



IGNITE YOUR ULTIMATE SUCCESS SUMMIT



STRATEGY PROCESS



How To Multiply Your Income Without Multiplying Your Workload – Marketing Blueprint Strategies

Session 1

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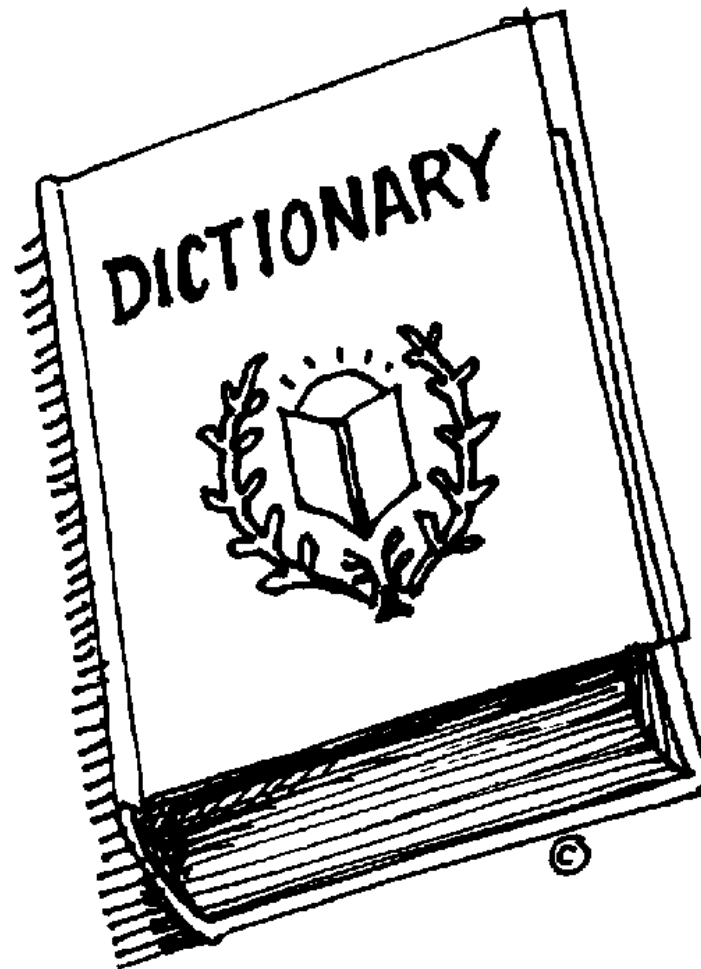
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Marketing Questions

- 1) Did you have a marketing plan for 2011 (an actual structured calendar)? If so, what rating (out of 10) do you score your implementation of it?
- 2) Explain the reason's why your marketing plan either worked or didn't.
- 3) Design a commitment, statement or affirmation as to why it will be a success in 2012

Terminology



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UP SELL, CROSS SELL AND
DOWN SELL TO BOOST SALES

Up-selling is the practice of offering customers an upgraded or premium version of a product (eg – Gold Service).

Cross-selling refers to the practice of promoting complimentary items related to the item being sold (eg – Sell Protein Powder).

Down-Selling refers to the practice of offering a lower cost product or service, when a prospect decides not to purchase the higher priced item (eg – 30 min).

Up Sell



**“Do
you
want
fries
with
that?”**



Cross Sell



Down Sell



A BUYER IS HOT! When a customer buys a product from you, their wallets are out and they're ready to spend money.

Quite simply, they are HOT prospects

A BUYER IS TARGETED! You know what these customers want before you present them with your offer.

The chances are high that if you offer them a similar product immediately after their original purchase, they'll buy it



Front End

Back End

What Do You Currently Give Away For Free?

- Advice On Training
- Design Programs
- Develop Workouts and “Homework” Plans
- Give Nutritional Advice, Supplementation etc
- Phone Calls
- Respond To Emails and Answer Questions
- Any More...?

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Why Not Charge For It?



Program Package

3 Pack
\$599

- Less Skilled
- Less Sessions

5 Pack
\$799

- More Advanced
- More Sessions

Program Package Rates

	5 Session Program Package	3 Session Program Package
Session 1	Introductory Goal Session, Wellness Assessment & Nutrition Program (re-book next program)	Introductory Goal Session, Wellness Assessment & Nutrition Program (re-book next program)
Session 2	In Gym Testing Movements & Exercises – Program Design	In Gym Testing Movements & Exercises – Program Design
Session 3	Program Day 1	Program Day 1 and On-sell Personal Training
Session 4	Program Day 2	n/a
Session 5	Program Revision and On-sell Personal Training	n/a
Rate	\$799	\$599
Rate / Session	\$159	\$199

Program Package

Created by Brad Sheppard – Peak Physique Training Systems P/L Brad@Peak-Physique.com 0412-999-656

Name: **Kylie Burtenshaw-Smith**
 Program: **Number 1 – March 2008**
 Goals: **Base Conditioning, Lower Body & Core Strength**
 Duration: **4-6 Weeks (depending on Progression & adherence)**

BODY PARTS	EXERCISES	SETS	REPETITIONS	TEMPO	WEIGHT	REST	COMMENTS
LEGS	SQUATS	3	10-12	3/0/2	40kg	90 sec	BODY UPRIGHT & BELLY BUTTON TO SPINE – wide stance
LEGS / UPPER	DB / LUNGE & PRESS	2/2	12/12	1-2 SEC	5KGS	60 SEC	KNEE MIDDLE OF FOOT. DROP HIPS
BACK	CHINS – Reverse Grip OR Close Grip	2	MAXIMUM (7 & 4 was the PB)	2/1/2	N/A	1MIN	CHEST UP TO SKY
HAMSTRINGS	STIFF LEG DEADLIFTS	3	8 (Consider using "Figure 8" Lifting Straps)	3/2/3	30kg	90 secs	BUTT ROTATES UP & AWAY.
UPPER / CORE PULL	SINGLE ARM INVERTED PULL	2/2	MAX/MAX (Consider using "Figure 8" Lifting Straps)	1 SEC (POWERFUL)	n/a	30 SEC	DRIVE, ROTATE & SQUEEZE BUTT
UPPER / CORE PUSH	SWISS BALL DUMBBELL BENCHES	3	6-10	3/0/2	8kg	None	SQUEEZE BUTT
EXTERNAL ROTATORS	90 DEG / 90 DEG	2	15	3/1/3	1-2KG	2 MINS	KEEP SHOULDER & ELBOW @ 90 DEG
SPINO-SCAPULA	PRONE COBRA	2-3	8	3/2/2	N/A	None	ROTATE HANDS OUT & Palms up to sky
ABDOMINALS	SWISS BALL or Dura Disc CRUNCHES	3	MAX	2/2/2	N/A	1 MINS	HEAD TO BALL, TUCK CHIN & PUSH CHEST UP



...
Peak Corporate Health
www.peakcorporatehealth.com

Sold \$800
Front End



Sold
\$30,000+
on The
Back End

Life Time
Value
\$30K+

Lets Do The Numbers

Front End Deal \$800

Not Bad For 5 Sessions?

It's \$160 / Session!

However The Back End Is 2 X \$75 / Week

Approx \$7,500 / Year

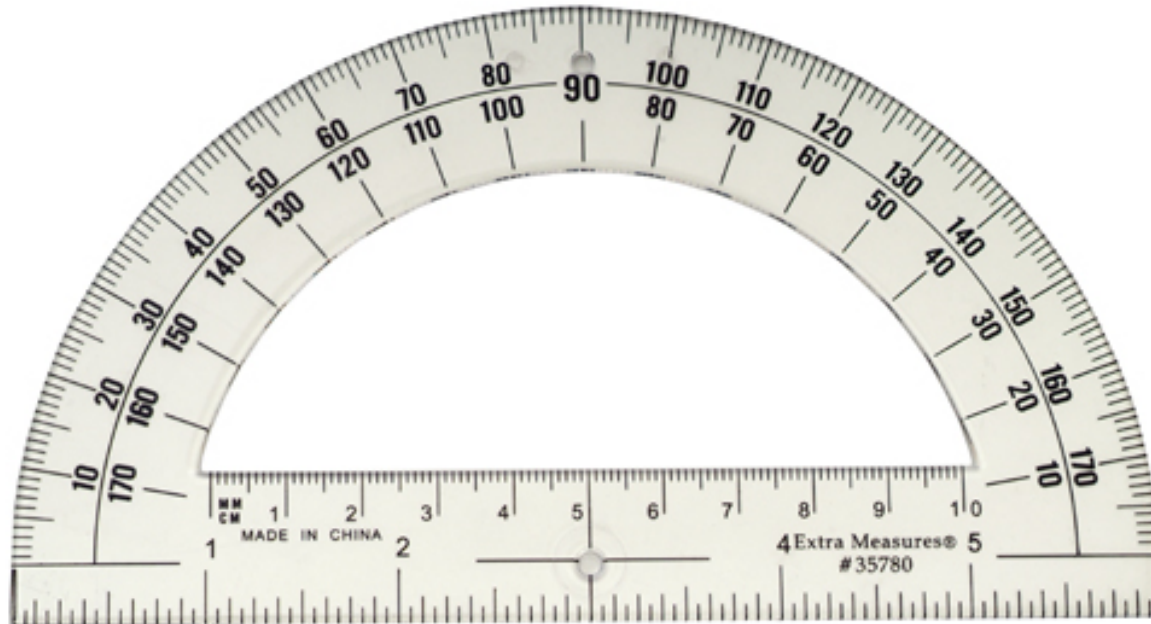
\$30,000+ Over 4 Years

Front End Sale Was 2.6% Of Life Time Value!

What Else Can You add To Your Menu?



Let's Now Flip 180 Degree's!



You Are About To Discover

**How To Construct A Fully Booked
Boot Camp Over Night, Hire 3
Trainers And Be On Track for
\$1000 Passive Income Per Week
Whilst Without Having a Single
Sales Meeting**

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Begin With The End In Mind

- Who? (are we mainly targeting) females 18-35
- What? (are we offering) 12 x Boot Camp Sessions to be used over 3 months
- Where? (will this all happen) beach
- When? (dd/mm/yy)
- How? (Plan A, B, C) depending on numbers


What Do We Need Prior To The Deal Going Live?

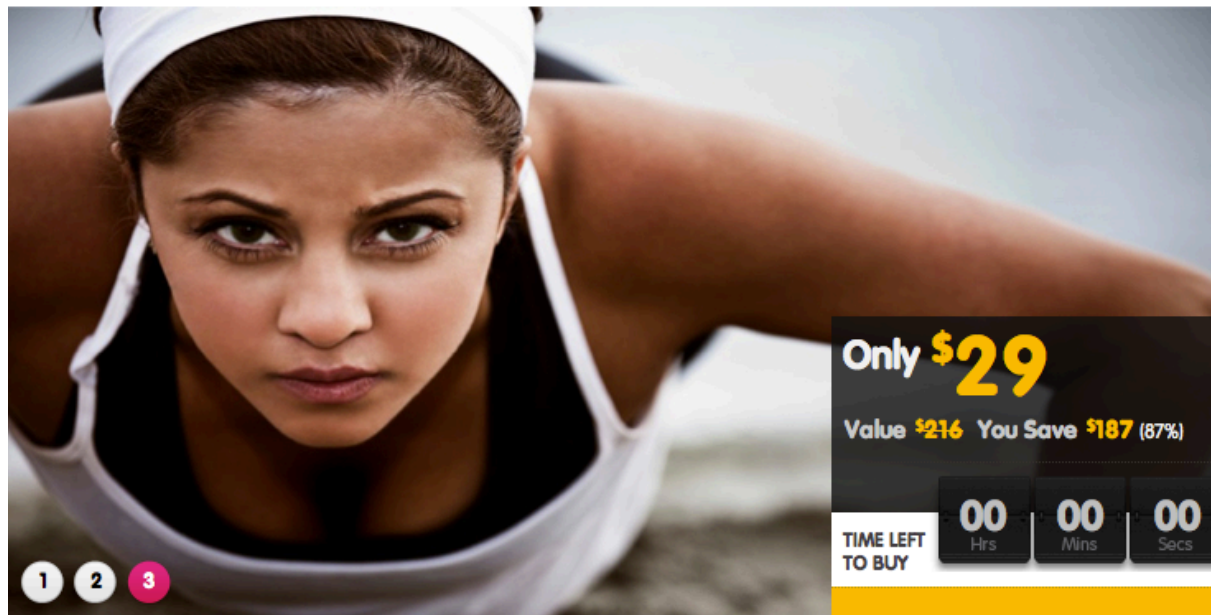
- Trainers ready to roll if the deal goes off, 1, 2, 3 incase
- Systems in place to cater for the processing of leads
- The Next Offer.... Ongoing program
- Case of Red Bull

Step 1

Your body's too bootylicious! Snag yourself a 12 session pass to the WOMEN'S ONLY Booty Camp at Bar Beach for less than \$2.50 per session!

It's only 29 bucks and it's all thanks to the fitness gurus at Nathan Martin Personal Training! Swing, box, run and drag your way to a brand new beach body for 87% less!

 Like 31



What You Get

Redeem By Website Submission

- Hi, Thanks for your email.

It's great to have you part of the NMPT Booty Camp Team. We are so excited about the Booty Camp program and are looking forward to meeting you.

Please take the time to read this email in full. Attached to this email are your Booty Camp Enrolment Form and Pre-Exercise Questionnaire. Please print, complete then bring these forms to your first Booty Camp training session. Ensure you arrive at least 10min earlier for your initial training session.

Due to such a huge response with our Booty Camp offer featured on Cudo, **we have opened more training session** times to ensure we offer you the best Booty Camp training experience. Now you have the option of different training times, spread over 5 days. You must also click on the link below and fill in the online 'Enrolment Form'. Be sure to select your training days and times, as this will reserve your place. **Please note: If you do not attend your selected training time for whatever reason it will still be marked off your 12 session pass (so pick wisely).** You may only attend the Booty Camp sessions you have selected. If you wish to add or deduct a weekly training session please contact us via email In the case that your preferred Booty Camp time becomes full our staff will contact you. <Open this link to your online enrolment for>

<http://forms.aweber.com/form/38/609934338.htm> If you have any questions at all please feel free to contact us via this email address. To Your Success, NMPT- Booty Camp

A More In Depth Form

NMPT Booty Camp- Enrolment

Name:

Address:

Date of Birth: Day Month Year

Phone:

Email:

Cudo Voucher Number:

Booty Camp Start Date: Day Month Year

What would you like to achieve with Booty Camp:

What would you consider your fitness level:

☐ Athlete
☐ Great
☐ Average
☐ Poor

How hard do you like to train:

☐ Very Hard
☐ Hard
☐ Moderate
☐ Light

How serious are you about achieving results. Select your weekly Booty Camp training times:

Monday Booty Camp Training:

Tuesday Booty Camp Training:

Wednesday Booty Camp Training:

Thursday Booty Camp Training:

Friday Booty Camp Training:

List other days and times you would you like to see Booty Camp run:

Once you complete your initial 12 sessions which program would you prefer to be apart of:

☐ Once per week
☐ Twice per week
☒ Unlimited
☐ None

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Thanks for taking the time to fill in the online Enrolment Form.

Your requests have been confirmed and entered into the Booty Camp database. Please take the time to read this short email in full.

Just a reminder of the finer details regarding your Booty Camp experience. **If you do not attend your selected training time for whatever reason, it will still be marked off your 12 session pass.**

If you need to make changes however (due to holidays, work commitments etc) or put your sessions on hold, you may do so as long as you give minimum 1 weeks notice.

You may only attend the Booty Camp **sessions you have selected**. If you wish to add or deduct a weekly training session please contact us via email.

In the case that your preferred Booty Camp time becomes full, or is cancelled our staff will contact you via email or phone.

Important:

Booty Camp will not run on Monday 10th of October due to instructors competing in the Australian Figure and Fitness Titles. We apologies for any inconvenience this may have caused.

We are really excited about your Booty Camp Journey and look forward to boosting your health and fitness by giving you the very best training experience.

What Now?

- Build the relationships
- Continue to build the relationships
- Up-sell them into the next program

How Do You Up-Sell These People?

- Week 2, Send them a “ How Cool Is This....
With A Special Offer (via email)
- Must create urgency, How?
- Deadline, Limited numbers available
- NOTE: do not speak of price yet, just get interest

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Congratulations!

You were one of the lucky Booty Campers that will receive our discounted add on package- The 'Booty Camp Princess- 12 Week Unlimited Pack'.

You'll receive this package at a discounted rate of \$24.90 per week (min 12 weeks). What this pack gives you is unlimited Booty Camp sessions across the week, as many as you like (Monday-Friday @ 6:00am).

From here all you need to do is complete these simple steps:

- 1) Print off the attached 'eDebit- Direct Debit Form'
- 2) Complete the form.
- 3) Bring it in to your next Booty Camp session. (There is also an example template attached to help guide you through the form)

Lets Look At The Numbers

- Total Leads- 226 paid \$14.50 = \$3, 277
- Leads Registered- 137 (doesn't mean they attended, just registered there details) and gain their details into database for future marketing.

90 attended to date.

Average 34 per session

So far 42 have converted into full paying clients.

Total weekly income is \$1034.05

= \$53,768 per year

-\$250 for trainers wages

= \$784 passive p/w

The Real Question Is

- Can you do this without a deal of the day site or website?
- Are you willing to give away a month of boot camp or PT to receive at the back end?
- The numbers don't lie

Now It's Your Turn



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How To Find a Marketing Budget



Strategy

- 1) Make a Package Deal
- 2) Give Something Away At Low Entry Cost
- 3) Put On An Event, Workshop or Weekend Retreat
- 4) Cross Sell, Up-Sell or Down Sell
- 5) Sell Info Product/s On Line

Package Deal



Risk Free Trial - Windows Internet Explorer

http://ryze-personal-training.com.au/free-session-offer

health retreat

★ Favorites Risk Free Trial

Home Services Group Session Times Success Stories Risk Free Trial News & Events About Us Contact Us

Introductory Offer - Your PT Experience Pack

Now you can get **\$524.00** value for only **\$97** Risk Free!

Backed by RYZE PT's Double Your Money Back Guarantee

Here at RYZE Personal Training we are so passionate about each and every one of your training sessions that if you're not 100% satisfied with your workout, you won't pay for it, it's **FREE** but you will also get your next session for **FREE**! That's our **"DOUBLE YOUR MONEY BACK GUARANTEE TO YOU"**

Here's whats included:

- Body Assessment** - valued at \$59
This helps us both track your progress as you go
 - We check your weight against your ideal range for your age
 - Take your measurements in cm: chest, shoulders, biceps, waist, hips, thighs & calves
 - Then we'll measure skinfolds in mm at 6 different points
- Nutritional Program** - valued at \$96
 - Diet Analysis and Review
 - Plan the ideal diet for You
- 3 Personal Training Sessions** - normally \$165
 - Includes: Strength, Cross Training and Boxing
- Personalised Program** - valued at \$96
 - Weekly exercise regime planned out for you
- Ryze Online Membership Subscription** - \$108 value
 - Nutritional and Training tips
 - Local Fitness Events
 - Special Offers



Look Sexy Naked!

Unlimited Group Fitness + Personal Training ONLY \$40!

▶ Click Here

Free 'Fast Fit Tips' eBook

FIND OUT WHATS WORKING NOW!

Name

E-mail



Let me at it!

Find Us On Facebook

Find us on Facebook

Internet | Protected Mode: Off

75%

5:37 AM

Health Retreat



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**CALL
NOW!**

SPRINGBROOK HEALTH RETREAT 2006

We love our activity and we are going to love to pamper you
in one of Australia's most beautiful spots – Springbrook

Join the Peak Physique team for a fun-packed weekend:
Friday night 2nd, Saturday 3rd & Sunday 4th June 2006



Join the Peak Physique team as they spoil you with a delightful weekend of stunning walks, energizing food and of course, relaxation!

On June 2nd, 3rd & 4th 2006, a strictly limited number of people will come together, with the Peak Physique personal trainers & choose to enjoy an enlightening mix of:

- Rainforest Walks
- Yoga
- Massage
- Goal Setting
- Relaxation

EVERYTHING is included in your package; this includes ALL meals, accommodation & your very own personal trainers for the whole weekend!

Investment packages:

- a) **Early Bird Special**
Pay before April 28th for \$499
- b) **Standard Price**
Pay before May 26th for \$599

You really want to come, but need to re-arrange your finances? Don't worry, we have you covered...

- c) **Instalments**
Pay 5 instalments of \$140

The Fitness Retreat is for strictly limited numbers. If want to find out more call Brad 0412 999 656 or email Brad@Peak-Physique.com

We need to finalise numbers ASAP to organize all activities, food & sleeping arrangements, so call us now. Treat yourself to one of the best weekends you may have!



www.Peak-Physique.com

Expenses

Item	Detail	Amount
PT's	4 X \$250	\$1000
Accommodation	Large House	\$1000
Food	All Meals	\$1000
Cleaning	Hired	\$110
Yoga	Outsourced	\$100
Marketing	Use Database	n/a
Total		\$3,210

Income

Clients	Income (Minus GST)	Profit
5 X \$799	\$3632	\$422
6 X \$799	\$4359	\$1149
7 X \$799	\$5085	\$1875
8 X \$799	\$5811	\$2601
9 X \$799	\$6538	\$3328
10 X \$799	\$7264	\$4054
Total		\$4054

Introducing... The 21 Day Rapid Fat Loss Blueprint



= \$47

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Up sell 1+ \$30

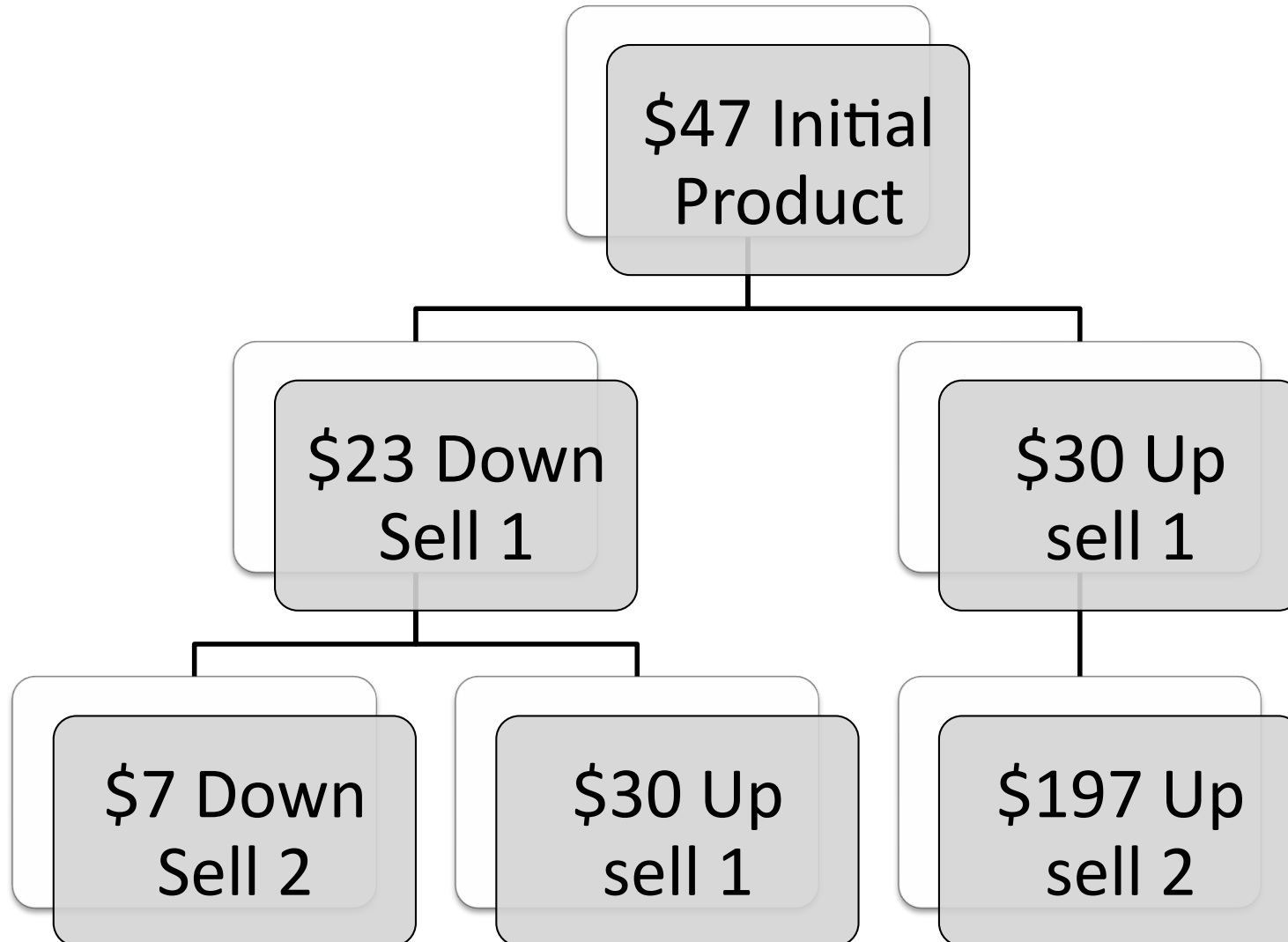
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= \$77



Up Sell 2+ 197 month



Lets Look At The Numbers

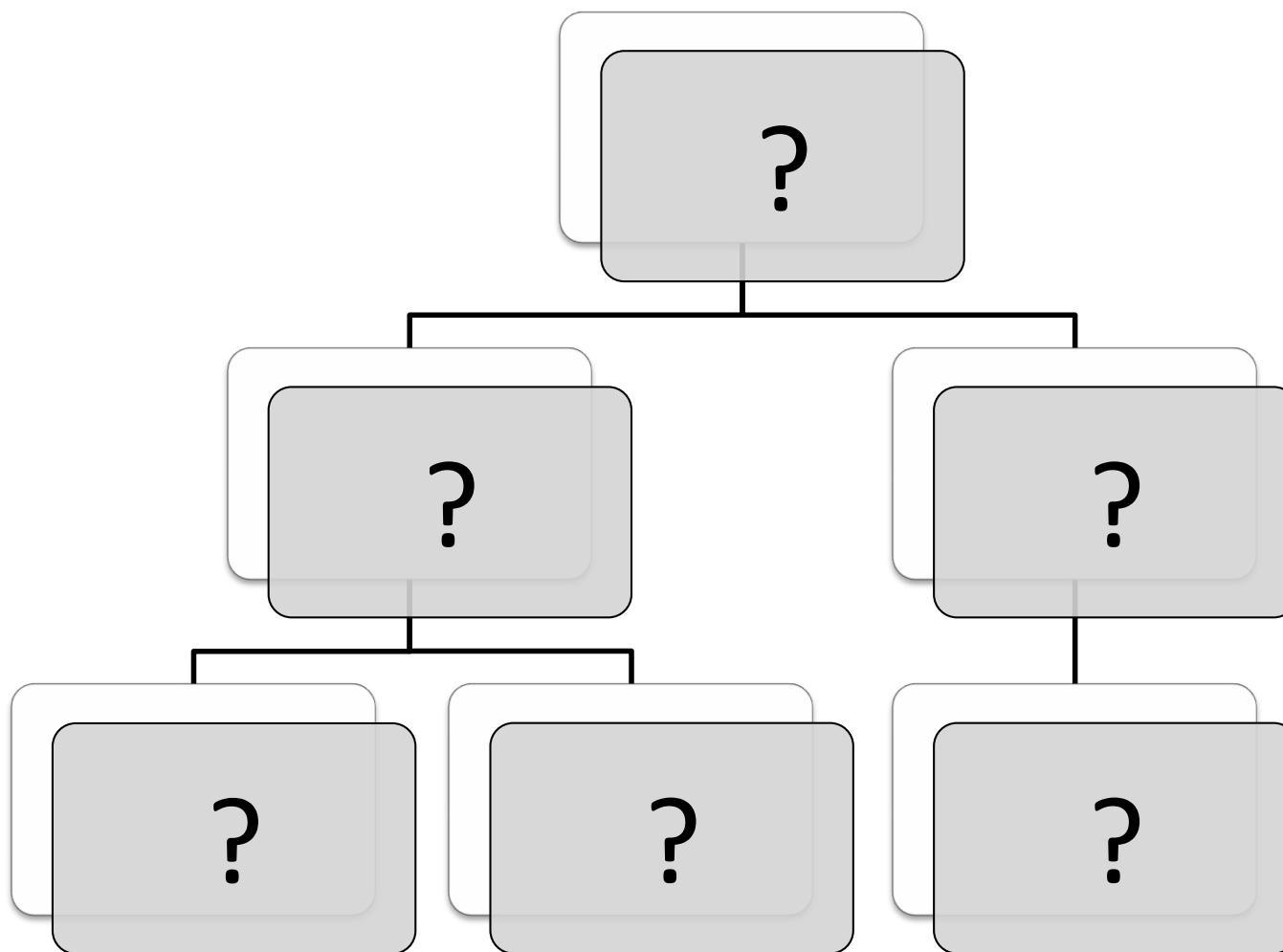
$$\$47 + \$30 = \$77$$

$$\$23 + \$30 = \$55$$

$$\$7 + \$30 = \$37$$

What's The Life Time Value?

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