



*The Leaders in Youth Fitness & Athletic Development Education*

# **Myths and Truths of Youth Fitness Business: From the Trenches**

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Last year's presentation was titled:  
“Business Intervention”

# **Business Intervention:**

- ‘What’s holding you back’ in your business?
- Why can’t you turn the corner?

## **Your Traits:**

- World Class Coaches
- Passionate Individuals
- Want to Coach full-time, or find more financial stability in your Coaching (reach more people)
- Feel directionless about the business side of youth fitness
- Don’t understand how you can be world-class, passionate, and still feel directionless about your business

# Problems Your Business Faces

- Trouble getting new clients
- Trouble keeping clients or getting clients to make new purchases
- Poor financial structure
- Poor organizational structure

# Why wouldn't your business thrive?

- Poor Management/Organization
  - Starts at the top (w/ Leadership) – everything else is about....
  - 1) Systems
  - 2) Accountability

# Example Completion Plan:

- **Check Payment Status**

- 'Sales' tab
- 'Manage Invoices'
- Set date range
- 'Search'

List of all payments attempted pops up. Click 'Last Payment' column to sort Done, Failed, or blank. Click again to reverse sort.

- Click Name of Customer

- **To Remove from Recurring Billing:**

- 'Account'
- 'Remove' next to product being cancelled.

- **To Check Past Invoice Status:**

- 'Invoice History'

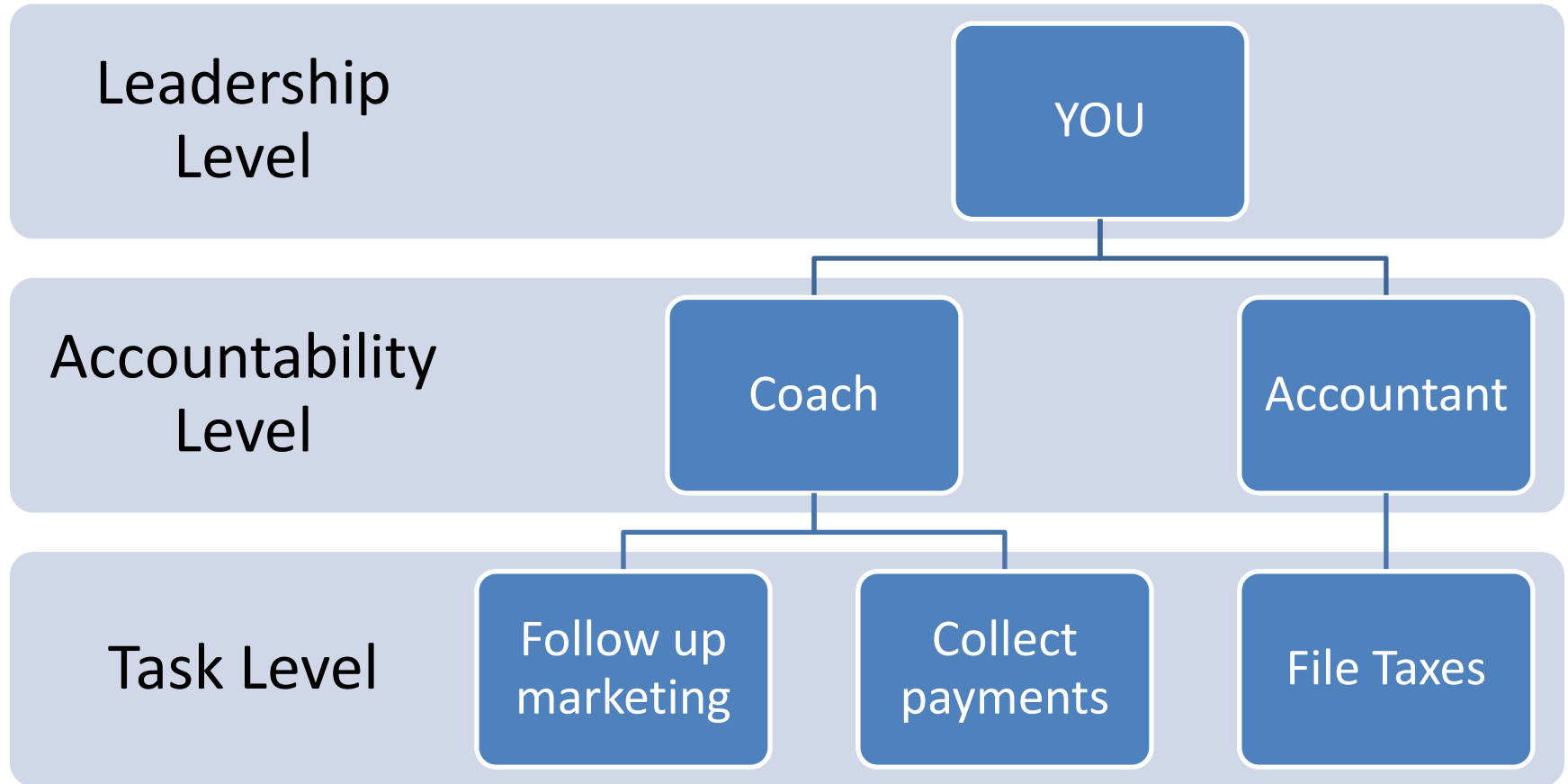
- **To Pay Past Invoices**

- 'Invoice History'
- Click appropriate invoice number
- Select button beside 'Credit card on file'
- Enter Payment Amount
- 'Pay'

- **To read Error Codes**

- From 'Invoice History' or 'Open Invoice' page, click appropriate invoice number

# Systems, Accountability, Structure





# **Why wouldn't your business thrive?**

- Lack of Identity
- Lack of Direction
- Lack of Experience

# 3 Action Steps

1. Create a 5 year, 2 year, 6 month plan. What do you want to accomplish? What are your obstacles? Include details. Write it out.
2. Create a completion plan to accomplish a task. Make someone accountable for routinely performing that task. You now have a system in place.
3. Begin to create the financial path to your goals. Get help. Go to a professional, tell them you want to plan for your family and your business in the future. Tell them your goals for each and let them HELP you.

“Rising tide lifts all boats”