



# premier business coaching

*how to make more money and work less in 2010 – guaranteed!*

Are you a new or established trainer who is more than ready to take their business to the next level? Sick of waiting for that magic time when it all just comes together and you start earning the big bucks? Know you need better business skills but really have no clue where you should focus? **premier business coaching** group one begins this March and is a highly structured 12-week system that **guarantees success** and just could be the answer you need.

## Mentoring is for you if you:

- Are new to PT and want to make sure you get things right from the very beginning
- Are an established trainer and know you're stuck in a rut and missing out on vital income
- Have heard of trainers making over \$100,000 a year without working their butts off and want to be one of them
- Are best motivated when you have someone who will kick you up the ass and keep you accountable to achieving your personal and business goals
- Would like to learn from how to do things in the most efficient way possible, from those who've made all the mistakes for you and can save you time, hassle, and money

## What Exactly Does It Involve?

**Two one hour sessions p/week for 12 weeks (CBD, Tues/Fri 2pm) – one business and one practical.** You will learn specific systems, strategies and skills that have taken us (combined) over 15 years to perfect. We'll show you how to be the best damn PT out there practically, and the most efficient business-person behind the scenes. We **will** show you the money! [See the 12-week breakdown for details.](#)

## WHAT OTHERS HAVE TO SAY

"I started this business having no sales skills and basic practical skills. Without my apprenticeship with Kat, I would not be where I'm currently at with my business. She's always available if I have a question to ask and is always positive and encouraging. With the experience, knowledge and intelligence Kat exudes, she's definitely an ideal mentor and I feel privileged to be her apprentice."  
**Liz Codrington, Central**

"Working with TJ was really awesome. Without him I don't think I'd be where I am today in my business - I learnt so much from him and am really successful as a result. I got so much more from my mentoring with TJ than I ever did in my course. He was always there for me and taught me everything I know, and I still go to him when I need some help or motivation. I'd recommend him to anyone!"  
**Aimee Taylor, Central**

"Working with Kat has helped me be more confident and on track with my business. I have and still do receive a lot of great support from Katrina. She has helped me broaden my knowledge and client base quite quickly and it has made me very successful already."  
**Bronwyn, Collins**

## How Can You Guarantee Results?

Results depend on your commitment and focus but we **guarantee that if you follow our advice, implement the weekly systems how and when we tell you to and exactly as we teach them then you will increase your income by a minimum of 20% in 2010, and drop your work hours by a minimum of 20%.** And that's just the beginning ...





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*Kat Eden has been a successful PT for over 10 years, 3 of which she worked as a Cluster PTM. During this time she trained over 100 PTs to run successful businesses, and has gone on to successfully mentor 5 apprentices, as well as several other PTs on a 1:1 basis. Her own 1:1 PT business sees her charging among the top hourly rate in the country and she has multiple passive income streams as well as a strong online presence. Visit [www.bodyincredible.com](http://www.bodyincredible.com) to find out more about what Kat can offer.*



*Travis Jones has been involved in the fitness industry since 2001 and has a background in the sporting arena representing his country. Coming into Fitness First Travis quickly progressed into a successful Cluster PTM. He then relocated to Toronto where he built up one of Canada's most successful Bootcamp programs and increased his income to \$7600 p/week for just 3 hours work. Travis has been back in Melbourne for just a few short months and is already fully booked as a PT. If you want to learn from the best for both business and practical skills, then mentoring with Travis is a great place to start.*

“Kat has been a great inspiration and mentor. She put a lot of effort into me and constantly was giving me the attention and help I needed. She was very business smart and that allowed me to build up a lot of sessions fast. Kat gave me everything I needed and she has taught me heaps.”

**Andrew Maggs, Central**

“After consulting with you I was inspired and knew what I needed to do. Your coaching assisted me in all facets of my business from prospecting, sales, personal and business growth. You are a true professional of your industry and I have always found your advice constructive and informative. My business success and income alike have grown and your consultation is something I will continue.”

**Amanda Brown, QV**

“Kat is awesome. She had all the business systems in place for me when I came on and was great as a mentor. If ever I needed help, she was there for me. The way that she mentored me was the way I wanted to mentor other trainers and so I have taken the big step and have my own apprentice now. I could never have done that without the help and mentoring of Kat.”

**Andray, Vic Gardens**

## PAYMENT AND SESSION DETAILS

1. Weekly debits of \$220 OR
2. A \$400 discount for cash upfront (\$2240), or in two instalments of \$1120

**Sign up before the end of Feb for a further 10% discount of both option 1 or 2!**

Contact Kat now on 0414.570.496, or TJ on 0432.551.581 to register your interest. Or drop us an email: [info@playlife.com.au](mailto:info@playlife.com.au). **Only 10 spaces available, groups are 5 person max.**

**Mentoring is generally \$180 p/hour, and as an apprentice you'd pay \$315 p/week. The 12 week premier business coaching program is just \$220 p/week and we guarantee you'll make your money back many times over. **PLUS see left for how to get a \$400 discount!****





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WEEK	BUSINESS MODULE STRUCTURE
1	<b>Where Is Your Business Going?</b> Compare the outcome of your current actions as a PT with the career you'd like to create. Bring some ideas for goals/plans for 2010 and expect to do some serious planning.
2	<b>The Structure Of A Successful PT Business.</b> Isn't it time you ran your business like a business? Learn the simplest ways to stay on top of the boring admin side that is crucial to being a successful PT.
3	<b>Communication 101.</b> Everything you say to a potential and existing client should be deliberate – is it? Learn how to choose words that make people <i>want</i> to pay you top dollar for your services. Seriously.
4	<b>Learn How To Close At Least 8 Times Out Of 10.</b> Everything you say (including body language) has an impact – make sure it's the right one.
5	<b>Advanced Selling: All The Small Things.</b> Want to make serious money and stop wasting your time on freebie sessions? The key is not just in knowing how to sell, but in all the little details. That's what this week is about.
6	<b>Comping: Make It Worth Your While.</b> Hate comping? So did we until we learned how to do it right every time. We'll teach you a guaranteed 3-step plan to successful comping and building your rep as a top PT.
7	<b>Giving Yourself A Pay Rise.</b> Charging top dollar is scary at first - we'll show you a failproof system plus how to boost your cashflow through at least one passive income stream. <i><u>This week alone will pay for this mentoring course!</u></i>
8	<b>Apprenticeships And More.</b> It's never too soon to start planning for this step. Our structured system is win-win and guarantees you profit a minimum of \$10,000 p/yr p/apprentice. We'll also look at additional passive income.
9	<b>Marketing Basics.</b> What have you done to market yourself as a top and unique PT? Learn 4 basic but crucial marketing strategies that any good PT <i>must</i> use if they want to make big bucks.
10	<b>Advanced Marketing Strategies.</b> Do you have an online presence? Do you have businesses and affiliates working for you, bringing in the clients so you don't have to? How about branding? Have you thought about that? It's time.
11	<b>Quadruple Your Hourly Rate.</b> Why aren't you doing more group sessions? We'll give you the outline for marketing, structuring and running basic group training sessions as well as corporate and other small groups.
12	<b>Make Up To 8x Your Hourly Rate.</b> Did you know that a CHEAP 45-minute corporate health presentation would net you around \$750? If you're not at least considering branching out into this area you're crazy. We'll show you how.





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WEEK	PRACTICAL MODULE STRUCTURE
1	<b>Base Periodisation For Weight Loss And Hypertrophy.</b> We will provide you with a fully structured program for these two 'typical' clients. Including assessments right through to advanced progressions, and super simple to use.
2	<b>Sports Specific Periodisation.</b> Ever wanted to train more than just the average client but scared you wouldn't know what to do? Learn the basic 1, 2, 3 of structuring a results-based sport specific program for any athlete.
3	<b>Nutritional Programming For Weight Loss Or Gain.</b> You know that correct nutrition is not about calories in vs out, but do you know what it really takes? Learn the full details, plus the ketogenic diet and nutritional maintenance.
4	<b>Assessing Lower Body Function.</b> Includes rehabilitation, techniques for proper function, stability and mobility, as well as how to correct faulty movement patterns and ensure ideal training capacity.
5	<b>Assessing Upper Body Function.</b> As above, plus we'll cover corrective strength ratio's for optimal performance. These 2 weeks will blast away everything you thought you knew about weight training.
6	<b>Supplementation And Hormonal Balance For Weight Loss/Gain.</b> Ever had a client do 'all the right things' yet still not get results? Hormones are the missing link. Learn the basic 5 hormonal patterns to look out for and how to correct imbalances that may be causing weight issues.
7	<b>Muscle Fibre Type Testing.</b> You've heard of individualised nutrition. This is individualised training and it is by far the most superior way to determine correct training parameters.
8	<b>Developing Power.</b> By far one of the most poorly executed areas of training. If you're not confident in power techniques you shouldn't be doing them, and believe me – if you want to give people awesome results you <i>need</i> this.
9	<b>Regression and Progression.</b> So much more than basic movement patterns, learn the true foundation of every good training program and how to systematically build it up over a 6-12 month period. You'll walk away feeling confident in your ability to sell long-term training to every client.
10-11	<b>Group Training.</b> It doesn't take much skill to throw together a group and give them a circuit, but how long can you do that for? And with how many people? Group training should be constantly active for all participants, mentally and physically challenging, FUN, and clearly structure based. If it's not it will fall apart and you can forget getting referrals. We'll teach you a carefully developed system that could allow you to walk away from 1:1 altogether if you choose.
12	<b>FAQ Of Training</b> plus open forum. A chance to pull it all together and boost your confidence in applying everything you've learned – for 2010 and beyond!

