The Official State Of The Industry Report

2012 Fitness Industry Trends and Predictions

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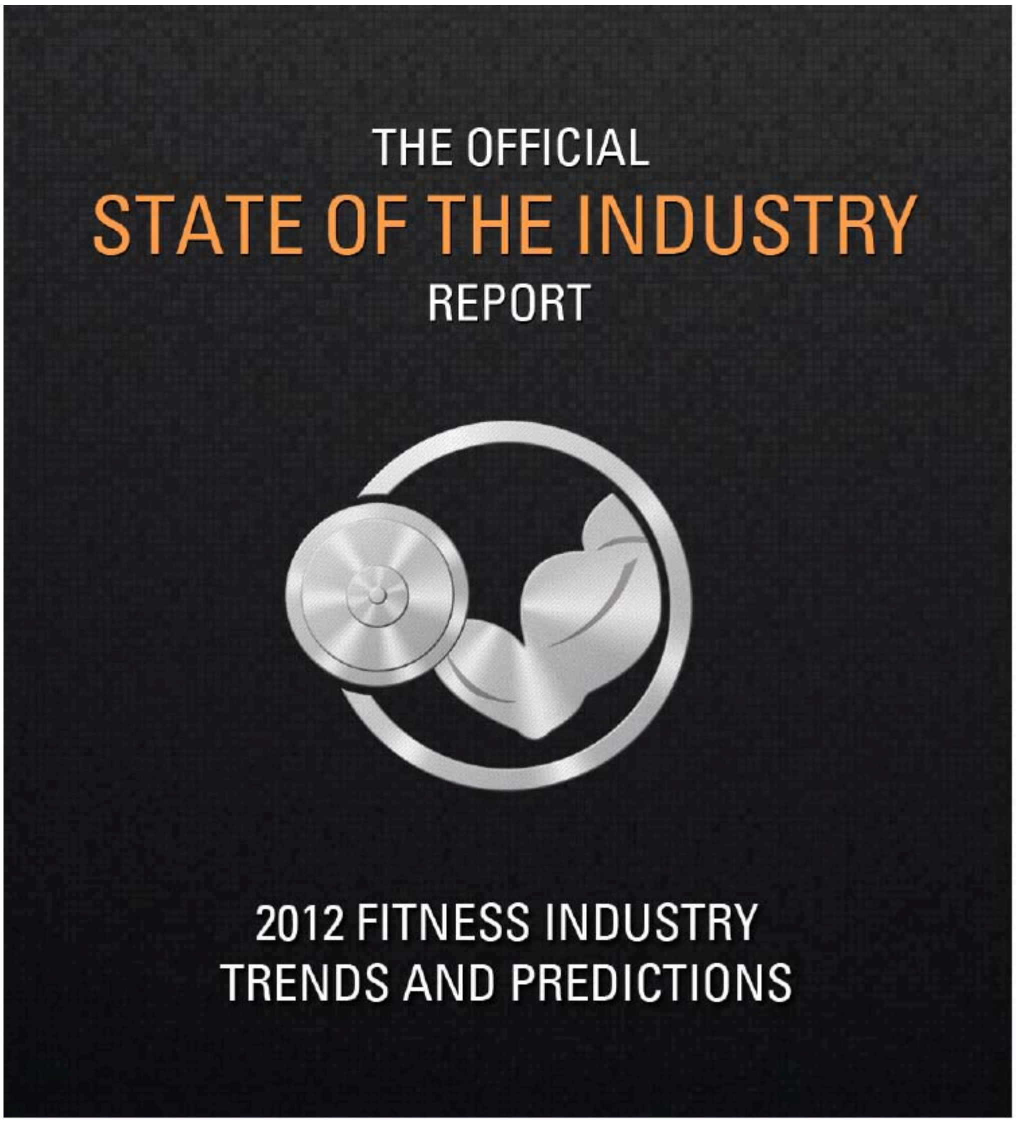


My labor of love…

It's the Saturday after Thanksgiving as I write this report for you.

The clock says 3:16 and it's a really nice afternoon outside. And I'm exactly where I want to be at this very moment – at the HQ.

The HQ is short for; our Fit Body Boot Camp corporate offices here in Southern California.

On a normal day *(though there is no normal day around here)* there are nine to twelve people working here with all the hustle and bustle of a high school, a multimillion dollar producing corporate office and a circus.

But right now, at this very moment, it's quiet here, no one in site and that's why I'm here in my cave (my office within our office) writing you this report.

Here's a picture of my cave for your enjoyment…

No desk, no phones, nothing fancy. Just a bean bag, marker board, a couch, and two Poang chairs from Ikea.

This is the cave. This is the “war” room.

I sit in the chair on the far right – the one with the protein shaker cup on it.

In fact, that’s where I’m sitting now.

And if you catch us on a day when we’re both at the HQ, then you’d see my best pal, and business partner in Fit Body Boot Camp, Steve Hochman sitting in that other red chair next to me.

Makes for a fun day and we some how still manage to be super productive!

Onward…

Each year, since 2009 I’ve put together an industry trends and predictions report like the one you’re reading here.

And just like last year’s trends and predictions report you can count on this forward looking report to show you what the fitness industry landscape will look like in the year to come.

If I were you, I’d probably wonder where I get the information that I put within this report.

Good question indeed

For over a decade now I’ve been coaching and consulting fitness professionals who have the burning desire to create the ultimate fitness business – first and foremost a business that empowers you to do what you’re most passionate about.

Secondly, a business that compensates you well, gives you security, a sense of satisfaction and most of all, FREEDOM.

I know for me, when I owned and operated my fitness facilities those where the driving forces that fueled my passion and gave me the resolve to make my business successful even when things got tough and it seemed as though there was no hope for success.

If you’ve been an entrepreneur for any given time then you know times of stress, burn out, and feeling of hopelessness are inevitable in building a business.

I’d never sit here and insult your intelligence by telling you that I made it easy or that I was fearless in opening up multiple locations and knew without a shadow of a doubt that they'd succeed.

I didn't know that.

I had a vision, hope, and unmatched work ethic (thanks to my pops).

But, many a time I was scared shitless.

In the end, I made it. Hard work, and seeking out help and resources paid off.

And I was fortunate enough to be able to build my business in a way where it had value to a potential buyer, and I ultimately sold my training business for a nice chunk of change.

As it turns out, I had built a business with legs. *(one that would operate successfully independent of me, but dependent upon systems).*

But none of this explains where I get the information (the trends and predictions) within this report.

Like I was saying… I've been doing this for over a decade and in that time I've been fortunate enough to work with thousands of fitness professionals, from practically every country on the map, who work in every fitness niche imaginable.

I get a unique view into who's doing what and what's working where in our industry.

And over the years I've become close friends with many of the biggest names in our industry, heads of organizations and certifications, trend setters and pioneers, equipment manufactures, people in the know, top online and offline marketers, folks in big advertising, researchers, the medial community, and emerging markets, platforms, and niches.

I guess you can say I'm pretty connected.

Now I can't assume that everyone reading this knows who I am. So for the sake of a proper introduction let me be so bold as to tell you a little bit about who I am, and why you should trust what I have to say.

I'm the guy that failed his ACE certification exam three times before finally passing it with a near un-passable score.

Having A.D.D. and OCD makes for writing this report a monumental task. *(the reason why I called this report my labor of love).*

I'm also the guy who dropped out of collage and ended up working as a bouncer at a night club in Orange County, California all while training clients part time - not because I wanted a part time training gig, but because I had no clue on how to get enough clients to quit my lucrative bouncing job.

And for a little while I lived out of the back of my 1979 Toyota pick-up. My dwelling downsizing took place after my second business venture – selling supplement online failed.

As it turns out most supplements have expatriation dates and if you can't sell them fast enough, then you're gonna have to dump them.

You can only imagine how shitty it felt to throw out a bedroom full of supplements every couple of months after maxing out your credit card to buy the inventory.

At this point you're probably wondering why you've even read this far and what jackass in their right mind would take business building, money making, client getting, advice from me.

Hold your horses!

… because I'm also the guy who opened up five personal training studios through out San Diego, California, complete with a staff of 65 (55 trainers, and 10 managers and assistant managers working for me) with **profits** north of $500,000 year.

In addition to that I'm also the guy that helped take a nationally recognized chain of personal training facilities to over $21 MILLION dollars a year in gross revenue (starting out with only three locations).

These days I'm known as the "hidden genius" behind many of the biggest names in fitness and training – names that you've seen on national TV and global publication.

See, I'm also the UNCONVENTIONAL fitness business expert responsible for creating more six and seven figure fitness trainers than anyone else.

Fitness professionals routinely pay me $15,000 to $20,000 to join my elite level mastermind and coaching programs that are known to pump out six and seven figure producers.

I own or co-own five corporations generating multiple seven figures.

Maybe you've heard of a few of my businesses; Fit Body Boot Camp, FitPro Newsletter, FitPro Magazine, Fitness Business Summit, Ruckus Publishing?

I'm not telling you any of this to impress you, I'm telling you this to reassure you that you're in good hands.

I've been there. And done that. And I continue doing it.

I come from a place of practice.

Far too many "experts" profess but have never practiced…

…or worse… they fabricate, blatantly lie, twist facts and misleads our community just to make a buck.

So now that you know a little about me, lets dive into the 2012 Fitness Industry Trends and Predictions Report!

I want to sharing a few results we got from a survey I did to my subscriber list of fitness trainers last month. *You might remember taking the survey.*

It's pretty interesting actually, and it explains a lot of what you're about to read in this report.

This survey result shows what the main income source is for the industry.

2. What is your primary business or source of income? Create Chart

	Response Percent
One on one training	**53.1%**
Group training (2-6 people)	20.6%
Boot Camps	26.3%

Now what stands out most is that over half of our industry is still offering one-on-one training.

That's five percent less than last year.

Group training stayed the same as the previous year.

And Boot Camps as a primary source of income increased by six percent over last year.

But what really jumped out at me were these results…

5. For this year (2011) how much are you on pace to make? (total gross revenue)	Response Percent
Under $50K	**42.6%**
50K - $100K	32.3%
100K - $250K	16.2%
250K - $500K	5.9%
Over $500K	3.0%

Almost 43% of the industry is making under $50K a year.

And when you combine the first two responses you see that 75% of the industry is making under $100K a year!

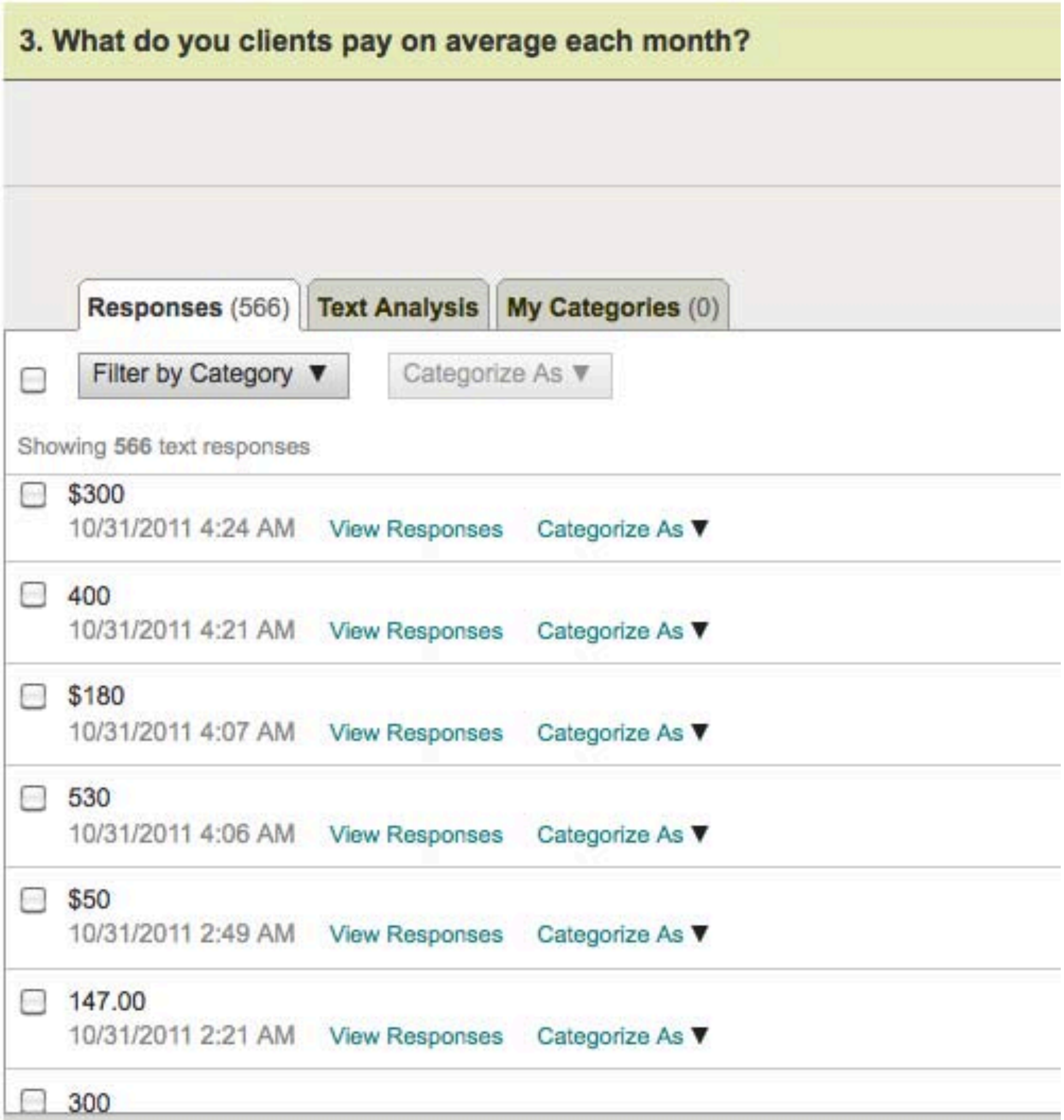
That, to me, is outrageous. $100K a year does not go far these days.

By the time you factor taxes and overhead you're practically out of money.

And what baffles me the most is that based on the survey results below, a large number of fitness pros in the industry have some form of higher education.

4. What level of education do you have? (you can choose one or multiple choices below)	Response Percent
Two year college degree	15.6%
Four year college degree	41.3%
Higher education (masters or doctorate)	13.6%
National certification	**66.1%**
No "formal education" or certifications	4.3%

But when you look at the answers of this next survey it does paint the full picture…



The survey results above show that the "average" trainer is getting only about $272/month.

Let's just piece the puzzle together here for a moment by looking at only the FACTS.

Fact: Majority of the fitness professional in our community have either one or more national certification and/or higher education.

Fact: Majority of you are still offering one-on-one training.

Fact: The average monthly amount that you're charging your clients is $272.00/m

Fact: Majority of the industry still makes under $100K a year.

Now, if this was you, and it very likely may be…

…and if you were sitting across from me, here at the HQ, for a day of consulting with me, and if your main goals were to work less, and make more money *(by more money I mean **profits** – the stuff you keep, and not just revenue)* I'd tell you the following…

1. Why are you still trading time for dollars when you've got leverage-able opportunities like boot camps and group training.

   And if you want to stick to one-on-one training then at the very least replace yourself with other trainers who can deliver the service and results as promised, so you can become the "face" of your business – the marketer - who only trains the clients he wants.

2. You need to raise your prices. This means; A) carving out a narrow and deep niche within your community, be known for something, specialize, position yourself as the EXPERT…create greater credibility and authority.

   Become a category of one. B) Attract better clients, ones who can afford to pay you what you're worth.

And if you were sitting here, then we'd spend the rest of the day creating the blueprint, the "plan of attack" if you will, to building YOUR ultimate fitness business.

Onward!

2012 Fitness Industry Trends and Predictions

I'm gonna do this in a "rapid fire" kinda way…

- In the year to come, and beyond, those who specialize will dominate, earn more, and out position their competitors

- You can absolutely specialize in multiple niche markets. And if you do, treat each one as a business in itself when it comes to marketing, branding, and positioning.

- Group training and boot camps will continue to grow as fitness pros look to increase income and decrease workload… and as consumers seek out more affordable fat loss and personal training solutions.

- One-on-one personal training will continue to decline as fitness pros realizes the direct correlation between one-on-one training, undercharging, overworking, and sub $100K annual income.

- HOWEVER those who successfully offer one-on-one training and make good money with it will use the leverage principal, will switch over to 30 minute sessions, will sell longer term 6, 12, and 24 month programs, will charge what they're worth and attract clients who can afford to pay.

- There's no need for the Better Business Bureau, not with Facebook, Twitter and other social media platforms. This is a good thing. The best trainers will thrive and shady trainers will be weeded out.

- Word of mouth (in person, on facebook, ect) will be one of your best marketing funnels (IF YOU HAVE AN EXCEPTIONAL PROGRAM.)

- Value is the new currency. Exceed expectations and word will spread.

- Deal of the day sites will become increasingly more difficult to work with for individual boot camps and training studios. That's a fact.

- On the flip side, deal of the day sites will leverage the massive email lists they have and become affiliates for fitness info marketers.

- The medical community will still refuse to refer you clients. Pathetic.

- The list is king. Email marketing continues to be the #1 marketing, positioning, referral stimulating, and client attraction tactic in your arsenal.

- As more local businesses spend their money on "online marketing", prices for print publications and newspaper ads will continue to drop. Many of my coaching clients are seeing big results with print ads and direct mail and they're getting killers deals for ad space.

- Clients will pay more for convenience. Bundle other value add services like nutrition programing, grocery store tour, webinars and tele-seminars, weekly shopping lists, bonus weekend sessions that focus on targeted body parts like abs and butt for an additional fee.

- Become a local celebrity by leveraging your email list, Facebook, youtube, and joint venture partners. It's a fact: Celebrity = More Income.

Boiling It All Down…

Listen, I'm guessing that the reason you're reading this report is because you want something better for yourself, your family, your business and your future.

As cliché as it may sound, you're probably tired of trading time for dollars.

You're tired of wondering where your next client is going to come from, or who your newest competitor might be.

Or the bills that you just can't seem to catch up with.

STOP focusing on what you don't have. The universe will always give you that which you focus on most… more bills, more competitors and more insecurity.

All trends and predictions aside, I can tell you this with 100% certainty…

When YOU over deliver value, when YOU exceed expectations in every way, when YOU come from a place of abundance, when YOU do the things that your competitors can't or won't do…

…when YOU go the extra mile for your clients, partners, employees, and business contacts YOU can't help but get what you want.

For me, I realized long ago that once I stopped focusing on me, and started focusing on helping others – from the heart – without expectation, magical things happen.

I know the same will happen for YOU. That's just how the universe works.

Here's to a killer 2012!

If you got value from this report, then click here and drop me a comment on my blog. I'd really appreciate it.

Committed to your success,

Bedros Keuilian