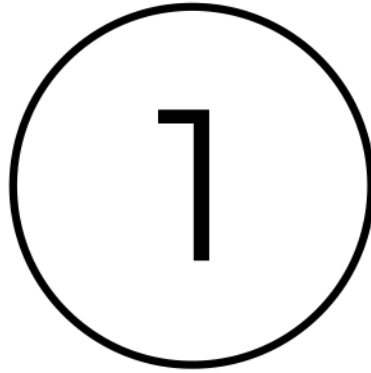


DISCOVER



STRENGTH

5 STEPS
TOWARDS
BUILDING A
MILLION-
DOLLAR
STUDIO



ESTABLISH THE VISION COMPONENT

CLARIFY YOUR:

- **VALUES** (WHAT YOU CARE ABOUT)
- **CORE PURPOSE** (WHY DO YOU EXIST)
- **NICHE** (WHAT DO YOU WANT TO BE KNOWN FOR)
- **BHAG** (BIG HAIRY AUDACIOUS GOAL)

**WITH THESE IN PLACE,
YOU WILL ALL START
TO ROW IN THE SAME
DIRECTION.**



GET THE RIGHT PEOPLE ON THE BUS.

BECOME OBSESSED WITH...

- RECRUITING
- HIRING
- ONBOARDING
- TRAINING
- DEVELOPING
- COMPENSATING
- REWARDING
- RETAINING

**...GREAT PERSONAL TRAINERS. YOU CAN'T HAVE
A GREAT COMPANY WITHOUT GREAT PEOPLE.**

**AND IF YOU GET GREAT PEOPLE, YOU CAN'T
HELP BUT BUILD SOMETHING GREAT.**

3

**DEVELOP INTERNAL
SYSTEMS AND
PROCESSES SO THAT
YOUR WORKOUT
EXPERIENCE IS
CONSISTENT AND
REPLICABLE.**

**WITH SYSTEMS IN PLACE, YOU
AND YOUR TEAM CAN "RUN THE
PLAY" AND PRODUCE
STANDARD AND REPEATABLE
CUSTOMER EXPERIENCE.**



**DEVELOP A
MARKETING PLAN
BASED ON A CLEAR
TARGET MARKET
AND
DIFFERENTIATION.**

WHO ARE YOU REALLY DESIGNED TO SERVE AND WHAT IS UNIQUE ABOUT YOUR EXPERIENCE? CONSUMERS DON'T BUY THE "BETTER" OR "BEST" PRODUCT OR SERVICE- THEY BUY BECAUSE THEY UNDERSTAND AND VALUE THE DIFFERENCE.

5

**B E C O M E O B S E S S E D
W I T H C L I E N T
R E T E N T I O N .**

TOO MANY STUDIO OPERATORS ARE FOCUSED PRIMARILY ON NEW CLIENT ACQUISITION AND ELIMINATING EXPENSES. THE MOST PROFITABLE AREA TO FOCUS ON IS CLIENT RETENTION. BUILD SYSTEMS AND PROCESSES (AS WELL AS A COMPANYWIDE CULTURE) WHERE RETAINING THE CLIENT IS THE FIRST PRIORITY.

BECAUSE IT IS.

BONUS

**DON'T
OVERCOMPLICATE
IT.**

THE MORE YOU POUR
YOURSELF INTO THESE
FIVE ELEMENTS...

**...THE FASTER
YOUR STUDIO
WILL GROW.**