

Module 1: Business Development

Part 1

15+Hours "Blueprint for Success Breakthroughs" Video Series
Plus: Action Guides to Success

This is over 15 hours of my coaching exercises & presentations from my Live Mentorship organized into a business and personal development series that can lead to a quantum shift in your business and life.

Including:

- "Blueprint for Success in the Fitness Business", with Todd Durkin
- "Systemizing Your Business: Business Operations You Can Bank On", with FQ10 Operations Manager, Julie Wilcox
- "Blueprint to Create Your Business Plan: How to Architect Step-by-Step Your Business Game Plan" with, Larry Indiviglia
- "Unlock your WHY and the Power of HUMAN: Putting Purpose in Your Business", with Larry Indiviglia
- **Business Plan in a Box Systems**- step-by-step build your business plan workbook.
- **Front Desk Operations Systems**-including Opening Procedures, Closing Procedures so that your staff can open and close without you, customer service expectations
- **Hiring Systems**- including interview packets, new hire questionnaires so you know how to find world class staff and on-board them properly.
- **Pricing Systems**- set up your prices and services quickly

When you implement all these breakthroughs in your business, you'll enjoy more income per customer, your equity in your business will explode, and you'll have more loyal and appreciative clients.

All this could **multiply your income by at least 10 times...** and you'll also get an Action Guide to Success that'll serve as your business blueprint for years to come.

Part 2

"How to Master NEW Lucrative Niches:
Growing Your Business Model's Success Outside the Norm" Video Training

Not sure of the new rising niches where success is being created every day? This training will delve deep into areas of new profit and growing income

Including:

- "The Power of Small" with, Brent Gallagher, Owner West U Fit

- "The 30-Minute Business & Training Model" with Brent Gallagher, Owner of West U Fit
- "The Evolution of A Fitness Professional & The New Profit Paradigm" with Ashley Selman,
- "Everything You Need to Know About Corporate Fitness" with Trina Gray, Creator of The Corporate Fit Challenge
- "Growing Your Team: Creating a Culture of Togetherness" - Todd Durkin
- "Speakers School: How To Get Yourself on the Industry Stage" with Todd Durkin

Module 2: Marketing

Part 1

"How To Craft A Compelling Marketing Message & Attract A Flood of Ideal Clients NOW!" Systems

This is how you get your ideal client and customer's attention with your marketing and get them to buy from you.

This training system will help you create your marketing message so you don't have to struggle. This is something that 99% of most business owners don't grasp and implement. You'll get a huge advantage over your competitors.

Including:

- "Healthy Branding: Feed Your Brand, Feed Your Business " with Randy Hetrick, TRX CEO,
- "Your Marketing Filter: Streamline Your Message & Grow Your Business " with Lindsey Richardson, FQ10 Marketing Director
- "Develop Your Brand" with Tori Hanna, Marketing Director at Under Armour
- "Building Your Email List: Certainty & Security for Your Business" with Lindsey Richardson & Todd Durkin
- Member Retention Systems- including New Member Welcome Packets, Seasonal Retention programs like Perfect 10 Club, Holiday Contests, and more...
- Winning Marketing Systems & Samples- like 10 Day Boot Camp systems, Facebook marketing systems, Special offers, Class templates, Membership flyers, Email sequence examples for new clients, Member policies and more
- Consultation & New Client Systems-Close your prospects and move them through the funnel of success in your business. Templates for new client systems including, liability, goal setting, measurements & fit testing
- Give An Excellent Tour systems- Showcasing what matters to your prospects is the key to closing them. Here's how.

Marketing your business will no longer be a mystery as you take a look at marketing methodology you can use as an inspiration for your own marketing materials. This can save you a lot of time and money.

Part 2

"The ESSENTIALS to Getting Online Revenue FAST & With Your Feet Up" Plus: Website Diagnostic Checklist & Assessment

Including:

- "Nailing Your Website: Auto-Pilot Your Marketing" with Vito La Fata, creator of Fitness Profit Systems
- "Leveraging the Web 2.0: Get Savvier Online Fast" with Trish Blackwell, 2013 Young Entrepreneur of the Year
- "The Power of Podcasting: Your Message Amplified " with Trish Blackwell, 2013 Young Entrepreneur of the Year,
- "How to Build a 6-Figure Online Business in 5 Steps" with Sean Croxton, Underground Wellness
- "Money with Your Feet Up: How to Create Additional Revenue with Online Affiliate Sales" with Brett Klika, 2013 IDEA Trainer of the Year.
- Website Assessment Checklist- to quickly set up, fix and market your website.

Module 3: Leadership

"Effective Leadership Practices & Strategies"

Leading your team, your clients and yourself is the essential ingredient to a world-class business. Most business systems focus on the how and the what. I focus you in and train you how to develop as a leader so that your mission can grow beyond you and your business can sustain itself with a vision others can believe in.

Including:

- Growing Your Team- Creating a World-Class Culture", with Todd Durkin
- "Ultimate Team Building," with Vince Gabriele, Owner Gabriele Fitness Performance
- "The Road to World Class," with Todd Durkin

Module 4: Personal Development

"Creating High Performance Business & Life by Design"

There's a lot of self-doubt that can hold an entrepreneur back from their full potential. Unlock the secrets to a high-performance mindset with this video series that can flip the odds in your favor.

Including:

- “Live a High Performance Life: Mastering Your Roles In Business & Life” with Trina Gray, IHRSA 2012 Community Service Award Winner
- “Creating Your Life Plan: Big 5 for Life & Your Decree,” with Todd Durkin
- “Your Life Design Coaching: Planning to Get What You Want All The Time” with Todd Durkin
- “90-Day Wonder & 8-Forms of Wealth Coaching” – with Todd Durkin

Module 5: In the Trenches

“In the Trenches: Todd Durkin’s Mastering Your Training Toolbox”

This is where you get an inside look and training series on how I run and architect my top selling group training sessions, boot camps, and how I get breakthrough results for my clients using Optimal Body Performance.

Including:

- TD Fitness Class: Creating World Class Group Training Experiences
- “TD Boot Camp Basics: How to Run a Profitable Boot Camp”
- “Optimal Body Performance for Your Clients: Breakthrough Results Your Clients Will Rave About”
- “Metabolic Testing: The Science of Burning Fat & Profits” – with Pat Jak

Module 6: Multi-Media Resources

“The Resource Archives”

I’m giving you access to my vault. Whether you like to read, listen or watch your materials this multi-media DVD & Digital course caters to your preferred method of learning. Printed transcripts, manuals, worksheets, even mp3.’s on all presentations for easy reference.

You’ll have everything! All the tactics, strategies, and moneymaking tools...right at your fingertips!

Think about it. You will have your ‘slam dunk’ business systems:

- New Member Welcome Systems.
- New Hire Systems.
- Opening and Closing Systems
- Retention Systems.

- Sales Systems
- Pricing Systems...to name a few.