintaining a self-directed fitness program in the past?

Yes

**If You Had An Expert Showing You How To Reach Your Goal, Would You Get There Faster Than On Your Own (Future pacing)**

Do you think you'd lose the weight faster with an expert helping you along the way?

Yes.

**If You Had Daily Accountability Helping You Implement Each Step To Hit Your Goal, Do You Think You'd Be More Likely To Reach Your Dream (Future pacing)**

Do you think you'd lose the weight faster with daily accountability?

Yes.

**What's More Important: Fast Results or Permanent Success (Commitment to the long**

**term)**

Is it more important that you lose the weight quickly or that it's permanent?

*Permanent!*

These questions may seem repetitive, and they are. That's because you want to cycle through the psychological triggers multiple times. So we ask similar questions in different ways to get them to come to the realization that they **MUST** sign up with us.

Can you see how asking these questions can make the sales process easier? Your sales team will have great information to pull from to help have a more fruitful conversation. And because it's a questionnaire they fill out on their own, their sales defenses aren't active. They are more open-minded and receive the messages that will ultimately help them reach their goals. (And yours, too!

# BELIEF BREAKING FORMULA

## EXAMPLE :

## FORMULA

- ① "SO YOU BELIEVE CHEAP FRONT END OFFERS WORK?" → ① SAY WHAT THEY BELIEVE
- ② "THIS DOESN'T PROVIDE CASH FLOW TO MARKET OR ACQUIRE CUSTOMERS" → ② SAY WHY IT IS WRONG
- ③ "USE A HIGH TICKET FRONT END ACQUISITION" → ③ SAY WHAT IT IS RIGHT
- ④ "IT'LL ALLOW YOU TO SPEND WHATEVER YOU NEED TO GET PEOPLE IN PROFITABLY" → ④ SAY WHY IT IS RIGHT
- ⑤ "DONT BELIEVE ME OR THE MATH ? ... BELIEVE 1000+ OTHER GYMS" → ⑤ SHOW PROOF (3<sup>rd</sup> PARTY STATS + TESTIMONIALS)



## **Belief Breaking Formula**

At this point, we've gone through the perfect sale overview, and the pre-sell questionnaire. Now you need to learn how to break false beliefs. I learned this technique from Alex Hormozi who learned it from his good buddy Linh Trinh. You can use this technique in any kind of sales script. Please use it for good, not evil.

### **Here's The FORMULA:**

- 1. Say What They BELIEVE**
- 2. Say Why It Is WRONG**
- 3. Say What Is RIGHT**
- 4. Say Why It Is RIGHT**
- 5. Show PROOF (3rd party stats and testimonials)**

### **Here's An Example For Selling To Gym Owners**

1. Say what they BELIEVE

So, you believe cheap front-end offers work?

2. Say why it's WRONG

Well, we've found that's not true because it doesn't provide enough cash flow to acquire customers. You're constrained by cash, so you don't grow.

3. Say what is RIGHT

We recommend using a high-ticket front end product or service as a way to acquire customers. (They will say Oh yeah? Why?)

4. Say why it's RIGHT

Here's why—a high-ticket front end offer will allow you to spend whatever you need to get people in the door profitably. So you'll never be constrained by cash ever again.

5. Show PROOF

To see over 1000 testimonials from gym owners just like you who have used this process to transform their gyms, go to [gymlaunchsecrets.com/gymownersrule](https://gymlaunchsecrets.com/gymownersrule).

That is the belief breaking formula. You want to use it for EVERY false belief they have. When you know your avatar or target audience, you should know exactly what they believe and why it's wrong. All you have to do is break that belief and reinstate the proper one.

# VIRTUOUS VS. VICIOUS CYCLE OF PRICE \$

⇓ PRICE  
DECREASE  
DECREASE  
DECREASE  
INCREASE  
DECREASE

YOUR CLIENTS  
EMOTIONAL INVESTMENT  
PERCEIVED VALUE  
RESULTS  
DEMANDINGENESS  
REVENUE FOR FULFILLMENT  
PER CUSTOMER

PRICE ↑  
INCREASE  
INCREASE  
INCREASE  
DECREASE  
INCREASE

⇓ PRICE  
DECREASE  
DECREASE  
DECREASE  
DECREASE  
DECREASE

YOUR BUSINESS  
PROFIT  
PERCEIVED VALUE OF SELF  
PERCEPTION OF IMPACT (RESULTS)  
SERVICE LEVELS  
SALES TEAM CONVICTION

PRICE ↑  
INCREASE  
INCREASE  
INCREASE  
INCREASE  
INCREASE

## **Virtuous vs. Vicious Cycle of Price**

This concept took me a while to figure out, and it's one that I implore you to take to heart. It answers the fundamental question, why are you in business? If you're thinking I'm in business to make money, you're right. The point of any business is to make money. But the way you do that is by helping people. If you help enough people and make a big enough impact, then you will make money. Plenty of it.

There's an interesting paradox in business pricing. Have you ever noticed that the people who pay you the most are the easiest people to serve? And the cheapest people are the biggest pains in the butt? Yeah, it's strange how that works, but it's true.

### **VICIOUS CYCLE**

#### **The Cheaper the Price, the Lower the Investment in the Outcome**

Low price product = low emotional investment in an outcome = lower perceived value = low lifetime value of the customer.

When your customer doesn't have a high emotional investment in the outcome, they just don't try as hard. And that means no matter how hard you try to get them the results they paid for, they're unlikely to succeed.

### **VIRTUOUS**

#### **The Higher the Price, the Better the Results**

High price point = higher emotional investment in an outcome = higher perceived value = high lifetime value of the customer.

So, when you charge higher prices, your customer is much more likely to listen to you and actually do what you tell them to do. Which means they get better results. (Go figure.) And the beautiful thing is the more money you collect, the more cash you have available to give the customer an amazing experience.

Increase your price —> Increase results

Lower your price —> Lower results

It's your choice.

That's the client side of the equation. Let's look at the business side for a minute. If you charge less, you're decreasing your profits. And that means you don't have enough money to provide a really great experience to your members. You will feel cheap, and you won't have a high emotional investment in your client's outcome either. Which means they're even less likely to succeed. Then you will feel bad because you're not getting them the results they paid for (even though they didn't pay much). That emotional drain filters over to your sales team as well. And they will stop believing in your ability to get results for people, which means they'll have a harder time selling.

It's a downward spiral that can land even the most gifted trainer or gym owner into a pit of self-doubt that's hard to get out of.

Do yourself a favor and charge higher prices. Everything will improve when you start serving top-level clients. They will experience amazing results and tell all their friends. Your team will feel confident and full of pride in their work. AND you'll make more money. Not a bad deal at all

# IRRESISTIBLE OFFER CHECKLIST ✓



## ① PRE - FRAME

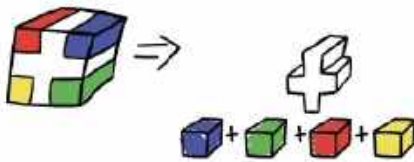
- Ⓐ AUTHORITY
- Ⓑ SOCIAL PROOF

~~\$10,000~~ → \$99

## ② PRICE ANCHOR

CURRENT  
SERVICE

SUPERIOR  
OFFER



SOLD OUT!

## ③ SPLINTER STACK

- Ⓐ PRODUCTS
  - Ⓑ SERVICES
  - Ⓒ NEXT LOGICAL NEED
- BONUSES

## ④ SCARCITY (X LEFT / Y SPOTS)

↳ # OF UNITS/AVAILABILITY

5...4...3...2...1... DONE!

## ⑤ URGENCY (BY X DATE)

↳ RELATES TO TIME

2x DOUBLE YOUR MONEY  
BACK GUARANTEE!

## ⑥ CRAZY GUARANTEE

GET OUR \$2000  
PROGRAM FREE TODAY  
WHEN YOU BECOME A  
MEMBER!

## ⑦ FOR CONTINUITY GIVE HIGH VALUE PRODUCT / SERVICE AS FREE BRIBE TO ENTER CONTINUITY.

## ⑧ FOR CONTINUITY DOWNSELL YOUR UPSELL ...

\$ → \$...\$...\$...\$...  
SAME SERVICE FOR  
LESS BUT LONGER

## Irresistible Offer Checklist

This is the checklist that I go through mentally when I'm trying to figure out how to make a truly irresistible offer. It really comes down to 8 main components. Here's the list:

**1) Pre-frame:** What frame of mind is your customer going to be in when they walk into the sales environment? What are they thinking about? What do they know about you already? You want them to be in a positive frame of mind where they're already thinking good things about you and they're excited to learn more about what you offer. Social proof and authority positioning during the marketing phase play a huge role in this. If you don't already have testimonials and 3rd party endorsements in all your marketing—get some!

**2) Price Anchor:** Before you reveal a price to someone, you want to mention a higher price for that or a similar offer. That anchors the higher price in the customer's mind and allows for a higher perceived value for the offer. You might say "we normally sell this package for \$500 a month." Then you can bring in a lower price and the customer feels like they're getting a deal. Infomercials have been doing this for decades, and it still works. Even when we know we're being price anchored—it still works.

**3) Splinter Stack:** This is one of the most brilliant pieces of this checklist. Let's say that with your gym membership you let people attend cardio and boot camp classes, you give them one shake a month for nutrition, you give them an accountability check-in every month and you have a monthly grocery list, too. You could just include all of those things in your basic membership. OR you could offer a boot camp membership, and all the other components are bonuses that they get for free. You're breaking out all the components of your offer, like splinters, and stacking them up so people see how much value you're really giving them. The best bonuses center around logical needs, like accountability and support. When customers see those items broken out in a list they think *wow, I didn't even think about that, but I totally need it!*

**4&5) Scarcity and Urgency:** Scarcity is how many of an asset or unit you have left. For example, *we only have ten spots in this program or we only have three widgets left*. Urgency is related to time. The customer has to sign up by a certain day or they miss the boat. For example, *the offer ends Sunday at midnight*. These two work even better when combined. For example, *the offer ends at midnight on Sunday. And I'm giving away free strategy calls for the first 10 people who sign up*. Holy crap—where's that credit card?

**6) Crazy Guarantee:** I'm huge on crazy guarantees. I think they're one of the best selling tools for reversing risk. It also puts the pressure on you as a business owner to provide exceptional service and value. If you're not providing exceptional service, then you should fix that first before you begin selling. Having a crazy guarantee goes a long way, and I think it gives your team a huge sense of conviction. It gives the sales team a chip on their shoulder. They can say, "By the way, we have a double your money back guarantee. That's how good we are." I have always seen it work out monetarily for the business.

**7) Free Bribe:** When you're selling an ongoing (continuity) membership, it's a great idea to give away a high-value product as a free bribe. An example would be, "You get our \$2,000 nutrition program free today when you become a member." There are lots of different businesses that use this strategy, especially in the medical space.

**8) Downsell Your Upsell:** I am a big believer in this strategy, and I think I'm the only person who teaches it. If I have a high-ticket front-end offer, I want to *downsell* them on my continuity membership that actually has more value than what they just got. You provide them a reduced cost, if they decide to stay longer. And so they're thinking *Hold on, I was pretty happy with this original thing, but I'm going to get more for less, if I just stay longer. Sign me up!* It's one of those brilliant strategies that we've put in every single business we have.

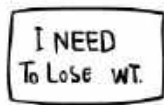
These are the 8 components of the Irresistible Offer. Use this checklist next time you create anything to sell, and I think you'll find you sell more and have happier customers to boot.



# THE CLOSER FORMULA



**C**LARIFY WHY THEY TOOK ACTION / SHOWED UP



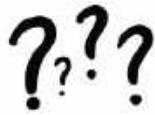
**L**ABEL THEM WITH THE PROBLEM YOU PLAN TO SOLVE



**O**VERVIEW THEIR PAST PAINS / EXPERIENCES



**S**ELL THEM THE VACATION NOT THE FLIGHT



**E**XPLAIN AWAY THEIR CONCERNS



**R**EINFORCE THEIR DECISION

## The CLOSER Formula

This is the simple formula we use to write any kind of sales script. The acronym 'CLOSER' helps remind us of all the elements we need to include in a complete pitch.

### C Is For CLARIFY

The first thing you want to do is clarify why they walked in the door that day. You're starting to establish a gap between where they are at that moment and where they want to be when they reach their goal. You just ask questions until you find out the problem they're struggling with. If you ask, "Why did you come in today?" They might say, "I want to lose weight." That's good. It's what you want to hear. If they say something like, "Well, I saw your promotion and I'm here for the free month", then you need to dig a little deeper until you get to their pain point. So just ask, "Why do you want a free month?" They might still be focused on the promotion and say, "it sounded like a good deal and I'm short on money right now." Keep asking why until they get to a pain point.

### L Is For LABEL

The next step is to label their problem. You want to state it out loud. "So your goal is to lose weight, right? Just get them to acknowledge that you have understood them correctly.

### O Is For OVERVIEW

Next you're going to ask lots more questions to get a good overview of their past experiences trying to reach their goals. Ask them what they've done up to that point to try and solve their problem. Some questions you can ask include:

What have you tried so far?

*Well, I tried Jenny Craig.*

How did that work for you?

*I lost 30 pounds.*

Okay, so why are you here?

*Well, I gained it all back.*

Got it. So, you're trying to lose weight permanently, is that right?

*Yes, exactly.*

Why do you think the weight loss didn't last?

*I just couldn't stick with it.*

Okay, so it wasn't a sustainable plan. Was it possibly because you didn't have XYZ?

*Yes, I think so.*

Once you've teased out all their issues, you have everything you need to sell them.

## **S Is For SELL the Vacation**

There's an old saying in sales, sell the vacation, not the plane ride. When people are planning a trip to Hawaii, for example, you don't want to make them think about the 12-hours they'll spend in a cramped airplane. Instead, you want them to imagine relaxing in the sun on a beautiful beach. Sell them on the vision of what they'll look like and how they'll feel when they do reach their goals.

"Awesome, so when you did Jenny Craig, you realize that you weren't really exercising and you didn't really learn how to make the food because you were getting pre-prepared plans, right?"

*"Yeah."*

"Okay, well you had an accountability coach, right?"

*"Yeah, that was really valuable for me."*

"Awesome!"

**The next piece of selling the vacation is affirming the things they liked about anything that's similar with your program, the things that were valuable to them. Then identify the key points of difference between what they tried before and what you offer.**

"Okay, so you valued the accountability coach, which is good. We have an accountability coach, too, but ours is better because \_\_\_\_\_. Also, we're going to show you how to make the food instead of just charging you more money and sending you boxed foods. That way you can have results for life. Does that make sense?"

*"Yes! That sounds great."*

I just solved one of their stated problems—that the weight loss wasn't sustainable. Keep selling the vacation for each problem or pain point.

"Another reason you couldn't keep the weight off is that you weren't working out. Your metabolism slowed down because your weight loss was mostly muscle. We will train you to build muscle during this period of time so you boost your metabolism. Would that be great? You lose weight and your metabolism goes up because you have more muscle."

*"That sounds awesome!"*

The next step in selling the vacation is going into more detail about what results they can expect. Focus on the outcome, not the work they will have to do to get there.

## **E Is For EXPLAIN AWAY Their Concerns**

Every potential customer will have one of three main objections or obstacles between them and the sales decision. They may have a variety of circumstances, but they will all center around either stalling, money concerns, or they are not the decision-maker. Your job at this point is to address each obstacle one by one until they're ready to buy. We'll go through each of these obstacles in detail next. So, stay tuned.

### **R Is For REINFORCE Their Decision**

The last thing left to include in your sales script is to reinforce their decision. It's when you begin the "wow-ing" process and fulfillment. Do this step ASAP! Don't wait a week before you give them a t-shirt or piece of swag. Give it to them as soon as they sign the membership agreement. Or put a nice handwritten card in the mail the very next day. Or have the owner give them a call to welcome them. This makes them feel like they made a good decision, they're more likely to stay for a long time, and they're more likely to refer their friends.

You don't have to have a script that you read word-for-word. Just knowing the CLOSER formula and following it during your sales conversations will make a huge difference in your close rates.

# SALES CLOSES MINDMAP

ONLY PEOPLE WHO FAIL  
THE PROGRAMS ARE THE ONES  
WHO AREN'T COMMITTED ENOUGH TO  
MAKE A DECISION TODAY ...

①



## DELAY

UNICORN...

YOU'VE BEEN  
THINKING FOR YEARS...

ALWAYS  
GONNA BE  
BUSY ...

SAYING "NO" WOULD  
BE SUCH A STEP  
IN WRONG DIRECTION ...

OR WHAT IF  
YOU WALK  
OUT THAT DOOR  
AND DON'T SAY YES...

LET'S CONSIDER  
THE OPTIONS...

IF THIS WERE  
PERFECT WOULD  
YOU SIGN UP...

WHAT'S YOUR BIGGEST  
FEAR OF SIGNING UP...

WHAT ARE YOUR MAIN  
CONCERNS...

PRIORITIZE 1-10

AIRPLANE  
MASK

SOONER OR  
LATER

THINKING IS INSTANT  
LET'S CONFRONT  
THE DECISION

2-3 DAYS OR  
2-3 MONTHS...

DECISIONS DON'T  
TAKE TIME, THEY  
TAKE INFO...

ON A SCALE 1-10  
HOW CLOSE TO  
BUYING NOW...

OLD HABITS  
DIE HARD...

#1 MISTAKE GOOD PEOPLE  
FOOLED INTO BELIEVING THEY CAN DO IT THEMSELVES...

②



## DECISION - MAKER

WHAT IF HE  
SAYS NO...

IF YOUR SPOUSE  
IS LIKE MY SPOUSE  
SHE'LL NEVER TELL  
YOU NO FOR SOMETHING  
YOU REALLY WANT

SWEATPANTS &  
CHEETOS

FORGIVENESS  
NOT PERMISSION...

DOES YOUR SPOUSE APPROVE  
OF YOUR CURRENT SITUATION...

③



## PRICE / VALUE

BEST CASE /  
WORST CASE

TWO OPTIONS, BOTH RISK FREE

DELAYED PAYMENT  
CLOSE...

VOTE WITH OUR  
DOLLARS...

BUY NICE OR  
BUY TWICE...

IDENTITY  
SWAP

YOU DESERVE IT  
FOR HOW HARD YOU WORK

NOT A BUDGET ISSUE  
A PRIORITIES ISSUE...

YOU'RE JUST LIKE  
BECKY WHO WAS  
IN SAME SPOT AS YOU...

GONNA SPEND  
IT ANYWAYS...

IF THIS MONEY MEANS  
A LOT TO YOU, THEN YOU  
WILL SUCCEED...

WE ALWAYS MAKE  
IT WORK, DON'T WE...

BETTER TO PAY THIS  
PRICE TODAY THAN  
PAY THE HIGHER  
COST LATER...  
(NOW OR LATER)

HOW IMPORTANT IS THIS  
ON A SCALE OF 1 TO 10...

FORGOT MY WALLET  
AT HOME CLOSE...

THAT MAKES YOU  
LIKE 95% OF THE  
PEOPLE WHO DO THIS PROGRAM...

CHEAP COMPARISON  
CLOSE...

## Sales Closes Mindmap

This list covers the highlights of every single way I have ever successfully overcome a sales objection. The black ones are the ones I've used, and the blue ones are ideas I really like that came from friends or research. It would take way too long to go through this entire list, but I want to go over the top 3 obstacles every sales person will experience and how to overcome those objections.

**There are only 3 objections people use to avoid buying—Delay, Decision-Maker, and Price/Money.** Any other issue they bring up is either some form of one of these three or it just isn't a real obstacle. You'll still have to overcome them, but they won't make you hit a brick wall like the big 3.

### Delay

Have you ever heard "I have to think about it" from a potential customer? They are trying to delay, and to overcome that you need to force them to make a decision. All you need to do is make them understand the benefit to them of making that decision and not putting it off.

You might say something like—

"You've been thinking about doing this for years, how is an extra day going to help?"

"You're always going to be busy, right?"

"Saying no would be a step in the wrong direction. What does that say about you if you walk out the door?"

"You've wanted this for so long and you finally had the chutzpah to walk in the door, if you say no now after not having been to a gym in three years, what does that say? How likely is it that you're going to achieve your goal?"

Most people are afraid of making a mistake. So, you can also help them consider the options—

"Well, let's look at the options if you don't join today..."

"Let's look at the risks involved. You could try X, Y, and Z and still fail like you've done in the past. Or you could give me money and maybe you don't lose any weight. But we have a money-back guarantee to remove that risk."

With delay closes, I'm really trying to get them to confront reality. Make them see that they have to make the decision eventually, so they might as well make it now so I can help walk them through it. **Because decisions don't take time, they take information. Thinking is instant.** So, let's confront it. The number one mistake that people make is believing that they can do it on their own. That's why Olympic athletes have coaches, regular people don't, that's why Olympic athletes win.

Another great example of a delay close is to say, "On a scale from one to ten, how big of a priority is this? What would get you to a ten, in order to make this decision today?"

They might say, "Well, I'd have to see this."



You respond with, “Cool we can do that. You ready to sign up?”

Sometimes people delay because they’re afraid of something. It might have nothing to do with price. So you say, “What’s your biggest fear of signing up?”

They answer, “I’m afraid I’ll look stupid in workout clothes.”

Then you say, “Girl, just wear sweats, I don’t care. Wear a blindfold, at the end of the day you have to go to the gym, right?”

Another great delay overcome is “What’s your main concern?” They’ll tell you and one of my favorite responses is “If you’re going to do it sooner or later you might as well start enjoying the benefits now.”

If they say, “Well I need a day or two to think about it.”

You can say, “Cool, do you want two or three days or two or three months?”

And they respond, “Well I don’t need two or three months.”

Then you say, “Exactly, which means there’s no difference between two or three months and two or three days because ultimately these are the three things you need to make a decision on.” Boom. Confronting reality is all we’re doing.

Here’s another one. “If this were perfect, would you sign up for it now? And then obviously, they should say yes. “Cool, then why is it not perfect?” And then you’re closing the gap. So all of these are great things that we’ve used to overcome people’s concerns. Ultimately, people get in their own way about buying things that they know they should be buying. Everyone knows they should be working out. Everyone does know that, but they just get scared, all these irrational fears come to their mind. You just have to put them at ease and walk them through making the decision.

### **Decision-Maker**

Of all the obstacles, I think this one is the hardest to overcome because they are saying that they are not the person who can make the decision. It’s really hard to get someone to say yes if they don’t feel they have the power to do it. My upcoming book discusses these closes in more detail, but the best way to overcome this problem is to help the person sitting in front of you to feel more comfortable and help them understand that the actual decision maker will not be upset. Ask for forgiveness, not permission, by saying something like—

“Does your spouse approve of your current situation?”

“No, not really.”

You can say, “Well okay, if they don’t approve of your current situation, why would they be against you doing something to change it?” That’s a classic overcome for a decision-maker.

Here’s another one. “Hey, if you’re spouse is anything like mine, she’d never tell me no for things that I really, really want. Do you really, really want this? Yes, okay cool.”

Or you can say, “What if they say no? Are you really not going to workout if your husband says you can’t?” They will almost always say they would still workout. Then you can ask, “What do

you think they wouldn't approve of?" This question allows you to focus on the issue again and get past that decision-maker issue.

They will likely tell you something like, "Well, they don't think that I'd be consistent." What they're really saying is they don't think they'll be consistent—they're just putting words in someone else's mouth. So you can say, "Do you think your husband would feel better if X, Y, Z?" If they say yes, you can say "Awesome, let's sign you up."

So you can get around the decision-maker by trying to address what the decision maker's issue would be or by making them understand that it would be unreasonable to believe their husband is going to divorce them for trying to get in shape.

### **Price / Value**

The third obstacle overcome is price/value. There are so many ways to get around a price objection, but the fundamental issue is that you have to establish value. Some examples of price overcomes are

- We vote with our dollars
- Buy nice or buy twice
- Pay this today versus paying more tomorrow.
- Over the next 3 months, you're going to spend the same exact amount of money anyway, you might as well spend it on improving your health."

Help them assume the money's already gone and they can choose to reallocate the money to a more valuable thing.

Some examples of value overcomes are

- It's not a budget issue; it's a priority issue
- It's expensive because of the amount of time and pain it will save you in the future
- How valuable would it be if you got to your high school weight?

You just want to establish what they'll be missing out on if they don't sign up. One of my favorites is an identity swap. Help them see that if they want to step into a new identity, then they have to have new priorities. The old identity was an out-of-shape person who never spends money on their health because it's too expensive. Show them that their new identity can spend money on fitness because that's who they are. I will sometimes say, "I have personal trainers who work for me who make less money than you and spend four times what you're looking because fitness is a priority for them. *So the question is do you really want to be this new person? Or are you happy staying the way you are?*

Another classic value-based overcome is *on a scale from 1 to 10, how important is this to you? The money means a lot to you, so I know you'll show up and do the work.*

You don't have to use all of these, just pick a few that you're most comfortable with and that complement your selling style. Three good ones will help you overcome just about any objection you come up against.

### **Fitness-Specific Obstacles**

There are a ton of fitness specific obstacles.

- I'm too old
- I have a previous injury
- What if I get hurt?
- What if I don't like the workouts?
- I don't want to get bulky
- What if I get sore?
- What if I miss a workout?
- Are there cheat days?
- This goal seems unrealistic
- I have low thyroid
- I'm breastfeeding
- What if I get hungry?
- Blah blah blah...

These are not real objections. You just answer the questions as long as they keep coming up.

*What if I fall off the wagon?*

Then you get back on, it's not about being perfect. And you'll be better off than if you never got started.

*What if I get hurt?*

You have a better chance of getting hurt trying to workout without professional trainers. We're very careful to assess your fitness levels and make appropriate recommendations.

*What if I get sore?*

Soreness happens, but we can help you avoid it as much as possible with carefully scaled workouts.

*I'm too old.*

No one is too old. Patty over there is 78 years old. If anything, you want to make your last 30 years the best 30.

Just to recap, there are only 3 main obstacles to overcome.

**Delay**—Get them to confront reality

**Decision-maker**—Get them to feel okay that their partner won't be angry with them for improving their health. Or get them to confront the issue they think their partner would have.

**Price / Value**—Get them to see that the value is greater than the price.

I WOULDN'T HAVE EXPECTED  
YOU TO BE THE TYPE OF PERSON  
WHO COULDN'T AFFORD THIS...

HAVE YOU EVER BOUGHT  
SOMETHING YOU COULDN'T AFFORD ?

JUST BECAUSE YOU  
MADE MISTAKES IN THE PAST...  
DON'T GET BURNED TWICE

HOW VALUABLE WOULD IT  
BE. FOR US TO GET YOU  
TO YOUR HIGH SCHOOL WEIGHT

YES. BUT ISN'T IT CHEAPER  
THAN THROWING AWAY ALL  
YOUR TOO SMALL CLOTHES &  
BUYING A NEW WARDROBE...

TWO CHOICES  
CHEAP OR  
WHAT YOU NEED

HOW MUCH WOULD  
IT BE WORTH IF ALL  
THIS DID WAS JUST...

IT'S EXPENSIVE BECAUSE  
OF THE AMOUNT OF TIME  
& PAIN IT WILL SAVE YOU...

EITHER WAY YOU'LL  
STILL PAY...

NO RISK  
GUARANTEE

GREEN BRIBE

BONUS STACK

## FITNESS SPECIFIC OBSTACLES

TOO OLD...

WHAT IF I DONT  
LIKE THE WORKOUTS...

WHAT IF I MISS  
A WORKOUT...

I CAN'T START UNTIL  
NEXT WEEK...

BUT I WANT TO  
START RIGHT NOW...

PREVIOUS  
INJURY...

I DONT WANT TO  
GET BULKY..

ARE THERE  
CHEAT DAYS...

I'M BUSY UNTIL  
NEXT FRIDAY...

THIS SEEMS  
RESTRICTIVE...

WHAT IF I GET HURT...

WHAT IF I  
FALL OFF...

I HAVE LOW  
THYROID...

WHAT IF I GET  
BORED...

WHAT IF I GET  
HUNGRY...

SORENESS...

THIS GOAL SEEMS  
UNREALISTIC...

BREAST FEEDING...

ALCOHOL...

## Case Study #2

### Moses Fitness - Sherman Oaks, California



- Father, amateur bodybuilder, and devout Orthodox Jew who owns a semi-private studio in Cali
- Started with us in December, 2019 having averaged \$36k/mo prior
- In 7 weeks, after implementing the strategies found in this document, he hit his first \$75k/mo
- Then Covid hit him hard and while he pivoted online, he still felt the sting of shut downs
- But after pivoting, using our model, by October he was hitting that \$1M/yr run rate
- Then, 11 months after joining, he hit his first \$100k month
- Now, he spends less than 5hrs a week in his gym while his team runs it
- Goes skiing every Thursday when there's snow on the mountains with his kids and gives back to his community through his work

# SECTION 3

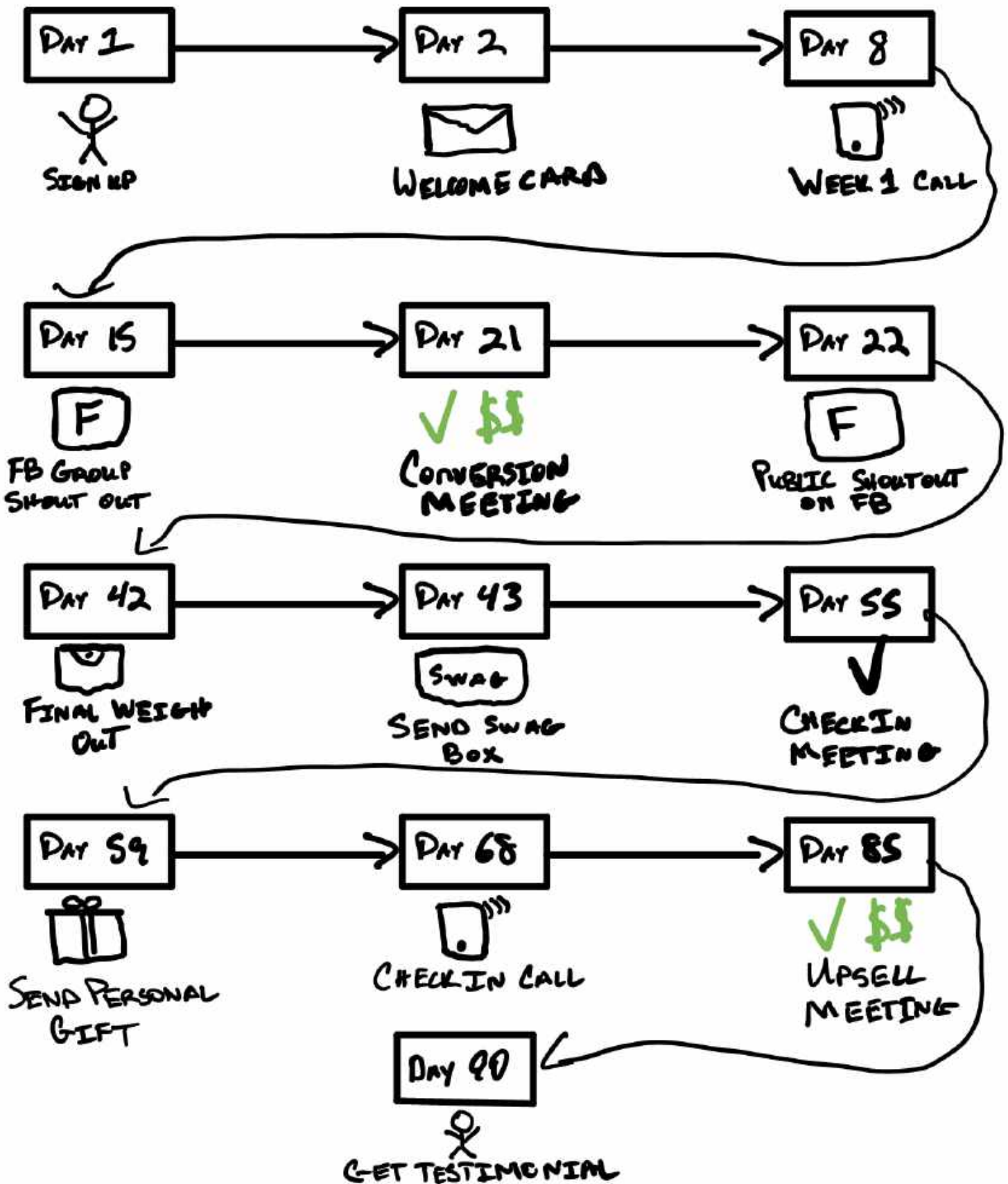
## SOLVING THE CHURN PROBLEM

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# 90 DAY CLIENT JOURNEY



## 90 Day Client Journey

Churn is the silent assassin destroying gyms around the world.

It goes unnoticed like a thief in the night until it becomes so glaringly obvious that it becomes unreasonable to not address it.

But - what if you addressed it immediately?

Here at Gym Launch, we spend most of our time focusing on how to KEEP clients longer because we know that's where the impact and money lives.

We've found that if you can WOW a client in their first 90 days, your LTV will double. Which means your business can double in revenue just by implementing the following system in the first 90 days.

**Day 1:** Sign up/Nutrition Orientation

**Day 2:** Send a handwritten welcome card

**Day 8:** Give them a call to check in on their experience

**Day 15:** Give them a shoutout in your gym's private FB group

**Day 21:** Meet with them in person and convert to long-term membership if they're in a 6wk Challenge

**Day 22:** Public shoutout on your FB business page with highlights of their success

**Day 42:** Weigh out meeting + goal setting for next phase of training/nutrition

**Day 43:** Send them a swag box that includes a piece of apparel, shaker bottle, or something else from your gym

**Day 55:** 15min Check In Meeting post class to review progress and experience

**Day 59:** Send a personal gift that's less than \$20 - think of something that would mean a lot to them - could be a book, gift card, or similar

**Day 68:** Check In call to see how they're doing

**Day 85:** Check in meeting + ascension possibility depending on their program

**Day 90:** Grab a video testimonial you can use for ads or marketing

Throughout this entire journey, you should be texting them 2x/wk to check in and ensuring they're actually getting transformational results - which the next model will cover.

# GET THEM RESULTS

BEFORE

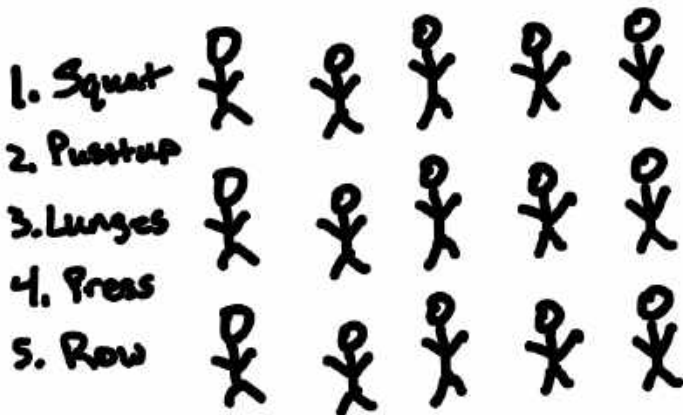


AFTER



## 4 - PILLAR AUTOMATED RESULTS SYSTEM

### I FITNESS 3x/wk



### II NUTRITION

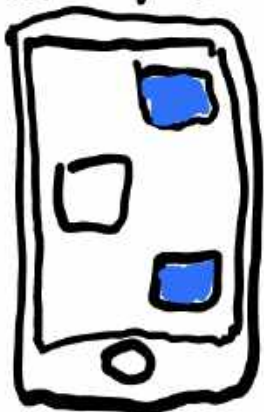
GIVE THEM:

- CUSTOM MEAL PLAN
- RECIPE BOOK
- BAKING GUIDE
- EATING OUT GUIDE
- SHOPPING LIST
- MEAL PREP GUIDE

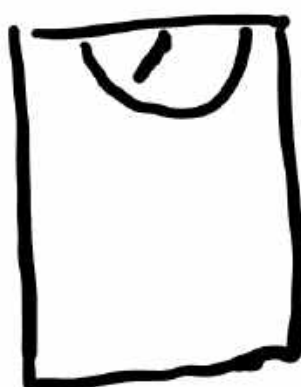


### III ACCOUNTABILITY

WEEKLY TESTS

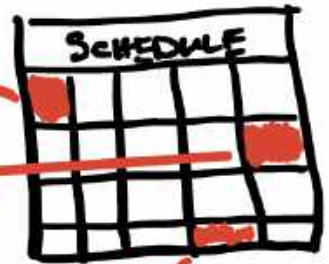


WEIGH INS



### IV 1:1 MEETINGS

- NUTRITION
- HALFWAY CHECK IN
- FINAL WEIGH OUT



## Get Them Results

The whole point of owning a gym is to help people transform their lives. It's really cool when you can do this at scale AND make a lot of money.

Here's how our clients are able to get their clients insane results while still signing up 20, 30, 40, even 50+ clients per month.

## The 4 Pillar Automated Results System

### Pillar 1: Fitness

This is simple. Your clients should be coming in 3x/wk (not unlimited, not 5x/wk...just 3x/wk). Classes should be high energy, engaging, fun, and well worth the 30-60 mins in length.

### Pillar 2: Nutrition

As fit pros, we know that proper, consistent nutritional habits are the real reason people get results. So why not just give them everything they need?

We've found the highest success when clients give their members the following:

- Custom meal plan
- Shopping list
- Recipe book
- Eating out guide
- Shake recipe book
- Meal prep guide
- Baking guide

We've created these for our clients so they don't have to spend time creating them, but if you don't have these, add them to your offering and watch how your clients results skyrocket.

### Pillar 3: Accountability

This + nutrition is the secret sauce that gets mind-blowing results for your clients. There are 3 levels of accountability

- **Social** - give your clients an exclusive group of people facing the same struggles and obstacles as they are, starting with them and walking "shoulder to shoulder," sharing tips, tricks, encouragement and to build relationships they'll come to rely on to help them see it through.
- **Mentor** - your clients will get this through other members who have "walked a mile in their shoes" and accomplished what a new client desires.
- **Expert** - this comes from you, the Expert, who knows exactly why, what, when, and how they should be doing the program.

Applying that plus weekly weigh ins and 2-3 text messages a week you'll see tremendous success with your clients.

### Pillar 4: 1:1 Meetings

You're not in the fitness business, you're in the relationship/results business. There is no better way to build a relationship and get better results for your clients than meeting for 15-30 mins at least once a month to:

- Review progress
- Adjust nutrition plan as needed
- Grab before/after pictures
- Get testimonials
- And simply get to know them better

Use this framework and watch your clients results and retention dramatically increase.

# GET THEM CONVERTED



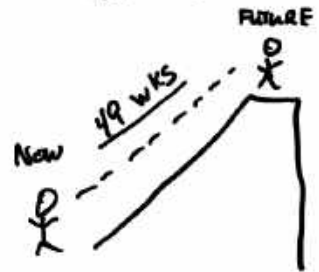
① CONGRATULATE  
ON EFFORT/RESULTS



② EXPLAIN THEIR  
SUCCESS



③ DEFINE LONG  
TERM GOAL



④ MAKE OFFER

→ KEEP GOING OR RISK  
LOSING ALL RESULTS & END  
UP WORSE OFF



⑤ GUARANTEE GOAL

XX LBS BY YY DATE **OR**  
I KEEP WORKING W/you FOR  
**FREE**

**GUARANTEE CONDITIONS**

- ☒ 100% WORKOUTS
- ☒ ALWAYS REPLY
- ☒ TAKE SUPPS

⑥ SAME DAY DISCOUNT

~~\$59/wk~~  
\$49/wk

⑦ EZ-CARD  
CLOSE

\* YOU DON'T HAVE TO PAY TODAY,  
JUST SAY YES AND SIGN TODAY  
TO LOCK IN YOUR DISCOUNT

\* WANNA JUST USE THE  
CARD YOU HAVE ON FILE?





## **Get Them Converted**

You might be wondering why a sales/conversion framework is in the Churn section. It's because we see conversion sales as a function of retention and if you're running a defined front end offer like a 6 week, 8 week, 28 day, or 21 day offer, at some point you need to convert them into long term clients.

Before we cover HOW to do it, it's important to know WHEN you do it is even more important. NEVER wait till the end of a trial/challenge to convert a new client. ALWAYS do it at the halfway point when they are the most excited and have seen incredible results. Plus - if they say no then, you still have time to convert them over the last half of the trial.

If you want to convert 70%+ of your trials into long-term members, here's how you do it in 7 easy steps during your 1:1 halfway meeting (which should be 30 mins)...

Here are the 7-Steps:

You can use the acronym C-O-N-V-E-R-T to remember it

### **C is for Congratulate them on their effort & results**

You need to get people in the right state to buy. Many times customers don't even know that losing 5lbs or 10lbs is a great thing. Make them understand that they lost more in the first 3 weeks than they have in the last 2 years. They should feel great about themselves. Even if they didn't lose anything, they actually took a step in the right direction and they tried. They are moving CLOSER to their goal by doing these habits, which not doing them will lead them astray.

### **O is for Overview the reason for their success (your system Fitness/ Nutrition/ Accountability)**

This is important. You want to reiterate the 3-part process that was integral to their success so far. We like to use a stool analogy. The prize, their results, their goal, is sitting on the top of the stool. And the only way to keep it there is to keep all three legs of the stool. They cannot hope to "continue on their own" without having all three, especially accountability. So getting them to admit that they needed this accountability is the reason they signed up AND the reason they have seen success.

NOTE: if they haven't seen success then they need MORE accountability not less, which also, it turns out, comes from continuing to work with you.

### **N is for New You Gap - the gap between where they are and where they want to be in the future.**

This is where we talk about long term goals. We talk about where they are and where they want to be. We need to create a gap. If someone is skinny, it doesn't matter, that gap can be intangible like confidence, tone, performance, a bathing suit, or a litany of other things. Don't be limited to weight.

“So what was that big goal that you had that you wouldn't share with me unless you knew me? If we were having this conversation 6 months from now and you were looking back, what would have had to happen to make staying on the best decision of your entire life?” \*I believe this is a Dan Sullivan question.

### **V is for Value Stack**

Then just say back to them what they tell you in the question above of what would have to happen & give them a realistic timeline of when that could happen by.

You're gonna get all this stuff with extra perks.

And this...

And this...

And this...that only our VIP members get.

### **E is for Eliminate Risk**

This is what will seal the deal. Tell them you will guarantee their outcome provided they do 3 things:

1. They do 100% of the workouts you provide
2. Always reply to your messages within 24hrs
3. Take the supplements you provide

And if they do all that and don't hit their goal by the time you guarantee, you'll continue to work them for free until they do.

**GREAT OFFER!**

The nice thing is - if they actually did everything, I'm sure you'd be glad to help a client who worked with you for 9 months and is a few pounds over their goal. But I have yet to have a single gym owner ever tell me this happens.

But even in theory, if it did, the whole time afterwards they would still be buying 200-300/mo in supplements which would more than compensate for the time spent.

By making the guarantee this way, you also double the LTV of the customer because they are committing to a second supplement revenue stream.

### **R is for Reduce Price**

This is where we price anchor then give them an incentive to say yes today (as though the guarantee wasn't already enough!)

Normally we do this for \$59/wk, but if you say yes today, you can lock in \$40/mo lower at \$49/wk. Try and get them to pay today for the next 28 days.

If you are a weaker salesperson, then use this line “You don't have to pay today, you just have to say yes today to lock in your discount.” then as soon as they say yes, walk them through the paperwork to lock in their rate and start their payment at the end of their challenge.

**T is for take payment**

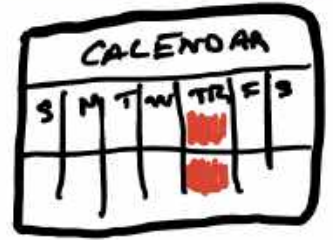
We use the same close all the time, and that's because it works.

“Wanna just use the card you have on file?”

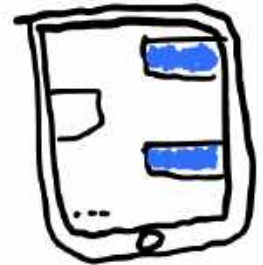
Boom. Rack ‘em & stack ‘em.

# 5 HORSEMEN OF RETENTION

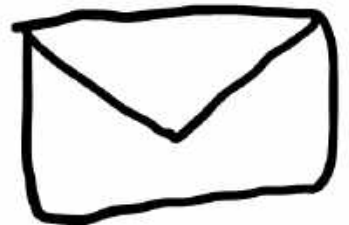
1: TRACK ATTENDANCE



2: TEXT 2x/WK



3: HANDWRITTEN CARDS



4: EVENTS



5: EXIT INTERVIEWS



## 5 Horsemen Of Retention

Did you know at 15% month-over-month churn, a gym will lose 83% of their members in a 12 month stretch? That means that if a gym started Jan 1st with 250 members, they would need to sign up 208 clients by Dec 31st, just to stay in the same spot.

That's a scary game to play.

Since 2016 we've discovered hundreds of innovative ways to improve retention, but after surveying our clients that had sub 5% churn month over month, we found five things they ALL did consistently. We call these things the 5 Horsemen of Retention...

1. Track Attendance - if you don't already track attendance for every class, start now. Then every Thursday call every client that hasn't been in that week to get them scheduled for their next class
2. Text 2x/wk - this one is simple. Text every client at least 2x/wk to check in on them and build a relationship - regardless of how long they've been a client
3. Handwritten Cards - who doesn't love a handwritten card? Start sending them to every client once a month and include a small personal note about their performance or something you appreciate about them
4. Internal Plays/Events - quickest way to build an amazing community is to bring all your members together for an event or internal play. Do these at least every 6 weeks throughout the year
5. Exit Interviews - every client that wishes to cancel should first have an exit interview so you can find out why they're wanting to leave and how you can save their business.

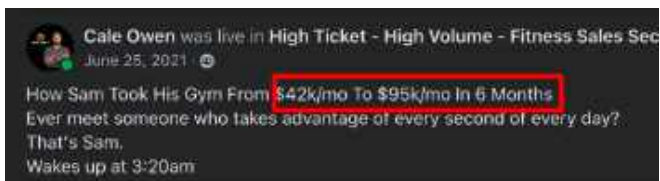
We found that when gyms implemented these 5 steps, their churn would follow this trend:

- Month 1: Increase by 50% (Ex: 10% -> 15%)
- Month 2: Decrease by 50% (Ex: 15% -> 7.5%)
- Month 3: Decrease by 50% (Ex: 7.5% -> 3.75%)

And then it would stabilize. That's how powerful these 5 actions are.

### Case Study #3

#### Earthfit Lady Island's Mind-Body Transformation Center - Beaufort, South Carolina



Today

NEW



**Sam Hoster** 4:31 PM

Is there a monthly tracking sheet to Fill out today?



**Dave** 4:31 PM

No we went down to only weekly



**Sam Hoster** 4:37 PM

Got it.  
My ego was looking for it.  
Just under 150k this month rev

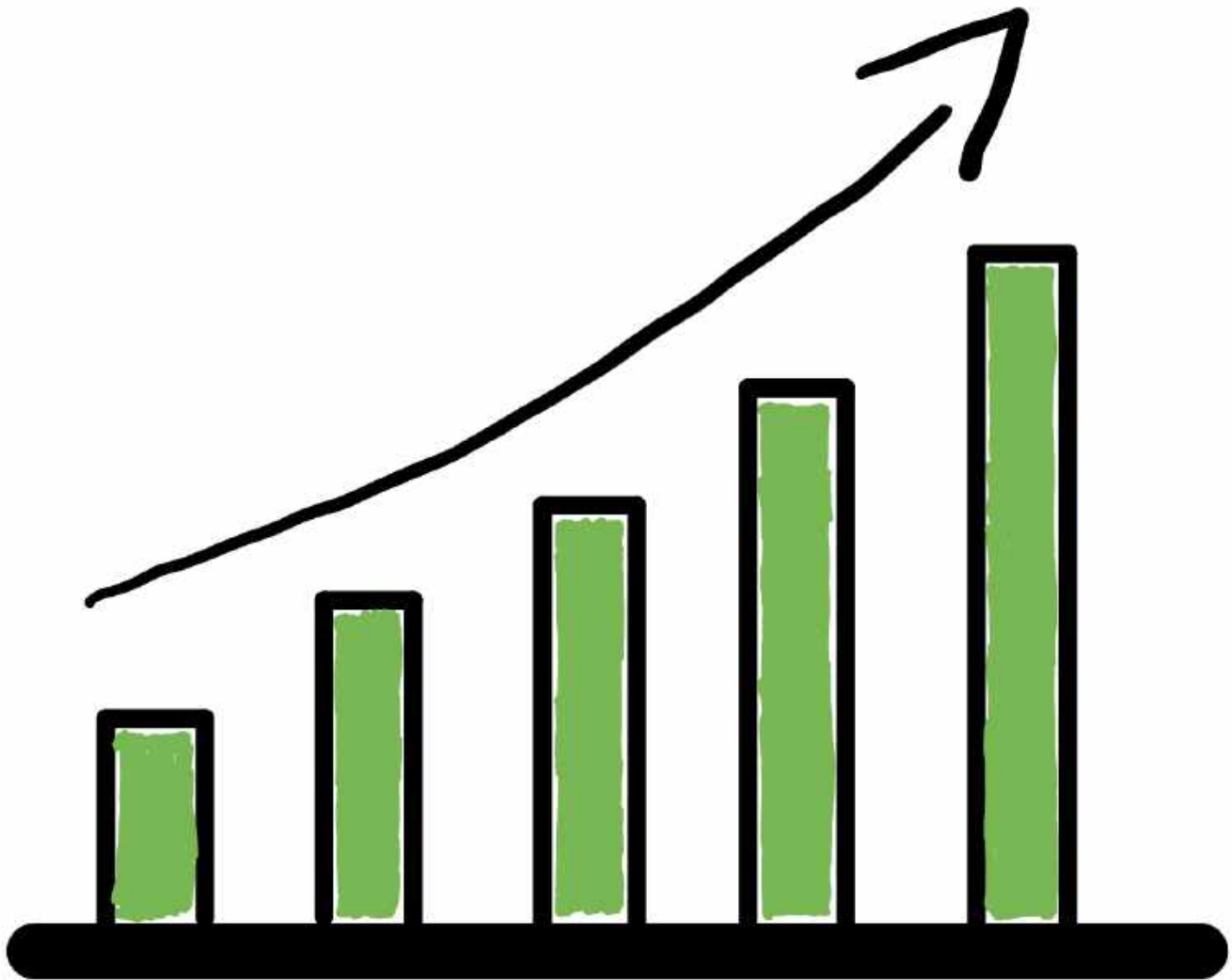
- Former college football player turned police officer that walked away from a 6F income to buy a gym in a different state having never been a trainer before
- Father of 4 who wakes up at 3:20am every morning (crazy)
- Signed up for Gym Launch two weeks after buying the gym because he knew he needed the guidance
- Highest month prior was \$42,000
- Immediately began implementing the models and frameworks found in this document
- Within 6 months he hit \$95,000 in a month
- Came to our first Inner Circle Live event (1 Day intensive with 5 gym owners) and hit \$149k the next month
- He hired his wife Kelsey as the CFO and they both work from home, have date night every week, and get to spend every night with their kids
- In May 2022, he took home \$65,000 in profit



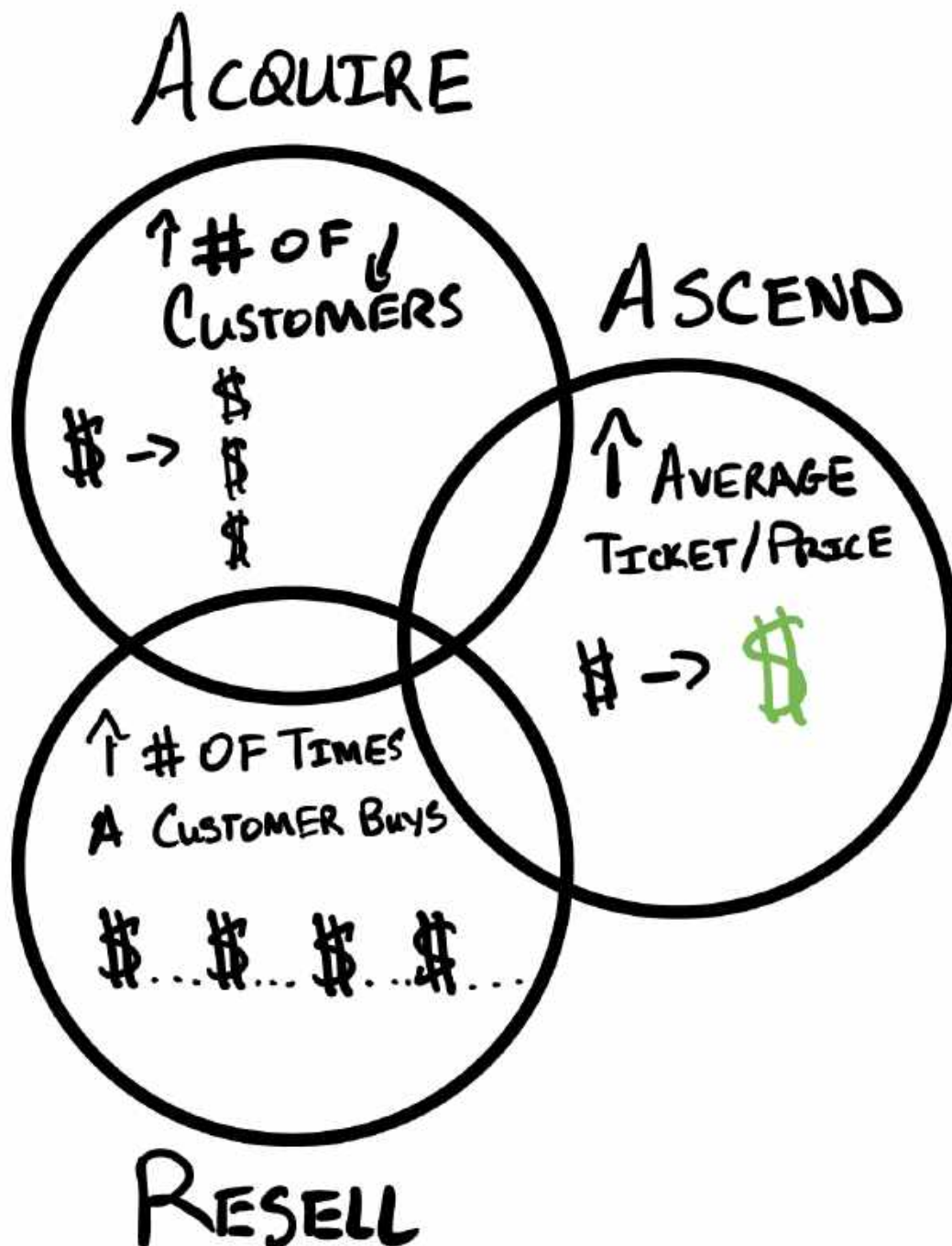
# SECTION 4

## EXPANSION REVENUE

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# THE ONLY 3 WAYS TO GROW YOUR BUSINESS



## **There Are ONLY 3 WAYS to Grow Your Business**

What? Are you kidding? There must be a million ways to grow my business!

That's what I thought, too. When I first heard this concept from Alex Hormozi, who heard it from Jay Abraham, it totally blew my mind. But when he broke it down, I had to admit he was right.

So, basically, to grow your business you have to either get more people, make them spend more, or make them spend more often.

That's it.

Pretty simple, right?

Let's break it down a bit more.

### **1. You can get MORE CUSTOMERS.**

If you're servicing twenty customers and you increase that to forty, then you have more revenue. Your business grows.

### **2. You can INCREASE THE AVERAGE TICKET PRICE of each customer.**

If you have twenty customers on a recurring membership at \$100/month, and then you can get 5 of them to take an upsell to \$500/month, then you grew your business. You didn't actually increase your number of customers, but you increased the average ticket price.

### **3. You can INCREASE FREQUENCY of purchases.**

There are 2 ways of looking at this one. You can add on the number of items someone purchases, upselling them into other opportunities. A gym member might also want to purchase apparel, supplements, or even a subscription to an in-house massage service.

The other way to increase frequency is to build a recurring revenue model and focus on retaining people in that program from month to month. Let's say you got someone to purchase a 3-month membership, then you worked hard to keep them in that membership by helping them have fun and reach their goals. If you can bill them for 5 months, that's almost a 100% increase.

### **This valuable concept will change your business and your life.**

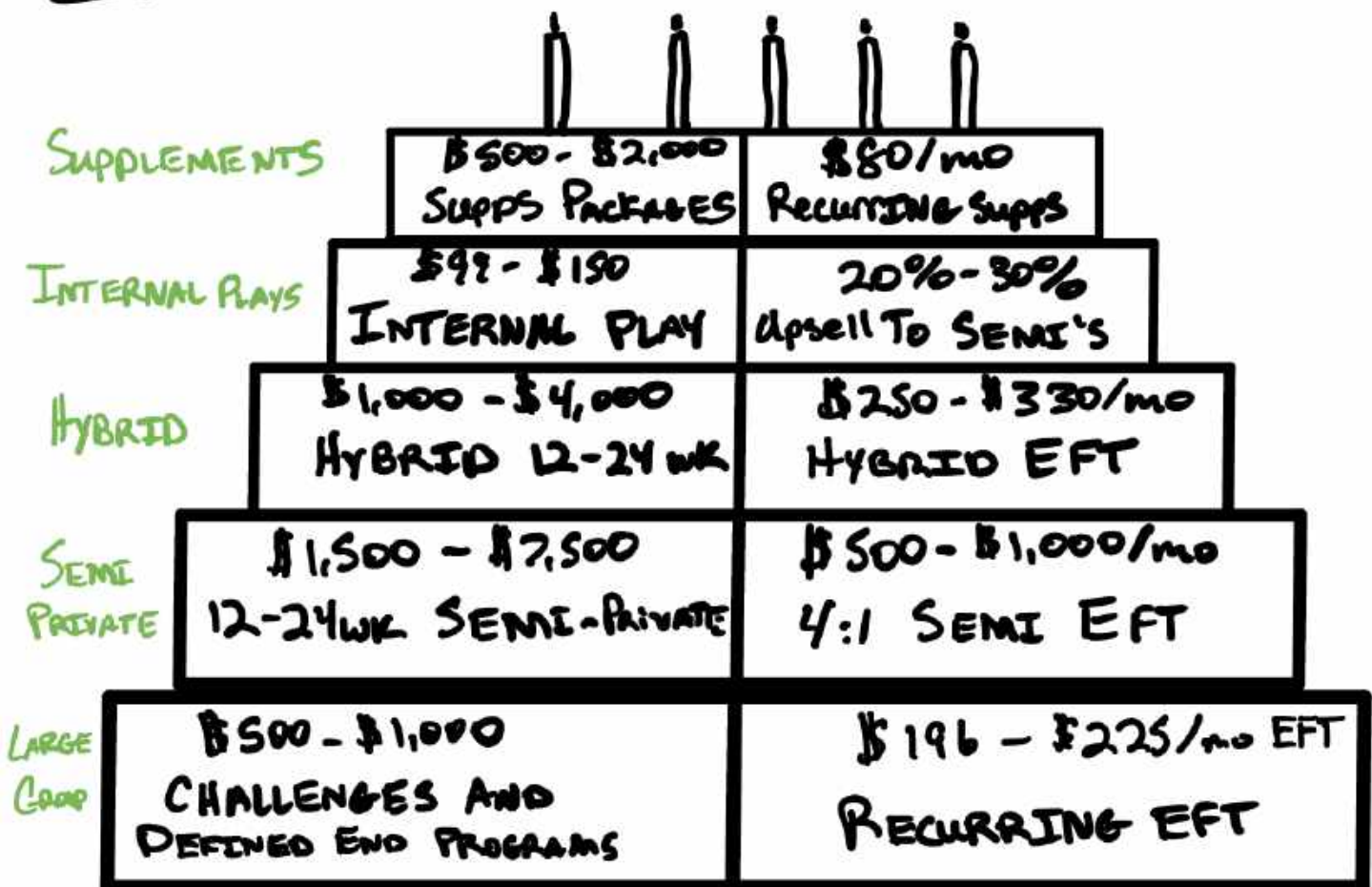
Once you realize there aren't a million ways to grow, only 3, life as a gym owner becomes so much easier. Just focus on which of these 3 levers you want to pull to increase how much money you're making.

I don't know about you, but I like easy!

# THE WEDDING CAKE GYM PROFIT MODEL

ICING  
(FRONT END CASH)  
←

CAKE  
(RECURRING CASH)  
→



SUPPLEMENTS	\$500 - \$2,000 SUPPS PACKAGES	\$80/mo RECURRING SUPPS
INTERNAL PLAYS	\$99 - \$190 INTERNAL PLAY	20% - 30% Upsell To SEMI's
HYBRID	\$1,000 - \$4,000 HYBRID 12-24 WK	\$250 - \$330/mo HYBRID EFT
SEMI PRIVATE	\$1,500 - \$7,500 12-24WK SEMI-PRIVATE	\$500 - \$1,000/mo 4:1 SEMI EFT
LARGE GROUP	\$500 - \$1,000 CHALLENGES AND DEFINED END PROGRAMS	\$196 - \$225/mo EFT RECURRING EFT

## **The Wedding Cake Gym Profit Model**

This model is the world's most profitable gym business model and it's the secret framework we use to scale our clients over \$100k/mo.

Now, there are two main components to each tier in the Wedding Cake Gym Profit Model:

- Icing - represents front-end cash flow from new customers
- Cake - represents recurring cash flow from existing customers (EFT)

Just like building a real cake, you can't have a gym built entirely on icing because in bad months when lead gen dries up, you're left with nothing. This is why both icing and cake must work together and be built in unison to create a rocking gym.

Of course, we're not trying to build a little teacake here are we...we want to create a full-on multi-tiered wedding cake that has multiple revenue streams.

So what do the different tiers consist of?

### **Tier 1: Large Group Training**

This is your bread and butter offering. Our goal with our gyms is to get this part of their business to 75%+ capacity as quickly as possible - before we start thinking about any of the other layers (minus the top layer).

Building a \$40,000+/mo business on just this is very simple to do.

### **Tier 2: Semi-Private Training**

Once a gym gets to 75% capacity, we introduce a higher, more expensive level of service. Using our Semi-Private Golden Ticket system, you can easily upsell 20% of your clients to 4:1 services at \$500, \$700, even \$1000/mo recurring.

If you're a brick and mortar gym, this should be your first move before going online.

### **Tier 3: Hybrid Training**

Simply put, Hybrid training is providing custom nutrition and accountability to new and existing clients. The best part about adding this service are the extremely high margins (80%+), it's all online which means you can advertise outside of your normal radius, and it's easy to scale.

### **Tier 4: Internal Plays**

Internal plays are marketing campaigns you target to your existing customers to add some sort of service/value beyond their current level of membership. Internal plays are typically broken up into three different types:

- Nutrition-Based
- Fitness-Based
- Community/Experience-Based

Running internal plays has two massive benefits for your business...

1. Increases client value because you can charge for these
2. Increases client lifetime value by decreasing churn

They're an incredible opportunity to not only make money, but increase the loyalty of your customers. If you're not consistently offering internal plays/challenges to your members, this is your sign to start immediately.

#### Tier 5: Supplements

This one can be a bit confusing because it actually runs through the entire cake and should be used (bolted-on) at every layer. You could almost say that supplements are the sprinkles that cover every layer.

If you don't "believe" in selling supps, no problem. Your clients are still going to buy them. Question is, do you want them buying them from Joe Shmo at your local supps shop who just wants the commission, their favorite influencer pushing some random product, or you - the person who's monitoring their fitness and nutrition?

We've found that there are four primary ways to sell supplements to your customers.

- Existing client base launch: we run a commemorative internal campaign to your existing customer base; this works whether or not you currently sell supplements
- Bolt-on sale for new customers coming in the door
- As a part of internal plays on an ongoing basis
- Sampling sprees

The key is to align yourself with a supplement company that checks the following three boxes...

1. High quality products that ACTUALLY work
2. Worth your time to sell (high commissions)
3. Drop ship model so you don't need \$\$\$\$ of inventory on hand

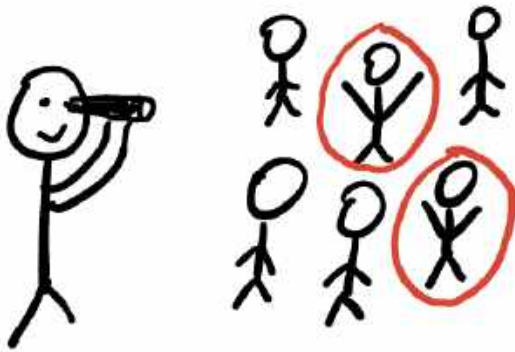
If you need a company that checks all those boxes, you can become a [Prestige Labs affiliate for free here](#)

Once a gym has successfully implemented each layer, they're well over \$100,000/mo.

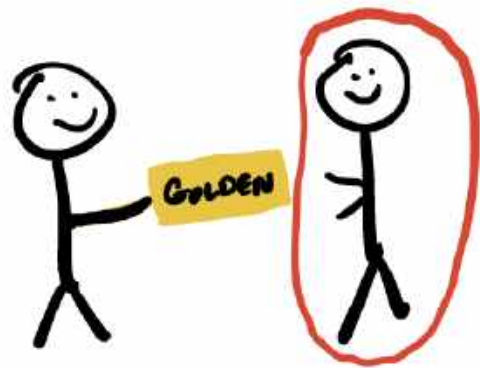


# THE SEMI-PRIVATE GOLDEN TICKET UPSALE

## I IDENTIFY



## II INVITE



## III SELL



## IV REPEAT

ROUND 1 = \$1,999

ROUND 2 = \$2,499

ROUND 3 = \$2,999

## **The Semi-Private Golden Ticket Upsell**

This might be my favorite framework out of all of them. This process alone has made our clients millions of dollars in a matter of 12 weeks and I'm excited to share it with you.

Once your large group is at 75% capacity you can implement this system with ease. Let's walk through it...

### **Step 1: Identify**

Want to know the easiest clients to sell more stuff to? Your raving fans. You know who they are. They're the ones that buy all the shirts, the supps, the events, and come to all their classes. For this to work well, you need to first make a list of these clients, ensuring that they're your BEST clients.

### **Step 2: Invite**

Once you've identified 8-10 of your best clients, you want to print out GOLDEN tickets - yes, literally print out a golden ticket. Have your coaches hand them to each client AFTER class in the middle of the room so that everyone sees it - but don't say anything about it to rest of the class.

All your coaches will say is that they're invited to a super secret beta program and that you (the owner) want to meet with them about it. Set the appointment and move to the next step.

### **Step 3: Sell**

You, the owner, will meet with each of these clients and sell them into your 12 Week (Insert Super Cool Name Here) Beta Program. Before you go over the program, have them sign an NDA (yes, a literal NDA) and let them know that while they're a part of the program, they can't share it with the rest of the gym.

Then sell them the program, giving them a price break (\$2,999 -> \$1,999) for being in the program and close them.

### **Step 4: Repeat**

4 weeks after the start of this program, identify 8-10 more clients and do the EXACT same thing except this time raise the price from \$1999 to \$2499. Then 4 weeks later, do it again but this time at \$2,999.

If you do this right, you'll have 30 clients in your Semi-Private program and \$75k in cash in 8 weeks.

# How To SELL SUPPLEMENTS

① DEFINED-END SERVICE SALE #1



6 WK FREE

② SCHEDULE NUTRITION ORIENTATION FOR UPCOMING SATURDAY

S M T W T R F S

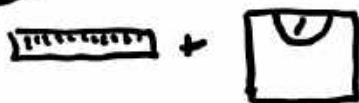
	SALE #1	WAIT	WAIT	WAIT	WAIT	SUPP SALE #2
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2-STEP SALE & TIME DRAY

\* 24 HRS TO 7 DAYS LATER

③ NUTRITION CONSULT VALUE CHECKLIST

① MEASUREMENTS

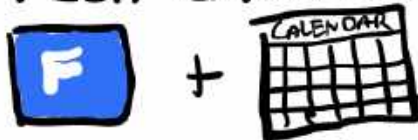


② MEAL PLAN CREATION

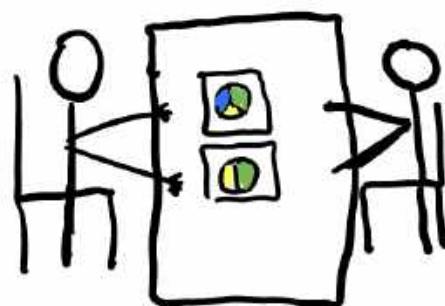
- GROCERY LIST
- RECIPE BOOK
- EATING OUT GUIDE



③ TECH (APPS/SCHEDULER)



④ MEAL PLAN EXPLANATION



⑤ SUPPLEMENT SALE OPTIONS MATH

① PIF/BUY UP-FRONT

- 3/MO BUNDLE \$
- 6/MO BUNDLE \$
- 12/MO BUNDLE \$

② AUTO-SHIP

\$...\$...\$...

③ BIG TICKET EFFECT

\$100	}	AVG LTV = \$300
\$100		
\$400		
\$600		

## How To Sell Supplements

We love selling supps. People value products more than service, making the sale easy. Clients will take them regardless of what anyone says, making it our moral obligation to sell them. And if we get them the right supps, it improves their results. A win, win, win...

Here's how you can sell them like hot cakes.

1. Sell Them Service - this is the first step and important because you don't want to sell them both service AND products in the same meeting
2. Saturday Orientations - sell your service throughout the week and schedule their nutrition orientations for Saturdays (30 minutes each)
3. Get Measurements/Stats - during the orientation, get the client's weight, measurements, before pics, and set up with any apps/tech needed as a member
4. Explain Meal Plan - go over their nutrition plan with them so they know exactly how to follow it and what it will entail
5. Assumed Close - showcase client testimonials prior to presenting supp options and once you do, offer them bundles first. Then if needed, downsell into smaller bundles or ultimately just one supplement.

When gyms do this right, they add at least \$50/mo in PROFIT per client.

100 members on supps x \$50/mo PROFIT = \$5,000/mo

That's rent...or ad spend...or an investment account.


If you want to learn more about how to do this and get coached for free, [head here to become a Prestige Labs affiliate](#) today.

# HYBRID PROGRAM

## BOLT-ON

### ① 1:1 NUTRITION

EVERY OTHER WEEK:




WEEK 0-2: FOOD LIST  
WEEK 3-4: PORTIONS  
WEEK 5-6: TRACK  
WEEK 7-8: COUNT  
ETC...

### ② 1:1 ACCOUNTABILITY

WEEKLY:

→ STATS 

→ ADJUSTMENTS 

→ CUSTOMIZATION 

EVERY OTHER WEEK

→ 1:1 MEETING

### ③ FITNESS

① IN-GYM  
3x/WK

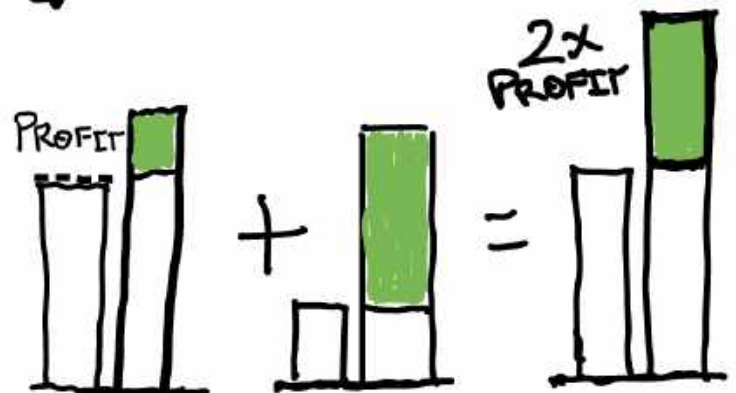
② ONLINE

→ DELIVERED VIA APP

→ TEMPLATE VS CUSTOM

### ④ MATH

IN-GYM ONLINE HYBRID





## Hybrid Program Bolt-On

We have an entire book and program on implementing this program but I am going to try and sum this up in the simplest way possible.

We need to start with the money math first, because once we understand the model/strategy, the rest is just implementation/tactics.

### 4: Math

A very healthy brick and mortar facility has 30% net profit margins. If they make \$100k/yr, they profit \$30k.

An online business is basically the inverse of that with 70%+ net margins - which adds to the allure of going online (but don't let it fool you, it's a different game than running a gym entirely)

So what if you could harness the implied authority of a brick and mortar business and the profit margin & reach of an online business?

Welcome to Hybrid. A simple way to reach more people, increase your margins, and stack cash.

The first step is to add Hybrid (custom nutrition & accountability) as an add on service for your current members. They continue to come in 3x/wk for classes but they now receive 1:1 Nutrition and Accountability.

Once you've upsold 20%+ of your current members into this, start adding it as a front-end/conversion offer for new members.

### Example:

200 Members

20% upsell at \$77/wk (previously \$49/wk)

40 Members at \$77/wk = \$13,244/mo (previously \$8,428/mo)

57% Increase In Revenue

Then as you grow this, you can expand your ads radius to start growing past just your local market.

Typically we see a gym increase their net profit by 50% minimum within the first 6 months of adding Hybrid and once it's fully sustainable, those margins increase another 50% as it grows.

BUT, if you don't have a team in place OR maxed out in your location, the distraction alone could cause your current brick and mortar to decrease in revenue - so make sure you have the right pieces in place before deploying.

### 1: 1:1 Nutrition

We have a specific series of steps we take people through. In the beginning you want the solution to be simple to understand and execute. If it is complicated, adherence will be low, as will success. So you want this to be as little of a change as possible to get them the result. FORGET about trying to get them to count their macros. Think instead - what 2-3 things can this person change that will get them the biggest bang for their buck. Simple works.

## **2: 1:1 Accountability**

At the end of the day, this is what we are selling more than anything. People can find free workouts online. They can follow a million and one diets with a single keystroke in a search engine. There's no lack of information and plans readily available. What people pay us (READ YOU) for, is getting them to actually do it. People pay us to pay attention. That is the exchange. So - you need to pay attention.

One part of accountability is the communication & personalization of the experience.

Tracking metrics and progress is another.

And finally, the thing that gets people to stay is community (just like the gym).

And let me catch you before you feed yourself your mental BS that you can't create a community online...uh...have you been on the internet?

It's all about communities.

Facebook is full of them.

And if you assemble people and speak about your values and beliefs, the people who believe the same as you will stick like glue.

The Gym Lords community is entirely online and is tightly woven.

So you can 100% create a sticky community online.

Doing so will pay dividends in spades, evidenced by low churn and high conversion numbers.

And you can take that to the bank - truly.

## **3: Fitness**

First step is just upsell your current members who will continue to come to sessions 3x/wk.



Once you move outside of your current clients and venture into the online world, you want them to get workouts delivered to them, personalized to their goals, on a weekly basis. They should not be able to see the week that is coming. They should be able to record the workout, and the difficulty level within your system so that you can get feedback and improve their experience.

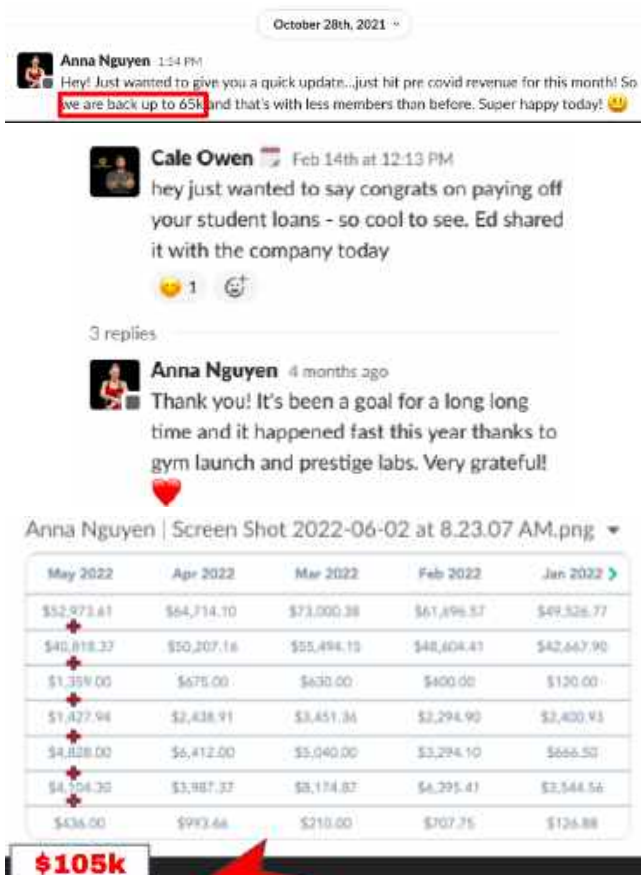
Our gyms use an app that we have a partnership with that they get at a MASSIVE discount with unlimited clients, pre-built programs from us, and pre-built accountability messages from us included.

Putting these 3 pillars together (even disorganized at first) will give you a leg up on the competition.

You will be satisfying multiple needs of the customer, thereby providing more value, which will further justify your cost & their investment in themselves and your business.

## Case Study #4

### Xtreme Ninja Fitness - Medford, Massachusetts

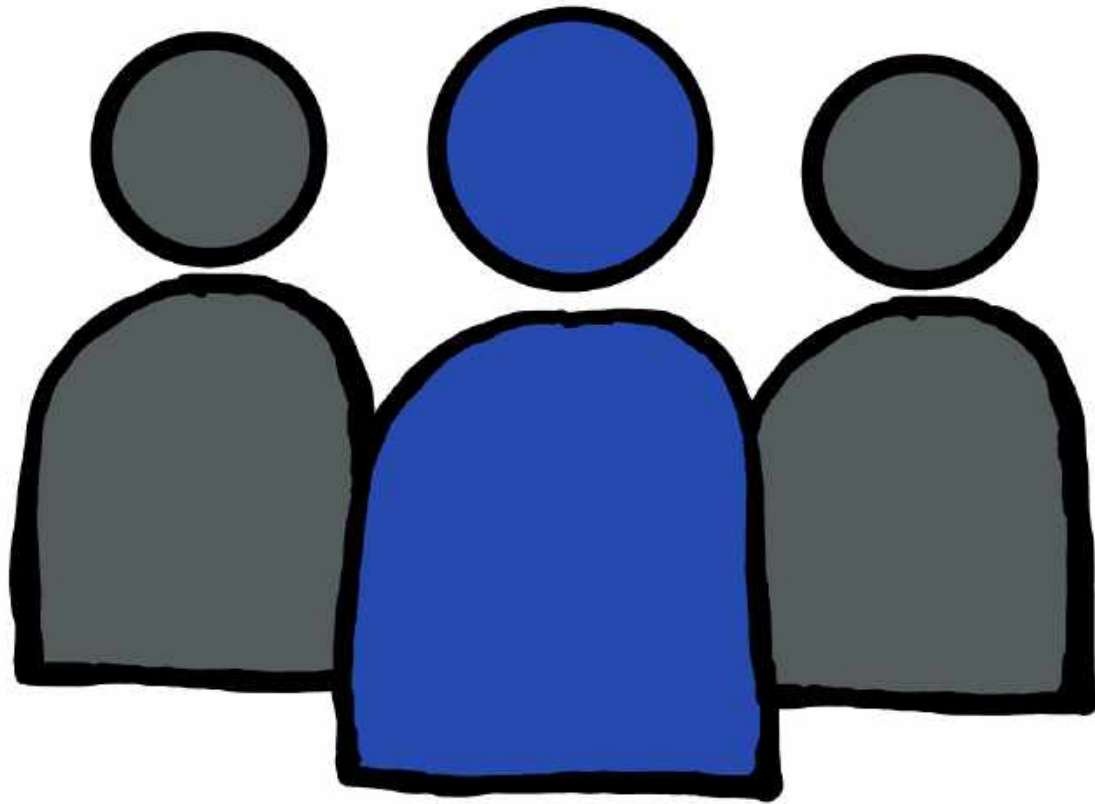


- Husband/wife combo with 3 kids who own a Martial Arts and Fitness Kickboxing facility
- Built their facility up to 650 clients and \$65k/mo on their own until Covid decimated them
- Started working with us in October, 2020
- Prior to GL in 2020 they were as low as \$25k/mo due to cancellations and lockdowns
- Immediately began implementing our acquisition, pricing, and retention systems
- Within 11 months they were back up to pre-pandemic revenue (\$65k/mo) with half the members - meaning their clients were worth 2x as much as they were prior to working with us
- They were FINALLY able to pay off her student loans and are now planning their next investment
- Since the start of 2022, they have hit over \$100k/mo in every single month

# SECTION 5

## BUILDING Your DREAM TEAM

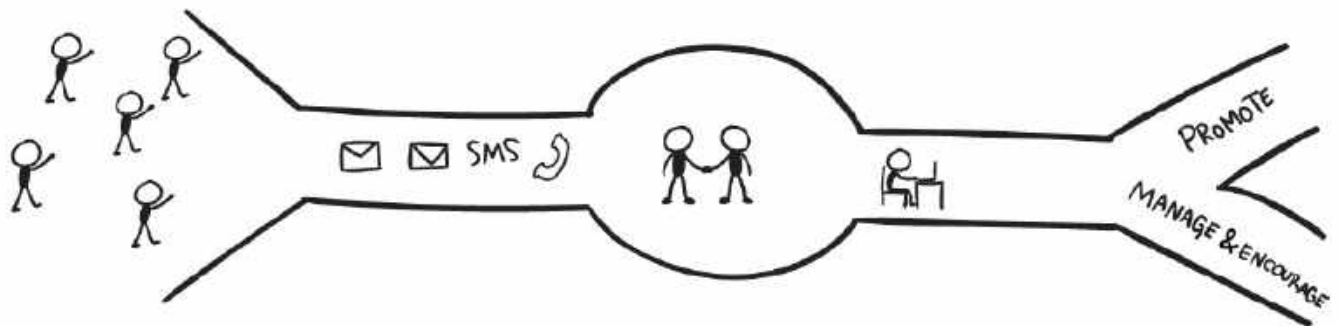
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# THE INTERNAL 5 CORE FUNCTIONS TO SCALE YOUR BUSINESS

## INTERNAL

- ① APPLICATION GENERATION
- ② NURTURE APPLICATIONS
- ③ INTERVIEWING
- ④ ON-BOARDING & TRAINING
- ⑤ RETENTION / ASCENSION



## **5 Internal Core Functions**

You might be familiar with the 5 External Core Functions of your business: lead generation, lead nurture, sales, fulfillment, and retention. Right now, I want to discuss the internal core functions for your company. The beautiful thing is they run in parallel, so it's easy to remember and implement them.

### **Lead Generation | Application Generation**

You need to know how to generate applications so you develop a constant flow of new employees. You don't want a lot of turnover in your business, but you do want to grow. And you need new employees to serve a growing clientele. It's also a good idea to have a line of people ready, willing, and able to step into any position you have open. If you don't have a system in place to generate applications, it's a good idea to get one set up as soon as possible.

### **Lead Nurture | Nurture Applications**

Once you've generated employment applications, you need to nurture them. In other words, you want to have a process to take people from the application through to the interview. Business owners underestimate the importance of this step, but if you get a lot of applications, you need a process to save time. We get four or five hundred applications a month for our business and so, we now have an automated process to only get the most qualified candidates to level three, which is an interview.

### **Sales | Interview**

You'll notice that an interview and a sale are more or less the same thing. In both situations we are seeing if it's a good fit. They are selling us as much as we are selling them. You just need to know which questions to ask in what order to elicit the desired result.

### **Fulfillment | Onboarding & Training**

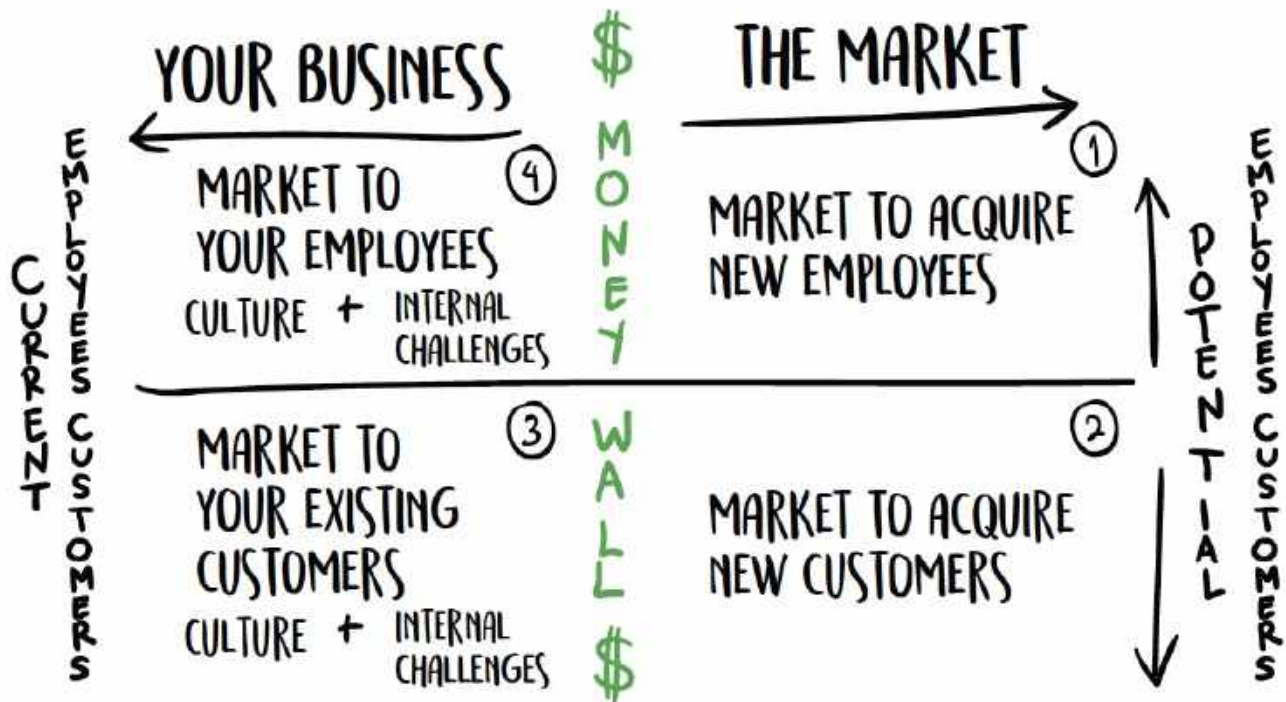
Now, fulfillment is interesting, because normally you fulfill after you sell. Within a company, though, fulfillment is your employee onboarding, and training. Your job is to help a new hire integrate into their new job and the overall culture of your company. Do this right and you'll save time and money on turnover.

### **Retention & Ascension | Retention & Ascension**

Internal retention just means hanging on to your employees. Can you make sure you hire the right people and keep them over the long term? To do that you need great processes, management, and communication cycles. Ascension in this case means where are they going to go in your business model? What's the next career step for them? Are they going into management? Will they be a director someday? If you don't provide an upward path for them, you're probably going to lose them at some point in the future. Ascend the ones who show the most promise.

The external and the internal components of the business are identical to me. You need these core functions on both the customer side and the employee side in order to grow.

# QUAD MARKETING CALENDAR



## MONEY FLOW \$



## **Quad Marketing Calendar**

There are 2 sides to every business—the external or customer-facing side and the internal or employee-facing side. Most business owners think that marketing is just an activity with the single purpose of generating customers. More savvy business owners believe that marketing has two purposes, to bring in new customers *and* to bring in money from existing customers. But at Gym Launch, I teach that there are actually 4 groups of people you need to be marketing to. And if you leave any of them out, you're leaving money on the table. A lot of money!

### **Market To Your New AND Existing Customers**

Marketing to new customers is pretty obvious, right? If you're not bringing in new people, you're toast. But are you also marketing to your existing customers? Your current members are a great source of additional revenue. You want to be marketing your gym's culture and getting your members to identify themselves with your gym because of that culture you've created. Maybe you're a bodybuilding gym or you specialize in an older demographic. It doesn't matter what the culture is, only that you build one and keep people excited to be a part of it. Marketing your culture keeps your churn rate low, so people stay with you longer.

The other way to market to existing customers is to run internal promotions and challenges. Keep your current members engaged and happy by giving them something to shoot for. Maybe a weight-loss challenge would get people excited. Or do a monthly drawing for prizes from the members who work out at least 4 days a week.

### **Market To Your New AND Existing Employees**

Again, it might be obvious that you need to be marketing to attract new employees. After all, if you're going to scale and grow your business, you've got to keep highly qualified team members working for you. But it might not be so obvious that you want to market to your existing employees.

You need to continuously sell your existing employees on why your company is great and why the vision that you have is so compelling. That consistent message will breed an amazing company culture. You can also run internal challenges for your team. Sales challenges are common, but you could also run a customer service challenge, for example.

Internal challenges keep people engaged, and that's a huge opportunity for your company. Don't just offer incentives for your sales team. Find ways to keep your other employees excited about coming to work, too.

### **The Money Flow**

The bottom section of the infographic covers the continuum of the money flow. To maximize your results, you want to run your quad marketing in a certain order.

- 1. Attract New Employees**
- 2. Attract New Customers**



### **3. Market to Existing Customers**

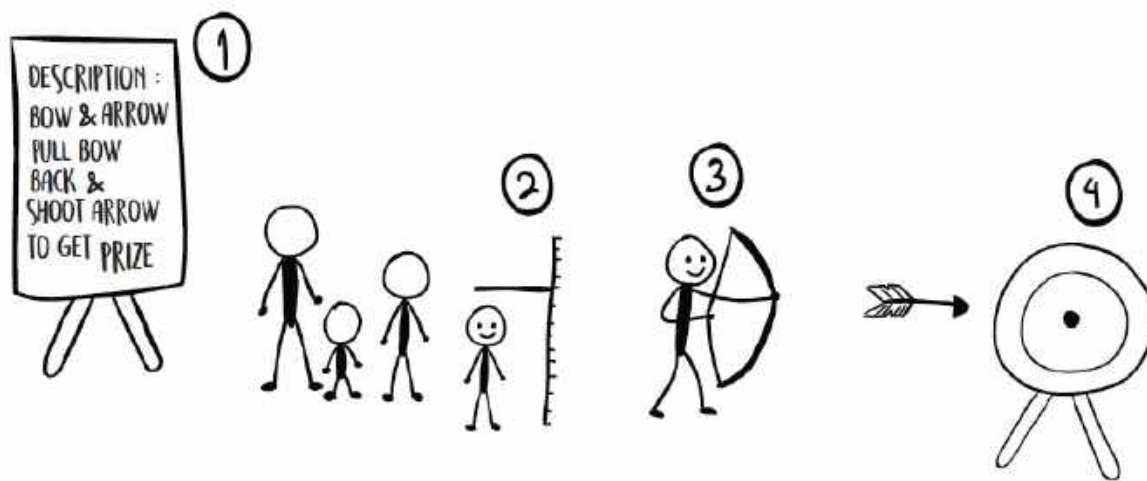
### **4. Market to Current Employees**

So, you spend money to get employees first because you can't operate without them. Then you spend money to get new customers. Then you spend money to get more value from those customers. And finally, you market to existing employees to increase the culture.

It may seem like that's a lot of money you're spending on marketing. But these activities increase the value of every customer and every employee as you scale. Once we understood how to really develop a culture inside our gym and on the business side with our employees, not only did our profits increase but we also enjoyed a much better work environment.

# EMPLOYEE EXECUTIONS FRAMEWORK

- ① ROLE : 40 WORD SUMMARY  
↳ AND HOW THIS FITS WITHIN GREATER BUSINESS
- ② REQUIREMENTS : WHAT SKILL/CERTS THEY MUST HAVE TO GET HIRED
- ③ REPONSIBILITIES : WHAT YOU WANT THEM TO DO
- ④ RESULTS : WHAT YOU WANT TO HAPPEN



## **Employee Execution Framework**

This structure is going to help you get the most out of your employees, and build a better company culture with more satisfied workers at the same time. We as a company have borrowed this explanation from Alex Charfen, though we did change the order around. He calls it the 4R document. This is a document that **NEEDS TO BE WRITTEN DOWN**. If it's not written, it's as if it was never said. That's just what I've come to believe after years of growing businesses. If the job changes, it needs to be rewritten.

### **What Every Employee Needs To Know**

#### **1. Role**

This should be just a 40-word summary of the position. It should tell the employee what their role is and how it fits within the overall organization.

#### **2. Requirements**

This sets out the minimum requirements for the position. Do they need a college degree? Do they need to speak multiple languages? Do they need certain technical skills? Lay every requirement out here so there are no surprises.

#### **3. Responsibilities**

Now you let them know what they will be actually doing in the job. What tasks will they be responsible for performing every day? Make the list as detailed as possible.

#### **4. Results**

What do you want to happen? What results will that employee be expected to produce? Is it to close 25% of sales? Is it to respond to customer service tickets within 5 minutes and 100% positive feedback from those customers?

The 4R is a one-page summary that documents the agreements you're making with your employees. Every employee should have a document like this and they should know that it will change over time. We change our 4R documents all the time. That's okay because we are letting the people know when our expectations are changing. The fastest way to burn out employees and experience high turnover rates is to change what you expect of them and then not tell them about it! Confused employees don't work well because they don't know what you want them to do.

# COMM CYCLE

ALL EMPLOYEES MUST KNOW...

① TO WHOM THEY REPORT...



② ON WHAT MEDIUM...



③ ON WHAT TIME & DAY...



④ WHAT THEY MUST REPORT...



⑤ FOR EACH CADENCE...

DAILY, WEEKLY, MONTHLY, QUARTERLY

## **Communication Cycle**

I'm sure someone much smarter than me said that everything in life comes down to communication. If they didn't, I'm sure someone should. Communication is just how information flows within an organization. And so, every employee needs two things. One is the Four Rs, that execution framework that I just went over. The other is a clear communication cycle. There are 5 parts to clear communication:

### **1. Who do they report to?**

Every employee needs to know who they report to. If they don't, important things tend to fall through the cracks and that can be a real problem.

### **2. How do they report?**

What medium do you want people to report to? Do you prefer Facebook messenger? Text? Phone? If you have people communicating on lots of different channels, it can quickly become a nightmare and you become a slave to your messages. Create one entry and exit point for business communications so you can be more productive with your time.

### **3. When do they report?**

What time of day and what days of the month should an employee communicate. All communications should be regularly scheduled on a calendar. (If you don't live by a calendar now, I don't know how you live!) If you don't plan your time, your time plans you.

### **4. What should they report?**

Make it very clear what information you need to get in each communication. Should they be sharing their numbers? Questions? Fires that have come up that need solutions? Every department might need different information, so just make sure everyone knows what they're supposed to be reporting.

### **5. How is each reporting cadence different?**

The last thing to consider is the communication cadence. The options could be daily, weekly, monthly, or quarterly. It's different for different departments and responsibility levels. Some people should be meeting with their supervisors on a daily basis, it might be the closest circle they have. Other groups of people don't need to meet that often, and they're okay with monthly or quarterly meetings.

If your organization is still small, this may seem like overkill. But if you want to scale your business, you've got to have this structure in place. We currently have 50 employees and we'll be at 100 very soon. If you don't have structures ready to go as you scale, it will all blow up in your face. We've been there, and it just doesn't work.

Do be careful not to allow your meetings to multiply unchecked. Meetings are like weeds, they grow everywhere. Actively ask yourself, "Is this meeting essential?" Do you really need to be in

that meeting yourself? How can you delegate? When you have a strong communication cycle, meetings become more efficient and so you'll need less of them over the long term

## Case Study #5

### ILKB - Little Ferry, New Jersey



We were making \$12.5K when I first joined Gym launch. We had to choose between paying rent or the team, so I let the team go and was doing everything solo. Thanks for that trip down memory lane. I needed that :). October 24, 2018.



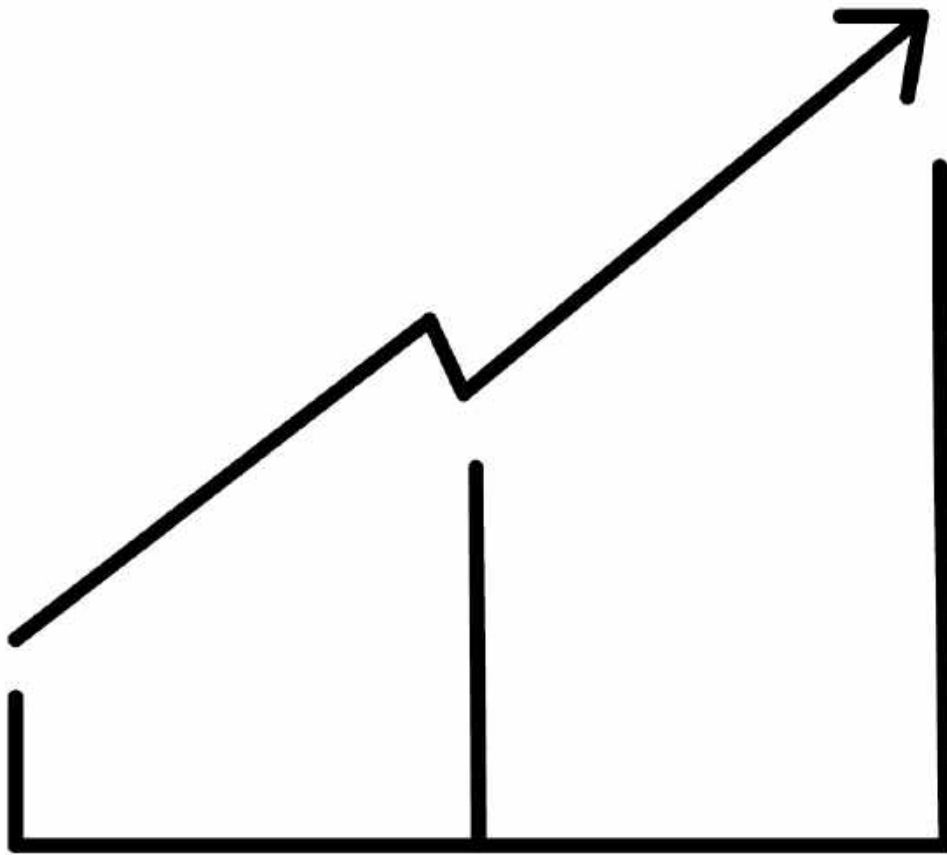
- Anu, the owner, came to the US on a Workers Visa in 2006 from Nigeria
- First started as a trainer in one of the largest fitness kickboxing franchises, ILKB
- Decided to start her own in Little Ferry, NJ right outside of NYC
- Originally signed up with GL in 2018 making \$12k/mo and her expenses were \$30k/mo
- She quickly realized that she needed a better team in place and even had to replace most of her staff in order to help the business grow
- She started implementing the client financed acquisition model, 5 Horsemen of Retention, and frameworks found in the Dream Team section
- Since doing this, she has hit \$85,000/mo, cut her attrition by 75% and is on her way to hitting that \$100,000/mo mark



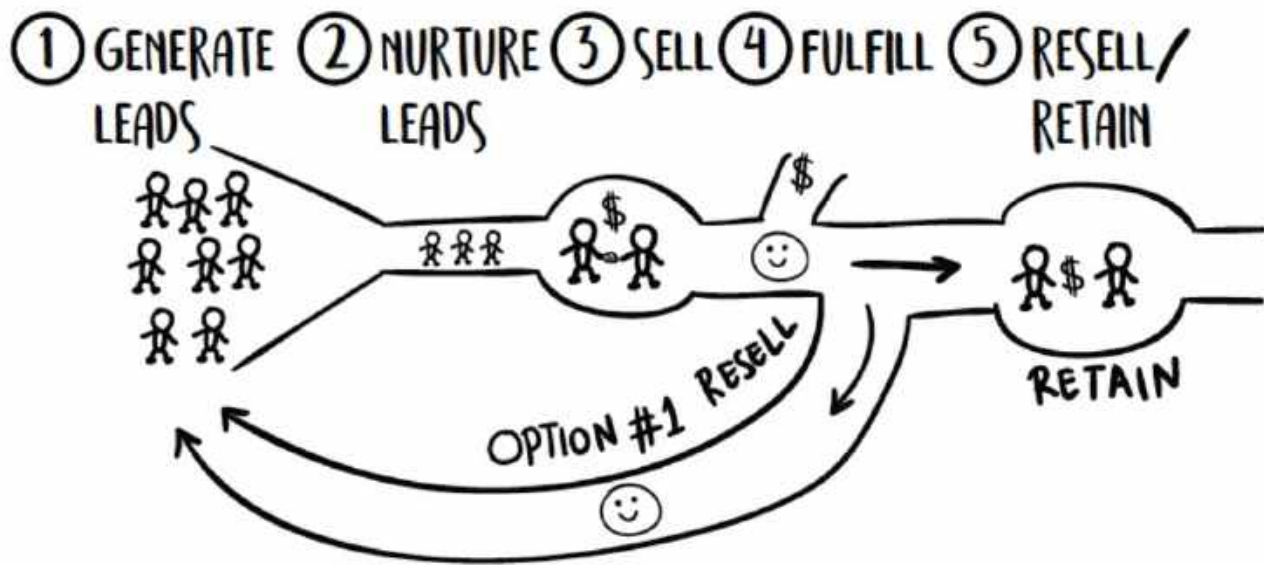
## SECTION 6

# MACRO BUSINESS MODELS

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# THE ONLY 5 THINGS YOU MUST BE ABLE TO DO IN BUSINESS



## **The 5 Core Functions Of Your Business**

In business, you gotta do 3 things, right?

Generate leads.

Sell.

Deliver the goods.

That's what I thought until I worked with Alex - who had learned this from Alex Charfen. This framework comes from him, and it has revolutionized the way we look at business. There are actually 5 things you gotta do AND I HAVE TAUGHT YOU HOW TO DO ALL OF THESE:

### **Generate Leads**

You have to know how to get people's attention and attract them to whatever you're selling.

### **Nurture Leads**

Once a lead gives you permission to talk to them, you have to get them to show up—for appointments, for phone calls, at your door—whatever your sales method is.

### **Sell (Convert)**

Ok, great. So you've got a lead showing up to learn more about your gym. Now what? You've got to learn how to sell that person. What questions are you going to ask them? How will that sales conversation go? How will you get them to invest their money and time with you so that you can help change their life? (Psst, don't worry, I've got you covered here. Keep reading!)

### **Deliver**

Next it's time to fulfill your part of the bargain. Fulfill like a maniac! Over deliver and wow the customer so they will tell all their friends to join up. Our business has a 60% referral rate, which is the main reason we are able to grow so fast. Happy customers = Successful business owner.

### **Resell & Retain**



For you as a gym owner, reselling is the same as retaining because your customers pay you every month. Each month they are actively deciding whether to let you bill them for another month. That means you are actually re-selling them every time they walk in the door.

Whether you're selling gym memberships, personal training packages, supplements, or anything else, you have to walk the customer through all 5 Core Functions.

Now, are there other functions in your business? Of course. There's bookkeeping, HR, accounting and such. But if you're currently running under a million dollars a year, those functions can be outsourced. Keep your focus on attracting customers and keeping them coming back. Never outsource these 5 things. If you don't know how to sell, don't outsource your sales, LEARN HOW TO SELL. If you're losing members right and left, FIX YOUR DELIVERY AND RETENTION issues. (Lucky you, I can teach you all that!)

When you get great at all 5 of these core functions, you'll have a business that matters. One that will make you any amount of money you want. Seriously, watch this video again. Frame this infographic and post it on your wall. It's one of the best frameworks we have, and it will transform your business.

# 5 LEVERS TO ↑ PROFIT

	OLD MODEL	NEW MODEL	
∞	UNLIMITED	THREE PER WEEK 3x	
\$	\$99/MO "BASIC" \$129/MO "PLUS"	\$49/WK GROUP SEMIS 1:4 \$125/WK	\$
MONTH	MONTHLY BILLING	WEEKLY OR 28-DAY CYCLE	MONTH
	60 MIN SESSIONS W/ 15 MIN BREAK	45 MIN BACK TO BACK OR 30 MIN (IF SMALL SPACE)	
AM AM AM PM PM PM PM	7 / DAY → 160+ / MONTH	4-5 / DAY → 110 / MO	AM AM PM PM PM
			AFTER MAXED OUT OTHER SESSIONS

## **The 5 Levers to Increase Profit**

Okay, normally it takes 90 minutes to teach this concept. So, I'm going to do my best to condense it down. If you haven't watched the video on this one—WATCH IT!

You'll get a better understanding from hearing the strategy several times.

The basic idea is there are 5 levers in your business. You can flip any one of them and make a huge difference. And if you're not making as much money as you'd like, one or more of them is probably broken.

At first glance, you're going to think how can such a little shift make any difference?

Trust me, these may seem like small changes, but they have big impact. I'll go through the way most people set up their gyms (the broken model) and how we do it (the new model).

### **1. Number of Sessions**

Broken: Most people offer unlimited sessions because they think that makes the package seem more valuable. After all, more is better, right? Wrong!

Think about what we typically get unlimited access to—Netflix, Planet Fitness, the salad bar at Golden Corral. Now think about the price points for those things. Pretty low, right? That's because the more we have access to something, the less valuable we think it is. The human brain thinks that if it's expensive, it should be harder to reach—like a Lexus or a diamond ring.

New: Switch your access to 3 times a week and two things happen. Your offer is perceived as more valuable. And you double your gym's capacity, which means you can sell more memberships.

### **2. Price**

Broken: Most gyms have two packages that are practically the same price point—maybe a \$99/mo basic and \$129/mo premium. Guess what? If you have people willing to pay more, they're willing to pay significantly more. Why settle for an extra \$30 a month when you could have an extra \$300 a month? You're shooting yourself in the foot by having your packages priced close together.

New: Make your price points actually mean something. Give your premium clients more attention, and they'll happily pay you 3 to 4 times more than the basic plan. Win, win.

### **3. Billing Cycle**

Broken: Monthly payments... blah, blah, blah. Just because someone else jumps off a bridge, does that mean you have to? (Thanks mom—that's a really twisted analogy, but you get the point.) Most people will agree to pay the same price regardless of how often you bill. Switching from monthly to weekly means that 4 months out of the year, you bill 5 times. In other words, if you switch to a weekly, bi-monthly, or 28 day billing cycle, you get an 8% increase in revenue. With no extra work. Sweet.

New: You're the boss of your business! Breaking out of the monthly billing cycle means you get more money. Do you hate money? I didn't think so.

#### **4. Session Length**

Broken: Does this sound familiar? You're running 60-minute sessions with a 15-minute break, or maybe even 60 minutes back-to-back. It's exhausting for you and limits your gym's membership capacity.

New: We've seen no difference in retention when we drop from 60 to 45 (sometimes even 30) minutes per session. Even in a tiny facility, if you can do 30 minutes back-to-back, you can increase the capacity. If you're making more money in the same space, you'll be able to make that facility more profitable.

#### **5. Number of Sessions Delivered**

Broken: Typically we see gyms with 7 or 8 sessions a day. You still have to pay the trainer and the same payroll, even if those sessions aren't full. That can get expensive.

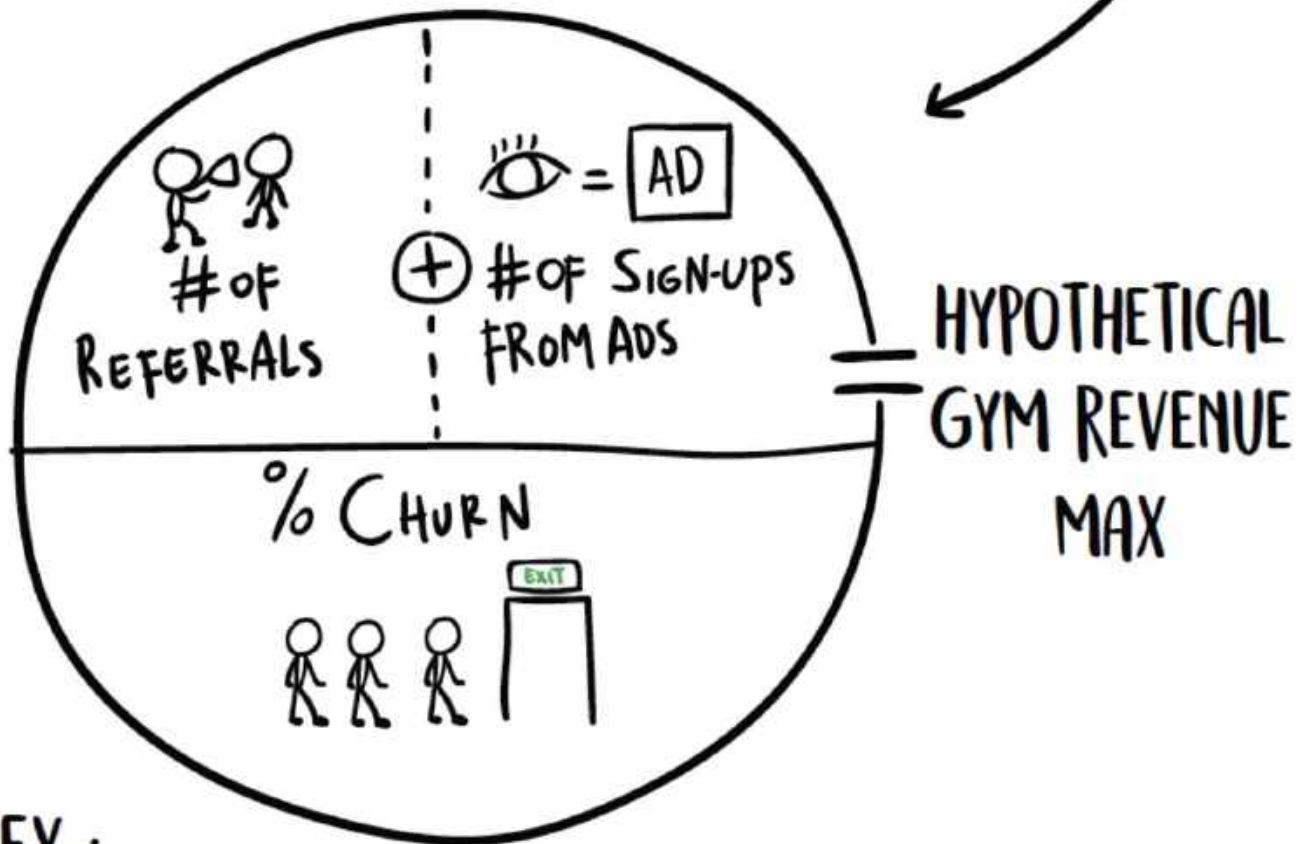
New: Just decreasing the number of sessions you offer to 5, you decrease your payroll from 160 to 110 sessions per month. If you cut down to 4 per day, we're talking 80-90 sessions to pay for. This increases profitability by decreasing costs—even though there's no change in the membership base.

You can make these changes tomorrow and instantly become more profitable without acquiring any new customers. I've seen gyms go from operating in the red to the black virtually overnight. All it takes is the courage to do it.

So what do you say?



# THE "PIE" EQUATION



EX :

$$\frac{3 \text{ REFERRAL EFTs} + 15 \text{ EFTs FROM COLD TRAFFIC}}{10\% \text{ CHURN}} = \frac{18}{.1} = 180 \text{ EFTs } \underline{\underline{\text{MAX}}}$$

## The Pie Equation

Math is your friend...really.

This equation is how we project hypothetical gym revenue—which means we can look at two numbers and know how healthy your gym is. We can also accurately predict what will happen when we raise or lower those numbers.

It's pretty cool, so check it out.

### You Need 2 Numbers:

1. How many people are coming into your gym each month (new signups).
2. Percentage of people who are leaving each month (that's your churn rate).

$$\text{NEW SIGNUPS} \div \text{CHURN RATE} = \text{Hypothetical Gym Revenue Max in EFTs}$$

**Note:** To calculate churn rate, take the number of EFTs last month and subtract the number of EFTs left this month. Then divide that number by the number of EFTs last month. Here's what that looks like:

100 EFTs last month (minus) 90 EFTs this month = 10

Then

10 (divided by) 100 = .1 (or 10% churn rate)

### For Example:

Remember word problems in math class? You thought they'd never be useful, right?

Well...here's one that's going to change your life!

Cale gets 3 referrals to his gym and 15 new people from paid advertising.

How many new signups does Cale have?

Answer: 18

Cale has 100 EFTs and 10 of them leave this month.

What is Cale's churn rate?

Answer: 10%

Using the Pie Equation, calculate the hypothetical maximum number of EFTs Cale will have if nothing changes next month. (Show your work.)

Answer:  $18 \div .1 = 180$

So, Cale will max out at 180 EFTs next month. At that size, his new customers will equal the # that leaves.

### NOW WHAT?

So, now that you have that information, you can manipulate the numbers in one of two ways to

grow your business. You can increase the number of signups. Or you can decrease your churn rate. Let's look at how that works.

Let's increase Cale's new signups to 20, and keep the churn rate the same.

$$20 \div .1 = 200 \text{ EFTs}$$

Now let's decrease Cale's churn rate to 5% (which is .05) and keep his original number of 18 new signups.

$$18 \div .05 = 360 \text{ EFTs (sweet!)}$$

Want to REALLY make a difference in your business next month?

Let's DO BOTH—Increase the new signups to 20 AND decrease the churn rate to .05.

$$20 \div .05 = 400 \text{ EFTs (Whoa!)}$$

See? I told you math was your friend!

It's one thing to understand you need to get more people in the door and fewer people out the door. It's a WHOLE OTHER ENCHILADA to actually see the difference in your revenue when you make changes to your marketing and customer service.

## Case Study #6

### Online Only Business



**Dave** 11:54 AM

And where did you land last month in revenue



**Ryan Heenan** 12:01 PM

Don't have May yet but April was \$298,026 collected

+80 in contracted  = **\$378,026**

- Ryan & Cori are a husband/wife combo that built a very profitable online fitness business prior to implementing these frameworks
- Prior to GL they were making \$190k/month - so they were already doing extremely well
- Even with that success, they signed up with GL in 2021 to grow their revenue and reach even more people
- They felt like they had tried “EVERYTHING” to grow their business
- They set to work implementing the acquisition, pricing, and retention frameworks in this book
- Within 8 months using these frameworks and with the help of our coaching team, they grew their business to \$375k/mo in revenue

# ATTN GYM OWNER

IF YOU WOULD LIKE TO PARTNER  
WITH US... WE ARE LOOKING  
FOR GYM OWNERS LOOKING TO  
SCALE...

**WE WILL TAKE CARE OF...**

BUY **MORE**  
IMPRESSIONS



MAKE **MORE**  
ADS



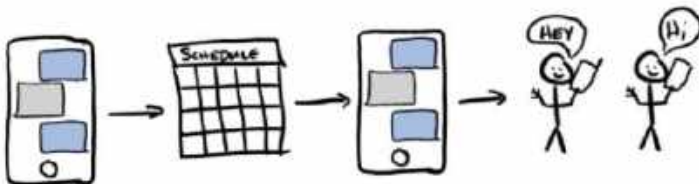
GET **MORE**  
CLICKS



GET **MORE**  
LEADS



GET **MORE** SCHEDULES & SHOWS



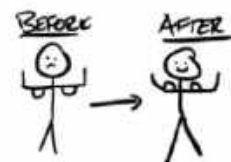
GET THEM STARTED



GET THEM PRODUCTS



GET THEM RESULTS



## **GET THERE FASTER**

The only thing we cannot get more of is time.

And what's interesting is, although we cannot buy time, we can buy information, which will get us to where we want to go faster.

It allows us to grab our future by the horns and drag it kicking and screaming into the present on our own terms.

To me, this is the closest thing to buying time.

It's the only thing I attribute our success to, constantly investing in information to speed up the learning curve to get to where we want to go faster.

That stated, it's hard to know who is "legit" and who is not.

I'm not even sure what it means.

"Legit" to some people is \$10,000/mo to others it's \$10M/mo.

To some it's intention. To others its outcomes.

But for me - legit is simply...

Has this person or business taken people just like me to the place that I want to go?

Do they have a lot of proof of this journey, and do they have a high success rate?

Is their data transparent so I can make an informed decision?

We strive at all times to do this for our customers.

Sometimes we fall short, because we too, are a company of humans.

And we too have bad days.

And sometimes like your employees, our employees, don't exemplify excellence.

But we try our hardest.

To that end - I'd like to make you an offer.

Because you, dear reader, who have made it to the last section of the book have the staying power to actually make this successful.

(That is why I do not offer working together in chapter one :) I like keeping our success rates high.)

So - my offer to you, as promised:

**I would like to partner with you to help you scale your gym to \$100k/mo.**

I would like to help you do it faster, with less bumps in the road, and fewer unknowns.

I would like to give you a model that is about as proven as a model can be across skill levels and geographic markets.

It's truly a model anyone, who has the consistency to show up everyday, can do.

For those who we take as partners, you will have the opportunity to...

...create stable income so that you know rent & all expenses are paid every month (you'll be wondering how to invest the money because it will start piling up)

...have the financial freedom to order from the menu of life, appetizers, steaks, drinks, dessert and all without ever looking at the price

...no longer be "just a local fitness guy" but become the brand you wanted to become

...change more lives than you ever thought possible

...wake up whenever the hell you want (no more 4am gym days)

...make more than the top 1% within 2 years

If you want that, keep reading.

I can truthfully tell you that this is the best, highest income potential gym business model in the world and it's available to ANYONE.

Here's how we have been able to do this and help guarantee success - yes we have a guarantee.

HINT: We removed all the hard stuff that people get stuck on.

We will take care of the...

...Ads

...Copy

...Headlines

...Videos

...Images

...And Get You The Leads For Your First 4 Months With Us



AND We'll Give You EXACTLY What You Need To

...schedule the leads

...get them to show up

...close them at \$600+

...sell them high margin supplements

...keep them 2x as long using our tech

...find, hire, train, and retain top talent

So you can impact more lives and stack cash.

ALL YOU HAVE TO DO IS...

||:| FOLLOW A SYSTEM  
4500+ GYMS HAVE  
USED TO DATE 😊

THAT'S IT

IF INTERESTED IN BECOMING A  
PARTNER, BOOK A "LEAVE YOUR  
CREDIT CARD AT HOME" CALL  
USING THE LINK ON THE  
NEXT PAGE... ↓↓

## **ALL YOU HAVE TO DO is...**

Follow a proven system that 4500+ gyms from around the world have already implemented.

That's it.

You can do this even if you've never owned a gym before.

It's truly that simple.

ON TOP OF THAT...

We will give you a MASSIVELY discounted account with our automated fulfillment software that will message your clients for you, send handwritten cards in 60 secs, and help you track your clients results.

This is so you can focus all your energy on meeting new customers and getting them results instead of spending hours on hours messaging your clients and developing arthritis writing handwritten cards all the time.

This system is proven to get people to convert & stay as long term clients.

Just add YOU.

If you want that, we would love to partner with you.

If you don't make money, neither will we.

If you can't sell, then you wont stay.

So we are vested in keeping our partners as long as possible (just like you are with your customers).

In case you're wondering - no - we're not creating a new LLC or co-owning your business.

It's 100% YOURS.

It's like having a white label franchise.

You get access to the best...

...offers

...lead generation strategies

...sales training

...retention practices

...leadership training  
...tracking systems  
...team building systems  
...and more

But at the end of the day, it's ALL YOURS.

AND, we understand that following some course with a bunch of videos and downloads doesn't work for 99% of people.

Which is why we pair everyone with a Coach. A current or former gym owner that is a FULL-TIME employee here at Gym Launch.

Each of them have successfully implemented the models and frameworks you've seen in this book and now they get to teach gym owners like you how to see the same success.

We will get you the leads...

Teach you how to get them to show up (don't worry we have automations to do a lot of the heavy lifting)

Give you the words to say to get prospects handing you their credit cards

Show you how to keep those clients 2x as long using technology

And help you build your dream team

You see, the more you grow, the more we grow.

So we are in this together.

If you want in, schedule your call time at the link below.

[gymlaunchsecrets.com/moneymodels](https://gymlaunchsecrets.com/moneymodels)

Looking forward to the next steps.

Believe in you.

Cale

P.S. Gym owners rule.

P.P.S. Our AVERAGE client in our program adds \$205,000 in NEW revenue in their first year working with us...\$105,000 of that is NET profit after they pay us. It works.

# WHAT TO LEARN NEXT?

IF YOU LIKED THIS INFO...

HERE ARE **4** WAYS I CAN HELP YOU  
GROW YOUR BUSINESS... **FOR FREE**

- ① GYMLORDSPodcast.COM
- ② HIGH TICKET HIGH VOLUME FITNESS  
SALES SECRETS GROUP ON FB
- ③ SUBSCRIBE TO THE GYM LAUNCH  
YOUTUBE CHANNEL
- ④ FOLLOW @GYMLAUNCH + @CALEDWEN  
ON IG/TIKTOK

