

PROBLEM
What is wrong, why can't they achieve what they want?

THE OUTCOME THEY SEEK

SOLUTION

Your solution to a specific problem or way of achieving a specific result.

PRODUCT

Your signature package, products and pricing. What you actually sell.

USP

Your unique advantage - why people should choose you.

MARKETING

A clear strategy to introduce your market to your product

SALES

A sales system to take a prospect from interested to a paying client

SUCCESS

Happy clients receiving a wow experience referring others

HOW YOU WANT TO HELP THEM

PURPOSE
Your strengths, passion and experience

SYSTEMS MANAGEMENT
Marketing, sales, client, finance, referral and time management.

What for Whom and Why
CLEAR MESSAGING

Free download Trial or taster Sales pitch
CLIENT ACQUISITION

Welcome pack Newsletter Behind-the-scenes support
WOW MANAGEMENT

Referral System

BUILDING A SUCCESSFUL FITNESS BUSINESS

Create a clear solution that clients want. Develop products and services they can buy. Ensure clear benefit from buying from you. Find ways to introduce your market to your services. Create opportunities for them to engage with you. Meet with them and sell your training and coaching as a solution to their needs to help them accomplish a specific outcome. Create a wow experience. Make sure clients achieve what they want, love the experience with you and refer others. Proactively encourage and reward referral. Create systems in your business to automate and streamline what you do so you have more time to enjoy your business.