



**SIX-FIGURES
IN 67 DAYS
BLUEPRINT**

**SIX-FIGURE
TRAINER
MANUAL**

THE SIX-FIGURES IN 67 DAYS BLUEPRINT

For Use With

THE SIX-FIGURE TRAINER PROGRAM

www.raisingtrainerincome.com

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INTRODUCTION

Getting to six figures in 67 days or less seems like a ridiculous and impossible idea on first mention.

After all, six figures is the benchmark of wealth and accomplishments in America and in most of the world today.

For the few people who are able to achieve it, it usually takes four years of college education, two to four years of graduate education, and then AT LEAST five to ten years in the workforce until they can earn an income of \$100,000 a year.

And that's just the fast-track plan for the people that are able to make it - the majority of people will NEVER earn six-figures in a year in their lifetimes.

Then what makes any personal trainer think they could get to that level in only 67 days? It seems like negligence on my part to even imply that it's possible.

I totally understand that. My purpose isn't to mislead or to give false hope or make false promises. It's to highlight the factors that give you the potential to make an outstanding income from personal training, and make it clear the amount of progress that you can make when you take fast and focused action.

The purpose of the SIX FIGURES IN 67 DAYS BLUEPRINT is to make sure the message of what's really possible from personal training isn't lost. The majority of trainers working today are completely missing this message; the purpose of THE SIX-FIGURE TRAINER PROGRAM is to be the solution.

The purpose is also to point out the opportunities that exist for you to make rapid growth in your training business in an extremely short time. I have noticed trainers that I have coached getting to this level so many times that it's convinced me that it's possible for any trainer.

And that doesn't mention the numerous trainers who although they may have not have reached six-figures in two months, did get to at least \$50,000 a year pace in that time. They were able to immediately quit their gym jobs and were able to double and triple their income in little more than 30 days just from employing some of the strategies you're going to learn from THE SIX-FIGURE TRAINER PROGRAM and in this BLUEPRINT.

However, one thing to point out is not to feel pressure from what others may have done before you. We are all unique with different locations and factors that influence our own individual results.

Apply the materials you learn here and in THE PROGRAM at a pace that serves you and your individual goals. Our goal with our incomes as trainers is not only speed, but sustainability and future growth. The best way

to do this is not from a position of pressure, but rather an attitude of abundance and opportunity.

Speaking of opportunity, here are some of the reasons why personal training gives you so much of it ...

FACTORS IN YOUR FAVOR

Education

For a personal trainer, there are several things that work extremely well in your favor toward hitting the six figure mark in only 67 days.

First comes the acquisition of knowledge and skills.

In most other professions, many years of hard schooling have to be spent **BEFORE HAND** to develop a base of marketable knowledge and skills. In personal training, if you've been a lifelong fitness enthusiast, you already probably have the knowledge and the skills you need to be considered an expert.

If you went through your training certification, and have been looking to improve your own fitness and performance through learning, practice, and coaching, then you have probably learned a tremendous amount of accumulated knowledge in this area. You most likely have thousands of hours of applied knowledge, have read countless articles, and participated in numerous discussions on the subject, as well as spending money to improve your knowledge and skills.

Since you may have done all of this for "fun" as part of your hobby, you may think that this knowledge and skill is worthless; but that's far from the case. This level of study and application probably exceeds the knowledge base of somebody who has gone through a college education and beyond studying their chosen subject.

Most traditional education involves learning and application, and if you have put in focused effort in the area of fitness up to now, you've got that covered.

In addition, most college grads have only spent two years working on their chosen majors (four years if they have an advanced degree). But in your case, you most likely have spent your whole life studying it, and that leaves you very qualified. What that means is you're already an expert at what you do, and that jumps you years ahead in the learning curve to reaching six-figures. What's left is getting your name out there, ie marketing and public relations, as your responsibility over these next 67 days.

Business Model

Another thing you have heavily in your favor are the rules of personal training. Personal training is built to give you a high income from just a few customers. By definition, trainers earn high hourly rates, with rates today averaging \$60 per hour (THE PROGRAM will show you how to be *above average*). On top of that, they see each customer an average of three times per week.

An added benefit is you DO NOT need to educate the public on how to use your services. Clients will come to you aware of how to use personal training. They know that sessions are paid on an hourly basis, that they are consumed multiple times per week, and that most training programs are long term. All you have to do is structure your sales presentation so that they are eased gradually into the sale, and structure your payment structure so that you are paid regularly and beforehand (these subjects are covered in detail in THE PROGRAM).

Add to this the fact that the results from personal training disappear after only two weeks after the client stops training. This makes the need for training that much more important. Clients realize this and become dependent on their trainers. Any trainer that can learn to create this long-term bond and need can achieve better "job security" than someone that's even occupied by a major company.

Other health professionals, such as chiropractors or nutritionists, are required to have many clients because they won't be seeing their clients very often. Chiropractors *at best* will see their clients once every two weeks. And chiropractors must go through a lot of effort to educate their customers on how to use their services.

Private nutritionists too have a very difficult time maintaining steady clients. Whereas a chiropractor may keep a client indefinitely, nutritionists rarely do.

Personal training clients are completely different. They train anywhere from two to as many as five times per week. If you look at the average as three, and look at the average salary as \$65 an hour, that means every client is worth \$195 a week to a personal trainer.

When you consider that it takes earning \$1,923 a week to achieve six figures in a year, you need exactly 10 clients to hit this number (according to our example). So our goal is now to find a way to earn at least \$65 an hour from 10 clients in the next 67 days. Your knowledge is there, your expertise is there, and the rules are set-up in your favor.

I know many of the points we just went over in this introduction were already covered in the first few chapters of the SIX-FIGURE TRAINER PROGRAM MANUAL. I just wanted to go over them again here because these points can't be made clear enough. Understanding them and testing their validity based on what you observe in your own environment is what success as a trainer is dependent on.

GET-STARTED ASSESSMENT

This Blueprint is based around you having a complete understanding of your surroundings. You have to make a very strong assessment of your environment in order to determine what your best plan of action should be. The income opportunities that are available to you now in your surroundings will completely determine the actions you take.

You have only a very short time to achieve rapid results with the 67 day blueprint so there is no time to waste. Here are some of the potential questions you need to ask yourself:

- Do you live in a heavily populated area such as a busy city, or do you have close access to one? Or do you live in a less populated area?

- Are there many private, independent gyms in your area? You may need to do a very detailed search online to find the answer to this, as some local opportunities may not be known or obvious to you.
- Do you live in a warm climate or a cold climate? This will impact your choice of training location. Your training location is a vital part of your approach and business model.
- Is there a lot of competition for personal training in your area? Do you see many successful personal training studios, major health-clubs, and strong players on the internet? (If the answer is yes, this could be a VERY GOOD sign that the environment is perfect for you. For example, New York City is highly competitive for PT, and I find it one of the easiest places to start a practice.)
- Do you already have any private independent clients yourself?
- Are you already working for a private health club? How many hours are you working? How much free time do you have? How many of your clients would follow you if you had a convenient place to train out of?
- Do you prefer to train large groups and would start to lose your mind if you were doing solo sessions? Or do you prefer private sessions or small groups where each client is paying higher rates?

Everybody's situation is different and depending on your answers to the questions above, it's going to determine your immediate plan of action.

You need to assess what your situation is right now. Where are you working, how much are you making, in what area are you, and how much experience do you have? These will all influence how you go about getting clients.

Here are a list of TACTICS at your disposal – each TACTIC will not apply to every trainer. Some trainers will only be able to use a few of them. Others will be able to combine several if not all.

TACTICS LIST

MINE FOR REFERRALS

- Start mining current clients for referrals: You need to start mining your clients for referrals. Ask them who in their immediate circle they can refer to you. When getting a referral from an existing client, you find one of the rare cases that you can offer a free consultation to begin the training relationship.

The best time to ask for a referral is after a very good session where your client is very happy. If you have only recently become a top-level trainer, the satisfaction of your clients should be going way up very soon. You will be arriving on time every time, and your clothing and preparation will be consistent ever time. If you come into training sessions not rushed and are always prepared, it is almost impossible that your clients will not be thrilled with their training. This will naturally allow you to charge progressively higher and higher rates, and will naturally get referrals coming your way.

So after a very good session where your client points out that they loved the session, simply say:

“Is there anyone else you know that needs a trainer right now? Anyone at work, in your family, or any of your friends?”

They will no doubt answer yes to this question. With the majority of people in our population currently obese, there is always someone each of us knows that could desperately use the help of a personal trainer.

Once you get the YES answer to this question, say that you would love to meet with this person and find out if there is anything you can do for them. Offer to give them a call yourself. Get the phone number on the spot, and just ask your client to call this referral first and let them know you’ll be contacting them.

When you contact the person, just let them know that you want to meet with them and give them an assessment. Use the questioning dialogue from the SALES section of the THE PROGRAM MANUAL.

Once you meet with your new client, get a feel for how HOT they are for training – if they are hot, close them on a large number of sessions (or on groups of ten sessions whichever you prefer) right on the spot. If they are still lukewarm, close them on just a three session intro pack (see THE PROGRAM MANUAL). Use the closing dialogue for the three sessions from THE PROGRAM MANUAL. Over the three sessions, you will have more time to bond with the client and they will warm much more to the idea of long-term training.

I know that “giving away” four sessions and just getting your intro-pack rates in return is very low pay for these first four sessions. But realize that you’re forming a relationship here. If you can make it to four sessions with this client, they are very unlikely to stop training with you. Even if they do not have the money to train with you, they will at least workout 1-2 times per week indefinitely because of the activity and social aspect of the training, not to mention the results.

With this new client, again repeat the process. After just a few sessions, you can mine them for referrals as well. Always mine for referrals with clients, even if you do not get a positive response the first time. You should be asking once a month—providing quality sessions gives you the right.

It is NOT necessary to bribe clients for referrals. Providing good service is enough. But definitely give a nice gift if they do refer someone to you. A \$20 gift certificate or a well thought out book are enough.

•GET ON THE PHONE

If you do not have many clients already, getting on the phone is something you need to do. You need to be like Columbo the detective, and do tons of research on the phone. You may need to spend four hours straight on the phone doing research and following up. Think this is a lot of time? It will save you the trouble of driving around and looking for leads and locations. THAT is a big waste of time, but getting on the phone can save you from it.

The first person to call are private gyms. Find out if they have trainers on staff, allow outside trainers, or a combination of both. What you are look-

ing for is a gym that allows outside trainers but does not have many of them already. Even if they have 3-5 outside trainers, this shouldn't worry you at all. The majority of independent trainers are clueless as to how they should market and grow their training businesses. Even if this gym already has independent trainers, you can bank on the fact they are probably low quality.

Next, you need to make a strong proposal to the owner of the gym. Be sure to make your proposal to the owner, NOT the manager. The manager of a gym is basically an over-worked employee. He/she makes no additional money if the gym makes more money. But the owner will be keen to any idea that will put more cash in his/her pocket.

To this meeting, bring samples of your marketing materials (you can base them on materials from your marketing swipe file). Mention that you have assistants to help you when your client load gets too busy (even if you don't have any yet). When you are making a percentage deal with this private gym, the gym is looking for a good earner. If you can prove that you will be such an earner, the gym will do everything they can to help you.

Also be sure to think through how payment will be handled first. Make sure you agree on the type of payment and the time that payment will happen. It's recommended you read the book *SECRETS OF POWER NEGOTIATING: INSIDE SECRETS FROM A MASTER NEGOTIATOR* by Roger Dawson. This book will make you a master negotiator after just one reading of it (this book is also available on CD).

If you can get active marketing help from the gym, ie allowing you to place marketing materials at all desks and windows and holding body-fat promotions, etc., you will be able to fill up your schedule very quickly. Your main problem will be finding time to hold all of the assessments, promotions, trial sessions, and full-priced sessions, as well as work on your marketing. Here's the solution:

You must train clients ONLY during peak hours. This can be through semi-private sessions with the help of an assistant if necessary (see THE SUPER-TRAINER SYSTEM from THE PROGRAM MANUAL). Your assistant can also handle your clients for you on weekends or when you need a day off. Spend the rest of the time marketing and running promo-

tions in the gym (discussed in THE PROGRAM MANUAL). Staying after this actively for 45-60 days inside the gym should lead to a six-figure practice.

GETTING CLIENTS ONLINE

For the sake of speed we won't talk about using a website to get clients here, even though a website is probably the strongest way to get new clients. If you don't already have a website, or if you do and it's not performing, it will take a few weeks to get one going, and a few more weeks for you to start getting steady leads from it. Your WEBSITE is covered heavily in THE PROGRAM MANUAL, but we will leave it out here.

But there is an immediate option for you to start getting leads from the web: Craigslist. Craigslist has been negatively called an online garage sale by some trainers. It can be one of the best places to find BAD clients. The only problem with that is there are also some good clients mixed in here, and for that reason it can't be overlooked.

There are a several situations where Craigslist can work very well. The best and most effective use of Craigslist is starting a bootcamp. People on Craigslist are usually price shoppers, so with a bootcamp you will be able to easily pump people in, especially if you have a free trial period. You will get many takers, some will stick, and you can then mine them for referrals.

The second way to do Craigslist is to do a form of "bait and switch" by drawing people with your intro-pack. State the low prices of your intro pack in your Craigslist ads. As long as you state the benefits and offer a guarantee, many people will take you up on it. And after you have impressed them with your exceptional service, knowledge, and training experience, you then "switch" them to full prices. If done properly, you shouldn't lose a single client. Even if they are of a lower income bracket, you can still retain them as once or twice weekly clients, and give them plans to follow for the rest of the days.

Writing a good Craigslist ad is covered in THE PROGRAM MANUAL, as well as in your marketing swipe file. Review those and constantly try to improve your ads based on new things you learn and the response you

get.

PRIVATE RESIDENCES

Private residences often have fully stocked, fully staffed gyms. If they ARE staffed, they should have a phone number that you can uncover by doing some research.

Get a receptionist on the phone and ask to meet up with them. Give them tons of your promo materials (brochures are better than cards) and most importantly, give them information about your referral policy. Offer them as much \$200 per referral. Stay in constant contact with these receptionists and staff—offer to buy the staff lunch on occasion, ask them how things are going, and give them tips on working out if they ask you. If done properly, you will find that you will get results from one of these types of locations fairly quickly. All you need to do is get your foot in the door; once you're in, you can take it from there and life will be easy. You will have a captive, built in base of high-earning potential clients.

DEAL-OF-THE-DAY SITES

Groupon and other daily deal sites can be a great way to attract new business. This is the new, hottest underground trend in the fitness industry and has the potential to bring you dozens of personal training leads, up to hundreds of bootcamp leads, overnight.

Search under "local daily deals" and dozens of website will pop up. The main thing is to let these sites know that you are very passionate about what you do and that you are very excited to reach as many people as possible. Giving them credentials like a good website, social media pages, and testimonials is a great way to show them that you are relevant.

With any of these daily discount sites, the best thing to present to their subscriber list is a low-barrier, low-entry gateway into your training or bootcamp program. Companies like Groupon and Buywithme.com see their best success with rates between \$20-30 (you could two weeks of bootcamp for \$29 or 3 personal training sessions for \$25) Once you and the daily deal company can agree on terms, they will write up the copy for you and handle all of the marketing for you. Most of these sites work on a 60-40 split(60% going to you and 40% to the company) It's definitely worth it,

though, because they do all of the advertising and they generate highly qualified clients who have a greater potential of sticking around for the long run. Since it doesn't cost anything to run one or multiple ads, closing even 20% of the people that sign up would increase your client base and monthly income.

DIRECT MAIL

If you have an excellent location such as a private gym or bootcamp location to run your training out of, you may want to consider doing a mailing. Just one major warning—direct mail is the best way to waste a ton of money if you don't know what you're doing. But if you do know what you're doing, then go for it. You should only pay for direct mail out of your profits from existing clients, and with cash you already have. Paying for advertising with credit is a recipe for disaster.

One thing to remember is that you want to create a tremendous offer in your piece, and we mean TREMENDOUS. This can be a VERY low priced intro pack, or if it's a bootcamp, 2 weeks of free training. Also promise gifts, assessments, whatever it takes—DO NOT be shy. All you want to do is get them to contact you, so again, do whatever it takes. With the closing dialogue you learned in THE MANUAL, you can take it from there.

With something like direct mail, just like Craigslist, the primary people you will attract are price shoppers. That's a good thing. Give them an offer that plays into their greed, and then "switch" them to full price. Follow the sales structure outlined in THE PROGRAM MANUAL and it will be very easy.

MANAGING YOUR SCHEDULE

This has been covered a bit so far, but let's go over it again. Managing your schedule is your biggest barrier to reaching six-figures. Some people think it's finding the clients, but that's incorrect. You will have no problem finding clients if you have time to market and handle PR – the only problem is finding time to market.

The first rule is you need to guard your time. This is even more important

once the money starts rolling in. This is when you're working the most and your client getting systems have the chance to collapse because you don't have the time to give them attention.

One way to manage your schedule that we've already discussed is to train clients during only during your peak AM and PM hours. When you get too busy during these hours, find an assistant. This will become necessary when you find that you are consistently seeing over 2 clients per hour. And in the rare case that only one client shows up, you can have your assistant handle it and you can rest or spend the time doing more marketing.

You should not be working more than an AVERAGE of 4 hours per day (some days more, some days less). Depending on the type of training business you have, you will want to see clients one-on-one on occasion. You will find your clients will greatly value these sessions and the client bond will grow.

That was a quick list of tactics that you can use to start up immediately. There are many, many more in THE PROGRAM MANUAL so be sure to go through it, and keep track of sections that you want to return to for future reference.

Here are several possible ACTION PLANS based on the tactics above.

ACTION PLANS

First look at which of the scenarios below most resembles your current training situation:

Scenario 1: Already have private clients, already have website

Scenario 2: Working in health-club, have clients, no website

Scenario 3: No clients, no experience, no website

Scenario 4: Experienced, no clients, no website

Scenario 1: If you already have clients, begin mining them for referrals. Give them outstanding service, send frequent emails, send articles and

other reminders, and once they are very happy, ask them for referrals. Once they give you one, follow up diligently, and a few weeks later, ask them for another.

If you are charging below average rates (less than \$65 an hour), improve your level of service and immediately raise your rates to the industry average level. Some clients will drop off, others will train less frequently, but this will give you more time to market and you will be able to fill the void in less than 2 weeks.

Also consider bringing a cheaper priced alternative into play. While you're private training practice is growing, you can also add a bootcamp to the mix. Use Craigslist and free trial offers with every person you know to grow your camp. Since you already have a website, you have an advantage over everyone else that is currently using Craigslist to do their marketing. Most of them do not have a website.

And also begin to tweak your website. Start adding video workouts demonstrations. Start to add testimonials (video is best). State the benefits of your program very, very clearly for everyone to see. Use the techniques from THE PROGRAM MANUAL to optimize your site for the search engines. Once your site starts to creep up in the search engines, which usually takes a few weeks to a few months, you will start getting leads from there as well.

Scenario 2: Find a location to train out of. Depending on your climate, this could be outdoor sessions. Or depending on your research, this could be a private gym. Gymnastics centers are also an excellent option. Like we talked about, finding a private gym will be good way to handle all of your marketing needs as well. Some people will not be able to find one however, and in that case you must look for another stable place to train people out of.

Then find out how many of your clients will be willing to follow you. How many of them can you take with you? Start to talk to them about this in passing, through email or over the phone. If it's a good number of clients you will be taking with you, and you have a good location lined up, you may be able to quit immediately. The fact that you will now be getting a much larger percentage of the income from your training should make up

nearly all of the difference in lost income for you. And then start to mine your clients for referrals.

Also remember to group them into sessions during peak hours. Do not be afraid to let clients go that do not fit into your schedule – you will be able to replace them easily.

Once you find a location, you can also use Craigslist as well. You can use “bait and switch” strategies (we use that term humorously—we are actually baiting them with a trial offer, and switching them into high quality training services, which is completely legitimate) as well. Craigslist can be a tool for any trainer. I have known very well established trainers that throw it into the mix as a source of leads. As long as you can outsource your posting (talked about in THE MANUAL), it doesn’t hurt to give it a shot. All it can lead to is more clients.

Scenario 3: This is a tough situation to start in, but it can be done. I have heard of several people doing it. It will take tons of confidence on your part, which reading THE MANUAL and THE INSIDER TRAINING ARCHIVES several times will give you. You need to believe in yourself.

Begin to get initial experience by learning as much as you can and getting comfortable with conducting sessions by training friends and family members.

Seek to make the a deal with a private gym as described previously. Use the dialogues in the THE PROGRAM MANUAL to make the deal.

You may want to start with low priced sessions while you gain experience and build confidence. If you do not know how to conduct or sell high priced sessions at first, it can be a little nerve racking. In that case, build up to it—it’s a skill you can learn quickly.

If you start at \$50 per hour (which is on the very low end), be sure to give outstanding service. Then raise your prices to \$60 in a month or two, to \$65 the next month, and by \$5 every month or two indefinitely.

As your client list grows, remember to group clients into semi-private sessions during peak hours. You may want to practice a few semi-private

sessions with friends and family members until you get comfortable delivering them.

It will be a very steep learning curve for you, but if you hustle very hard, you may just be able to creep in at \$1923 for the week at the 67 day mark.

Scenario 4. This is very similar to the situation above, except with one major difference—you already have the confidence and experience it takes to sell and deliver high priced training.

Many people do come back to training after a lay-off. What you may have realized is that nothing is really as fun and easy as training, and as long as you have some of the strategies in THE PROGRAM MANUAL behind you, your chances of success are greatly improved.

Make your primary strategy making deals with as many people as possible. Look to make deals with decision makers – talk to the barbers and hairstylists of friends and family and turn them into your bird-dogs for new clients. Give them \$200 cash for every new lead. And borrow tactics from any and all of the situations above.

You will also want to start to plan out your website. You probably already have a list of clients you can tap for video testimonials. Having a high quality website will make Craigslist advertising, brochure advertising, and also word of mouth much more effective.

SUMMARY

Remember, this blueprint is very generalized and many are techniques that have already been discussed on Super-Trainer; the details to make them all work are in the SIX-FIGURE TRAINER PROGRAM. THE PROGRAM MANUAL is almost 200 pages for a reason – it's to help you with every single aspect of making this work, and goes into details and gives you the reasoning behind them that are not available on Super-Trainer or anywhere else on the web.

Also remember this is a quick start formula, not a long term plan. You may actually abandon some of the techniques listed here after your 67 days. At that point, you will be looking to establish more consistency and predictability with your training practice.

But I know your goal right now is IMMEDIATE success. You also have more energy during this start up phase than you will have at any other point (except for when you start up a new phase of your business). Use this energy, hunger, and enthusiasm to your advantage. Go hard.

Once the money is coming in, you have clients that are positive and that like you, and your schedule is under control, you have room to start to grow your business in other ways. Make a very good income for several weeks to a few months and learn more about the industry, and you can then plan your next move in it—the possibilities are endless.

Our biggest obstacle isn't having enough opportunities – it's having too many. We try to chase them all, and end up doing ourselves a major dis-service. Many people's businesses have collapsed because of this.

Instead, spend most of your time thinking and waiting before any big move you make. Doing nothing is sometimes the best thing you can do with your time. When you're at the six-figure level, you have the luxury to do that.

So what's next?

This blueprint was a start. Follow the tips and use the tactics in this blueprint, and you're sure to attract new clients and boost your income, no matter what stage of your career you're at.

But I'm sure you understand that for true mastery and a real career, its going to take more. And to make it happen rapidly, it'll take a level of insider information that's not readily available just anywhere.

Turn the page to take a look at the high end resources I've created to take years of time and trouble off of your journey.

Click the link below to get more information on the program that's right for you:



<http://www.raisingtrainerincome.com/>



<http://www.mytrainingstudio.com/>