



5 SECRETS TO AN UNFORGETTABLE FITNESS EXPERIENCE

Learn how to set yourself apart from the competition and attract clients that become raving fans of your classes within an industry that is growing exponentially all over the globe. By mastering the secrets in this resource, you'll join a small percentage of trainers and studios who don't just know WHAT to teach in a class, but also know HOW to turn the workout into an addicting, life-changing experience.



#1 THE INSTRUCTOR KNOWS HOW TO GET CLIENTS INTO A FLOW STATE.

WHAT'S FLOW STATE: Your client's optimal training zone, where they are completely immersed, focused, energized, and engaged, with full involvement and enjoyment regardless of how challenging or difficult the task may be. It's that feeling that made *us* fall in love with our favorite workout (the feeling of being outside of time, or in the zone.)

WHY IT'S SO IMPORTANT: It's the key to turning your clients into raving superfans. Helping your clients enter a Flow State increases their "unconscious competence", or their ability to perform a movement correctly without having to think about it. By being completely energized, engaged, and immersed no matter how challenging the task, they'll see results faster, discover personal empowerment, and fall in love with your classes as a place to release stress and mentally recharge. Best of all, they'll share with friends and family how amazing your studio's workouts are and bring more people to your classes.



#2 THE INSTRUCTOR HAS DEVELOPED THEIR PERSONA.

WHAT'S A PERSONA: Your personality is the secret sauce that draws clients to your class over and over again. While the music is important and your teaching, coaching and hosting skills should be top notch, without you, the REAL YOU, we have nothing. Developing a persona helps you step into this role with mastery and flair. It's not about playing a character, it's about enhancing key elements of your own personality, personal history and style. This is truly the first step to creating a brand identity that transcends the workout.

WHY IT'S SO IMPORTANT: A clearly defined Persona can help you stand out from the crowd by defining your personal style; attract your ideal clients and customers; define your musical taste and coaching style; build a unique and loyal following; and guide you down a successful career path.



#3 THE INSTRUCTOR KNOWS HOW TO USE MUSIC TO DRIVE THE EXPERIENCE.

WHY IT'S SO IMPORTANT: Music is “ergogenic” which means, “facilitating work”, especially physical work. This means that listening to music while exercising can literally make your body capable of doing things that it could not do without the music. It changes the way that we interpret what we feel when we exercise. It changes what it MEANS that you're sweating, or that your legs are tired. This can have a huge impact on the way we think about ourselves (what does it mean that I did that workout?) But it's not enough to just play good music. We have to learn how to navigate through the 8 counts, and cue with the changes of the musical phrases.

Additionally, when music drives the workout experience, and our clients are moving in synchronicity with other people, they experience a measurable phenomena called *Collective Joy*, where their sense of self expands in a way that both makes them feel connected with the people they're moving with, (they trust them, they like them, they feel like they belong) but their sense of self expands to feel “bigger than self” possibilities, like hope, optimism, strength, and individual and collective power.



#4 THE BUSINESS HAS A STRONG BRAND IDENTITY AND KNOWS THEIR CLIENT.

WHAT'S A STRONG BRAND IDENTITY: Sometimes it's easier to tell you what it's NOT. It's not the name of your business; it's not your color scheme; it's not your logo; it's not your IG grid, and it's not what kind of equipment or facilities you have in your studio.

It's your *why*; your *superpowers* (the things that only you can do because of the way you do them); the special way that you solve problems that your clients face; it's the relationships that you form with your clients.

WHY IT'S SO IMPORTANT: Many businesses make the mistake in thinking that the wrong things make up their branding, or they feel that if they open a studio with awesome branding, equipment, and amenities, that clients will just show up. These things do a great job of attracting a client to a business in the first place, but it's not what makes them stay. What makes them stay is the special thing *you* bring to the table- because it's who you are, what you're passionate about, and the depth of your understanding of your ideal client, plus how you solve their problems.



#5 THE STUDIO KNOWS HOW TO CREATE A PERSONALIZED CLIENT JOURNEY.

WHAT'S A PERSONALIZED CLIENT JOURNEY: Most studios treat all clients the same when they come into the studio. The business does nothing to modify how they educate different clients about the benefits of the workout, how to move through the workout in a way that will help them achieve their specific goals, how they market to different types of clients, or in how they present sales. This is despite the fact that every studio has clients of different genders, ages, levels of fitness, and different fitness goals. In general, most studios treat all clients like they are young, and there to “burn calories”.

WHY IT'S SO IMPORTANT: The world is becoming more personalized. Netflix knows what you like to watch, and your ads are becoming more personalized to your tastes. Simultaneously, the fitness industry is becoming more competitive with more studios entering the market, and more digital and online fitness experiences that clients can use at home. Knowing this, it becomes vitally important to not just offer a great workout, but take steps to make your clients feel seen, and at home at your business. This means understanding the goals and obstacles that a mom of three kids squeezing in a workout needs, compared to a 20 year old looking to sculpt their body, to a 50 year old man looking to manage his pain, and having

that reflected in how you communicate with them, market to them, educate them, and coach them.



YOUR SOLUTIONS:

1. *Learn how to get every client into a **Flow State** with **The Art of Coaching and Cueing**, an online course, or in-person workshop.*
2. *Learn how to develop your **Instructor Persona** with **Persona Development 101**, an online course, or in-person workshop.*
3. *Learn how to master **teaching to music** with **Musicology**, an online course, or in-person workshop.*
4. *Learn how to develop your **Brand Identity** with our **Brand Development Course** (coming soon).*
5. *Learn how to create a **Personalized Client Journey** with **Experience Coordinator Training** for your front desk staff.*



Or, get it all at once through our 1on1 Coaching, and Business Consulting services.

FOR MORE INFORMATION, CONTACT US TODAY: hello@fitnesscareermastery.com