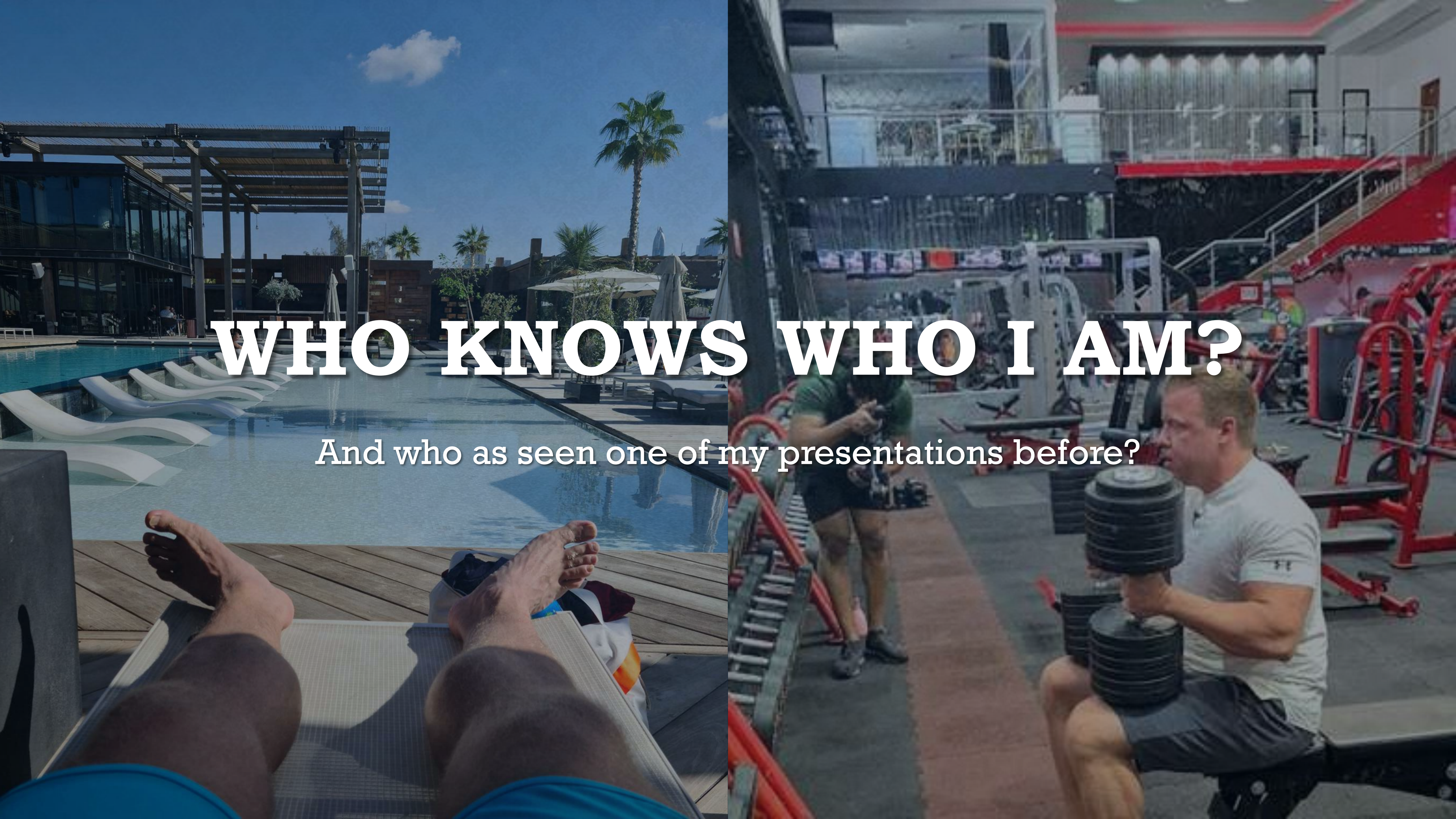
WHAT IT TAKES TO SCALE A FITNESS BUSINESS

COACHING

CONCIERGE

Frank den Blanken

DUBAI LIVE


WHO KNOWS WHO I AM?
And who as seen one of my presentations before?

WHO AM I?

Frank den Blanken

I CURRENTLY OWN 14 COMPANIES

- Fitness & Nutrition coaching with 84 coaches
- Nutrition education course
- Personal Trainer course
- Business consulting
- Payment Service Provider
- Real Estate
- Clothing Brand
- Facebook Ads Agency

WARNING

My presentations are very dense with information. Don’t try try to write down everything. You’ll get the slides. Just make photos otherwise you won’t be able to keep up

BEFORE WE GET STARTED WE FIRST NEED TO KNOW WHERE TO FOCUS ON

THE 4 PHASES TO GO FROM 0 TO $500K/MO IN YOUR COACHING BUSINESS

- **Phase 1: 0 to $10K/mo**
- Biggest bottleneck: you don't have an offer validated, and probably a lot of personal life problems that manifest in your business.
- **Mindset issues**
  - Not an expert / need certification
  - Can't charge high ticket ($3K MINIMUM)
  - Afraid of posting content
- **Lack of Clarity on Product-Market Fit**
  - Specific Problem
  - Specific Person
  - Specific Solution
- TMS - I help [X person] with [X outcome] by [X method]
- I help college students put on 25lbs of muscle with my 2-set method

THE 4 PHASES TO GO FROM 0 TO $500K/MO IN YOUR COACHING BUSINESS

- **Phase 1: 0 to $10K/mo**
- Biggest bottleneck: you don't have an offer validated, and probably a lot of personal life problems that manifest in your business.
- **Mindset issues Traffic:**
    - Organic Marketing
    - FB Groups - VTPs
    - Organic Audience (friends + family + referral)

THE 4 PHASES TO GO FROM 0 TO $500K/MO IN YOUR COACHING BUSINESS

- **Skills**
  - Content Creation (copywriting, photo, video)
  - Appointment Setting (messaging in DMs to book 1 call/day)
  - Basic Phone Closing
- **Fulfilment**
  - Build out of course content in Membership site
  - Ability to coach and get results.
- **Economics with a $3K Offer**
  - 1 call / day = 20 calls / mo → 16 show (80% show) → 4 close (25% close) X $3K = $12K/mo
- **If you're a COMPLETE beginner, this is really all you need.**

PHASE 2: $10K/MO TO $30K/MO

- Biggest bottleneck is ramping call volume: how to go from 1-2 calls/day to 4-5 calls/day - lead gen problem.
- **Traffic:**
  - Organic Marketing
  - FB Groups - VTPs
  - Organic Audience (friends + family + referral)
- Possible consideration of a lever-pulled strategy:
  - IG Shoutouts
  - FB VSL direct model
  - FB Group Growth model

PHASE 2: $10K/MO TO $30K/MO

- **Skills to improve on:**
  - Content Creation (copywriting, photo, video)
  - Appointment Setting
    - Need to be able to book 3 calls/day SOLO to gain skillset of training someone else
  - Phone Closing
    - Need to be able to close at 33%+ on phone to gain skillset of training someone else
  - Fulfilment
    - 1-2 group calls/week
    - Answering questions in community (FB group, etc.)
    - Product is finished, early case studies collected

PHASE 2: $10K/MO TO $30K/MO

- **Biggest PITFALL here:**
    - "I'm a business owner" lazy mindset - don't want to do in the business tasks
    - Hire a setter pre-maturely (if you're under $20K/mo CASH, do NOT do this…)
    - Closer - DEFINITELY not.
- Economics with a $3K Offer
    - 3 call / day = 60 calls / mo → 48 show (80% show) → 16 close (33% close) X $3K = $48K/mo
- Team Wise:
    - Most people SHOULD be able to do this SOLO - maybe an VA with admin / low level activities

EXAMPLE LAZINESS, APPOINTMENT SETTING TARGETS

- **Now for a more specific set of KPIs (for Facebook) that you should aim for both as the setter and as the business owner is:**
  - Follow ups: 120-180+ (depending on the size of your audience)
  - New conversations: 20-30+ (depending on how old your FB account is and what the limits for it are)
  - Calls proposed: 8-20 (depending on the size of your audience and how nurtured the people that you're talking with are)
- NOTE: When it comes to Instagram, you want to be aiming for very similar KPIs however.. just know that with IG you can push more new conversations. Usually we do about 80-100 new conversations on IG per day too, while decreasing the amount of total follow ups to 120-140.

PHASE 3: $30K TO $100K/MO

- Biggest bottleneck: you’re now not able to do everything yourself anymore, and so you need to build an early team to scale
- **Traffic:**
  - Organic Marketing
  - FB Groups - VTPs
  - Organic Audience (friends + family + referral)
- Always a steady baseline of 10-30K/mo in cash
- **Mandatory Lever Pulled Acquisition System**
  - IG Shoutouts
  - Spend $3K/mo budget, should result in at least 10X ROI on cash for $30K cash
  - Collaborations / Interview series
- FB VSL direct model
- FB Group Growth model
  - Should result in 3X on Cash Collected, so if you spend $5K on ads, should be able to produce 15K in cash, OR 6X ROAS in revenue.

PHASE 3: $30K TO $100K/MO

- Introduction of Sales Team, Beginner Phase
- 2 Appointment Setter, and then 3
  - Coverage in IG DMs, FB DMs
  - KPI of 4-6 calls booked / day for EACH Setter
- With these 2 team members, you'll be at 8-12 booked calls/day
  - 1 phone closer at first (3 calls for closer, 3 calls for you)
  - Then, 1 closer FT (6 calls/day), with you doing Quality Check on all of them
  - Then, 1 closer FT and 1 other closer

PHASE 3: $30K TO $100K/MO

- Introduction of Client Success Team, Beginner Phase
  - Bring in a coach to support you - make sure to hire someone you see with potential to groom into the Head Coach role.
  - Best found from your client base
  - Head Coach is added to a weekly group call
  - Community based questions + 1:1s taken on.
  - Possible introduction of onboarding calls and 1:1 checkins

PHASE 3: $30K TO $100K/MO

- **Ops Team - one EA to help with build out of simple automations and Customer Service activities**
  - Zapier automations
  - Tracking payment plans and AR
  - Handling Customer Service concerns
- **Biggest Pitfall:**
- You sucked at certain skill sets as an entrepreneur, and you delegate WAY too early when you sucked at those skills
  - Setting
  - Closing
  - Coaching
  - Inability to transfer skills to other team members
  - Delegate TO FAST - do not take the proper time to train and hold them accountable. (minimum training time for team member is 6 months/30 min a working day!)

PHASE 4: $100K/MO TO $500K/MO

- **Biggest bottlenecks:** You've achieved a certain level of proficiency in your business, and now need to just keep doing MORE of what you've already been doing
- **Build a STRONG Level 2 Team**
  - You now need to begin training LEADERS in your team, that have the skill of training others
  - Level 1 - You directly training team member
  - Level 2 - You train a MANAGER, who then trains other people.

PHASE 4: $100K/MO TO $500K/MO

- **Traffic:**
  - Focusing on a 1-2 Combo for Traffic Channel
  - One CORE lever-pulled channel
  - One BACKUP lever-pulled channel
- **Mandatory Lever Pulled Acquisition System**
  - - IG Shoutouts
  - Spend $3K/mo budget, should result in at least 10X ROI on cash for $30K cash
  - FB VSL direct model
  - FB Group Growth model
    - Should result in 3X on Cash Collected, so if you spend $5K on ads, should be able to produce 15K in cash, OR 6X ROAS in revenue.
- **Organic Marketing**
  - FB Groups - VTPs
  - Organic Audience (friends + family + referral)
  - Always a steady baseline of 10-30K/mo in cash
- **Introduction of nurture asset to consistently promote to your list + audience**
  - FB group
  - YT Channel
  - Email List

PHASE 4: $100K/MO TO $500K/MO

- Sales Team:
    - Multiple Closers → 1 or 2 closers to 3+ Closers
    - One you're past 4+ closers, bring in a Sales Manager
- Client Success Team
    - First Coach → Head Coach Client Success
    - Add new coach as needed (1 new new coach for every 100-200 active clients)
    - Pay set salary per month, don't do % of clients
- Executive Team
    - Sales Manager
    - Head Coach Client Success
- Operations
- **My team:**
    - Sales
        - Closer Manager
        - Setter Manager
    - Fulfilment
        - Head Coach
            - Coaches
    - Ops
        - 1 Personal assistant
        - 1 marketing assistant

PHASE 4: $100K/MO TO $500K/MO

- What to check as CEO
  - Inefficiencies in sales process
  - Call booking volume
  - Increase in coverage in the setter DM coverage
    - Multiple day setters
    - Night shift
    - Weekend Shift
  - Show rate → bumping from 60 -> 80%
  - Close rate
  - Backend Offer Introduction
    - If 50% of your FE customers purchase backend, and the price is 2X your FE price, you've literally doubled your business.

PHASE 4: $100K/MO TO $500K/MO

- **Biggest Pitfalls:**
  - Lack of focus / shiny object syndrome
  - Consideration of starting another business
  - Limiting belief that your market has capped.
  - Consideration of starting multiple acquisition systems + traffic channels (MAX you need here is 2)
  - Let me try challenges, FB group method, YT Ads, email outbound, etc.
  - Leadership
  - Building team

- **Poor Skill at being a good MANAGER**
  - In ability run meetings for Leadership meeting
  - In ability run meetings for Sales Meeting + Marketing + Client Success Meeting
- **Lack of Soft Skills To Scale**
  - Ability to inspire team members on individual + mass scale
  - Empathy - understanding when you've pushed to hard and dial it back, and when to be caring and loving for your team
  - Aggression - understanding how to be tough and drive the team forward to hit targets and not be a "chump/pushover"

LET'S CHECK WHERE YOU NEED TO FOCUS ON NOW

WHAT TO DO NEXT

- Make a list of your top 3 priorities to grow your business
- What skills are you lacking?
- What projects need to be started?

EXAMPLE CALENDAR FOR MOST HERE

Monday	Tuesday	Wednesday	Thursday	Friday
6-9 Deep work Coaching	6-9 Deep work Content ideas	6-9 Deep work Content shooting	6-9 Deep work Content videos	6-9 Deep work Next level program
9-11 – DM Setting	9-11 – DM Setting	9-11 – DM Setting	9-11 – DM Setting	9-11 – DM Setting
11-13 Train	11-13 Train	11-13 Train	11-13 Train	11-13 Train
13-15 Improve copywriting	13-15 Sales knowlegde training	13-15 Marketing knowledge	13-15 Nutrition knowdledge	13-15 Training knowledge
15-17 Sales call	15-16 DM setting	15-17 Sales call	15-16 DM setting	15-17 Sales call
17-18 DM setting	16-21 Sales calls	17-18 DM setting	16-18 Free	17-18 DM setting
18-23 Free	21-23 Free	18-23 Free	18-21 Sales calls	18-23 Free

IF YOU WANT TO SCALE QUICKLY AND EFFECTIVELY (WITHOUT PUTTING IN 18-HOUR DAYS OF HUSTLE AND GRIND),

You NEED Systems!

WHY SYSTEMS?

- Systems should be at the heart of your business (and mindset). They should be a part of your company culture, and a top priority as the leader and CEO.

- If not… you'll stay on the 'hamster wheel' and WILL NOT scale from 6 to 7 figures … and you will definitely not scale from 7 to 8 figures and beyond.

WHAT DO SYSTEMS ALLOW YOU TO DO?

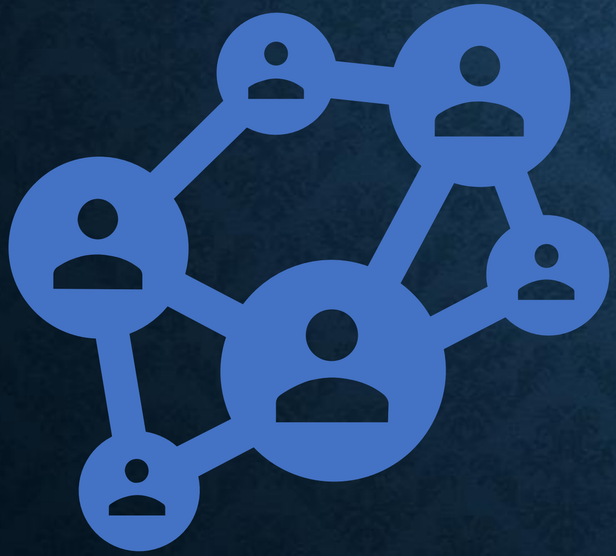
- The right business systems are the key to scaling to the next level. But beyond the benefits of scale and growth, systems are what set you free from your business so you can work "on" it!

BECAUSE HERE'S THE REALITY FOR MOST ENTREPRENEURS…. YOU ARE YOUR BIGGEST BOTTLENECK!

- You only have so much **TIME** (*and it feels like you never have enough*) …
- You only have so much **ENERGY** (*and you're not using it properly*) …
- You're growing and making decent **REVENUE** (*but where's the money going?*) …

BUT WHERE TO BEGIN??

SYSTEM #1: HIRING SYSTEM



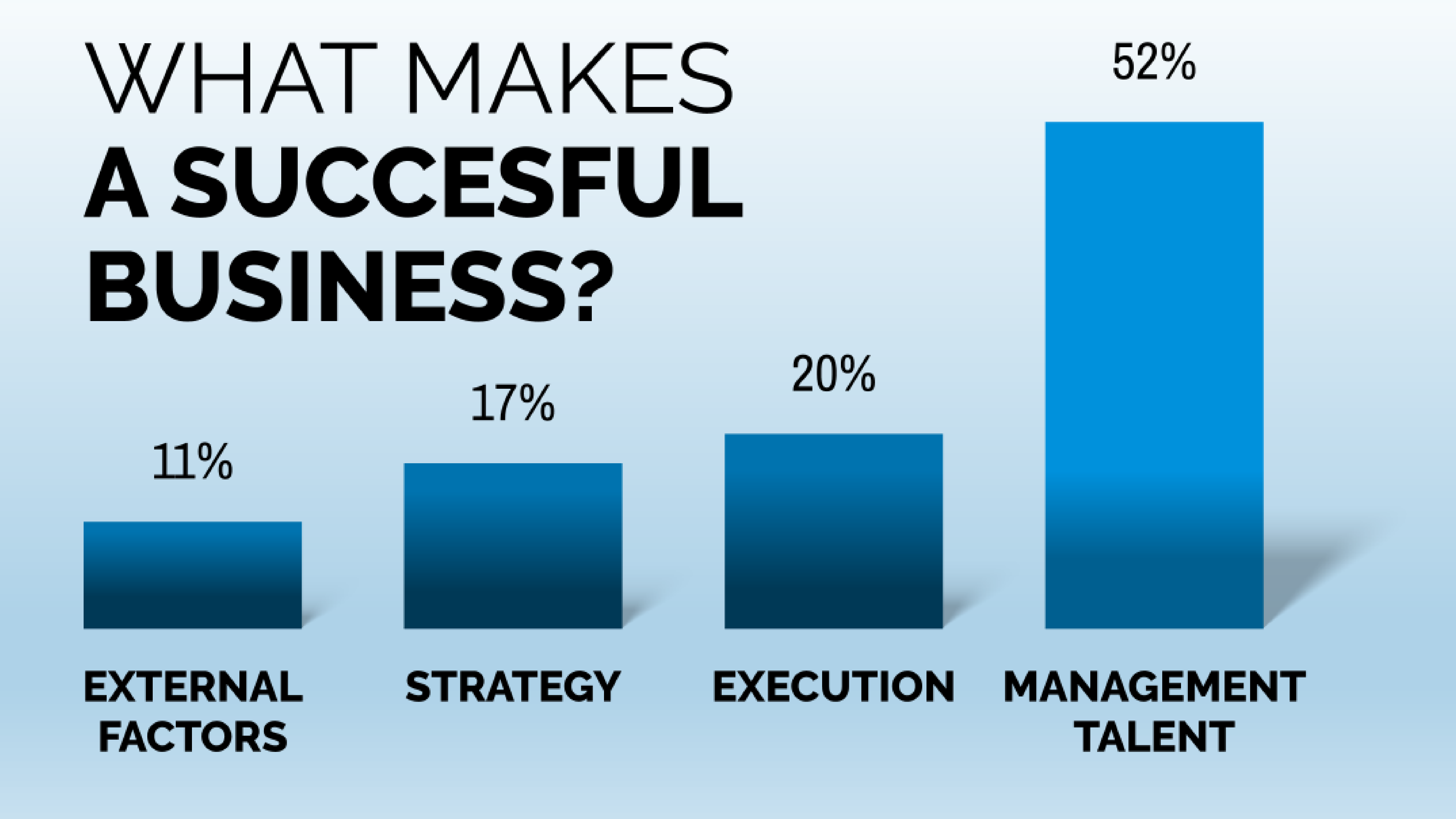
- One of the biggest forms of leverage in your business is PEOPLE.
- You can only do so much yourself, so if you want to scale and grow you need to build a world class team.
- The problem is, most people go about this all wrong.
- They think they're a good judge of character and often hire based on their gut.
- (or hire those they know, or the first people who apply)
- Because of this, they often hire the wrong people, waste time and throw away money.
- It becomes a huge headache!

TO GROW A BUSINESS EXTREMELY FAST, YOU NEED ONE KEY THING:

LEVERAGE

THERE ARE THREE CORE FORMS OF LEVERAGE A BUSINESS OWNER CAN USE TO SCALE THEIR BUSINESS

- Money…
- Systems…
- People…


WHAT MAKES
A SUCCESFUL
BUSINESS?
11%
17%
20%
52%
EXTERNAL FACTORS
STRATEGY
EXECUTION
MANAGEMENT TALENT

STAGE 1

HUSTLE & MUSCLE

STAGE 2

SYSTEMS

STAGE 3

PEOPLE

SYSTEM #2: NUMBERS / DATA SYSTEMS

- One of the biggest differences between successful business owners and those still hustling to get there is, that successful people KNOW THEIR NUMBERS!

- Data give you clarity and power. This allows you to make better decisions (quicker and easier).

WITHOUT THE NUMBERS IN FRONT OF YOU, YOU MAKE BLIND DECISIONS

- You rely only on instinct…
- You make assumptions …
- You’re prone to bias …
- **You see what you want to see!**

WHAT HAPPENS IF YOU DON’T KNOW YOUR NUMBERS

WASTED TIME

WASTED MONEY

WASTED OPPORTUNITY

NUMBERS PART 1: THE CRITICAL NUMBER

"WHAT DOESN'T GET TRACKED, DIDN'T HAPPEN."

THE CRITICAL NUMBER

- **What is the single most important quantifiable annual number that will help you achieve your vision?**
- **This will be the ULTIMATE number that everyone on your team will get singularly focused on.**

ACTION STEP 1

ESTABLISH YEARLY REVENUE TARGET THAT YOU WANT TO HIT.

THEN, DETERMINE MONTHLY, AND WEEKLY TARGETS.

PART 2: REVERSE ENGINEERING

"TIME TO WORK BACKWARDS."

REVERSE ENGINEERING

- Once you have your goals in place, all you have to do now is reverse engineer it back to monthly and weekly targets you need to hit.
- Goal: £200,000 = £2000/package, 100 high ticket coaching packages sold this year.
- Monthly Sales Target: 100/12 = 8.33
- Weekly Sales Target: 8.33/4 = 2.08 (Roughly 2 deals closed per week).

ACTION STEP 2

ESTABLISH SALES TARGETS BASED OFF OF YOUR REVENUE TARGETS

ESTABLISH KPIS

EVERYTHING NEEDS TO GET QUANTIFIED, IN ORDER TO KNOW IF YOU HIT IT OR NOT.

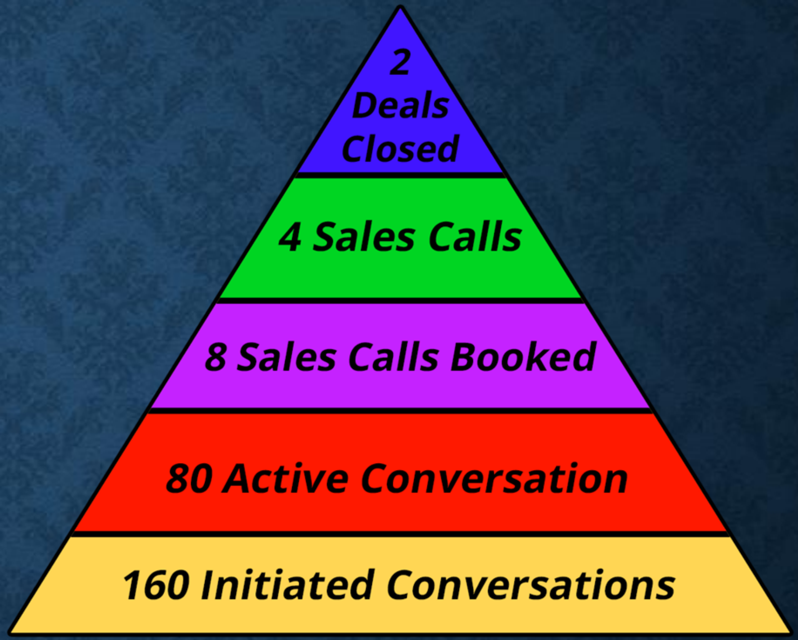
REVERSE ENGINEERING

- Key Performance Indicator (KPI) is 2 Deals closed per week.
  - a quantifiable measure used to evaluate the success of an organization, employee, etc. in meeting objectives for performance.
- You close 50% of the time: So you have to 4 sales calls on the phone
- Only 50% of people show up to the call: So you need 8 sales calls booked this week.
- Out of every 10 conversations I have in the messenger (FB, Instagram), I get one booked phone call: So you need to have 80 active conversations held on the messenger.
- Only about 50% of the conversations I initiate on the messenger continue into active conversations. So you need to have 160 initiated conversations

REVERSE ENGINEERING

KPIs for every single week:

- 2 Deals closed
- 4 Sales Calls
- 8 Sales Calls Booked
- 80 Active Conversations
- 160 Initiated Conversations



KPIs for every single day:

- 160 initiated conversations / 5 = 32 Outbound Messages a Day
- Determine: How much time does this take me on a daily basis? 2 Hours.

ACTION STEP 3

DETERMINE KPIS FOR MONTHLY, WEEKLY, AND DAILY TARGETS.

REVERSE ENGINEERING

- Are you tracking these goals? I've provided a spreadsheet that you can make a copy of, and take back home.
- Example Daily Sales Metrics
- Example Weekly Sales Metrics

Example Weekly Sales Metrics

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Dates	# of Applications	Triage Calls Booked	Triage Calls Completed	Consultation Calls Booked	Consultation Calls Completed	# of Deals Closed	App to Booking %	10-Min Show-Up Rate	Triage Complete to Booking %	60-Minute Show Up Rate	Total Closing %
9/23-9/29	54	50	25	20	10	5	0.9259259259	0.5	0.8	0.5	0.5
9/30-10/6	53	50	35	28	14	7	0.9433962264	0.7	0.8	0.5	0.5

PART 3: ASSESS INFRASTRUCTURE

IS IT EVEN POSSIBLE TO HIT MY KPIS WITH MY CURRENT INFRASTRUCTURE?

ASSESS INFRASTRUCTURE

- **Do you have enough infrastructure to grow your organization, and hit the your KPIS, and eventually hit your Critical Number?**
- **If not, you need to build infrastructure.**
- **Solution: HIRE**
  - **Hire a VA (i.e. Upwork)**
  - **Hire an hourly paid employee (from within your own personal network/referral)**
  - **Hire an Online Business Manager**

ACTION STEP 4

DETERMINE IF YOU CURRENTLY HAVE ENOUGH INFRASTRUCTURE TO HIT YOUR GOALS.

- **IF YOU ANSWERED YES, ANTICIPATE QUANTITATIVELY AT WHAT POINT YOU'LL NEED TO MAKE THE NEXT HIRE.**
- **IF YOU ANSWERED NO, SET A DEADLINE AND PLAN OF ACTION OF WHEN TO MAKE YOUR NEXT HIRE.**

SYSTEM #3: PLANNING SYSTEM

- It’s one thing to have a plan, but another to follow through.
- This is one of the biggest traps that keeps entrepreneurs stuck at 6 figures.

- They know they need to have regular planning/strategy sessions…
- They know they need to take time each week to review and reflect…
- They know they need to take a step back and look at the business as a whole…

WHO GETS CAUGHT UP IN THE DAY-TO-DAY?

- I get this.
  I’ve been there.
- **And I was stuck in that hamster wheel, too.**
- So like anything else, you need to build a system around the essential planning YOU need to do.

WHAT KIND OF PLANNING SYSTEMS DO YOU NEED?

- Weekly
- Monthly
- Quarterly
- Annualy

WHY DO YOU NEED THEM?

- You need a planning system around each of these; ***they each serve a different purpose.***
- Whether you do this on your own or with your core team depends on you and your business (and what stage you're at) but the point is EVERY single business owner needs to set time aside for these.
- You need a system in place so all this happens (so you don't forget). You need templates and dashboards (so you save time and get straight to the action points).
- You need to remove the excuses and make it happen!

SYSTEM #4: MANAGEMENT + REVIEW SYSTEMS

- Building a world-class team isn't just about hiring A-Players…

- You need to set them up for success from day one.
- You need to empower them to deliver now and in the future.
- You need to give them a progression path, so they stick around for the long term.
- You need to bring them into your culture and encourage them to make it their own.
- And you need to have continuous feedback loops to help make them even more successful.

WHAT DOES THIS SYSTEM DO:

- If they don’t cut it, you can hire and fire them quickly.
- If there’s a gap or something missing, you can fill it.
- If there’s opportunity to improve, you can do so in an instant.

HOW DOES THIS LOOK LIKE?

@Frank Show job scorecard of Mark Coles
https://docs.google.com/spreadsheets/d/1fDgBFOJS7p2xyDgldk_z4yldUFb6UuXf8MZGEhIeX3U/edit?usp=sharing

SYSTEM #5: FINANCIAL SYSTEMS

- It doesn’t matter what your vision for your business and life is, money NEEDS to be part of it!

- We all want:

- **Freedom** (the freedom to live life on our terms) …
- **Time** (the time to live life, and spend it with those we love) …
- **Impact** (to leave a mark and impact those we serve — family, customers, team) …
- **Wealth** (not just your business, but your Personal Wealth) …

WHAT IS THE KEY TO THAT?

- Money is a key part to get all these, but most entrepreneurs focus on the wrong things at the wrong time, making it harder and harder to get any of these the more and more you scale.
- Setting up financial systems solves this problem, because it becomes less about making money and more about generating wealth — ***this is what you really need, personally and professionally.***

WHY IS THIS IMPORTANT?

- It’s not just about revenue, but **profit.**
- It’s not just about the money your business makes, but **what you pay yourself.**
- It’s not just about the wage you get each month, but **how you invest** this money to make more.

HOW OFTEN DO YOU REVIEW THESE?

- You NEED to review these regularly, and you need to base your decisions and goals on the back of the data it gives you. Because although money is a huge form of leverage… **it only is if you're on top of it.**

HOW DOES THIS LOOK LIKE?

- https://docs.google.com/spreadsheets/d/12kYF-kzhM9Plw1KsWG9wcDE6xaE1HzttTxS6oeU0pQw/edit?usp=sharing

SYSTEM #6: ONBOARDING & FULFILLMENT SYSTEMS

- One of the main reasons why I've scaled so quickly is because we've placed so much focus on creating raving fans.

    - Not followers.
    - Not customers.
    - Not leads.

- **All my team & I care about is having an army of raving fans**, because once you have this you can grow quickly and effectively (whatever your business).

WHY IS THIS IMPORTANT?

- Setting up the right Onboarding and Fulfilment Systems that ensure your customers experience BIG wins early — **and an A-Class service long into the future.**
- In their book, ‘The Power of Moments’, Dan and Chip Heath talk about creating memorable and magical moments at certain points in your customer journey.

THE MOST IMPORTANT PERIODS IS THE FIRST 10-30 DAYS

- What powerful moments can you make for them in their first 10 days with you?
- How can you promise them a BIG win inside these first 10 days?

SYSTEM #7: MARKETING SYSTEMS

- This is one of the biggest reasons why entrepreneurs get caught in (and stay stuck inside) the hustle hamster wheel.

  - They go “all in” with their marketing and create an amazing launch that creates a sales spike.
  - Life is good, and they have enough money to survive for a while.
  - So they go “all in” on their product, ensuring they give their new customers a great service.
  - But then their program/course/whatever ends, so they have to create a bigger and better launch.

- They’re thinking of short-term tactics and week-to-week instead of in the form of ongoing Systems.

HOW DO YOU ESCAPE THIS?

- The only way to escape it is to create a system that generates **consistent, ongoing leads** so there are no longer those peaks and valleys.
- You can predictably know at any given time how many leads you will get each day, week and month.

THIS CREATES PREDICTABLE:

INCOME

EXPENSES

RESULTS

WHAT DOES THIS SYSTEM LOOK LIKE?

- There is no out-of-the-box solution to marketing. What works for one business won't for another, so your marketing systems need to track the channels YOU use.
- Once you start tracking your channels, you can see what works and what doesn't.
  Again, you need to check these regularly (at least once per week).
- The channels that work… **double down on them.**
  The channels that don't… get rid!