

15 HIGH PAYING PERSONAL TRAINING CLIENTS IN 30 DAYS

BY MARK OTTOBRE

WARNING: CONTAINS CONTROVERSIAL TACTICS

DEAR TRAINER,

Are you tired of paying rent at your big box gym to only walk away with pennies?

Well. I have to tell you something today and you might not like it.

The problem is **YOU**.

What's that? I've offended you? I could be like everyone else and 'care' more about your feelings than your results, however, as I actually care, I'll tell you how it is, and it's like this..

The average big box gym has 3,000 members. Now you might say, not all of them are qualified for personal training. The good news, you don't need 'all of them'. In fact, most successful trainers who follow my methods only need approximately 15 to 20 clients using my structures and packages to be fully booked.

So out of 3000 members, you need less than 1% of the members to be training with you. So what I am going to suggest is HIGHLY achievable.

And if you're a studio or gym owner thinking "*there are no clients in my area*" consider:

- a) Are there other gyms in your area doing better than you (disproving your theory)
- b) And, if there are no gyms in your area, you have 100% market share so it's up to you to make training cool (and start a little training cult in your area so training becomes the thing you do in "*insert remote suburb*") which is also totally doable.





BUT FIRST THINGS FIRST. BE OF VALUE.

I once trained a 66 year old women who had Parkinson's disease. You might say, she was the MOST UNLIKELY candidate in the gym to do personal training. So how did I secure her as a client? With the method I am about to teach you.



Young Cecilia was struggling with a machine, and when I say struggling what I really mean is she was doing the exercise incorrectly (which by the way is what 95% of members do at big box gyms).

I saw an opportunity to be of value to another human and teach her how to better her exercise execution. At this point, I had no idea she even had Parkinson's disease.

I walked over to Cecilia and said;

Hey, my name is Mark, I'm one of the trainers here, would you mind if I gave you a quick tip when doing (insert exercise)?

Her response, ***"of course!"***



I then demonstrated the right way to do the exercise and coached her through her next set.

I followed up with; *"so do you feel the difference doing it the right way versus what you were doing?"*

She said ***'absolutely!'***



My reply, *'That's great. Hey, I'm in a bit of a rush right now, but what I would love to do is offer you an introductory session to the world of personal training with me. It's complimentary and obligation free, but hey, if you like it we can chat about options going forward, I have two spots available, Tuesday at 4pm or Thursday at 4:15pm, which of those times best suits?'*

She was ecstatic that I not only helped her, but I also offered her a session to get her started. In fact, she said ***"you know I was thinking about doing personal training, I look forward to the session"***.



One of the biggest problems with Parkinson's disease is that it causes shaking, and shaking leads to falling and falling leads to broken bones in aged seniors. Broken bones lead to poor quality of life as people with the disease then need to rely on others for daily tasks.

So for anyone reading this thinking that I was preying on some poor old lady, think again junior.

Cecilia was on medication and supplements to increase bone density which had a dismal effect. It wasn't until a few months after we started training her bone density skyrocketed- and her specialist said;

“Cecilia, I don't know what you've been doing with your exercise program lately but keep doing it! Your bone density has improved fourfold!”

She told the specialist it was all because of me- her personal trainer!

Imagine if I was too scared to speak to Cecilia that day? Imagine if I was more focused on what others would think of me trying to 'sell her' than me actually trying to help her.

I would have missed out on the opportunity to help Cecilia and also the experience to share with you this poignant story.

Whenever I used to get scared of walking up to a stranger in the gym, or now, sending out something to a potential client, I think of Cecilia and the countless others I've been able to help with the simple act of **offering a service of value.**

The reason I share this with you is to highlight...

YOU ARE (PROBABLY) YOUR OWN WORST ENEMY.



I teach trainers pricing, sales, structure, give them scripts, heck even give them the exact advice on what to do to be successful- but some act as if they can't hear me. Or should I say, they fight so hard for their limitations that their limitations own them.

One limitation many trainers have is their belief system around sales and marketing. They don't want to be perceived as 'pushy' or 'annoying'. There's only one way I can express my distaste for this attitude and I have to swear (sorry)..

Fuck that.

Sales and marketing is simply the act of letting people know what you're about and inviting the opportunity to work with you. The better you get at it; the more delighted people will be to hear from you. It's a skill worth practising and becoming good at.

'SELLING' PEOPLE ON THEIR GOALS AND TO IMPROVE THEIR HEALTH IS A PURPOSEFUL ACT.

I have seen many (good) trainers exit this industry as they simply have not been able to make the 'business part' work. Well, I'm here to tell you that the business part is super simple once you have the right mindset.

Business is the best personal development tool in the world. Through business, I have learnt more about myself than just about anything else I've done (including Ayahuasca for all those hippies out there preaching their half-baked spiritualism).

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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?

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So **step 1** to gaining 15 high paying clients is mindset.

Having a mindset of being of value and service is critical to success. You want a **servant's heart** but a **business mind** so you actually stay in this industry and not a deadbeat, broke, know-it-all-trainer.

But mindset on its own is not enough. This isn't the once popular documentary, *The Secret or Law of Attraction*. To gain 15 clients in 30 days, you gotta **work**. I'm not going to say it's '*hard*' work but it is **purposeful** work which at times can seem hard.

Which brings me to **step 2** to gaining 15 clients in 30 days.

Be actively looking for ways to be of value and of service to those around you.
Think of Celicia and the people you won't help if you don't.

Step 3 is very simple. You need to "**Ask and Act**".

To be really outstanding in this area, it helps if you love what you do. So if you don't love what you do; consider if this is the right industry for you. I can guarantee, success is far more likely if you can fall in love with the process.

In fact, when you fall in love with the process, you are actually successful, as you're no longer searching for something outside of yourself to validate your actions, service or value.

So regardless if you're at a big box gym or own a studio; you must identify people you can help. The most direct line of being of value to someone is in **proximity geographically**. Meaning, the most direct path to more personal training clients is usually NOT online; it's someone you can see and touch.

Don't get me wrong, online is very powerful and effective but will take you months, if not years to build so it's generating you leads in a cost-effective way. There's also money that will have to be spent on building and driving traffic to a website (of any sort). I teach these strategies in my Wolfpack program.

Online you need to optimise **conversions** and **traffic**. Both require expertise, time and money. ANYONE telling you different is a charlatan who clearly has never built a successful business. My most recent website took me 8 months to build. I highlight this as online marketing is effective- though time-consuming and costly.



THE TIPS IN THIS BOOKLET ARE TO GIVE YOU A QUICK TURN AROUND OF 15 CLIENTS THIS MONTH

The most effective and cheapest way (by far) for you to drum up new leads is to speak to-and offer value to as many members in your gym as possible. Remember, that's *really* why you pay rent, it's not the equipment, it's the *access* to the members.

So use them.

For the studio owners, my advice is dependant upon how far along you are. Often I find the biggest opportunities for studios is to improve their current website as most are not built for capturing leads. If the website has proven to be converting well, then the next step is building traffic.

If funds for a website are minimal, you would have been wise to have joined Wolfpack program before you opened. In any case, you might need to take one step back to take three forward. This one is a little hard to explain in an eBook so I would recommend booking a strategy call with me [here](#). Additionally, I'll give you my **Studio Turn Around Plan** later on in this booklet.

Regardless of if you're a big box trainer or a studio owner, we live in a noisy world of social media and distractions; cutting through the noise and getting in front of people is still one of the most profitable actions you can do **daily** in business.

So here's the plan...



THE CHEAPEST (AND STILL THE MOST EFFECTIVE) BIG BOX GYM FORMULA FOR GETTING CLIENTS

1. Identify members doing an exercise incorrectly or that could use a hand.
2. Ask, *“would you mind if I offered you a quick tip?”*
3. Give the **tip**, **coach** and **correct form**. This is why you need to know your craft. You want to sell to high-end people, you need to know your shit technically. Review my free eClasses [here](#) on structural assessment.
4. Verify that the member got value from the form correction. Ask, *“Can you feel the difference doing it the right way?”*
5. Follow up with **“Introductory Offer”**. Use script;
That’s great. Hey I’m in a bit of a rush right now, but what I would love to do is offer you an introductory session to the world of personal training with me. It’s complimentary and obligation free, but hey, if you like it we can chat about options going forward, I have two spots available, DAY at TIME or DAY at TIME, which of those times best suits?
6. Use alternative close of *“two times available”* to make it easy for them to say yes. If you do not use an alternative close, you give me permission to fine you \$100 bucks for not listening. If a prospect can not do the given times, present alternatives using this script:

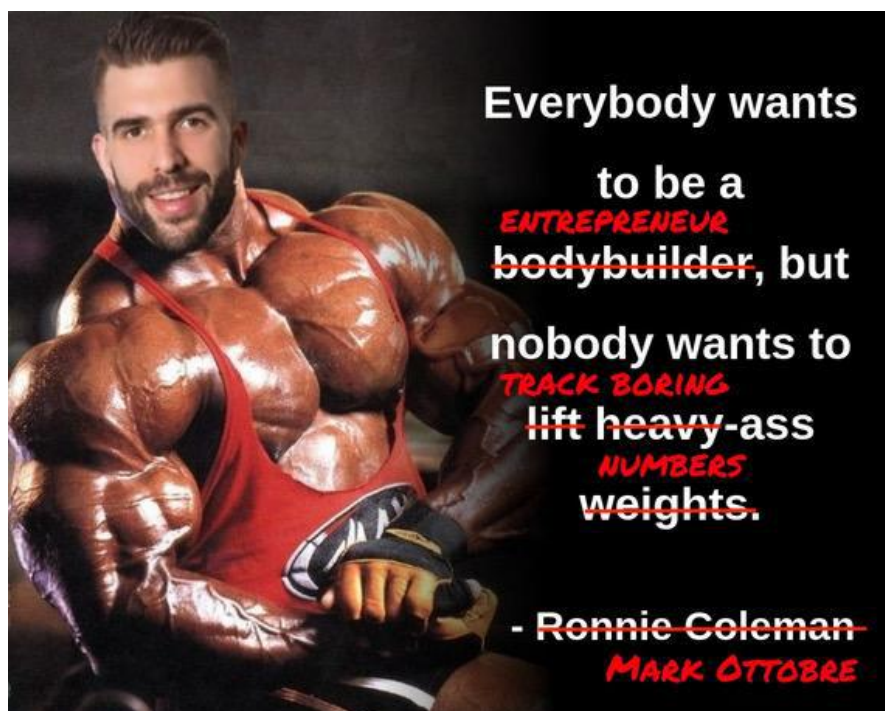
- a) So what best suits, start of the week or the end of the week?*
- b) So would (Monday) or (Tuesday) work best? (if start of the week)*
- c) And morning, afternoon or evening?*
- d) Great, I can squeeze you in a (present time)*



7. Book the client in. Confirm booking with *"I'll just grab some details in case anything changes, what's the best number of contact and your email?"*
8. Send reminder text and email right away confirming time and date.
9. Do a great session that gives real value. Do not be concerned with **'giving too much'**. Additionally, you're not going to solve someone's health and fitness problems in one session and anyone who thinks that's the way it works is not going to be your client anyway.
10. Pitch them your personal training services at the end of the session. Allow time for this so you and the prospective client are not in a rush.
11. **Track stats** on leads, appointments and sales to see what areas need work most. If you do not track stats, you're either doing well enough that you don't care because *cash solves everything thing around here- dollar, dollar bills.* OR you're a hack who's doing poorly and is lazy, doesn't pay attention to the details and needs a good kick in the arse.

Success is a *planned* event.

Trainers talk about hustle but I don't see as many trainers tracking the fundamentals of business. To quote Ronnie Coleman in business terms;



NOTE, USING THE CHEAPEST (AND STILL THE MOST EFFECTIVE) BIG BOX GYM FORMULA FOR GETTING CLIENTS IS A SKILL!

You're going to suck the first couple of times. So what I recommend is to approach members that you want to say no. Get the nerves out. Practice on '*the unimportant ones*'. This does two things:

1. It gets you on the floor practising and out of your head meeting people.
2. And, It gets you practising in a way where you do it without inhibition. You can focus only on the process. Treat the gym like your dojo. Each member is a sparring partner that teaches you business.

For my studio owners, here's my...

STUDIO TURN AROUND PLAN

1. **Actively ask clients for referrals.** Provide incentive. Another way to run it is; it's *referral week* at (insert your gym), if you bring a friend to train this week, I will give you and your friend a 2 on 1 session free. This gets them to bring people to you. It's your job to close the deal and open a new relationship.
2. Send an **email** to your whole list letting them know you're still alive. I joke, however, I often see personal training studios with very poor email communication. Whilst email isn't a 'single' strategy that will fix your business, it does make up the '**perfect storm**' which I talk about more in Wolfpack.



Sending out an engaging 'newsletter style' email weekly (or minimum fortnightly) keeps your business top of mind for those still considering personal training. Studies show, most people need 5 to 7 touches before they buy. Stack the deck in your favour.

3. Put on an '**Education Session**'. I like to make these a 10 dollar donation to a charity of my choice. Run 60 to 90 minutes on a topic of interest. Let your clients bring a friend for free or double donation (it doesn't matter too much how you want to run it). The goal here is bringing as many people to the studio as possible and pitch your services at the end of a great presentation. What this also does is increase current client 'stickiness' to your business.
4. Offer **group sessions** free of charge to current members. Once implemented, allow current clients to bring friends and family to the sessions. Again this increases 'stickiness' and allows you to connect with more high-quality prospects.
5. Connect with **old members/clients**. Often a simple phone call is enough to get them back training. Give them a reason to come back such as a complimentary '*lifestyle assessment*' or '*caliper test*'.



In summary, all of the strategies mentioned in this booklet **work**. How do I know? I've used them. I went from earning \$16 dollars an hour to now having **trainers** charge in excess of \$200 dollars an hour and building a very healthy 7-figure business.

However, these strategies haven't just worked for me. No, I've successfully taught this strategy (and many others I reveal in the coming days to you via email) to hundreds of personal trainers, worldwide.

And since you've shown to yourself and to me that you're hungry for actionable tips which you can implement to increase the profitability of your training business, I'd like to make you a very special and exclusive offer. I'd like to give you a...

30-MINUTE PERSONAL TRAINER TRANSFORMATION SESSION VALUED AT \$1,000, FOR FREE!

Here's what it's all about: When I was charging \$16/hour, struggling to get new clients and desperately trying to grow my business... all I needed was a little guidance. All I wanted was a proven step-by-step roadmap which removed the guesswork.

So here's what I'm going to do since I never got such a roadmap I'd like to offer you one in the form of a 30-minute transformation session with myself or one of my Head PT Success Coaches.

Here's how it works...



If you're seriously interested in skyrocketing your personal training business so you can enjoy the paycheck and freedom which comes from being your own boss...

I'd like to invite you to secure a FREE, zero-obligation session today.

What *exactly* will you learn and discover in your 30-minute call?

It's actually very simple, you can find out all about it by simply [clicking here](#).

Mark Ottobre,

Founder of Enterprise Fitness

Creator of Wolfpack Mentoring for Personal Trainers.

PS. I genuinely look forward to hearing all about your success by implementing this quick client generating guide. Please respond to this email and let me know what your honest opinions are about this report!

Also, if you're interested in claiming a FREE PT transformation session while there's still a few time slots open for this month, just [click here now](#).



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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!

