

Looking Good,
Feeling Great and
Living Life to the Fullest!



6-week Fitness Results Manual

Reaching for Your Personal Best!

*“Believe you can and you can.
Believe you will and you will.
See yourself achieving,
and you will achieve.”*

Gardner Hunting



Fitness Results Manual

The Ultimate Guide to Fitness Success!

A Fitness Irony

- Did you know that the majority of personal training clients and especially gym-only members never achieve their desired weight loss and fitness goals?
- Most people are afraid to come to the gym from fear of failure and lack of self confidence.
- People, whether overweight, de-conditioned or the regular exerciser really don't want a personal trainer....

People Want Results!

- Personal training can be an effective tool for people to get the results they want.
- What most trainers lack is a simple and systematic approach to delivering the key ingredients that will yield a client those desired results consistently.
- People need structure, they need consistency, & they need an effective system that provides Mental coaching, Physical Programming and a plan to move forward with.

Trainers Need to Deliver!

- We've found that trainers love to train, but usually don't love to sell. But without making the sale, clients won't benefit from their great training.
- Trainers like the workout floor, but usually miss the boat when it comes to helping their clients to manage the other 23 hours of their day. They often miss their client's **compliance & life coaching needs**.
- Trainers need an effective system; a results manual that will consistently allow them to bring out the best in their clientele and empower them with tools they need so that they can **achieve the results they've always wanted 24/7!**

The Manual That Makes Money and Gets the Client Results!

- The Fitness Results Manual creates the "Triple Win"
 - Win#1 Allows the PT studio and gym owner to make a lot more money by making more sales and making each sale worth more!
 - Win#2 Helps the personal trainer and life coach to obtain new clientele, to stay on track and consistently deliver on their promises and to keep the clients they've got coming back!
 - Win#3 Clients get the results they paid & asked for!

What is the Results Manual?

- The Fitness Results Manual was created and specifically designed as a highly effective guide to provide the training client or gym member a customizable step by step approach to achieve fitness success.
- This guide to fitness success addresses the very foundation of success; “The Why Factor”; The “why” a client will commit and then “do” (take action) is the key to obtaining and having the mind set that will lead to a client actually taking action on a particular goal.
- Next, this well written guide to success teaches “The How To Factor”; How to apply the client’s newly found inspiration and motivation in a personalized way that honors them as whole person (Goals, schedule, life commitments, physical and mental strengths and weaknesses, etc…)
- The manual then coaches the client on how to gain the momentum to get results and develop the staying power to maintain the results they’ve achieved.
- Most importantly, the manual allows the training or coaching business to be positioned as the expert and life coach.

The Fitness Results Manual

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A System for Selling, Programming & Retention Success!

How the manual will make you money from day one!

- Use the Fitness Results Manual as a Sales Tool to capture new business.
- Clearly explain to your prospective clients your strategy for helping them succeed.

- Sell it to existing clients for \$20-\$99 as a guided or stand alone fitness coaching tool.
- Sell it to Businesses as a tool for a Corporate Wellness program that you facilitate
- Use it as the training tool for a “Biggest Loser” type Weight Loss Challenge – Our Weight Loss challenges generates \$10,000-\$20,000 per year utilizing the Results Manual as the main resource manual.

Do the math on new revenues you can generate for your business! \$99 X the # of clients

Ways to market and repurpose the manual

- 6 Week Fitness Results Manual
- Ultimate Guide to Weight Loss & Fitness
- The Ultimate Guide to Fitness Results
- Trainer’s Secret to Getting Results Fast!

Making Big Revenues with the Fitness Results Manual!

- *“We made over \$15,500 in one month during our last Spring Fitness Makeover. These revenues were directly attributed to this manual & we exposed our business brand to over 100’s of people in our community in the process.”*
- Host a Fitness Makeover Challenge using the Fitness Results Manual as your guide.
- Shows like the Biggest Loser are a success for a good reason.
 - o People love short 6-12 week focused commitments
 - o People want to be part of a team and community
 - o People deeply desire structure, accountability and motivation from a leader

Bring in a Massive amount of Revenue from the other 80%!

- Capture that elusive market of people that say “you’re just too expensive,” or “you’re not conveniently located” and those that fear coming to a PT studio/gym or making long term commitments.
- People will come in for 6 weeks and do a program when they just don’t want the long term commitment.
- You can use the manual to do phone and internet coaching for those that just can’t make it in.
- Work with a company’s employees as a wellness initiative

Never lose business because you lack a system, product or price point!

You own The Right to Revenues in Your Business!

“We sold our last manual like this as a series of books for around \$10,000 to a publisher plus we still get royalties to this day. We want you to be able to resell this to your own clients as your business brand’s guide to success and we want you to keep all of the revenues.”

- **For only \$499**
 - We will give you the printing rights to reproduce this Fitness Results Manual with your business brand on the cover and allow you to sell this manual in your business to as many people as you want and for as much as you want. (MSRP between \$20 – \$99)
 - **Contact us today** to start making the kind of money NWPT does by having the right products offerings and sales tools.
 - Get the manual now and don't miss on anymore opportunities!

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