

THE TRIED, TESTED, & PROVEN
METHOD TO QUICKLY BUILDING
A SIX-FIGURE NUTRITION
COACHING REVENUE
STREAM

I ♥
Haters!

**THE
NUTRITION
COACHING
ADVANTAGE**

RICK STREB

The Nutrition Coaching Advantage

The Tried, Tested, & Proven Method To
Quickly Building A Six-Figure Nutrition
Coaching Revenue Stream

Rick Streb

THE NUTRITION COACHING ADVANTAGE

The Gym Owner's Guide To Building A 6-Figure Nutrition Coaching Revenue Stream

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First edition

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INTRODUCTION

How To Read This Book

THIS BOOK EXISTS FOR two reasons:

Reason #1: So that you'll eventually let me help you implement everything you read here.

Reason #2: To get you results in advance so that you'll actually want to do Reason #1 as quickly as possible.

As you'll soon find out, I'm going to be fully transparent, honest, and blunt with you through the pages of this book. My early mentor taught me that if you want people to believe you can help them, help them.

I want to help you.

I'm going to share with you all the steps and strategies included in my **A3 Method**, from top to bottom. This is the method I personally used to help my clients scale their businesses beyond \$100,000 per year in nutrition coaching revenue while adding very little extra time to their already busy schedules. I'm excited to share it with you here.

It might sound like a lot, but really, the entirety of this book can be summed up in the following three points:

Point #1: An estimated 45 million people start a diet each year and over **40 Billion Dollars** is spent yearly on diet plans alone. As a fitness professional, if you're not offering your prospects and clients a complete solution that includes nutrition coaching... you are allowing a lot of money walk out your doors.

Point #2: The sooner you incorporate a nutrition coaching program seamlessly into your business, the more money you'll make, even if you mess up every other part of your business.

Point #3: The best method to effortlessly integrate a highly-lucrative nutrition profit center into your business is the one you'll find in this very book. I call it **The A3 Method**.

The method you're about to discover has radically transformed my life for the better, with benefits far beyond the financial. I hope you'll be able to make the connection for yourself as well. Above all, it is my sincere hope that you learn more than just how to implement **The A3 Method**. I've interspersed little bits of advice and lessons I've learned from thirty-one years on the front lines of the fitness industry, having made all the mistakes and living to tell the tale.

Yes, this is a nutrition book, but it's really a book about designing a better business. A business that brings you joy, financial rewards, and even peace.

I sincerely believe that the world can, should, and will be changed for the better within my lifetime and the lifetimes

of my daughter. I believe it will be the entrepreneurs, self-employed, dreamers, and innovators like you who will make that happen.

So, it's a great privilege to share what I know with you. I hope it inspires and informs you to grow and improve your own business, so you can grow and improve the lives of others.

It is my sincere hope that by teaching you **The A3 Method**, you will be able to develop an asset that delivers exactly what you need in your business to lift, inspire, and serve others. In return, you will receive more clients and customers than you could ever imagine, even during difficult times. Because when times get hard, people need even more help than usual. By following the methods in this book, you'll discover how to make it blindingly obvious to your ideal prospects that you are the only logical choice for them, that they can trust you without question, and that you have a tremendous amount of value to bring to the table.

And of course, above all else, it is my sincere hope that by taking the time to read this short book, you will see a path forward to not only more financial success, but also for more peace. What is the point in being wealthy if you can't enjoy it with the ones you love in the way you want?

So, my friends, this book is for those fitness pros, gym owners and managers, coaches, and personal trainers who want growth but are ready to do it the right way to attract steady profits through the building of strategic assets, rather than trying to build an empire built on the hustle and bustle business model.

If you read this book and decide you'd like help implementing its strategies as quickly as possible, please book a call to chat with me and my team by going here:

[A3 Method/call](#)

Helping people like you to create profitable revenue stream, launch them to the world, and turn them into annual 6-figure businesses is exactly what I do day-in and day-out.

I'm here to help.

To your success,

A handwritten signature in black ink that reads "Rick Streb". The signature is written in a cursive, flowing style with a large initial "R" and "S".

Rick Streb

What If You Knew How To Earn BIG BUCKS With Nutrition Counseling?

Welcome Aboard!

It's Rick Streb, and first things first, I wanted to "Thank You" for investing in The Nutrition Coaching Advantage.

I hope it is everything you were wanting, and more.

I wanted to start with a quick message about something that I thought was interesting.

I get to talk with a lot of fitness professionals around the world and most of them tell me they incorporate some form of nutrition counseling into their programming.

Yet when I ask them how much they earn annually from nutrition programming, the universal response is "Very little."

That's amazing to me.

An estimated 45 Million people start a diet each year. And according to Business Week, over 40 Billion Dollars is spent yearly on diet plans alone?

40 BILLION DOLLARS!

Yet the folks that are in the best position to help people and benefit from providing nutrition programming make “very little,” if any at all.

I’ve built a successful boutique training business and approximately 50% of my annual income has been derived from nutrition counseling.

And what’s cool about it is that I really don’t need any fancy tools to make it happen.

It doesn’t require elaborate sales systems or sophisticated marketing funnels.

Easy peasy, but we’ll get into that a little later.

Integrating a true nutrition solution into your business is hands down the biggest differentiator you have at your disposal as a fitness business owner.

I don’t want to throw numbers at you, but nutrition is a **HUGE** profit center for my business.

So... that got me to thinking. (Scary thought, I know!)

I want to help you make more money and take advantage of the untapped goldmine of nutrition programming.

The intention of this book is to provide some of the systems, resources and tools I use so that **YOU** can implement them into your fitness business and make more money right away.

If that’s okay with you, let’s move on!

Chapter 1

First, I Need Something From You... an admission.

ADMIT TO YOURSELF THAT the words of impact are already within you, the message you need to share is ready to surface.

All that's missing is the right tools (methods) and strategies (ability) that I'll be sharing in this guide.

I've spent a good portion of my professional life meticulously collecting these methods, perfecting them with testing and guidance.

They've served me well, and I know my largest chances of positive impact lies in sharing them with the world; with you.

That's why I compiled this guide, and that's why I know it will help you succeed.

“Genius is the ability to put into effect what is on your mind.”

- F. Scott Fitzgerald

Confession time... and this is a confession you won't often hear from a fitness professional...

Confession...

Even though this skill generates the most money in my business, in reality, **I'm not a "professional" at it in the traditional sense.**

I learned this skill out of necessity, not out of desire.

One of my biggest regrets is not learning it sooner.

Most people think it's skills like...

- Networking
- Advertising
- Social Media
- Money management
- Branding
- Leadership
- Writing great copy... headline, message, etc.
- Automation, follow up, re-targeting, etc.

... that are the most important entrepreneurial skills for a fitness professional.

While these are important skills in their own way, they're relatively easy to outsource or master.

So, ***what is this 'always in demand' profit skill?***

The one almost all successful fitness business owners won't admit is (at least in part) responsible for their success?

The one area that is rarely talked about?

Nutrition.

Specifically, nutrition coaching...

The ability to provide world-class nutrition coaching is one of the most wonderful money-making skills a fitness professional can ever acquire. If you master this skill, you should never again have to worry about money.

I'll add to that...

Nutrition coaching is the most profitable skill I've ever learned. Every serious fitness professional should understand its principles if they want to reach their most audacious goals.

Yet, for most fitness pros nutrition coaching seems to be the one business skill that's riddled with... well, *riddles*.

Nutrition is the one area that can completely make or break your entire training business...

- Regardless of the branding...
- Regardless of the copy...
- Regardless of the automation...
- **Regardless of your training model...**

Nutrition is responsible for up to 80% of the success of all your training programs.

And when you consider that nutrition can also be responsible for 50%, or more, of your fitness business' revenue... **the importance of a sound nutrition coaching program becomes paramount to your business success model.**

This guide is designed to teach you how to solve the nutrition coaching riddle, and take the headache, and heartache, out of creating a highly-profitable revenue stream.

I'll also hand you a nutrition coaching method I've developed that's saved me countless hours, and I know will help you produce a wildly profitable income stream into your fitness business.

Quick clarification before we continue...

I'm not a professional Registered Dietitian.

That's good news! Because you don't have to be one either...

You read that right, nutrition coaching is a skill I use; but it doesn't make me a Registered Dietitian.

I guess you could say I run a nutrition coaching business, but I usually tell folks who ask that I'm an investor.

Not in a "financial investor" kinda way, **I mean I've adopted their MINDSET around making business decisions.**

(I also often occasionally create equity deals with my clients, but that's another guide for another day.)

You see, what I invest in are the skills that make myself and my coaching clients the most return on the time I spend learning them...

... I've learned how to build highly complex marketing funnels that lead prospects down the journey to reaching their goals.

... I've learned how to create and edit high-quality videos. (I even have my own studio)

... I've learned how to design and structure darn good sales pages (graphics, and the techie side of them.)

... I've learned how to set up incredibly intricate auto responder systems, with dynamic follow up email and advertising sequences.

All of those are skills that serve me well. But to be honest with you, they are not the primary drivers of revenue for my business.

Here's the point...

None of those skills, and I really mean none of them, can shake a stick at the staggeringly profitable results nutrition coaching skills can generate.

For many of the fitness pros in my coaching program, I've become the most profitable "division" of their business mainly because I'm better able to leverage their current

clientele with my nutrition strategies than they can. Which brings them a healthy return on their “investment” in me.

And that’s also my goal for you with this book...

To help you generate a handsome return on your small investment in this book.

Heck, if you simply apply my low-end strategy, it should bring you a return of well over 100 times your investment.

If that’s acceptable to you... ***Let’s get this party started!***

Chapter 2

The Hypocrisy of the Fitness Industry

SO IF NUTRITION COACHING is so great, why aren't more fitness professionals doing it?

No, the correct question should be...

As fitness professionals realizing that our client's results are 60%-80% nutrition (depending on who you talk to), why aren't more fit pros **making money** with nutrition?

It's probably the biggest contradiction in our industry.

And one of the biggest opportunities to position yourself in an industry where everyone pretty much says the same thing to prospects and clients.

Think about it...

Everyone says they're the best.

Everyone says that they are different.

But when it comes to providing nutrition... what we all know is the single most important part of the equation, everyone does pretty much the same things...

A free eBook...

... A list of approved or unapproved foods.

... A recipe guide.

I could go on and on, but I'll stop there. I'm sure you get the point.

Free... free... FREE.

Free = No Value!

Think about the message being sent to the client...

"I know I'm telling you that nutrition is the most important part of your transformation, but not important enough for me to charge according to what I say it's value is."

Or...

"I'm going to charge you 0% for the most important part of the equation, and 100% for the least important factor."

There's really no reason to wonder why so many clients ignore the nutrition advice most fit pros provide...

They don't value it because the "expert" **puts no value on it!**

And the approach is pretty damn hypocritical if we're honest with ourselves.

Right?

But why aren't more fitness pros considering nutrition coaching as a viable source of revenue in their businesses?

Well, first of all, they are paralyzed by **self-doubt**.

They think all kinds of bogus reasons why they can't capitalize on nutrition coaching.

"I don't have the credentials."

"I don't have the time."

"I'll get around to it next month."

Understandable, right?

This is such a shame and I've done it myself in the past, but...

Most people let self-doubt stand between them and the rewards that they deserve.

It's not like there's some hidden force that is preventing us from what we're destined to achieve and helping the people we should be helping.

It's between our ears; **it's self-doubt.**

It's that little voice saying we're not good enough...

"How dare you think that you can do this?"

"Who are you to say that you deserve this?"

That's nothing but self-doubt.

In reality, the power has been, and will be, within you all along. The fact of the matter is this...

If we can help someone get the results they want faster, easier, and more efficiently, then there is no reason to doubt ourselves at all.

The results speak for themselves, right?

But we all fall into that trap.

See, here is everything you need...

If you can get your client results faster than they can get them on their own, then you have everything you need.

Now before we get too far ahead of ourselves, there's a few things I want to get out of the way...

1. I need you to realize that there are other ways that might work better than what you've tried to do in the past.
2. I need you to realize that sophisticated doesn't always equal the best.
3. And third, I need you to not get in your own way when it comes to creating a profitable nutrition coaching program...

In other words, if it's not broke, don't break it!

Sometimes thinking you know a better way to run a program you're trying to emulate other than the way it was actually created... can stop you dead in your tracks!

I don't want to see that happen to you.

I'm not saying that this system is the only way to operate a nutrition coaching program.

What I'm recommending is let's get it up and running... and making you money... the way it is already proven to work...

And then... after you have a profitable system in place, tweak it to make it even better!

Fair enough?

4. And the most important thing I need you to remember throughout this course is this...

I'm not here to teach you more stuff.

My one and only goal is to SIMPLY HELP YOU MAKE MORE MONEY!

SO... Now that we have some ground rules in place, let's talk about what we want to get accomplished early on...

1. First, we want to figure out the simplest and most effective way to integrate nutrition programming seamlessly into your business to ensure that you are on track and moving forward as quickly as possible.
2. Then we want to work through the pros and cons of specific nutrition offerings and choose which is right for you.
3. Third, we're simply going to start out by determining the best course of action and setting specific goals... something that most fitness entrepreneurs completely ignore.

Chapter 3

My “Ah Ha” Moment

OKAY, SO NOW THAT we got the ground rules out of the way...

I want to talk about my big “ah ha” moment...

That exact moment of sudden realization, inspiration, and insight when the Nutrition Profit System came to be...

It happened back in March, 2015 when I was in Louisville, KY having a full day of coaching with Pat Rigsby.

I drove 6 ½ hours expecting one thing and in a matter of the first hour with Pat, my entire plan was turned upside down.

And it all boiled down to four little words that hit me like a brick...

When Pat said to me...

“Genius is in simplicity.”

He went a step further and pointed out that as a collective group, fitness professionals have a tendency to over-complicate things, and as such, we tend to lose clients because of it without even realizing what we’ve done!

That moment changed my entire perspective of what I should really be doing to deliver the best service to my clients.

And that is also why I feel this system is so effective. This may be the simplest approach to making additional money you can imagine. As long as you don't overthink it, we will have you up and making more money in literally no time at all.

And the truth is... Sometimes simpler is better.

So many fitness pros get so emotionally attached to the way they think, their way of doing things...

... that they step on their own feet when it comes to moving forward. And they believe that anything that is simpler can't be as good as what they are doing.

They get all of these shining nice pieces of equipment, devices for tracking and measuring body composition, and advanced nutrition certifications that they're quick to tell you about, but at the end of the day that's all about their ego.

And honestly, *who cares*.

It shouldn't be about your ego. It should be about what the client can relate to and understand. And more importantly, it should be about what moves the client in the right direction and makes you more money.

So, my logic is simple... If a simple approach can get my clients the results they are looking for and make my

business more money than a complicated tactic, I'll choose simplicity.

In other words,

If they can't learn the way you teach, you need to learn to teach the way they learn.

Another thing I see a lot of fitness pros do is concentrate the majority of their time on tactics. And in doing so, they're missing the most important parts of any successful business. It's like putting the proverbial cart before the horse.

The most successful business owners are successful because they don't overlook the fact that success requires you to have...

Strategies and Systems **Before** Tactics

Funnels, Facebook ads, etc. => tactics

We want to establish a system, and by definition a system is...

1. a set of connected things or parts forming a complex/intricate whole, in particular.
2. a set of principles or procedures according to which something is done; an organized scheme or method.

But, I prefer to look at a system as...

A set of detailed methods, procedures and routines created to carry out a specific activity, perform a duty, or solve a problem.

And that is the approach we will be taking as we navigate our way through creating massively successful, and profitable, nutrition revenue streams.

Chapter 4

My Back Story

SO, TO UNDERSTAND THE principles that my nutrition profit system is based upon, I feel it's important to recognize how it all came about.

And the truth of the matter is that what became wildly successful streams of income for my business was created out of necessity.

Like everyone else, my business existed by the promotions I did. I was literally living from promotion to promotion. Tell me if this sounds vaguely familiar...

My marketing strategy was to run a transformation challenge, make some upfront money, get some people in the door, retain a percentage of them, and then do it again to try bringing in more people.

Sound familiar?

Well, if not, good for you.

But the reality is that most fitness business owners do run their businesses in a similar manner. That's the typical cycle that most fit pros go through trying to grow their business.

And it works to a certain extent, but you're always worried about...

- what the next promotion will be?
- where the next client is coming from?
- and creating the next cool marketing funnel

You're always chasing money!

It's a broken business model because it's not sustainable.

Especially when you consider the Midwestern town I live in.

I live in a town of less than 1,500 people. So, if jumping from promotion to promotion was going to be my long-term approach I wasn't going to be in business very long. There's only so many people to market to, and when you factor in the reality that there were five other fitness solutions competing for those same customers, there was one thing I knew with unequivocal certainty...

Eventually I'd have nowhere to turn.

I had to come up with something different, and I had to do it quick, or risk failing as an entrepreneur!

And **THAT** wasn't an option.

There are only three ways to make money in the fitness industry...

1. Get more clients
2. Get current clients to pay more

3. Get current clients to stay longer

It didn't take me long to realize that the stability of my business would need to be found in the second two options.

And the logical answer to solving those two options was right in front of me... nutrition!

And here I am, 21 years later, still operating in a town with a population that is smaller than many gyms across the United States.

But what was amazing to me, and still is to this day, is that even though nutrition is the most important component of any successful fitness program, very few fitness professionals were actually prioritizing nutrition with their clients.

And that creates a huge opportunity for the fitness pros that do make nutrition an integral part of their programming.

Let's face it, when it comes to weight loss people think of diet or nutrition long before they consider working out... and with good reason. How many times have you heard (or possibly even said) that fat loss results are 60%-80% nutrition based?

But in spite of knowing that client results are largely impacted by nutrition (even if it's not a full 80%) and that their clients and prospects are investing heavily in diet books, products and systems...

Not only is an approach that ignores implementing nutrition dramatically limiting their clients' success, but it's costing them tens of thousands of dollars in lost revenue.

Your Biggest Differentiator

Integrating a true nutrition solution into your business is hands down the biggest differentiator you have at your disposal as a fitness business owner.

While there are new \$10 a month health clubs popping up on almost every corner and no shortage of gyms and people offering cheap bootcamp workouts, what **people really come to you for is results**. And that's not something that either of those options really provide.

If you can deliver a complete solution that gives someone everything they need to get the results they want instead of just holding workouts or renting them access to equipment, you can stand out from the crowd. You can now truly become a **"Category of One"** when it comes to fitness businesses in your community. Integrating proven Nutrition Profit Systems will allow you to do that.

When you start integrating a true Nutrition Solution your clients will start seeing results faster than they ever thought possible. They'll have a clearer path so they're more likely to be stick to it, they'll have some 'skin in the game' so they'll be far more compliant than if you just gave them some free information and once their nutrition is tightened up and they start feeling better and more energetic... they'll get even more from their training sessions with you.

In short, *you'll go from delivering the best training in your area to delivering the best results in your area.*

Better Nutrition Equals Better Business

When your clients start getting even better results fast, they become true ambassadors for your business.

They become walking, talking billboards for what you do.

You've got incredible 'Before and Afters' to use in your marketing.

Retention goes through the roof.

And when they start to see the fat melting away faster than they could have ever imagined, they start sharing their experiences with others and referrals skyrocket.

Plus once everyone in your gym is seeing great results, the entire culture changes. The energy jumps. The experience that new clients come into is like nothing they'll see anywhere else... and you and your team will love coming to work every day knowing that this is what you're walking into.

Nutrition Is Your Untapped Goldmine

I mentioned the numbers earlier. Over 40 Billion Dollars are spent each year on meal plans alone.

Your clients are investing in nutrition. It's guaranteed. The question is 'are they investing in nutrition with you?'

As a smart and savvy fitness professional, you know that few, if any, of your clients come to you just for a workout. ***They come to you for a result!***

And they're already investing with you to achieve that result... so it's almost a lock that if you integrate another offering that will help them look and feel the way they want to look and feel even faster – they'll be willing to invest a little more to make that happen.

How much more? Anywhere from \$10 or \$20 per month for a simple Meal Planning Solution to \$500 or even more for a Nutritional Coaching Program. You could add anywhere from a few thousand dollars a year to your bottom line with an almost completely hands off profit center to tens to an extra \$50,000-\$100,000 per year or more with a Nutrition Coaching Program.

When I realized all of those factors, it was like the proverbial smack upside my head. Not only was I leaving an astonishing amount of money on the table, it was an incredible opportunity to separate my business from my competition.

And that's when I started working on creating other ways to generate more money from my clients. I developed multiple profit centers based on nutrition coaching and dialed them into my business model.

But all of them are built around a simple 3-Step Formula that integrates seamlessly with my training program.

So, here's the 3-Step Formula for creating a money-making nutrition funnel...

Chapter 5

My 3-Step Formula... The A3 Method

IF WE IGNORE ALL of the crap... all of the BS... all of the “scope of practice” censorship...

And just focus on three things, this is it...

This is the essence of how I make \$100k+ annually with nutrition coaching

1. **Access** Barrier (low barrier of entry)
2. **Accountability**
3. **Ascend** your clients to higher valued coaching programs

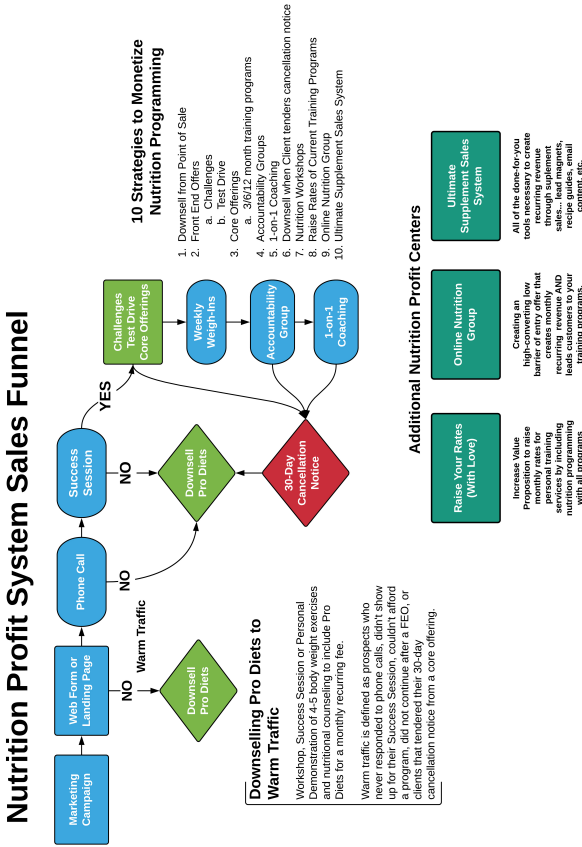
That's it!

I call it the **A3 Method**.

About the simplest model/system/funnel you can have.

Wouldn't you agree?

Well, to give you a visual idea of what I'm talking about... here's a diagram of exactly how my nutrition sales funnel looks...



As we look at it, you can start to see the basic framework of how your nutrition coaching program will start to take shape...

When we get over to the right side is when the magic starts to happen...

First and foremost... *I don't ask people if they want to add nutrition to their program.*

It's already built-in.

It's already part of my **value proposition**. And, internally, I have a dollar value attached to the nutrition component so I can determine its profitability over time.

This is an “assumptive close” because I know that if a person wants to transform his/her body then, **nutritional guidance and accountability are absolutely, positively required!**

It's not an option!

Weigh-Ins... higher value coaching... downsells.

So, as you can see, this is the 3-step formula we talked about...

And that is exactly how my nutrition coaching funnel is designed...

It's simple... straight-forward... profitable... and built directly into my training programs.

It's the **A3 Method!**

Summary:

So, as you're thinking about this and preparing for the next chapter, there are three very important concepts that are going to make your nutrition coaching platform literally explode into a money-making program.

And you have to look at them **in this order...**

1. You **MUST** treat your nutrition coaching like a business!

- You can't just throw something out there and expect it to grow!
- You must be willing to invest some time into it upfront in order to put yourself in the position to reap the rewards.

2. Having all of your clients immediately become involved in a nutrition plan should be part of your 'on boarding' process from Day 1.

It should not be an option...

It should not be an upsell...

It should be built right into your 'on boarding' process from the very beginning

- This is your low barrier of entry, or front-end offer, and you should have the price tag of this front end offer built directly into all training programs.

3. You should start to think of yourself not as a trainer who also offers nutrition, but rather a Nutrition Provider who happens to run training classes as a way to speed results.

The simple shift to making nutrition programming a mandatory part of everything you do and thinking of yourself as first and foremost a Nutrition Provider, is a mindset shift that will completely transform the culture of your business.

Chapter 6

The Three Ways To Grow A Fitness Business

AS I MENTIONED EARLIER, a long time ago my friend, business coach and mentor, Pat Rigsby, instilled in me that there are three ways to grow a business...

1. You can get more customers...
2. You can increase the transaction amount with each of those customers...
3. You can increase the number of transactions with each of those customers.

And I've taken that piece of advice to heart with everything I do in my businesses.

First, I get a clear picture of who my ideal client is, figure out where they are when they are not with me, find ways to get my message out through those channels so I can get in front of others like them, and then get them in to experience what I have to offer and why I'm the best solution for them.

Second, I need to get them to invest more with me. I do that by being a specialist rather than a generalist... by being a complete solution instead of just selling workouts. I do this by giving them the coaching, the accountability, the

nutritional support, the motivation, the experience and the results they both want and need.

By doing this I can both charge more as my fee for service since I am both better and different than the competition, and I offer ala carte solutions to provide as complete a solution as possible.

Then, third I get those clients to stay longer.

The best part of the third step to growing your business is that if you did everything I shared during the first two, this will pretty much take care of itself and run on auto-pilot.

If you are giving the client the results they want and an experience they love... they'll not only stay but they'll also become an ambassador for your business.

So, that's it... three ways to grow your business.

Go put this formula in place and your Ideal Business will be your before you know it.

And that's exactly how I've created The Nutrition Coaching Advantage for you.

As you'll see, it is constructed to help you really optimize these three ways to grow your business.

You'll have offerings that you can use to attract your ideal clients.

You'll have offerings that you can use to increase the investment clients are making with you.

And you'll have a solution that will get your clients great results and keep them around longer.

Plus, the best part is that this system works whether you're a fan of Precision Nutrition, Paleo or whatever.

So stay tuned, because The Nutrition Coaching Advantage and my **A3 Method** is going to open up new ideas for you to take action on. The key will be for you to do exactly that – don't just consume the concepts, but actually act upon them.

Chapter 7

Let's Turn The Tables On You For A Moment...

I KNOW IT'S USUALLY you who is setting goals for your clients. Today we are going to turn things around and put you on the spot.

We are setting your nutrition \$\$\$ goals today.

You ready?

We want to start with a tangible number. A realistic number and then work towards it.

You've seen the numbers I put up each year, correct?

Serious numbers. All from nutrition.

I've publicly shown my actual income statements. (I don't do this to brag, but just to show you what each and every one of you can do if you even put in a small amount of focus.)

Ok, so let's get started...

I am assuming you acquired this book because you were not exactly 'killing it' with nutrition revenue. Correct?

So...

Let's assume a starting point of zero dollars from nutrition. If you are making more... that's great.

But let's bump that up a bit...

Now in some months, nutrition is going to be an easier sell than in other months.

People may not be too motivated to hear about your nutrition plan in July. They are going to eat crap at the local BBQ and drink beer. Health be damned.

Here's the good part. They are going to be **very** motivated to listen to you in September and October when the summer is over and it's time to get back to reality!

They will also be motivated to listen to you when they're making those New Year's resolutions and in the spring when it's time for the typical panic mode right before summer arrives.

So... that being said, I am proposing a very modest goal for you.

I would like you to add a minimum of \$24,000-\$25,000 dollars to your bottom line over the next 12 months.

(I say 'modest' because I believe you can blow this number away! In fact, if you don't make considerably more than that in the next 12 months then you really didn't work the plan.)

How would an additional \$25K in your pocket help you?

How many month's rent is that?

Here is how that breaks down.

We are setting a goal of \$2000 in nutrition-based revenue each month.

That's a little less than \$500 per week... given 4.3 weeks in each month.

Our next step?

Depending upon your market, you may be better off going for some high-end coaching clients or if your demographic is skewed a certain way, starting a Group Accountability offering... or both.

Goal? 1-2 high-end coaching clients and/or 20 new Accountability Group members.

Now... I need to call your attention to something...

HERE IS THE IMPORTANT MINDSET SHIFT:

You should start to think of yourself not as a trainer who also offers nutrition, but rather a Nutrition Provider who happens to run training classes as a way to speed results.

Does that make sense?

After all, if our results are 60-80% nutrition, are we not doing our clients a disservice not to structure our business this way?

Think about it...

What if your clients found out you had **the weapon** in your arsenal to easily help them all this time, but you **didn't** use it???

They wouldn't be very happy, would they?

Not good.

That's something to think about as we move forward.

Now that we have some numbers to work towards and a new nutrition-based mindset to go along with it, we can move forward.

But before we dig in too deep, we need to address a few important concepts.

It will all tie together as we proceed throughout the book.

Let's keep going...

Chapter 8

The “Trainer’s Dilemma”... Is This You?

YOU WILL BE AMAZED at what you can get done in one concentrated block of time.

I hope you’re kicking butt and taking names with your nutrition profit systems!

If you are not...

You may be falling victim to a well-known condition called the “**Trainer’s Dilemma...**”

It works something like this:

You are looking to grow your business (duh, who isn’t)...

You ask your members what they are looking for...

Your staff (if you have any) gives you great input...

Maybe you’ve even attended a seminar or conference and heard about a program that’s a perfect fit for what you preach throughout your facility...

You invest your hard-earned cash and acquire the program...

Then guess what happens?

Nothing. Nada.

You never get around to implementing the program!

Logically you **know** it's a fit. But you simply can't find the time to get to it.

You add it to your 'to do' list, but something **always** comes up and it gets pushed to the side.

It's like that commercial where the crazy suburban couple will do just about **anything** to avoid talking about their retirement plan... even when they know full well it is a must.

"Raking the leaves... washing the cat... etc."

Anything but what they should be doing.

The end result? You members get nothing, you're out some cash and you end up feeling like crap because you see yourself as an organizational failure.

I have felt the same thing! Every trainer has.

You have just joined a long list of trainers who are too busy to make money. Cliche city.

Let's stop the madness...

And look at things a different way.

I was sitting around one day lamenting some task I **KNEW** needed to get done. One that would actually help me once it was done. I was completely avoiding this task at all costs.

Then someone said,

“Rick. Listen. The next 6 weeks are going to pass anyway. At the end of that time you could have this all done... or you could still be bitching about it.”

I'd been called out.

Guilty.

I carved out the time. Sat down with someone who could walk me through it. Got it done. And it didn't hurt one bit.

I actually enjoyed it.

See where I'm going here?

Are you **really** too busy to make money? Probably not.

If you have not created a “No Interruptions Zone” or simply a block of time when you have made it clear you are NOT to be disturbed, you need to do that ASAP!

It works.

Some people even keep a timer on their desks for this exact purpose.

Try it this week and see how it works... no, correction. Make it work!

Chapter 9

How To Start The Nutrition Conversation...

FOR MOST TRAINERS, TALKING is not an issue.

As a group, we are generally pretty outgoing types. Comfortable around others... most of us are downright motivational.

Not everyone has these traits.

And I guess that's what makes us pretty good at what we do.

Now the down side.

One thing trainers are **bad** at is talking about selling stuff. Most would rather jab sharp stick in their eye than sit down and have that "closing" conversation where you actually have to ask someone to open their wallet and give you money.

Just the thought of that makes many trainers break out in a cold sweat... not the good kind we're used to.

How do we get more comfortable with that entire conversation?

Don't sell anything.

That's it.

Let me explain.

When you are having a conversation with a new or existing client, it's your job to explain to them the changes they must make in order to achieve success.

Obviously. That's why they came to us in the first place...

OK, rather than thinking of any conversation as a "sales" conversation, how about simply describing the clear solution. All the while, you are painting you and your service as the obvious answer.

You don't sell anything. You simply present your client with the step they need to follow to say – lose 20 pounds while not losing muscle mass.

You explain how long it will take based on your experience...

You discuss the advantages of training programs shown to promote weight loss...

You discuss nutrition. What are they doing and what they should be doing, etc...

All of which – of course – you happen to provide in abundance.

You ask the right questions and then you know what?

Stop talking!

Many trainers talk themselves right out of the sale out of sheer nerves.

Remember that talking trainer thing at the start this chapter? Yeah, don't do that here.)

Ask your prospect what they are looking to achieve and then **shut up**.

They will tell you everything you need to know.

Their hurdles. Their failures. What they have tried before that didn't work, etc...

You simply formulate the solution based on what they tell you.

“Yes. That's exactly what we do.”

When done properly, you should never truly be in a “sales conversation”. You are having a “solutions conversation.”

And since we know that nutrition is 65%-70% of this solution, you **must** – by definition – provide a nutritional solution.

Easy-peasy.

All of this should become second nature to you and your staff.

Never push for a monetary solution. It should sound more like this:

“So that being said, which of these options sounds like the better fit?”

Immediately becoming involved in a nutrition plan should be part of your 'on boarding' process from Day 1.

Providing solutions is a lot easier than trying to talk people out of money.

Wouldn't you say?

Chapter 10

Creating A “Culture Of Nutrition”

HOW EXACTLY TO DO you create a ‘culture of nutrition’?

First, what exactly does that mean?

Well...

It refers to the fact that **everyone** in your facility has their nutrition dialed in.

Your nutrition program permeates everything in the place.

The new people are on board, the veterans are on board, and obviously the trainers are on board!

It means there are conversations going on all around you – started by members themselves – about what they ate or some recipe they created.

It’s simply everywhere.

The good part is, this culture does **not** have to be forced. It simply “is.”

I read somewhere that one study shows it takes 21 days for a new habit to take hold. That’s the time it takes to go from something you **have** to do, to something ***you just do***.

Make sense?

This is how your program needs to work. I've seen this in my own facility. Once you get this type of atmosphere, then growth and, of course, client success come very easily.

By making nutritional planning a part of what you do from the get go, this culture simply "is."

This is **exactly** why this A3 Method works so well. You've made a better decision than you even know by plugging your own A3 Method into your business culture.

There are options for everyone. Your members see it everywhere.

While other facilities face a never-ending battle to get bodies in the door, you have the advantage of a fitness and nutrition culture.

And it provides you with a successful business – avoiding the death trap of having only one revenue stream in your business. Facilities relying only on training for revenue are at the mercy and whims of a very **fickle** industry!

This should no longer be you...

Let's look at the tools available to you now.

1. The A3 Method, which shows you exactly how to implement nutrition into every aspect of your business.
2. FitPro Complete, which is the engine that can drive recurring revenue like no other software out there.

These things come together to help you create the “culture of nutrition” needed to get and keep clients, as well as provide them with tremendous success!

So, as I mentioned at the beginning; Welcome Aboard!

Just like you do with your clients...

If something isn't working for you... let's find out exactly what it is and fix it!

That's what I'm here for... To help you make more money is your business.

How To Get Help

If you'd like my team and I to help you scale your business using The A3 Method you've read about here, please go to [A3 Method/call](#) to chat with one of our advisors.

We've helped over 250 fitness pros build and launch their nutrition revenue streams, radically transforming their business for the better.

We especially enjoy working with fitness pros, gym owners and managers, coaches, and personal trainers. If that's you, we'd love to chat in a no-pressure environment to see what kind of results we could get you!

Chapter II

Why There's A Ton Of Money In Nutrition

THE ONLYWAY I can describe the nutrition industry is like this:

CASH COW

And there are a few reasons (aside from my personal experience) that make me say this.

First, there's the amount of money being spent on nutrition right now.

As I mentioned earlier, there is an estimated 45 Million people that start a diet each year?

Also, according to Business Week, over ***40 Billion Dollars*** is spent yearly on diet plans alone.

Here's why that's important...

You probably hear every day what the next "big thing" in the fitness industry is, right?

Not long ago it was boot camps.

Next came group training.

And now the "thing" of the future is predicted to be online coaching.

Well, according to the 2020 IHRSA Global Report, which deals with the state of the health & fitness industry...

The global fitness and health club industry reached \$84.3 billion in 2020.

That number includes all kinds of fitness programs... gyms, personal training studios, boot camps, yoga, Pilates, online coaching, etc. The largest income producer of the group is big box fitness centers bringing in \$26.6 billion last year.

Individually, people spend close to double the amount on nutrition as they do on the most profitable segment of fitness programs.

And while everyone else is trying to make it on the fitness industry's "next big thing," the few fitness professionals that figure out how to monetize nutrition programming are quietly doubling their total income... and rising.

And which would you rather be? Chasing the next shiny red object of the fitness industry like everyone else or firmly established in a \$40 BILLION dollar per year industry that's growing by leaps and bounds?

I know which I prefer.

And if those statistics aren't enough, in the next chapter I will show you 3 more good reasons why you should consider nutrition coaching. Then we're going to take that a little further.

After that we will dispel the two factors holding most fitness pros back from capitalizing on this untapped goldmine in their business.

From there I want to show you my simple nutrition funnel that makes me well over \$100k each year in addition to my training programs. Seriously... That is income from nutrition coaching alone.

Finally, I will show you how **you** can incorporate the easiest and most effective way to separate you from the competition.

And hopefully by the end of this book I will have provided you with a clear path to implementing your own effective money-making nutrition program to work seamlessly with your training programs.

Cool? Great. Let's go!

3 Good Reasons You Should Consider Nutrition Coaching

THE FACT OF THE matter is that if you provide any type of fitness programming right now, you really, really, need to add nutrition coaching to your business. It's way more profitable than constantly searching for finding new clients.

Let me give you 3 reasons why this is true:

Reason #1: Recurring Monthly Income

A lot of people (a.k.a. fitness pros) think nutrition coaching is done on an hourly basis.

I don't set my business up that way and I'm going to show you how to avoid it. Instead...

I want to show you how to build your nutrition business to where it provides you with recurring monthly income.

Yep. My clients pay monthly (or in full for several months of service).

That means I don't have to constantly get new clients or find new clients to maintain revenue. I'm not on the hamster wheel that you might be feeling like you're on right now.

I don't have to worry as much as most fitness pros about regularly finding new clients because I have a steady stream of nutrition clients built right in to my current member roster. So, it doesn't take as many clients for my business to thrive.

If that type of scenario sounds appealing, keep reading. I plan on showing you exactly how to do it.

For a few years I've averaged \$10,322.08 in nutrition coaching revenue every month. That's *in addition to* my monthly revenue from training packages.

My annual nutrition-based income increased from \$100,000 annually to almost \$240,000 in a year. Again, **that's from nutrition revenue only!**

That's really, really hard to beat. And I work part time with it – less than a handful of hours each week.

For me, that's a big reason for nutrition coaching – the predictability, and never really stressing out about money.

Never being at my daughter's dance recital or other events... with my mind somewhere else... worrying about where the next dollar is going to come from.

In the model I'm going to show you here, my training business has a smaller client base than most fitness pros I know, but my clients pay a LOT on a monthly basis.

My clients are happy, I'm happy, and everything is great!

Reason #2: SPEED

With nutrition coaching, it only took me 42 days of semi-focused effort to build my practice up to almost \$50k annually.

And it has steadily grown from there.

That means I don't have to create a bunch of marketing strategies, I don't have to build complex sales funnels, and I don't have to be desperate to signing up new training clients for my business to thrive.

I just went out, found some of my current clients that needed more help, helped them, and got paid.

I kept it really, REALLY simple.

You can implement what I'm going to show you and start talking to clients in no time.

Not months from now after you've "finally gotten everything ready."

Reason #3: FREEDOM

I like freedom... Freedom to do what I want to do, how I want to do it and when I want to do it.

This is truly a part time business and if I need to take a week off to go to a convention or mastermind event, or take my daughter wherever she wants to vacation at, it's not a big deal anymore.

And the financial freedom it provides allows me the ability to afford those type of events.

There is a tremendous amount of flexibility if you do nutrition consulting the way I want to share with you.

And that ultimately leads to **mental freedom, financial freedom and freedom of time.**

You're free of worry. You're free of stress. You're free of hassles.

So, it's truly a fantastic approach to business.

Can you argue with any of those reasons to take a look at adding nutrition coaching to your business?

Well, in the next chapter I've got three **more** reasons nutrition coaching is an obvious decision.

And #4 will definitely get your attention.

Chapter 13

3 More Good Reasons You Should Consider Nutrition Coaching

I'M BACK AGAIN WITH three more reasons why you should be adding nutrition coaching to your fitness business...

Reason #4: HIGH NET PROFIT

The way I'm going to show you to structure your nutrition business works seamlessly with your current training model, *whatever it may be*, and is very profitable in terms of net profit.

This is due to low overhead and low fixed costs.

There's hardly any.

For example, I have no employees for my nutrition coaching model.

And I **NEVER** have to advertise.

And if you currently have a client base in your business right now, you'll never have to advertise either.

Because we (you and me) don't have to spend a lot of money on marketing, and we don't have any real significant high fixed expenses, that means that the majority of the revenue

that comes into our nutrition coaching business should be net profit.

That is money you can spend on whatever you want to spend your money on.

Family vacations, cars, homes, charity – it's your call.

The money is yours. It doesn't go to expenses.

Reason #5: LOW TECH AND LOW STRESS

Nutrition coaching is very low stress and low tech.

You don't have to keep up with the newest and greatest technology or marketing gimmicks to thrive.

I use Zoom, Facebook, a telephone, a laptop, a pad of paper and a pencil.

That's it.

Occasionally I'll get fancy and pull out a calculator.

That pretty much sums up my tools for this business.

Low stress, very low tech.

No opt-in page, no elaborate sales funnel, and no complicated sequence of emails. I don't do webinars to get clients.

This approach simply isn't that complicated.

All of that overwhelming, complicated stuff that's freaking you out right now... You can kiss it goodbye forever.

It's not necessary for this business model.

And if it's not broke, don't break it!

Because if you do nutrition coaching properly, you'll have a very stress free, low tech life and you'll have happy and satisfied clients as well.

Reason #6: HAPPIER CLIENTS

Like I just said, because you're working with your clients directly, and you're actually interacting with them and you're personally helping them, they're going to get results way faster than they could ever get on their own.

And because of this, they are very happy.

Because they're getting results and they're very happy, they want to keep doing business with you.

And since they already know you, like you, and trust you... they are more inclined to spend more money with you.

And because of that fact, you don't need an endless supply of clients, right?

And that's a really big draw when it comes to this model of nutrition coaching.

Alright, so just as a quick recap the last few chapters, here are some key points so far...

- Nutrition Coaching is **very profitable** because it typically has very low fixed expenses. Like I said, my tools for the trade are Zoom and Facebook, which are free, my

laptop, paper and pencil; occasionally I get fancy and whip out a calculator.

- You can **enter the market quickly**. You don't have to create elaborate sales funnels, and you don't have to invest to freak you out and slow down.
- It's **stable and recurring**. If you set up your business model like I'm going to show you, you really don't have to worry about going out and finding new clients each and every month for nutrition coaching.

Usually if you do a good job, your clients are going to be thrilled. They will stay with you for the long term and that's great. That means you don't have to go out and constantly be filling your member pipeline.

All of these things represent why nutrition coaching is a huge opportunity for us right now to make a tremendous amount of money – while simultaneously providing maximum results and doing the best we possibly can for our clients.

That makes this business model the perfect complement to your fitness programs.

Wouldn't you agree?

Okay now that I've demonstrated 6 damn good reasons why you should consider adding nutrition coaching to your business, I'm going to dispel the two factors holding most fitness pros back from capitalizing on this untapped goldmine in their business.

Chapter 14

The Two Factors Holding You Back

SO, IF NUTRITION COACHING is so great, why aren't more fitness professionals doing it?

How come all of the big gurus aren't doing it?

Well, some of them are (thanks to me).

As a matter of fact, you've probably noticed some of them quietly improving their practice and you're wondering what they're doing differently from you.

Right, but why aren't more fitness pros considering nutrition coaching?

Well, first of all, they are paralyzed by **self-doubt**.

They think all kinds of bogus reasons why they can't capitalize on nutrition coaching.

"I don't have the credentials."

"I don't have the time."

"I'll get around to it next month."

Understandable, right?

This is such a shame and I've done it myself, but...

Most people let self-doubt stand between them and the rewards that they deserve.

It's not like there's some hidden force that is preventing us from what we're destined to achieve and helping the people we should be helping.

It's between our ears; it's self-doubt. It's that little voice saying we're not good enough...

"How dare you think that you can do this?"

"Who are you to say that you deserve this?"

That's nothing but self-doubt.

In reality, the power has been, and will be, within you all along. The fact of the matter is this...

If we can help someone get the results they want faster, easier, and more efficiently, then there is NO reason to doubt ourselves at all.

The results speak for themselves, right?

But we all fall into that trap.

See, here is everything you need...

If you can get your client results faster than they can get them on their own, then you have everything you need.

That's all that your clients care about. If you can demonstrate you can get them results, and Heaven forbid, you actually get those results, your client will be thrilled.

That is all that man or woman cares about. And this is exactly where nutrition coaching comes into the picture.

We both know that nutrition is 60%-80% of the fitness formula, and incorporating it into your programs will speed up the rate of your clients' results.

So, now you just have to figure out how to blend it seamlessly with your training programs, and monetize the process.

The bottom line is this... ***You can do this.***

You can get results for people much faster than you currently do, and you can parlay it into a very lucrative profit center.

I plan to show you how.

And that's reason number one.

Reason number two is, ***if you try to sell it wrong, you're screwed.***

Because everything you've ever learned about marketing your fitness business fails if you use it to get nutrition coaching clients.

This is a different game in terms of getting clients than the stuff you're used to.

Opt-in pages... Sales funnels... Facebook ads...

Wufoo forms... Email sequences... and so on.

Those are the things we've all become accustomed to, and in some cases, obsessed with.

Not only do they not work well with nutrition coaching, not a single one of them are necessary!

Remember Reason #5 where I told you the few tools I use for my nutrition coaching programming?

I wasn't kidding.

So, let's talk about how I get clients.

After all, that's what you want to know. Isn't it?

Of course it is. That's why you're reading this.

First of all, this coaching model is a lot easier to operate and maintain compared to typical fitness marketing because you don't have to constantly find new clients or do a lot of additional sales to be successful.

Why?

Because you already have a steady stream of clients in your existing business!

That's right! You have all of the nutrition coaching clients you'll ever need already walking through your doors every day.

So, there's not as much marketing and selling needed, and you don't have to constantly add new people to you pipeline.

But listen, you've got to pay attention. You've got to do this right, or you're screwed from the very beginning.

Here's the deal...

Almost everything you've ever learned is practically guaranteed not to work if you try it with nutrition coaching.

This approach is very different from the selling processes that you're used to.

And it's so damn simple!

But you have to do it right, or like I said earlier... ***you're screwed.***

So please pay very close attention to the next few chapters because I want you to succeed.

I want to show you my simple nutrition funnel that makes me well over \$100k each year in addition to my training programs. Seriously... That is income from nutrition coaching alone.

But before we dig into the nuts and bolts of my nutrition funnel, I want to discuss a few concepts about...

- What's an effective nutrition plan
- The steps involved in building a custom nutrition plan, and
- The concept of food journaling, and it's effectiveness

Hopefully, I'll open your mind to a new reality, and a way of thinking that will simplify the complexities of actually providing world-class nutrition to your clients.

What Is An Effective Nutrition Plan?

AS A FITNESS PROFESSIONAL, your clients rely on you to coach them towards change using an effective nutrition and meal plan. Keep it simple, keep them excited, and you'll both get the results you want.

It should be no secret there is a big difference between the latest diet fad and a real nutrition plan or meal planning strategy that is supported by scientific research and proven methods to get results.

As you work with your clients, you're sure to get asked a lot of questions about nutrition and meal planning. Many of those questions will revolve around the latest and greatest nutrition theories straight from afternoon talk shows, the Internet and not-so-expert "expert" friends. The truth about actual nutrition, however, is that it's fairly simple.

An effective nutrition plan focuses on five things:

Balance: You're getting the right amount of the right things and limiting the things that can have a negative effect on your health.

Calorie Control: This isn't just reducing calories it's about making sure you have the right amount of calories throughout the day to keep your system working effectively.

Moderation: You don't take in an excess amount of those things that can have a negative impact on your health but you also don't cut them out entirely and forever.

Variety: Not only are you eliminating the monotony of a diet that can be difficult to maintain for the long term, but by including a variety of foods, flavors and textures in your diet you're ensuring proper nutrition.

Adequacy: Make sure you're getting all of the essential nutrients you need to maintain health and replace what is lost on a daily or weekly basis. Many short-term diet strategies recommend cutting or drastically reducing entire food groups leaving room for nutritional deficiencies.

Duh, right? Those things should be common sense, but when it comes to nutrition, common sense seems to be very uncommon.

The best meal planning will focus on these five guidelines – and it's a rock-solid foundation. Even if clients stray now and then, just by using this plan as a guide, they will be learning to eat better, and create the behavioral changes they need for the long haul.

No matter what your clients are asking you about their diet, bringing them back to these basics can help them stay on track and achieve the results they want. It's time to guide clients to a more sustainable, science-backed nutrition plan

and away from the short-term diets that often lead to unhealthy cycles of rapid weight loss and steady weight gain.

Nutrition, like exercise, takes an ongoing commitment not just for a week or a month but for the long haul.

Building A Custom Nutrition Plan In 10 Steps

I'M SURE YOU'VE READ nutrition articles on how to eat healthy and fuel athletic performance. But oftentimes, you may be left wondering how to fit all the information and advice into a diet plan that's right for your clients. Fear not. Below are the ten steps you need to follow to build a customized nutrition plan.

Step 1: Determine your goals

- Fat loss
- Muscle gain
- Maintain
- Performance athlete
- Special needs

Step 2: Find your weight in kilograms

- Find your weight in pounds
- Divide by 2.2
- Round to the nearest 10 to get your weight in kilograms

Example: 198 pounds / 2.2 = 90kg

Step 3: Find your height in centimeters

- Find your height in inches
- Multiply by 2.54 to get your height in Centimeters

Example: 72 inches x 2.54 = 182.88 cm

Step 4: Find your Resting Energy Expenditure (REE)

Your REE is the amount of calories you burn if you lie motionless in bed all day

- Male: $66 + (13.7 \times \text{kg}) + (5.0 \times \text{cm}) - (6.8 \times \text{age in years}) = \text{REE calories}$
- Female: $655 + (9.6 \times \text{kg}) + (1.85 \times \text{cm}) - (4.7 \times \text{age in years}) = \text{REE calories}$

Example: $66 + (13.7 \times 90\text{kg}) + (5.0 \times 182.88\text{cm}) - (6.8 \times 18) = 2,091 \text{ Calories}$

Step 5: Determine calories burned during exercise

Use the Exercise Expenditure Chart included on the pages below.

Step 6: Determine the caloric deficit/excess for your desired results

NEVER calculate more than 2 pounds of fat loss weekly

A realistic muscle gain calculation would be 1 pound weekly

- 3,500 calories equals 1 pound of fat loss/muscle gain

Step 7: Find how many calories you need per day

CALCULATION:

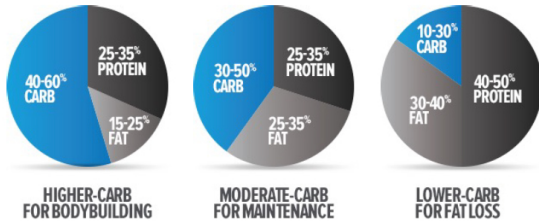
Resting Energy Rate + Calories Burned During Exercise –
Desired Caloric Deficit = Daily Caloric Requirements

Step 8: Create the Meal Plan

- Number of meals
- Number of calories per meal
- Macronutrient ratios (See Step 9 below)
 - Protein
 - Carbohydrate
 - Fat
 - Special needs
 - Bodybuilder/Fitness model
 - Performance athlete
 - Health issues (Diabetes, Healthy heart, Vegan, Gluten free, etc.)
- Foods you LIKE

Step 9: Calculating macronutrient needs

As a general rule of thumb, the following macronutrient ratios will work well for specific goals.



Step 10: Establish healthy eating habits

- Eat 5-6 times a day: three main meals and 2-3 small meals/snacks
- All meals should have a carbohydrate source
- All meals should have a protein source
- Drink water throughout the day, and avoid sodas and sugary beverages
- Always have breakfast to give your body the fuel it needs for the day
- Eat a small meal or snack 30-60 minutes before practice and workouts
- Eat a meal or drink a protein shake 30 minute after a workout, practice or game
- Consume lean sources of protein, like fish, chicken, turkey, pork, beef
- Avoid fried foods
- For fat loss avoid fruits, dairy and processed starches — those food items break down into sugar very quickly in the

blood stream, which is the very last thing someone trying to lose weight needs floating around in their body.

Yes, it's a lot of work and typically takes 10-12 hours per client to properly construct a custom 7-day meal plan for a client.

And that is exactly why most fitness professions resort to providing a free eBook, a list of approved or unapproved foods, a recipe guide or other regurgitated information...

... because it's easier to take the path of least resistance when it comes to providing clients with the best quality nutrition service.

That's exactly why I use FitPro Complete, a tool that provides my clients with individually-customized Registered Dietitian-designed and approved meal plans *in only 5 minutes*... a process that typically takes 10-12 hours per client.

Think about the number of hours that adds back to my life for doing things I enjoy like being with my daughter, hanging out with friends, and traveling. Time is our most valuable commodity, so anything that can save me that much time in my life is an investment worth its weight in gold.

It's truly an invaluable tool in my business, and my life.

When you add in the fact that all meal plans designed are RD-designed and approved, it also protects me from legal liability and keeps my business within its scope of practice.

That makes it the cheapest liability insurance I can ever have. But I digress. The idea is that a tool that saves me a tremendous amount of time and protects my business from legal liability is available is worth the short mention.

Now let's move on to a fun, but controversial, topic for discussion... food journaling.

EXERCISE EXPENDITURE CHART (MET Metabolic Equivalent)

SELECTIONS WILL ADD ADDITIONAL calories to the daily recommended calorie intake total. Inaccurate estimations in activities may yield poor weight loss results.

1. Locate exercise activities
2. Calculate Calories Burned Per Week for **EACH TYPE OF EXERCISE** performed on a weekly basis
 - a. $\text{Cal/Min} \times \text{Minutes} \times \text{Times/Week} = \text{Calories Burned Per Week}$

EXAMPLE: Intermediate bootcamp burns 5.33 calories per minute

$5.33 \times 40 \text{ minutes} \times 3 \text{ times per week} = 639.6 \text{ Calories Burned Per Week}$

Exercise Name	Cal/Min	Minutes	Times/Week	Calories Burned Per Week
Aerobics, general	2.73			
Aerobics, high impact	3.18			
Aerobics, low impact	2.27			
Basketball, game	3.63			
Basketball, general	3.18			
Basketball, shooting	2.04			
Bicycling, 10mph;16.09 km/h, leisure	1.82			
Bicycling, 20mph;32.19 km/h, racing	7.26			
Bicycling, BMX, mountain	3.86			
Bicycling, stationary, general	2.27			
Bicycling, stationary, light	2.49			
Bicycling, stationary, moderate	3.18			
Bicycling, stationary, very light	1.36			
Bicycling, stationary, vigorous	4.77			
Bootcamp, advanced	7.11			
Bootcamp, beginner	3.55			
Bootcamp, highly advanced	8.00			
Bootcamp, intermediate	5.33			
Bowling, general	1.36			
Boxing, bag workout	2.73			
Boxing, sparring in ring	5.45			
Calisthenics, light	2.04			
Calisthenics, vigorous	4.77			
Circuit training, general	3.63			
Dancing, aerobic, ballet	2.73			
Dancing, ballroom, fast	2.49			
Dancing, ballroom, slow	1.36			
Dancing, general	2.04			
Elliptical machine	4.10			
Football, competitive	4.08			
Football, flag, touch	3.63			
Football, playing catch	1.14			
Golf, carrying clubs	2.49			
Golf, general	1.82			
Golf, pushing clubs	2.27			
Golf, riding in cart	1.59			
Gymnastics, general	1.82			
Handball, general	5.45			
Hockey, field	3.63			
Hockey, ice	3.63			
Jai alai	5.45			
Jogging, general	3.18			

Judo, kick boxing, tae kwan do	4.54			
Lacrosse	3.63			
Motocross	1.82			
Racquetball, competitive	4.54			
Racquetball, general	3.18			
Rope jumping, fast	5.45			
Rope jumping, moderate	4.54			
Rope jumping, slow	3.63			
Rowing, stationary, light	4.31			
Rowing, stationary, moderate	3.18			
Rowing, stationary, vigorous	3.86			
Rugby	4.54			
Running in place	3.63			
Running, 10mph(6 min. mi);16.09 km/h	7.26			
Running, 5 mph(12 min. mi);8.0 km/h	3.63			
Running, 6 mph(10 min. mi);9.66 km/h	4.54			
Running, 8mph(7.5 min. mi);12.87 km/h	5.67			
Skating, roller or ice, general	3.18			
Skating, speed, roller or ice	6.81			
Skiing, cross country, moderate	3.63			
Skiing, cross country, racing	6.36			
Skiing, cross country, slow	3.18			
Skiing, downhill, light effort	2.27			
Skiing, downhill, moderate effort	2.73			
Skiing, downhill, vigorous effort	3.63			
Skiing, machine, general	4.31			
Skiing, water	2.73			
Soccer, competitive	4.54			
Soccer, general	3.18			
Softball or baseball	2.27			
StairMaster	2.72			
Swimming, laps, freestyle	3.63			
Tai chi	1.82			
Tennis, doubles	2.73			
Tennis, general	3.18			
Volleyball, beach	3.63			
Volleyball, gymnasium	1.82			
Walking, 2.0mph;3.22 km/h	1.14			
Walking, 3.0mph;4.83 km/h, moderate	1.59			
Walking, 4.0mph;6.44 km/h, brisk	1.82			
Weight lifting, light/moderate	1.36			
Weight lifting, vigorous effort	2.73			
Yoga. Stretching	1.82			

Chapter 18

Food Journaling: Is It Really All It's Cracked Up To Be?

IS FOOD JOURNALING ALL it's really cracked up to be?

In two words... **Hell NO!**

One of the **biggest** mistakes I see fitness professionals make when it comes to nutrition adherence is believing that food journaling is so damn important.

Whereas exercise tracking is straight-forward and also fairly objective (as long as you are standing next to your client, you can count how many reps they perform, how much weight they lift and track visible signs of effort, as well as fatigue), food journaling is a futile exercise.

Unless you plan on following your clients around to every meal and measuring everything they put into their mouths, you have to accept that food journaling involves taking your client's word for what they are doing.

Now before anyone gets worked up by my suggestion that food logging is a fool's errand, consider this:

For the average client (someone who follows a typical Western diet) who is starting out on improving their nutrition, counting and tracking daily calories is a real chore.

In order for a new client to start tracking calories, they will require measuring devices, food labels, databases and a calculator to keep on top of it all.

Clients will regularly underestimate their caloric intake by 20-30% (unintentionally), which defeats the purpose of logging foods in the first place — a fact that many users have caught on to, causing them to become less diligent in their journaling or to quit altogether as a result.

Food labels often underestimate the true caloric content of that food by anywhere from 10-15%.

The energy cost to digestion of protein is much higher than that of carbohydrates or fat.

Calorie counting totally ignores the micronutrient profile of foods, nutrients that are typically necessary to support a healthy metabolism.

Most clients eyeball servings, as opposed to accurately measuring them with a scale.

Only 3% of people will use a food journal for more than a week.

More often than not, what the client logs and what they actually eat are two completely different things.

Not only is food journaling an imprecise science at best, I've also seen it lead far too many clients into justifying bad food choices because they are "low calorie."

It's easy to see how the process can undermine not only the reliability of a journal but also the goals and motivations of the client.

As a nutrition coach, you know calories matter in relation to a person's goals, so you might have certain food/nutrient requirements in mind for your client.

However, throwing numbers at new clients from the starting point may not bring the same results as if it were you or I following the same plan.

When someone is new to good nutrition, numbers are just too complicated, and all love is lost in treating food as the fun, social activity that it should be. It becomes just numbers, and if people loved numbers there would be a lot more accountants in the world.

It can also create a lot of anxiety and confusion, which is usually the main reason the client has sought your help – to remove the 'fear factor' of nutrition.

And here's the important thing that most trainers completely miss – someone new to good nutrition does not need this amount of detail to see results.

Truth be told, I care less whether my clients log foods or not. I know if they're doing what they are supposed to be doing because I have other forms of tracking and accountability built into my programs.

Weight loss nutrition is simple third grade math, and I know the numbers. For example, if I have a client that has a goal of losing 2 pounds per week and after 5 weeks they haven't lost

a single pound... I can hand them a pen and piece of paper and say,

“Write down the extra 35,000 calories you’ve eaten since we began your program.”

Inevitably they will look me in the eye and swear that they haven’t eaten an extra 35,000 calories, but **the numbers don’t lie.**

Simple math tells me that there are 3,500 calories in one pound of fat, and their goal is to lose 2 pounds per week (3,500 x 2 = 7,000 calories).

7,000 calories x 5 weeks equals 35,000 calories.

Anyone that is in a 35,000 calorie deficit will have lost weight! Yet they haven’t lost a single pound.

See? I didn’t need a food log that may, or may not, be accurate to tell me that the client isn’t following their meal plan.

Now naturally, I don’t wait 5 weeks to check a client’s weight loss progress. At my facility, we require weekly weigh-ins for all of our clients because it’s a lot easier to track a client’s goals than their food log.

Now, to be clear... I’m not saying this is the best way to track adherence. I’m saying it’s the *easiest* way to do it, and also hold your clients accountable.

Simply put, we **never** log foods, but **always** track adherence to the client’s diet goals.

Although I consider food logging useless for most clients, tracking is an invaluable tool for holding clients accountable. But in order for accountability to have any meaning, it requires that you as a coach effectively communicate expectations as of Day 1.

This system works so well for three reasons...

1. You'll find that clients are much more willing to track a single diet goal, as opposed to trying to log every single food item they eat in a day.

1. Even if the clients did log their foods, the likelihood is high that the information is very inaccurate.

2. You're not trying to force a client to do something that is an unnatural and time-consuming process for them.

Over the years, I've worked with a lot of physique athletes (bodybuilders and fitness models) and beauty contestants and one of the first things I tell them is that,

"I'm not the one who wants to walk across that stage in my underwear. If you lie to me about what you are eating, you are only sabotaging yourself."

Harsh? Maybe. But it's a remarkably effective way of getting clients to realize their role and responsibility in the body transformation process.

I use a similar approach with everyday training clients as well. Before I have even signed a prospect up, I explain to them that,

“Weight loss is simple third grade math and I know the numbers. I’m like your attorney or accountant, because I know the answers before I ask the questions.”

Letting clients know that the only way you, as their coach, can help them is if they are truthful with their reporting is something too many coaches overlook.

Remember, our job as coaches isn’t to force our clients to change. At the end of the day, the only person who ultimately determines a client’s success or failure is the client themselves.

However, we do have the responsibility of providing each client an appropriate intervention for their current abilities...

... and this means helping clients with both exercise and diet.

So instead of getting in your own way by being caught u with food journaling, and continuing to pull your hair out because of “stubborn” weight loss clients driving you crazy with their non-compliance for their food log, try implementing these nutrition coaching strategies into your personal training practice today.

Don’t be surprised when your client “success stories” start to dwarf your “client frustrations” by a wide margin!

Chapter 19

How I Built A \$100K Nutrition Coaching Business

THIS IS THE CHAPTER you've been waiting for.

I'm going to outline exactly how I went about building my nutrition coaching funnel that generates over \$100k annually.

And as you proceed through this chapter, you'll clearly see each of the three components of the A3 Method...

1. Access barrier
2. Accountability
3. Ascend

Honestly it is a fairly simple sales funnel where I ascend current clients from a low barrier of entry to higher priced programs that provide even higher value to them. It looks like this...

Low barrier of entry that adds high value to my training programs =>

Accountability group =>

1-on-1 Coaching

Each step in the ascension process is more expensive than the prior, and provides much more value (accountability, coaching, education, etc.).

But overall, it's very simple and straight-forward.

So, let's look at some of the easiest nutrition profit centers to implement, and how they generate revenue for me.

Front-End Nutrition Offer (Access Barrier)

First is my front-end offer, or low barrier of entry, which is built into every training program I have...

Transformation challenges... test drives... or my long-term programs.

Like any other front-end offer, or low barrier of entry fitness program, this is simply designed to introduce them to nutrition coaching.

This is simply a matter of me delivering individually-customized RD-designed meal plans with every training program I provide.

This adds tremendous value to my clients since they immediately have everything they need to be successful served to them on a silver platter... guidance, motivation, accountability and individually-customized meal plans designed specifically for them. I use a software called **FitPro Complete**, and the cost of it is factored into all of my training programs (transformation challenges, core offerings, **everything**).

In fact, I immediately added an extra \$20 monthly into **every single training program** I have as the monetary value I want to generate by including nutrition with everything I do.

That's an additional \$240 annually generated from every client I have, and since it is included with all of my training programs, there is no additional selling involved.

At 100 clients, that's a \$24,000 per year raise.

And it was very simple to do. Just say tonight that you're giving yourself a \$20 per month raise for every new client that comes through your doors...

Add a nutrition component that the prospect believes is highly valuable, and...

Voila! You're already starting to make money with nutrition programming!

Truth be told, FitPro Complete is the engine that runs my entire 6-figure nutrition coaching funnel.

It's that invaluable to me.

It is not necessary that you use this tool, but **it IS necessary that you are providing a nutrition program that is clearly different from everyone else**, not the same one-size-fits-all, cookie cutter meal plans that most trainers provide out of convenience.

Next, we do weekly weigh-ins and this is where the process of ascending clients to the next step in the funnel begins.

SIDE NOTE: We don't use food journaling in our practice because we have learned that it tends to provide an inaccurate snapshot of how the client is actually progressing.

Like you, I do understand the value of logging foods, but unlike you and I, our clients don't embrace it in the same way.

In fact, most times the client doesn't learn what to eat, but learns what to log in order to satisfy their coach. It takes more time on their part and everyone already thinks they're too busy!

This is why we rely on weekly weigh-ins which take little time since we do it right before a scheduled training session, and quite honestly, provides all the information I need to address lack of compliance...

... in other words, accountability (the second part of the A3 Method).

For example, let's say I have a client that has been with me for four weeks and the weekly weigh-ins indicate that client hasn't lost a single pound. I now have more than enough information to show that client that they are failing to follow their nutrition program.

I can now use simple third-grade math to prove my point.

Let's say when the client signed up with us, they said they wanted to lose 2 pounds per week. Perfect!

The conversation will typically go like this...



“There are 3,500 calories in one pound, times two pounds equals a 7,000-calorie deficit that’s required to reach their goal.”

“7,000 calories times the four weeks equals 28,000 calories, right?”

“Well, any human being that has been in a 28,000-calorie deficit will have lost weight. Yet you haven’t lost a single pound. I’d like to sit down and dig into what is going on and see if we can fix it.”



That’s an abridged version of my typical conversation which goes deeper towards setting the stage for my next step in my sales funnel, but I think you can see how simple it is.

Now... This is where the magic happens.

During the course of those four weeks, what happened?

1. I provided them a simple tool that if used, provides them perfect nutrition.
2. Weekly weigh-ins were performed to provide a track record of compliance, or non-compliance.

3. I was able to demonstrate non-compliance scientifically and mathematically, yet in a way that the client can understand.

4. I set the stage for ascending them into my next step in the nutrition coaching funnel.

This simple process makes it easy to ascend them into my accountability group because, instead of a typical selling position where you are trying to convince them of something they may not feel they need, I showed them that they do indeed need it. And that puts me in a much better position to ascend them into the next step of the funnel.

Now, here is a very important concept that you must understand regarding your front-end nutrition program because it is the most important reason this funnel works so effectively and consistently...

At any given point in time, there will be a significant number of your clients that will be non-compliant with your program.

Anywhere from the low end of 20%, to the high end of 85% of your clients will not be adhering to your front end program.

This is where 95% of fitness professionals give up on their clients.

The myriad of reasons why they give up are plentiful, and just as creative as their clients excuses for not following the plan. But the important thing to realize is...

That 20%-85% of non-compliant clients is a massive opportunity to generate more revenue by ascending them to a higher-priced nutrition program.

Instead of giving up on those clients, realize the opportunity staring you in the face, and use it to your advantage.

So, picking up from the last conversation we had with the client, when we demonstrated to them that we know they are non-compliant and we need to dig deeper to see what is going on to try and fix it, they conversation would go like this...

.....

“Well, any human being that has been in a 28,000-calorie deficit will have lost weight. Yet you haven’t lost a single pound. This tells me there’s something more going on that we need to resolve. It may be some habit, or social trigger that is keeping you from reaching your goals.”

“You do still want to reach your goals, don’t you?”

.....

Very rarely will they say no to that question.

So, we continue,

.....

“Okay, great!”

.....

And that leads us right into the third part of the A3 Method... ascension to a higher-valued program.

.....

“What I’d like to recommend to you is to joining my weight loss accountability group. It’s an 8-week program where we will dig deeper into what’s going on, get to the root of the problem, and create the habits and skills to succeed.”

“We meet each Tuesday evening, for an hour, and you don’t even have to come back to our facility. We do each session via an online call so you don’t have to waste valuable time traveling to and from our facility. You’ll do it from the comfort of your home.”

“As I said, it’s an 8-week program and the cost is only \$37.50 per week. And at the end of the eight weeks, you’ll be well on your way to reaching those goals you’re determined to achieve.”

“I highly recommend we get you started this upcoming Tuesday.”

.....

And that is how I easily and painlessly ascend clients from my front-end nutrition offer to my accountability group, which is where the real revenue from nutrition coaching starts to roll in.

It's simple. It's effective. And it flows seamlessly with the previous conversation we had when we demonstrated to the client that we knew they were non-compliant with their nutrition plan.

Accountability Groups

This is the next step in my nutrition funnel, and where we start to realize substantial financial gains.

This is simply an 8-week coaching program conducted in a group setting that meets one hour per week. It includes 20-30 participants at \$300 each ($\$37.50 \times 8 = \300).

That amounts to \$6,000-\$9,000 every eight weeks...***for only one hour per week of work!***

And since there are 6.5 eight week cycles in a year, that's \$39,000-\$58,500 each year.

That's a **minimum** of \$39,000 per year.

Break it down further and that's between \$750-\$1,125 per hour, depending on how many folks are in the group at any given time and I've never had less than 20 participants at any given time. Heck, if you only had 10 participants, it comes out to \$375 per hour.

I'll save the details of exactly how I structure the accountability group for another chapter, but I wanted you

to see how lucrative accountability groups can be to your business for the small amount of time invested.

1-on-1 Nutrition Coaching

The highest rung in my nutrition ladder is 1-on-1 coaching and typically are 12-16 week commitments.

These clients are typically folks that still need additional attention after the accountability group, physique athletes (bodybuilders and fitness models) and beauty pageant competitors. I make from \$2,500-\$3,500 for the term of the commitment and typically meet with them once per week, in addition to weekly phone calls, Zoom calls, etc.

With this group, I do whatever it takes from me to ensure they reach their goal.

For example, I've been known to coach clients away from the refrigerator at midnight, when needed.

Another example is when I had a female client call me from a restaurant in a panic because she didn't know what she could order that wouldn't negatively impact her nutrition program. So, to put her mind at ease, and to ensure she stayed on track, I had her put the waitress on the phone and I ordered her meal for her. Then I told the waitress to bring her half of the meal, and place the remaining portion in a to-go box for my client.

The end result... Everyone was happy!

Other things that I've done is show up to a client's home and go through their refrigerator and food cupboards to remove foods that should not be there.

Or, go with them on a grocery store tour and help them buy their foods for the upcoming week.

The idea is that I should be going out of my way to ensure success for any client enrolled in my 1-on-1 nutrition coaching programs. I should be over-delivering every step of the way for them.

As fitness professionals, we should be doing that with every program we provide the public. But when someone is paying for high-end service, there should be no stone left unturned.

Strategic Down-Selling Nutrition Services

The last part of my nutrition coaching funnel are the “downsells” to folks that say they can't afford our training programs, or tender their 30-day cancellation notice from a training program.

Typically, it is someone who is a “warm prospect” and for some reason can't afford our program or a current client who is leaving us.

As a routine practice, I'll offer to show them 5-6 exercises they can do on their own at home and provide them the same nutrition program that my successful clients use (FitPro Complete).

I'll charge them \$19.95 per month for access to the nutrition program.

To show you how lucrative this little profit center can be, as I mentioned earlier, my facility currently has about 100 training clients, but I have over 300 folks using FitPro Complete.

That's an additional 200 people on my self-directed nutrition program paying me \$19.95 monthly.

That's an extra \$4,000 monthly, or \$48,000 annually, that I am doing absolutely nothing for. That's a nice mortgage payment.

And I do **very little** for that monthly recurring revenue.

Here is a strategy I use when people say they cannot afford my programs, either on the front end or when a current client tenders their 30-day cancellation notice.

For the sake of this discussion, let's use the cancellation notice as our example...

Typically, when a client hands in their cancellation notice, what happens? It's usually a painful conversation where the client is uncomfortable telling you they can no longer afford your services, and you really don't have a solution to the issue. It's most times a conversation that is **ALL** about money.

But what if you did have a solution that keeps the relationship alive, shows that you are legitimately concerned with them, AND allows you to continue helping them (for a small price, of course)?

In our facility, the conversation would go something like this, where they squirmed around while explaining why they can't afford to continue on...

.....

“Pat, I completely understand your predicament. And if I were in your shoes, I would do the exact same thing. After all, family is most important and I would do anything I need to provide for my daughter, as well. I have the utmost respect for you for making that choice.”

“But, I also know how hard you have worked to get where you are at today, health-wise.

“You’ve lost XXX pounds, and have made great strides. I would hate for you to lose what you’ve worked so hard for, so would it be okay if I recommend something to you?”

.....

Of course, they will say yes at this point. I just told them how much I respect them, so they are going to hear me out.

.....

“If you’re interested, I’d like to suggest this. Let me show you 5-6 exercises that you can do at home on your own. They won’t give you the same bang for your buck as what you’ve been doing here because the best exercises do require

coaching, BUT this will keep you going in the right direction, or at the very least keep you from going backwards.”

“Let’s also keep you on the same nutrition plan that has worked so well for you. After all, you now understand that nutrition is 60%-80% of the equation and without that you will definitely lose everything you’ve worked so hard to achieve.”

“I’d be more than happy to do that for you, I’ll only charge you \$19.95 per month, you can check in with me every now and again, and I’ll be happy to make small adjustments whenever we feel it is necessary. Sound fair?”

.....

9 out of 10 times, the client will take this offer.

Why? Because...

1. I align with them and show that not only do I understand their predicament, but I respect them for it.
2. I’ve taken an awkward conversation and turned it into a positive one.
3. I’ve showed them that our relationship is more about helping them than making money (it makes them understand that they are more important to me than just their checkbook or credit card).
4. I’ve found a solution for them that is definitely affordable.

5. The Law of Reciprocity, which basically says that when you do something nice for someone, they will have a deep-rooted psychological urge to do something nice in return.

I also do something very similar to this at the front end when a prospect tells me they cannot afford my FEO's or training programs.

Between the two strategies, I currently have 203 people paying me \$19.95/monthly.

That's \$4,049.85/monthly, or \$48,598/annually from this simple strategy, and it required very little time from my end... A few phone calls, or success sessions where I show them a few new exercises.

In my simple mind, that's something I don't mind doing for an extra \$50K annually.

Obviously, you can decide what it is you want to provide, and how much you choose to charge for the service (if you even want to call it that since it's mostly hands-off). Just make sure that it is something that the client will see as valuable for them compared to the price.

Be patient with it, and over time it will grow exponentially for your business.

So, to summarize those three revenue streams...

I have 100 clients that I've added \$240 annually to the value of their agreements (\$24,000), between \$39,000-\$58,000

annually with accountability groups, and another \$48,000 in self-directed nutrition programming.

If you add only those three revenue streams up, the total is a healthy \$111,000 annual nutrition revenue.

So if you do the math, you can see that with these simple strategies it is pretty easy to have a \$100k nutrition coaching program... and none of them require a substantial amount of your time.

In fact, these systems work seamlessly with whatever type of training protocol you prescribe. Now I'd like to make one last point...

Did you notice how none of these profit centers required me to find new clients and spend money on marketing?

Every single person in my nutrition programs are already my current training clients, or they find me.

No additional overhead to find them!

Now, I know the question is going to come up...

"What did I do with my current clients?"

It's simple... I **gave** them the nutrition programming for free.

I showed them that I appreciated them and was willing to invest in them.

The interesting thing about that is that because of the goodwill I showed to them, my retention rate went from 18 months to 24 months per client.

That's an additional 6 months of monthly revenue for **every single client** in my business.

And for an investment of approximately \$1.50/monthly per client.

So, by giving my existing clients FitPro Complete for free...

And showing them that I'm willing to invest in them...

My retention rate went up by 6 months per member!

Since my average monthly rate is \$169... that means giving my clients FitPro Complete for free increased the average lifetime value of a client by \$1,014. ($\169×6)

And all for the investment of only around \$1.50/monthly per client.

NOW... I will guarantee you if social media marketing expert Scott Rawcliffe told you that for every \$36 you invested in Facebook ads, he can make you \$1,014...

You would jump on that in a heartbeat!

And since I have right at 100 clients, that adds an additional \$97,800 to my business!

Break that down to the annual value of this strategy, and it amounts to \$48,900 additional income each year...

... which can be added to that previous \$111,000.

All of that because of how I've built FitPro Complete into everything I do.

And that doesn't even include my 1-on-1 coaching!

Yeah... that \$36 investment over the life of each client is well worth it to me!

And honestly, it is a fairly simple sales funnel where I ascend current clients from a low barrier of entry to higher priced programs that provide even higher value to them.

If you need help, that's exactly what my team and I do for a living, day in and day out.

If you'd like my team and I to help you scale your business using The A3 Method you've read about here, please go to [A3 Method/call](#) to chat with one of our advisors.

We've helped over 250 fitness pros build and launch their nutrition revenue streams, radically transforming their business for the better.

We especially enjoy working with fitness pros, gym owners and managers, coaches, and personal trainers. If that's you, we'd love to chat in a no-pressure environment to see what kind of results we could get you!

Chapter 20

Weight Watchers Are Smarter Than You Think

So, HERE'S A LITTLE secret about my accountability group that is going to make the hair stand up on a lot of people's necks...

I stole a few "secrets" from Weight Watchers and use them to get clients in it and get them the results they are looking for.

Yep... Weight Watchers.

Not Precision Nutrition, or any of the other certification organizations out there.

I know. I can feel several of you rolling your eyes right now.

Don't get me wrong. I believe 110% in what Precision Nutrition does and I love John Berardi's approach to nutrition.

BUT...

Those organizations provide "head knowledge."

Head knowledge is good, but it doesn't teach you how to make money with that knowledge.

I'm more interested in learning, and teaching, money-making knowledge.

And whether we like them, or not, Weight Watchers is the most popular diet program in the world... and has been for a long time.

That tells us two things...

1. They're doing something right, and
2. They're your competition.

So... We can choose to ignore Weight Watchers and pass the off as "inferior" to our cutting-edge training and head knowledge, or we can sit up and take notice of what they are doing...

And Heaven's Forbid, maybe even learn a few things from them.

See, here's the thing...

We are taught that if we want to be good at something, we should find someone who is really good at doing what we want to do and learn from them.

Well, Weight Watchers makes a lot of money with nutrition coaching so it made sense for me to dig into what they do.

So, here are a few of their not-so-secret secrets that I "stole" to implement in my accountability groups, and turn them into a huge money-making profit center in my business...

1. Weight Watchers makes the on boarding process really SIMPLE.

As in brain-dead simple.

Seriously!

You show up to a meeting...

Everyone makes a big deal and gives you a warm, fuzzy welcome...

They teach easy-to-follow lifestyle lessons ...

They have you weigh in and tell you to come back next week to do it all over again.

Boom! That's pretty much what I do.

You show up for a meeting...

Everyone makes a big deal and gives you a warm, fuzzy welcome...

You explain how things have been going for you the last week nutrition-wise (challenges, failures, successes, etc.)...

I use that information to uncover "Ah Ha" moments, or lessons to teach (Can you say Precision Nutrition's habit-based coaching).

I have you weigh in and tell you to come back next week to do it all over again.

Not rocket science, is it?

But you know what?

IT WORKS!

And when push comes to shove, that's all that really matters.

2. Weight Watchers understands to 80% rule...

Every single person in the fitness industry has heard some variation of these two lines...

“Dedicate 80% of your time on the most important stuff in your business.”

“Weight loss is up to 80% nutrition.”

And all of the smarter people in the fitness industry will agree with the statement that nutrition is more important than exercise (that's you I'm assuming).

They will also claim that they do spend 80% of their time on the most important stuff.

But most trainers send their clients off with the same regurgitated, generic meal plans, or lists of unapproved and approved foods that everyone else is providing, and concentrate most of their time and efforts on the least important part of the equation... training.

Weight Watchers on the other hand, dedicates the majority of their efforts to that 80% of the equation, and very little to the least important factor.

Makes perfect sense to me... If nutrition is the biggest portion of the equation, I should be concentrating more of my efforts on nutrition coaching.

Well, that's only if I **really** want to get my clients their best results.

And almost 100% of Weight Watchers' revenues are derived from nutrition coaching.

I'm not saying you should be generating 80% of your revenue from nutrition coaching, but what's wrong with 50%... or 40%... or, you get the idea.

Most trainers generate 0% of their income from nutrition coaching.

3. Weight Watchers provides ONGOING education

Weight Watchers knows that your clients don't become a nutrition expert from your generic meal plan, eBook, and grocery store tours.

They understand and employ the power of on-going education.

So, they have a meeting every week.

Every... Damn... Week.

Like clockwork.

That's exactly what I do... A 60- to 90-minute meeting every week.

And depending on how many folks I have in the group at any given time, it earns between \$750-\$1,125 per hour.

When was the last time you really taught your clients anything about nutrition?

Once every 6 months? Longer?

That's not even close to enough.

You need to make on-going nutrition education a part of your fitness business.

Period!

4. Weight Watchers understands the power of community and the power of recognition

At Weight Watchers clients are recognized and celebrated many times throughout the program.

First clients are recognized for simply joining the group (Yeah, they make a **big deal** of this)...

Next, they are recognized and celebrated for successes, big and small...

And finally, they can ascend the ladder and become recognized as “experts” within the group.

Those three points make weekly meetings powerful gatherings because while one client gets the power of community wisdom and individual coaching, another can feel like a hero for providing experience and real-life advice to newer members.

Yes. I absolutely do the same thing.

5. Weight Watchers focuses on the ENGAGEMENT of their clients

I'd go so far as to say engagement matters more than results because engagement promotes a powerful community that keeps people coming back over and over again.

And let's be honest, if we can keep people engaged in our weight loss community, it's impossible for them NOT to get results.

And that makes **everybody** happy.

Your clients get support, recognition and results...

And you get happier clients that become raving fans and stay engaged with your programs longer... which means even more revenues generated.

So, the way I see it is pretty simple...

We can turn up our noses at Weight Watchers and pretend to be better than them, or we can take the best of what they are doing, add our expertise and experience to it, make it exponentially more effective, and create a community that is far more connected and loyal to what we have to offer.

Like I said earlier...

We can learn from someone who is doing it better than us, or we can write it off and come up with every possible excuse and lie about why it won't work for us.

One decision leads to sustainable success, and the other shows how oblivious we can sometimes be to reality.

More About Accountability Groups

This is the second step in my nutrition funnel, and where we start to realize substantial financial gains.

This is simply an 8-week coaching program conducted in a group setting that meets one hour per week. It includes 20-30 participants at \$300 each.

That amounts to \$6,000-\$9,000 every eight weeks... for only one hour per week of work!

And since there are 6.5 eight-week cycles in a year, that's \$39,000-\$58,500 each year.

That's between \$750-\$1,125 per hour, depending on how many folks are in the group at any given time and I've never had less than 20 participants at any given time.

Heck, if you only had 10 participants, it comes out to \$375 per hour.

In a minute we will get into the details of exactly how I structure the accountability group, but I wanted you to see how lucrative accountability groups can be to your business for the small amount of time invested.

Now, let's talk about the logistics of how I conduct my accountability groups.

First of all, let's talk about what is needed to make this whole thing work...

1. A weekly group meeting
 - a. Typically, 60-90 minutes
 - b. Performed either in person or via web conferencing (e.g. Skype, Zoom, etc.)
2. A private Facebook group

a. Weekly check-ins

That's it!

Yes, I do have a system in place to follow up with clients that miss meetings or miss the Facebook check-ins...

- Phone calls
- Text messages
- Facebook private messages

But, aside from those things...

That really is all it takes to start an accountability group.

Next, **what is the best day and time to run an accountability group?**

Honestly, the very best time is **whatever time works for YOU.**

I built my accountability group around my home life, and I want you to consider doing the same.

That being said, I run my accountability group on Tuesday evenings and require Facebook check-ins on Fridays because that works best for me.

Running an accountability group on Thursday evenings and having the Facebook check-ins on Mondays are also a good choice and will be next on my “to do” list at the beginning of the year.

I've learned that having the Facebook check-in around the weekend keeps my clients more compliant during the weekends. They know they will have to report to me, and that everyone in the group will see it.

Peer pressure is a wonderful deterrent!

Now let's talk about how I run the actual group meetings...

Like I said earlier, we **always** start with a warm, fuzzy welcome to set the tone for the meeting. I want everyone to feel comfortable and not withdrawn from the very beginning.

So, I do everything within my power to set the stage for a relaxed atmosphere, which makes it a lot easier for folks to open up.

As far as the actual meeting...

We work our way around the room and everyone answers the following three questions in this exact order...

1. What have you done in the last week that took you **further** away from your goals?
 - a. Challenges
 - b. Failures
2. What have you done this week that has brought you **closer** to your goals?
 - a. Successes

3. Who in the group have you noticed is doing exceptionally well this past week?

- a. Recognition
- b. Appreciation

We ask the questions in that order for the following reasons...

1. We always start with the negative and progress from there.

- a. Provides teaching opportunities.
- b. Uncover “Ah Ha” moments or lessons to teach
- c. Can work on habit-based coaching.
- d. Other participants can share how they dealt with similar experiences

2. We move on to the positive.

- a. Celebrate successes and build on it.

3. We recognize other group members for their successes.

- a. Celebrate all successes; big and small

So in as little as 60-90 minutes we accomplish several things...

1. Clients are recognized and celebrated several times throughout the program

- a. When they join

- b. For any and all successes, big and small...
 - c. As they ascend the ladder and become recognized as “experts” within the group.
 - i. Feel like a hero for providing experience and real-life advice to newer members.
2. We get **everyone** engaged
 3. We provide ongoing nutrition education
 - a. Individual coaching
 - b. Community wisdom
 4. We solve problems
 - a . Why they’re struggling.
 - b . Social triggers.
 - c. Habit-based coaching.

This makes the weekly meetings incredibly powerful gatherings, and keeps the members of the group excited for the next week.

And that is it! That’s **exactly** how I operate each and every meeting.

It’s simple...

It’s effective...

And it gets results!

And that's all your clients really care about.

Next, we're going to really concentrate on the sales process... sales scripts, when to use them, why they're effective, etc.

I'm going to show you...

- how to add massive value to all of your training program...
- how to transition prospects/clients from a low barrier of entry to higher value (and higher priced) nutrition offerings by using Trust, Influence and Value...
- how to speak directly to the wants and needs of your prospect/client...
- and we're going to do it in a way that makes the buying process easy and natural for them.

We'll really start to really connect the dots, and hopefully you'll have a clear picture of how everything really flows seamlessly with your training programs.

If not, continue to go over it until it makes sense for you.

I want to make sure each and every one of you have this process dialed in.

But get started!

Accountability groups are easy to build, easier to run, and generate a lot of easy revenue.

You definitely want to take advantage of them.

If you need help, that's exactly what my team and I do for a living, day in and day out.

Don't hesitate to book a call to chat with my amazing team.

Please visit [A3 Method/call](#) to chat.

We offer multiple services to help you accomplish every single step listed in this book.

Chapter 21

Focus On Giving

***To Influence People, Focus on Giving Connection,
Instead of Taking it.***

IN A MUTUALLY INTERDEPENDENT world, none of us has absolute control over everything we choose to do. You are either being influenced by others or exerting influence simply by being who you are.

Nobody is 100% original.

Beethoven was influenced by Mozart.

Picasso depended on a Cezanne.

Einstein had Michelson.

Almost all of our decisions and ideas have been influenced by people we admire, peers, teachers, religion, parents, bosses, etc.

“Everything we say or don’t say, do or don’t do, that modifies, affects, or changes someone else’s behavior, thoughts, or actions, consciously or unconsciously, for good or for ill” can be described as Influence, according to Roffey Park Institute.

Influence is key to solving everyday problems and making an impact. In fact, influence is happening all the time at home and at work.

As fitness professionals, every single day we are faced with the task of persuading others.

And every single day we face resistance.

There are two fundamental paths to influence, according to research — dominance and prestige.

When we establish dominance, we gain influence because others see us as strong, powerful, and authoritative. When we earn prestige, we become influential because others respect and admire us.

Direct influence functions linearly — the closer you are personally and physically to others, the greater your influence over them, and vice versa.

Influence begins with you. You can't get good connections if you are not ready to give it.

Influencing others is how we get what we want in life and career. It's how we make and improve relationships. It's how we win negotiations, sell ideas, and services to others.

With or without your permission, you are being influenced by the closest people around you. The more good influences you surround yourself with, the happier you'll be.

Influence others by modeling positive behaviors.

Do you relate well to others?

Do people want to support you because they like what you stand for, what you do or who you are as a person?

To win influence of others and persuade people, you only need to ***appreciate the good in them***. People like to be appreciated. They like to know others see good in them, or see potential in them.

You don't have to overdo it. But the more you genuinely appreciate the good in others, the more they are likely to draw closer to you.

Never forget to appreciate the people close to you.

Positive objective feedback is important for our growth.

Criticism, on the other hand, wounds a person's pride, hurts their sense of importance and arouses resentment. You will not win people over if you are a nagging constant in their lives.

I point this out because as fitness pros, it is natural for us to highlight what are clients are doing wrong when it comes to exercise and nutrition.

Especially nutrition!

After all, how can we fix the problem if we don't point it out, right?

Yes and no.

But, ***especially with nutrition***, there's an opportunity to zoom in on the things the client is doing right and move to improve on those things.

Precept upon precept... step by step... each small success is a building block towards the next achievement.

Remember that second question I ask every client during every accountability group meeting?

*“What have you done this week that has brought you **closer** to your goals?”*

In other words, “What have you done good this week?”

Yes, with the first question we did touch on their setbacks, but ***we spend most of our time and efforts focusing on their successes...*** the positive.

And then we wrap up by concentrating on recognition and appreciation... doing everything we can to ensure they leave the meeting with a positive attitude.

So, we are always concentrating two-thirds of our efforts in our accountability groups on positive reinforcement, recognition and appreciation.

As I mentioned earlier in this book, this process makes the weekly meetings incredibly powerful gatherings, and keeps the members of the group excited for the next week.

“There is a natural human tendency to dislike a person who brings us unpleasant information, even when that person did not cause the bad news. The simple association with it is enough to stimulate our dislike,” explains Robert B. Cialdini, in his book, *Influence: The Psychology of Persuasion*.

Criticism usually makes us strive to justify ourselves. If you must criticize, call attention to mistakes indirectly,

especially if you are having a conversation with sensitive people who may resent bitterly any direct criticism.

Many people fail to notice even the smallest good things in others. This give you the opportunity to stand out by being the exact opposite of the crowd. Instead of pointing out their flaws, make them feel respected and valued despite their shortfalls.

Empower your prospects and clients to make them feel confident. When you think of empowering others, think of the good old saying *“People will forget what you said, but they will never forget how you made them feel.”*

Do you deeply care about others? People don’t care how much you know until they know how much you care.

Most people are more interested in taking than giving. But you can’t take influence. It’s earned.

Winning and keeping relationships is about being there for other people. People are attracted to those who care about them. Take time to really get to know the people around you.

Get to know your prospects before you ask for a sale. Understand your client and make recommendations directly aligned with what you learned about them. It shows that you care about them.

“You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you,” says Dale Carnegie.

People will immediately start liking you if you show interest in them first.

To persuade others, boost your own confidence. Confident people tend to rise to the top much quicker than those who lack a sense of confidence and are insecure. Work on your social skills and become comfortable in your own skin.

Franklin D. Roosevelt had great influence during WWII by confidently stating in his 1941 speech after the attack on Pearl Harbor *“we will win through absolute victory... No matter how long it may take us to overcome this premeditated invasion, the American people, in their righteous might, will win through to absolute victory.”*

He sounded more confident and people trusted and believed him.

There is no single right way to influence or persuade others. But in the end, our actions matter much more than we think. Actions are always more powerful than words.

Connection with other people is fundamental to our survival. Human connection is better given than taken. Every single one of us can be influenced — but we are also all capable of influencing others. To make real progress in life and at work, you have to improve your persuasion skills.

Influencing people is about understanding yourself and the effect or impact you have on others. Whatever you do, your job will require you to influence people. It pays to adapt and modify your personal style if you want to make a positive influence on others and win their trust.

And here's something else important for you to remember...

People **NEED** you.

They need your expertise... your knowledge... your talents.

But most importantly, they need...

***Your caring and giving attitude towards helping them
become the best version of themselves!***

Tools and strategies are good and necessary but they are **NOT** you. People need you.

The world needs you.

What do you have to give?

What can you contribute that would make a difference?

Who are you not to share your gifts with the world?

I'm sure you don't have to think very hard to answer those questions.

Don't worry about how your generosity will be received. Just be bolder and kinder than seems reasonable.

Keep giving and connecting and creating possibilities that didn't exist until you took action.

Focus on giving! It will be worth it in the long run.

***When we live a life of service and giving, we receive
more abundance in our life.***

Selling Nutrition – The Scripts

IN THIS CHAPTER WE are going to tie everything together with the exact sales scripts I use for to move people through my funnels... from initial point of contact to down selling someone that is tendering their 30-day cancellation notice.

Okay, let's jump knee deep into the sales scripts and how they filter folks right into both our nutrition and training funnels.

At point of first contact (phone or in person)...

After having a conversation discussing their goals, fears, etc. to find out what their reason “why” is...

.....

“We provide you with everything you need to be successful... the workouts, the guidance, the motivation, the accountability... and individually-customized Registered Dietitian-designed and approved meal plans.”

“This is not a one-size-fits-all cookie-cutter meal plan, a recipe book, or list of ‘approved’ and ‘unapproved’ foods

like everyone else provides, but your meal plan is designed specifically for you, and only you...

- *Your age,*
- *Your weight,*
- *Your height,*
- *Your health history,*
- *Your goals,*
- *What you do for a living,*
- *Foods you like..."*

"Because let's face it, if we tell you to eat foods you don't like, you're not going to do it, are you?"

.....

(Wait for them to acknowledge the last point. They **always** will!)

.....

"Well, at Fit Physique we're smart enough to realize that, and we prefer to set you up for success instead of setting you up for failure."

"Make sense?"

“We also realize that nutrition is 60%-80% of your success, and you can never out-exercise bad nutrition.”

“So, if we don’t provide you with the most important part of the equation, and make sure it’s designed specifically for you, we are setting you up to fail, which is not what we’re in business to do.”

*“So, like I said, we’re going to provide you with **everything** you need to succeed, serve it to you on a silver platter, and if you simply follow the instructions your results are 100% guaranteed.”*

Fair enough?”

.....

Continue to the price...

.....

“For everything I just mentioned...

- *The workouts,*
- *The guidance,*
- *The motivation,*
- *The accountability,*
- *The meal plan designed specifically for you*

“We ask you to invest only \$_____.”

“That’s one heck of a deal and it’s why our challenges/program fills up so quickly.”

“How does that sound?”

.....

Close – Set the appointment...

.....

“Now, we only take people on a first-come, first serve basis because that’s really the only fair way to do it. And as you can imagine, when we run these challenges/programs they tend to fill up quickly. So, if you’re ready to get started, let’s go ahead and schedule a time for you to come in and reserve your spot.”

“I’m sure by then you will have more questions for me, and I’ll be happy to take as long as necessary to answer all of them and make sure you are 100% satisfied with your decision.”

.....

Down sell to FitPro Complete (this is for when someone does not move forward with a front end offer/program for any reason whatsoever)...

First we align with them (you understand their problem)...

.....

“Sandy, I totally understand your dilemma. Money is tight for a lot of us. And with Christmas coming up, we have to take care of our family first. I absolutely respect that.”

“I’ve recently been in a very similar situation and know what it’s like.”

“But I also know that you are serious about (your health, weight loss, etc.) or you wouldn’t be (on the phone with me, sitting in front of me) right now.”

.....

Then we provide the solution...

.....

“I think I have a solution that works for you.

“Let’s schedule a time to get together... Let me show you 5-exercises to do on your own at home. Now keep in mind that these exercises won’t give you the greatest bang for your buck, because the very best exercises do require coaching. But this will get you going in the right direction, will get you results, and won’t require a major investment from you at this time.”

“Also, as we talked about earlier, nutrition is 60%-80% of the equation for your success. So, let me also put you on the same individually-customized meal plan that our most successful clients are on.”

“I’m more than happy to do that for you since I know this is important to you, and I’ll only charge you \$19.95 for doing it.”

“That sound fair to you?”

.....

Next, you **must** get their credit card information after they agree to this...

.....

“Great! Then what time works best for you? I have openings tomorrow at _____.”

“This is awesome! I’m really excited to help you! Now all I need is for you to provide me with credit card information to hold your spot.”

.....

If they hesitate to provide credit card information...

.....

“I do this because my one-on-one training service costs \$75 per hour, but I’m only charging you \$19.95 for the time. That’s alright with me because from talking with you today, I like you and really want to help you.”

“But I do need to make sure we have a firm appointment so I can manage my time as effectively as possible. Time is the one asset we have that we can never get back once it’s gone, so I’m sure you can understand why it’s important to me to only work with folks that respect my time.”

.....

Down sell to FitPro Complete when a member provides their cancellation notice (this is typically a person who is anticipating an uncomfortable conversation)...

After listening to their reason for offering their cancellation notice...

.....

“Sandy, I’m really sorry to hear this. You’ve become an important part of our family, and I’m going to personally miss you.”

“But I totally understand your dilemma. Money is tight for a lot of us. And with Christmas coming up, we have to take care of our family first. I absolutely respect that.”

“But I also know that you are serious about (your health, weight loss, etc.) because I’ve watched how hard you’ve worked in here at every session, and I know (how much it has meant to you/how much weight you’ve lost, etc.).”

“I’d really hate for you to go backwards after how hard you’ve worked to get where you’re at today.”

.....

Then we provide the solution...

.....

“I have an idea that may work for you.”

“Before your 30 days are up, let’s schedule a time to get together... Let me show you 5-6 exercises to do on your own at home.”

“Now keep in mind that these exercises won’t give you the same bang for your buck as you are currently getting, because the very best exercises do require coaching. But this will keep you going in the right direction, will get you results, and won’t require a major financial or time investment from you.”

“Also, as you are fully aware of by now, nutrition has been 60%-80% of the equation for your success. So, let’s keep you on the same meal plan you’re already on to ensure you keep everything intact.”

“Finally, from time to time, let’s touch base and see if there is anything that needs to be changed up to keep you going in the right direction.”

“I’m more than happy to do that for you since I know this is important to you, and I’ll only charge you \$19.95 for doing it.”

“That sound fair to you?”

.....

Can you see how there’s not a lot of difference between this sales script and my prior down sell script?

That’s because there’s really no good reason to change it up much...

Or to reinvent the wheel.

Just tweak it for the current situation.

So, in this case one sales script effectively serves two different situations.

Okay... Well, that’s my sales scripts in a nutshell.

Those are the exact scripts I use to move people through my funnel, and as you can see, they work seamlessly with my training programs. In fact, they are a **huge** part of my training funnels, **and** a huge reason why they work so well to move people through my programs.

If you want help dialing in sales scripts that fit your personality and business model, that's exactly what my team and I do for a living. We'd be happy to help you hone in your sales scripts to make selling your nutrition coaching program.

Please visit [A3 Method/call](#) to chat. We offer multiple services to help you accomplish every single step listed in this book.

Does This Describe You?

“WILL YOU TEACH ME?”

“Yes, but will you learn?”

The fitness industry has lost the essence of these questions. Many fitness professionals today have replaced the ability to learn with an eagerness to have someone just tell them what to do each day.

Sad, but true.

As an industry, we no longer want to learn. We just want someone to lay out exact steps that never require learning or adapting.

We just want someone to give us done-for-you solutions to our biggest problems, but don't want to actually learn a damn thing that will help us or our businesses.

We clamor to weekend certifications where we learn specific movements, demonstrated by coaches with years of experience doing those movements, and then we go home and injure our clients by trying to do things we only have done a few dozen times ourselves.

We copy, but we don't understand.

We no longer learn; we simply repeat.

And when it doesn't work we can't figure out why, because we never learned the "Why," only the "How."

So instead we blame it on the product, the course, or the coach, because heaven forbid it could be our own fault that we didn't learn a damn thing.

We even do this with our own clients where we fail to teach why. Instead we simply teach patterns, because we only know how to do it and not why anyone would do it.

True learning is about true understanding.

We know why, so we can adapt.

We know how, so we practice.

And we also know why not, so we can adapt something to our minds, our bodies and our businesses.

Learning is about opening your mind to concepts, not simple repetition of the steps any small child could master.

When you pay for learning, ask how things works, why things don't work and how to adapt what you learn to your own life... or don't do it all and avoid wasting a good mind, such as yours.

Chapter 24

Are You A “Category Of One” Or One Of The Many?

WE ARE AN INDUSTRY fixated on the idea of being the exception to the rule, standing out and being better than others—in other words, on being special and superior—and we’re so surrounded by this ethos that we find it shocking that anyone would question it.

Almost every fitness professional I know of has sales pages, marketing materials, and personal banter that says why they are different from everyone else... Why they are the “Category of One.”

But when you really look at their businesses and the services they provide, they are really no different at all. Truth is, they are really not doing anything different from their competitors at all.

Instead of being the “Category of One,” they are simply one of the many.

NEWS ALERT: Fish don’t realize they’re in water.

Follow with me for a minute, and let’s think this through...

We all know that nutrition is 60%-80% of the equation when it comes to transforming someone’s physique.

Well, if it's by far the most important piece of the puzzle, why is it that fitness professionals spend the least amount of their time **and** make the least amount of money in their businesses on nutrition?

Seriously.

Most fit pros spend the majority of their time focusing on the least important part of the fitness equation (working out), and very little time on the most important aspect (nutrition programming).

More troubling, most fitness pros make 100% of their income on that 20%-30% portion of the equation, and absolutely nothing from the 70%-80% piece of the puzzle.

What's so special about that?

Nothing. But, just like the fish doesn't realize it's in water, most fitness pros don't even realize that in their quest to sell sessions, exercise and equipment, they are missing the most obvious truth of all...

... People just want results!

So if you can be the one business in your local market that not only gets this, but actually builds a business around it, people will **beat a path to your door**.

And you and I both know that to deliver extraordinary results time after time, you have to make nutrition an integral part of your program.

Not only can you achieve this easily, you can also create a substantially profitable revenue stream by integrating

nutrition programming seamlessly with your training programs.

It's much easier than you think.

Nutrition is your untapped goldmine.

Your clients are investing in nutrition. I guarantee it.

The question is 'are they investing in nutrition with you?'

As a smart and savvy fitness professional, you know that few, if any, of your clients come to you just for a workout.

They come to you for a result!

And they're already investing with you to achieve that result... so it's almost a lock that if you integrate another offering that will help them look and feel the way they want to look and feel even faster – they'll be willing to invest a little more to make that happen.

You could add anywhere from a few thousand dollars a year to your bottom line with an almost completely hands off profit center to tens to an extra \$50,000 per year or more with a Nutrition Coaching Program.

THAT is how you can easily stand out from the crowd and create a program that is truly special.

THAT is how you can create a business that not only consistently helps your clients get the results they are searching for, but also generate a substantial income stream that can literally change your life.

Remember... Life is not about being special. It's about doing special things.

And as a fitness professional, there isn't much more special than getting clients unparalleled success and it being financially rewarding.

Chapter 25

The Only Thing Worse Than Failure...

THE ONLY THING WORSE than failure is never trying at all.

And most times people don't try because of their fear of failure.

Never trying leads to **regret**.

So many people with great potential shrink back for fear of failure...

And they never fulfill their potential.

I can't imagine how dreadful that must feel.

If the fear of moving forward has you blocked into an unfulfilling corner, then think for a moment (but just for a moment).

Think about the future.

If you take no different action and you look back at yourself even one year or five years from now, will you be happy with no change?

Will you have regrets?

As Mark Twain said,

“You will be more disappointed by the things you didn’t do than by the ones you did.”

Most people will stay in a place they hate, rather than risk the unknown.

But what they really risk is much greater than the unknown.

What they really risk is never experiencing their deserved rewards.

More importantly, they risk living a life of regret.

And that’s tragic.

Every one of us have untold ability to make the world a better place. We have a Creator who gives us access to all the resources we need. He says He will bless the work of your hands – but you must put those hands to work with passion.

Now that you have thought about the pain of regret, please decide one action that you can take **today** that will move you out of your comfort zone and closer to a worthy goal.

Decide how you can invest in yourself...

Invest in your relationships to make them stronger...

Invest in your business to provide the life you and your family deserves...

Invest in **YOU**.

I want to help you find your breakthrough by encouraging you to take action on something that you have been putting off.

More importantly, I don't want you to sit in regret from not trying at all.

What do you really want to do, be and have?

Then get up, and get going!

You don't have to do it perfectly, just make a plan and start moving.

Are You Failing In Nutrition?

MOST TRAINERS I MEET have an A+ in training knowledge, maybe a C or B in nutrition knowledge, and when it comes to the business knowledge of nutrition... actually making money with nutrition... they don't even have an F.

They would get kicked out of class!

But they think they're proficient in business.

I'm like,

“Huh? You're letting a goldmine of income waste away. How smart are you, really?”

And even worse, they're resistant to it. They don't want to do the work. They're looking for someone, or something, to do it for them. And that's simply not going to work.

Let's be honest. How can you expect your business to **really** grow if you're leaving a major source of revenue on the table?

And think about this... If nutrition is somewhere between 60%-80% of the fitness equation (depending on who you

talk to), then why is it little, if not any, of your monthly income???

And how can you honestly say you are running your business in the most effective way possible?

Seriously, how can anyone in the fitness industry say they are good at business when they aren't creating a steady revenue stream from the most important ingredient of the transformation process?

It's one of the biggest contradictions in our industry, and I find it an amazing paradox since *making great money with nutrition programming is really **very damn easy!***

It's not like you have to go out and look for nutrition clients. You already have a warm market sitting right in front of you every day. You have a captive audience of current clients already coming to you for the very best results.

That's all you need to have a highly profitable nutrition program...

Your current clients.

They already know, like and trust you.

They're already paying you to help them get the best results possible.

And a certain percentage of them will pay you even more to expedite their results.

Think about it this way...

What if your clients found out you had **the weapon** in your arsenal to easily help them all this time, but you didn't use it???

They wouldn't be very happy, would they?

Not good. Not good at all.

So what can you do to change this void in your business?

Well, you start by making an important shift in mindset...

You should start to think of yourself not as a trainer who also offers nutrition, but rather a Nutrition Provider who happens to run training sessions as a way to speed results.

Does that make sense?

After all, if our results are 60-80% nutrition, are we not doing our clients a disservice **not** to structure our business this way?

This is the approach I take and over 50% of my annual revenues are generated by nutrition programming.

That's not to say that I'm cool and you're not. That's the furthest from the truth.

My point is simply this...

There's nothing special about me. If I can do it, ***you can do it!***

Clearly, nutrition coaching has had a major impact on my business, and ***it can do the same for you.***

I'm here to tell you that you can be... and should be... making noteworthy revenue from nutrition.

If you're not, you're letting a lot of money slip through your hands.

I'm also here to tell you that it's not hard to do at all... provided you have a system in place that works seamlessly with any training protocol or type of business you have.

And it's so darn simple that I'm amazed so few fitness professionals are doing the same!

Honestly... Nutrition coaching is the easiest way to separate yourself from the competition and significantly increase your income potential.

If your business is lacking when it comes to nutrition programming, I would love to talk with you and see if we can get you moving towards making significantly more money in no time.

Just visit **A3 Method/call** and we can chat.

If you need help, that's exactly what my team and I do for a living, day in and day out.

If you'd like my team and I to help you scale your business using The A3 Method you've read about here, please go to [A3 Method/call](#) to chat with one of our advisors.

We've helped over 250 fitness pros build and launch their nutrition revenue streams, radically transforming their business for the better.

We especially enjoy working with fitness pros, gym owners and managers, coaches, and personal trainers. If that's you, we'd love to chat in a no-pressure environment to see what kind of results we could get you!

Be True To You

THE BEST ADVICE I received when I was trying to create my ideal business was...

“Plan for the life you want, not the job you want.”

In other words, build your business not only around the things that are important to you, but build it to provide those things, as well.

This doesn't mean that you are inconsiderate or disrespectful of others. It means that you will not let others define you or make decisions for you that you should make for yourself.

I mention this to you because I received an email this morning that made me reaffirm these things to myself.

A fit pro that that I really like and respect had recently purchased an online product from me and I have been trying to find the time to connect with him over the past week. The intention was for me to help him implement some of the strategies in the program he purchased. It was a situation where he asked me to help him with some of his struggles, and I agreed if we could make the times work for both of us.

It was *not* something I was required to do, but I wanted to make an attempt to help him.

The challenge has been that he lives on the “other side of the pond” and international time zones have made it difficult for us to coordinate our schedules to get on a webinar call.

Even though I’ve been trying to make it happen for him, the times he felt I should be available for him are either late evenings for me, times I’m tending to my daughter as a single father (my most important job), training my own clients, or sleeping.

It’s not that I don’t want to connect with him, but the times he *expects* me to be available would not work. I’ve had the other responsibilities and commitments long before his purchase of the product, and I do have specific times in my week for these calls. But those times were not convenient for him thanks to the time difference. I do understand that, so we were trying to make something work that is not normal business hours for me... something I have no obligation to do, but felt compelled to try making happen.

From the tone of his email, he is very upset with me because I was finding it difficult to find a mutually convenient time to coach him.

He even made a few personal attacks toward me that really had no particular relevance to the issue. To put it mildly, because we were having a difficult time connecting, he chose to personally attack me. That’s okay, because I understand, even share, his frustration.

My decision was to immediately refund the small amount he invested in the product, gave him access to the product for free, and told him that I would still love to get on a web conference with him, but only at times that I have available for those calls. I don't know if he will follow up, and don't expect anything from him for my time if he does. But it will be at a time that works for me, and my life.

See, this past week I found myself facing the very problem many entrepreneurs struggle with...

We allow ourselves to be defined by our job title and/or what others perceive our profession to be, and forget that the life we pursue is much more than plodding down a career path.

Owning my own business was only one small piece of the puzzle that I wanted to stitch together to create my reality – things like having the time I wanted for my daughter, travel, health, having a fulfilling and satisfying role in my career, were much more important than my actual business.

I stopped looking at how my business could make me money – money is only one means to an end – and started looking at how my business could make an impact for others and *make me happy*.

In other words, ***I started working to live, not living to work.***

This morning I had to remind myself of that.

When I took a moment to step back and reminded myself that money is just a means to an end – something that I

need to make my bigger goals happen – I found that I can focus on my goals and contribute to the world in a way that is meaningful for me. The ability to accept money as only a means helps me remember why I started my business in the first place.

Having your own business is fulfilling, and exciting, and can give you flexibility and freedom, but if your business is not planned with your own life goals in mind, you are simply pursuing a job, and will never have the life you want.

Making Sh#t Up

MY DAUGHTER JUST COMPLETED an online college course this week. This first class going through the summer curriculum was completely full. High school students are attending online from all over the world.

As she was putting the finishing touches on one of her assignments for the course last night, she chuckled while making a very astute observation for a high school student. She said,

“I now realize that when teachers are doing their lesson plans and charting out these courses, they are literally just making it all up.”

That certainly didn't occur to me back when I was in school. And honestly, until she made that statement it had never crossed my mind.

Somehow I saw teachers (and coaches) as these mythical creatures that always had the right answers. Ha!

One of the most liberating things to learn in life and business is that pretty much everyone is making things up almost all of the time.

How had I never seen that before?

After all, when I was first coming up with the protocols that are now the blueprints for the A3 Method, I was winging it and trying to figure things out as I went along. Even these days I'm continually tinkering with a process that is making me a very good living, trying to make it better.

So, if you're standing on the sidelines because you don't have it all figured out, just get over it and jump in the water. That's the only place you actually learn. Yes, sometimes you drown, but you come back :)

If you're in the middle of a hot mess right now in your business, know that you can create your way out of it just like you created your way into it.

And if you're riding high and wondering exactly what to do with all of the money that is piling up everywhere, don't forget to enjoy it and express your gratitude for such abundance in that form.

The recipe for business success is pretty simple:

There are people who do things. There are people who learn from doing those things.

And finally, there are people who *continue to do things* armed with that new knowledge and experience.

Be someone who does things and learns from that.

From there, you just make it up as you go.

Action Or Inaction? Which Will You Regret More?

REGRET CAN HAVE A profound impact on how we live our lives. It can be the difference between living the life you were meant to live, simply getting by or worse... missing the mark.

The regret I'm speaking of comes in two forms:

The Regret of Action and The Regret of Inaction.

A regret of action is doing something you wish you hadn't done.

A regret of inaction is not doing something that you wish you had done.

I can certainly relate.

There are days where I wish I could go back and have a "do-over" to take back something I said or something I did. Most of the time I see these instantly, like when I candidly speak my mind and immediately regret the words that just came out of my mouth.

(Yeah, it happened often enough!)

Then there are times when I wish I could go back and **do** something that I didn't... Where I wish I would have pursued an opportunity that I might have let slip by.

The problem with opportunity though is that you often don't see the real opportunity in the moment you have a choice to pursue it.

You don't know the outcome, you just see the risk and frankly that risk can be the barrier that stops the pursuit.

Many times we don't realize this type of regret until we look back and reflect on the choices missed or hear the echo of that subtle whisper that says ...

“What if I would have _____.”

It's this second form of regret that makes the biggest difference between living your life to its fullest or sitting around wishing for what might have been.

It's the difference between pursuing big dreams or settling for the status quo.

It's sitting in your easy chair wanting the success or impact you see someone else having but not being willing to do the work or take the risks required to achieve it.

As fitness professionals, it's the inaction that handcuffs our businesses and prevents us from reaching our full potential.

It's living in fear, not in faith.

Fear of failure.

Fear of bruising our ego.

Fear of wasting time and money.

Fear of change.

Researchers found that time is a key factor in what we regret.

Over the short term, we tend to regret our actions.

But over the long haul, we tend to regret our inactions.

The study found that over the course of an average week, action regrets outnumber inaction regrets 53 percent to 47 percent.

But when people look at their lives as a whole, inaction regrets outnumber action regrets 84 percent to 16 percent.

That's a huge gap.

A gap I don't want my life to fall into.

I'd imagine you feel the same.

What if the life you really want is hiding right now in your biggest problem, your worst failure... your greatest fear?

Your greatest regret at the end of your life will be the opportunities you didn't chase.

You will look back longingly on risks not taken, opportunities not seized, and dreams not pursued.

Stop running away from what scares you most and start chasing the opportunities that cross your path

Basically, we can chase the dream, or regretfully watch it slip away.

Unleash the dream chaser within you!

This Can Change Your Life Forever...

THINK OF ALL THE days that have changed your life forever:

- High School Graduation
- College Graduation
- Wedding Day
- First Child
- Opening Your Business
- Joining the A3 Method Crusade

“Wait a minute,” you say, “joining the A3 Method? I haven’t joined that, yet!”

No. No you haven’t.

And I want you to think hard about that for a moment.

What if you had not graduated High School?

How would your life be different? What about the other life-changing moments in your life? How drastically different would your life be if you had not graduated college, gotten married, had children, or opened your business?

Remove all those great moments, and your life would be unrecognizable, wouldn't it?

But... because of all those wonderful life choices, your future is filled with all the possibilities and good things life has to offer.

And that — right there — is why I feel so strongly that if you pass up the opportunity of joining the A3 Method...

You'll Be Missing Out On One Of The Most Transformative Moments In Your Business Life!

I know it's a bold claim. It's awfully ambitious on my part to include the A3 Method as one of your life's most important decisions. But if you know me at all, you know I'm not overselling the importance of this.

Just ask any of your fellow fit pros:

- Like Dexter Tenison, who was mind-blown after a 1½ hour conversation, and able to immediately implement exactly what we discussed, and ***in only 24 hours generated \$7,200 of recurring monthly revenue.***
- Like Stephen Shinn, who in three weeks generated 60 new clients, \$58,755 of gross revenue, and ***\$7,605 in monthly recurring revenue.***
- Like Teddy Guetteraz, who had only 9 clients and was 30 days from having to shut down his gym. Fast forward a couple of months, and generated ***184 new clients and over \$28,000 in monthly recurring revenue.***

- Like Michael Hertziger, who was struggling to close prospects and after a 30-minute conversation is adding ***6-10 new clients weekly, closing 95% of the prospects he talks with, and can take off 3 days a week to spend with his family!***

And since you haven't joined — yet — I want to you imagine...

- What adding an additional \$100K, or \$50K, or even \$25K can do to transform your business...
- Not having to worry about how the bills will be paid to keep the lights on, feed your family, or provide your children with the lifestyle you want them to have...
- Being able to take vacations whenever you want without worrying about how your business will make money while you're gone.

That is not a pipe dream... that's the opportunity I'm offering you by joining the A3 Method.

What to do next...

Here's How to Get Your Nutrition Profit System Designed and Launched in Just 4 Weeks, Or Less...

WE'VE REACHED THE END of our time together, my friend. I sincerely hope that you've benefited in more ways than one.

The next step for you is simple:

Get started!

Taking action is your immediate step. Nothing happens until you make it happen.

You now have everything you need to implement your own 6-figure nutrition revenue stream.

Still not sure of where to start, or exactly what to do?

We're more than happy to help you get everything in place, and earning money for you in the next 4 weeks, or less.

If you'd like us to help, just schedule a free call with me by going to **A3 Method/call**. If you enjoyed this book, you'll do even better with us leading the way.

You already know everything you need to know about nutrition. You've spent years learning about it and developing your specialized knowledge. The hard part is

turning that knowledge into an easy, consistent, and reliable profit center.

That's where we come in. We're good at what we do, just like you're good at what you do. Instead of trying to figure everything out yourself, let us help you dial in your new revenue stream. We help fitness pros just like you get your nutrition revenue stream integrated seamlessly into your training programs, and up and running in 4 weeks, or less.

Step 1:

We spend time together outlining and developing your nutrition offerings, systems, and overall strategy to fully dial in the perfect nutrition revenue stream(s) for your fitness business.

Step 2:

We begin integrating your nutrition profit center into your current programs to make this the “World’s Simplest Sales Funnel.”

Step 3:

We dial everything in from your low barrier offer, to your exact sales scripts that makes the ascension process a walk in the park.

Step 4:

We launch your new revenue stream(s) and monitor everything to ensure everything is working seamlessly to bring you the highest and best rewards.

Most people think it takes years of hard work and countless hours of trial and error to have a successful nutrition

revenue stream that produces a 6-figure income for your business.

Truth is, I had the entire system created, integrated into my facility, and launched in only 7 days... and you can too. But our done-with-you program is designed to make it an easy and stress-free transition for you, so we give you a little extra time to bring it together into a money-making machine.

Now you can get your nutrition revenue stream created, implemented, and ready to generate income that you've been leaving on the table in the past... in just 4 weeks of your time, or less.

If you're ready to add a 6-figure nutrition coaching revenue stream seamlessly into your business, just schedule a free 25-minute call with me by going to <https://go.oncehub.com/A3-Method> and reserving your time.

About The Author

WHO IS RICK STREB...

Father. Friend. Coach. Entrepreneur. Author.

If you were going to sum up Rick Streb in 5 words, those would be the five to use... And in exactly that order.

Rick enjoys his professional life, but it takes a back seat to spending most of his time with his beautiful daughter and friends. He has made it a priority to build his business around his life; not his life around his business.

Rick Streb, creator of **FitProComplete.com**, is an innovator in fitness and nutrition. He has been a respected member of the health and fitness industry for three decades. He has established himself as one of the top trainers, nutritionists, and coaches for competitive bodybuilding, fitness and figure athletes in the United States today with zero ever finishing out of the Top 5 in their competitions. Rick's keen understanding of how to customize eating plans

and training programs for each client has given him a special standing in the health and fitness community.

Rick's clients have included professional athletes, television and music celebrities, bodybuilding competitors, fitness models and beauty pageant contestants throughout the United States who participate in his coaching programs and obtain very successful results.

He's also built a tremendously successful boutique training business serving women ages 35-55, helping over 750 ladies look and feel better than they ever thought possible in the past 3 years.

Along the way Rick has developed a variety of proprietary systems to build effective fat loss nutrition into his clients' programs to ensure that he could maximize their results no matter what type of client he is working with at the time.

These days Rick has found his true professional calling – sharing what has worked has worked in his own businesses with other fitness entrepreneurs.

He coaches and consults with fitness professionals around the world who want to provide the best for their clients by integrating world-class nutrition programming into their businesses, and helps them generate more clients, more profits and more freedom to enjoy life.

His program "Nutrition Profit System" has transformed hundreds of fitness professionals' businesses. You could say he is the “trainer of trainers” when it comes to nutrition.

Rick is considered to be one of America's leading fitness professionals with 3 fitness-related degrees, a dietetics degree, and over 31 years of experience as a fitness industry leader and numerous fitness and nutrition-related certifications.



Rick is donating all royalties from this book to **Angel Flight Air Support**, a non-profit organization that provides free air transportation to those people who are financially distressed, or who are in a time-critical, non-emergency situation due to their medical condition.