



# THE VIP PROGRAM™ JOURNEY

## WHAT IS VIP?

A self-paced, coach supported, 12-24 month progression path that addresses the MOST important "success factors" essential to not only growing your business into Stage 4 business (and beyond).

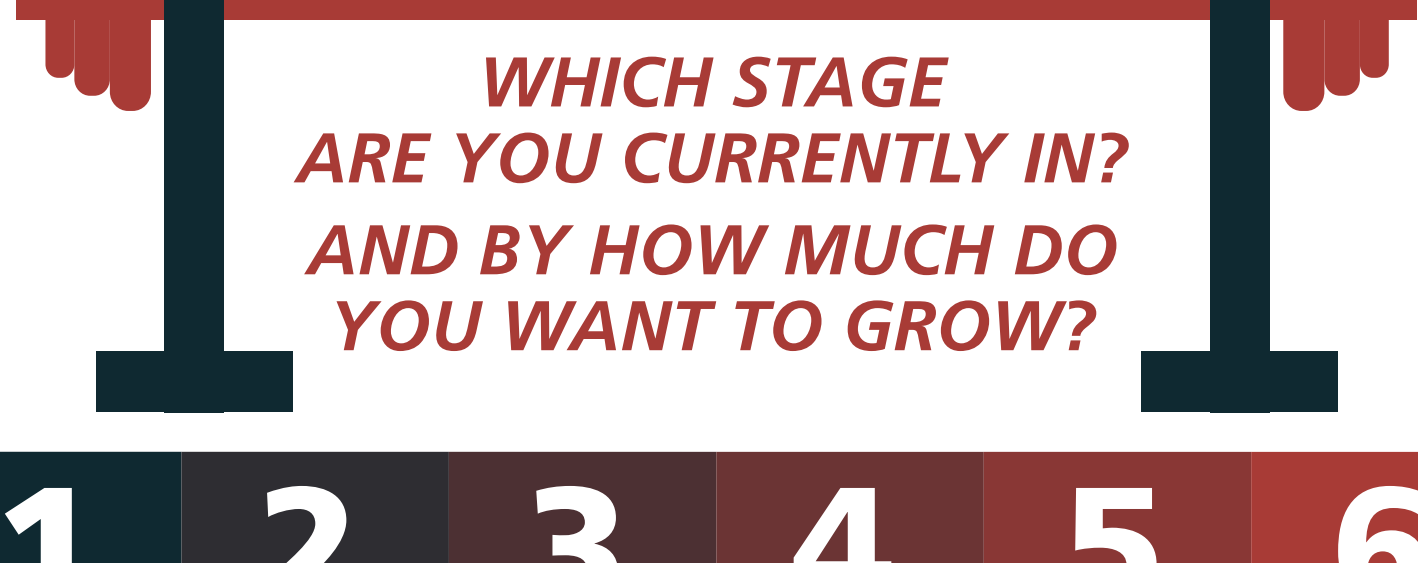


## WHO'S IT FOR?

Driven and courageous fitness entrepreneurs who have the **right mindset and committed** to do the work required to grow their business to the next level and achieve long term freedom, success, and prosperity for themselves and their family.

After 8+ years working with thousands of personal trainers, coaches, facility owners, and entrepreneurs across the globe, in all levels of the fitness industry, we've defined 6 key stages of fitness business growth and development, along with the critical "success factors" required at each stage in order to grow to the next level.

## 6 STAGES OF FITNESS BUSINESS GROWTH & DEVELOPMENT



	1	2	3	4	5	6
	<b>AUTO-CLOSER™</b>	<b>NPE ACCELERATOR™ INDEPENDENT TRAINER</b>	<b>NPE ACCELERATOR™ STUDIO/FACILITY OWNER</b>	<b>VIP PROGRAM™</b>	<b>VIP PRO™</b>	<b>PLATINUM™</b>
	Fitness professionals working for a gym or starting out on their own who want to get more clients and earn more money.	Fitness professionals who are committed to doing the work required to establish their own independence.	Fitness business owners who want to run a successful facility and are committed to establishing the systems required for growth.	Driven and courageous fitness business owners who are committed to building a team that allows them to get out of operations and focus exclusively on business growth.	Successful fitness entrepreneurs who are committed to achieving significant long term financial goals for themselves and their families.	The world's elite fitness entrepreneurs who have achieved their initial business goals and want to be continuously challenged to grow while living their dream lifestyle.
	Less than 10 clients	10-25 clients	20-40 + clients	40-200 + clients	40-200 + clients	Irrelevant
	< 1,500/month	< 3,000/month	< 8,000/month	< 1,500/month	> 15,000/month	> 40,000/month
	You're still new to the industry, don't have enough clients or money, and aren't earning enough to quit your job to follow your passion.	You're a successful trainer but the gym is keeping the lionshare of your income and you're unsure how to market & sell yourself in a competitive environment.	You don't have the foundational systems required to run a successful facility.	You're trapped in day-to-day operations of your business and have no plan to fully transition to business ownership and prosperity.	You have a successful business but haven't yet achieved your personal financial goals.	You've achieved your initial financial goals and now have a bigger dream that you're not quite sure how to make happen.
	You want to discover if you can make a business out of your passion and if it's something you truly love doing.	You want to break out on your own, keep more of what you earn, and have consistent income.	You want a facility with great systems, healthy profits, and a team that gives you some relief (whether you currently have a facility or not yet).	You want to get out of personally training clients and rise up as a successful business owner.	You want to achieve significant long-term financial goals for yourself and your family.	You want to be inspired by engaging with other elite entrepreneurs & be challenged to grow while living your dream lifestyle.
	Vision & Sales	Vision, Sales & Marketing	Vision, Sales, Marketing, Management	Vision, Sales, Marketing, Management, Strategic Planning, Finance	Vision, Sales, Marketing, Management, Strategic Planning, Finance	Vision, Sales, Marketing, Management, Strategic Planning, Finance, Mastermind, Fun!

## WHAT DO TYPICAL RESULTS LOOK LIKE?

The average NPE member's business grows 200% in the first 6 months



Average number of clients: 5 before NPE, 78 after NPE



Average vacation days spent by NPE clients: 3 before NPE, 21 after NPE



Average sale amount: \$300 before NPE, \$1600 after NPE

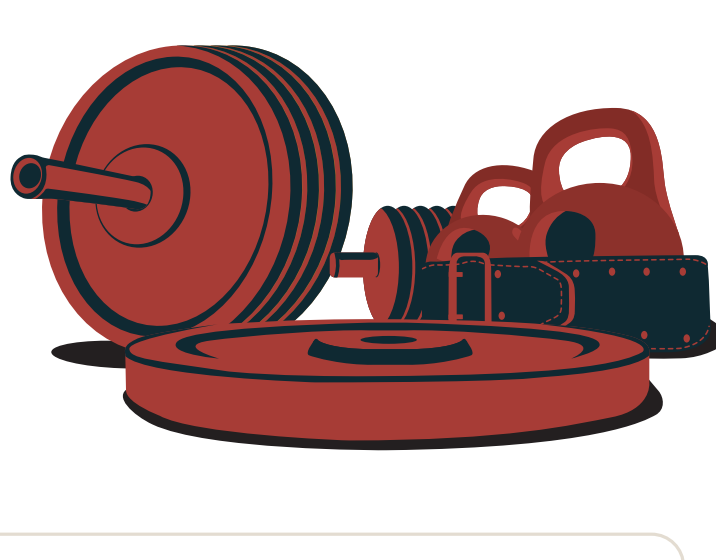


## HOW DOES IT WORK? START: (2-3 WEEKS)

- Get clear on your WHY
- Complete a comprehensive assessment on your business
- Profile your best clients
- Research your competition

### LEVEL 1

## STRATEGIC PLANNING (1-3 MONTHS)



- Understand your business model
- Set goals and define your "measures of success"
- Begin tracking your key metrics and money
- Define your target market, company positioning, and brand promise

### LEVEL 2

## SALES & MARKETING (5-9 MONTHS)

- Convert your positioning statement to external messaging
- Install marketing & sales conversion systems
- Scale up lead generation marketing systems
- Finalize your 12-month marketing calendar
- Install client retention/community building systems
- Learn project management skills for you and your team

### BONUS

Infusionsoft training for easy tracking, visibility, and management your sales & marketing

### LEVEL 3

## PERSONAL & PROFESSIONAL MANAGEMENT (4-6 MONTHS)

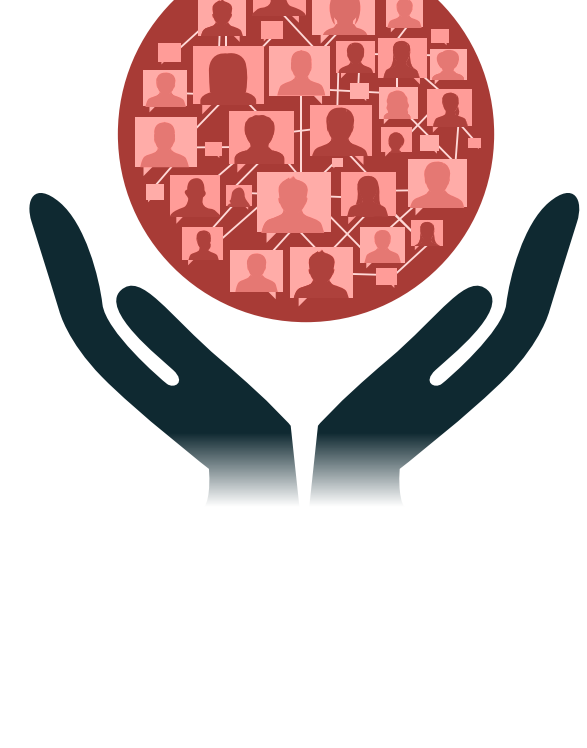
- Review your goals and where you're spending time
- Build your organizational chart
- Define all staff key metrics & reporting
- Upgrade all staff marketing, hiring, and onboarding systems
- Commit to meeting rhythm for you and your team (annual, quarterly, monthly, weekly)

### LEVEL 4

## FINANCE (4-6 MONTHS)

- Install systems for managing finance operations
- Get educated on smart tax and profit strategies for your business as it grows
- Find the appropriate financing partner to support your growth to the next stage

## NPE LEADS THE FITNESS INDUSTRY



There are NPE clients in 93 countries  
Revenue generated by NPE clients over \$300 million



NPE has been featured 5 times on the Inc 500 list



## HOW TO GET STARTED

Register to learn more and apply at <http://www.netprofitexplosion.com/vip>

Accelerate your pace through the curriculum as fast (or slow) as needed to master the material

- USA: 888 866 4998
- UK: 01444 680 032
- AUS: 1 300 85 20 40.

