

HOW TO DOUBLE YOUR PERSONAL TRAINING RATES IN 90 DAYS

BY MARK OTTOBRE

THE SECRETS OF AUSTRALIA'S HIGHEST-PAID TRAINERS

Doubling your rates is relatively simple. You take your current rate and double it. Selling and sticking to your NEW rate is where people become unstuck and it all falls over.

So this eBook should have been called '*Selling Your New Rate*', but that's not half as sexy as '***How to Double Your Rates in 90 Days***'.

So now that you have downloaded my eBook, and the catchy title caught your eye, let me be frank. It's challenging to double your rates in 90 days because the limiting factor is you. More especially it's:

1. Your internal *Financial Thermostat*
2. Your relationship with money and
3. Your self-worth; which always equals your net-worth, particularly in service based industries like personal training.

The actual doubling of your rate is easy:

- Write down your current rate.
- Now times it by two.
- And voila! It took less than 30 seconds.

So now that the obvious is out of the way, let's get into the psychology of doubling your rates.

As we go through this process I'll introduce certain words, phrases or ideas that you may never have heard of before - and if you have I'll probably explain them in ways that make a lot more sense. So let's start by explaining...





YOUR FINANCIAL THERMOSTAT

It's kind of like how you're always around the same bodyweight and when you want your weight to go up or down you have to do something different which causes a different emotional response than what you're used to.

If you gain weight, most likely you start watching your food more. If you lose weight, you might start thinking *'I can get away with eating a bit more'*. This is our innate auto-regulation function.



We understand it in the physiological, what you also need to understand is the same is true for finances and wealth. If you're earning more than your friends, you might think you're doing well. If your colleague at work makes more than you, you might think you're doing poorly.

The homeostasis point is relative to our comfort level and our 'normal'. It starts with our thinking.

If you want to make a lot of money as a personal trainer, you need to *think like a personal trainer who makes a lot of money*.

Let's use an example to drive this home.

Joe charges \$55 a session and has a goal of earning \$2k a week.

Let's break that down, at this rate, Joe would need 37 sessions a week to clear \$2k. The problem is, Joe charges by the session, not for the outcome and not in a package. He doesn't **think** about his services as anything more than 'the hour'.

As such, Joe's clients cancel last minute and re-book at a whim. Joe thinks he is being a 'nice guy' by having no cancellation policy. In reality all it's doing is destabilising his income.

So the reality is, Joe hardly ever (if ever) hits 37 sessions a week. On average, Joe does 22 sessions per week, leaving him with a total turnover of \$1210 weekly.



Enterprise
FITNESS



Joe's financial thermostat is set to \$55 an hour. Not \$2k a week. He thinks about his wealth creation in terms of what he can do by 'the hour', which is extremely short-sighted.

He compares himself to others his age earning \$22.50 an hour and thinks, he's doing 'ok'. This only further entrenches his current financial status. Joe doesn't plan for the future or price up what the lifestyle of his dreams would be until it's too late.

In truth, his clients don't respect his business and consequently; Joe is getting pretty sick of the PT game but he loves training and the gym so he sticks at it. Joe 'gets by' training below average to average clients even though he could be an outstanding trainer. He often compares himself to others doing much worse to justify his current financial status.

ON THE OTHER HAND...

Mark plans that one-day he wants to open a gym and have the best bars, dumbbells, equipment and team. He does a cost analysis of all of this and sees it's going to cost him hundreds of thousands of dollars. At the time, Mark was charging \$33 for a half hour session and very quickly realises he will never achieve his goals at that rate.

So Mark sets out on a logical journey of increasing his worth so he can charge more per hour and be of great value to the market place.

Upon analysing his situation, he sees that it's the same work to sell 1 hour as it is to sell half an hour. So he does away with all 30 minute and 45 minute sessions; doubling the return on his sales efforts instantly making his business simpler in the process. So immediately his sessional rate went from \$33 to \$66. He doubled his turnover by providing one option.



Mark pays tens of thousands to be in rooms and get mentoring from people who are earning a lot more money than him; all the while he's living at home with his folks making under a \$1000 a week. He sees the dream and realises sacrifices now lead to greatness later.

Then something clicks from the mere act of continuing to 'show up' to all the seminars. A mentor says to Mark..

“THE POOR AND MIDDLE-CLASS GET PAID ON WORK THEY’VE DONE. THE RICH AND WEALTHY GET PAID ON WORK THEY’RE GOING TO DO.”

Mark has a light bulb moment. AHA! I shouldn't be thinking 'by the hour' I should be thinking by the 'outcome!'

So Mark gets to work and creates 12-week packages. His goal is a minimum of \$100 an hour. Although it doesn't happen right away, Mark is on his way.

Mark then meets another mentor, Charles Poliquin. His fee..

ONE THOUSAND DOLLARS AN HOUR.

At first Mark thinks this is a joke. Very quickly he realises, it's no joke. This isn't before missing out on two opportunities to consult with him and wasting precious time.



FINALLY- when Mark consults with Charles he realises that \$100 bucks an hour is nothing, in fact that became his 4 times a week rate (meaning the client spend became \$400 a week) and his once a week rate became \$137.

And that was just the **beginning** for Mark.



NOW THE QUESTION IS WHO DO YOU WANT TO BE LIKE?

Joe, thinking by *'the hour'* and getting solace that you're doing better than the part-time check out chick working in Target and the poor SOB cleaning meat trays in the butchers shop?

Or Mark, setting goals, paying for mentorship and surrounding himself with people who are constantly challenging his financial thermostat?

Obviously the Mark in the story is me and Joe is some Joe Blow. No offence to any Joes out there, it's a legitimate term in the Merriam Websters dictionary.

The point is your financial thermostat can be changed and shouldn't be left to chance.

You can change it **incrementally** by increasing your rates by a small amount every 3 to 6 months or **exponentially** by learning and getting mentoring from people who understand the business game and are charging exponentially more than you.

The problem with incrementally is it never happens. People don't systematically review their rates and increase them. They make excuses not to do it. So the only way forward is exponentially.

The downside, you will have to pay their rate to get their advice. And that's a good thing; when you make that investment you're also making that investment in you; that one-day you will be able to charge what they are. Just make sure you ask lots of questions and implement what they say.

“THE MONEY YOU CHARGE IS A REFLECTION OF THE GOALS YOU SET AND THE COMMITMENT YOU HAVE TO MAKING THEM COME TRUE.”

- MARK OTTOBRE



YOUR RELATIONSHIP TO MONEY

Growing up, money was something we never had ‘enough’ of. As a kid it was elusive to me, I wanted to understand how it worked and why some people had more of it than others.

My parents never said things like ‘*money doesn’t grow on trees*’ or ‘*people with money must be con-artists*’, it was just never discussed and when asked, the response was always the same, “*That’s none of your business*”.

When I was 20, I paid twenty thousand dollars for a mentoring program which ate up two thirds of my annual income.

The mentor got me to do an exercise called *The Cartesian Coordinates*. It was a writing process on a topic that I had an emotional charge on. The topic I choose was **Money**. No surprises there, I was struggling.

This exercise at the time was a great tool for me to undercover all the mindless BS and monkey chatter that I had accumulated on money. Saving you the boring 40+ pages of ramblings I wrote, here was my conclusion:

- Money is a tool.
- Wealth is a mindset.
- Seek a wealth mindset first. Money will follow later.

Simple yet extremely profound.

Very quickly after this I sold my car and started riding my bike everywhere. The money that I saved on petrol and general car expenses I used to take risks in business; launching new websites and doing different courses. The new courses further helped me understand money and get better in business, allowing me to make a return on investment.

I took money that was previously part of my ‘*living expenses*’ and transferred it to an investment in *future me*.



MY CONCLUSION: WEALTH AS A MINDSET

The first conclusion, **money is a tool** is obvious. Money is a tool that has no emotional meaning other than the one you give it. You can liken it to a tool such as a hammer. In the right hands, it can build a house; in the wrong hands it's a weapon that can inflict a lot of damage.

The hammer doesn't have morals or ethics, the person wielding it does. Money is the same. So it's up to you as to how you use it.

Wealth as a mindset is the awareness that when you become a **person of value**, you will always be able to make money in exchange for the value you provide. Like a river flowing, just don't become obsessed with it and stand in the river, otherwise the river will sweep you off your feet and you will have an empty life but lots of cash.

If you want more money, be more valuable to the marketplace. And if you're thinking, *'but I am already a super awesome trainer'* consider that I used to think that. It was Charles Poliquin who showed me that I don't know what I don't know and at the time what I didn't know was the difference between \$85 a session and \$185 a session.

Secondly; let's say you are a super awesome trainer yet you don't have the wealth or clients you want. Most likely it's your ability to communicate your value to the marketplace that needs work. Don't fret. I can help with either of these challenges. Wolfpack is the total package to upgrade your practical skills so you can be a trainer of high value and teach you how to nail your message to market.

The third point doesn't need much explaining; seek a wealth mindset first, money will follow later. The problem is most people think in the reverse order. They seek money first then think they will be wealthy later. It's not the way it works. You become the person who does the actions that gets the results. It's the BE + DO = HAVE formula for success that I have spoken and written about previously. When you join Wolfpack you will do my complete BE + DO = HAVE exercise for success.

“THE MASSES OF THE WORLD MUST SEE SOMETHING TO BELIEVE IT. THE MASTERS, BELIEVE IT, THEN SEE IT”.



LOSING CLIENTS

In personal training, if you want to grow your rates, you will 'lose' clients. Most see this as a negative, it's not. It's part of the game. It's called growth, just like a tree sheds old branches a business sheds old clients.

Instead of thinking of a 'lose' or 'loss' you should think about it as a transformation of your business. You're transforming lower paying customers for higher paying ones.

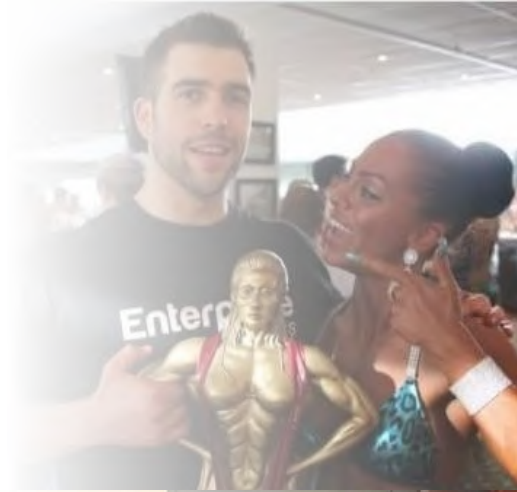
There's a strategic way to go about it though that doesn't burn your paycheck or your clients.

Understand that when you charge \$50 a session, it attracts a different client than when you charge \$100. Understand that the client who pays \$100 won't automatically make the jump to paying \$150. As your knowledge grows, hopefully your business will grow, as your business grows, the quality of client you attract will improve.

At Enterprise Fitness, I often have to pinch myself at the quality of clients we have. It's very special. There are many reasons for this, price is just one of them, however I digress.

When increasing your prices you need to categorise your clients into:

1. Clients to **shed**
2. Clients to **delegate**
3. Clients to **keep**



The clients to **shed** are fairly easy to break ties with. Give them your new rate and only offer upfront options. Example, if currently you're charging \$55 per session and your new rate is \$75, the 12-session package option would be \$900. It's highly doubtful this client will commit to 12 sessions at a rate of \$25 more than the previous rate.

Formalise the rate increase by writing it out in a letter. Give no more than a two-week '*grace period*' before the new rates are implemented.

Additionally, to qualify as a client to shed, there must be a legitimate reason. Examples of this could include; clients constantly cancel sessions, pay late, don't follow the program, argumentative or disrespectful.

Clients to **delegate** are great clients, however your skill set and/or the rate you charge is overkill for what they need. Sure, they can pay your new rate, and they might choose to; however, it would be more sensible to hire another trainer and give these clients to them so you can focus on growing your business. If you want to scale your business you need to hire people.

I talk extensively about how to hire and set up trainers in **Wolfpack**. The ***Wolfpack Member's Site*** includes the exact Enterprise Fitness contracts and documents we use for onboarding our trainers. Little things that make an epic difference.

For the clients that you **want to keep**, there's two ways to approach it:

1. You have no staff
2. You have staff



For trainers with **no staff**, I meet clients rate half way between my previous pricing and new pricing. Example would be the previous rate is \$60 and the new rate is \$80. So you could meet them half way at \$70 and let them know this is a special loyalty rate for staying with you for so long.

If you have **no staff**, you can skip the next two paragraphs, however, I wouldn't. You should be planning that one day you will have staff and park the advice in your memory bank for later.

If you **have staff**, you must have a really good reason as to why you want to keep a client at a lower rate/book yourself out because every hour on the tools is an hour you're not able to grow your business, therefore you must be compensated as such. The bigger your business, the more thinly spread you become.

Questions to consider when deciding on 'keeping' a client as the owner at a lower rate:

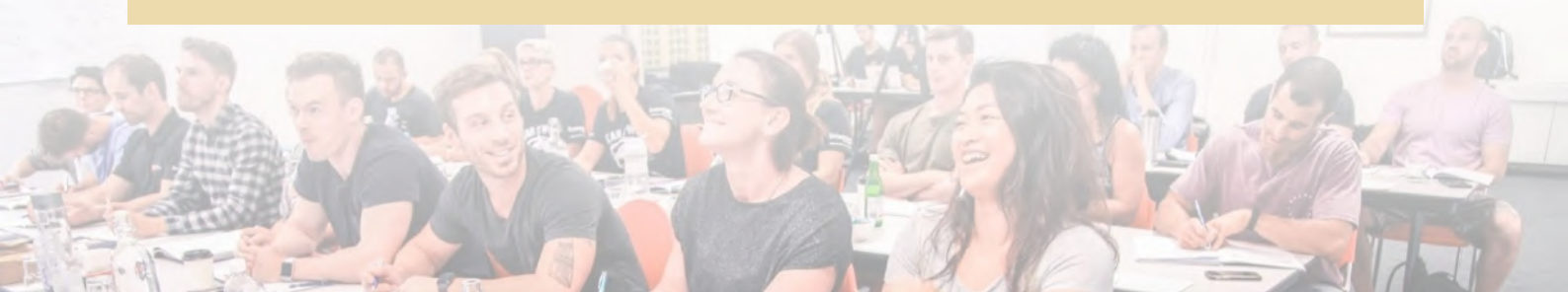
- Do they refer you dozens of other customers?
- Do they give you valued business advice?
- Are they the next Ms Australia (or insert title here)?
- Do they have a massive social media following and shout you out?
- Are they going to become your next trainer?

The reason needs to be more than money. Again, for these clients I meet them half way between my previous pricing and new pricing. Otherwise they fall into category two, a client you must delegate.

WOLFPACK STRATEGY SESSION

Want to get one on one advice on how to take your business and career to new levels so you can start training the clients you want and making the money you deserve?

Book your spot for a one on one strategy session [here](#)



ROLLING IT OUT...

The mistake that trainers make when increasing rates is they hit all their clients at the same time with the new rate and no back up plan.

The first thing you want to do is start selling your new rates to new customers as of **today**. Make at least 4 new sales; this will give you the confidence that you can go forward with your new rate. Additionally you will begin to see (and feel) what it's costing you to keep your lower rate.

Whilst it may seem 'unfair' to roll out new pricing to some clients and not to others; let me remind you, it's your income on the line and consider that businesses launch products and services to specific '*customer types*' all the time. You're simply honouring the customers who previously purchased from you in a building phase of your business, and there's nothing wrong with that.

Consider that in 2011-2012 my rates were around \$100 bucks per personal training session. Today, they're upwards of \$550 for a consultation (and mostly not personal training). Should I feel bad that my old customers got me at \$100 bucks while my new ones are paying 5 times more?

That would just be silly. I'm 5 times the person and offer a different service. Everyone talks growth until it's time to actually grow. This is what growth looks like and it always comes with an emotional cost of some sort.

Additionally, I don't rely on consultation hours for income as I once did. My role is to grow the business and as long as I do that, my business pays me.



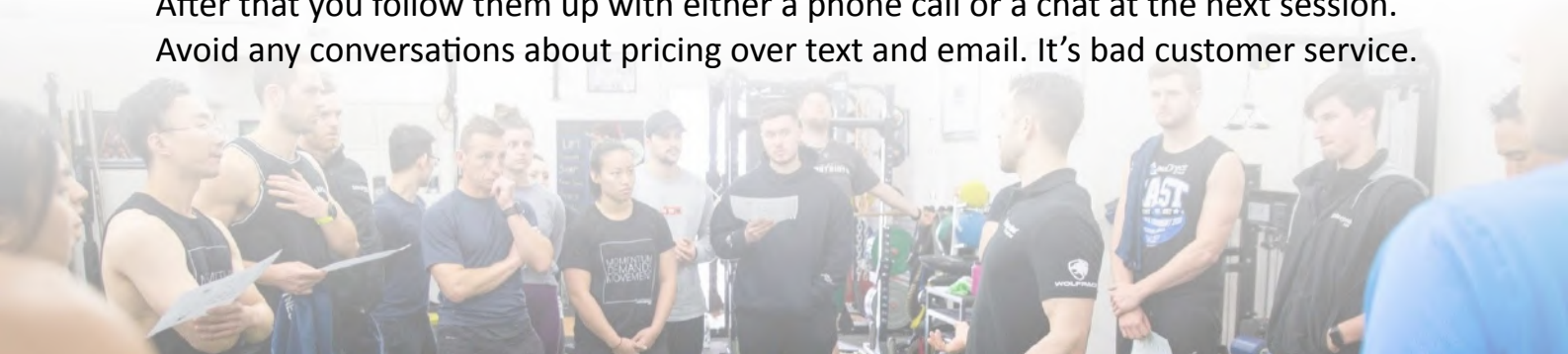
ACTION PLAN

1. Set your new prices and packages. If you need a hand, book a call or jump on the Wolfpack member's site and watch the packaging videos.
2. As previously mentioned, start selling those new packages now. Make 4 new sales with new pricing. Then move to step three.
3. Roll out new pricing to the customers you want to shed first. Replace these clients with new clients.
4. If you have trainers working for you, it's the time to delegate. As I can't predict everyone's individual circumstance, delegating sessions could be step 1 for some folks. In Wolfpack we have monthly group calls to ensure we have regular check ins and can speak about individual circumstances. So when you join, make sure we chat first before rolling this out.
5. Speak to all clients you wish to keep. Create a loyalty price for them between the old and new. For example; if your old pricing is \$60 per session and your new pricing is \$85, you could offer them \$80 if they paid for 12 sessions in advance or \$75 if paying for 24 sessions in advance. So the package options would be either \$960 (12 sessions) or \$1800 (24 sessions).

Formalise all options given to clients in steps 3, 4, and 5 with a letter outlining the new prices and the date of implementation. **DO NOT JUST GIVE THEM THE LETTER WITHOUT HAVING A CHAT TO THEM IN PERSON.**

The way it should work is; you ask them to book in an extra 5 minutes at the end of their session as you need to have a quick chat. You tell them that your rates are increasing in the next few weeks. Usually what my students say is that they have joined Wolfpack and are committing to being a better trainer and offering a high level of service, as such they've done a lot of up skilling and are charging accordingly. You then give them the letter outlining what you just said with pricing and dates.

After that you follow them up with either a phone call or a chat at the next session. Avoid any conversations about pricing over text and email. It's bad customer service.



OTHER NOTES

I usually advise solo trainers to roll out new pricing to no more than 2 existing customers a week. This is just to stabilize the drop off and so it doesn't affect your income negatively. Obviously in this time you should be making new sales.

If you're a studio owner, the way you roll this out will depend on numerous factors. The main one is how big your operation is and how it's set up. For example, at Enterprise we have three levels of trainers. So if we were to increase prices, we might do it one level at a time rather than all at once. Doing it slowly allows you to receive feedback on how to do it better next time.

SELF WORTH = NET WORTH

So why don't you just go out and double your prices today?
What's stopping you?

As previously mentioned it's just a matter of multiplying your current prices by two.

What's stopping you is **you**.

So what is it exactly?

- Is it fear?
- Guilt?
- The feeling of not being good enough?
- Not actually being good enough?
- The knowledge of how to sell?
- Having 'stuff' on money?

Make a list.

A problem well stated is a problem half solved.

Often a problem I see with trainers is the company they keep and the idiots they let rent space inside their head. Consider your social network; would they be happy to hear of your riches? Or would they be jealous and tear you down?



You're a product of your environment. You've probably heard you're the sum of the 5 closest people to you. A mentor once said to me, it's even more than that, take the 5 closest people to you, estimate their annual income, total it up then divide it by 5. That's your net worth.

And folks this isn't about money. It's about surrounding yourself with people who want to see you succeed. Physically, mentally, financially, spiritually.

And that's another reason why Wolfpack is so powerful, the group and community aspect which you really can't put a price on.

Now if you have made it this far through my report...

Firstly, thanks for reading. And secondly, because you're serious about doubling your income within the next 90-days I'd like to offer you a special invitation...

Instead, of you trying to figure this all out by yourself, through trial and error, I'm offering you the chance to reserve a "\$500 Personal Trainer Transformation Session" with one of my Head PT Success Coaches for free.

100% Free. No catch.

To find out more about what you'll discover in your session, simply [click here](#).

As always,

Train Hard,
Eat Well,
Supplement Smart,

Mark Ottobre
Founder
Enterprise Fitness
Wolfpack Mentoring for Personal Trainers



“I DON’T BELIEVE IN ‘PRACTICE WHAT YOU PREACH’ BUT RATHER PREACH WHAT YOU PRACTICE.”

-MARK OTTOBRE

Mark is one of Australia’s most successful and sought-after trainers, and a thought-leader in the world of health, fitness and personal development. He started training at the ripe old age of 14 and has spent the better part of 20 years educating himself and perfecting his craft, driven by a single-minded goal to empower people through health, fitness and hardcore training.

Mark knows exactly what it takes to help his clients achieve their ideal body. From the gym-novice to the elite athlete, he’s transformed thousands of lives through a specific combination of nutrition, training and supplements. And his method works. He’s coached a Commonwealth gold medalist; Australian boxing titleholders in super flyweight and welterweight divisions; a four-time Ms Australia; a three-time Arnold Classic gold medalist; and multiple WBFF Bikini Pros.

At the top of his field, Mark has also hosted sell-out seminars; published several articles, eBooks and a long running podcast; and launched a successful mentoring program for the next generation of personal trainers, called Wolfpack. He strongly believes that physical training and self-reflection are the two best tools for personal growth and has over a decade of real results to prove it.

Mark has featured in:

- WHO Magazine
- Channel 9 NEWS
- Stellar Magazine
- Max’s Muscle TV
- T-Nation
- Oxygen
- Muscle Mag
- Natural Bodz Magazine
- Muscle and Health

To find out more about Mark, or check out some of his podcasts, visit

www.melbournepersonaltrainers.com and www.personaltrainermentoring.com



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ABOUT MARK OTTOBRE

Born in 1985, Mark grew up in Melbourne's East Doncaster. Throughout his childhood, Mark was known as the dorky fat kid - earning himself the nickname 'Pork Chop'.

Unhappy and lacking confidence, he spent much of his childhood alone, playing video games and watching WWE wrestling on television.

Mark's turning point came at age 14, when he discovered the world of health and fitness. Determined to rid himself of his unflattering nickname, he began training daily after school. From this point on, he proved himself by committing to learning and working harder than everyone else.

The hard work paid off and Mark was able to transform both his body and his confidence. After countless hours spent working out and pouring over the latest bodybuilding magazines and nutrition guides, it was obvious that what began as a way to lose weight, had ultimately turned into a way of life.

Buoyed by a single minded goal to empower people through health and fitness, Mark decided to devote himself to personal training; to perfecting his craft and actively improving the lives of his clients.

Like all business successes, true success comes at a price: determination, commitment, application and resilience. Hard times, when they came, made him harder.

Today, Mark is one of Australia's most successful and sought after personal trainers. His studio Enterprise Fitness boasts a team of 19 staff and a 7-figure turnover. Mark has coached elite athletes at the highest level, hosted sold-out seminars and published several ebooks. He has followed up on his success by launching Wolfpack, a successful mentoring program for the next generation of personal trainers.

Not bad for a fat kid from the eastern suburbs!

