

GROW YOUR **FITNESS BUSINESS**

TO THE NEXT LEVEL WITH MORE CLIENTS,
SALES, AND PROFITS!



Dan and Ali Marshall
CoreFit Newcastle
New South Wales, Australia
Client since 2014



ACADEMY™

A letter from our CEO

Dear Friend,

Thank you for expressing interest in the NPE ACADEMY™ program. NPE is the leading fitness business coaching company that empowers fitness business owners to grow their business and create the life they want. We do this through business coaching which includes one-to-one and group coaching, online education, tools and templates, technology, live events and a supportive community that's accessible to every NPE ACADEMY™ client.

How is the NPE ACADEMY™ program different from other solutions out there? Unlike simple online courses and marketing agencies/services that serve the fitness industry, the NPE ACADEMY™ program is the only one that digs into the real numbers that drive long-term success and stability in business.

Growing a business is very much like fitness. Many people purchase fitness books, DVDs, and gym memberships (or even go to the gym and walk on the treadmill every day) yet fail to ever achieve significant fitness or weight loss goals of any kind.

It's only when they invest in hiring (and commit to working with) a coach to get an assessment, design a program, and do the 'hard yards' of actually changing their habits and lifestyle ... do they finally achieve life-changing results.



The same is true in business. And although the journey in the NPE ACADEMY™ program isn't always easy, it will work and deliver the long-term results you want as long as you stay focused and remain disciplined following the program.

Learn how we've helped fitness business owners like you by supporting them through the NPE ACADEMY™ program. Then take the first step towards growing your business, achieving your goals, and living your dreams by applying for the NPE ACADEMY™ program at npeacademy.com/apply.

Committed to your success,



A handwritten signature in black ink that reads "Sean Greeley". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

Sean Greeley, NPE CEO

EXPAND YOUR BUSINESS.

DRIVE CONSISTENT PROFITS. HIT BIGGER FINANCIAL GOALS.



Being able to reach more clients than ever before ... creating a consistently profitable fitness business ... reaching for and achieving greater and greater financial success ... All these goals are what NPE ACADEMY™ fitness business owners want to achieve. They want to take what they love—a fitness business that changes people's lives—and strengthen it, grow it, staff it, and expand it.



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WEAK SYSTEMS MEAN LITTLE CONSISTENCY



The challenge is usually the systems of the fitness business aren't up to the requirements of a growing business. Revenues are inconsistent and unpredictable. Staffing becomes hit or miss. (Staff losses at this level can be devastating, both professionally and personally, for fitness business owners who rely on others to deliver.) New clients come and go rapidly.

Apply now at npeacademy.com/apply

AS YOU GROW, YOUR FINANCIAL PRESSURE GROWS, TOO. AND YOU CAN'T WRITE A CHECK FOR A SOLUTION.

With more pressure, there's often a mindset of "I just need this many leads and the pressure will stop" or "I just need this many clients" or "I just need this much money" or "This piece of tech/software/app."

YOU'RE WORKING HARDER THAN EVER. BUT: LESS MONEY. MORE RISK. AND MORE PRESSURE.

And you can't just work harder, either.

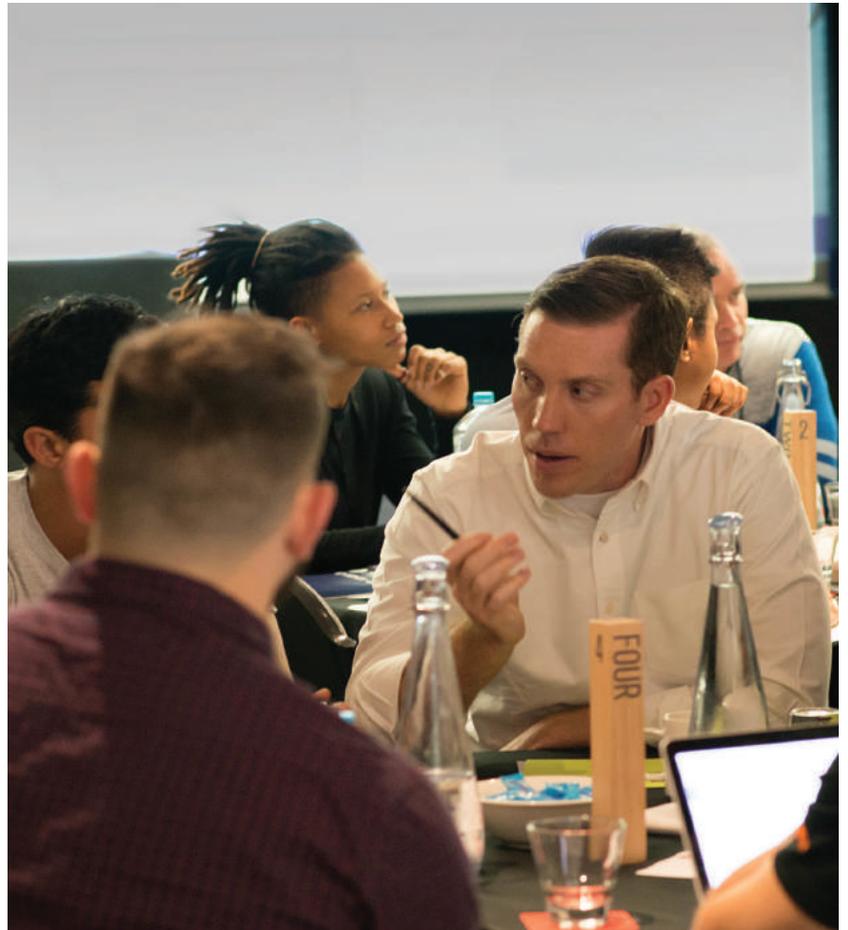
You'd think that a full work schedule would mean you're in a great place.

But growth means higher expenses and (often) less take-home pay than before.

You may find it hard to consistently stay at the financial level you want.

As your responsibilities for others increase, you end up with more risk and more stress.

You realize your business will have to grow even more to achieve your goals.



NPE CEO Sean Greeley encourages NPE ACADEMY™ clients to ask the hard questions, so they can get the freedom they want while their businesses continue to thrive.

WE'VE FELT IT, WE'VE HEARD IT, AND WE'VE SEEN PEOPLE (GET CRUSHED AND) CRUSH IT.

Your hair may feel like it's on fire, but we've been along this path before.

We know the way through and over these challenges.

You can get to a place where you can generate consistent profitability as you grow, and you'll be able to meet greater and greater financial goals.

Take heart: This is an exciting journey. There's nothing like it.



WE'VE GUIDED FITNESS BUSINESS OWNERS TO

NEW LEVELS OF SUCCESS

OVER AND OVER AGAIN

NPE is the leading fitness business coaching company for business owners to grow their business and create the life they want. Since 2006, we've racked up the following achievements:



Apply now at npeacademy.com/apply

Our Coaching Process™

Our proven, long-term fitness business success process includes:



1

Clarify your vision

Do you know where you want to go in your fitness business?

Not just survive. Not just get by. Not settle.

We mean do you know where you REALLY want to go?

Getting clear on your vision is the first step of our coaching process.

Assess where you are now

The next step: Determine where you are now.

Get a clear understanding of what is working and what isn't in each area of your business.

Based on those answers, identify priorities and define what counts as success.

Once you know where you are and where you want to go, together we'll come up with a step-by-step plan to move forward in each area of your business.



2

Take action

Knowledge isn't enough. Action is key.

You'll get the systems, tools—and most important—the support you need to succeed.

You will study core modules in multiple areas of business and personal development. You'll then implement proven systems and tools in each area of your business.

And get challenged to become your best by coaches with a proven track record of success.



What the NPE ACADEMY™ program includes:

Over the past 11 years, we've developed proven systems and tools we share with our clients to grow in all areas of their businesses.

In the NPE ACADEMY™ program:



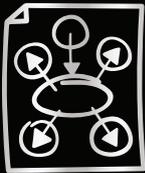
You'll get one-to-one coaching with one of our fitness business experts



We'll provide you with access to our group coaching calls in a workshop format



You'll get access to lessons in the areas of personal development, sales & marketing, operations, and finance



We'll provide you with done-for-you marketing campaigns



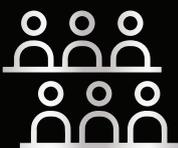
We'll provide you with business health analysis reports



You'll gain access to community forums where you can discuss industry-related topics



You'll gain access to a network of like-minded business owners from across the world



You'll be invited to attend live events two times a year

CAN YOU COMMIT TO DOING WHAT IT TAKES?

This program isn't for everyone. NPE ACADEMY™ is only for people who are ready to make high levels of commitments to themselves and to their businesses. If that's you, we'd love to hear from you.

Apply to our NPE ACADEMY™ program if you have the following qualifications.

Basics:

- Your main service is delivered in person, although you can have an online component as long as it's not your main focus
- You know what service you want to provide –you can communicate your training philosophy and process.
- You can use technology—you have a working knowledge of email, calendar, social media and a willingness to learn.

Financial:

- You have \$8,000 or more in current monthly revenue.
- You are committed to growing your business to \$25,000+ in monthly revenue.
- You have or have access to at least \$5,000 in working capital.

Commitment:

- You are 100% committed to growing your business and to being coachable, to go all in, but stay patient in realizing your potential.
- You are willing to grow yourself to create a team that supports your clients and your business—so you can free up your time to work on your business.
- You are willing to face any fear of finances—for example, you are willing to do what it takes to put in place predictable cashflow management systems.
- You have a mindset that sees selling as serving, and you have the willingness to charge what you are worth.

Success comes from doing what others aren't willing to do—in this case, to learn what you need to learn and to do what you need to. That is what will separate you from fitness business owners who start strong but flame out. Only you can make the commitment to your business, to yourself, your loved ones, and your future.

MAKE THE COMMITMENT AND ACHIEVE YOUR GOALS.



UNSUCCESSFUL RESULTS ... DON'T LET THIS HAPPEN TO YOU

What happens if a fitness business owner doesn't put in place a solid foundation to grow, only makes a half-hearted commitment, or shies away from the challenge when the going gets tough?

Their business's revenue never grows significantly.

The debt they've racked up never gets paid off.

The fitness business owner gets burnt out from the grind of training (especially split shifts). Clients can tell the owner is unhappy and stressed out, and they leave.

And the fitness business owner ends up leaving the fitness industry for another career path, and gives up the dream.



WHAT SUCCESS LOOKS LIKE

If you make the commitment and put in the time, here's what you can expect:

You'll develop a new level of mastery over sales and marketing.

Your business results will become more consistent and more predictable.

You'll learn to hire (and fire when necessary) staff and train/develop them so they can take on more responsibility for serving your clients.

You will get the systems and tools you need.

You will get the coaching support you need.

And then the change starts happening ... more clients, more sales, more profits.



NPE client Karry Levine (middle) doubled business across two locations and got more time to do things she loves. Now she's NPE 2017 Asia-Pacific Client of the Year.

WHAT THE FUTURE LOOKS LIKE



Successful NPE ACADEMY™ clients have confidence to lead a team and consistently generate income (and more profits). Here Rad Burmeister, Unity Gym, North Sydney, Australia, is training a small group of clients.

Our clients report a fundamental mindset change.

They stop thinking about themselves as individual contributors/personal trainers and start thinking about themselves business owners (and growing into becoming leaders).

They grow in confidence in their ability to lead a team and to consistently generate income (and more profits)!

For the first time, they experience relief and no longer have to personally handle every client, business process, and administrative task.

They can count on others and know they are not alone.

They also grow in confidence about the future. They believe they can forecast their sales and consistently manage their business profitably.

They turned around their business, now you can, too ...

Join us. Here are a few success stories from our clients:



JULIE CUNNINGHAM



Active Mum
Sydney, Australia

Result: Worked long hours until she got the right systems and support in place.

In 2008, Julie recognised a gap in the fitness market. There were not enough fitness programs for mothers-to-be. So she created her own program called Active Mum. She developed a website and started teaching at a community centre.

Active Mum grew quickly, and although she had moved into her own facility, her business was losing \$10k per month and her life was starting to fall apart.

With the help of the NPE ACADEMY™ program, Julie created an action plan to get her business and life back on track. In just six months, she fixed her margins, started putting in systems for trainers and admins, and implemented the NPE AUTO-CLOSER® Sales System.

Julie's margins went from 15% to 65%, her average ticket price grew from \$190 to \$1,976, and her monthly revenue increased from \$10k to \$35k.

Now she's helping more Active Mums than ever.





YANI & RAD BURMEISTER



Unity Gym
Sydney, Australia

Result: Debt and taxes nearly sunk their business; new marketing strategies brought them back.

Yani and Rad Burmeister used to work all the time in the gym. The threat of debt and unpaid taxes hung over them.

Now they are able to spend much more time with family and friends, and take holidays.

They were ready to pack it in and shut down.

They changed their marketing strategies, clarified their ideal clients, and created profitable pricing and packaging programs.

The result is they came back from the brink, got out from under the debt and taxes, and reduced their stress level.

“I have the time and freedom and flexibility to take my son to daycare every morning and pick him up in the evening. I spend much more time with my partner, Kaliesha, who also works with us,” Yani said.

“I still work long hours, but my work is something I thoroughly enjoy and it fulfills me,” said Yani.



KARRY LEVINE



Altitude Pole & Fitness
Christchurch, New Zealand

Result: Accountability helped her make the tough decisions needed to double her business.

Karry Levine has been an NPE client since 2016. Over 12 months, Karry and her team have more than doubled their business across two locations while taking more time off to do the things they love to do and spend time with family.

“NPE gave me hope. Here was someone saying that a pole studio could make money. And I could do something I loved and get rewarded for it. And that there were options out there.”

“When I first joined NPE, we had 50 members, all on 10-packs, 20-packs, just doing the occasional classes. Now, we have 285 members, all on contracts from three months to 12 months.”

“There’s so many benefits to having a coach ... having someone to hold you accountable for making the tough decisions is really important. And just having someone there to guide you along the way ... and to encourage you to take the steps that might be too scary to take if you didn’t have that cheerleading support.”



ACADEMY™

Commit to long-term success in your fitness business
by applying to the NPE ACADEMY™ program now

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