



*Inspiring Greatness Everyday!*

2016/2017

***Presentation Topics  
& Descriptions***



2016/2017

## LECTURES

### **Creating Your Purpose and Legacy—How to Live a Life Worth Telling a Story About!**

Everyone has a life worth telling a story about. But it's your job to craft your deepest purpose and live your best life. In this high powered presentation, one of America's top trainers will share how he took his own experience as a broken down athlete and transformed it into uber-success as a trainer, motivational speaker, author and network television celebrity trainer. You'll be on the edge of your seat as Todd shares what it takes to create success, significance and ultimately your legacy, that will change lives forever.

### **Become a World Class Coach-Top Seven Must Do's to Create Success and Significance**

All trainers want to be ultra-successful. They want to maximize their impact in their studio/club and their communities, and scale their message beyond. There are some universal must-do's if you want to achieve ultimate success and significance. In this session, world-renowned coach Todd Durkin reveals details of the seven things you MUST do to be a great coach. In addition, he will share exactly how he created multiple coaching models over the past 10 years, including what works, what doesn't, how he manages and delivers these programs, and the essential tools and resources needed to operate a successful coaching program or business. This inspirational program will have your head spinning with ideas you can implement right away!

### **LEADERSHIP at ALL Levels-What it Takes to Be Great in Business and Life**

A leader of one, a leader of many...if you can't lead one, you can't lead any. LEADERSHIP. It's the cornerstone that will ultimately determine your club's success. Lack of leadership will KILL your culture, community and team. GREAT LEADERSHIP will take your club to astronomical levels and build a community and business that's built to last. Find out Todd's top 10 DO's and DONT's when it comes to leadership and building a business on passion, purpose and IMPACT.

### **Think Like a Champion: The Road to World Class Leadership**

In this presentation Todd discusses how one of the keys to success is having mentors and how important it is to surround yourself with positive people that can help you create IMPACT in your life! You will review the top 10 lessons learned from mentors that helped create an extremely successful fitness business. You will obtain lessons on marketing, leadership, creating a winning team, top business practices, time management and organization, life balance, and strategies to "think like a champion" amidst any challenge you may be facing so that you can paly at world class levels.



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## **Explode Your Sales to Record Levels!**

If you want to achieve more time and money freedom in your life, it is imperative that you explode revenues in your training business. Todd will share his Sales Explosion formula with trainers who are looking for advanced strategies to accelerate revenues and profit. Explore cutting-edge strategies and systems that are critical for maximum lead generation, client conversion and marketing in a new era. If you want your sales to skyrocket to record levels, this is one presentation you do not want to miss!

## **10 Lessons Learned Worth A Million Dollars**

As Todd celebrates 15 years of owning a world-class “brick & mortar” performance facility, one of the common questions he gets is, “If you had to do it all over again, what would you do differently?” Come hear Todd share his stories and lessons that will make you laugh (and him cry!) and think deep. This presentation alone can save you literally hundreds of thousands of dollars and help you create the time, money, and energy freedom you deserve. In his hands-on, Todd will put you through a workout that will leave you feeling like a million-bucks!

## **Extraordinary Self**

You can only take a client on a journey as far as you have taken yourself. Both personal and professional development plays a key role to the success and significance you create in your life. In this inspirational presentation, Todd teaches you the important drills, skills, “exercises,” and best practices necessary to maximally IMPACT you and your clients. This class will teach you how to effectively blend “yin/yang” exercises, breath-work, meditation, and visualization into your existing high-intensity programming to create a profound client experience.

## **The Blue-Print for Success in the Fitness Industry**

Substance seeks substance. And as the fitness industry evolves at warp-speed, there are some extremely important foundational principles that must be followed to allow you and your business maximum success.

In this workshop, industry professional Todd Durkin shares his key business principles and practices in several areas: client acquisition, client retention, creative revenue generator ideas, building world-class customer service & culture, and how to build a winning team.

This workshop will be full of creative, out-of-the box thinking backed with years of proven-results and experience. This content-rich presentation will provide you tons of new ideas, challenge and motivate you to take action on your necessary game-changing moves, and undoubtedly propel you and your business to record new levels.



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## **Creating Maximum I.M.P.A.C.T. in your Business & Life**

Are you ready to create incredible success in all areas of your life? Do you want to learn how to best deliver results to your clients? Are you ready to be ignited with passion & energy to fuel your step into “World Class”? Todd’s program is going to share with you his business, training, & life systems that will help you create significance & success. The lecture portion will be full of insight, lessons learned from the trenches, and best business practices that will include top marketing and profit-generating ideas. This is a can’t miss program that could be a major “Game-changer” for you and your business.

## **The Road to World Class**

One of the keys to success is having mentors and surrounding yourself with positive people that can help you create IMPACT in your life. In this unique, content-rich workshop, Todd shares his Top 10 lessons AND THEN SOME learned from his mentors that helped him create an extremely successful fitness business. You will learn lessons on marketing, leadership, how to create a winning team, top business practices, time management and organization, life balance, and strategies to “think like a champion” amidst any challenge you may be facing so that you can play at world class levels. These are lessons from some of the top executives and athletes in the world and by itself, worth the weight of gold. Don’t miss it!

## **GOING FOR GREATNESS—Masterminding for Maximum Impact!**

Time Freedom...Money Freedom... Transform...Empower...IMPACT! Todd’s “GOING FOR GREATNESS” workshop is a powerful, potentially life and business-changing program that will allow you to step out of your business to work on your business in a focused, interactive, and thought-provoking environment. Todd will share his vast experience as a mentor, coach, teacher, and trainer, and provide YOU with the tools and skills needed to solve any current challenges, issues, problems, and/or fears you may be facing. You will find that Todd’s coaching process will encourage and inspire you to CREATE CLARITY through the generation of new ideas and visions that will improve the quality and efficiency of your business and your life.

This workshop will be extremely “hands-on” and individualized. Todd will facilitate and coach you step-by-step through the same “exercises” he uses personally to consistently get world-class results. In addition, the group will serve as a “mastermind, think-tank” TEAM where your “teammates” will help you overcome any sticking points or obstacles that you may be experiencing in your business.



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Take this opportunity to “GO DEEP” with Todd and improve your life on many levels. There will be many “ah-ha” moments and personal break-through opportunities. If you are an entrepreneur, solopreneur, or infopreneur, and would like to step it up a notch and take your business and life to levels yet attained, Todd’s program may be the “GAME-CHANGER” you need to motivate and inspire you to take ACTION. Don’t miss it!



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## **WORKOUTS**

### **The TD Fitness Experience 2015 or The Secret Sauce to Creating a WOW Training Session**

In this workshop, Todd will share his Top 10 unique things you MUST do to create raving fans and WOW in every session and class.

Additionally, he will lead you through one of his incredible, one-of-a-kind workout experiences that will leave you feeling exhilarated and inspired. It's going to blend some of his legendary Boot Camp style workouts, his high-energy "Train the Joes Like the Pros" sessions, and his IMPACT-style mentality of changing lives.

You do not want to miss this session as it leave you even more FIRED-UP & further ready to "live a life worth telling a story about." #IMPACT

### **BOOT CAMP**

You talk about motivating and exhilarating! This is a dynamic workout that combines cardiovascular conditioning, functional sports training and conditioning exercises, calisthenics using bodyweight and partners, all while singing traditional Boot Camp hymns. This unique class offers team-building and partner exercises to foster teamwork, trust, accountability, motivation, a social component, diversity, and a ton of FUN. Boot Camp is all about working hard, stepping up to the challenge, and getting results. It will leave you feeling emotionally & spiritually uplifted and proud of the fact that completed the challenge.

Additionally, this program will provide marketing material on growing a boot camp program, business techniques for growth, specific cadences to chant while conducting a class, an actual class format, and pricing structures to maximize profitability.

### **Train the Joe's like the Pros**

Learn how the professional athletes programs can be used for all your clients. Strength, speed, agility, quickness, core strength, power, and balance infused into one workout to create an exciting, intense, motivating atmosphere that will surely challenge and inspire the athlete within all of us. This class will use the same drills the pros use to improve overall performance & conditioning; from your young to your old, from your weekend warrior to your competitive athlete all looking for the same thing—results, motivation, accountability, and to get to the next level.



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## **TD's I.M.P.A.C.T. Challenge**

You want to be challenged? You want to have more fun than you've had in a long time? This class will be a first-hand look at how Todd creates a memorable experience for his fitness enthusiasts as well as pro athletes by combining his legendary Boot Camp sessions with his ever-popular metabolic circuits, sports drills, and team building exercises. This will be one big IMPACTFUL event that will leave a lasting impression on you.



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