





So what does any of this have to do with this book? Everything! It took me thousands of hours of trial and error to learn how to eliminate the word **no** from my ideal customer's vocabulary. I'm happy to say that, just like the fitness teams I've taught throughout my career, you don't have to go through those same painful hours!

If you're anything like some of the companies we have worked with, you're looking for that extra edge; that extra something that's going to set you apart from your competition and simplify sales so you can focus on doing what you do best - changing people's lives.

By reading this book you'll gain that edge, along with valuable insights on

- 1) what your unique selling proposition is in your marketplace;
- 2) what the real objections your prospects have are, and how to position yourself to overcome them before they even come up;
- 3) how to enhance the perceived value of your services to increase your front-end sales and customer retention; and
- 4) what tools you need to scale your coaching business and reach your financial goals.

Before we dive in, let me start by saying this:



If you're just starting out, the information you're about to learn can help you build a strong foundation, but this book is intended for current fitness business owners who are tired of relying on end-of-month closeouts to bridge financial gaps, they're tired of old school sales tactics that don't promote long-term customer loyalty, and they're tired of hearing the word "no" from their prospects. This is the path to putting closeout in the past, where making money becomes just another part of your day, like brushing your teeth and taking a shower.

So what's the secret to removing the word "no" from your prospect's vocabulary without changing your sales process? The secret is in how you can **value** your company's services.

So how do you position yourself to get more " **value** es" for your business?

Let's start by talking about the biggest word thrown around the fitness industry. A word that is used a lot, but often not **fully** understood. I'm talking about the "V" word: **VALUE**.

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If you're like most fitness business owners and professionals, you got into fitness for one of two reasons:

1. You were personally touched by fitness and decided to get into the business of helping others experience the same benefits that you did.
2. You saw the massive potential ROI in the fitness market, driven by a growing number of health conscious consumers.

Perhaps it's a combination of the two that led you to open your fitness business. After finding a business location, creating your brand, developing your fitness model, and implementing your approach to fitness, you were ready to start selling memberships and training programs.

If you're part of a select few who were able to enter their local market first, you were probably able to corner your market with relative ease since you had little to no competition. For many fitness business owners this is not the case. There are gyms and boutiques popping up around every corner these days! If it hasn't happened to you yet, it will. That's because the fitness industry is projected to grow by leaps and bounds throughout the next 5 to 10 years. So the question is:

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Most fitness business owners are missing a key strategy that positions their service as a “no brainer” for new and recurring customers. This is why many fitness businesses continue to lower costs to compete.

Value is equal to the amount of money that a customer is willing to pay for a product or service. Value is a subjective perception of the benefit that a customer receives from a product or service. Value is a function of the customer's perception of the product or service's utility, quality, and performance. Value is a function of the customer's perception of the product or service's ability to solve their problem or meet their needs. Value is a function of the customer's perception of the product or service's ability to provide a better solution than their current solution. Value is a function of the customer's perception of the product or service's ability to provide a better solution than their current solution.

First, let's start with what value actually means. The definition of value is: "the regard that something is held to deserve; the importance, worth, or usefulness of something."

Value is equal to the amount of money that a customer is willing to pay for a product or service. Neglecting to consider the consumer's perception of value is one of the top sales killers today when creating and marketing an offer. We'll dive deeper into this later.

So what is the perception of value weighted against? I'll give you a hint - it has nothing to do with price.

Your prospect may respond with price because it's a gut reaction for anyone in a sales conversation. What your prospect is actually weighting their decision against is what it's going to cost them - the amount of money they have to spend to get the product or service.

Their decision comes down to this:

Value vs. Cost

This is where your **unique selling proposition (USP)** comes into play. Your USP is created by adding enough value to your service to clearly outweigh the cost.

Here's another way to look at it:



You create your USP by adding more to the **value** side than the **cost** side. There are several "value builders" you can use to overcome the most common costs perceived by your prospects.

Let's start with value and work our way to cost:

## Value Builders

VALUE	BUILDERS
<b>Removes guesswork, which reduces anxiety</b>	A customized workout program that includes workouts for each day the client exercises, not just the days they are with their coach or taking a group workout. Customized meal planning and nutrition guidance. Access to group exercise classes or bootcamp workouts.
<b>Ensures likelihood for success, creating a better feeling of certainty</b>	Monthly reassessments to set goals and make program adjustments.
<b>Creates urgency and excitement for clients to push towards reaching their goals. Provides additional value in the form of prizes or rewards.</b>	30, 60, and/or 90-day fitness challenges with prizes for reaching fitness goals.
<b>Education, support, and community</b>	Weekly newsletter with exercise and nutrition tips, recipes, and workouts. Fitness and nutrition workshops. Community Facebook group or group forum.
<b>Reassurance of being taken care of long-term</b>	Customer loyalty program where clients can earn reward points towards future purchases.

You'll notice I didn't list things like "24/7 access to the gym" or "kids club". Those amenities are value builders, but they don't encourage members to stay with you long-term. Why? Because they do not directly engage your members in your **daily experience**. Plenty of fitness businesses provide 24/7 access and kids club, but it's the value builders that make your fitness experience **special** that will encourage your members to stay with you for the long haul.

Let's move on to the most common costs that go through your prospect's mind as they decide whether to join your program or not.

# Costs

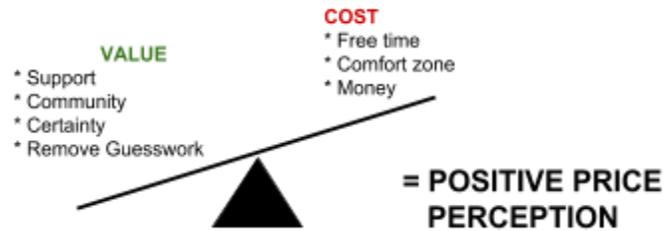
COST	DESCRIPTION
<b>Free Time</b>	They will need to put time and effort into working out and reaching their fitness goals.
<b>Comfort Zone</b>	They will need to leave their comfort zone for an environment that makes them uncomfortable.
<b>Physical Comfort</b>	Working towards their fitness goals will entail being sore and feeling out of shape.
<b>Favorite Foods</b>	Attaining fitness goals will likely include following a meal plan.
<b>Money</b>	They will have to purchase items such as a membership, a training program, supplements, fitness clothing, and equipment.
<b>Control</b>	A loss of control will be felt from the fear of not getting the results they desire, and being accountable to someone.
<b>Freedom</b>	Developing the discipline to create and maintain a fitness lifestyle will involve more regimen and less freedom.
<b>Reputation</b>	Many prospects may fear looking foolish to their friends and family if they fail or receive professional help.

There may be a few more costs you can think of; this is not an exhaustive list. You'll rarely hear most of these costs when a prospect gives you an objection as to why they're not ready to move forward.

The last step to creating your USP is the "price". This represents the currency required to deliver your service. Price is determined by this simple formula:

$$\text{Price} = \frac{\text{Perceived Value}}{\text{Perceived Cost}}$$

Here's what it looks like when perceived value outweighs perceived cost. In this scenario, the price of your service will be perceived positively, like a deal.



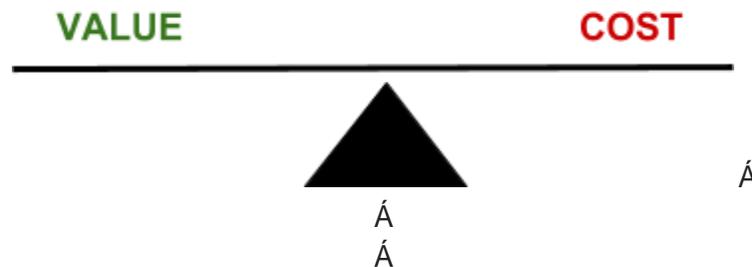
Here’s what it looks like when perceived cost outweighs perceived value. In this scenario, the price of your service will be perceived negatively, like it’s over priced.



If less than 40% of your ideal prospects say yes after you take them through a finely tuned sales process, your conversion rate is not an issue of price, it’s an issue of value. Your prospect does not feel that the value of your service is high enough to justify the price.

### Here’s how to put everything I discussed together to create your “NO-BRAINER” USP

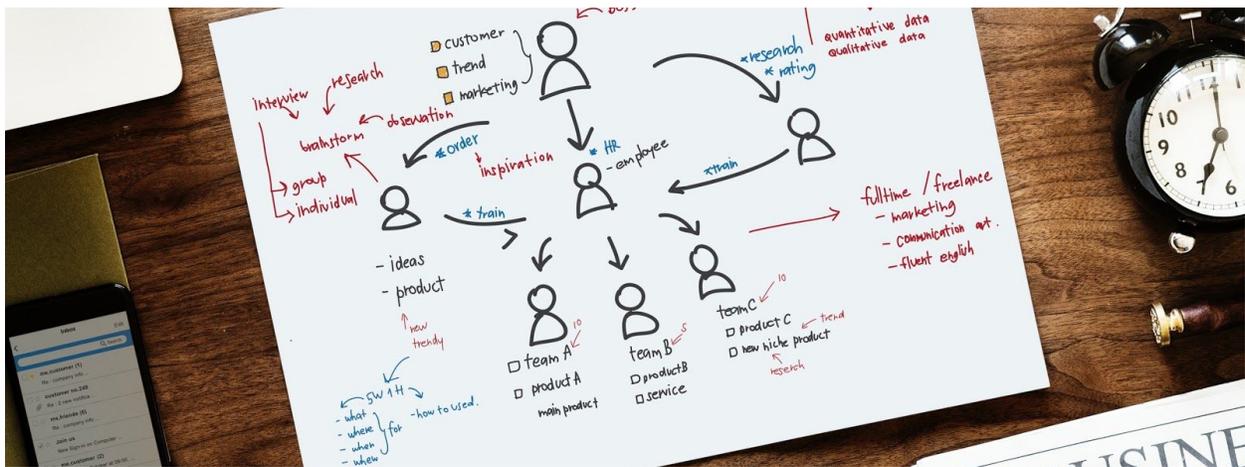
Put your USP together so you can get paid what you’re worth. Start by determining all the costs of your service, then add enough value builders to outweigh the cost.



VALUE	COST
1.	1.
2.	2.
3.	3.

4.	4.
5.	5.
6.	6.
7.	7.
8.	8.

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Now that you have your USP in place, I'm sure you're thinking, **R E V I E W**

## Here are 5 MUSTS for implementing and scaling your USP

### 1) Set up an email autoresponder

If you don't know what an email autoresponder is, think of it as having an assistant who builds value, trust, and consistency with your prospects and current members by communicating with them 24 hours a day, 7 days per week, 365 days a year. Most sales occur between 8 to 12 conversations, so wouldn't you want to have a system in place where the majority of those conversations happen without taking more of your precious time?

I've had the pleasure of using a variety of platforms during my career working with fitness companies, but the two I recommend are Mailchimp and Aweber. I have used both and each platform has a ton of easy ways you can scale email campaigns to drive customer

retention and acquisition. If you don't have one in place, it's a

## 2) A Facebook group or group forum

If you're not personally a member of a Facebook group or forum, I'm sure you've at least come across some. There are of Facebook groups and group forums out there! I'm sure you may be asking yourself, Before we get into that, let me ask you this:

I'll give you a hint - it's not your fitness program or a shiny new piece of equipment. It's the and the . Boutiques have taken over 42% of the market share over the last 2-3 years simply by capitalizing on these factors.

So why a Facebook group then?

People join Facebook groups and forums for the exact same reason. They want to be around a group of like-minded individuals who they can connect and grow with. The gyms and studios that do this the best are reaping the fruits of their labors. And what if they not only engaged their customers their walls, but their walls as well? An online group dedicated to motivating, inspiring, connecting, and educating your members and prospects allows you to continue building value, community, and loyalty outside of your business. Leverage your time by leveraging your communication platforms. And while you're on Facebook, be sure to visit and like our [Smart Shark page!](#)

## 3) A membership portal to deliver premium content

One of the value builders I mentioned earlier was delivering valuable content, including exercise and nutrition plans, recipes, fitness challenges, and educational seminars. Imagine you had all the content that your members are already looking for within the digital walls of your business. Implementing a membership portal on your website where your members can access bonus content will increase your front-end sales and your member retention. Your membership portal is like having a digital fitness professional who works 24 hours a day, 7 days per week, 365 days a year to provide your members with additional value in the form of support and education.

## 4) Fitness software to deliver your programs

The age of the pen and paper programming has ended! If you want to continue to customize your programs while adding speed to your operations, you need a fitness platform that can do this for you. What I'm referring to is a platform where you can create custom fitness and nutrition plans for each of your members within a matter of minutes. I

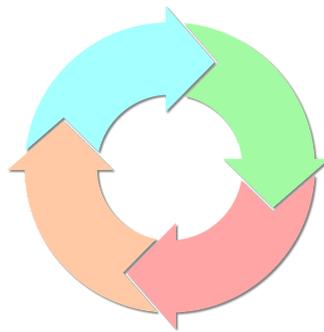
have worked with over a dozen fitness software platforms and the one I recommend is DotFit. In my experience, their fitness software is the easiest to use, and it has delivered the most consistent value. DotFit is also a supplement company if you're interested in adding an additional revenue stream to your business.

## 5) An effective coaching cycle

You may run your business solo, or perhaps you have a team in place. Regardless of the size of your business, you need a consistent coaching cycle in place.

Getting clients and team members on the same page can be like herding cats! One client shows up to their sessions and logs their food perfectly, while another client shows up late and never logs their food. Same goes with trainers. One trainer resigns their clients consistently, while another trainer can't resign their clients with free sessions!

So how do you solve this conundrum? Keep your programs customized and your coaching structured.



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ØD **Week One** includes reassessments, monthly goal setting, nutrition and supplement recommendations. This positions your clients to get results, which leads to the resign conversation. It can also add additional revenue through supplement sales!

ÓD **Week Two** includes cardio program adjustments and additions, such as taking classes or bootcamps to improve results. Prescribing extra activities gives you the opportunity to upsell your services.

ÔD **Week Three** includes resistance training adjustments. Program progression will lead to resigns. Progressing a client's program also gives you the opportunity to increase training frequency, leading to training package upgrades.

ÖD **Week Four** consists of committing to a program schedule. During week four, clients will commit to a training schedule for the upcoming month. This is an opportunity to close any lingering resigns that haven't happened yet.

Whether you run a small, medium, or large fitness business, this coaching cycle will give you the ability to grow and scale while maintaining customized programming.

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If you're like me, learning about these strategies for the first time can be overwhelming. But rest assured, what you've learned here has been put to the test, time and time again. I've spent 10 years and over \$50,000 dollars of my own money refining these strategies throughout more than a dozen fitness organizations.

When you identify your market's needs, create your USP by adding value builders, and put systems in place to scale, your business will skyrocket – 1 e ~ ~ iieĩ e ~  
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If you're not sure where to start, you can apply for a complimentary Smart Shark strategy session where we'll conduct a deep dive to determine which strategies make the most sense for your business. [Click here](#) to apply for a strategy session. You can also visit us on Facebook and like [our page](#) - we make a point to provide our followers with valuable content on a daily basis.

Thanks for reading! I hope you're imagining all the incredible possibilities for your business. I know I am! I look forward to your success.

Until next time, keep swimming

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