

A grayscale background image of a space shuttle launching, with a large plume of white smoke and fire at the bottom. The shuttle is positioned on the right side of the frame, ascending towards the top right.

# THREE KEYS

## TO LAUNCHING YOUR ONLINE BUSINESS

*SIMPLE BUT EFFECTIVE STEPS YOU CAN TAKE TO DRIVE YOUR IDEAS TO NEW HEIGHTS!*

**PATRIGSBY.COM**

## ***Meet Pat Rigsby***

I've been coaching fitness entrepreneurs for 12 years, serving thousands of clients, and one of the top three questions I get is this:



***“How can I take my business online?”***

And I understand.

It can be frustrating to be excellent at what you do offline but not know how to take that knowledge online.

You know that what you have to offer could not only help a lot more people if you could take it online—but it could also add another significant revenue stream to your business—if you only could figure out how to launch online successfully.

**So I sat down to reveal the answer to this common (but critical) question in a report that's guaranteed to make launching online simpler than you ever thought possible.**

If you've also been asking yourself this question, you're in the right place.

I'm Pat Rigsby, and in this report, I will reveal three important lessons that will help you take your expertise and turn it into an online business.

In this free report, you'll learn:

- 1. Where to start when you want to build an online business...and the answer will probably surprise you.**
- 2. How to get your product done FAST...and you'll be amazed at how simple this can actually be.**

**3. How and where to start building your audience and begin making sales.**

**4. The one shift you must make if you want to enjoy online business success.**

Most importantly, you'll learn how to design your business so that you can enjoy having the impact, income and lifestyle you want and deserve.

So let's get started!

### ***First off, let me tell you how this came to be.***

I was in my office filming a new product that I'll be releasing really soon and I'd been thinking recently about some of the obstacles that hold people back from building their own online business.

I recently just helped one of my former college baseball players get a product online, wrote a blog post about it, and wanted to talk with you about some of the things that hold people back, some of the misconceptions and really how simple it can be and what the upside is if you want to do this.

But before we get into the ***Three Keys To Launching Your Online Business***, I want you to understand there's a blueprint.

There's a simple path through for what I call a virtual second location, a business that you can take your expertise, take your knowledge and do all the things that you think about doing if you want to expand, if you want a second physical location but you can do that same stuff online.

In fact, it really boils down to three core components, three keys that I'm going to get into in just a moment but I want you to be open-minded to this as we go forward because all too often, I fell into this too.

We think about expansion just being, *“Okay, I’ve got location one so I either need to add more trainers or add another physical location.”*

In truth, there are a lot more opportunities out there to grow.

The options are almost limitless if you’re willing to do your homework, study what’s worked and make some strategic choices that fit your lifestyle and your goals.

### ***A little bit of my back story...***

...I’ve built a number of online businesses. I’ve built a number of them with business partners, a number of my own and I came from a background that certainly didn’t prepare me for what many people think is required for online business success.

I got into the sports and fitness industry in my early twenties. I became a head college baseball coach at the age of 23. I was also the strength & conditioning coach at the university.

I did that up until right before I turned 30...and the baseball program I took over was—in a word—terrible. Nobody in their right mind would have given a college baseball program to a 23-year-old if it was any good but fortunately, we are able to do some good things, became nationally competitive, and even finished fifth at the World Series one season.

As the head strength & conditioning coach, a couple of other teams outside of my baseball program that did very well. Our women’s basketball team won a National Championship and our softball team was national runner-up.

Like you, I had a lot of background in coaching, a lot of time as a technician doing what I loved...but I didn’t know anything about business when I decided to launch my first business back in 2004.

That business went well and things grew to the point where over the last 12 or so years I’ve owned 25 different businesses in the sports and fitness industry.

***All but two have had a really, really strong online component where the bulk of the sales were driven online.***



Everything from certifications and equipment to food and franchises...I've owned businesses selling almost anything you can find in the fitness industry...and most of the business was generated online.

But the things I've been most passionate about offering have been information based products and coaching...so I'm going to spend more time on those because that's my wheelhouse.

In fact, if there has been something sold online in the fitness industry, I've probably either owned a company in that category or consulted with one.

Today my business is streamlined.

I sold off my stake in the vast majority of the businesses that I was involved in and now I've just helped fitness entrepreneurs build their ideal business—be it online or offline and hang out with my family, coach my kids sports teams and have a good time.

Having started my first business while my wife Holly and I and my then-three-year-old stepson lived in a basement, I can tell you that almost no matter where you are, we've been there—and the three steps I'm about to share will work no matter your circumstances.

### ***What you can expect to learn...***

Over the next few pages, I will share with you:

*How to map out your own online business, and...*

*...How to get over the hurdles that stop most people.*

You have good ideas so you probably wouldn't be taking the time to watch this. You've thought about doing something like this but you've run up against some hurdle. We're going to get past that.

I'm going to show you exactly how to do it.

I'm going to show you the key differences between successful online businesses and unsuccessful ones and then, finally, I'm going to present a different way of business growth, a different way of looking at it than you're probably used to.

After working with several thousand fitness entrepreneurs, I have a good idea of what's holding you back.

I know where you probably see your opportunities for growth...and I want to tell you there are some other things that you can do to get to that ideal business that you want.

Why is this important to you today?

Why is it important now?

Because most of what you've been taught about building an online business is wrong.

In fact in many cases, I think it's unethical.

Creating an online business is far easier than most people make it and 99% of the people in our industry never reap the benefits of that because **they don't get it.**

Finally, it's important now because everyday somebody else is launching a new product, something else goes online everyday.

With everyday that you wait, the competition grows denser, it grows thicker so we need to act now if this is something that you're going to do.

## ***Is Building An Online Business Right For You?***

Here are the criteria you need to think about as we go through this report.

### **Are You Really Good At Your Craft?**

Are you really good at what you do?

Do you bring something valuable to the table?

It doesn't have to be dramatically different than whatever else is out there now but if you're not great at what you do, you need to be spending your time getting better at it.

You don't need to be spending your time trying to go sell somebody something that's not going to work because I assure you there's more than enough of that out there already.

There are plenty of marketers out there that have delved into this health, fitness & sports performance landscape because they saw it as opportunistic.



They saw an opportunity go get something to market and it wasn't anything about their expertise.

They had something ghost written or they threw something together and it's all about the marketing. It's not about being great of what they do.

We don't need anymore of that—but if you are great at getting your clients results. If you are an expert in something to a certain crowd, then this is for you.

If you've ever thought about going online, you've had an idea for a product, you've been motivated by this stuff, you've been tempted but you haven't pulled the trigger... this is for you.

### **Are You Ready To Expand?**

If you're expanding in any way shape or form...be it adding a second physical location, looking at hiring more staff or even franchising...this is for you.

I've expanded in every way that you can imagine from growing multiple locations to franchising and area exclusive licensing to adding new businesses, adding new staff members...you name it...I've done it—and this is my favorite route.

And I'll go ahead and say it: if you're like most good fitness entrepreneurs I meet, you deserve more.

Most of us, when we launch a business, we think we're doing it because we're controlling our own destiny.

We're excited.

We're going to go out there and we're going to carve our own path and we're going to be able to do so much more than we were able to do as an employee.

I know that was it for me. I was a terrible employee and I when I went into this, I didn't know what I was getting into...but I knew I wanted more.

I wanted better and I had worked at a state university.

We'd get annual three percent pay raises, a couple weeks of vacation every year, paid sick days, decent benefits...all the stuff you get as a state employee.

Well, as a business owner, you're taking on more responsibility.

You're taking on more of a burden.

You're the one signing a lease.

You're the one taking out a loan to buy equipment. You're the one taking on the responsibility of bringing people on the door, selling them, delivering a service, paying the bills...all that stuff.

*Wouldn't it stand a reason you deserve more than an employee who is not taking on any of that responsibility?*

What I want for you is to be able to have a business where you get to have the impact that you want to have so you're helping the people you want to help get the result they want to get.

I want you to be able to earn the income you want to earn.

Now, what I'm saying that I'm not talking about some pie in the sky, you're earning 10, 20 million dollars a year and yes...I know people that have gone online in the fitness industry that have done just that.

People that I've gone on vacation with, people that I've gone to seminars with, people that I think that I'm comfortable counting as friends...but they are the exception.

That's not what I'm talking about so I don't want for a minute to suggest that is the likely outcome of you going online.

I'm talking about being secure.

Knowing that you're making enough money to cover your wants and needs now and still putting some money away for the future so you have the security that you need for you and for your family.

And I want you to have some freedom—or maybe the better way to say that is *flexibility*.

I'm not talking again about fantasy entrepreneurs that work for an hour a day and rest of the time they're lounging on the beach.

You see it online, this whole lifestyle thing is painted as, "Hey, I'm going to sit on the lounge chair with a drink with an umbrella sitting beside me with my laptop, looking over the ocean."





Again, that's not what I'm talking about.

But I want you to enjoy enough freedom or flexibility that if you want to go on vacation, you can do it.

If you need to take the day off because you're sick, you can do it.

If you want to coach your kids little league team or go to their dance recital, you can do it.

You don't have to miss out on having a life just because you have a business.

With that being said, what's the path? What are those three things to building the on-line business that you want?

## *The Three Keys*

I've distilled it down to these three keys...and this is about as simple as it gets.

But this is what's worked for me.

I'm going to give you a case study in what I've done, what I've helped other people do in businesses that I've owned or consulting clients and I'm going to make it simple.

### **Step One: You've Got To Play To Your Strengths**

### **Step Two: You Only Get Paid For 'Done'**

### **Step Three: You Need To Be Where They Are**

What does all that mean? I'm going to break each of these keys down now and you may be amazed...and a little bit upset...when you recognize how simple this is.

But simple does not mean easy.

This takes work.

This is a business we're talking about.

Businesses require work regardless of what anybody else wants to tell you, but it is not complicated.

Let's get started...



## ***Key #1: Play To Your Strengths***

This all starts with you.

What are you best at?

What do you do that you're just better than most everybody else at.

I'm not saying you had to be the best in the world because that's pretty subjective right?

But what do you do that is so good that it would be of great benefit to people outside of your geographic area.

Here's the way that I look at this: if your clients are getting great results and they're coming to you, not just because you're the most convenient option, but because you're the best option for that need, then you're probably doing something that can be scaled and can be expanded outside of the people that just live within three, four, five miles of you.

I'll give you two good examples.

In my first training business, my lovely wife Holly was a trainer who happened to work primarily with busy moms.

She was our most popular trainer, she was good of what she did, she was energetic, and she connected with the moms in our business.

She understood these busy moms really well and she was able to meet them where they were.

She was able to work what she was doing with them around their lifestyle.

She was able to help them problem solve problems that maybe somebody else who hadn't been in their shoes couldn't do.

We launched a product, Fit Yummy Mummy, which we created in the hopes to just make enough money so she wouldn't have to work in the gym morning, noon, and night.

The bus to preschool picked Tyler up at the gym in the morning and dropped him off there at the end of the day. He had this little beanbag in the back of our office that he'd go sit in and watch his movie play or read a book, or look at a book or play with his toys.

He was there constantly.

Sure, a gym can be a good environment for a young child to be around—but he didn't need to be there eight hours a day and Holly needed to be able to spend time with him.

We were hoping to make an extra couple of thousand dollars a month.

But once we launched it, she had something unique to share at a time when most of the fat loss products on the market were created by guys who certainly knew how to help some people get in shape—but they didn't necessarily speak to her market specifically.

She was able to find her niche and since 2007 she's had closing in on 40,000 customers and has generated about two million dollars in revenue...all from just packaging up what she was doing while there in the gym.

More recently, one of my former baseball players, now-coach Brian Harrison, decided to launch a product.

Brian was the best hitter I ever coached and he was really passionate about hitting.

He was one of those few guys that really studied it outside of what we did in practice and got beyond just our system.

After playing professionally for a while, he became a coach. Soon he got a head coaching job and turned that program around. He then got another head coaching job and turned that program around. After that, he became a hitting coach at a bigger school where they had their best seasons while he was there.

Then he got a head coaching job at a university that was five minutes from where he



grew up.

They never really had any success to speak of baseball, but within four years, he'd taken them to the World Series.

He's a wonderful coach and it's been proven time and time again.

I'm still a student of baseball. I've coached baseball 22 of the last 23 years at some level—everything from tee ball to professional baseball—and he's one of the the best hitting guys I've ever seen.

So he packaged up what he knows about hitting.

He basically just had somebody to shoot video with a phone (not even a microphone) and came to me and we talked about how to get it to market.

He had a framework of a sales page which we had shaped into something that would be effective.

He launched it, and within the first 12 days he had done more revenue than 50% of his yearly salary from the University.

But he's great at what he does.

Holly is great at what she does.

I've seen so many people that are great at what they do and they are building products around that expertise and skill.

But the thing about it is that if you study most of these internet marketing products that say "Find a hungry market...find a hot niche."

That's the slimy side of internet marketing in my opinion.

It has nothing to do with whether or not you actually have value to add.

It's fish where the fish are even if you're terrible at what you do.

I'm telling you to go from the opposite approach.

Figure out what you're great at, package it up, and share it with the market that needs it most.

Think about what your strengths are. Consider what you bring to the table.

In Holly's case, I'll be the first to tell you, I don't think it was program design.

There were guys out there, like Craig Ballantyne and Alwyn Cosgrove who we were friends with who had similar full body workouts.

But what she brought to the table that was unique was a way of connecting with a particular audience and making them feel special and making them feel appreciated.

She had empathy for what they were experiencing because she had been in their shoes.

And with Brian, I think he brings a new spin on the way that people coach hitting and it's unique and it's really good.

What are your strengths?

Build around them. Be known for those things.

## ***Some Questions To Help You Identify Your Strengths***

Let me give you some questions that I ask anybody who sits down with me in a consulting session, a mastermind or anybody that I work with when it comes to building an online business or an offline business.

### **1. Who is it that you want to help?**

Who is it that you are working with locally that you know you can help.

Who is that person? Think about how old they are, if they're male or female, if they're young athletes, if they're busy professionals.

### **2. What's their 'pain' or what do they want?**

In Holly's case, it was to help them get the body that they want in the time they have because they're busy. They've got all these challenges of taking care of their kids, taking care of their spouse, whatever else...so how do they fit in taking care of themselves.

For Brian, the coaches' pain was losing.



If their teams aren't hitting well enough, they want to hit better. No hitting usually means no winning.

Then...

### **3. What's the solution that you bring to the table that's unique / different or that's better?**

What do you bring that's better or different than what's out there?

What are the results that you've been getting. That was one of the great things that we had with Holly's product was that we had all these testimonials from people she had trained that fit this target market almost exactly.

We were able to say, "Hey, this worked for them, it's going to work for you."

For Brian, he's got a bunch of social proof from the baseball world saying he is who is says he is.

He's really good at this stuff and what he's doing is unique and it's different, it's better.

### **4. What are the results? How are you helping people?**

Do you have some tangible proof? Do you have testimonials? Case studies. Ultimately, there are a lot of options. This is the difference between online and offline that I consider more of a challenge for you is that you don't win just by geography.

You don't win due to the convenience factor.

Why should people choose you because they're not necessarily going to choose you just because they drive by on the way to work. Why should they choose you over the other options available?

For Holly, she was the one speaking their language at the time.

She was the one who actually knew who they were and spoke to them in a way that nobody else was speaking to them. For Brian, most of the people out there teaching hitting are private instructors.

They don't necessarily work with kids in game situations, they're not coaching teams, they're not measured by wins and losses so they work more like a personal trainer does.

You come in and I pay you for instruction. Brian is an active college baseball coach who is measured by wins and losses everyday and this is how he applies this stuff. It's different.

Why should people choose you?

You got to figure the answers to these questions. They will help you identify and play to your strengths.



## ***Key #2: You Only Get Paid For Done***

This is something that I've been coaching others on for a decade now.

The biggest step in this whole process is going from idea to product.

Maybe we're afraid to get something out to market and be judged. It's fear.

Honestly, I had forgotten about this feeling of fear, but I listened to Brian talking to other coaches and that was a concern. "How will my peers judge me? How will I feel about this because I'm putting myself out there? What if they don't like it?"

At one point I had a VP of Marketing who was one of the top powerlifters in the world. We talked about him doing a product on the bench press and he had benched over 800 pounds...so he was pretty credible.

But once the product was done there was a hang up for him at the time because he was training at a gym among others who were as strong and even the few who were stronger on the bench and he didn't want to be judged in those circles even if he was stronger than 99.9% of the people on earth.

You've got to get past your mental hang-ups about getting this to market.

But that's not the only obstacle. This product isn't part of your normal day-to-day stuff



in running your offline business.

We all have our responsibilities that we got to do to pay the bills. If it's not your normal day-to-day stuff, you've got to make it simple.

All you're going to do is document what you do well.

If you're coaching exercises, you're just documenting it.

If you're writing programs, you're just documenting it.

That's one of the easiest things that I've done to help people get products to market.

They wanted to share things that had worked in their own businesses from just packaging up the newsletters they had used with their clients to packaging up some of their programming.

They just packaged up what they did to share.

That's all you're doing.

You're packaging up what you already do well...every day.

You're not trying to change everything up and recreate the wheel here.

You're packaging up what you do well and sharing it with other people that aren't inside your four walls.

Here are the simple steps:

### **Number one: Model what works**

Buy a couple of products that are at least loosely aligned with the market you're going to go after.

If you're going to go create a product for fat loss or body composition, buy a couple of products that are selling well and just see how that stuff is organized.

See how they've distilled this stuff down to give people the format they're looking for as far as...is it video or written? How are the chapters broken up? How long is each component?

We're not trying to copy anything anybody does.

We're looking at the framework of how you can deliver this to somebody who is outside of your local area because that's a new thing for you.

We want to look at what works from a sales copy standpoint.

You're welcome to look at any sales copy that I have out there on my stuff.

Model what works.

Don't go steal anything...but do what copywriters do and create what they call a swipe file.

Model what other people have done and take the flow of a page and model that or take the headline and change it to fit what you're doing...but model what works.

Then, here's the real difference maker in my mind:

**These next two steps: Set a date and hire someone. Set a date to film.**

That's my common theme here.

When I'm bad about procrastinating, I either set a filming date with my videographer or I will even host a workshop where I'm accountable to all the people attending and I have to know I'm ready to present to them.

Create some accountability for yourself to get things out the door because otherwise an idea remains an idea and it never gets done. You don't get paid for ideas. Everybody gets so territorial about their ideas. They forget that ideas are a dime a dozen.

Getting things to the finish line...that's what matters.

Just set a filming date and if you want to borrow my videographer, let me know.

I'll connect you.

Set a date. Get it done.

Finally, set a second date.

You've got to launch.

There are a lot of people who get their videos filmed, they get rough drafts of e-books, they get first drafts of sales pages—but they never get it out the door.



Announce your launch ahead of time.

Announce your launch date well ahead of time.

If you know that you're going to launch a product eight weeks from now, put the date out there, tell all your clients, tell all your friends, and tell all your family members. Tell all your peers and set some personal accountability.

That way, you know you've got that deadline. We all work better with deadlines.

Set a deadline for everything. Get it out the door because you'll never make a penny from it as long as it is rolling around in your head and it's an idea.

Is it going to be perfect?

No.

In fact, by the time it's out the door, you may already want to change a few things.

But you know what?

Go into any bookstore or go into any library and I bet you the authors all feel the same way about what they wrote.

There are things they would go back and change now.

That's okay. Get it out the door and you're going to build on it.

We're not just trying to build one product, we're trying to build a platform and this is the launching point.

OK, now you've got the product done so we just need customers...



### ***Key #3: You Need To Be Where They Are***

Now, we just need to be where our people are.

This is not complicated at all especially with Facebook.

Facebook has allowed us to run Facebook ads, targeting the most narrow demographic.

Let me tell you the simple approach.

If you followed this methodology where you're just documenting what you do well with your local clients, this becomes very, very straight forward.

First, find out where your clients are. That's it. You already know your clients.

Where are they when they're not with you? Are they on Facebook?

Then we're going to target people like them on Facebook.

Look at the demographics of your clients on Facebook and do look alike audiences. Try to match them by learning as much as you can about your local clients through simply asking or through surveys.

Ask the following questions: what emails do they subscribe to? What are they reading? Where else are they going outside of Facebook online? What are they interested in?

That's going to tell you so much more when you're targeting so we can focus our Facebook ads more specifically.

You can find ways to collaborate with other businesses like affiliate relationships or partnerships once you get a little bit of traction or, in so many cases with local business, by just having relationships. Somebody in your gym may say, "You know what? I subscribe to this local newsletter, you might be able to get that person to be an affli-

ate for what you do.”

See, you may not be thinking about marketing locally...but I'd be happy to start there and expand outward.

So start with your local network.

Start with the people that you are already connected to.

This is one of the things that Brian did so so well. It was really amazing.

He launched the product on a Wednesday while he was on his way to speak at a convention.

He had an assistant coach driving for him and he just started texting and emailing every coach he knew to tell them the product was live.

By the next day, he had sold almost \$5,000 worth because he leveraged his relationships.

Think about it, if you've got an email list locally of a thousand people but only a hundred of them are your paying clients, you've got 900 people that this would be a perfect fit for.

That doesn't mean your paying clients won't buy some of it just because they want it.

Maybe it compliments what they're already doing.

Maybe it's just something they'd buy to be cool to support you but it gives you a bit of a platform to start with. It's just not nearly as complicated as people make it.

Is this what's going to take you to the finish line and build this into a six or multiple six-figure business?

You're going to have to build on this - but this is your platform to get started.

We've covered the first three keys, now I'm going to throw one more thing at you.

A bonus that I think is critical.

It is to be a successful online entrepreneur...

***...You've got to be a producer.***

You've got to be driven and you've got to be an action taker.

This is not something where you can just sit back, rest on your laurels and say, "I'm just going to train the people who are already here and just go through the motions."

You got to keep score. You've got to be competitive. You've got to set some goals. I know that with Holly, we had an initial goal to make \$3,000 a month and, in truth, we passed that by in month two.

With Brian, he set some really lofty goals that he's going to have to work to get to—but that's what motivates him. He's keeping score.

On my desk, my business goals for the year are framed right in front of me and I'm staring at them all day long.

You've got to be driven.

You've got to use that as a target to magnetically pull you to where you want to go and then, finally, you've got to surround yourself with other achievers.

If you are around a bunch of people who don't get it—who would never think that this is even possible—you're going to struggle to reach your potential.

You need to understand that this is not only possible, but you can do it.

You want to surround yourself with people who have done it. People who do believe in you and are going to not only help you get this done, but help you really turn this into something big.

Now, that's it. Go take action.

***Key number one, play to your strengths.***

***Key number two, you only get paid for done.***

***Key number four, you have to be where they are...***

...and finally, be a producer. Go make this happen.

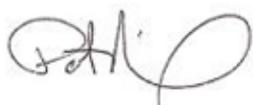
That's how easy it is to get something to market and yes, it's not perfect but guess what?



We're worried about progress...not perfection.

Take action and get your online empire started today.

Dedicated to Your Success,

A handwritten signature in black ink, appearing to be 'Pat', written in a cursive style.

Pat

P.S.: If you'd like to build your own Virtual Second Location and would like my help, send me an email at [pat@patrigsby.com](mailto:pat@patrigsby.com) and let me know.