

Fit Business Insider: Creating Multiple Streams of Income

Hey everyone, Pat Rigsby here along with AJ Roberts, and this evening I'm going to discuss creating multiple streams of fitness income.

This is something I get more questions than anything else about:

“How do you guys manage all of those businesses? How do you manage so many different projects? How have you gotten to that point?”

So, basically what I wanted to do was go back through and show you how we've built things up from scratch.

What we have is the same thing that all of you guys have. We started in the same exact spot – with one small personal training business. It was in a brand new health club that had no members, had no foundation, and in fact we were completely new to that market...and 5 years later, we have 14 different businesses, we do things offline/online, own a certification company, the business coaching related stuff that you guys are so familiar with; we have a health club; we have a youth fitness franchise. We have information marketing businesses.

In fact, I did not know this number until I sat down to document it, we have over 105 revenue sources. Now, that sounds like a lot and to be honest it is, but some of them produce a couple hundred dollars a year whereas others do a lot better than that.

And right now we're on pace to generate almost double what we did last year. Everybody's talked about a recession and people struggling, but last year we did over two and a half million dollars, and that was our best year ever. So, every year things have grown. We went from nothing to now a thriving set of businesses all centered around one hub here in the fitness industry.

So, what I want to do is give you guys essentially a road map for how this happened and also share a few other stories where people are kind of moving along the same path – not necessarily following our exact blueprint, but a lot of the things that we've learned along the way – people that we've worked with in our Masterminds and business coaching. So, let's go ahead and get through this, because we've got a lot of ground to cover.

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I'm going to go ahead and start with my story – before Nick and I got together – a lot of you may or may not know (hopefully if you read the emails), I was a head baseball coach, strength and conditioning coach, and an instructor in the Sports Sciences department at Shawnee State University – a small school in Portsmouth, Ohio, my hometown actually. And I did that really from the age of 23 up until just a bit before I turned 30. At that time, when I started out I was making about \$3500 a year from the university and then doing a lot of other things like baseball lessons and personal training and whatnot to make ends meet.

And that's really where I got my start in the sports and fitness industry. At different points in time I managed our fitness center, even managed our pool among other things. So, I got to see a lot of the commercial side of things outside of just working with athletes. But then in early 2002, I resigned from Shawnee State University and was kind of at a crossroads. I don't know if it was kind of an early mid-life crisis or what, but I wasn't sure what I wanted to do. I was kind of torn – did I want to coach college baseball and work in collegiate strength and conditioning the rest of my life, or did I want to own my own business.

My dad owned his own business – and frankly, I was a bad employee. I wanted to make decisions, and I was very happy with being responsible for the repercussions of those decisions, but I didn't really enjoy the bureaucracy of working in a large organization. So, I decided that I needed to go out on my own and do my own thing, and I could always use coaching as a fall back (the coaching community is kind of a close-knit community). I always knew I could get back in and become a college coach again if I needed to.

So, I was very fortunate and got an opportunity to go and run the then-largest baseball academy in the state of Ohio, and if you guys don't know a whole lot about places like baseball academies, they're very similar to training facilities like Velocity and places like that where they basically do a lot of private lessons, a lot of camps, a lot of clinics. So, it's not a lot different than the personal training industry. This baseball academy was in a little bit of trouble, and they brought me in and I pretty much got my first opportunity to run a real business.

I had run camps/clinics and had done fine with it in the past, but it had never been my primary source of income. And frankly, if a camp didn't do well, it might have meant that I had a little bit less spending money or we had to do a different fundraiser or something like that. But here, I got

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to really start to dive into the real business side of our industry. And so, we did a lot of camps, clinics, and lessons - both one-on-one, semi-private, and integrated a strength & conditioning program into their business and did a pretty good job turning the business around. But then the owners of the business decided they were going to sell the building – it was in a very high-traffic, commercial area – and they got a good deal, so they sold it.

At that time, I had a couple of opportunities – one was to go with an investor and open my own baseball academy, or the other was to go and work in mainstream fitness, something that I had no real background in at that point, in the largest chain of Gold’s Gyms in the world at the time.

The gentleman that was the franchisor was the biggest franchisee in the whole Gold’s system. I had been doing a little bit of training on the side, because the baseball academy didn’t open until after school, so I’d train some in the mornings. So, I got the opportunity to go in, and they outsourced their personal training department to a separate company. I took the job and managed one location and turned that location around pretty quickly.

After that I got the opportunity to manage all of their Kentucky locations, which at the time they had 7 locations throughout the bigger markets in the state of Kentucky. And actually, that’s where I met Nick Berry.

Nick owned a smoothie bar in one of their bigger clubs in Lexington, Kentucky, and so we started to brainstorm – both talked about wanting to expand. Nick already had his own business, and it was something that I clearly wanted to do.

I had basically been using the last couple of years to learn what I could and almost get my in the trenches version of a “doctorate” in business so I’d be able to be successful when I actually got out there on my own.

So, in the fall of 2004, Nick and I opened our first business together – Fit Systems Personal Training. And this was in a 30,000 square foot health club in Elizabethtown, KY. Now, for those of you unfamiliar with Elizabethtown, which would probably be virtually all of you, Elizabethtown is a small town just more than 20,000 people in central Kentucky – about an hour outside of Louisville and about 2 hours north of Nashville.

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It's a wonderful little town, and Nick is actually from that area, but he had not lived there in several years. I had been there a couple of times before we actually opened, and that was it, so we didn't really have any foundation in that marketplace, but we got a good rent rate and we had a good opportunity. So, we opened up shop in this brand new health club not having any idea of how it was going to do in a town just a little bit more than 20,000 people that obviously weren't real familiar with personal training. Kentucky is not known for fitness or for that affluent community that's going to be the more common personal training clientele. So, we just went in there and kind of put our heads down and got to work.

So, that was it – when we started out we had one revenue stream – we sold 1-on-1 personal training, 30 minute sessions, primarily 12-month contracts. We did offer 3 and 6 month contracts, but from day 1 about 85% of our clients were on 12-month contracts.

Over the next couple of months, we started to expand. The training sales were going well. I was our primary sales person. Nick was back and forth a lot between Lexington, where he still had his smoothie bar, and Elizabethtown. So, I was our primary sales person. I also had a bunch of clients. We had some other trainers on staff – we started out with like 3 other trainers besides me. And I'd just get to the gym before sun up and stay there until the traffic died down around 9 o'clock.

Once we got into the winter, we added our second revenue stream and opened a Smooth Energy Café, which was a very similar concept to what Nick had done in Lexington – another smoothie or juice bar. So, basically we had all of the service and retail offerings in that health club, which as time passed we really kind of figured out how to bring a lot of synergy to that. But early on, honestly, we didn't. We did not have a good system in place to connect the two and make everything feed off of each other.

During the same span when we were getting open in Elizabethtown, we had a third business partner, and we had secured the rights to a franchise for an Anytime Fitness location in Owensboro, KY, which is the third largest city in Kentucky. So, we were waiting to open that up. Our third business partner was going to be the manager, and we were going to go into that market – plug our training and do everything, but we wanted a 24-hour health club, so we

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decided to go with the Anytime Fitness franchise, which was just kind of getting started at that point. So, we started pre-selling for that.

Then, as spring came along we added a weight management program, and you can start to see how things are picking up – we saw opportunities in the one market that we were in – in Elizabethtown, we started to get more clients and really kind of pick up where probably in May we were up to somewhere in the neighborhood of about 100 clients and they were asking us for nutritional advice.

We had people coming in asking about training athletes. So, we'd see opportunity, and we'd build programs around that, and we'd leverage those people who are asking us about adding this revenue stream, adding this revenue stream – they're just asking us for solutions, but we'd see opportunity, so we'd try to get those people to open doors for us. When we wanted to start training sports performance, the first athlete that we signed on was one of the area's top volleyball players. She opened some doors for us to get other athletes on the market. And before long we pretty much had the market cornered on female athletes in the Elizabethtown area, which was very competitive – there were a lot of state-ranked teams, and we had all of the best players coming to us.

So, kind of moving along, about a year after we started the training business, we were able to finally get our health club opened. We actually at that point had the biggest pre-sale in Anytime Fitness' young history. But we had profit centers where we were selling supplements, we were selling weight management programs, and we were selling training there too. So, as you can see, in a year we had already gone from 1 revenue stream up to 8 revenue streams. And I know that doesn't seem like a big deal - all of those things are simple – weight management and smoothies and sports performance - but that's 8 different ways that you can bring in money instead of just relying on one. So when that one kind of died off, well maybe the sports performance picked up, or maybe the weight management picked up, so now we were a lot more diversified in what we could do. But that was really just the beginning.

As we move forward, we added our first corporate fitness program, which was basically just a relationship – a client's sister owned a paper company so we did an on-site program there, which added about another \$3,000 a month to our revenue. We launched our first group weight

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management program about a month later where instead of doing everything 1-on-1, now we could leverage our top weight management instructor, which happened to be my wife Holly at the time, so she could work with more people and we could make more money for our time.

Late in the fall, about a year maybe just a shade after we were open, some other businesses had taken notice that we'd built up about 300 clients in about a year, maybe 13 months' time in Elizabethtown. We're talking about 300 clients in an area with an average household income of under \$40,000 a year. And we had basically had better than a 1% penetration rate into the whole community. Honestly, there have been commercial clubs that don't get that sort of penetration rate in their club. And we had that in the whole town. So, some other facilities started to take notice. Some people actually wanted us to come in and take over their training department, so we kicked that around. Other people just wanted our advice so we could help them out in their training department.

So, we took our first consulting job and in January 2006, we added our first information product which was called "Personal Training Money Machine." This was the 12th revenue stream we had, but this was kind of a turning point for us, because it was really the first time we ever documented what we did and sold it. There was no theory, no random ideas to make money - all we did was take all of the forms, the systems, the processes that we used in our business from marketing to sales to how to deliver the service - documented them all and did a series of audios to teach somebody else how to build a business exactly the way we had built it.

That first information product - when we launched that it was a big turning point for us. Because now, we had an opportunity to basically think bigger. Instead of thinking we could add different facilities throughout the state of KY, or maybe some of these border states be it our own gyms or going into other peoples' gyms. So, this let us think that maybe we could be bigger than this - maybe we could share some of the things that we've figured out and done pretty well with on a national or even global scale. And that first information product was very well received - it really did well.

We sold probably \$70,000 the first month and then took it off the market not too long after because of a joint venture with somebody else that we had some differences of opinion on how to run the business and work with the product, so we decided to pull it. But, I think we were sold

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that our vision could be bigger than just being the preeminent fitness recourse in central KY or maybe a little bit beyond that.

But at the same point in time, we didn't just drop the ball with what we were doing. We knew that was our foundation – that was where even if we wanted to do some of these other projects, that was going to be where we had the cash flow to create some of these other offerings. And a lot of them we were just bootstrapping – we were just creating things – the only way we were going to create something would be if it could be self-funding very quickly, because early on really that first whole year we were in business, things were tight. Nick and I bought a house together and shared this house where Holly, Tyler and I took the basement (it had a large, finished basement). And if somebody needed to go to the restroom, they had to go upstairs. And we shared this because it was – we were willing to bide our time, really pinch our pennies, and reinvest in the business so we could do things like this – so we could invest in new revenue streams, so we could grow our business instead of the whole “pay yourself first.”

You need to pay yourself and build that into what you're doing, but not at the expense of cannibalizing what you're trying to build. I was very fortunate to have a wife, family that was excited about what we were doing and saw the vision and was able to sit back and be patient, and even more fortunate probably that we had this wonderful team in place that Holly was a part of. And Nick had the same vision that I had that we could sit back and re-invest in the business and basically do things for the good of the team and not be short-sighted. But really - you look at this, we're only about 15 months in and we already have about 12 different revenue streams.

And then the momentum really started to pick up.

We started offering auto-ship supplements, so instead of us having to hold inventory for everything at the smoothie bar, we added auto-ship supplements. And before long we had a \$5,000 a month auto-ship revenue coming in. We launched our second information product. In the fall we finally figured out the bootcamp thing and added that. In January we did our first fitness coaching program, and hopefully you guys have been following along on the blog and have caught some of the things we've talked about there about Fitness Coaching programs. These are things that we did in our business and all we did was – see a need and fill it

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Our clients essentially held their hands up and said we want to do this or we want to do that. For the fitness bootcamp or the fitness coaching program, some of the women loved the group environment Holly had with the weight management program. Or some of the people couldn't afford the one-on-one training, so we came up with fitness coaching programs. So, there was not a lot of rocket science here. It was more or less identifying needs, and you creating an offering to fill them.

But really, 2007, that was the turning point for us. We had built a solid foundation with our training business. We had a health club that was turning a corner and starting to hold its own and do fine. We were established. Holly had become kind of the go-to recourse for weight management and for the moms in the community. We were getting contacts from places like Fort Knox, from the US Army to come on site and do things – be it with the fire department at the base or even at one point they approached us about taking over all of their personal training on base.

So, we were really sinking our teeth into the local market, but we saw that this was also opening a lot of doors for us on a bigger scale. Hopefully you're following along and seeing how you could be doing a lot of these same things. There was nothing special or unique about us doing a good job with our clients – us digging in and selling training and some of our clients saying “I need help with nutrition”...”I have a daughter that needs some conditioning with volleyball”...”Hey, do you guys sell supplements?”

There's nothing that is just so off the wall that you're like “how did these guys get from where they were to where they are” – it wasn't just identifying a few needs, or people identifying them for us, but us being able to take the initiative to fill them.

So, 2007 – that's when things really started to gain some traction. We created some more information products based on the questions that we were getting. We were kind of identified as “the systems guys”. So, people wanted to know – ‘how do you build systems in your business?’ ‘What are your marketing systems?’ So we just basically documented things that we had done in our training business and in our health club, packaged it and sold it.

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Fit Yummy Mummy – after going to a Ryan Lee bootcamp (the first one he held), we knew that Holly could take the things that she was doing – she was sort of a mini-celebrity there in that local market with those women, those moms in Elizabethtown. We knew we could take what she was doing there and package it, and there had to be a market out there for it. So we put together a product, and we had Craig Ballantyne help to iron out some kinks and get things going, and we brought Fit Yummy Mummy to market.

Because of the success that we'd had selling supplements, both through auto-ship and offline, Jim Labadie and Ryan Lee asked us if we would start consulting with Prograde, because that was right when they were getting off the ground, and they had done a lot of internet marketing, and obviously had done it very, very well. But they didn't have the experience of actually selling supplements. So, this was an opportunity for us to take what we had done well and help them grow a business that's now probably going to be an 8-figure business this year.

And then the Trainer's Inner Circle, which was really our first group coaching program – we had done 1-on-1 business coaching, but this was our first group coaching program, in conjunction with Jim. And we had over 100 trainers that we were basically teaching a lot of our proven strategies to. To this day, many of our business coaching clients or Mastermind members were members of that initial Trainer's Inner Circle.

And I keep coming back to this – there's no magic here. We took the things that we were doing well – the people we had met, the programs we had run offline – and we figured out ways to better leverage them. One-on-one weight management to delivering it in a group setting.

Holly's working with moms in the community – packaging that so she could reach far beyond Elizabethtown.

The work we had done with Prograde – it was just a culmination of the success we'd had selling supplements.

So, creating multiple streams of income in your business is not just dreaming up this off the wall idea or series of ideas. The most successful way to do it isn't just to try to identify this niche and go be a marketer in it – it's to take something you do extraordinarily well and find different ways to leverage it.

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As we move forward, 2008 was even better. We crossed that 7-figure mark in our business. We had the opportunity to become partners in the International Youth Conditioning Association, which for me was getting back to what got me in this to begin with – working with the young people, young athletes – something I was passionate about and still to this day am most passionate about. We got the opportunity to be partners in Personal Trainer University. We launched our first Mastermind group, which to be honest is kind of a “who’s who” of the fitness industry in a lot of senses. It’s a lot of those people who were speakers at that first Ryan Lee bootcamp. And we launched The Bootcamp Blueprint, which is, hands down, the most successful bootcamp coaching program available today.

So, everything just kind of snowballed through the relationships we’d built through the work we did in the industry. By just doing a good job and delivering, and becoming a credible recourse, it opened doors with us to become partners with people like Brian Grasso and Ryan Lee, and we had already been working with Jim Labadie, and then some of these people that when we went to that first Ryan Lee bootcamp.

Nick and I and 6 staff members were just faces in the crowd. And all of these people who were on stage who were the “top dogs” in the industry – before long, most of those people were seeking us out for business advice and direction because we’d established ourselves as a credible expert in that area.

So, things had just really started to snowball and reach a critical mass. And about that time, our success at the health club almost kind of backfired on us a little bit from that business’s standpoint. Our lease was coming to a close. We had built a business that was a \$30,000 a month cash machine, but the club owners were kind of struggling. A club that was selling a lot of memberships when we came on was now losing more members per month than they were gaining, because frankly we were the only people delivering customer service in the whole place. So they saw the training and the juice bar as potential profit centers, and they basically wanted to take those over.

When we first saw the writing on the wall about a year before that, I’ll be honest it was a little bit scary, because it was so successful and we had built such a systematic approach to it that I would say it was almost on auto-pilot. I was still doing a lot of sales training and that sort of stuff, but I

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had taken myself out of the day-to-day training clients in 2008. Nick had taken himself out of the day-to-day running of the smoothie bar in 2008.

So, for us, potentially it was a little bit scary, but once we saw that writing on the wall between 2007 and 2008, we were able to literally not only replace the income we were getting - but more than double it. We had diversified ourselves enough and not backed ourselves into a corner.

I see so many fitness professionals today that are like 'hey, I'm running a bootcamp in this spot', and the same thing could kind of happen to them. Sure, you could move the camps somewhere else, just like we could've moved the training company to another location, but it's kind of a house of cards. Are you going to be able to find a location your clients are going to go to? For us, were we going to be able to move and do something in another spot and do it as well - probably not for a while because our clients had gym memberships there at the club we were in. But fortunately we had built up a couple dozen streams of income by that point. So not only was it not scary when that final day came, to be honest it was a little bit of a relief, because we saw that their gym sales were trending downward, and more competition was coming into the marketplace.

So for us, we were able to move onto things that we enjoyed more and to newer opportunities that frankly 2 years prior we would've never dreamed about. And there are so many people in the industry today that are really facing that same spot. If you're a trainer in a facility, maybe you lease space in a facility, or maybe you're an independent contractor in a facility, or maybe you run a fitness bootcamp in somebody else's location, or maybe you run it in a park - there are these variables that really potentially could impact your success that are beyond your control.

That doesn't mean that you should just run and try to reconfigure your business - not at all. We kept that training business going as long as we could, and we would've kept it going another year if we could, because it was a good cash flow business. But, we were reinvesting those profits and developing multiple streams of revenue so if anyone of them, like this one, dried up, we'd have other opportunities that might be potentially 2, 3, 5 - 10 times bigger. So, hopefully that's the message that you're going to get out of this, because the same thing should happen for you.

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Now, as I said in 2007 things really started to explode, and in 2008 they continued to grow, but over the past 18 months we've launched countless programs, different businesses, we've acquired ownership in business, we've had live events like Fast Track, Bootcamp Bootcamp, the IYCA events...we've launched new certifications, we've launched 3 different mastermind groups, we've become co-owners in businesses like Resistance Band Training, Kettlebell Athletics, Sports Speed Etc., and the Corporate Bootcamp System. Holly's businesses with Fit Yummy Mummy have just blown up and grown by 4 or 500 percent.

And we launched what I feel like is going to be our legacy in the fitness industry – Athletic Revolution – a youth fitness and athletic development franchise – the first one ever designed for fitness professionals, not private equity investors or health club owners, but designed for fitness professionals. And I feel like 30 years from now, 40 years from now, that's going to be our legacy when that's a dominant brand that's had a huge impact on our profession and on society as a whole.

So, you can see how things have just snowballed. By the end of the year, we're adding a second layer to Athletic Revolution – a camp model that doesn't require a physical facility. We're launching a facility-based coaching program, because I feel so strongly that these low cost, warehouse style facilities – it's going to continue, and it's going to happen probably more successfully than the bootcamp trend has been. People are going to want a destination, they're going to have security, and just because it's a warehouse doesn't mean you still have business associated with that – having to know how to manage overhead and some of those things that may not be so prevalent in the bootcamp setting. So, we've come up with that.

We've got more “done for you” tools. We're going to launch another mastermind group. We've got the Fit Business Inner Circle, which is going to be a multiple streams of income business – we'll talk more about later.

Fit Yummy Mummy has 2 more profit centers coming. We've got a program specifically for football that I feel like has been a long time coming to compete with Bigger, Faster, Stronger, which has pretty much had the market cornered for 30 years at this point almost. And other programs, other IYCA-based offering.

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There are so many other things on the horizon. And it seems kind of overwhelming when you list everything out like that. Some of our coaching clients have come to my home office and seen my 4x8 dry erase board behind me, and they're seeing all of these different projects, but it's just connecting the dots – one thing leading to another.

Our passion for youth fitness and athletic performance and our success helping people in business opened some doors for the IYCA. We've created new offerings based on the demand that respective IYCA members have asked. So, one opportunity turns into 8 pretty easily. And things just happen one after another if you're willing to look for opportunities and take action.

I was a baseball coach – that was it. I was a college baseball coach in a small kind of depressed community in Southern Ohio. Nick was a college baseball player and assistant coach and had a smoothie bar. It's not like we had this huge financial backing. We're in central Kentucky – it's not like we're in LA or someplace like that. So, if we can do it, you can do it. Seriously, we started in a town with no clients in late 2004.

Let me tell you a little bit about some other people, because the worst thing in the world is when someone sits there and tells us, you guys really know what you're doing, you guys are smart, like I said, there's nothing incredibly unique about us other than our willingness to see opportunities and act on them and create systems so we can replicate ourselves and do more.

But Pam MacElree and Jason Brown – they were two of our first business coaching clients. They were actually the first clients to ever make the trip to Elizabethtown for private consulting. They had a 900 square foot garage, and before you know it they had corporate programs. They added off-site programs training at a different sports facility. They've added information products. They do more kettlebell certifications than any other organization nationwide, because they certify all of the Equinox trainers. So, they're certifying hundreds and hundreds of people on almost a monthly basis. And they'll soon be taking that certification, with our help, mainstream. They've done some certifications mainstream, but taking it out there and really promoting it heavily. So, they've taken what they're passionate about and what they know and created all sorts of other diverse opportunities based around it.

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Zach Even-Esh – we all know Zach and we love Zach. If you were at Fast Track or watch Zach's videos, he's the most energetic and inspiring guy you're ever going to meet. Zach was a school teacher sticking fliers on trees in 2004, and now Zach has a thriving private gym. He's gotten out of teaching now. He has his own certification, his own mentorship. He has multiple information products. He's actually just started to add a second location in a wrestling club. And all of this started with his passion for training. So he took his whole underground concept and now has easily a dozen different revenue streams based around this one concept, and it's allowed him to move into a beautiful new home, leave his job as a teacher, and his wife is a stay at home mom – all because he saw some opportunities to broaden out and diversify.

Lee Taft is the speed guy, but the speed guy used to be a physical education teacher. He basically just did an extraordinary job training young athletes. And from my opinion getting to watch so many different people that we work with or are around on a Perform Better tour or whatever, Lee's the best teacher when it comes to athletic performance I've ever been around. And I'm coming up on almost 20 years in some coaching capacity.

But he's taken that and now he has had multiple facilities over time. He goes around and does a ton of public speaking. He holds clinics. He just got back from I believe Iceland where he spoke. He has a certification through the IYCA, and we're getting ready in May to hold the first ever IYCA level 2 certification. He's got 20 products. He's got continuity programs. Lee's basically taken his passion for training young athletes, especially around speed, and just found ways to impact more people either broader by offering information products or speaking, or more in depth by offering continuity programs where he could really teach somebody a lot over time, or through certifications.

Dave Schmitz – “the band man” – another guy who's just taken something he's so passionate about – band training, and Dave's a physical therapist, and when we first got to know Dave that's what he did – he was a physical therapist that trained some on the side. And over time he's transitioned away from being a full time physical therapist to now not really doing any work in a clinic at all, because he's basically built a business around his passion of learning everything there is to know and teaching it to others when it comes to band training.

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If you've ever watched Dave live or watched any of his videos, this guy eats and sleeps band training, and so all he's done is created information products, do workshops, do seminars, train people in person (young athletes, bootcamps with adults). And even, because the quality of the bands on the market weren't really something Dave was comfortable with, he went out and found a manufacturer and created his own line of bands that are right now the top quality bands in the marketplace. And it all started with him seeing a tool he was passionate about and learning how to use it and apply it in his offline business.

Ryan Ketchum and Wil Fleming – I want to bring up these guys because they're pretty new – they're young up and comers when it comes to this. Some of these guys we're talking about were speakers at the first Ryan Lee bootcamp that have been doing this stuff for quite a while. Well, at that first Ryan Lee bootcamp, Ryan and Wil were still college athletes. Well, about I guess 16, 17 months ago now they opened Force Fitness and Performance, and it basically started out as a semi-private training facility. They added bootcamps, they added sports performance, and they eventually became one of our first Athletic Revolution franchisees.

They've integrated supplement sales both on-site and auto-ship. They're getting ready to launch their first information product and are actually going to help us with our Olympic Lifting credential through the IYCA. So they've taken a simple, basic, semi-private training facility and diversified to the point that between the camps, the off-site programs they run with different athletic programs (high schools, consulting with high schools to develop strength and conditioning programs), these guys have probably a dozen to 15 different profit centers, and they've only been doing this for about 18 month. Frankly, 18 months in or maybe even a little bit less, I'll be the first to tell you they're farther ahead than Nick and I were at that same point.

Now, hopefully a big part of that is these guys are in one of our Mastermind groups. They were the first people – I didn't even have the sales page up to enroll in the Bootcamp Blueprint and they enrolled and paid in full for the first year. They didn't want to re-invent the wheel, start from scratch, and have to go out there and create all of this stuff. They saw what we did and said we're going to take what they do and build on it.

Tyler English – he's another one. Tyler's somebody that I've talked about on the blog and you've probably seen some of what we've shared. Tyler was a trainer in a club and joined the

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Bootcamp Blueprint while he was still an employee somewhere. A couple of months later he launched his first bootcamp in I think a dance or yoga studio. And a couple of months after that he was already at capacity and found a warehouse space. His dad actually had to cash out his retirement to back him. So, he went in this warehouse space and a few months later was over 100 campers in different timeslots. Now, fast forward I guess it's been right at a year, Tyler I believe after our last Mastermind meeting he said this would be the month that he finally went over 200 campers.

He's got weight management programs, his brother Robert is running self-defense programs on-site, he's getting ready to launch his first ever information product just documenting what he does. He's a professional, natural bodybuilder, so all he did was document something he's successful with. They're looking at adding youth fitness programming in soon. They're going to do some specialty classes that are more male-oriented. Tyler and his brother already have an easy dozen different profit centers in this location, and every meeting they're coming to us looking for more things.

Tyler's probably going to be up to \$1500 a month profit on auto-ship sales through Prograde supplements, so it's the same thing. These guys are just seeing opportunities within their business and expanding.

Kim McCullough – I saved Kim for last because she has one of the more interesting expansion and growth stories that I've seen. Kim was an elite female hockey player coming up through youth sports and in college, and she's established herself as a great coach. She was coaching on and off ice and created an information product about total female hockey. And she's instantly become the pre-eminent recourse when it comes to female hockey conditioning in the world.

So, it's a relatively small niche, but all she did was focus on one specific thing. There's no way that she could build a real business around just one product, but instead she has a couple of different products. She has a continuity program. She now actually gets paid to go and coach at a private school. She does tons of public speaking. And I worked with Kim (she's in our Mastermind group) to develop the first ever female hockey showcase. If you think of combines

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in football or big showcases in baseball – nobody had ever done that in hockey, and Kim put together the first one. Now she's planning to do multiple locations both in Canada and the United States.

So, she's got 10 or 12 different revenue streams exclusively in female hockey, which is in the whole scheme of things a pretty tiny niche.

So, hopefully you've seen there's so much that's possible – all you need is a plan of attack to leverage the assets that you have available to you - the network that you've created.

For us, initially it was that local network that helped us have a lot of success getting into corporate programs or sports performance programs, or weight management. Later on networks of colleagues, be it business coaching clients or colleagues in the profession like Jim Labadie that partnered with us to launch a few business – or Brian Grasso, or Ryan Lee when we started to work with Personal Trainer U.

Later on it was people in our Mastermind group like Dave Schmitz or business coaching clients like Lee Taft that we saw an opportunity to work together and decided to partner on businesses with. Then there was the knowledge – all we did was document what we did successfully.

There are a lot of people in the information marketing world that are happy to tell you what you ought to do even though they've never done it. All we did was document what we'd been successful with offline so other people could do that. And that's what basically allowed us to grow.

And then the talents that you have – all of those people I went through from Pam and Jason to Lee Taft to Dave Schmitz to Kim – Pam and Jason are incredible when it comes to teaching kettlebells. Everything that is kettlebell training, they're good at it. But it comes from doing it on a daily basis in their facility. So be it expanding their business locally or running certifications or whatever else, they've figured out a way to expand on that.

Lee Taft and Dave Schmitz are the same when it comes to speed or band training. And in all likelihood you probably have a lot of things that are going on in your business or that you're

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proficient at that there's a way you could do what a lot of those people have done, or what we've done. But you just need to develop a plan and have a roadmap to do it.

Everything kind of evolves. There's no way in the world that first year that we would have ever been equipped to do what we do now. All we had experience with was running a training business – we hadn't even opened our gym yet. We were just getting started on some of those other profit centers.

And there's no way in the world that Holly could have started an e-book to help moms and actually have the impact that she's had if she wouldn't have done so much of what she did in person with them so she could actually understand.

There are so many people out there that create these crap information products because they've never actually worked with people. They're happy to tell you this is what your program should look like, but if you've never actually delivered it to somebody, you can't know. I could've certainly never created “The Personal Training Money-Making Machine” without Nick and I and our team building a training company to 400 clients.

It'd be easy to tell you how to run a business, but until you've done it – a business that you're serving 400 clients is a bit of a beast to manage, and you have to have some systems in place.

And frankly, we've not talked a whole lot about AJ as of yet. AJ came to work with us as our personal training manager. He moved across the country, but he did that because he saw opportunity in our organization and wanted to grow with us. So he said ‘I'm going to get on board with these guys, because I like the direction things are going.’ And you know, I think we all found out within that first year that AJ's greatest talents weren't even the stuff he was doing offline.

He was doing a great job at the facility with the training department and eventually became the manager of the facility, but his true talents were working with us to really mastermind a lot of what we do online. Anything that we do online, AJ is an integral part of, if not the guy who really conceptualizes a lot of it.

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So, you see that there are so many opportunities, and they may not be readily visible to you today, but after you expand on one thing – and maybe you add this profit center or this revenue stream – it may open doors that you've never dreamed about.

So, here's what I want to do: AJ and I have talked about this for some time, and we finally decided to go ahead and put this together. We decided to create the Fit Business Inner Circle, where basically we just let you look over our shoulder at everything we do.

If you want to learn how to build a word press blog or a membership site, AJ's going to let you look over his shoulder and show you exactly how he does it.

If you want to know how I personally sold a couple million dollars worth of training and have trained hundreds of people to sell several million dollars more worth of training, I'm going to show you.

We're going to show you how you can add different revenue streams. I know that one of the things we just put up there was a 4-day promo we did with Holly for her Fit Yummy Mummy product last week and generated about an extra \$3500-\$4000 and right now added about 50 new members to her membership site. And I've already posted how we did it and how you can do it either for an offline offer or an online offer.

Everything that we do, we're going to be pretty transparent with and show you kind of the secrets that we've just never really made available before. We're going to show you the how-tos of the upsells, the cross-sales, everything you need to add into your business, where you see that we added things like weight management or sports performance or whatever else – all of these different opportunities within one business.

We're going to show you how to do that. The things that we use to outsource or for time management in our systems – managing 14 different businesses and dozens of different projects obviously involves a lot of time management and pretty efficient systems, and the ability to outsource things that are not high ROI activities.

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Blueprints to do what we did with Holly's program, or what we've helped some of our coaching clients do, or things we've done like when I created the Personal Training Money Machine – where you can document what you do and take offline knowledge online.

Basically we're going to let you look over our shoulder and see what we do across the board.

Plus, you're going to get access to something we've never made available before, in fact we didn't intend on ever making this available...but we did a video of the entire Fast Track to Fitness Millions event that we held last year in New Jersey, which was basically built around multiple streams of income.

We felt like this was the perfect venue to share that. Everything from guys like Pat Beith or Craig Ballantyne talking about building a successful online business to people like Greg Justice talking about corporate fitness or me talking about hidden opportunities within your business. There's just tons of information there.

And we're going to give you access to that when you decide to enroll. It's never been available before and frankly won't be available anywhere else but here.

So, what do you have to do to gain access to the Fit Business Inner Circle and look over our shoulder on a daily basis and see exactly what we're doing?

It's pretty simple – you get to test drive it for one month (the next 30 days) for a dollar. After 30 days, if you want to continue on, it's \$47 a month. There's no 12-month commitment, no long term obligation, you can cancel anytime.

Honestly you could get in there, check out all of the Fast Track videos over the next couple of days and cancel, and you'd be only a dollar lighter in the wallet. But, the reason we did that knowing you'd have that opportunity is because we know that the information in there is going to be so powerful, and to be honest, it's what so many people ask us about.

If we hold a 1 day coaching session for Bootcamp Blueprint members here in Louisville, if we hold a live event, the questions we get are all based around adding different profit centers – these multiple streams of income. So, this is going to be the first time that we've ever really put this together.

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This is not the Bootcamp Blueprint. This is not the facility formula program that we'll be launching. The only people that've gained this sort of knowledge from us previously are coaching clients or people in our Mastermind.

So, if you want to enroll, here's what you need to do – go to <http://www.fitbusinessinsider.com/live> and you'll be able to enroll there. Like I said, \$1 and 30 days, gain access to Fast Track to Fitness Millions – the entire event on video – there's already a couple month's worth of content from me sharing our 4-day cash surge promo with Holly, me giving you a sales made simple formula to teach you how you can sell more personal training. I've sold I believe as much as 100 different personal training programs in one money using the presentation that I shared.

Also how integrate a downsell in your sales process, how to build an incredibly successful info marketing business only using your local market. I've shared all of that already in this site, and AJ has already put together plenty of behind the scenes information on how to build search engine optimizer blogs so you can get more traffic, and that's what he's going to be building off of.

He just did two killer modules for the Bootcamp Blueprint on using video online to gain more traffic for your offline business, using Facebook to grow your offline business, and he's going to be sharing so much more information there in this site for things you can apply both online or offline. One thing I will tell you, just because we've said 'multiple streams of income' – this is not exclusive like to people who want to write an e-book or do DVDs or have a membership site or anything like that. We're going to cover all of that.

But if all you want to do is add more revenue streams, like all of the ones that I shared that we did during our first couple of years with the exception of a couple of information products, I'm going to teach you exactly how to expand your business from 1-2 revenue streams to easily 8-10 just with your offline business.

So, that's the Fit Business Inner Circle in a nutshell. Hopefully you got a lot out of this. I feel like I pulled back the curtain on what we've done to date, and what a lot of the people that we work really closely with have been able to do with the same sort of advice. So, AJ, I know

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you've been on the line this whole time, is there anything you'd like to add before we wrap up this evening?

AJ Roberts: No, I'm just really excited to do this. Like Pat said, we've been wanting to do this for a long time, and I'm very passionate about this stuff. And basically everyone we've worked with has gotten amazing results, and just this last week when we were at a Mastermind meeting and I was asking people what they needed help with to get their feedback – we're going to be covering pretty much everything from basic stuff to more advanced stuff. And we're going to hit the ground running. I've got a lot of videos loaded up now, and we've got a lot more coming over the next few days.

The Fast Track videos are up ready to be viewed - underneath the bonuses in there. The site is just packed with content already, and I really think for a buck you can't go wrong. And like Pat said if you don't like it, no hard feelings once you leave. But, I honestly think once you're in, you're going to want to stick around, because it's really going to transform your business.

I know you're going to love it, and there's not much else to wait for, so my advice is to go to that link and sign up, because I really think you're going to enjoy everything we've put together for you.

PR: Alright, well guys, it's a little bit after 9 o'clock here so I'm going to wrap up this evening. Hopefully you've enjoyed us pulling the curtain back on our businesses and have seen how we've gotten to this point. And hopefully you've gotten some info on how our friends and colleagues have done the same and see the opportunity so we can help you too.

This is Pat and AJ, and we're wrapping it up, and we'll hopefully see you in the Fit Business Inner Circle soon.

Test Drive The Inner Circle For \$1 Here:

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