

DOWNTURN **PREPARATION** **STRATEGY**

The Fitness Professionals Guide To Driving
Business During Uncertain Times.

AUTHORITY NETWORK



Dear Fitness Entrepreneurs,

Online personal training is a complete shitshow at the minute.

Do you remember the days when everyone and their mum was a personal trainer?

Personal trainers would change their names to "Joe Bloggs PT" on Facebook, and you'd hear everyone complain about how "saturated" the industry is...

That's exactly what's happening right now.

Online personal training has become a commodity and, quite frankly, gone to the dogs.

If you want to give yourself a competitive advantage...

Do yourself a favour, and join our free Facebook group.

Including:

- ✔ Value stacked videos to help you protect your online coaching business during a global downturn.
- ✔ Live VIP masterminds to fast-track solutions to the biggest problems you face in your business right now.
- ✔ Exact step-by-step methods to retain more clients for longer, making your business safer than ever.

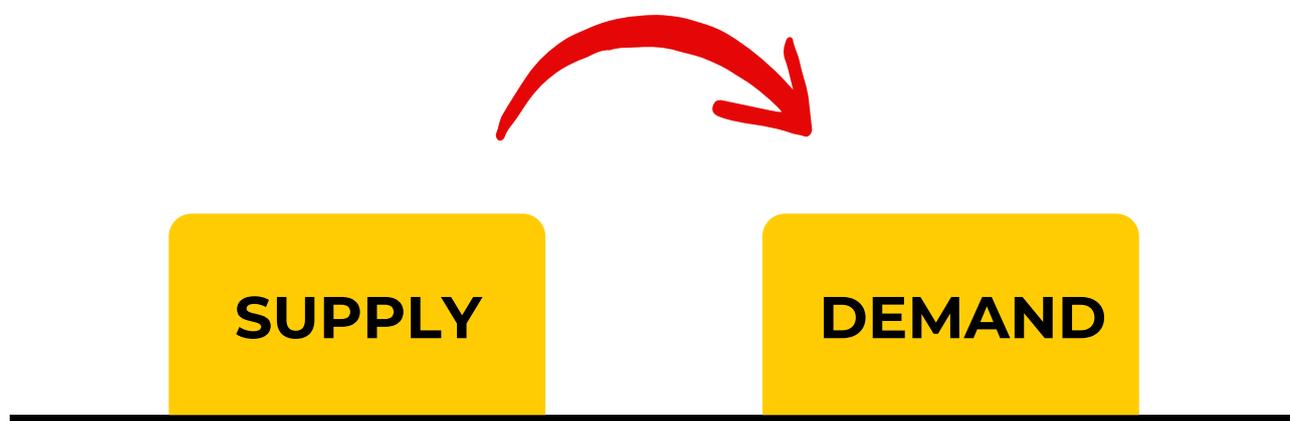
...and TONS more.

**Click Here To Join The
Fitness Entrepreneur Group**

Once you've done that, let me explain what's happened to personal training over the last 2 years...



ONLINE COACHING | PRE-COVID ~2019



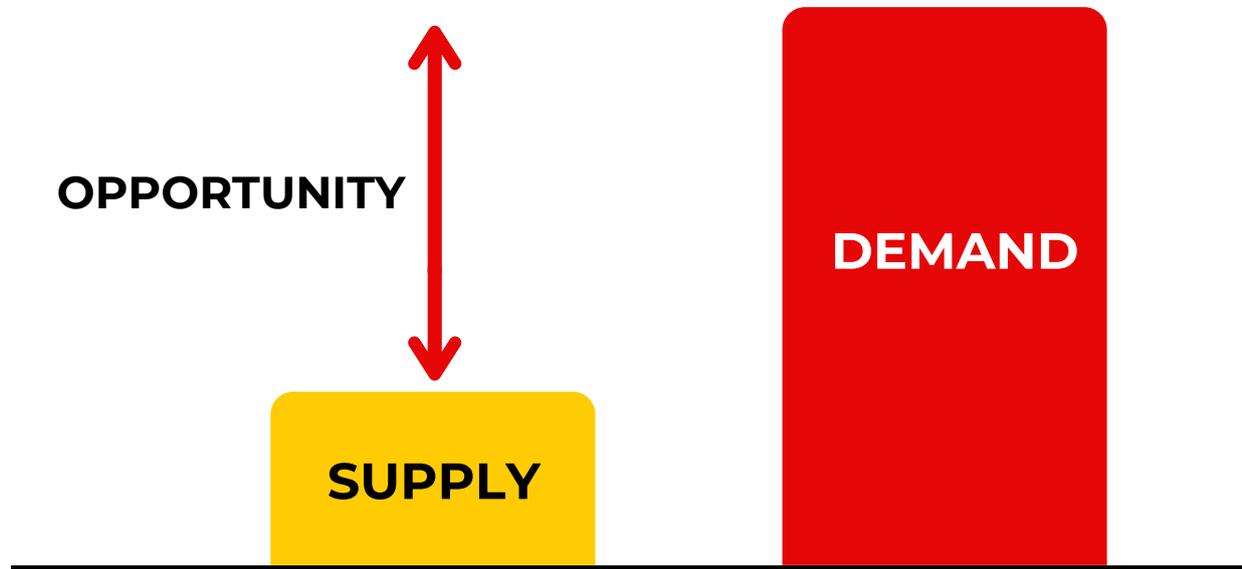
Pre-Pandemic

- **Supply:** Online Coaching wasn't popular. There were more Personal Trainers than there were Online Coaches. Supply was pretty low.
- **Demand:** Demand was also low. The only people who could get the most out of online coaching were individuals with 1+ years training experience.

As a result, online personal training was a solid business venture. Great coaches did well.



ONLINE COACHING | PRE-COVID ~2019



>>> **FALSE ECONOMY** <<<

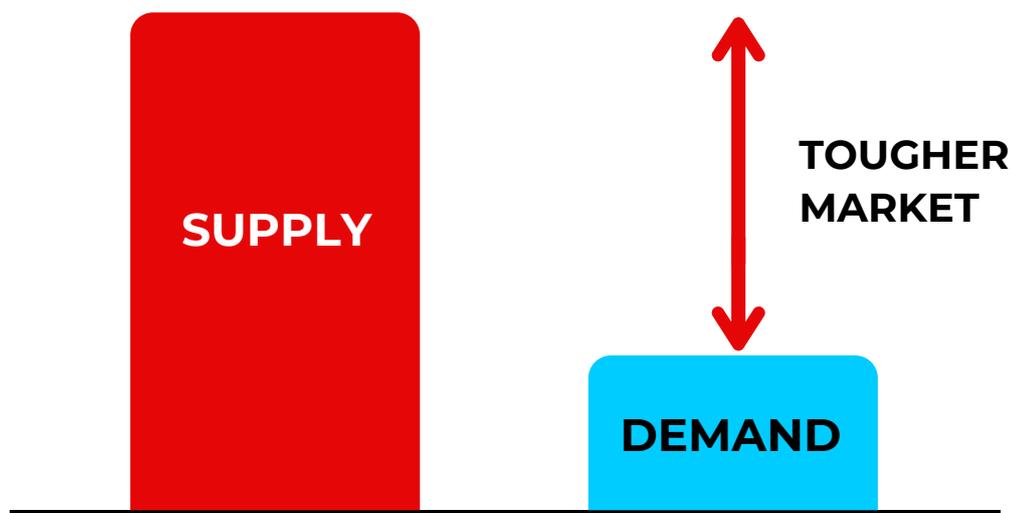
During The Pandemic

- **Supply:** The supply of online coaches was low.
- **Demand:** Since training in the gym became illegal for 2-years (unless you had a home gym) the demand for online coaching went through the roof. Trainers could charge more as people were bored, in a lot of pain, craved structure and had a lot of spare cash lying around.

As a result, a lot of (good and bad) trainers got rich. It was a FALSE ECONOMY.



CURRENT STATE OF THE WORLD |2022

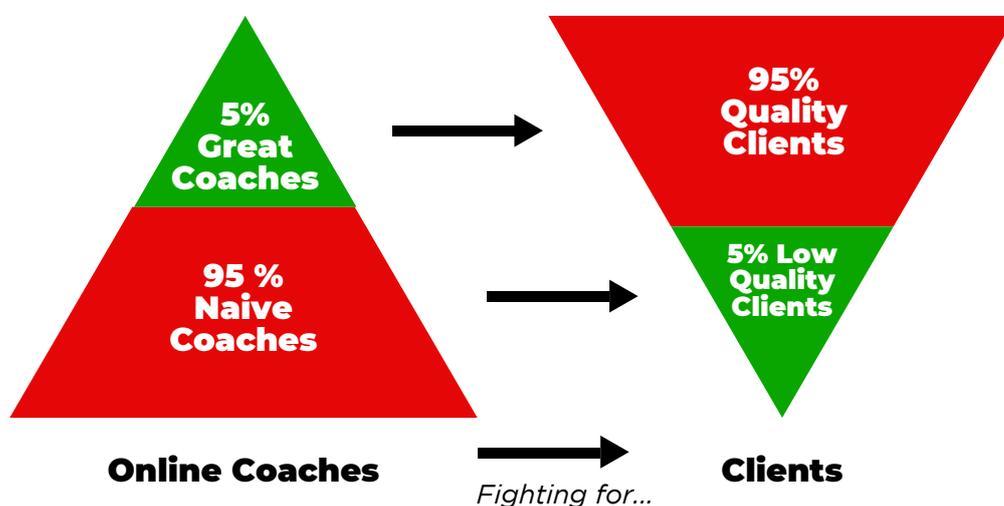


Post-Pandemic

- **Supply:** Everyone is an online coach. Supply is very high.
- **Demand:** Demand is lower for a combination of reasons. People are fed up with Zoom meetings (just look at their shares), gyms are back open and people are traveling again. They are overcompensating on their freedoms. Also, the cost of living is through the roof, inflation is on the rise and there is talk of a recession. Global Uncertainty.

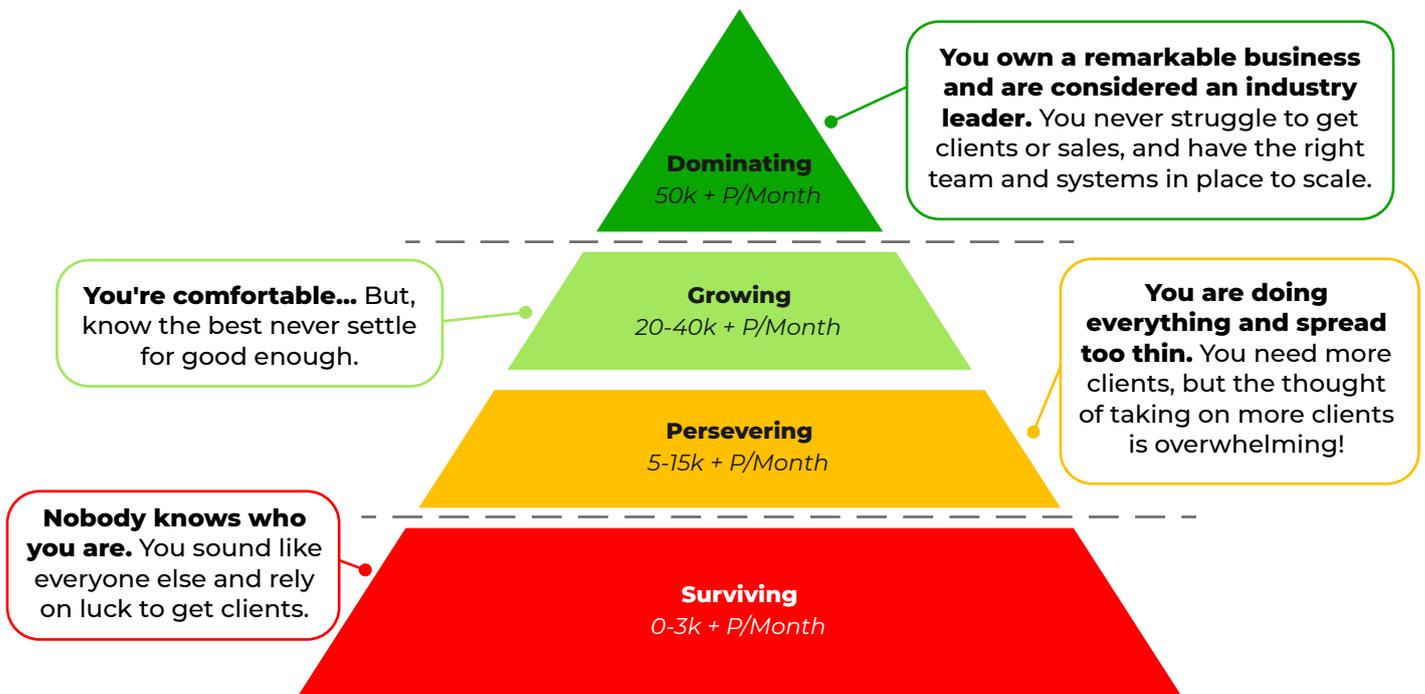
As a result, great online coaches (the minority at 5% of the industry) have the market sealed up and are working with 95% of the market (high quality clients that are willing to pay and implement).

On the flip side, new, naive and poor quality online coaches are fighting for what's left of the market, and it ain't pretty (low quality clients who don't want to pay or implement).



HERE'S WHAT WE'VE FOUND....

The 4 Levels of Fitness Entrepreneur



Now you know what level your business is at. Let's switch our focus from what's going wrong to what could go right.

Every entrepreneur starts a business so that they can **live life on their terms**.

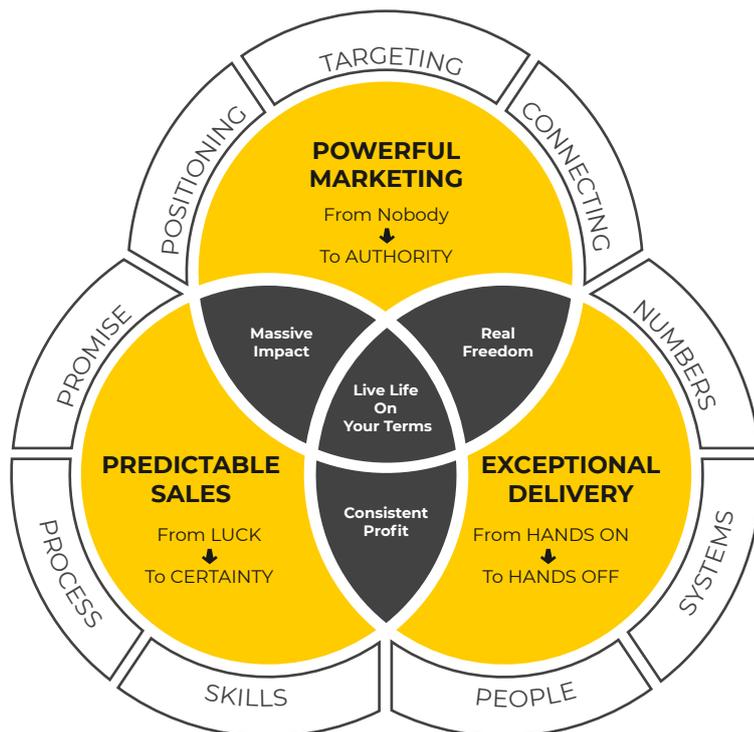
In order to live life on your terms your business needs to make a **massive impact**, generate **consistent profit** and give you (the founder) **real freedom**.



There are three **DRIVERS** and nine **ACCELERATORS** critical to your business success.

The three drivers of Powerful **Marketing**, **Predictable Sales** and Exceptional Delivery drive the 3 key outcomes of **Massive Impact**, **Consistent Profit** and **Real Freedom**.

Everything works together synergistically so that you can embrace the true power of being an entrepreneur and **Live Life On Your Terms!**



The goal of this playbook is to give you 3 powerful insights on each area: Powerful Marketing, Predictable Sales and Exceptional Delivery that will help you drive business during these uncertain times.

I've also included 3 valuable lessons on mindset and wealth that have helped our clients thrive during the current shit show that is the online coaching world.

Implement everything.

If you have any questions or need help growing your fitness business please reach out to me on Instagram, Email or click here to [speak with the team](#) to see how we can help.

Chat Soon,
Phil Graham



MINDSET

1. VISION NOT CIRCUMSTANCE

If you want to succeed in business you must operate from VISION not circumstance.

This means, making decisions from your higher self NOT your current reality.

I get the opportunity to consult with 1000s of online coaches and personal trainers every single year. It amazes me how many people have a desire to build a great business but have zero vision or plan in place.

Take a moment to think about the vision you have for your life and business...

- Have you got one written down?
- Is it clear and full of detail?
- Do you look and read it everyday?

Here's what you really need to know...

The strength of your vision will determine the level of stress and pressure you can handle on a day to day basis.

If you find yourself a tad reactive and anxious, there's a good chance you aren't clear on where you're going or what you're working towards.

That's why we help every client get clear on what they want from life and equip them with a personalized game plan on how to grow their business as soon as they start working with us.

Everything in life and business is either by design or default.

When you are faced with making decisions this week ask yourself...

Does this decision align with my future goals and who I want to be in the future?

The next time you experience business pressure (lack of leads, client churn or growing expenses) ask yourself...

Does thinking like this push me forward or pull me back from my goals?

Don't neglect your vision or it will neglect you.

Be. Do. Have



2. CHARACTER, CAUSE & COMMITMENT

Our most successful clients share 3 common traits that separate them from everyone else...

CHARACTER

They are unapologetically themselves. They don't care for the opinion of others and express themselves freely. They have great depth and aren't afraid to be vulnerable. Quite frankly, people feel SAFE around them.

How do you think people feel around you?

CAUSE

They are on a crusade to make the world a better place and change lives. This shines through in their content, client results and presence. The marketplace is drawn towards individuals who express the most certainty.

Do you come across as certain in your message?

If not, how can you expect to address uncertainty in your market with uncertainty in yourself.

Food for thought.

Whoever has the most certainty wins.

COMMITMENT

They are remarkably consistent and never get fed up with doing the boring work. They understand running a business is a game with highs and lows.

They don't get caught up in low sales months, client churn and competitors because they know all of the above carry useful feedback for business innovation and growth.

Do you see challenges in business as inspiration to get better?



3. RULES FOR MONEY

If you aren't making the money you want there's a really good chance you don't respect it. Here are 10 rules that will help you become a better steward of money.

1. Money is my responsibility.
2. Every money goal needs to have a money plan.
3. Money solves the problem of not having money.
4. I can begin to change my money situation at any time.
5. Integrate business and life partners.
6. I spend time with people who like to talk about money freely.
7. Money is energy. If you are not making what you want, you are out of whack.
8. I will always have a money coach in my corner.
9. I will always have a safety trampoline bank balance. Something you can bounce off.
10. My minimum standards of money dictate the financial bloodline of my family.



WEALTH

1. CUT THE FAT. KEEP THE MUSCLE

Just because the world is experiencing a financial meltdown doesn't mean you need to stop spending money.

You must spend money if you plan to protect and grow your business.

Evaluate all your expenses and only keep on services, equipment, software, tools and people that...

- 1. Give you Leverage** - Make your life easier and allow you to buy back your time. Remember time is your most precious asset.
- 2. Enhance your Skills** - Especially when it comes to marketing, sales, leadership and mindset. Sharper skills frantically increase your chance of survival.
- 3. Bring you happiness** - A happy founder performs better and lasts longer. Don't forget to look after yourself. However, live within your means and don't over stretch.

2. BUILD A WARCHEST

Keep as much cash on standby as possible. Cash really is king during an economic downturn. It allows you to move fast and take advantage of opportunities when they arise.

Over the next 18 months you will see property, stocks, Labor and some of your competitors' businesses go on sale.

3. GO ON THE OFFENSIVE

While everyone else is hiding, retreating or going on the defense I urge you to have the courage to go on the offensive.

If you truly believe your service can change lives you have a moral and ethical obligation to tell people what you do, how you can help them and how they can get started.



**POWERFUL
MARKETING**

1. PROMOTE BUYER SAFETY

We are officially in the middle of an economic downturn right now. That means the way you market, sell and deliver your coaching services needs to change.

I recorded an in-depth mastermind training on How To Protect Your Online Business From Crashing In A Post Pandemic World. It's 45-minutes and will teach you everything you need to know about driving business over the next 18-months.



2. KNOW YOUR TARGET MARKET

The most important factor in marketing is knowing who your target market is.

Having coached my fair share of coaches over the years, this is one area of business that 1000s of fitness professionals don't take seriously enough.

Can you clearly explain...

Q. Who is your target market?

Q. What are their main goals and aspirations?

Q. What are their frustrations and deep rooted fears?

Q. What have they tried before to solve their problem and why hasn't it worked?

Q. Why might they be afraid to invest in you and your services?

The reality is most online coaches end up talking to 2, 3, sometimes even more target market avatars at once. This is a huge problem.

The more variations in your message...

- The harder it is to get clients
- The harder it is to convert people who book calls
- The harder it is to deliver client results

I know it sounds contradictory but the narrower your target market, the better.

Decide. Who do you want to be a hero to especially during the next 18-months?



3. DISTRIBUTION

One of the most important words in marketing.

Distribution = The amount of eyeballs that see your work.

Think to yourself, who has access to the audience that has the pain point you solve?

One of the most important marketing activities you can do to grow your business is speak to other people's audiences every single month. Here's a 5 step plan on what to do...

- 1. Make a list of people that have your audience.** Think what other services, coaches or consultants do your clients use?
- 2. Reach out to each person on the list and ask if you can speak to their audience.**
 - Reassure you can add value and don't be afraid to pay to play. Just think, what is a customer worth to you?
 - If needs be, return the favor. Give them an opportunity to speak to your audience.
- 3. Deliver a short training on your audience's biggest problem.**

Here's the Presentation Framework...

- Highlight the big problem
- Stretch the Gap (discuss other problems that arise from the core problem)
- Identify the Goals (3 things the target audience wants to achieve)
- Share A Big Insight (Dispel a common approach they have tried)
- Share 3 Principles (...of what they need to do)
- Give people the opportunity to try it themselves or, do it the smart way and partner with you (offer 10 spaces to create scarcity)



**PREDICTABLE
SALES**

Don't ever apologize for growing your business through this crisis. That's exactly what it's going to take for you to get out of this.

Do not be sensitive to the thoughts or whims of others. Not everyone is on your side.

When you're on a mission, you're on a mission. So serve it.

1. First Rule of Sales: Sales is all about getting people to do what's best for them.

Never look to make a sale, look to get people to do what's best for them.

If you can tell people what they honestly need, with complete confidence, then you will gain their respect & trust as it's not just about getting a sale it's about getting somebody doing what's best for them.

2. Second Rule of Sales: What's best for people is almost always outside of their comfort zone.

You must have these raw conversations. You need to ask your prospects "what is it they truly want?"

Most people aren't clear about what they want. You need to extract that.

You need to ask them what it is they truly want.

3. Third Rule of Sales: People will fight like hell to stay in their comfort zone.

The Prospect has a problem. That's why they jumped on a call with you.

Great sales people who can change and challenge their prospects/clients paradigm are extremely effective. Don't be an overly friendly/buddy salesperson or a product pusher.

Be an effective problem solver.

You must get the prospect to think about who they are, what their purpose is, what their challenges, what it means to invest now, but in an empowering way, they will love you forever.



**EXCEPTIONAL
DELIVERY**

1. GET YOUR CLIENTS MINDS CONDITIONED

Just like during the pandemic, position your clients for the finish line; i.e. “Let’s talk about what the next 12-24 months looks like” versus “the crisis we are currently facing”.

2. CUSTOMERS WANT SIMPLICITY

Did you know that clients are much more likely to refer others to your program if they get the result you promised with low effort Vs got the result with more effort.

Make working with you easy.

You want to make your program like a self-service buffet.

Make it low effort.

How can you simplify the information you give to our clients in order to give them a low effort experience? What do you need to remove or add?

3. CLIENT SUCCESS

Client success is the art and science of keeping clients winning.

At all times, you must have an overall grasp if your community is winning, stalling or losing.

There are 4 types of clients in your program right now...

Reds - Clients who don’t implement, don’t see results and quite frankly drain the life from you. In most cases they can’t be helped and place an enormous amount of strain on you, your team (if you have one) and your community.

While it seems crazy, especially during an economic downturn. The best course of action with reds is to give them three strikes then kick them out. If you don’t they will drain your energy and compromise your happiness as a founder. As a result, you’ll begin resenting your business.

Get rid of these clients at all costs. Dedicate your energy towards clients that truly want to be helped.



Oranges - These clients are trying their best. Support and touch base with them twice per week. If needed, hop on a call and fix their issues. Here's a really useful framework...

- Top 3 Wins
- Where are you stuck?
- Give 1-3 Action steps for Nutrition, Training & Lifestyle
- Schedule a check-in date

Their status will change to green when they start winning and showing signs of strength.

Greens - These clients are winning on every front. They rant and rave about your program, send referrals and help others out. Celebrate their success publically inside your Facebook community and show them your appreciation for being great clients.

Hyper Greens - These clients have ticked off all their goals and are coasting inside your program. They've been with you for years.

These clients are the ones you'd least expect to churn. However, they think about it every time they see a coaching payment leave their bank account. They are at a very high risk of churning.

Reach out to directly, hop on a call and stretch their goals.

Clients stay when they see a future with you. Recreate their vision and take them outside their comfort zone.



HERE'S WHAT SOME INCREDIBLE COACHES HAD TO SAY ABOUT WORKING WITH US...

"Authority Network is for coaches who have hit a bottle neck and can't grow. I have made more progress in my business in 15-months than I have in 5.5 years of being a personal trainer!"

Kristian Hill



"This is where you come to build a real business. The support and trainings are so simple to follow..."

Sasha Buy



"Everything you get inside Authority Network has completely blown my mind, one of my biggest regrets was not joining sooner!"

Eoin Costelloe



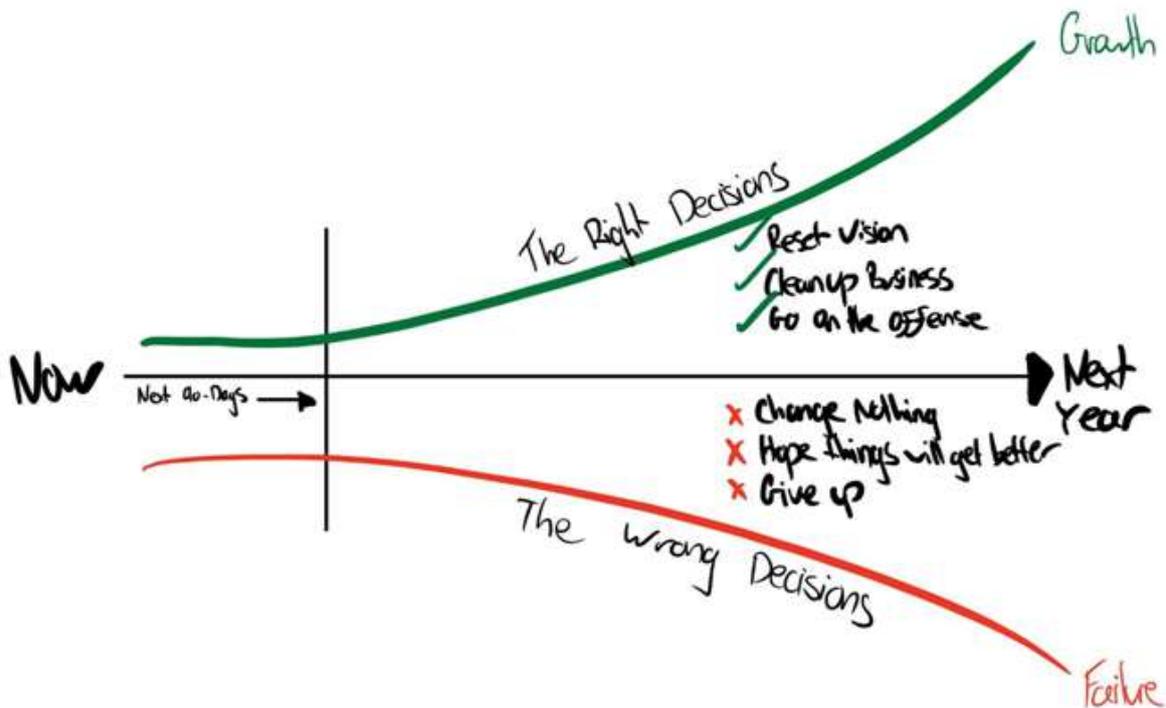
"There is no other place you need to be if you want to grow as a business owner. The best investment I have ever made in myself.."

Charlie Garforth



THE NEXT 90-DAYS...

The decisions you make over the next 90-days are crucial to the success of your online Fitness Business. Those who lack the



Every fitness business has blindspots and weaknesses. Especially now, more than ever after the False Economy the Pandemic brought on the online fitness industry.

As a team, we've decided to open up 10 calls every week for hard working coaches who want to do everything possible to protect and drive business during the economic downturn.

Schedule a time that suits you, to uncover your blindspots -- minimize your weaknesses, and systemise your strengths.

Claim it, by clicking or tapping on the link below...

[**"Yes PHIL, I'm claiming my Post Pandemic Growth Session"**](#)

