

# THE SIX FIGURE CODE



UNLOCK THE PROVEN SECRETS TO LONG-TERM FINANCIAL SUCCESS AS A FITNESS PROFESSIONAL!

**T**HE SIX-FIGURE CODE is a systematic way for fitness professionals to build their businesses by spending less than an hour a day working ON their business. There are nine activities that, when combined together, will – over time – position you as a local fitness expert, build an incredible network, generate dozens of new clients, maximize the value of your current clients and allow you to build the business that you've always wanted.

THE SIX-FIGURE CODE is basically a strategically designed To-Do list focused on the highest return activities when it comes to growing your business.

Below is an overview of the components of THE SIX-FIGURE CODE:

## To Be Done Daily:

### **1. Add Two New Personal Contacts To Your Contact Manager**

There is no more powerful way to build your business that to build your network. To grow your network you must be proactive, so as part of THE SIX FIGURE CODE, you need to meet two new people each and every day. At minimum, you'll get their name and contact information and provide them with yours. Ideally, you'll provide them with your business card that drives them to your website or blog so they can subscribe to your newsletter and you'll get their birthday when you ask for their contact information.

And remember – the magic in networking is in the follow up, so be sure to reach out to your new contact with an email, card or call within 48 hours of meeting them.

### **2. Send One Unexpected Card, Make or Unexpected Phone Call To Someone In Your Network**

As you know, your network is the lifeblood of your business so it's not enough to simply make a contact. You have to cultivate that relationship by staying in contact and ultimately turning that contact into a connection. Through experience, we've found the best way to strengthen relationships with your network is to send them a personal card, make a personal call or visit with them in person.

Don't ask for anything – instead offer to be of service to them. Give to get will take you far.

### **3. Review Your Daily Goals**

Virtually all successful people write their goals down and review them regularly. We recommend that you write down your long term, medium term and short term personal and professional / business goals and review them daily. This will keep you focused and on track, help ensure that you are 'working on' your business and provide you with continual motivation.

### **4. Read One Article / Listen To One Audio / Read One Chapter**

Education is crucial to building your business and reaching your goals. Being a reader of this blog, obviously you recognize this. However, often people get caught up in their daily activities and don't make time to continue their education. Each day - at minimum – make time to read at least one article, read one chapter in a book or listen to one audio program. With each of these educational steps you'll be moving ever closer to your goals.

## To Be Done Weekly:

### **1. Send An E-mail Newsletter**

You need to be in regular contact with your network and there is no easier way to do that than an e-mail newsletter. It is the perfect complement to your personal cards and any personal calls you might make. You should send a minimum of one newsletter per week and use it as an opportunity to give recognition to your clients, pre-sell your offerings and strengthen relationships by providing valuable information.

### **2. Ask For Two Referrals A Week**

Referrals should ultimately be the foundation of your marketing plan. Referrals of clients, corporate opportunities, speaking engagements and other opportunities from your clients and your network can and should be the engine that drives your business – but they only happen if you ask. So each week you will ask for a minimum of two referrals from current clients or members of your network. Consider using our [T-Shirt Referral System](#) to make things easier.

### **3. Make 5 Phone Calls To Schedule Speaking Engagements**

There is no better or faster way to become perceived as an

expert in a prospect's eyes than to have them in the audience of an event you are speaking at. During a speaking engagement you can generate numerous new members for your network and any number of new clients – and the best part is you are doing it with great leverage. A half hour or hour of your time to build relationships with several to hundreds of people – not many things can potentially provide this type of great ROI. So you will be consistently calling at least five organizations, groups or businesses each week to generate speaking opportunities.

### **4. Write and Submit One Press Release**

Publicity is the best advertising in the world, so generating publicity must be part of your weekly plan. By getting in the habit of writing and sending press releases you are ensuring that sooner or later you'll position yourself as a local and possibly national or international expert. Make sure to review these [posts](#) to get the most out of your submissions.

### **5. Sell At Least One Thing**

Without selling nothing else happens. No sales, mean no clients. 'No clients' means no career. So each and every week you should consciously sell at least one thing, no matter if you're only one week into a new bootcamp or have a full slate of clients. Sell nutritional supplements, a weight management program, a foam roller or your DVD. Sell current clients into future programs before their current program ends. See how great you can make the lifetime value of each of your clients. If you need more new clients, commit to selling something to someone new each week...even if it's only one session. There is no better way to become a great salesperson than to sell and sell often.

## Extra Credit:

If you want to accelerate your progress, here are some other high return activities you can integrate into THE SIX FIGURE CODE Weekly Plan:

### **1. Fix a Component of Your Business**

This is one that most all fitness professionals overlook, but it will lead to incredible business growth over time.

Break your business down into 3 areas:

### **Sales & Marketing Service Delivery Operations**

Each week pick one area and choose one aspect of that area to improve. For Sales & Marketing it might be your Sales Presentation, for Service Delivery it might be your Assessment – each week it's up to you. Pick one thing and find a way to improve it. After 52 weeks you'll have made 52 improvements to your business – something most people only dream about.

### **2. Add Keyword Articles To Your Website**

If you want your website to show up in the search engines you need to add content that relates to what people are searching for. Each week pick 1 keyword (i.e. / [your city] personal trainer, personal training [your city] etc) and write an article for that keyword. Be sure to use the keyword in the title as well as several times in the body.

### **3. Create 2-3 minute informative videos and submit them using TubeMogul.**

[TubeMogul](#) will allow you to submit your videos to a variety of video sites like Youtube, Viddler, and a whole bunch more. Be sure to include a call to action at the end to get the viewers to your visit your website or call you.

This is your blueprint. Apply THE SIX-FIGURE CODE to your fitness business and you'll instantly start reaping the rewards – and they'll multiply with each successive week and month you continue to take action.

Dedicated To Your Success –

*Pat, AJ and the Rest of the  
FitBusinessInsider.com Team*