

November, 2018 Issue

Welcome to The Memo!

By Pat Rigsby

This is the first issue of something that I think will be a little different than what you're used to.

There are other print newsletters...I even had one of my own for 3 years. Holly even did one for a few years too.

But this isn't a newsletter.

It's a Memo...or basically a pretty informal collection of notes on what we've actually been doing to get results for our clients.

No fancy formatting or color. No contributors who aren't actually sharing what they're doing with clients.

No theory or fluff.

So, why a Memo?

Well, as with most things in my business, I looked at my own experiences and the experiences of those around me.

I have any number of digital products. *So many.*

I'd assume I actually consume about 33% of them.

But for the print stuff I get each month...*I consume all of it.*

I know Justin is the same.

See, I think the ability to disconnect from all the online stuff and do things like read this Memo, go to an event like Perform Better, get on a coaching call or attend a live Mastermind Meeting is far more likely to lead to a quantum leap than trying to sift through information online.

Sure, I love the convenience of online...and it's been a great tool for my business, but I think that we need to *single task* when we're trying to improve...and print makes it a bit easier.

Selfishly, if we're going to take the time to share what's working for \$7 /mo., I also want you to make sure you're putting it into action.

(i.e. - This is too much work for seven bucks if you're not going to use it.)

So, where will the information in the Memo come from?

It's all from the actual coaching that my Team and I do within our programs...

Virtual Fitness Mastermind

Ideal Business Academy

Ideal Business Mastermind

Online Entrepreneurs Mastermind

Fitness Lead Academy

Business Growth Accelerator

My Private Coaching

Seems like a lot, but the coaching we do is really focused on just two things:

- *Generating More. More Leads / Clients / Revenue / Income.*
- *Creating Ideal. Your Ideal Business. The clients you want to work with, the income you want to earn and the lifestyle you want to lead.*

In fact, everything we do can be summed up in that coaching or in solving specific problems with products or programs that allow you to have your Ideal Business.

That's what we'll be drawing from...what we're actually doing to help our actual clients.

And when I refer to 'We'...the people who do the coaching and will be contributing to The Memo (some every issue, others from time to time):

Me

Justin Yule

Fred Zoller

Scott Rawcliffe

Matt Sizemore

Now that you have an overview of what to expect and why we're approaching it this way...I will tell you that I have one more motive in sending you the Memo.

I'm hoping you use what you learn, get awesome results and decide to work with us at an even higher level.

We'll share links to programs at the end of the memo or include a special offer from time to time...but feel free to ignore them if it's not a fit right now.

Alright, let's get to it.

One of the things that I focus on with my clients is trying to find ways to make things simpler.

As a business owner, it's so easy to get overwhelmed. You've got programs to write, clients to serve, team members to lead, bills to pay and so many other things on your plate that it's easy to feel like you're in quicksand.

Well, you can't build your Ideal Business that way.

You've got to simplify things so you can make progress.

Here's one of the ways that I help clients do that:

We see our businesses as 3 Units.

The Attraction Unit – Lead Generation...preferably attracting the right number of the right prospects.

The Conversion Unit – Moving those prospects from initially being interested to actually being successful, paying clients.

The Service & Experience Unit – Delivering a 'dream come true' result those clients want through an experience that makes them happy.

That's it.

Do those 3 things profitably while playing your 'best role' in the business and it's going to be pretty close to Ideal.

Think about it...*everything fits in those 3 Units.*

The only reason you need to hire a Team...you're Attracting & Converting more clients than you personally want to deliver the Service & Experience to.

Staff training...it's just ensuring that your Team can deliver that 'dream come true' result those clients want through an experience that makes them happy.

It all fits.

So, seeing your business through the lens of those 3 units is my first step towards simplifying and moving toward your Ideal Business.

Next up, we actually have to Produce.

Building your Ideal Business is really a product of you Producing...or creating progress...on a daily basis.

In fact, I've been a fan of the phrase 'Win The Day' since 1995...my first year as a head college baseball coach.

I told my players that if we practiced better than our opponent each day, those daily 'wins' would accumulate and overcome any talent or resource shortcomings we had.

See, I think breaking up that bigger goals (in that case, winning games during the season) into daily challenges is a powerful strategy.

In fact, I'd tell you that my business success is largely a result of accrued, small victories over time.

It's easier to motivate yourself to conquer the challenge of Winning The Day than it is of tackling a bigger, often daunting task.

But Win enough days and you achieve your goals.

Now what does that look like in a practical sense?

Well, we need to make progress in all 3 Units.

It doesn't have to be huge progress...but we need to make progress.

I look at it this way...

The Attraction Unit – did I attract any new prospective clients today?

The Conversion Unit – did I help move any of those prospects toward becoming clients today?

The Service & Experience Unit – did I move my clients toward their a 'dream come true' result through an experience that makes them happy today?

I think most of us feel like we do a solid job with the 3rd Unit...and that's likely true. Just don't take it for granted.

Remember, it's not just delivering a workout...it's moving them toward their goals while making them happy today.

Now that happy part often gets overlooked, but if they're happier when they're with you...they'll be with you more often. I'll discuss this more in a future Memo, but never lose sight of the fact that no one will stick around with you for years if the experience doesn't make them happy in some way.

I'm trying to make sure I don't 'put up a zero' in any of these 3 areas on any work day.

They don't all get equal attention every day...but they all are attended to.

For the Attraction Unit it may be as simple as having my FB ads running and getting new subscribers to my daily email.

For the Conversion Unit it could be just sending my daily email with the PS that generates business daily or doing a call with a prospective client.

For the Service & Experience Unit it's often coaching calls or live meetings where there is some tangible problem solved or improvement planned.

I know that if I stack up 250 or so of these Winning Days in a year, my business got a LOT better...because that's the minimum.

Some days I may do a lot more in one or two of those Units.

I may have 10 calls with prospects like I did yesterday or be hosting a Mastermind member with a group of clients where quantum leaps are made.

But the idea is simple...no zeros. **Win The Day.**

What are some things that would qualify for an offline business in each category?

Attract Unit Examples:

- A social media post with a link to your Lead Magnet.
- A press release sent.
- Attending a networking event.
- An Introduction to someone new.
- A referral from a client.
- An ad deployed.
- Meeting with a Strategic Alliance Partner to connect with their audience.

There are many more options...and the goal is simple: add at least 1 or 2 people to your prospect list. Do one of these or some other 'Attract' activity and if it produces, do more of it. If it doesn't, improve it or replace it.

If you have more time on a given day...do more. But no zeroes.

Convert Unit Examples:

- Following up with inactive clients.
- Delivering Success Sessions, Consults or Assessments.
- 3X Week of Newsletter with Super Signature / Offer
- Personal networking / outreach.

The conversion unit is simple. It's just following up and moving people closer to becoming clients. Once they've joined, onboard them well so they stay.

You're doing some of this...so do more. Do it proactively rather than haphazardly or reactively.

And again...no zeroes.

Result & Experience Unit Examples:

- Great training sessions.
- Team Meetings.
- Personal Text / Call / Email To Client
- Personal Meeting - In Person (Around Session / Lunch / Coffee)
- One-on-One Meeting with Team Members
- Holding Team Accountable to Systems

Nothing outlandish...just treat people like they want to be treated. Make them feel important. Make them better. No zeroes.

If you plan your day the evening before (you should), then you just map out your 3 Daily BIG Wins...the #1 Win in each area...and make sure they get done.

That's the minimum requirement to 'Win The Day.'

Do more if you can...but don't let yourself get derailed and fail to do those.

Plan your day and proactively do something in each Unit. If it works, do more of it. If it doesn't work well enough...improve it or replace it.

Stack those Wins up and dial in each Unit so it's working well and you'll have your Ideal Business sooner than you thought possible.

As I sit to write my column in our inaugural issue of this mailed memo (I actually don't know what we're calling it yet) I'm reminded of two things:

First, as Pat always says, *"You get paid for done."*

This newsletter isn't "perfect" but it's valuable information in your hands right now. I held myself back a lot in the beginning of my business (and have to stop myself sometimes today) by trying to get things just right...

Lots of lost money and opportunity. :-)

One of the best examples of "good is good enough" for me was when Janell and I first launched the 21-Day Detox Challenge. It was literally one of those *napkin ideas*...

She whipped together a far from perfect manual and I put together a basic sales page and some emails.

\$3213 in the bank. :-)

While it's gone through numerous updates and revisions over the last several years, it's STILL NOT perfect.

That's quite alright though. We've still managed to collect almost 80k to date!

LESSON 1: Forget about perfection. Get something together and offer it to your clients and prospects as soon as possible. You can make it better as you go...it will never be perfect anyway. ;-b

The other thing I was reminded of is how I got here - writing in this memo.

9 years ago this past summer (Monday, July 13th 2009) I held my first class in the park. *Look Great at the Lake Boot Camp* was the name of my business. It, too was far from perfect, but I was up and running...

I HUSTLED my butt off to get it going!

I walked into every local business, introduced myself, and invited them to attend my program.

I joined BNI and the Chamber of Commerce.

I posted flyers EVERYWHERE.

I even almost got arrested! Ask me about that at our annual **Best Year Ever Summit** this December. ;-)

I eventually launched my business with a FREE 3-week camp, which ultimately got me started with my first 7 paying clients on EFT in August. I made my first \$1000!

Within a year, I achieved that coveted “six-figure bootcamp” mark...

Then the much more important six-figure income mark. ;-)

Today, I enjoy a very healthy income (I’m not a 1%er...yet) and spend most of my days doing what I love. My wife is my business partner and I bring my dog to work. :-)

While I’ve got goals to get to that “next level,” I’d say things are pretty “ideal” for the most part.

But, what got me here?

Well, it all started when I joined a program run by Pat Rigsby that you could call a predecessor to Virtual Fitness Mastermind. The forum (this was before FB groups) was very inspiring. It exposed me to the fact that trainers were making a living outside of big box clubs (where I was working at the time).

From there, I joined what you might call a predecessor to the Ideal Business Academy, and eventually what is now our Ideal Business Mastermind.

I went through every module and took advantage of every tool these programs had to offer...BUT I didn’t get caught up in just learning...I became a PRODUCER!

Over the years, I attended every live meeting except one (I was on vacation) so I could have more access, as well as connect with and learn from other fitness entrepreneurs. On a personal note, these groups are where I made friends that I still have today. :-)

As you know, being an entrepreneur can be lonely...and sometimes scary. Being part of these groups and having like-minded friends was HUGE for me! Still is.

Fast forward to today... I’m honored and grateful to coach you, alongside my mentor, Pat, as well as Fred, Scott, and Matt (who’ve also taught me a TON) and help you build YOUR Ideal Business.

LESSON #2: Get involved! Make friends here and show up in the FB groups and live events. The business owners who I've seen have the highest level of success were the ones who were the most engaged with the coaches and each other...

I'm excited to see where this monthly memo goes. I look forward to sharing my knowledge, awareness, and experience to educate, motivate, and inspire you to achieve a level of success you previously dreamed of!

HAVE FAITH & TAKE ACTION!

Justin Yule

Lead Generation The NEW Way

By Fred Zoller

With the growth of the internet and social media, our industry has changed from one of information inadequacy to one of information overload.

The overload of information we have access to online has changed the buying process in terms of how prospects make decisions and how we qualify them and get the sales.

The goal for fitness business marketers may be going back to some of the ways of the past attempting to get heard through all the other marketing and advertising noise.

The new currency is *attention* and the new focus is on being found and learning to build continuous relationships with prospects and buyers.

How do you build your own attention?

You need to become a trusted expert to your audience by creating valuable content and thought leadership. It's also just as important to "consistently" get your message out in front of your audience so that when they are ready, you will be first on their mind.

EVERYBODY is marketing, just look on Facebook, Instagram, Twitter and every other form of social media. However, Just because everyone is *doing* marketing does not mean that they are *winning* at marketing. Honestly, the majority of folks are not.

Here are three ways that you can level up your marketing and stand out in a crowded market:

You need to have a strategy. Like any other marketing, you need a strategy if you expect to be successful.

Too many businesses lack a strategy for their marketing. No one would argue that strategy is a simple ingredient to success.

Get a marketing calendar completed ASAP and get your marketing down for an entire year! If you are new to owning your business you can start with one month at a time until you get a year planned and then you have a blueprint for the future.

You need to get known. Really known. If you target a specific audience that has no idea who you are, your marketing will be less effective no doubt. You can't run a campaign to a generic cold audience that don't know you and expect to get results.

Think of all the times you have been "marketed" and you have no idea who the person is or their credentials, did you buy? There is a high probability that you did not. Getting known or branding will decrease the amount of money you will have to spend in order to get results.

You need to deliver more great content. (keyword-great) I understand it's hard to deliver great content and it's very time consuming but you have to do it or figure out a way to do it or outsource it. There are many ways you can do this especially when you are new to the business.

- Study your target market, do some research to see what they want and need.
- Borrow content (not steal just, get other's ideas and comment on it)
- Purchase done for you content.
- Build a content list and then go from there.
- Use software such as Post Planner to assist you with delivering the content.

Below are 6 campaign ideas that we have found very successful with our coaching clients:

Newsletter Campaign

Send email newsletters to your list "preselling" which is not the same as selling. The prospect isn't even aware that there is something for sale later on. It's your job to prime and position and set up the prospect to WANT what you KNOW you will EVENTUALLY sell them.

BEFORE they even know it exists. Your presell should work to channel their DYING DESIRE for SOLVING A PROBLEM they ALREADY have... in your direction.

Do this well, and you (in THEIR MIND) will be the only viable solution to solving their problem.

Social Media Campaign

Same concept as above.

- 2-3 FB posts per day preselling using motivational and inspirational content.
- 3-5 videos per week (FB live if possible). Your story, who you are, your philosophy on training and nutrition, how you are different, why you are better, why you succeed compared to others that have failed, success stories, gym videos etc.

Win Back Campaign

You can send out text messages to past customers (deal was only for them) and offered them a special deal. Below is sample copy that you could use:

Hey [customer_name], We miss you at (your facility). I would love to have you join our (Program)!

If you are interested, I have a deal for you! Just email "What's the deal?" to (your email address).

To your success,

Your Name

The deal was that they could bring a friend for FREE if they came back. This allows your prospects to essentially split the costs.

The tactic is simple: the buddy system, they would bring someone they know and like which is better for us to grow and the chances of them signing back up long term is much higher!

Referral Campaign

It's always good to attempt to leverage the amazing clients you already have.

On the thank you page for your promotion, you could make the prospect and offer to bring in a friend and if they did, they would get a \$25-dollar refund or they could give the discount to their friend.

For your current members, if they referred someone and they signed up, they could potentially have a discounted upgrade to one of your higher end programs. The idea behind this is simple, get like-minded members, they get rewarded and upgrade into higher priced programs where they would potentially see better results and continue at the higher price.

Fitness Ambassador Campaign (secret sauce)

These are your BEST clients that love you and your facility and never really "want" anything from you but to see you succeed. That said, obviously treat them with some serious customer service.

Meet with 8 of them and personally asked them to help you recruit past members, share their stories on social media and plug the gym. You would be amazed at how these people come together and help you to market.

You would give them access to a special offer that only they would have access to. It makes the offer different as well as more valuable.

If you don't have ambassadors, you need to get some.

Networking Campaign

You can meet with coaches from sports teams if you have them, high level peeps in your community to ask for advice and help, post videos in closed groups such as business networking groups, mom's groups, homeschool groups and every other group you are connected with.

You can also pass out flyers to the teachers at your children's school and offer them a generous teacher only discount.

Here is a summarized version of how to think about marketing:

1. Know your target prospect.
2. Know where they are.
3. Know who they hang out with.
4. Find out what they do.
5. Find out what they like.
6. Find out what they need.
7. Find out who their friends are.
8. Find out who they trust.
9. Presell all of them.
10. Make them an offer.

We find that our clients that pay attention to each of these steps, especially in the planning stages with their businesses, and devote the right time and effort, perform better than their competition.

The process isn't simple, and ignoring any of these steps and lacking systems to keep them consistent, can lead to negative outcomes.

Building killer systems, on the other hand, leads to sustained growth, profitability and your Ideal Business.

From Scott Rawcliffe

In case you've not noticed, video is taking over on social media. On Facebook alone people are watching over 100 million hours of video daily! And as of February this year video consumption on Instagram is up over 80%.

So needless to say, you need to start using more videos on your social profiles.

But the question we most often hear is what should I post and how long should it be. And that's exactly what I'm going to answer for you in this month's memo.

If you're a knowledgeable fitness professional (which you must be if you're reading this) then you already know more than you'll ever be able to share even if you don't learn another new thing from this day forward.

The hard part for you is keeping your focus narrow because there is so much you could share. When you talk about anything and everything there is a greater chance you're going to be look like a generalist instead of an expert. It's like this example I'm sure you've heard before; no one goes to see their GP if they blow their ACL, they want to see a specialist.

The first step in trying to narrow down your focus is to pick 6 topics that you want to have authority on. Now they don't all have to be about health/fitness and they don't all have to be about something you want to be "the authority" on.

For example, we have a client who chose bourbon as one of his topics because he loves bourbon and so do a bunch of his clients. It may seem odd that a fitness professional would pick bourbon as a topic to talk about, but it makes him more relatable and you better believe that if someone who likes bourbon is looking for a gym or trainer, that he will be the only option!

If you really want to get the most out of your topics, I'm going to show you how you can "borrow" the authority of other people who are viewed as authorities in your topics. Let's use the bourbon example above. This client has gone to some of the local bars and shot a few videos with the owner and bartender asking them questions about how to pick bourbon, the difference between bourbons from different regions, how to taste bourbon, as well as a bunch of other questions.

Now when he shares these on his Facebook and Instagram page, he tags the owner as well as the bar so that he not only gets in front of their audience, but the bars audience now know him and trust him. You can use this method for all your topics.

Now that you've picked your 6 topics, make a list of as many headlines that you can think of about each topic. The reason that I want you to make a list of headlines is because you will typically come up with more appealing things to talk about when you think about creating headlines as opposed to just a title. And try to focus on just a single point; avoid headlines like "10 things you need to know to lose weight".

Three easy ways to do that are:

- What are questions that your clients ask you that have to do with this topics?
- Type in your topic on <https://answerthepublic.com/> to get dozens of ideas.
- Use <https://buzzsumo.com/> to find the most viral content on social media with regards to your topic

Now that you've created your topics and headlines it's time to make your videos. There are 2 ways that I would recommend doing them because I know how busy you get running a fitness business.

The first method would be blocking off 3-4 hours on a day and filming as many of these as you can. If you want, bring a couple different tops if you want them to look a little different but this is optional. This is my preferred method because it allows me to get in the zone and really stay in "video mode" for a big chunk of time. You'll probably find that after 30 minutes you get in the zone and start creating even better videos.

The second method is blocking off about an hour once every week to do filming. The hardest part about this is blocking off that hour, but typically once you put it on your calendar it gets done. Whether you have to do it at the end of your day or in the middle of the day when you have no clients, you need to block off this hour.

Now that you have your video topics, you've blocked off time and filmed them you need to know what to do with them! That's simple...post them on your Facebook and Instagram pages and if possible tag the business/person who is in the video with you if it's not just you.

Once you've posted them, leave them for at least 24 hours to get some organic reach (even though it's gone down quite a bit, free traffic is still free!). After that I would boost the video for \$1/day to your ideal target market for 7-14 days. We have a whole system of how to know when to continue to boost the post and when to shut them off inside of Fitness Lead Academy, but to start this is all you have to do to really get some good traction.

When I shared this at a mastermind meeting for Pat's Ideal Business Mastermind, one of the members took action on this exact strategy and got 2 new members with a couple of weeks of posting and boosting his videos.



To wrap things up here is a “to do list” to make sure you get this done this month.

1. Figure out you 6 Authority Topics
2. Create a list of 5-10 headlines for each topic
3. Block off time in your calendar to film them
4. Post them on your Facebook and/or Instagram account
5. Boost for \$1/day for 7-14 days