



Grow your fitness empire!

**5 steps to take your gym from
strength to strength.**



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Introduction



Owning a gym (or any business for that matter) offers a unique and often rewarding opportunity to positively impact our customers and community's lives.

That said, if you fail to get the mechanics of your operation right, it has the potential to be hugely costly (financially) and damaging (both mentally and emotionally).

It can be a high risk/high reward game in this gym business – with its own list of challenges – but the good news is, success will come from focusing on the right areas and doing the little things consistently well.

In this eBook you will learn some of the crucial building blocks that are often missed, overlooked or ignored, but play an integral part of setting your business up for long-term success.

» Chapter One

The 3 key elements that drive your business forward



Every business/gym exists for a reason – and understanding why yours does is an extremely important part of ensuring progress and growth. It's kind of like looking back to move forward.

Start by asking yourself these questions:

- Why does your business/gym exist?
- Where are you going?
- What things are most important to you?

You'll probably find that if you're not clear on the answers, it's going to be hard to inspire a 'team' ethos within your business. Having a clear vision is the foundation of achieving success, and this is made up of the following three key elements.

1. Purpose

Purpose is the motivation that drives you toward a satisfying future. It helps you focus on the things that are meaningful to you, so you can move ahead and enjoy a fulfilling life – no matter the challenges that are thrown your way. So what purpose does your business have for existing?

2. Mission

A 'mission' is directly related to your purpose and is the goal or goals you want to achieve in the next five to ten years. It needs to be SMART (specific, measurable, attainable, relative, and time-bound). So consider your goals and be clear about what they are – think regions, reach, impact, revenue and profit!

3. Values

Values are the fundamental beliefs and behaviours of a person and/or organisation. These guiding principles dictate behaviour and can help people understand the difference between right or wrong. So what things are most important to you and your team?

“Vision without action is just a dream. Action without vision passes time. Vision with action can change the world.”– Nelson Mandela

By going right back to the start with these 'basic' but essential elements for every thriving business, you'll have a direction to steer your business towards, and a benchmark to measure accomplishments.

» Chapter Two

The numbers that you **must understand** to grow your fitness business



The age-old saying goes 'if you're not assessing, you're guessing'.

Which is why knowing your numbers is the number one way to grow your business. But this is more than just checking your end-of-day membership count. If you're not regularly measuring, monitoring and managing a range of different numbers, you're effectively flying a plane without its instruments through the midst of a storm (sounds dramatic, right?).

Below is what you need to track as a minimum if you want to grow your fitness business:

1. Sales Targets & KPI's

- Sales targets (daily, weekly, monthly, quarterly, annually)
- Leads (how many required in order to reach your sales target)
- Call volume/appointments
- Presentations/close

2. Retention/Attrition

- Referrals
- Usage (frequency and recency)
- Cancellations (controllable, uncontrollable, forced terminations, expiring prepaid)
- Freezes/holds

3. Financial Performance

- Financial forecasting
- Revenue
- Cost of sales
- Expenses
- Profit
- Tax/G.S.T.
- Scale/resources
- Investment
- Maintenance/repairs
- R.O.I

“Knowing your numbers is a fundamental precept of business” – Bill Gates

Knowledge is power, and by simply having a deeper understanding of all of these numbers, it will allow you to make more informed decisions inside your business, giving you clarity around what is working and where you need to make changes or improvements.

» Chapter Three

The essentials of marketing to make an impact



Your marketing presence is the message your business communicates to its prospective and current customer base.

To be effective, the message should be clear and simple – and contain the key attributes you want associated with your business. And the most compelling way to showcase your message is to live by your business's purpose, mission, and values, while documenting your journey along the way. So where do you need to be consistently present?

Online, you should be across some, if not all, of the below:

- ✓ Business Website
- ✓ Facebook (Business Page)
- ✓ Facebook Members Group
- ✓ Instagram
- ✓ Google Business
- ✓ Youtube/Vimeo

Marketing opportunities in the community that make an impact:

- ✓ Community events
- ✓ Fundraising campaigns
- ✓ Challenges
- ✓ Workshops
- ✓ Charity work

When it comes to delivering marketing that works for your business, it's important to focus on these key aspects:

1. Have a plan – marketing needs to be pre-planned to ensure it gets the right results, because not only will it ensure more effective content (rather than making it up on an ad-hoc basis) but you'll also be able to deliver it on a consistent, regular basis.

2. Be clear on your message – know what you're wanting to say to your audience and continue to refer to it. This will help people to truly understand what your business is about.

3. Deliver value – social media, in particular, is about entertaining, informing and delighting. Make sure anything you put out through your marketing is offering something of value for the end user.

4. Create conversation – engage with your community, encourage them make suggestions, share their thoughts and ideas, ask questions. This will help to build a deeper, stronger relationship with your customers.

5. Be consistent, real, authentic – people really respond to businesses who not only offer consistency in their messaging (as you show you're dependable), but those who are open and honest about who they are, and what they represent. It again helps to relate on a more personal level.

6. Reviewing insights (reach & engagement) – this is ultimately how you understand what has worked well, and perhaps not so well. Meaning you can consistently tweak what you're doing to better meet the needs of your market.



“Don’t use social media to impress people; use it to impact people”

– Dave Willis



Marketing is no longer just about putting an ad in the paper about your service and/or product – it’s about building a community of people who feel as though they belong to something with meaning and purpose (ultimately enticing more to want to be a part of what you offer).

» Chapter Four

Which is **best for your gym** – promotion or emotion?

If you're only promotional or product selling, you're doing your business and your customers a disservice. Why? Because our job as leaders in the health and wellness space is to first understand our prospective client's needs in order for us to then present a suitable solution. So how do we reframe the way we 'sell' to focus on providing personalised outcomes?

1. Establish the need. Superior customer service means meeting customers' needs and this is achieved by asking quality, open ended questions which build a broad picture of the potential issues in which we may be able to assist them with. For example: 'When it comes to your health and fitness, what are you looking to achieve?'

2. Explore the need. Once you understand the individual's need, we need to explore it further and connect their underlying motives that will keep them motivated to push through when times get tough. For example 'So why is this important to you?'

3. Provide a solution. Now that you're equipped with a big picture of what they need and why they need it, you can present a suitable and tailored solution which sets the client up for long-term success.

Successful gym owners (and business owners in general) are those who ensure they provide the right service to every individual customer. It's about reframing our thinking from 'we need more people to sign up' to 'how can we better meet the needs of people in our community to help them reach their goals'.

Remember why you're in business (from point one) and focus on that.

» Chapter Five

Top tips to keep your gym profit in your pocket



One of the biggest mistakes made when striving to build a fitness empire is the owners dipping their hand into the till (so to speak). But it's crucial to understand that cashflow is the lifeline of business – not a personal bank account. It's there to drive, support, and grow a business towards long-term success and impact.

In order to see profits (and kept in your pocket), follow these three tips:

Invest in growth and scale. Reinvest excess cash flow into marketing to drive more leads/sales. This will allow you to accelerate your growth and enable you to scale faster.

Build a war chest/future fund for times of chaos (Covid19 for example), investment opportunities and club upgrades/maintenance. Dedicating even a small amount each month will help protect the longevity of your business.

Build personal boundaries – only ever take out base level living costs. accomplishment of your business. Do you want to just survive, or thrive?

“Investing puts money to work. The only reason to save money is to invest it,” – Grant Cardone

When things are going well, it is very easy to want to enjoy the benefits of your hard work – but as we have all seen, things can change in an instant, and being sensible with your cash flow is crucial to the long term accomplishment of your business. Do you want to just survive, or thrive?

So there you have it, the five key things we most commonly see gym owners not getting quite right. Hopefully there are some quick wins and long term gains in there for you, which can be achieved by adjusting the way you do things in your business.



But if you're looking to change things up in a more transformational and innovative way, we'd love to have a chat further with a FREE 30 minute consultation.



+64 27 315 1752
admin@shearerwellness.co.nz
shearerwellness.co.nz