

FITNESS INDUSTRY 2010

The Journey Ahead

Predictions and What the Future Holds for the Fitness Industry

By Bedros Keuilian

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Dear Success Minded Fitness Pro,

Our industry continues to evolve. So does our society. We're no longer a service only available to or desired by the rich and elite.

Today, more than ever, personal training is widely accepted, wanted, and highly in demand by society.

But before I go any further I should warn you that I'm pretty fired up as I write this report...



WARNING: *I'm going to rant. I may even get a bit off topic.*

But I promise you that this will be the most eye opening report you'll read for a long time.

Here's some of the stuff I'm going to cover in this special report as we look at the road ahead toward 2010.

- The death of the 60-minute one-on-one training session (why some people will hate me for saying this).
- What your clients will really want and expect from a fitness program.
- The NEW rules of fitness marketing and what it REALLY takes to grow a thriving fitness business (what you don't know may put you out of business.)
- Why social media is a bunch of crap and a complete waste of time (for ***MOST*** fitness professionals)
- Health care reform, will insurance FINALLY pay for personal training?
- And a few more things that will open your eyes, get you to think, and position you for domination.

Onward!

There's a war being fought... you and I are in it and the victims don't even know their victims.

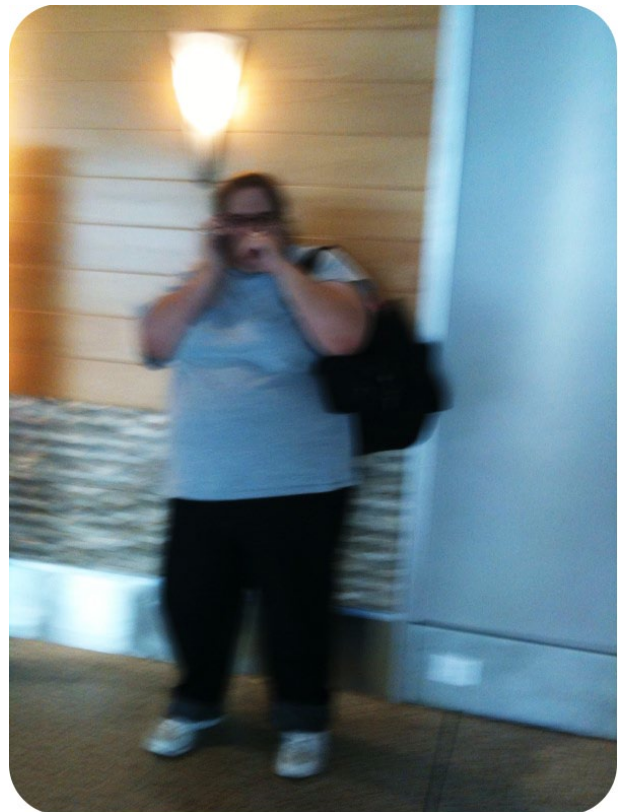
Just a decade ago my average client was 15-30 LBS overweight. When I worked in a gym as a trainer, clients would actually fit in the machines.

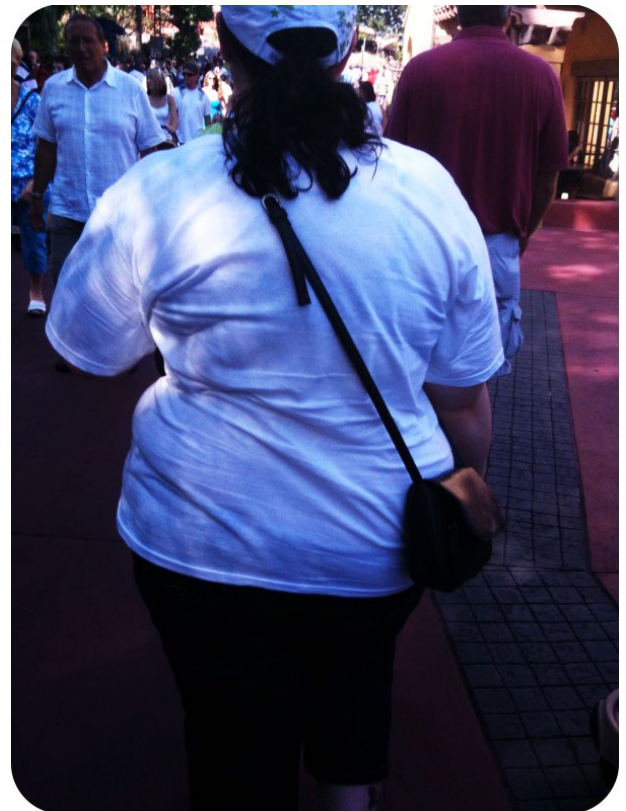
Today, being 15-30 LBS overweight is considered "carrying a few extra pounds". These days the "average" overweight person won't even fit in the machines found in the gyms.

It's sad... really sad.

Do you really want to know what we're up against?

Let me show you...





Throughout 2009 I've taken over 400 pictures of some really fat people. I know, just saying it sounds weird.

Imagine me walking up to a REALLY fat person – someone who's like 350 plus pounds, taking out my iphone and snapping a picture.

And that's exactly what I would do. I felt compelled to do it. It would piss my wife off but I did it anyway. I had to. It was the only way I could somewhat satisfy my rage for what is happening in our society today.

Truth be told I wanted to go up to every over fat person I saw, grab them by the arm, drag them to a mirror and ask them to look in the mirror. I wanted to ask them what they thought they were doing.

I wanted to ask them what kind of message they were sending to their kids. I want to really pour my heart out. But it wouldn't matter. They'd think I'm weird and probably call the cops.

I don't know what's going on these days. People are eating themselves to death. I don't know who's to blame...

The fast food restaurants?

The man?

The individual?

All three?

I remember a time when the only thing fat women wore were moo moos. Remember those days?

These days they have stores that cater to fat people. Everything is styled... as can be I guess.

Maybe that's the problem. Since they're making stylish clothes for REALLY fat folks maybe they feel they can keep getting fatter as long as there are "cool" looking cloths that fit them.

I doubt that's the problem.

Truthfully I don't even care to know what the problem is. I can tell you that the SOLUTION is not health care, the government, legislation, stomach stapling, or lap bands.

The solution is you. And while the task is monumental. I'm convinced that you're the person for the job. The future of fitness is BRIGHT.

But there are some things you gotta know if you want 2010 to be your best year ever.

That said... here are my predictions for 2010... in no particular order.

PREDICTION 1

The Death of the One-On-One 60-Minute Session

This is where it all started. When you thought of personal training you thought one on one, private session. And 99% of the time these were 60 minute sessions. In fact, it's still this way in most big gyms and at least 50% of the independent, self-employed trainers I know are still running one-on-one 60 minute sessions.

That said, EVERY successful fitness trainer I know - and by successful I mean trainers making \$200K year or more and working 40 hours or less per week are all doing group training, boot camps, or at the very least running 30-minute one-on-one sessions. If you're still trading time for dollars and doing one-on-one training sessions then I gotta tell you that you're headed for burnout real quickly. And even if you get other trainers working for you, you're still going to be dealing with small profit margins because payroll and overhead will always chase your revenue.



PREDICTION 2

What Your Clients REALLY Want From a Fitness and Fat Loss Program.

Your clients and prospects have options, and in 2010 and beyond their options will continue to grow and if you can't deliver you won't stay in business.

The face of fitness has changed. Gone are the days of the tank top wearing, spandex sport'in, meat head trainer. No more rep counters. No more "she'll stay with me because she's been with me for a long time".

Those days are gone. If you want to stay in business, retain clients, and take your business to the top then you've gotta deliver the results as promised, exceed expectations, and show appreciation.

Like I said, your clients have a ton of options now. If you don't deliver results, exceed expectations, and show appreciation then someone else will.

The bar had been raised and will continue to rise. There is a thinning of the herd happening and the next two years will separate the cream from the crap.



PREDICTION 3

The Future of Fitness Marketing Has Changed. These are the **NEW** Rules to the Game.

It will take a lot more than traditional print ads, postcards, and flyers to get clients.

Consumers are more aware than ever. They want proof before purchase. And that's a good thing.

- Folks will buy when they feel understood.
- They'll buy when they are referred.
- They'll buy when they see social proof.
- They'll buy from people they know, like, or trust.
- They'll buy from those who are authentic, because authenticity is the **NEW** currency.

So how should your future marketing and client getting strategies change?

Focus your efforts on relationship building. Educate and entertain your prospects. Lead generate... build a list and get them to know, like, and trust you. Share success stories. Share **YOUR** stories. Create word of mouth buzz. Get the community involved in fat loss challenges start positioning yourself as the local fitness and fat loss expert by training local influential clients – even if it's free.

Email marketing, blogging, and video marketing will have more influence on your prospect's decision making than it ever has. Build your tribe, build your legend and get others to talk about you.



PREDICTION 4

Social Media Crap-O-La

Okay, check it out... social media is TOTALLY overrated.

Here's what I mean. If you're gonna run Facebook ads and suck out potential leads and add them to your list like I talk about in the Fitness Marketing Manifesto – that's one thing. But if you think that you can hang out on Facebook and twitter all day long and tweet your little heart out and get clients then you're dreaming.

That may be a good reason to justify why you spend so much time on Facebook, Twitter and whatever the next social media platform is. But the truth is you're wasting time. The future of fitness marketing IS NOT SOCIAL MEDIA.

Sure, social media is a spoke on the marketing wheel. And its probably a good way to connect with your clients when you want to show them appreciation. But it's still 10% of you marketing efforts – at BEST.



PREDICTION 5

Health Care, Your Training Business, and the Government

There's a lot of talk about health care reform. The man wants to take over health care, manage it right, and finally get this health care thing right.

They're gonna screw it up. Period. I hear a lot of talk from trainers who can't wait until health insurance will start covering personal training. They do to some degree now... but in a very limited way and it's a major pain in the ass. If I were you I would not want health insurance to cover personal training.

- 1.** You'll get paid less.
- 2.** You'll have a ton of paperwork to deal with.
- 3.** You'll get paid less.
- 4.** You'll get paid late.
- 5.** You'll have to conform in ways that you never realized.
- 6.** You'll get paid less.
- 7.** Your clients will put in even less effort than they do now.
- 8.** You'll get paid less.
- 9.** You'll have to hire more staff to manage the bullshit paperwork.
- 10.** You'll get paid less.



I guess you get my point, right? Talk to your family practice doctor and ask him or her how they like dealing with health insurance. Ask if they're making more today or last year, and the year before that. Now imagine what will happen when the man takes over health care.

Trust me, you want no part of it. Go out and make your own money. Get your own clients who are willing to pay out of pocket.

I don't know about you but I'm not into doing more paperwork, having the big insurance corps telling me what I can and can't charge for, and how much I'm really worth.

I want clients who'll pay me what I'm worth. I want clients who'll come out of pocket and who will work their balls off to get results.

PREDICTION 6

The Personal Training Studio of the Future

Like I said earlier, one-on-one training is pretty much dead (unless you're training the rich and famous).

But there's a lot of money to be made with your own personal training studio. Only the training studio of the future will have less equipment and rather than one-on-one the training will be delivered one-on-many.

Group training and indoor boot camps are the fastest growing sectors of the fitness industry. It doesn't take a rocket scientist to figure out why. You're profit margins are WAY bigger and more people can afford to pay less for a group training or boot camp program.

Why do you think Fit Body Boot Camp™ is so successful and the fastest growing brand in indoor boot camps? When folks pay less, you make more, and the entire thing is weather proof – you have a really good thing going for yourself.

Look at the success that Curves had, a studio with the training philosophy of one-on-many. Now they failed for a plethora of other reasons. But the one thing they had right was a studio and one-on-many training method.

Plus in group training the retention rate is through the roof!

Some ways to make sure you get the most profits from your “studio of the future.”

- Put clients on EFT (auto debit). Don't be a bill collector each month.
- Pay your trainers on performance not and attendance. Meaning pay them a lower hourly, but give them a retention bonus each month.
- Commit your clients to six and twelve month agreements.



PREDICTION 7

Specialize... Don't Generalize

Who do you train? Who's your market, your niche? If you train anyone and everyone, 8 – 80 then you're gonna starve.

The world is quickly gravitating to experts. No one wants a family practice physician to perform open heart surgery. You take your motorcycle to motorcycle specialist and not a "regular" mechanic.

The deeper and narrower you can go with your market the more you'll make and the more you'll love what you do.

What kind of clients do you enjoy training?

What are you really good at, fat loss, working with athletes, the severely obese?

Pick your niche. Specialize. And DOMINATE!



I hope I was able to shed some light on what the next 12 months has in store for our industry. And I hope that you'll take some of this stuff and use it to shift your business to a more profitable model – if it fits.

But at the end of the day this is what the future comes down to...

1. Produce great results for your clients and give them consistent and real appreciation – often.

Results is still king and appreciation will always lead to retention and more referrals.

2. Lead generation.

Keep working hard to generate new QUALIFIED leads for your business. Be authentic. People buy from you when they feel understood.

4. Make unique and special offers.

Create new products and services. Coke is constantly repackaging the same thing and calling it new and improved. Their sales are through the roof. You're clients and prospects want the next, new, and unique thing. Be creative in your programming.

5. Leverage your time.

Outsource everything you possibly can to get yourself more of the most limited resource – your time. Focus on the critical 5% that moves your business forward and outsource the 95% of the trivial many.

That's it for my ramblings. Thanks for reading this report. **I'd love to hear your [comments here](#) on my blog.**

Always committed to your success,

A handwritten signature in black ink, appearing to read 'BPA' or similar, with a stylized, cursive font.

Bedros