



Course Title: **90 Days to a Full Client Base**

Produced by: **Fitness Learning Systems**
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Course Type: **e-Learning Home Study**

Credit hours: AEA 8.0, ACSM 8.0, NFPT 1.0, NCSF 4.0, YMCA 8.0, NSPA 8.0

Author/s:

Derrick Wilburn BS, MBA,

- Founder and President of Wholly Fit, Personal & Corporate Fitness Services.
- Founder of Wholly Fit Ministries.
- Author of "The Battle Over Your Body" audio and DVD teaching series.
- Author of "Gold Mine in Your Back Yard" CD teaching series.
- Vice President of Program Management, Achieve Fitness USA.
- Director of Channel Marketing, Fundamental Fitness Products.
- Established motivational speaker and fitness presenter.
- Master of Business Administration, Marketing.
- Bachelor of Science, Marketing and Economics.
- Certified Personal Trainer, 24/5 Complete Personal Training.
- "Twist Conditioning certified.
- Twiist Conditioning Master Trainer.
- IDEA Health & Fitness approved presenter.
- DCAC approved presenter.

A 12-year veteran of high-tech sales, marketing, and business development, Derrick was very much at the forefront of the "tech boom" of the 1990s, living and working in the heart of California's Silicon Valley from 1989 until 2000. In 1998, Derrick became one of the youngest District Managers in the nation for a major player in the wireless data communication industry. He then became a Director at one of the world's largest internet email providers, where he was responsible for building international distribution and co-marketing partner alliances.

In January of 2001, he left high-tech and corporate America, relocated his family to Colorado, and founded Wholly Fit, a company and ministry dedicated to promoting physical well being. In 2002, he became a member of the Achieve Fitness USA team. Derrick is a lifelong proponent of healthy, active living, and draws upon his experience in the corporate arena to encourage teams and individuals to achieve lofty goals in the

area of physical conditioning. He uses his formal educational background to aid, coach, and assist fitness professionals in the quest to move beyond being personal trainers to being business owners.

As an accomplished motivational speaker, Derrick integrates components of improved physical function into presentations for improving and perfecting organizations of all sizes. He resides in Colorado Springs. He is available for speaking engagements, seminars, or similar functions anywhere in the United States and Canada.

Robert Raymond BS

- Fitness Business Coach.
- Founder and President of RR Personal Training, Inc.
- Founder and President of Achieve Fitness USA.
- Founder and President of Fundamental Fitness Products.
- Founder of the Achieve Fitness USA Licensing Program.
- Creator of the Biofitness Weight Management Program.
- Creator of the Walkfitness Exercise Program as seen on TV.
- Creator of the Personal Trainer in a Box evaluation kit.
- Developer of the Power Training Program for Fitness Professionals.
- Author of fitness and nutrition journals and guideline books.
- Author of Mobile Personal Trainer Business Plan.
- Established fitness presenter.
- Bachelor of Science, Exercise and Sports. Performance; Holistic Health and Nutrition.
- Certified Personal Trainer, National Strength and Conditioning Association.
- Certified Personal Trainer, American Council on Exercise.

Bob has spent the past 15 years developing RR Personal Training, Achieve Fitness USA, and Fundamental Fitness Products. Each company has gained national recognition for its success and impact on the fitness industry in the United States.

In 2005, Bob changed gears and decided to spend his time mentoring and coaching other fitness professionals to become more successful as fitness trainers and business people by launching the Achieve Fitness USA licensing program nationwide.

For more on the Achieve Fitness USA licensing program, read "A Closing Note from the Authors" on page 107, or visit www.achievetrainerprograms.com.

Course summary:

How would you like to have a thriving client base in just 90 days? This course is a proven system for attaining and developing a personal client base. No more fishing for clients in health clubs! The practical steps and detailed advice outlined in this course will provide anyone in the personal fitness coaching business, with the drive and desire to strike out on their own, a 90-day success plan for obtaining a client base.

Objectives:

After completing this course you will:

1. Understand necessary skills to be coachable, manage time effectively, develop a client base, and commit both time and energy to growing a personal training business.
2. Analyze, establish, and effectively record and track your goals and objectives for building a personal training business.
3. Determine if you are starting your business in survival mode or not and define objectives to effectively establish a financial path.
4. Develop and record a clear marketing vision and message for product, place, people, and promotion.
5. Develop partner vendors by understanding the process for prospecting, face-to-face meetings, and use of the internet.
6. Learn how to effectively work with your vendors partners determining the target number you need and how to nurture those relationships.
7. Develop an effective referral program for your personal training business
8. Determine and put in place the proper structure and organization for your personal training business.

Outline:

The 90 day System:

Being Coachable
Effective Time Management Skills

Why 90 Days?

First Steps:

What it Means to Develop a Client Base
Understanding Commitment
Understanding Time Requirements

Analyzing Goals and Establishing Clear Objectives:

Goals and Objectives: First 30 Days
Goals and Objectives: Second 30 Days
Goals and Objectives: Third 30 Days

What Next?

Starting in Survival Mode
I'm not in Survival Mode
Survival Mode
Defining Objectives
Determine Client Base Size

Develop a Marketing Vision and Message:

- Product
- Place
- Price
- People
- Promotion

Changing the Strategy

Networking:

- Developing Vendors
- How Many Vendors?
- Successful Vendor Stories
- Working with Vendors
- Profitable Partners

Referrals – The #1 Source for Gaining Clients :

- Develop a Referral Program
- Ask For and Track Referrals
- Set up Appointments

Business Structure and Organization:

- Priorities and Dedication to a Schedule
- Necessary Business Structure
- Tax Reporting and Liability
- Liability Insurance
- Continuing Education
- The Power of Consistency

Sample Forms:

- Referral sheet
- Medical Clearance Form
- Get Acquainted (client contact information)
- Health History Form
- Billing Form

Bibliography:

The material contained in the workshop is primarily an original concept. The authors have read and studied various books and resources to then develop and outline this concept based also on years of experience and practice. Following are some useful resources (whose concepts were used in this workshop) for you to use in developing your skills.

1. Kotler, Philip. (1991) Marketing Management, 7th edition. Prentice Hall, 0-13-552-480-6.
2. Perkins, Tom. (1980) How to Master the Art of Selling. Warner Books, 0-446-38063-6
3. Collins, Jamce C and Porras, Jerry I. (1994) Built to Last, Successful Habits of Visionary Companies. Harper Business, 0-88730-671-3
4. Stanley, Thomas J. (2000) The Millionaire Mind.

2000, Andrews McMeel Publishing, 0-7407-0357-9

5. The Holy Bible, Book of Proverbs - by God!

Any Version.

6. Brislin, Richard W. (1991) The Art of Getting Things Done.

Praeger Publishers, 0-275-93761-5

7. Heiman, Stephen E and Sanchez, Diane. (1995) The New Strategic Selling.

Warner Books, 0-446-67346-3