

FITNESS INDUSTRY 2011

The Journey Ahead

2011 Fitness Business Facts and Predictions

By Bedros Keuilian

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Dear Success Minded Fitness Pro,

This report is like looking into a crystal ball for you. I'm going to give you a glimpse into the future of our beloved fitness industry.

And very much like my predictions for 2010, you can bet that what you're about to read in this "forward looking" report is how the fitness industry landscape will look for 2011.

Now for the sake of the two or three fitness pros out there who still have not heard of me, let me be so bold as to tell you a little about who I am, and why you should trust every single word in this report.



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 which makes for a poor student.

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 how to get enough clients to quit my lucrative bouncing job.

I want you to imagine getting off of work from a club at 2:30 AM only to have to wake up by 5:00 AM to train a client. Thank God that was only two days a week, but two days too many for me.

I'm also the guy who ended up homeless, living out of the back of my 1979 Toyota pick-up, after my online supplement business failed. As it turns out most supplements have expiration 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 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, and freedom achieving advice from me, right?

Hold your horse...

... 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.

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 all other "gurus" combined.

Fitness professionals routinely pay me \$12,000 to \$15,000 to join my elite level mastermind and coaching programs that are known to pump out six and seven figure trainers.

I own or co-own four corporations generating multiple seven figures myself. Maybe you've head of a few of my businesses; Hitech Trainer, FitPro Newsletter, FitPro Magazine, Fitness Business Summit, or Fit Body Boot Camp?

I'm not telling you any of this to impress you. Well, actually I am 😊

But I'm also telling you this to impress upon you that I've experienced the lowest of the lows and the highest of the highs in the fitness industry and the one thing that I've been blessed with is the ability to see trends, identify ways to double and triple your personal training or boot camp business and help you create systems and strategies to create a lifestyle based fitness business that can multiply your income and cut the number of hours you work in half.

So now that you know a little about me and why it just make sense to listen to what I have to say. Here are my predictions for what 2011 has in store for the fitness industry and you, professional in it.

PREDICTION 1

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

I said it in last year's report and I'll say it again. One on one sessions are all about coming to an end. In fact each month I see more and more success minded fitness pros switch over to small group or boot camp style training.

The public wants results. The public wants an affordable solution. And you want higher profits and more time off, right?

Sure, there are people out there who still want one on one training sessions and they're willing to pay a premium for it. But if I were you, I'd let other trainers work with them.

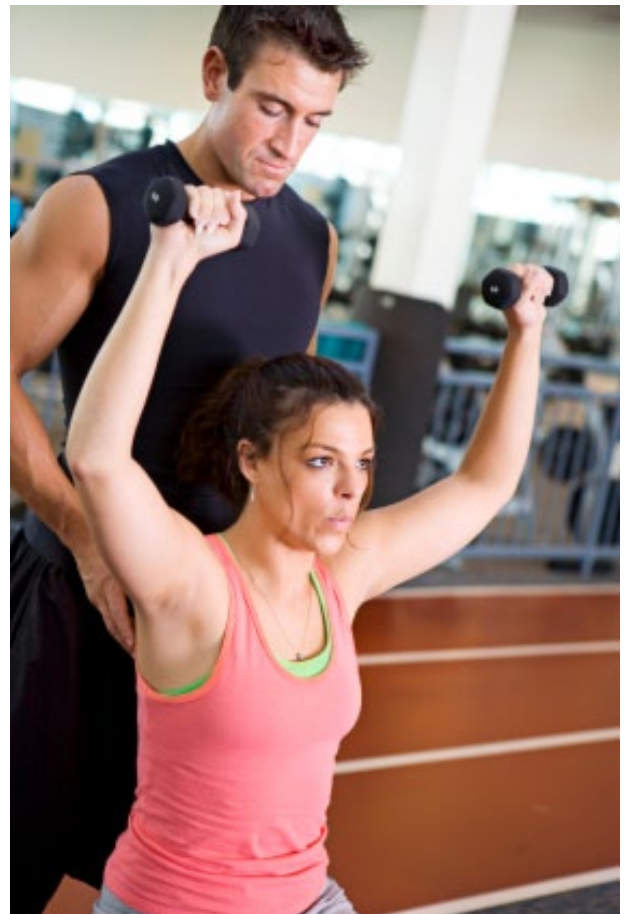
Here's how I have my mastermind coaching clients look at it. Would you rather have 20 one on one clients paying you \$500/month or fifty clients paying you \$200/month and training in groups of 6-8 or even boot camp style with 25-30 participants per camp?

Either way you're making \$10,000 a month.

Except one way you're long hours and trading time for dollars and the other way you're working a fraction of the time and leveraging the power multiple income streams.

And I don't think I need to explain what happens when the one on one trainers loses 10 clients (he also loses 50% of his income), but when the boot camp trainer loses 10 clients at once he's only lost 20% of his income.

I don't need to go any further in making my point here right?



PREDICTION 2

Specialize To Make Money

Generalize to be broke. The world is changing and evolving faster than ever. Information is everywhere, just go to google and you'll see. And with that more and more people are seeking out specialists and not generalists when looking up information or a solution.

The average attorney who specializes (defense, divorce, workers comp, corporate law, ect...) makes two and half times what a general practicing lawyer makes. Same goes for doctors who specialize, accountants, and even fitness trainers.

If you want the fastest, easiest, and shortest route to success, pick a niche market and be the best at it. Be known as the expert fitness trainer to stay at home moms, or injury prevention, or rapid fat loss, or hardcore workouts. For crying out loud be known for something, get talked about, and charge a premium because the market place will seek you out



PREDICTION 3

We're Not Living in a Bad or Slow Economy...

Nope, we're living in the new economy. And if you're waiting for the economy to "bounce back", I'm here to tell you that it already has.

All of my mastermind coaching clients are making more this year than they did last year. And they'll make more next year than they did this year because they understand how the new economy works. People are still spending money on fitness and training if you know what the NEW consumer is looking for, how to speak to them in your marketing message and how to position your services and solutions so that they naturally come to the conclusion that THEY need to work with YOU.

If you're still marketing, advertising and selling the "old" way and not evolving your business with the new economy then you're probably finding yourself pretty frustrated.



PREDICTION 4

The Thinning of the Herd

A major thinning of the herd is taking place in the fitness industry and will continue to for the next couple years.

Imagine this for a moment...

What if we pinned a professional champion boxer from the 1960's against the professional champion boxers of today? It wouldn't even be a fair fight, right?

Today's athletes are stronger, faster, more resilient, train better and harder, and have access to world class coaching. Back then there were many "good" boxers. But today there are only a handful of elite fighter who make the big bucks, get the endorsements, and are regarded as celebrities.



The same thing is true in business. There's a thinning of the herd taking place. Look around your community. You have the top real estate agent raking it in and then everyone else struggling to sell a home.

It's like that in every industry because just like the athletes of today, serious success-minded entrepreneurs are investing in the right information and getting the coaching to get to the next level and beyond.

Time and time again I've accepted fitness trainers into my mastermind coaching programs who felt they had reached a glass ceiling in their income potential or that the market place was different in their community and each and every time I've helped these trainers (the ones who actually took action on the information and resources I taught them) and helped them double, redouble, and some times redouble again their revenues, systemize and organize their business and cut their workload and stress levels in half.

It's no different then when a client hires you to train and coach them all the way to their desired fitness and

fat loss goals. They're just gonna get faster and more permanent results when working with you than if they tried it out on their own using old or out dated information.

I call this the art of buying speed and success. I personally have coaches and consults who I invest a LOT of money with to help take my business to new levels and growth. You should be doing them same, if you're serious about creating a wildly successful fitness business.

In fact if you want to learn more about my mastermind coaching programs for personal training, boot camps and fitness info businesses then just email my assistant Bryn at KeulianMasterminds@gmail.com and she'll give you details and send you an application to see if you're a good fit into the group.

PREDICTION 6

Fit Body Boot Camp, the Starbucks of Fitness Boot Camps

Up until two years ago the boot camp business model was totally broken. In fact, it wasn't even a business model, it was a JOB model.

Trainers would claim stake at a local park and run their boot camps all while dealing with weather, the local authority, sprinklers, dog poop, you name it. And at best, you were lucky if you could run two camps a day. Most trainers had no clue how to charge their clients, expand to new locations and grow a REAL business...

... that is until Fit Body Boot Camp came to be.

With over 220 locations world wide and on pace for 5,000 locations by 2014 Fit Body Boot Camp is the fastest growing brand name in fitness boot camps hands down.

Imagine if Starbucks started selling franchise locations and you either had your own independent coffee shop or planned on

opening a coffee shop – wouldn't it just make sense for you to align with the most trusted name in the coffee shop business and use their systems and formula to quickly and easily open multiple high income producing Starbucks locations?

Well, that's what Fit Body Boot Camp is... it's the Starbucks of fitness boot camps.

Steve Hochman and I have committed to making Fit Body Boot Camp a recognized global brand that stands for something. See, FBBC is a turnkey system where you, the fitness professional can open up a territory and follow our paint by numbers blueprint and open up a thriving boot camp that's on pace for six figures within 60-90 days.

My point in this is that Fit body Boot Camp will continue to grow in locations and brand recognition faster than any other business out there. And now you still have a chance to come on board before someone else



opens up a FBBC location in your area.

So consider this as an invitations to join the FBBC family and an opportunity to take your fitness business to the next level and beyond. We're not accepting new Fit Body Boot Camp location right now, but in mid January, 2011 we plan on opening up and taking new territories on board. I hope you're one of them.

Please do me a favor and after reading this report, go back to the [original blog post](#) and leave a comment and let me know what you think.

Here's to a rock'in 2011 and to getting everything you want out of life!

A handwritten signature in black ink, appearing to read 'BPK', with a stylized, flowing script.

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