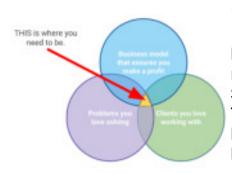


## Rebuild Your Business Stronger Than Ever (1-Page Cheat Sheet)

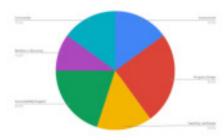
How to re-open RE-ENGINEER your fitness business to deliver more VALUE to clients, increase PROFITS & CASH FLOW, and create more SUCCESS long-term. <u>Watch the video</u> on how to rebuild your fitness business better than ever, then <u>complete the exercises below</u>.

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



## 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