

How to Get What YOU Want in Your Training Business

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CB: Hey everyone, this is Craig Ballantyne from TurbulenceTraining.com, and we are here today to talk to you about the Turbulence Training Summit. And my guest is my good friend and co-presenter at the Turbulence Training Summit for trainers. It is Bedros Keuilian, so welcome to the call Bedros.

BK: Hey, thanks Craig. Good to be here, buddy.

CB: Always a great time to speak with Bedros. And today we're going to go through something that he once sent me called "How to Get What You Want". And I found it so powerful that I literally have included it in this report here in my daily documents. I review one of these every morning. And again, they're really powerful.

And at the end of this call we're going to give you a special offer for the summit. So make sure you listen to the end of the call and you're going to discover today how to get what you want as a trainer.

So Bedros, let's go through what you sent me and you shared with me. First you started off with your story, which I really enjoy hearing all the time because it's so powerful and so important for me, and for everybody else, to understand that if you take control of your life you can work up to getting what you want. So why don't you take us through from when you landed here in America to how things are going now.

BK: Back in 1980 when I washed up onto the shores of beautiful Southern California –

CB: Where did you land first? Where did you guys go first?

BK: Let's see. We left Armenia, we went to Italy and then to New York and then – those were all one day jumps – but it was like Italy and New York and then to Southern California. We had a lot of connectors. It must have been cheaper that way or something.

But it's actually a pretty amazing story, man. And my dad, he was a part of the Communist Party. Not by choice. But it's one of those things where in the '80s Armenia was pretty much governed by communist Russia. And so he was part of the Communist Party.

And in order for him to make the kind of money he wanted to make – because he was in charge of a fabrication plant where they fabricated a lot of suits, men's shirts. Everything was run by the government. It was pretty crazy. But they fabricated a lot of suits and men's shirts and all this stuff. And he's a tailor, a master tailor. So he oversaw a team

of 50 seamstresses and tailors. And they would just pump out clothing all day long for men.

And it was pretty weird because when they were ready to give him a raise or move him up to this next position, he would now qualify to be a member of the Communist Party. That's like a double-edged sword, because if you're not into communism and you deny that offer it's a big insult to Lennon and to the whole communist way of living. And of course Lennon was highly looked up to in those days.

And so it's funny, they will make you an offer. And it's like, "Hey, you're going to get more pay and more responsibilities but now you have to be a member of the Communist Party. And in doing so, as a member of the Communist Party you are now an arm of the government where you can go and essentially survey other businesses." You can just walk in. Show them your communist card that hey, I'm a part of the party, and start asking questions. "How much money do you make here? Why do you make so much money? I have a feeling that you're stealing..." – like at the flower shop.

My dad had to do this once at a flower shop, "How do I know you're not selling any of these flowers on the side and not recording it?" And it's something that he hated doing. He hated governing people in that way. But he also knew that if you say, "No, I don't want to be a member of the Communist Party," you're completely insulting the whole communist way of living. And you end up in Siberia pretty much planting and peeling and prepping potatoes forever, which nobody wants to be in Siberia. So he had gone to his wit's end.

In 1981, the next year, my brother was to go into the Red Army, into the communist army. And this was not something my dad wanted for him. Back then it was you turn 20 and you go into the army.

So in 1980 we defected. And my dad had saved up money. He saved up the equivalent of 25,000 American dollars. And he bribed enough people in the Russian government where we were able to defect and leave communist Armenia in 1980 in June: myself, my mom, my dad, brother and sister. And all we were allowed to bring was two suitcases and, I think, around 150, maybe 250, bucks in cash and that was it. The \$25,000 that he had saved up over the years to bribe people completely got used up.

They don't let you bring any of your valuable belongings, because all of that belongs to Mother Russia. That's the mindset. Someone listening to this would be like, "What the hell? That's my belongings." No, it's not. Not if you're in a communist country. It belongs to Mother Russia and that's it. All you can bring is blankets, some clothes and some basic toiletries. And that accounted for two suitcases for a family of five, pretty crazy shit.

So I didn't know a lick of English. I didn't understand the language. No one in my family did. And my brother was saved from obviously going into the Red Army. And the rest of

us, we had the opportunity then to come into America and live the American dreams. But it was pretty crazy, because we moved from apartment to apartment.

And back then in Southern California, and I imagine throughout all of the U.S., in the early '80s they actually had apartments where they would say no kids allowed. And these weren't senior citizen apartments like they have today where it's just like, "Hey, you have to be 55+." They were regular good old apartment complexes, but they could say no kids allowed. And I think later on legislation changed where you couldn't say no kids. You could say no pets, but you couldn't say no kids.

Here's the thing. We kept moving from apartment to apartment, because ironically the apartments that cost the least by way of rent were incidentally apartments that were no Kids Allowed. So my dad would literally have to sneak me into the apartment complex every day. And then in the mornings I'd go to work with him because I couldn't be in the complex running around, we'd get kicked out. And at night he'd have to sneak me in.

And you could imagine how you would feel if the reason your family gets kicked out of an apartment complex is because the manager of the complex sees you, and you're now kicked out. So I had a lot of guilt. In fact, I went to three elementary schools, two junior highs and two high schools in my time.

And so it became very easy for me to make friends. And so I later on used that skill in business because I moved so many times – because we'd get kicked out because of me – that I had to learn how to make friends quickly.

But in that time, the way we'd get food is my mom would go buy whatever food she needed. My dad had several jobs. My mom had one job, and then the rest of the time she was at the apartment. And then my brother and sister, both of them older than me, one 20 and one 24, had multiple jobs and were going to night school to learn English as a second language.

But my job was to dumpster dive. And you'd be surprised, but grocery stores throw out good food. They still do to this day. They don't give it away, as far as I know, from what I understand, to homeless shelters and things like that unless they're canned, simply because they don't want the liability of giving away milk that expired yesterday but it's still good to drink for another two or three days, or bread or cheese that expired yesterday, or lettuce, tomatoes. It kind of got soft, but it certainly is not bad.

So they throw this stuff out into the dumpsters. And my dad would heave-ho me into the dumpsters. And at the age of six I knew exactly what to look for. The food was unsellable because it was past its expiration, but by all means it was not bad food. It was food that you can eat. And sometimes the bread would have a little bit of mold on it and my mom would just cut the mold off and you're off to the races, eat. She would fry it up with eggs and we'd go to town on that thing.

So talk about having a bad upbringing. Of course, when you've got nothing to compare against, you don't realize you've got a bad upbringing. You just know that those are the circumstances that you have and you make the best of it. I had one little toy. It was like a little plastic soldier figurine. And that was the one toy I had between the age of six and seven-and-a-half, before my dad and the family started making enough money where we could actually have a good Christmas and etc.

And it's not a sad story because our first two Christmases were really fun I remember. We had one of those desktop tiny little Christmas trees that we found out of a dumpster. And my brother and sister were singing songs all day long on Christmas day. And it was just fun for me as a kid to run around and watch and listen and dance to. So nothing sad about it for me, it was a great life experience and I wouldn't change it for the world. But that taught me a lot of hard work.

And it's funny, because you fast forward to today and today I live in a one-acre estate in Southern California that costs well over seven figures. I've got multiple rental properties. I've got a business that generates multiple seven figures. In fact I've got one, two, three – four corporations that I'm either an owner or co-owner in. And of course, I'm co-owner in Fit Body Boot Camp, which is the largest boot camp franchise on the planet, which is amazing to me, that that kid who was dumpster diving and didn't speak a lick of English, got kicked out of apartments by virtue of being a child and wearing hand-me-down clothes.

And one thing I didn't put on that blog post that you're reading off of, the "How to Get What You Want in Life" blog post, was we found some clothes. And one of the clothes said "Herman" on it. I'm guessing the person who threw it away, his name was Herman – or the little kid's name was Herman. And it was a worn out sweatshirt, but it was still a sweatshirt. And so I started wearing that sweatshirt to school. I think I was seven or eight years old, because this must have been first or second grade, something like that.

And so for the longest part in that first elementary school I went to, I wasn't Bedros. I was Herman. And I actually started to answer to Herman. And people would say, "Herman." The teacher was the only one that called me Bedros. And she stopped correcting the students.

And again, it wasn't a bad thing for me. It was like, "Hey, people are acknowledging me. I'm alive to them. This is great. And they want to play with me. It's just the thing is they keep calling me Herman." So I was used to, "Hey, Herman." I'd go, "Yeah, wait. What's up next, guys?" And that's it.

But today I'm that other guy. I've owned every dream car that I wanted. I'm into fast race cars. Currently the fast car that I own is a Nissan GT-R. And I've got a BMW 1M on order. And those are the things that I collect. I'm not into fancy clothes and Versace this or Gucci that. I can care less. Jeans and a t-shirt, and then fast cars.

And I want security for my family. I never want my kids to see the inside of a daycare. And I know I keep saying this like a broken record every time I'm interviewed. But to me, that's the greatest fear that I had, which was one, there was lack of money in my life just by virtue of coming here poor and my family having multiple sub-minimum wage jobs to make ends meet. So I was either being watched by somebody or I was on my own as a latchkey kid sitting in a dark room watching TV on some broken black and white TV that we had. We had to actually manually turn the channels. Everybody else in the '90s, in the early '90s, had a remote control. I was still manually turning channels.

So that was my life then, dude. But it is pretty crazy, because today I just want security for my family. I want my kids to grow up in a mindset of abundance. Because there are two mindsets, you can be broke and you can be poor. And I always tell people this. I might be broke again some time in my life. Who knows, next year I might decide to actually take some risks with my money. And it might be a business risk that obviously was not the right decision to make and I'll end up broke.

I can recover from broke, but I'll never ever in my life be poor again like I was in the early '80s as a child, because poor is a mindset. And I want everybody on this call to understand that, that poor is a mindset. But you might be broke again because circumstance, because you had to file bankruptcy because you had this vision, this dream, this passion and you launched it but people don't want flying three-wheeled cars yet. And so you went bankrupt, whatever, good for you for living your passion.

But that's essentially it. And today we get to vacation where we want, do what we want for as long as we want. And I love that and I want to help others in the fitness world, and in general, achieve that.

CB: Very cool, man. Very, very cool. I love that story. So, you sent me a list of things that can help trainers get what they want. And now I want to skip ahead, and then we'll come back and we'll do them all. But I want to skip ahead to one of them that I think is one of the most important ones. And you wrote "Don't chase your dreams, chase your goals". So tell us about that one.

BK: I've got to tell you this, a lot of people, and myself included in the beginning, I was like, "Hey, I want a new car. Hey, I want a house." And so I was always chasing this dream thing that I wanted, instead of chasing my goals, my goals of having ultimate freedom, my goals of keeping my kids out of daycare, my goals of having security. And so when you're chasing your dreams – and what I kind of wrote was "Start your business off by setting goals for yourself". How many members do you want in your business in the first 30, 60, 90 days? What are you going to do to get them?

And so if you're just randomly chasing a pipedream you're waking up every day to train your clients to get money to hopefully one day get this dream thing that you've got visualized and idealized in your head. But if you set your goals that in the next 90 days I want 15 clients who are paying me \$197 a month. And after those 90 days I want

another 15 clients who will pay me \$247 a month. And after those 90 days I want 15 more clients who will pay me \$397 a month.

And so you say, "Okay, for the first 90 days if I want 15 clients at \$197 a month, these are the four things I plan on doing to achieve the goal of 15 clients at \$197," now you've got a quantifiable game plan to where you can in 90 days, or less, get those 15 clients. And then execute the next game plan.

And so we're always dreaming and dreaming and dreaming of things. And what we dream, we always say, "One day I can't wait to..." and then you fill in the blank, "Go on a world cruise." Hey, let's set a date and make it a goal. A dream is just one day I can't wait to go on a world cruise. I'm going to get on the Holland America cruise line and go on a world cruise. It's a 90 day cruise all across the world. So you get to see everything.

Well, great. Great dream to have. Could we make it a goal and say the first leg of those 90 days, or actually 30 days, and so I want to be able to do the first leg of the world cruise by January of next year. And I know that the whole thing costs \$60,000. And so then if I divide 60 by 3 it's going to be about \$20,000 for the first leg. So I need to get \$20,000 together so I can at least do one-third of the world cruise.

We actually had that. Me and my wife looked at it and we were going to do the world cruise. But I realized 90 days – not necessarily that you're going to be out at sea, you stop at different ports. That might be a little too much. So we're going to do 30 days at a time. And so you can actually break it up like that.

And so you can say, "Hey, by January I want to have put away \$20,000 completely of free money that I've gotten without having to pull it out of my savings or without having to work any harder for it, because I'm going to increase my prices by – whatever - \$50 per month. But add \$500 worth of extra value to the service that I offer, and therefore be able to put this \$20,000 away within six months or within a year to take the first leg of the world cruise by January." That is a goal. That's no longer a dream.

And so everybody who wakes up and says, "One day I want to drive this car. One day I want to own this type of house. One day I want to live by the beach. One day I want to take the world cruise. One day I want to go to the World Series." Stop saying "one day" because you're just dreaming. Stop chasing those dreams, and instead chase your goals.

Set a goal, set a deadline, find how much it is to achieve that goal by that deadline. And then break that deadline down. If it's a year from now say, "Okay, every two weeks I need to earn X amount of dollars extra so that by this date I have the money to achieve that goal." And oh my God, what an immense feeling of satisfaction when you achieve that. And I've achieved that several times now in my life and I love it. And I just want everyone else to do that.

CB: Very, very cool. All right, well let's go to something that's specific to trainers. And it is the first thing on your list, which was "Sell once and never sell again".

BK: This is a big thing for me, because as a personal trainer I hated being a salesman. You develop a great rapport with your clients. They love you. On Christmas and your birthday they buy you stuff and bring you stuff. And as a personal trainer we develop a personal relationship with these folks. And then all of a sudden their ten sessions are up and you have to sell them again, or their three months of training is up and you have to sell them again. And it's the most awkward conversation ever, because now you've got a relationship with these people.

And so what I found is you've got to just sell once and never sell again. And the only way you can do this is with EFT, electronic fund transfer or also known as auto debit. In other words, I would say, "Hey Craig, here's the programs that we have. You can get on board and we have a 12-month program that costs \$197 a month. We also have the month-to-month program that costs," whatever, "\$397 a month. And so 87 percent of my clients choose the 12-month program because it is actually far less per month and you also get these three bonuses when you get on board with the 12-month program. And by the way, at the end of the 12 months you graduate to our maintenance program. Instead of \$197 you only pay \$147 per month. So month number 13 you're locked in at \$147 a month for as long as you want to stay." And that's the big kind of pie in the sky dream that we give you there.

And so you sell people once on a 12-month program that again in 12 months it kind of auto renews on its own, whether at full price or at a discounted rate like I just talked about. But there's nothing more powerful than selling once and not having to sell again, because now you've got a relationship and you don't want to feel like the awkward conversation is about to come up if you're going to have to sell them 10 more sessions, 20 more sessions. You don't want to chase a check every two or three months or every 10 sessions.

And finally, it's so much more predictable when you know that you've got 100 clients paying you \$197 a month and you can actually say, "This month I did no new marketing. I know that this month I've got 100 clients whose credit cards are going to be deemed automatically in the middle of the night while I'm sleeping." That's a really secure feeling, man. And that's what builds predictable business, and your clients will love you for it, you'll love yourself for it and it's a total win-win.

And so everyone on this call has to have EFT or auto debit in place. And it's as simple as, it's the most basic archaic version, we're talking PayPal, PayPal subscriptions. But if you want a more robust system you can use something like 1shoppingcart.com, which is an online shopping cart. Or they even have systems now for trainers where you can go to Shape.net or Mindbodyonline and buy a complete studio or boot camp management system that you pay \$40 or \$50 a month, that they actually manage your EFT.

And if someone's EFT doesn't run that month it notifies you so that you can go through a collection process. It even has built in collection letters and emails that you can send out to them. And all of a sudden now you've got a system of making money, instead of flying on the seat of your pants, and having to sell and sell and sell and just feel douche baggy about it.

CB: Perfect, man. That's awesome. Not only does it explain something to me that even I never really totally understood, but the two options you gave there, the easy ones, 1shoppingcart and PayPal, and then the done for you ones which are, I guess, even easier. That's fantastic, so I appreciate that.

What about selling the big packages first? That's your next one. Tell us about that one.

BK: This totally, to me, it came from a place of – again, I'm always looking for security and reliability. Those are my two big things because that's what I lacked as a kid. But even in business, who the heck doesn't want to have security? We've all been there. And if you're a trainer listening to this, I know you can relate where, "Well, this month was good but I don't know what next month is going to bring." Or, "Next month I've got scheduled X amount of dollars to come in, but I don't know what the month after that is going to bring." Having an unpredictable business like that is scary shit. And it's not a great way to live your life.

And so what I found is why not just sell big packages first, because again, if you're selling 3, 5, 10, 15 sessions at a time or you're selling one-month programs and three-month programs stop it. Mr. and Mrs. Jones are grossly overweight. Your average person coming to see you has probably easily 30 or 40 pounds to lose. And the difference is yeah, they can lose those 30 or 40 pounds probably in three months if – that's a big if – if they were you and I. But they're not you and I, so they can't dedicate five days a week to a consistent diet and to a consistent workout program and just drop those 30 or 40 pounds within two or three months.

They are going to need 12 months of working out, at least. And I know this because I have five personal training locations, over 50 trainers working for me and hundreds and hundreds of personal training clients. And it's an irrefutable fact, I can tell you that peoples' lives get in the way because unlike you and I they're not trainers. This is not a priority for them. So they've got 30 pounds to lose, it's going to take them 12 months.

So sell them a 12-month program. Sell them an 18-month program, a 24-month program because they're going to start doing good the first month and they're going to start missing sessions, eating sloppy diets, their kids get sick so they miss a session, life gets in the way, they have to take a vacation because they're married to have kids and that's life, that's what you do.

So working out and fitness and proper nutrition is not even a second, it's like a third thing on their radar. You and I it's priority. To them it's like, "I need to do this. And if the

weight can eventually fall off, great. If not I'm willing to pay for it." But you've got to understand that these people if they committed two or three months to it, sure they could lose weight. They're not going to have that kind of commitment.

That's probably about 10 percent of your clientele base. And I love those clients. Those are your hardest working clients, who come early to their session and do their warm up on their own, stay extra and do extra shit, they're eating exactly like you want them to eat, they're journaling all their foods. I love those clients. And I really enjoy training with those clients.

But 80 to 90 percent of your clients, life gets in the way. And so you need to sell them a 12-month package. It's reliability and security for you, and they're more likely to at the end of that 12 months slowly but surely lose that weight and get in shape. And that's really what they need. So it's a win-win for everybody.

And gosh, a small package of 10 or 15 sessions might be \$700 or \$800, maybe \$1000. Whereas if you're selling a 12-month program where they're going to come in three days a week, we're talking about maybe a \$4000, \$5000, \$6000 personal training package. And they can either pay in full or pay over 12 months. I don't know about you, but I'd rather take the \$4000 to \$6000 over and over again for people than \$400 to \$600 and try to resell them each time and then come back to the problem we talked about earlier. You know what I mean?

CB: Totally man, totally. I think some trainers are really good at keeping their clients and all that sort of stuff, but they may have trouble getting more clients. So your next one you wrote "Have multiple poles in the water at all times so you never run out of leads and prospects".

BK: Yeah. And multiple poles in the water is something I learned from Dan Kennedy. And in fact, one thing he says is when it comes to marketing and selling, especially marketing, don't do sequential. Don't do like one thing at a time. Like don't send out postcards and sit around and wait for it to work or not. And then if it didn't work or if it did work then do another type of print ad or Facebook ad or search engine optimization. Don't do one thing at a time. Don't do sequential. Do simultaneously. Market your business.

So at any given time you should have 20 to 50 lead boxes out in local businesses where you're offering a free month of fitness for people that fill out that form and put their name in a drawing box – 20, 30, 40, 50 lead boxes out there. You should have at least 15 to 20 human billboards in your business if you're running boot camp like businesses.

Why? These people should be the most influential people in the community, people who know others. Like the moms you go to the schools and they go to Starbucks and they're just the social butterflies. Don't be afraid to train them for free, or even for a discount. "Hey, I'll train you for \$50 a month for six months, but you have to pay all that up in full."

That's a nice little chunk of money for you, plus as human billboards they know that their job, whether they're training with you for free or they're training at a severe discount, their job is to go spread the word. They're your buzz spreaders. And you supply them those plastic gift cards, \$100 plastic gift cards, to your business. And you encourage them to go spread the buzz. And there's nothing more powerful than having an army of human billboards constantly telling their friends and local businesses about you, being social butterflies.

And sending out a direct mail piece, send one out each month. You're going to find some that don't work and some that do work. The ones that do work roll them out to bigger homes, to bigger addresses. If you sent out 2000 and it costs you let's say \$1000 to send out 2000. And let's just say you got \$2500 back, or let's say you broke even. You sent out 2000 and you only made \$1000 back, which is what it cost you to send this out, you would think that that's a lousy campaign.

But it's wrong because the first month you broke even, but because we are in the business of EFT, of reoccurring income, the second month you're making money from these people. And that's what the whole beauty – all of these things are connected. And that's the beauty of EFT and auto debit is the second month you're making money.

So 2000 pieces brought you \$1000, common sense tells me 4000 pieces are going to bring me \$2000. And if I know I'm breaking even on the first month but making money on the second, third and ongoing months, I'll roll out to 1500 addresses then with this direct mail piece.

So I'll grow my email list. I'll do Facebook ads to fan pages where I'm squeezing out emails. I'll do search engine optimization. And you want to do all of these things. Always have multiple poles in the water because you never know when something stops.

And in fact, on the blog post that we're talking about I mention Craigslist ads. And there's a great example, because today doing Craigslist ads suck. Craigslist just sucks. You cannot get decent clients from Craigslist. There might be the occasional town somewhere in the U.S. or Canada, or wherever, that Craigslist is still working well for getting personal training clients. But now it completely sucks. Facebook is dominating, on the other hand.

So if you have multiple poles in the water, one or two of those poles may not be working. But four or five or six of them are getting you the leads. And so again, go back to that thing of reliability, predictability and security in your business, which is what everybody wants.

CB: Awesome, man. Very good. Very, very good. And you had a whole bunch of stuff in there that obviously we can't go through on the call, but we'll definitely go through the stuff down at the summit in San Diego.

The next one you had was "Don't be a bottom feeder". I think this one needs a lot more explanation. It's kind of a vague statement. So tell us about that one.

BK: Oh man, this is crazy because I just talked to a coaching client. He goes, "Hey, the gym down the way is \$47 a month. How am I going to charge \$197 a month and still be able to get those clients?" I said, "Yeah, but the gym down the street that charges \$47 a month doesn't guarantee results like you do, right?" "No." They're not running like boot camps. They just give you access to equipment. They're not actually calling and texting their clients and their members and saying, "Hey, don't forget to come in tomorrow. Hope you're doing awesome and following the meal plan."

"You give that kind of support and encouragement to your clients, right?" "Yeah." "You give a food journal to your clients, right?" "Yeah." "So all these other things you do, why are you comparing yourself to a gym?" And so what ends up happening is if you end up being what I call bottom feeder, you're trying to compete with businesses that you think you should be competing with, you end up being a bottom feeder because then you lower your prices and you get – and I hate to say this – but you get the lowest part of society that come in and train with you.

And let me tell you, when people are paying sub-\$100, under \$100, they're paying this for personal training or boot camp, they're not quality clients. They're not going to follow the instructions. They're going to show up late. They're going to miss sessions. They're just going to be horrible, horrible clients. They're not going to get results so they're going to be horrible human billboards for you. And you're going to be nothing more than frustrated. You're going to be overworked and underpaid.

On the flipside, if you decide, "You know what, I'm going to let the gyms and the other trainers work with that part of society. Instead, I'm just going to work with people who can afford to pay me what I'm worth and can afford \$197 a month or \$247 a month. And so I'm going to start marketing to those people."

Let's face it, the average community – I live in a pretty average community, Chino Hills. There's 76,000 people population. So let's cut that almost in half. Let's say the average community has 40,000 to 50,000 people in it – 40,000 to 50,000 people, Craig.

All you need to make a six-figure income is 43 people paying you \$197 a month and you're making \$100,000 a year. If there's 40,000 people in your community, and let's say half of those are children, so let's cut that in half – 20,000. Out of 20,000 people, can't you find 43 people to get you \$197 a month? Yeah. I bet I can spend three days and knock on enough doors in any community – probably with the exception of let's say, I don't know, Watts or Compton. Obviously the demographics have to be there.

But I can go knock on doors for three days, just using that one marketing system with a script like, "Hi, my name is Bedros Keuilian. I own the Fit Body Boot Camp down on the corner of Pipeline and Chino Hills Parkway and I just started the location. I've only got five clients and I don't want to spend a lot of money on marketing, so I thought I would

go door-to-door and offer people a free week of fitness boot camp to come and try me out. We're different than any gym because we give you support and encouragement. We give you a personalized meal plan. And I'd love for you to come try it out for a week. And if you decide this is right for you, you can finish off the rest of the month, the next three weeks, for only \$99. And after that I'll give you a discounted rate to stay on board. Do you think you'd want to try out this free week?" That's it. That's the script. "Can I get you started on this free week?"

You're going to get more than half the people saying, "No, get out." But if you knock on enough doors – so if we're looking for 44 people, I venture to say you knock on about 200 doors, you'll get 44 people – or more actually because of the free week – so you'll get about 100 people, 50 percent, to say, "Yeah, I'll try the free week." And all you have to do now is deliver the magic, the wow. You're super awesome, deliver the energy, come with passion for that week, make sure that they know what they should be eating for that week.

Let them feel and experience what working with a real fitness instructor is like, instead of working with the trainers in a big box gym, or worse, walking into a big box gym and randomly sitting on a selectorized machine that's not even designed for them because the seat's too low and the weight's too much and they just kind of plop right in, whatever the last person had the setting on.

So why are you competing with gyms? Why are you competing with Curves? You should be competing only with yourself. And ask yourself, "How can I increase my rates more?" For every \$10 that you increase per month you should add \$100 worth of value. So instead of \$197, if I decide to start charging people \$207 then I added \$10 a month so I'm going to add \$100 worth of value. So I might do a monthly nutrition coaching call, where I might have a nutritionist on the call talking to my clients. I might also add a grocery tour each month. And it's optional whether they want to come or not. But look at the two high value things that I just added.

So, health clubs can't deliver that. Big box gyms can't deliver that. And the fact is you just need 43 people paying you \$197 a month to make \$100,000 a year. And so just alone, knocking on enough doors, you can get those people with the script that I just said. Never mind the 43 marketing systems that we teach that we're going to go over at the TT Summit there.

So don't be a bottom feeder. Look for the quality people. Those are the people who pay you more. Those are the people who come to every session. They'll work out like a machine. They'll get amazing results. And then they're going to go out there and be your champions and just share your information with co-workers, with neighbors, with friends and family. Those are the people you want, not the bottom feeders.

CB: Yeah, I think that's a great point that people are going to actually show up and do stuff when you have people who are invested in it. So I like that one. The next one, "Don't be an order taker, be a closer".

BK: Ah yes, ah yes. It's a simple formula. I discovered, because I have five personal training facilities and I did a lot of the selling myself, that your clients come in three different ways. One-third of the people that you get as a client, they're already looking for personal training and for fitness, for results. They came looking to sign up at your boot camp or your personal training program. They're an order taker.

When I walk into a restaurant I'm hungry. They give me a menu. The server comes and takes my order. She doesn't have to sell me on ordering the pot roast. I am hungry. I am going to eat. She's just an order taker.

And so one-third of the time you're an order taker. So if you're closing one-third of the people that you see – so if 10 people sit across from you this week and you close three of them on your program, they're an order taker. Those are people who were going to buy anyway. That's one-third of the people.

The next one-third of the people is people who are undecided. And this is where selling skills come in handy. I'm not talking about being a used car salesman, being real slimy. I'm talking about selling the way we teach, which is you becoming the assistant buyer. Agitating what their pain is.

Asking enough questions, like, "Why are you here today and not six months ago, Mrs. Jones? How would it feel if you didn't achieve your results? What happens if you decide to not follow up a fitness program and a year from now you're 12 to 14 pounds heavier? How would that make you feel? What dress size did you actually want to be in? What is that scale number that you said that you never want to be above? What is it? Oh wow, 140 pounds. And how much do you weigh today, Mrs. Jones? Wow, 153. Okay, I gotcha. I understand."

And then positioning your service for them. If they're there, like, "Hey look, I never wanted to be over 140 pounds. I'm 153 now and I'm disgusted with myself. I wear the one pair of pants that have an elastic waistband and my "skinny jeans" are just hanging there. My husband doesn't look at me the same way."

They gave you three hot buttons, three hot buttons. They want to be under 140 pounds, they don't want to wear the pants that have the elastic waistband and they want the attention and the affection of their husband.

Guess what? I'm going to spend the next 30 minutes or hour of that consultation doing two things. One, giving them the best free workout of their life. The best free workout of their life. I'm not going to kick their ass and make them so sore, but I'm going to give them a workout they probably haven't done on their own in the gym. Because everyone's had a gym membership or everyone's bought some workout tape and tried to follow along with it.

I'm going to something so unique and magical for them that they're going to be like, "Holy shit, I had no idea my body could even do that. I had no idea I even felt those muscles in the past, and now I can feel those muscles."

The other thing I'm going to do is those three hot buttons, I'm going to keep talking about them over and over again, and how my program is a solution to those three hot buttons. I'm not going to talk about functional strength and muscular imbalance and fixing and aligning the posterior chains. That comes later. Once they're paying clients that is an outcome of me training them.

What I am going to talk about is how they're going to get the affection and, "How is it going to feel when your husband cranes his neck to look at you because you're so hot because now you're not wearing a one-piece anymore, you're wearing a two-piece bikini. How is it going to feel when you get on the scale and it doesn't just say 138 or 139, it actually says 128. You're far away from that threshold of 140 pounds. How is it going to feel when you're wearing your skinny jeans and then you bring me those elastic waistband pants and I burn them and I cut them up and I throw them away and put them through my paper shredder because you're never going to get into those again? How is that going to feel Mrs. Jones? "Wow, that's going to feel magical."

"Well the workout we did today, Mrs. Jones, that one workout plus three more each week for the next 8 to 12 months is what's going to get you there. I know that sounds like a long time. But let me ask you, when was the last time you comfortably fit into your skinny jeans? "Three years ago." "When was the last time you were well under 140 pounds?" "Well, three years ago."

"So three years ago is the last time you were happy with your body?" "Yes." "But I'm promising you that if you come in here and you do exactly what we say and we do workouts like we did today and we get you into the best shape of your life and it's only going to take 8 to 12 months, can you see how that's so much shorter than three years?" "Yeah." "Then these are the programs that I have for you, Mrs. Jones."

And that is so awesome. It's such an amazing way of selling because you're pandering to their emotions. You're not selling them something they don't want. You're not selling them functional strength and balance and core stability. You're selling them something they want, something they're starving for and you've become the assistant buyer.

So if you don't know how to close, you're leaving so much money on the table. And so like I said, 66 percent, that middle third, people are undecided. They come to you. They're looking for a solution. The solution might be a Bowflex, it might be that infomercial. It might be the Shake Weight. It might be the next Master Cleanse. It might be the – whatever. It might be a gym membership for them. It might be you. So it's up to you to take that undecided person and convert them into a paying client.

And finally, you know that you're a heavy hitter. You know you're an awesome master closer when you're closing 80 to 90 percent of the people. That final one-third of the

people that sit across from you are actually people who were pretty much not going to buy anyway, but finally decided that they're going to buy because you had such a compelling, persuasive presentation that it was anything but selling. It was more of you being the assistant buyer.

CB: That's very cool. And you've posted this a couple times on your Facebook page, and I posted it on mine as well. But it's the old Zig Ziglar quote about "You can have anything you want if you help enough people get what they want".

And I think that what you describe there is just an incredible vision of going through that exercise and making a person look into the future. And when you said that you'll be able to cut up their old waistband pants I think that would really resonate with a lot of clients. So I think that was very powerful.

BK: By the way, I should just say that these are all actual scripts that I've developed and used. And so this isn't like something I'm pulling out of thin air. This has made me hundreds of thousands of dollars when I had my facility. And what was even neat was I was able to replicate them in my staff. So it wasn't just me doing the closing, but I had four other people at my four other locations closing. And so anyone listening to this thinking, "Gosh, okay I'll be able to do that myself. But what about if I want to replicate multiple locations?" You can because this system works.

CB: That's fantastic. All right, the last thing that I want to go through on this call is "Be a kickass client keeper". So tell us about why just because you have all this marketing and selling but you can't retain a client, why it's important that you fix that pretty quick.

BK: It's really important for one reason. Let's face it, if everybody out there is spending, I don't know, let's say, \$4000 to \$5000 a month in marketing dollars. You're sending out postcards, you're running Facebook ads, you're doing all these things to get clients. And then you have these awesome skills that we talked about that we're going to teach at the TT Summit where we teach you how to be an awesome closer. Well, great. So you know how to market, you know how to close. But you're always going to be hustling for more clients if you don't know how to keep your clients.

And there are really two or three things to being a great client keeper. One of those things is that you have to give people amazing results. You have to give them amazing results. Remember, they signed up for results. So you have to give them quantifiable measureable results. And you should be tracking that. You should be doing monthly eval sheets.

And I always hear the argument, "Yeah, my clients don't like being weighed and measured and body fat tested." I don't give a shit, because when you pull out the last three months of fitness evals and you line it up in front of them and you're like, "Hey, check this out. This is how much weight you lost from this month to this month. This is

how many inches of fat you lost. Here's the body fat percentage." When they can see measurable quantifiable difference month to month they're going to stay.

The other thing is you've got to give them love. Today more than ever, people are lacking love and appreciation and attention from their life. Their life is super busy. Her husband is more into sports and into his job than into Mrs. Jones. The kids are always value extracting from them. Their co-workers don't like them and they're just stuck in a cubicle all day long.

So all of a sudden if they come to your facility and they're getting this love, this attention, this appreciation they feel good. They get a text message two hours before, "Hey, this is Bedros your trainer. I'm just looking forward to seeing you today at 5:00 for your training session or for boot camp. I can't wait to see you, Mrs. Jones." Holy shit, their husband's not even sending them love text messages, and you are. That is client keeping at its finest. People don't just stay for results. They stay because they like how they feel when they are in your facility.

And finally, you've got to reward your clients. We make enough money in our business where if you're charging \$197 or \$297 a month for boot camps, you can afford to once a month send out a \$10 or \$15 Starbucks gift card to your clients, just a hand written thank you card to show more appreciation. Who doesn't like to feel appreciated and who doesn't like to get personalized text messages?

And so all those little hand written thank you notes, text messages, the \$15 Starbucks gift cards or to a healthy restaurant or just movie tickets, showing them love and appreciation, giving them measureable results all account for two things. Not only retention – because there's nothing worse than having to always keep selling them marketing because you can't retain clients – so you not only get amazing retention, but soon you get to a point where you really don't have to market so much because now you've created a culture of referrals. You retain so many clients and they're so in love with you that they become your advocates and they go out there and they just get word of mouth clients.

And the person that comes to mind, Craig, and you know this person, is Cara Eckerman. Fit Body Boot Camp Chino Hills, right here next to our HQ. She, I don't know, maybe at the most they spend \$300 or \$400 a month in marketing. And they're doing close to \$20,000 a month in their boot camp, simply because she gives so much love and passion and results and attention to her clients that there's this culture of referrals now.

So at some point your business, if you do it right, will get to a point where you don't have to spend a ton of marketing dollars. You don't have to sit there and have the most awesome closing script, because people come in referred and they go, "Hey, my friend Susan and Joan and Alice work out here and I want to work out here because they say I should work out here as well." And they pretty much hand you their credit card. That's like the best close ever, right? "Here, give me your credit card. I'll swipe it. Great,

welcome aboard to my 12-month program, Mrs. Jones." And that's client keeping at its finest.

CB: That's awesome, man. I really, really love hearing about that stuff because that's what we get real excited about is not everyone loves selling and not everyone loves doing the closing and asking people for money. But people love to build that relationship and really show the results and have a great time and build friends, and it's almost a family-like environment. So it's awesome to hear that that's a powerful part of your formula, which you're going to share more of in San Diego at the TT Summit.

BK: Yes indeed.

CB: All right. So that's going to be fantastic. You are on the page now. If you're getting this and reading this before July 26th, if you scroll down now you'll see that there's still a chance to get the bonuses and get the discount registration fee for the Turbulence Training Summit which is August 26th and 27th. Bedros and myself, we are going to show you how to get amazing results and how to get even more clients and attract more clients into your world. Is there anything else you want to mention about the event that we have lined up there, big B?

BK: I'm telling you, I'm super excited about teaching and doing the whole workshop setting where we get to do the Q&A with people and just really give them a lot of one-on-one attention in San Diego. So I'm excited to meet everybody, shake hands and just really get down and dirty and give everybody their resources and tools to go back out into the world, get more clients, make more money and have more freedom.

CB: Yeah. And get what you want, just like you've been able to do and I've been able to do with these essential formulas that you've given out today. So thank you very much Bedros, and thank you very much to everybody being on the call. I look forward to seeing you in San Diego at the Turbulence Training Summit. Bye-bye everyone.

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