

HOW-TO-GUIDE

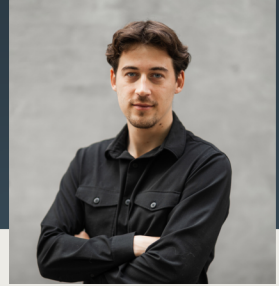
Grow your trainer business 300%

By Peter Kristoffersen
Founder of EmpowrCoach

@rene_macapili



Table of Contents



Understanding the basic principles	01
Pricing your services in a scalable way	02
How and why you should extend clients	03

UNDERSTANDING THE BASIC PRINCIPLES

The three ways to grow your business

"I NEED MORE CLIENTS"

A sentence most trainers often yell at us when we start working with them. A sentence that speaks truth, but not the only truth.

In order for you to grow your business, you first of all need to understand what makes a business grow.

There are three ways an online trainer business can grow essentially

- A: Getting more clients
- B: Making clients stay longer
- C: Charge more per client

$A \times B \times C = \text{Total monthly revenue}$

It's very simple math to be honest, but what are the differences between an online trainer turning over 10K/Month vs 30K/month?

Let me give you an example.

Example A: This trainer are on average getting in 3 clients a month, at the monthly price of 200\$/month and keep the client for 3 months on average.

Revenue? $3 \text{ clients} \times \$200 \times 3 \text{ months} = \1800

Example B: This trainer are on average getting in 3 clients a month, at the monthly price of \$200/month but keep the client for 5 months on average.

Revenue? $3 \text{ clients} \times \$200 \times 5 \text{ months} = \3000

The buzzword we're looking for here is called "Churn".

- Churn: The total amount of clients cancelling every month in percentages.



Most trainers are singularly focused on the amount of clients they're getting in, but at the same time all their clients are cancelling at the same speed.

It's like filling water in a bucket with holes in it.

You need to have the basic fundamentals in place before even thinking about scaling your trainer business.

Pricing your services in a scalable way: How-to.

Start reverse engineer your business from a mathematically point of view: What does it require for me to hit my revenue goal?

For example: Revenue goal = \$15.000

Q1: How many clients do you need in order to hit \$15.000?

In case you charge \$200/month you will need 75 clients.

Q2: How long should i retain clients in order for me to hit 75 clients the easiest way?

At EmpowerCoach we usually suggest our coaches to aim at keeping clients for 10 months on average (10% churn)

In this matter you would need to get 7,5 new clients/month in order to hit 75 clients. Makes sense?

$7,5 \text{ new clients/month} * 10 \text{ months on average} = 75 \text{ clients}$

Q3: How do I make clients stay for 10 months?

There are 2 ways to make clients stay for 10 months and you need both in order to do make it work.

The first one is that you make your potential clients choose between longer packages when having them on the phone.

- Package 1: 6 month program at \$250/month price point
- Package 2: 9 month program at \$230/month price point
- Package 3: 12 month program at \$200/month price point

By doing this, potential clients will now think logically about what to choose based on their goals and the pricing point. NEVER sell a fixed 3 months program, but make longer programs more desirable for them to choose between.

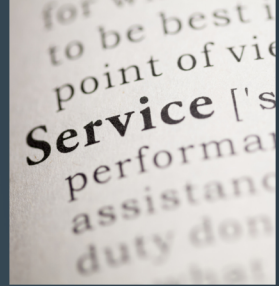


Second one: Have a great product

This might sound obvious, but most trainers don't actually have a strategy when it comes to their product or service.

- How often do you check-in with clients?
- How should the onboarding process look like?
- What kind of pre-recorded lessons can I provide?

Map out your service and product, so that the clients is set up for succes from the minute you hang up the phone with them, until they've hit their goal 6 months later. If you want to be succesful in this industry your product need to be SOLID!

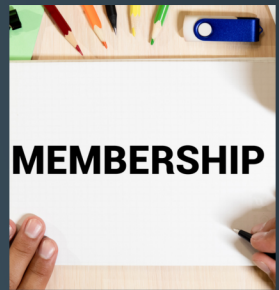


Extending clients

This is especially good and important for weight-loss clients, because these people usually sticks longer for programs.

1-1,5 months before the client is ending you can call your client and have a chat about their experience so far and talk about what their goal is now that they've almost hit their primary goal.

Selling a client the idea of a new goal can extend their subscription with 3-6 months easily and you should always go for it when it makes logical sense at least.



Conclusion

As we've walked through, you need to get the fundamentals in order before you talk about scaling.

Important lessons to move forward with:

- A: What is my target revenue?
- B: Do a simple math equation which helps you hit your target
- C: Set up 3 packages in logical price order (6, 9 & 12 months)
- D: Make sure to have a SOLID product to back everything up



Sold online coaching programs for \$1.3M last 4 years

Wanna learn how to sell clients on the phone with your new packages?

Book a call with us on our website, and we will teach you 30 minutes for free :)

