

FIT BODY BOOT CAMP

INSIDER

SEPTEMBER 2019

FBBCUNIVERSITY.COM

1 (888) 638-3222

2 TIMES ENTREPRENEUR FASTEST GROWING FRANCHISE | 4 TIMES LISTED ^{Inc.} 5000 COMPANY



HOW TO CONVERT MORE CHALLENGERS TO VIP MEMBERS!

From Bryce Henson
Vice President of Fit Body Boot Camp

As great as it is to have an influx of challengers and trial members in your facility, the real value and focus is in converting them to lifelong clients.

The highest performing owners know that the real value and focus of the Fit Body Transformation Challenge should be converting these challengers to VIP members, as having lifetime clients is where the real impact and income is made!

Here are some strategies to ensure your challengers convert to long term clients and raving fans of your FBBC location!

- 1. Define Success.** It's important you define what your conversion percentage goal and communicate this to your team. At the very least a 50% conversion should be your target. And since challenges are higher priced and higher commitment LBO's, upwards of 60-80% should be attainable if your client experience is very strong!
- 2. The LOVE Culture.** Even if your training program is currently a work in progress, providing a warm, welcoming and loving culture is the most important aspect to the client and challenge experience. And ultimately, this is the key to Mrs. Jones wanting to continue as a VIP member well past the challenge.
- 3. Ensure your team is trained.** There has been an incredible amount of resources provided for you to execute the Fit Body Transformation Challenge. But you must spend the time and include your team so you can fully understand all the components of the challenge, the nutrition and all the details! The better your team is trained, the better you will execute and convert more of the challengers to members.
- 4. Make an irresistible offer with a "Love it or Leave it Guarantee".** Whether you make an offer to waive the 1-time \$100 enrollment fee or offer some FREE SWAG to continue as a VIP Member at Orientation or in your 1-1 Goals and Nutrition Consult (NAG), you must create an incentive that is enticing with urgency and that has a 30 Day Money Back Guarantee to completely remove the risk which we call the "Love it or Leave it Guarantee".
- 5. 1-1 Nutrition and Goals Setting Consults (NAG).** Even if you create the Irresistible offer at Orientation to continue, you still should be sitting down with your Challengers during a 1-1 NAG appointment approximately 50% through the program. Relationship building is critical as Mrs. Jones needs some 1-1 attention, coaching and guidance to ensure she feels understood and so you can develop a specific plan for her weight loss and fitness success.
- 6. Deliver Results.** Ensure you have your Inbody Scans offered and weekly checks ins are being executed. Holding your clients accountable weekly during the challenge is essential to delivering the results your clients are seeking.
- 7. The Fortune is in the MONSTER Follow up.** No matter how great your onboarding process is, your love culture, how great your clients experience and team is trained, the fortune is ALWAYS in the follow up as some challengers need more convincing. Most times it's not about their lack of belief in you but, rather their lack of belief in themselves, Mrs. Jones has "Tried Everything". Be sure to be persistent in your follow up, to ensure no one slips through the cracks as your mission is to Inspire Fitness and Change Lives Every Day!

For additional assistance please reach out to the CAP team at Coaching@fitbodybootcamp.com

HOW TO TAG YOUR CLIENTS FOR SUPPLEMENT AND GEAR COMMISSIONS

There are two methods to get your clients and prospects tagged for supplement and gear commissions, and we highly recommend you use **BOTH METHODS** to make sure everyone gets tagged!

Method #1 -- Bulk Email Upload

Simply go into your ClubReady or FitPro account and download your contact list as a .csv file.

Then, send that file to orders@fbbcapproved.com with the subject line "Bulk Email Upload for [AFFILIATE CODE]" using your unique affiliate code. You can find that code in the top right corner of your Refersion dashboard.

Method #2 -- Use the Tagging Page

The tagging page is an amazing giveaway bundle we created to entice your clients to click the link, get tagged, and also join the global Facebook group. The page looks like this:

To send your email list of clients and prospects to this page and get them tagged, simply follow these steps...

STEP 1

After logging into your affiliate dashboard <https://www.refersion.com/affiliate/login> simply click **"Create Link to a Specific Page"**

STEP 2

Add **"/pages/instant-access-now"** to the link

STEP 3

Copy that link and email it out to all your contacts. Be sure to let them know they're getting \$197 worth of fat burning recipes, meal prep guides, and a 28-day meal plan for FREE!

STEVE HELPS INCREASE YOUR LEADS



From Arieh Ordronneau, Cranberry FBBC

May and June were slow months for Cranberry FBBC. As a result, FBBC Owner Arieh Ordronneau, was experiencing "less than stellar sales results".

"Our set/show/close percentages were all excellent, but the leads weren't flowing in as expected with our \$1500-2000 monthly Facebook ad spend".

That's when Arieh decided to schedule a call with Steve in Coaching and Profitability.

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"After jumping on the phone with Steve for only 30 minutes, Steve was able to set up our Facebook conversion ads correctly, showed me some new features in Dynamic Creative, correctly set up and install a Pixel, and create a retargeting campaign. These steps doubled our leads without increasing our ad budget, and nearly tripled our sales vs the previous months".

In June, Cranberry FBBC had 67 leads and 32 sales. In July, Cranberry shot up to 120 leads and 81 sales. By the middle of August, Cranberry was on pace for 140 leads and 85 sales!

In total, Cranberry went from 390 Active Member in June, to 441 Active members in just over a month in a half with an "EFT increase of \$7,600 as a result!".

Steve is here to help you achieve improvements in your Marketing Campaigns.
Schedule a call with him here <https://calendly.com/stevefbbc>

GOODBYE FBBC APPROVED... HELLO TRULEAN!



TRULEAN™

Until now our supplement line has simply been referred to as FBBC Approved, as we went through the hoops of securing the trademark and rights to our exclusive brand.

And now that we've gotten legal clearance to go public, I'm excited to finally share with you the heart and soul behind the FBBC Approved Line.

We've put a ton of time and research into creating a brand that your incredible FBBC clients will resonate with and benefit from. Your clients are naturally beautiful, imperfect, and constantly transforming, and so our brand celebrates this energy.

Our logo contains the Japanese Enso, the Yin and Yang, a leaf and a droplet of water. These elements embody freedom, balance, vitality, growth and purity.

But Trulean is more than just a line of the cleanest, purest and best tasting supplements.

We are on a mission to cut through the confusion by making supplementation simple. Our goal with Trulean is to empower your clients with the healthy habits they need to succeed in their ongoing fitness journey.

Trulean, combined with the FBBC client experience, transforms fitness from a chore into an effortless, fun and rewarding lifestyle. Your clients deserve to feel their best, and to enjoy the health and happiness that comes from putting the right fuel in their bodies.

Together we are building a fitness-centric community that supports growth, transformation, and beautiful imperfection 24/7 - 365!



EVERYDAY FIT IS BACK IN STOCK!

So let's sell some Everyday Fit! Turn to the next page for detailed guide on how to host an Everyday Fit Sampling Party -- **the best way to get clients excited and make sales!**



YOUR GUIDE TO THE EVERYDAY FIT SAMPLING PARTY

STEP 1: SET YOUR TASTING DATE

We've designed this strategy so you can seamlessly insert the tasting process into your normal workout schedule. This is ideal for your clients too -- they get to experience the benefits of Everyday Fit right there on the floor, which makes it a no-brainer for them to purchase.

We recommend you set the date ASAP so you can start promoting!

So, pick a day when your team can devote some extra time before the workouts to help you set up the tasting table and mix the supplements, and put the date on everyone's calendar! Also, feel free to set multiple tasting dates if that helps more of your clients have a chance to sample.

STEP 2: PROMOTE YOUR TASTING DATE

Email your list, post on social media, and remind your coaches to start announcing ASAP! You can find email swipes, social posts, and all your print resources for the tasting here: <https://www.fbcbapproved.com/pages/resources>

STEP 3: ORDER AND PRINT SUPPLIES

2.5 gallon water dispenser x 2: <https://amzn.to/2KKTzj9>
Table top sign holder set x 1: <https://amzn.to/2KUR0K5>
Everyday Fit -- Sweet Raspberry Mango x 1
Everyday Fit -- Sweet Hawaiian Pineapple x 1
200-300 plastic cups
Sign up sheets (from the Resources page)
Everyday Fit handouts (from the Resources page)

STEP 4: PREPARE THE EVERYDAY FIT

Fill each water dispenser with water.
Pour a whole bottle of Everyday Fit in each -- one for each flavor.
Shake the dispenser to mix the Everyday Fit.
Pour 20-30 cups and line them up, ready to taste.
Set your table signs out in front of the appropriate flavors.
Have your sign up sheets neatly stacked and ready to go.

STEP 5: ORDER AND PRINT SUPPLIES

As clients come in, have them sample the Everyday Fit, explain the benefits, then have EVERYONE fill out a sign up sheet -- whether they take a bottle home directly or place an order to ship.

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THE KOTKAS BROTHERS



In December 2015 Joel and Jarred Kotkas opened their first FBBC location in Lethbridge, Alberta, Canada.

They were on a mission to help as many people as possible become the healthiest and happiest versions of themselves through health and fitness.

"We opened our doors with 35 12-month clients (which we were pumped about) and were trying to learn what did and didn't work to accelerate growth as fast as possible. We knew that if we leveraged the resources that HQ provided to us and connected with as many of the top Fit Body Boot Camp owners as possible, it would be the #1 way to facilitate the growth we were looking for."

With their drive and determination, Lethbridge FBBC grew to \$25,000 EFT within their first 12 months and became known in their community as the place to go for fat loss, and were helping more people than they ever imagined.

By September 2016, the Kotkas brothers felt confident in the growth and trajectory of Lethbridge FBBC and decided to open a second FBBC so they could increase their impact and help even more people on their journey of better fitness and greater fat loss.

Knowing the importance of personal development and leadership, Joel and Jarred both joined the FBBC Mastermind group as they began the process of opening their second location.

In August 2017, Joel and Jarred opened their second location, Auburn Bay FBBC. Upon opening their doors, they had ninety 12-month clients with seventy-five additional clients signed up for the upcoming challenge.

"Virtually 100% of what we learned and implemented for opening a new location came from the MM group. Outside of our willingness to learn and try new things (for better or worse), we would both contribute the success of our locations to the MM group."

With having a sound understanding of the systems and processes needed to grow a thriving FBBC, the Kotkas brother decided to open a third location, West Hills FBBC.

The West Hills FBBC opened in August 2018. With now having over a year in the Master Mind group, they opened with 175 challenge participants that laid "a solid foundation for our continued growth."

But even with the incredible successes that the Kotkas brothers have had as FBBC owners, it hasn't all been sunny days and blue skies.



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"If I am being honest and transparent, 2018 was a tough year for us. With the exception of Auburn Bay FBBC, our facilities struggled (declined members and EFT). The reason being, our focus was not in the right area, even though we thought it was. We were focusing on how fast we could add locations rather than the growth of the locations we already had."

By the end of 2018 the Kotkas brothers sought to identify why they were losing momentum. That's when they realized their focus had been on growth, rather than client experience and culture. That realization of this flawed focus led to a quick pivot in their leadership.

Since their pivot, the Kotkas brothers FBBC's have grown to over 1,000 clients and added over \$32,000 in EFT. "Our attrition is 3%, and we added 163 new 12-month clients in the month of July!"

Today, between their three locations, the Kotkas brothers process over \$110,000 a month in EFT!

IT'S ALL ABOUT CULTURE AND CLIENT EXPERIENCE



Joel and Jarred contribute their success to what they have learned in the Mastermind, as well as their focus in Team Culture, Client/Facility Culture, and Client Experience.

Here's what the Kotkas brothers have to say about each category...

Team Culture - We invest a lot more time, energy, and money in our team. This includes appreciation, team events, training and personal development.

Client/Facility Culture - In 2019 we started implementing changes that have led to a huge improvement in culture within the facility and amongst clients. The majority of these items revolve around the relationships we build with our clientele. Things such as weekly texts, thank you cards, and learning every single client name.

Client Experience - Although some of the culture items spill over into the client experience, we had a new focus on client experience. Everything from the first email and interaction with our Office Coordinator, to how we celebrate our clients major milestones.

"With an intense focus on these 3 areas we have been able to grow our locations faster than ever, service our clients better than ever, and watch these clients get even faster results with an experience that is unmatched in our areas."

Among the many victories that the Kotkas brothers have had with their three FBBC locations, they are perhaps most proud of the three clients who have lost over 100 pounds, the approximately 25 clients lose 50+ pounds, and hundreds of clients who have transformed their bodies and lives.

"We would like to thank, Bedros, Bryce, Matt, the rest of the team at HQ and all the members in the Mastermind group for your continued support and guidance so that we can continue to grow and become the Gold Standard in body transformations."

WANT PRODUCTIVE AND ANXIETY-FREE MONDAYS?

**From Bedros Keuilian
President and CEO**

Mondays tend to be the days with the highest call in sick days for most work places. In fact, the Monday after the Superbowl Sunday is known as "Super Sick Monday" for having the highest call in sick days ever.

Mondays also happen to be the days with the highest reported levels of anxiety and feeling groggy and depressed.

Why do you think that is? Is it a Monday thing?

Nope, it's a weekend thing.

See, weekends are when most people lose all structure and discipline and that leads to over eating, over drinking, poor sleep, fights with their loved ones and maybe a few bad decisions thrown in there, too.

This makes Mondays a day to dread. You wake up anxious and groggy, and this snowballs into an overall shitty, unproductive day.

HERE'S THE SECRET TO MAKING MONDAY'S GREAT, PRODUCTIVE AND ANXIETY-FREE...

- Feel free to sleep in on the weekends. But still set an alarm and wake up at a time that YOU decide.
- Do something productive - yes, even on a weekend. When we're productive we have a sense of accomplishment and significance and that leads to happiness. Just like sleeping in, being hungover, feeling stuffed, or under sleeping makes us feel crappy.
- Still be active. Schedule a workout, a hike, a swim, a long walk or bike ride and do it.
- As the beer commercials say: enjoy sensibly. Common sense can go a long way.
- Set a "be in bed time" for your weekends as well.



The bottom line is this...

Keep control, structure, discipline and scheduling in your sleep, fun, activity, and productivity even on the weekends and you'll be surprised with how much better you look, feel, and perform on Monday.

When you crush your Monday, you'll set the tone for a productive week of moving the money needle, inspiring fitness, and changing lives!

ONGOING EDUCATION SCHEDULE

WEBINARS

Register for the next live webinar with our Coaching & Profitability Team on your University portal by selecting the "Coaching" tab, then "Live Coaching".

Webinar trainings include:

Thu August 29th: Marketing Made Easy

Thu September 5th: Rockstar Admins

Thu September 12th: The Ultimate Grand Opening Checklist

Thu September 15th: 5 Things I Would Go Back & Change

Thu September 26th: Selling & Overcoming Objections

Thu October 3rd: What Does Monday Look Like at Your Facility?

UPCOMING LIVE TRAINING

The following workshops are FREE and are designed to offer training opportunities for you, your coaches and facility leaders to maximize your skills, service, and profit!

September 6th-8th: Domination Workshop @ Grand Rapids FBBC, Grand Rapids, MI

September 27th-29th: FBBC Elite Training @ Auburn Bay FBBC Calgary, Canada

October 21st-25th: University @ HQ Chino Hills, California

November 15th-17th: FBBC Elite Training @ Richardson FBBC, Texas

November 22nd-23rd: FBBC Elite Training @ Yorba Linda FBBC & HQ Chino Hills, California

REGISTER FOR A WEBINAR HERE!

fbbcuniversity.com/coaching/coaching-webinars/

Miss a webinar? Watch recordings of our past webinars at: fbbcuniversity.com/coaching/webinar-replays/

*Schedule subject to change.

FIT BODY BOOT CAMP

**5867 PINE AVE.
CHINO HILLS, CA 91709**

FBBC **CHARITY** **CHECK-IN**

FBBC Charity Check-In Objective:

To combine our efforts within the FBBC Brand, to grow your locations income and impact through collective Charitable Marketing and PR!

As you know, our Mission here at FBBC is to Inspire Fitness and Change Lives Every Day; so we are beyond excited to announce our new FBBC Charity Check in Initiative which will help in this effort while taking another step to align our brand in the "Fit Body Way", all while costing less than alternate programs (a fixed \$100/month pledge) and where nearly 100% goes to the actual cause!

And the best part is, that with the power of our FBBC Network and your support; we can do some good together, have your clients check into your locations daily on social media (Facebook and Instagram) which drives your marketing effort daily; and allows us collectively to join forces and change lives!

Now aside from donating to causes being a good thing to do; this will also majorly help with our PR/Marketing efforts to win the hearts and minds of your local community which will grow your business!

All while taking in account the concept of local donation which helps with traction at your locations, combined with global initiatives, to ensure the focus point and PR/Marketing effort is newsworthy; while FBBC provides done for you resources so implementation is a breeze!

Our October cause is Bright Pink, a nonprofit focused on saving young women's lives through the prevention and early detection of breast and ovarian cancer. Their innovative programs educate and equip young women and their doctors to assess their risk for breast and ovarian cancer, reduce their risk, and detect these diseases at early, non-life-threatening stages.

The CAP team will be reaching out to you with registration info, the Marketing Calendar, Guide and Assets.