

Business Seminar 2.0

The Professional Affiliate

Seminar Overview

- Step 1: Measuring Business Performance
- Step 2: Selling to Clients: Targeting
- Step 3: Marketing to Clients: Using the Web
- Step 4: Techniques for Retaining Clients

Measuring Business Performance

- Financial Statements
- Basic Metrics Package
- Calculating ARCM
- Future Expenses
- Setting Finish Line Goals
- ARCM Levers

Retaining Clients

- Delivering on the Sell
- Constant Progress
- Surprise and Delight
- Attendance
- Social Integration
- Survey and Reclaim

Selling to Clients: Targeting

- Selling 101
- Choose your Target
- Create Messaging
- Choose your Gateway Offer
- Create SOPs
- Evaluating the Sales Funnel

Marketing to Clients: Using the Web

- Website Design
- Critical Website Functions
- Creating Blog Content
- Inbound Marketing

Creating Blog Content

- Generating Topics
- Subtopics: What to Do
- Body: How to Do It
- Opening and Closing
- Choosing a CTA

To Do List

- Financial and Metrics (monthly)
- Compare vs. Sales Goals
- Revamp Website UX
- Form Captures & CTAs
- Create Sales and Retention SOPs
- Inbound: create & amplify Content
- ARCM is your key metric
- Evaluate Sales Funnel for issues
- Focus on retention
- Build to your Ideal Day

Q & A Roundtable

Working with the AF Project

- On-Site Consulting
- Phone Consulting
- Book: Winter 2015

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Finish Line Calculator Exercise

- Input Growth Multipliers for ARCM and Member Count
- Calculate Future Profit
- If Future Profit > Ideal, Calculate Deltas
- Time Frames
- Goal Setting

15 Minutes

ARCM Levers

- Membership Upgrades
- Eliminate non-diff. options
- Personal Training
- Consulting and Retail Sales
- Specialty Clinics/Programs
- Fewer Trade-outs

Metrics Package

- Revenue, Expenses, Profit
- Member Count
- New Members
- Lost Members
- Net Member Gain/Loss
- Average Attendance
- ARCM

P&L Exercise

- Where are we today?
- Historical: Last 2 months
- Expenses: Last 3 months
- Profit: Last 3 months
- Member Count
- Quarterly Average

10 Minutes

ARCM Exercise

- Revenue by Month / (Member Count)
- Metrics

Expense Exercise

- The Impact of your Ideal Day
- Current & Future State
- Salaries
- Rent
- Utilities
- Equipment
- Additional Expenses

15 Minutes

Plan of Action

- Review what you want to focus on
- Agree on 100% of your time
- Create a calendar
- Review your plan
- Share your plan

Ideal Day Exercise

15 Minutes

Create Messaging

- Ideal
- Plan: Parallel
- Social
- Operating: Proposals & Copying Content
- Call: Appointment Office
- Secondary: Marketing

Choose your Gateway Offer

- Long History: Quality Offer
- Low Cost: High Value
- Location
- Differentiator: Expense
- Incentive
- Opportunity: Opportunity
- Choice of Offer

Check your Operating Procedures

- Profitability
- Customer Retention
- Member Count
- Marketing Budget
- Time
- Things: On Budget or New
- Marketing Budget

Targeting Exercise

15 Minutes

Evaluating your Sales Funnel

- Measure for Sales Funnel
- Working for Problems
- Finding Problems

Website Design

- Goal of the Website
- User Experience (UX)
- Navigation
- Photography/Image

Critical Website Functions

- Home Page
- Landing Pages: Reposition
- Landing Page
- Sign Up/Action
- Call to Action
- Generate & Register to Newsletter Sign-up
- Blog
- Controlling your CMS
- Mobile App Mission

Site Audit Exercise

25 Minutes

Blogging Exercise

15 Minutes

Inbound Marketing

- The Path
- Amplifying with Social
- Amplifying with Newsletters
- Content Strategy & SOPs

Inbound Marketing Exercise

15 Minutes

Survey & Reclaim

- 3 Questions
- Act and Respond
- Even if it doesn't work...

Surprise and Delight

- Concept
- Quality: Before & Makes Sense
- Creating Goodwill
- Courteous-Initiative Gesture

Attendance

- Leading Indicator
- Measure for the Gym
- Measure for the Individual
- Positive Intervention

Social Integration

- Early-phase: Education
- Education Management
- Addressing
- Goal Setting
- Success Orientation
- Habit/Non-Culture



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- **Step 1:** Measuring Business Performance
- **Step 2:** Selling to Clients: Targeting
- **Step 3:** Marketing to Clients: Using the Web
- **Step 4:** Techniques for Retaining Clients

Plan of Action

- **Lecture:** What you need to know
- **Exercise:** Getting it done today
- Use your Gym as Reference
- Leave with a Plan
- Ask Questions



Ideal Day Exercise

5 Minutes

Measuring Business Performance

- Financial Statements
- Basic Metrics Package
- Calculating ARCM
- Future Expenses
- Setting Finish Line Goals
- ARCM Levers

Financial Statements

- Profit and Loss
- Balance Sheet
- Cash Flow Statement

P&L Exercise

Where you are today?

- Revenue: Last 3 months
- Expenses: Last 3 months
- Profit: Last 3 months
- Member Count
- Quarterly Average

10 Minutes

Metrics Package

- Revenue, Expenses, Profit
- Member Count
- New Members
- Lost Members
- Net Member Gain/Loss
- Average Attendance
- ARCM

ARCM Exercise

(Revenue by Month) / (Member Count)

10 Minutes

Future Expenses

- The Impact of your Ideal Day
- Current & Future State
 - Salaries
 - Rent
 - Utilities
 - Equipment
 - Additional Expenses

A large, light gray circle is centered on a light gray background. Inside the circle, the text "Expense Exercise" is written in a bold, black, sans-serif font. Below it, the text "15 Minutes" is written in a regular, black, sans-serif font. Three teal-colored brushstroke-like lines are positioned around the circle: one on the left side, one on the top right, and one on the bottom right.

Expense Exercise

15 Minutes

Finish Line Calculator Exercise

- Input Growth Multipliers for ARCM and Member Count
- Calculate Future Profit
- Compare to Ideal Monthly Income
- If Future Profit > Ideal, Calculate Deltas
- Time Frames
- Goal Setting

15 Minutes

ARCM Levers

- Membership Upgrades
- Eliminate non-diff. options
- Personal Training
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Selling to Clients: Targeting

Selling 101

- Choose your Target
- Create Messaging
- Choose your Gateway Offer
- Create SOPs
- Evaluating the Sales Funnel

Choose your Target

- Increase ARCM
- Specific/Niche
- Total Addressable Market
- Current Client Targets
- New Client Targets

Create Messaging

- Goal
- Pain Point(s)
- Solution
- Overcoming Objections & Creating Comfort
- Call-to-Action/Gateway Offer
- Secondary Branding

Choose your Gateway Offer

- Every Program, specific offer
- Build Trust with Value
- In-person
- Demonstrate Expertise
- Individualize
- Overcoming Objections
- Create an SOP




Standard Operating Procedures

- Everyone Does the Same Thing (Every Time)
- Choreograph Every Move
- Plan for Contingencies
- Overcoming Objections
- Train Your Staff (More than Once)
- Change One Thing at a Time
- Phone Consulting Example



Targeting Exercise

15 Minutes



Evaluating your Sales Funnel

- Mapping the Sales Process
- Searching for Problems
- Fixing Problems

Marketing to Clients: Using the Web

- Website Design
- Critical Website Functions
- Creating Blog Content
- Inbound Marketing

• **Website Design**

- Goal of the Website
- User Experience (UX)
- Navigation
- Photography/Image

Critical Website Functions

- Home Page
- Unique Value Proposition
- Landing Pages
- Form Capture
- Call-to-Action
- E-Commerce & Payments
- Newsletter Signup
- Blog
- Controlling your CMS
- Mobile Optimization



Site Audit Exercise

25 Minutes



Landing Page Copy/CTA Exercise

20 Minutes



Creating Blog Content

- Generating Topics
- Subtopics: What to Do
- Body: How to Do it
- Opening and Closing
- Choosing a CTA



Blogging Exercise

15 Minutes



Inbound Marketing

- The Path
- Amplifying with Social
- Amplifying with Newsletters
- Content Strategy & SOPs



Inbound Planning Exercise

15 Minutes

Retaining Clients

- Delivering on the Sell
- Constant Progress
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- Attendance
- Social Integration
- Survey and Reclaim

Attendance

- Leading Indicator
- Measure for the Gym
- Measure for the Individual
- Positive Intervention

Social Integration

- Early-phase Retention
- Expectation Management
- Affirmation
- Goal Setting
- Success Orientation
- Nutrition Culture

Survey & Reclaim

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- Act and Respond
- Even if it doesn't work...

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Q & A

Roundtable

Surprise and Delight

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- Quickly, Before it Makes Sense
- Creating Goodwill
- Counter-intuitive Gesture