



FREE BUSINESS BUILDING GUIDE

5 Fitness Business Growth Strategies: Explode Your Client Base & Income

2022

Welcome and Congratulations!

What is the secret to explosive growth for fitness businesses?

You'll find out with the [5 Fitness Business Success Strategies online training](#) and this workbook.



Access My Free Training

*This training is located in our membership site.
Your username and password has been sent to you via email.*

During this training, you'll learn how to:

- Develop the mindset that allows you to fearlessly attack your goals
- Leverage the #1 secret to growing your client base
- Discover the #1 quick win to tweak your pricing and packaging that will transforms your business
- Uncover the secret to inspiring long-term commitment from clients
- Learn how to generate a steady flow of powerful leads from people excited to buy

Ready? Let's begin!

Need help gaining clarity and creating a path forward to achieve your income and growth goals?
Schedule a [Game Plan Session with an NPE Success Coach now.](#)

Part 1: Develop the Mindset to Fearlessly Attack Your Goals

The wrong mindset means you'll burn a lot of cash and waste a lot of hours.

Running a business is hard. You need to learn how to market and generate leads, how to sell ethically and honestly, and you need to learn to develop relationships with prospective clients.

And you need to provide amazing solutions for those you want to serve.

More than 50% of fit pros leave the industry within 18 months of getting certified. They can't make it work.

And too many of those who remain are just scraping by. Often they're training people as a side hustle, part-time ... not making the impact they want and not fulfilling their potential as fitness professionals.

But some are succeeding in a big way!

The top 10% of fit pros pull in 6-figure incomes or more. If you're reading this, I can only assume you want to crack the top 10%—so you can have the impact (and the lifestyle) that you deserve.

How do you do this? You start by analyzing your current fitness business, design a vision for the business (and life) you want to build, and build a plan to bridge the gap.

The 4 keys to success:

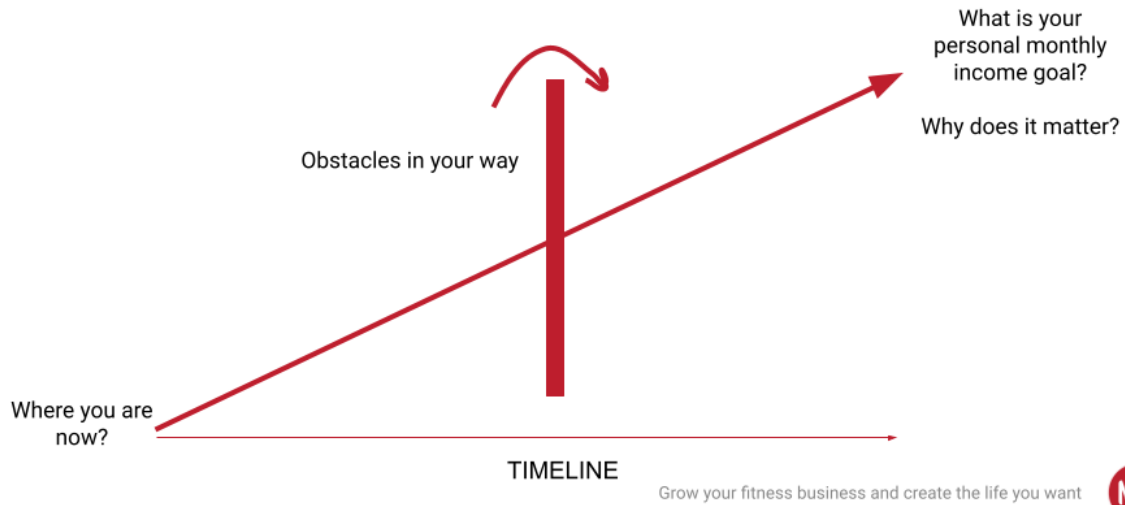
1. **Your 'why':** This is your highest purpose: For example, to help people, to support your family, and to fulfill your career potential.
2. **Your obstacles:** These can be external factors, such as not knowing how to find clients, or internal obstacles, such as fear of asking for money ... or they can be beliefs: You're limiting yourself by believing something that's not true. For example, believing that your clients won't agree to long-term contracts or price increases to better match the value that you provide.
3. **Your goals:** These are usually related to your income, the size of your client base, and your workload (how much you work). You can make a lot of money, but if you're working 80 hour a week for an extended period of time, something is broken.
4. **Your gap:** This is what you need to do to overcome the obstacles and reach your goals.

Fill out the questions below to clarify each of these success keys:

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The Fit Pro Career Journey



The 4 Keys to Success here are:

What is your 'why?' What inspired you to become a fitness professional? What's been your personal journey with fitness? How has fitness supported you in your life?

What are the obstacles you face? What is holding you back? What is stopping you from succeeding? Dig deep and be honest with yourself!

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What are your personal goals as a fitness professional? What are your income goals? (Be realistic, but do not underestimate what you can accomplish. This goal should make you feel a little uncomfortable)

What is your “gap”? Maybe you know what your goals are, but you don’t know the steps along the way. What do you need to learn and do to overcome the obstacles between where you are now and where you want to be?

Part 2: Discover the #1 secret to growing your client base

Most fitness professionals fail because they try to help everyone. They try to serve any client that comes their way, all at the same time:

- An 80-year-old recovering from surgery.
- A 40-year-old working mom who wants to lose weight.
- And a 25-year-old looking to chisel a 6-pack.

It doesn't work. You end up trying to create new programs for individual clients all the time. There's a ton of back end work needed for that.

As a result you're constantly starting from scratch with every new client. It's very difficult to build processes and repeatable systems within your programs.

On top of that, your marketing will struggle to reach your ideal clients because you're not appealing specifically to any of them. Your messaging will be vanilla bland and no one will pay any attention.

You have to jump out and really speak to people's desires and needs, and craft your solution and messaging to speak directly to the desired end result of your ideal client.

The #1 secret to growing your client base is to get very specific and clear on the type of client that you want to work with, learn all about their needs, design your solutions around those needs, and then deliver a powerful level of service to them.

Answer the questions below to gain clarity about your "perfect client."

QUESTIONS:

What types of clients are you most passionate about working with? Why?

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What types of clients are you NOT passionate about working with? Why?

Describe your IDEAL client in more detail. Give them a 'fictional name.' What is their age, gender? What roles do they play in their life?

Why does fitness matter to them? What are their goals and desires?

What obstacles are standing in the way of them achieving their goals? Where are they stuck? How have they tried and failed before?

How do those obstacles and previous failures make them FEEL?

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What does success look like to them? How will this transform their life?

What does failure look like to them? What happens if they don't succeed?

WHO are you MOST passionate about serving and WHY does the work you do matter?

NOTE: If you're struggling to define a perfect client, then ask yourself this simple question. "Who do I want to work with and serve everyday?". Is it busy moms? Dads who used to be athletes and want to get back in shape?

We'll talk about how to discover and find more of your ideal clients on Day 5. Right now get clear on WHO they are and WHY the work you do matters.

Remember... the work you do matters. YOU must be inspired to serve. Sharing your gifts allows others to receive them. And if you're not inspired to serve others, you will never step out of your comfort zone and do the work required to grow!

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Part 3: Learn the #1 quick win to your pricing and packaging

Most fitness professionals are not charging enough for their services. That's because they don't have the confidence in the value they bring to clients. As a result, they sell 5-packs or 10-packs of sessions of personal training.

That creates inconsistent income. Some fit pros are finding themselves working 60 hours a week and still barely scraping by.

So what's the solution?

It might seem scary, but ... you need to charge full value for the services you provide. In other words... You need to charge what you're worth.

This is the #1 way to grow your business and increase your income without working yourself into the ground.

Over the last 16 years, we've worked with thousands of fitness professionals just like you to help them increase their pricing and charge the full value for their services.

For example, Nicole Walters of Iron Sharpens Iron was not bringing in the income she wanted.

She was charging by the session and making about \$2,000 a month. She switched up her pricing and packaging to long-term contracts – and experienced explosive growth in just a few weeks.

In her first 2 months with NPE, she sold \$60,000 worth of contracts of 12 month contracts – locking in \$5,000 a month for the next year.



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What Nicole learned is clients don't want memberships or sessions. They want results.

And when you charge what you're worth, you'll find people who will pay premium prices...

Who will commit to long-term contracts...

And who will do the work to get results.

And people who get results are happy!

And happy clients tell their friends ... and they leave glowing reviews online ...

This will help you get more referrals and you'll start to organically grow your business.

Great things happen when you work with your ideal ideal clients.

And it starts with the right pricing and packaging ...

Do not undercharge for your services.

And don't make a habit of discounting your services. Sure, every once in a while an introductory discount will help get clients in the door, but don't use it as a crutch.

Remember, your price is a reflection of your self-worth!

You tell the market your worth when you tell them your rate.

To get clients in the door, give prospective clients the choice of a trial offer (one or two sessions to see if it's a good fit for them) or a free consultation.

Then show them your programs to deliver their results.

Create your programs based on clients' level of commitment, the amount of time required to meet their goals, and then determine how much to charge each client.

For example, below you have pricing and packaging options for 3, 6, and 12-months for both LIVE and REMOTE training.

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Pricing & Packaging- LIVE Training

Program	Commitment	Sessions/Week	Monthly Investment
"Totally Committed"	12 months	4x/week	XXX
		3x/week	XXX
		2x/week	XXX
"Committed"	6 months	4x/week	XXX
		3x/week	XXX
		2x/week	XXX
"Sort of Committed"	3 months	4x/week	XXX
		3x/week	XXX
		2x/week	XXX



Pricing & Packaging- Remote Coaching

Program	Commitment	Monthly Investment
"Totally Committed"	12 months	XXX
"Committed"	6 months	XXX
"Sort of Committed"	3 months	XXX



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Answer the following questions to clarify your offer, pricing and packaging.

Are you making any of the common mistakes mentioned above? (undercharging, selling sessions, discounting, giving away services? If sim which ones? How much are they costing you?

What length of time will be required to support your perfect client in achieving their goals (and building the foundational habits required to maintain them)?

How often should your perfect client be meeting with you?

What is your primary offer? (Consultation or Trial offer)

What will you charge clients per month for each program you offer?

What are your personal income goals?

How many clients do you need to sign up to hit your goals?

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Part 4: Uncover the secret to inspiring long-term commitment from clients

The NPE AUTO-CLOSER® 7-step sales process

1. Pre-qualification
2. Rapport
3. Set agenda
4. Discovery
5. Presentation
6. Close
7. Objections



The big problem with selling sessions is that you have no real buy-in from clients.

Say your client has been struggling for a decade to lose weight and keep it off.

When they go to the gym, they get hurt trying to “work off” that excess weight.

And they struggle through these “flash diets”, to the point where they can’t imagine trying to eat healthy again..

And you *KNOW* your solution will help them enjoy working out without getting injured, and eating healthy without feeling like they’re being robbed of a “good meal”.

But if they have 80 pounds to lose, they need to sign up for a program that’s long enough to actually reach their goals.

If you sell them 5 or 10 session just to “get started” you’re setting them up for failure.

You have to learn how to enroll clients in long-term contracts so you can help them reach their goals, and as a result, you’ll reach your own goals as well.

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In the work we do training fitness professionals, we teach a 7-step process to enroll your clients in long-term contracts.

The 7 steps are:

1. **Pre-qualification:** Have a brief conversation to see if they are the right fit for your services.
2. **Rapport:** Listen, smile, and make them feel comfortable.
3. **Set agenda:** Explain “how this works” and set clear expectations of the meeting.
4. **Discovery:** Ask questions to understand their motivation, obstacles, goals, and “gap” (the gap is why they cannot solve their problems on their own)..
5. **Presentation:** Explain the process, answer FAQs, guarantees, social proof, and pricing.
6. **Close:** Use an alternate choice close: Give two options and invite them to choose.
7. **Objections:** Overcome resistance by listening, questioning, and answering objections.

After mastering this system, many of our clients see an 80%+ close rate, on their ‘middle of the road’, 6 month offer. That might sound crazy to you right now, but it’s entirely possible if you follow our system.

This is something you can learn to do, even if you’re not a natural “sales person”.

Ove the last 16+ years, we have literally taught THOUSANDS of fitness professionals and studio/gym owners around the world how to successfully lead this process with prospective clients.

[Do you want to learn how we can help you build the AUTO-CLOSER® Sales System into your business and convert 80% of your high-ticket prospects into long-term contracts? Book a Game Plan Session With One of Our Success Coaches Today.](#)

Strong or weak, confident or shy, it doesn’t matter WHERE you begin.

What matters is your level of commitment to learn, practice, and **do the work required** to grow to the level needed to accomplish your goals.

Answer these questions to evaluate your current offers and sales process to identify opportunities of for growth:

Do you currently have a repeatable, duplicatable sales process in place right now? Y or N

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If so, looking at conversations you've had with prospective clients the last few months, what's been your average monthly close rate?

What is your average price point, length of contract, and total contracted revenue?

After learning about the NPE AUTO-CLOSER® 7-step sales system, what 1 or 2 steps of the process do you feel will have the biggest impact on improving the quality of conversations you're leading with prospective clients?

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Part 5: Learn how to generate a steady flow of powerful leads from people excited to buy

So how do you find your ideal clients? How do you generate more leads and prospects?

Many fitness professionals start out with their circle of friends and acquaintances, and that's a great place to start, but you'll quickly run out of people to talk to.

To build a real business, you need to learn how to generate a healthy stream of new leads every month.

So how do you do that?

We recommend you start with social media. It doesn't require you to buy ads and you can leverage local groups to help get early traction.

Warning: Successfully executing social lead generation requires [a strong strategy and plan](#). You need clear goals and targets.

And you need to know what to say and how to create content that connects and builds your authority as an expert.

You need to commit to daily activity. All you need is 30 - 60 minutes per day. The key to success is consistency.

Publish content that generates comments. All your content should position YOU and YOUR BUSINESS as the #1 solution for the biggest health and fitness challenges your perfect client avatar can't solve on their own.

You do this through educational content, by sharing your values and your story, success stories, and discussing the costs of not taking action ... You want to give clients something to do in the comments.

Next, engage those who comment or reach out in direct conversations. The goal is to work your way up to 3-5 conversations about someone's needs and your programs each day.

Out of those, look to schedule 1-2 consultations with qualified prospects.

Using the Sales System we teach, you should be able to sign up 1 new client on your premium offer.

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If you want to learn more about our SOCIAL LEAD GENERATION SYSTEM, our success coach Tony Maslan just recorded a detailed training on it. [Go check it out here.](#)

This training is published in our private Facebook group. If you're not already a member, request to join and we'll make sure you get access.



Answer the following questions to identify opportunities for growth in the way you market your business and generate leads.

1. Where are you most likely to find your perfect clients on Social Media (for example, local groups, friends of friends, friends of clients, local business pages where your perfect client might engage)?

2. List 3 questions you can ask prospective clients to help uncover their needs?

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3. What “value” will you offer for your 15-minute chat? How will they benefit from speaking with you?

Summary

Getting explosive results means getting clear on your strategy.

You start by examining where you are right now and then looking at where you want to go.

Along that line between your starting point and your goals (say, 6-figures), you are going to have obstacles. Know them and how you will overcome them.

Remember, it's ok to ask for help. Great coaches needed coaching.

It's important to be clear on WHO to serve and HOW you will help them. This is powerful value you present to people. The more clear you are on your perfect client's needs (that they cannot solve on their own) and the more confident you are in the value of your solution for them, the more set up for success you will be.

With your value clear in mind you are ready to create your programs, your pricing and packaging to match your clients' goals and the results they want. Add a trial offer/free consult to get people in the door ... and you're ready for the next step.

Once you're clear on your ideal prospect, you need a predictable system for turning those prospects into new clients who are willing and able to sign long-term contracts. In order to do that you need to know what to say and how to say it, so you don't waste your time with clients who are unqualified. "Winging it" just doesn't work.

Now that you know who you want to serve, and you have a process in place for closing sales, you're ready to go to market and attract leads and prospects.

Your best bet is a social lead generations system that you invest an hour or two daily in. Once you are regularly generating leads and closing them with your sales process, you'll grow explosively!

For more information and for direct guidance in how to build explosive growth for your fitness business, consider scheduling a [Game Plan Session](#) with an NPE Success Coach.

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Build A Game Plan To Achieve Your Goals

Tell us a little about yourself and your business to register for your FREE 60-minute Game Planning Session Now

If you're a growth-oriented, willing to put-in-the-work fit pro, you will love sitting down with one of our Success Coaches to build out your personalized game plan to grow your client base and income.

Whether you're newly certified or already been working in the industry for years – you will find our team to be quite capable in helping you create a plan to achieve your business goals... then we'll get to work helping you achieve them!

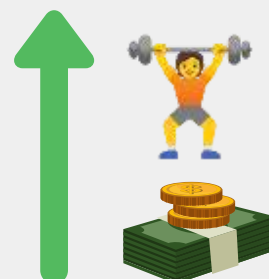
1 Book a session



2 Get a game plan



3 Grow your client base, career, and income!



Unlike other education providers, mastermind groups, and marketing agencies that only offer “bits and pieces” of knowledge and support, NPE programs deliver a full suite of fitness business services that cover everything needed to grow profitably and ensure long-term success. There will be no pressure to buy anything on this call.

During the FREE 60-minute Game Planning Session with our team, we will:

1. Quickly assess where you (and your business) are right now. 📋
2. Identify the biggest opportunities to create an immediate impact on your business.
3. Begin building a “Game Plan” to achieve your fitness business goals. 🔍

Schedule a Game Planning session at the time that works best for you, and let us help you build the business of your dreams!

[Book A Game Plan Session](#)

They Grew, How About You?



Nicole Walters,
Iron Sharpens Iron, Findlay, OH, USA

From Inconsistent \$2,000 to Solid \$5,000 by Changing Her Pricing and Packaging

Before

- 10-12 new clients
- \$2,000 monthly revenues
- Charged by the session

After

- 15 clients
- \$5,000 monthly revenue
- Changed packaging and offered
- 3-, 6-, and 12-month packages



Janelle Ulrich,
Prairie Fit, Regina, Sask., Canada

Took Her Fitness Side Gig from \$1,000 to \$6,500 a Month in Revenues

Before

- 2 clients
- \$1,000 monthly revenue
- Almost ready to quit

After

- 9 clients
- \$6,500 monthly revenue
- Excited about the future of her business and confident she can grow it.

They Grew, How About You?



Reid Anderson,
Hamilton Fitness, Hudson, MA, USA

New Confidence: From \$1,500 Inconsistent Revenue to \$5,000 a Month (in 4 Months)

Before

- 3-4 clients
- \$1,500 monthly revenue
- Unsustainable business at those revenues
- Unsure where to find more clients

After

- 8-10 clients
- \$5,000 monthly revenue
- Earning enough to meet his financial goals
- Confident he can grow the business



Kimberly Curran,
Cincinnati, OH, USA

Improved Confidence, Signed 8 New Clients & Doubled Her Income

Before

- Lacked confidence
- Didn't have a process for finding and signing clients
- \$2,000 a month in recurring revenue

After

- Changed her mindset and built confidence
- Got a new sales process and trusted in it
- \$4,500 a month in recurring revenue

Growing your client base and income is hard. We believe every fit pro and gym owner needs a game plan to succeed.

Book a complimentary Game Plan session at www.NPEGamePlan.com

They Grew, How About You?



Ricardo and Joyce Antonetty
Train4Living, Goose Creek, SC, USA

**Campaign Success:
11 New 12-Month
Contracts Worth
\$30,000**

Before

- Wanted steady, long-term revenue
- Wanted to transfer existing clients to 12-month contracts

After

- Ran NPE AUTO-CLOSER® campaign
- Converted 8 of 10 existing clients
- Total 11 new 12-month contracts
- \$30,000 in revenues



Jorge Galvan
Alta Loma, CA, USA

**Strong Start: Signed Up 3
of 3 Sales Consults, and
Now Works Full-Time for
Himself**

Before

- Working several part-time gigs
- Unsure how to inspire commitment
- Wanted to support himself in his own fitness business

After

- Signed 3 of his first 3 consults
- One contract worth \$5,484
- Able to quit part-time jobs and work for himself!

They Grew, How About You?



0-7 New Clients In His First 30 days Working with NPE

Donovan Cooper, Sculpt Body Fitness,
Long Beach, CA, USA

Before

- Lacked confidence to speak to prospects
- Needed help with introductory offer
- Unsure how to generate leads

After

- Shifted his mindset to engage ideal clients
- Used scripts and NPE marketing content
- Signed 7 new clients in first month



From Starting at Scratch to 8 Clients and \$1,200 Monthly Revenue

Chantal Thibodeau, CMT Lotus,
Newmarket, ON, Canada

Before

- 0 clients
- 0 revenue
- Not confident

After

- 8 clients
- \$1,200 monthly revenue
- Much higher confidence in future

They Grew, How About You?



Karie Janssen,
Peterborough, ON, Canada

**From 5 to 12 Clients
and Added \$2,400
Monthly Recurring
Revenue**

Before

- 5 clients
- Inconsistent revenue

After

- 12 clients
- \$2,400 monthly recurring revenue



Belinda Ash, Kyabram, VIC, Australia

**‘Followed the Dang
Instructions’ to Go
from 0 to 7 Paying
Clients**

Before

- Just Starting Out
- 0 Clients
- No Revenues

After

- Followed the dang instructions
- 7 Active Clients
- \$700 Monthly Revenue

Growing your client base and income is hard. We believe every fit pro and gym owner needs a game plan to succeed.

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They Grew, How About You?



Jabeen Jabbar,
San Diego, CA, USA

New Sales System Took Her From 0 to 6 clients and Added \$1,200 Monthly Recurring Revenue in Just 45 Days

Before

- Charging \$25 a month for her programs
- No sales and marketing systems
- \$350/month in total monthly revenue

After

- Raised prices and create a premium offer
- Learned the NPE Sales System
- 6 New Clients and \$1,200/monthly revenue



Laura Jean, Fit By LJ
Tamarac, FL USA

Built Her Confidence in the Value She Provided and Sold 3-Month 'Full Program' for \$7,605

Before

- Confident in abilities to get results
- Needed help with selling
- Didn't ask for what she's worth

After

- Learned NPE sales process
- Raised rates
- Sold \$7.6k for 3 month "full program" in one of her first consults



Nicole Calvino, Little Sanctuary Pilates,
Broadbeach Waters, QLD, Australia

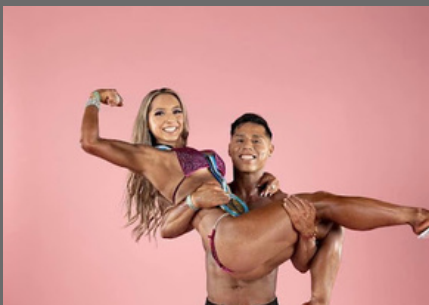
**From 11 to 26 clients
and added \$10,000
monthly revenue to fund
opening her own studio**

Before

- 11 Active Clients
- \$1,203 monthly revenue
- ZERO monthly recurring revenue

After

- 26 Active Clients
- \$10,000 monthly revenue
- \$6,000 monthly recurring revenue
- Successfully opened her own studio



Noel Lozano, San Jose, CA USA

**From inconsistent
results to \$12,287 in
new sales in 12 weeks!**

Before

- Offering month to month contracts
- Charging less than he is worth
- Started with 5 clients

After

- Offered 12-month contracts at premium rates
- 15 clients on long-term contracts
- \$12,287 sales in 12 weeks



**Tamika Dungy, Accelerate Performance
Personal Training, Merced, CA USA**

Rebuilt Post-Lockdown From \$12,000 to \$63,000/month With a Growing Team in Place

Before

- No sales systems
- Inconsistent business results

After

- Practiced scripts and steps
- 6 new clients on long-term contracts
- \$16,000 in new sales in 2 months



**Stephanie Hamlyn
Kennebunk, ME, USA**

Asked for What She's Worth—and Added \$58,000 in Training Packages in 5 Weeks

Before

- Under-charging her clients
- Struggled to ask for money
- Not sure of way forward

After

- Used AUTO-CLOSER® to charge for the value she provides
- Signed 7 new clients on long-term contracts
- \$58,000 in new client contracts in first 5 weeks of program!



Aaron Raney,
Iron Therapy, Great Bend, KS USA

Unsure of His Value, He Trusted the Process and Went from \$0 To \$13,000 a Month–In Just 12 Months

Before

- Just starting up his personal training business
- Unsure he was worth “that much”
- Lacked confidence to ask for money

After

- Trusted the process and did the work
- Implemented AUTO-CLOSER® Sales System and lead tracking
- From 0 to \$13,000 in 12 months



Tony Arreola,
Total Body Project Inc., Irvine, CA, USA

Found New ‘Thrive Zone’ with 61 New Clients, \$0 to \$17,220 in Revenue in 15 Months

Before

- Tony struggled to grow his online program
- 0 online clients
- Unsure how to grow

After

- Delivered “wow” experience online.
- 44 online clients; 61 total clients
- \$9,500 online! \$17,200 monthly total



**Mike Menard, UpperCut Fitness,
Hamburg, NY, USA**

**From Useless Consults
and \$3,744/Month to
Effective Conversations
and \$15,000 a month –
in 18 months**

Before

- Wasted time on consults that went nowhere
- 19 Active Clients
- \$3,744 in revenues

After

- Used reactivation campaigns and AUTO-CLOSER®
- 52 Active Clients
- \$15,000/month



**Vanessa Luciani,
Vluci Fitness, Montreal, QC Canada**

**From Long Hours and
\$2,000 a Month to
Stability and \$14,200 a
Month in Just 12 Months!**

Before

- Started on her own after COVID closed her employer
- Unpredictable 2k of revenue
- Working long hours for little return

After

- Raised rates and implemented AUTO-CLOSER®
- \$14.9k last month (after 12 months)
- Hiring admin and part-time trainer

Grow Your Fit Pro Career and Business! 💪

Looking to grow your client base and income as a fitness professional?

Since 2006, we've helped 45,000+ fitness entrepreneurs in 96+ countries grow to the next level. We've helped tens of thousands of fitness professionals worldwide go from broke to earning a 6-figure professional income.

We've created 2 fit pro career and business coaching programs designed to give you the tools, coaching, and support you need to go from just getting started with your first 3-5+ clients all the way to signing high-ticket clients to 3-, 6-, and 12-month contracts and earning \$8k+ a month:

NPE | KICK-START™

For newly certified trainers and coaches. Sign up your first 3-5+ clients. Gain experience and confidence. Start a new career following your passion



LEARN MORE

NPE | ACCELERATOR™

For fit pros earning \$1-5k/month and who want the tools to take a full-time career to 6-figures. Attract clients willing to pay you \$500-\$2,000+/month. Sign up clients who commit to 3-, 6-, 12-month packages. Earn a professional income doing the work you love.



LEARN MORE