



Building a Successful Body Transformation Business

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Early Years – Learning from Failure

- Football was a huge part of my life from 5-17 years of age
- Taught me discipline, hard work and my first taste of failure
- Failure has been my biggest teacher so far



The Next Chapter

- With very little direction, university seemed the obvious choice
- I went to study Sport & Exercise Science at Liverpool John Moores University
- Alongside this I interned as an S&C coach at Tranmere Rovers with the intention to pursue a career in professional sport

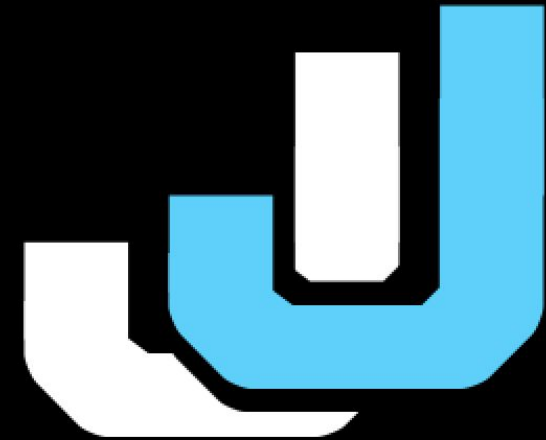


Where did my Involvement in the Fitness Industry start?

- I qualified as a Personal Trainer at 17 with no real intention to go into the industry
- I accidentally landed a full-time personal training job alongside my degree
- I worked as a personal trainer throughout my 3 years of university, building my knowledge and experience in a professional high-pressure environment



The Start of JJ Transformations Lockdown 2020



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The Start of JJ Transformations

- I was apprehensive and nervous to jump to being self-employed
- I was coaching friends and family for free (still doubting my coaching ability)
- I completed my own personal transformation and hired my first coach
- Forced my brother to get shredded!
- I became relentless with putting out content



Building a 5* Service

- Going above and beyond for clients
- Doing whatever it takes to get results
- Optimising systems without sacrificing service
- Making sacrifices to build knowledge and reputation
- Taking great care in meeting clients to present results



Taking **Results** to the Next Level

- Results were originally not to the standard
- It requires investing heavily in mentorship and education
- Demanding more from myself and my clients
- Locking myself away at times to build the business
- I wanted to be known for consistent world-class results





Making the Switch from Coach to Entrepreneur

- I was overwhelmed, undercharging and overworked
- It required learning to let go and delegate
- Hiring coaching and administration staff
- Creating systems to manage staff to ensure great service and results
- It involved a huge investment into education and mentoring for my coaches

Environment Supports Growth

- I had become stagnated and a little unfulfilled
- The move to Dubai – a huge step outside my comfort zone
- A small fish in a big pond – step up in work rate
- Your network is your net worth
- This made me step up as a coach, business owner and an athlete



Mastering My Emotions

- Hiring a Personal Development Coach
- Fear of Failure
- Imposter Syndrome
- Power of Downtime
- Achieving Total Mental Performance

“The person that got you here isn’t going to get you to where you want to be”



Becoming a Leader

- What I didn't realise to be so important when starting on the journey
- Not only my clients but my staff rely heavily on me to lead them through tougher times
- With a bigger team comes many more challenges
- The feeling of growing a business with a team as inspired as you are is what is most fulfilling to me



The Vision Going Forward

- To impact as many people as possible through our coaching and continue to produce world-class results
- To double the current coaching team and improve the standards of the results over the next year
- To continue to make the transition towards a CEO role and to reduce the number of coaching clients I manage



Thank you for listening

Any Questions?

Instagram -
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