

Making Money Over Xmas



Outcomes For This Session

- How to make make leading up to xmas
- How to make money during xmas
- How to make money after xmas
- How to create a system you can use, YEAR after YEAR

What Usually Happens

- Lose track of time
- Poor organization skills

Which Leads To

- Loss of clients
- Loss of income
- Stress
- Fear of going out of business

What Can We Do About It

- Have a set system in place to ensure these negatives do not take place
- Create a step by step procedures manual of exactly what will happen, when it will happen, and whom it will happen to

Making \$\$\$ leading Up To Xmas

- Need to start 14 weeks out from xmas
- Mark this on your calendar
- Run a 12 week Get In Shape Before Xmas Transformation
- 8 weeks out, run a 6 week, Beach Body Ready Transformation

Making Money Over Xmas

- Sell 21 day fat blasting holiday programs that coincide with xmas, ie: cheat days, xmas, new year
- Run holiday group training sessions, Pre sell tickets, make a day of it, include bbq breaky eg

Making Money After Xmas

- It all starts with planning
- Give 3 or more to each client
- Let them know how to redeem the voucher



Ways To Use The Gift Card

- Give as present on behalf of them
- \$100 of there first program after xmas, must be used prior to then
- A complementary session with their friend (one on one here)
- If redeemed before_____ you will double the value, so a 6 month program will have \$200 off



More Ways To Make \$\$\$ After Xmas

- Create a 21 Day, Burn of the xmas pudding program
- Set a start date, You can start it every Monday for the month of January
- Upsell them into your 12 week, 6 months New Years Resolution Body,
- Upfront payment specials, pre pay before xmas, or place a holding fee for their spot



More Powerful Marketing Strategies For Xmas

- Have a end of year party, \$30 per head, bring a friend and its half price.... , Includes breakfast plus activity....Intention to get them into the next program
- Also builds customer care element to keep current clients
- Have a charity day
- Create Passive Income <http://theworkoutenginepro.com>

6 Steps To Success

- Start Now
- Plan ahead
- Take Action
- Take More action
- Fix what could have been better
- Repeat

In The Words Of Santa

Ho Ho Ho Merry Xmas

