



Optimize Your Revenue



Fitness, Health & Weight Loss Coaching Workshop



What Industry Do We Participate In? Identifying Your Prospects / Members

- There is a disconnect between what we think we provide to our customers and what they are looking to achieve.
- Many club owners would say we deliver fitness but most members would say they are trying to lose weight. This may be in terms of firming up, leaning out, being less bulky and so on. Others members may say that they are trying to improve a health condition such as diabetes, high cholesterol, hypertension, etc. Some may be training for an event.
- Fitness is the condition of being physically fit and healthy. Weight Loss is a total reduction in body mass. Health is the state of being free of disease, injury or pain.
- What do you hear most from our customers? Are we listening?
- Making the shift from sales based to a service based model.
- How do you define your business?

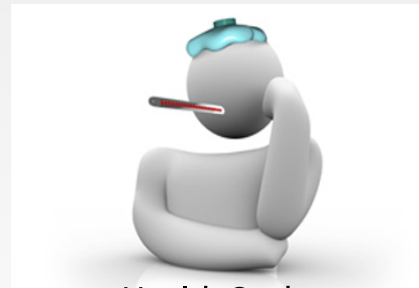


Members Join Based Upon THEIR Needs Not What WE Think They Need.



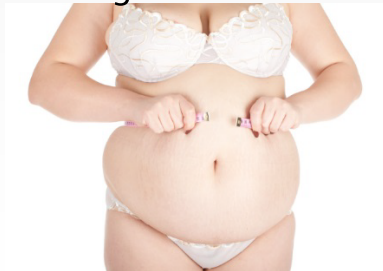
Fitness Seeker

Identify your members!



Health Seeker

Weight Loss Seeker





How Do We Know What They Need? Better Yet How Well Do We Listen?

- ASK / LISTEN
- Once you ask you then listen to what they want.
- Once you know what they want you provide the solution that gets them what **they want**.
- The most effective solution is through coaching. Members want & need coaching!



What is Coaching?

- Coaching is the art of asking the right questions that allow the person being coached to see their situation from a different, more effective perspective. Coaching is part of influencing the client to recognize why their current behaviors are producing undesirable results and how to create new thoughts, strategies and behaviors to correct them.
- To put it simply, coaching is helping another person get more competent of a situation or improve on one that has (to them) become uncontrollable.
- Right now we are coaching you to see your current situation and to help you improve by seeing it in a different way.



The Top Three Areas Of Focus

- **Behavior Modification**
- Exercise Accountability
- Nutrition Accountability





It Takes 21 Days To Form A New Habit

NOT

- You've probably heard this myth a thousand times. The truth is it takes more than two months before a new behavior becomes automatic- 66 on average. This data is cited and published in the *European Journal of Social Psychology*.
- The first 66 days of support will truly determine the longevity of a member. This is a full 2 months plus of consistent, focused effort until the behavior(s) becomes automated.
- The more coaching (assistance) they receive in those first 66 days the better their chances are at staying longer and creating your own success.
- Lally, P., van Jaarsveld, C.H.M., Potts, H.W.W., & Wardle, J. (2010). How habits are formed: Modeling habit formation in the real world. *European Journal of Social Psychology*, 40, 998-1009.





If You Want Them To Change
You Must Help Coach Them To Change

Highway To Health



66 Days To A Better You



The Coaches Tool Box

- Strength Training
- Cardiovascular Training
- Flexibility Training
- Nutrition Accountability
- Supplement Knowledge
- Workout Accountability
- Choice Modification





Attitude Is Everything!

If You Think You Can't Do It...You're Right!

**"Whether you think you can or
think you can't,
you're
right."**

- Henry Ford



COACHING is about
helping the member
THINK that they CAN!

It is also about our own
thought processes and
believing that we CAN!

It's better to BE rather
than to SEEM. Many
fitness centers only try to
seem better and
eventually lose their
members.





I'm Not Certified In All Fields...

What Can I Coach My Members On?

- Being supportive is not a situation that warrants any certification. Our goal is to build relationships that blossom into a win, win for all. Were all of your coaches "certified" when you participated in sports or other activities growing up?
- The most important beginning of any coaching relationship is to build trust. Without building trust a relationship will be doomed from the start. This takes time but being sincere from the start begins this process.
- The most efficient way to coach an individual is first ask them to identify their weakness. Once identified the coach should build their sessions based on those weaknesses.
- Right now we are working on our own weaknesses because we strive to be better!

Coaching Is:

A partnership between coach and coachee

A positively focused way to explore options and opportunities

A process to create solutions resulting sustained change

Coaching Is Not:

A method to get an expert's advice on what to do
• (That's "consulting.")

Observing and learning from a seasoned professional
• (That's "mentoring.")

A quick fix
• (That's usually not effective.)



The Devil In The Details...I don't have time!
Coach them on organizing their workout times.
These Are Billable Coaching Sessions. 66 Days!

●●●○ Sprint 12:37 PM

Cancel Edit Done

Workout at Anytime Fitness

Rialto California

All-day ☐

Starts Aug 20, 2014 4:00 PM

Ends 5:30 PM

Repeat Never >

Invitees None >

●●●○ Sprint 2:26 PM

< List Event Details Edit

www.anytimehealth.com

Notes

I John Henry
commit to to
exercise and eat
healthy for the next
30 days.
John Henry



Coach Them To Plan And Commit To Healthy Eating Schedules!

These Are Billable Coaching Sessions. 66 Days!

●●●○ Sprint 2:29 PM

[← List](#) **Event Details** [Edit](#)

Breakfast

Rialto California

Wednesday, Aug 20, 2014
from 7 AM to 7:30 AM

Calendar • Calen... >

URL

www.anytimehealth.com

▲ ■ ■ ■ ■

●●●○ Sprint 2:29 PM

[← List](#) **Event Details** [Edit](#)

URL

www.anytimehealth.com

Notes

I commit to eating
healthy meals at
least 5 days out of
the week!

John Henry



Weighing Out Your Options

Losing Weight Means You Have To Know How Much You Eat!

- Teach clients how to weigh their foods before eating
- This is a great tool for those looking to lose weight
- This could be done in a group or one-on-one setting.
- Cost about \$10 at Wally Mart
- You could purchase them wholesale and sell for a profit!





Re-Establish Mind & Body Balance

Bring Back The Life Force

- One On One or Group Meditation is a great way to build relationships
- People do much better when their consciousness is clear
- If you have access to a quiet room take your client into that space and teach them how to clear their heads of all the chaos in their life. There are so many self guided meditations you could download for free. Find several that focus on different obstacles.
- You can benefit by the meditation and get paid for it at the same time!
- I like Deepak Chopra's A-Z Meditation CD Words of Wisdom. Research and find meditations you like.
- Use Headphones if you can't find a quiet place.





Stretching

- Too many times people leave the gym without stretching
- Stretching relieves many aches and pains, especially back pain and helps enhance recovery time
- Do you provide your clients with stretching sessions?
- Again, another coachable session!





I'm Not A Psychologist!

How Can I Help Them With Their Thoughts?

- Many negative people are that way because someone told them!
- Some parents, teachers and others TELL kids who they aren't and what they can't do without them consciously knowing it.
- Asking a member for a list of reasons that have stopped them from becoming healthy is a great start. For example: Why do think you have not been able to get healthy? Okay give me some other reasons why you can't accomplish your goals? Ask them to evaluate them, you never evaluate!
- Ask then if they think they can change?
- The thing that's the thing is almost never the thing!



Areas Of Concern For Your Clients

Listen With Compassion- It goes A Long Way





Other Support Ideas

- Put up a wellness tips board in the club or send out a newsletter
- Offer online or telephone coaching sessions
- Give healthy shopping tours at your local grocer
- Hand out healthy recipes
- Hold a weight loss challenge in the club
- Offer free body comp and blood pressure screenings on off times
- Offer a wellness night for the community every few months



Recap

- It helps to identify the member's needs before we attempt to offer a solution
- There are several types of members: Fitness, Weight Loss, Health Seekers, etc.
- Coaching is different from training. Coaching is helping a person become more competent with the challenges they struggle with!
- It takes at least 66 days to form a new habit.
- We have provided you with several coaching ideas and techniques. Get creative and come up with some of your own by asking the coachee questions.
- Always respect the coachee's privacy. Never share anyone's personal information.