

Rebuild Your Business Stronger Than Ever (1-Page Cheat Sheet)

How to re-open RE-ENGINEER your fitness business to deliver more VALUE to clients, increase PROFITS & CASH FLOW, and create more SUCCESS long-term. [Watch the video](#) on how to rebuild your fitness business better than ever, then [complete the exercises below](#).

Get a FREE 'Get Clarity' Strategy Session: A private 60-min call with your individual questions answered [no charge] at www.NPEstimulus.com



1. Clarify your best client and HOW to better serve them

Problem: Clients have dropped off or ghosted you, and your model is no longer profitable

Solution: Find your new 'Thrive Zone'

Theory: Your type of clients may have changed

Practice: Re-define your new ideal client

Proof: [Wayne & Stephen Paid Off \\$120K and Got Debt-Free in 12 Months](#)

2. Re-engineer to deliver more VALUE & upgrade your business model



Problem: Owners don't deliver great value or understand money math that drives profitability and cash flow

Solution: Provide greater value through community; assessment; nutrition and recovery; accountability and support; teaching technique; and program design

Theory: Model the client journey

Practice: Fitness Business Modeling Tool (7 steps)

Proof: [Brit & Shell Went from 'Feeling Like Volunteers' to \\$33k/m With 150 Clients](#)

3. Strengthen yourself as a sales leader and marketing strategist



Problem: More marketing doesn't mean more clients

Solution: New strategy for your ideal client, offer, messaging, sales system and lead generation

Theory: The only way to make your business build-to-last is to aggressively upgrade your sales and marketing with new messaging, positioning, tactics, and more to attract awesome, high lifetime value clients

Practice: Position as an expert, make a great offer, inspire and lead commitment to goals

Proof: [How Kate Laird Pivoted & Got 25% Higher Revenues During COVID-19](#)