

Complete Fitness Business SYSTEMS CHECKLIST



FitProEssentials.com

Welcome to Your Fitness Business Systems Checklist!

I'm really glad you're here.

For the last 9 years, I've built a fitness business that was designed for 3 things:

- to create a positive, lasting impact on our local community
- to provide financial freedom for myself and my family
- to leverage systems so I could work ON my business instead of in it, and to allow me to do what I want, when I want

My life's work has been empowering others to accomplish their goals while creating financial and time freedom for myself and my family.

From scratch, I've built a multiple 6-figure fitness business, developed an incredible team, and created systems for just about EVERY aspect in my business.

These things have enabled me to create an incredible lifestyle, build financial freedom, and make a positive impact on my local community...

and now I'm going to show YOU exactly how I did it.

My primary goal is to equip you with the tools to help you get organized, create leverage, explode your productivity, and maximize your income.

Sound good?

Let's get started!

Why You NEED Systems in Your Biz...

“The entrepreneur builds an enterprise; the technician builds a job.”
– Michael Gerber, *E-Myth Mastery*

By slowly creating systems in your business that work FOR you, you begin to free yourself from the day-to-day tasks.

The LAST thing we sign up for as a business owner, is to become a slave to our own business.

Early mornings, late nights, and not enough sleep don't do anyone any good.

Been there, done that. No fun.

To move yourself from “technician” to “entrepreneur” is a process.... but by creating systems, you can lift yourself out of the grind and create a LIFE you truly love.

Don't let the idea of building systems in your business overwhelm you.

In fact, I'm going to outline a plan for you a little bit later on exactly how to get everything done without losing your mind.

Systems will allow you to:

- Save time, energy and money
- Become more efficient & streamline your processes
- Improve productivity
- Have a faster response time
- Make it easy to train someone new to take over a task
- Maximize Results
- Give you your life back!



Never underestimate the power of what systems can do for you and your business.

Hopefully by now, I've created a case for how important they are. Now it's time to dive into the nitty-gritty!

Systems = Leverage = Freedom

Systems are the KEY to creating a business that you love, and that loves you back.

What actually IS a system?

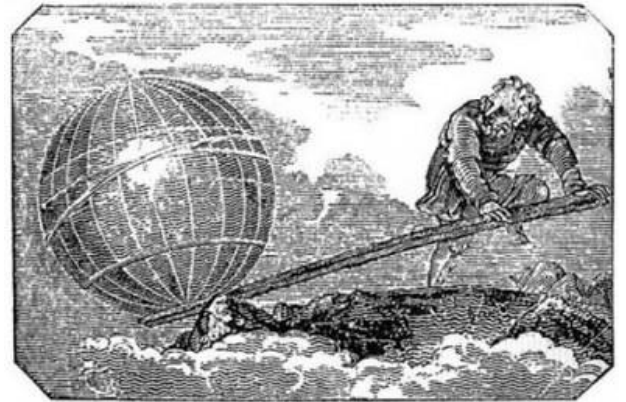
A “System” is just a series of steps you take to complete a task or project.

That’s IT.

You perform a LOT of tasks every single day in your business...

Everything from customer service to creating programs to coaching to marketing.

Having a step-by-step guide to performing your tasks will save you time, money, and energy.



For example:

Let’s say you check your email today....

A prospect emails you asking about the times of your classes and if you can give them a little more info about your program.

You’ll probably spend about 5 minutes writing this person back.

Cool. No problem.

Then, the next day, you get the SAME email the next day from someone else.

You then spend about 5 minutes writing this person back.

Not cool. You’ve just wasted 5 valuable minutes writing an email that you could’ve had a template for.

If you had copied and pasted the first email into a word doc called “*Common Email Questions*,” you would have been able to copy, paste, and customize that second email in less than a minute or 2.

Those extra minutes add up FAST.

If you do something once, there's a HIGH probability that you're going to have to do it again.

That's why I ALWAYS recommend creating a "system" for everything you do.

Do it for EVERY common email you write, phone call you make, program you create, and meeting you run.

Before you know it, you'll have a complete systems and training manual for nearly every aspect of your business!

Organize Your Systems...

On the following two pages, you'll see my complete *"Fitness Business Systems Checklist."*

It's the EXACT same checklist that I used in my own business that kept the day-to-day tasks flowing smoothly, the clients happy, and the business growing.

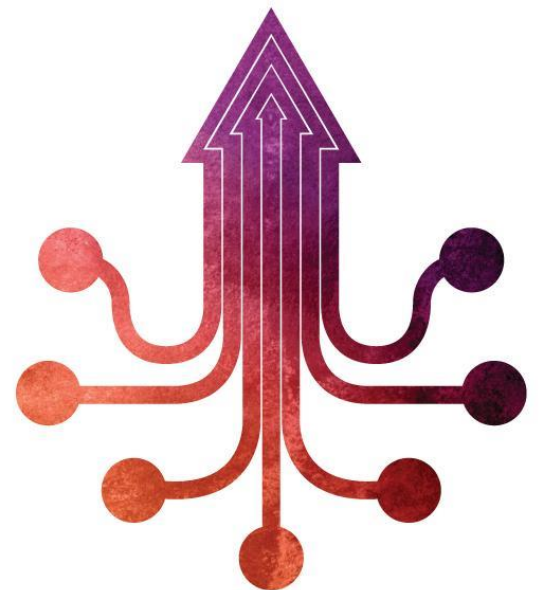
Depending on the needs of your own business, you'll want to customize this list based on your business model.

I recommend creating a "Systems" folder on your desktop to store all of the docs you're going to create.

To keep everything organized, you'll see everything is labeled with a number, example: 2.1, 2.2, 2.3, etc.

This helps keep everything in order so you can find it!

If you want a copy & paste version of the chart, click here: <http://bit.ly/systemschecklist>



Fitness Business System Checklist:

System	Need to Create	Need to Revamp	Due Date	#	Done!
General				1	
Mission Statement				1.1	
Core Values				1.2	
Unique Selling Proposition (USP)				1.3	
Client Systems				2	
New Client Onboarding				2.1	
Client Retention & Member Experience				2.2	
Client Ascension Process				2.3	
Client Testimonials & Reviews				2.4	
Referrals Program				2.5	
Leaving Client Process				2.6	
Client Reactivation				2.7	
Client Management Software				2.8	
Staff Systems				3	
Team Meeting Structure				3.1	
Job Descriptions				3.2	
Quarterly Evaluation Sheets for Each Job Description				3.3	
New Staff Training / Internship Program				3.4	
Ongoing Trainer Education & Staff Development				3.5	
Staff Checklists				3.6	
Staff Scheduling				3.7	
Equipment & Inventory Management				3.8	
Payroll				3.9	
Workout Programming				3.1	
Nutrition & Supplementation				3.11	
New Staff Lead Gen				3.12	
Sales				4	
Services & Program Offerings (FEO's, Core, Upsells & Downsell)				4.1	
Sales Presentation & Process (pre-qualification to close)				4.2	

Sales Training for Staff				4.3	
Prospect to Client Conversion				5	
Lead Tracking System				5.1	
Ascension Funnel				5.2	
Scripts				5.3	
Lead Generation				6	
Internal				6.1	
External				6.2	
Transformation Challenges				7	
Yearly Calendar				7.1	
Marketing Strategy				7.2	
Execution Plan (emails, program, testimonials, measurements, etc.)				7.3	
Financials				8	
Taxes and Bookkeeping				8.1	
Weekly Reports				8.2	
Monthly Reports				8.3	
Quarterly Reports				8.4	
Other				9	
Event System				9.1	
Inventory Tracking				9.2	
Quarterly Surveys				9.3	
Review Days				9.4	
Scheduling (personal, consultations, etc.)				9.5	
Supplementation				9.6	
GO THROUGH SYSTEMS AND MAKE SURE EVERYTHING HAS A CHECKS AND BALANCES CHECKLIST / SYSTEM					

Creating Your Own Systems for Your Business:

1. Copy and paste the checklist into your own Google Doc or excel spreadsheet. (use this link: <http://bit.ly/systemschecklist>)
2. Customize the list if needed to suit your business needs.
3. Go through all of the systems that you ALREADY have in place. Mark each system as either: “Need to Create,” “Need to Revamp,” or “Done!”
4. For systems checked “Create” or “Revamp,” go through and prioritize them in order of importance to your business.



(hint: these are the ones that create the most leverage for you. Examples might be sales system, client onboarding, etc.)

5. Then, once they are prioritized, assign due dates for completion. (Be realistic with the amount of time you’ll have to spend. Even if you only get 1-2 systems done each week, you’ll be doing great and eliminating a lot of future stress!)
6. To create each system, simply document the steps (down to the DETAIL) on how to complete the task. Include scripts, templates, links, and any information you need to streamline the process.
7. Once you’ve completed a system, make sure you also create a “checks and balances” for it.

For example, let’s say you create a pre-qualification phone script for your assistant. Once you’ve taught your admin the script and they have it down pat, you can’t “assume” that just because they’ve memorized it that they will be using it!

You may want to consider monthly “test” calls from a friend or family member so you can observe and make sure that your staff is using the script correctly. ☺ This should ALL be included in the system.

Magical Painting at Disney World...

Magic Kingdom at Disney World is MASSIVE.

Yet somehow, it always looks pristine and freshly painted!

On the first day of the year, Disney painters are hard at work on a small part of the park.

On day two, they move a little over to the right and paint that section.

On day three, they move a little bit over to the right again, and then paint that section.

This continues for 365 days of the year, until they have painted the ENTIRE park!

Then, on the first day of the next year, they start back over right where they started.

This is the SAME approach you should use with your systems.

“Set it and forget it” might work well in the crockpot, but it never bodes well for your business.

Systems need constant fine-tuning and updating.

The MOST important thing, however, is to NOT get overwhelmed.

Take one at a time, just like Disney does. Complete that, then move on to the next one.

Remember NOT to go in order when creating your systems.

Start with the ones that create the BIGGEST amount of leverage for you FIRST.

Knock those out of the way, and then move one to the next!



Ready to Take it to the Next Level?

Let's talk about RESULTS for a second.

Are you on track to reach your 2016 income goals this year? If you are- I'm sending you a virtual high-five! If not, what *specifically* got in your way?

Right Now, You're Probably Stuck on One of These 3 Things...

#1. You want to get more leads and prospects flowing into your business.

The RIGHT people, who are thrilled to work with you, who understand and can afford your services, and who are ready commit to transform their body...

OR...

#2. You don't have a proven, strategic plan in place to help you scale and support your growth. You want to be making \$10k, \$20k, or \$50k per month in EFT... and you want it to happen consistently, like clockwork so it's 100% dependable and predictable...

OR...

#3. You don't have systems in place and want to streamline your business so it runs like a well-oiled machine... So you can unplug, relax, and leverage systems, automation, and your team to do the work FOR you so that you can spend more time with your loved ones WHILE you get excellent results for your clients.

Which of those sounds more like you?

The good news is that whichever it is, **I can craft a plan to help you make it a reality.**

Want to Press the "EASY BUTTON" for Your Systems?

Systems take time and energy to build. They also require a lot of careful attention to detail.

I wish I could tell you I've got that "Easy Button" in my back pocket for you....

but the truth is I've got the **NEXT BEST THING.**

That's exactly why I've set aside time to take between 3 and 4 calls each week, over the next few weeks.

On that call, I will lay out a plan to help you do ANY or ALL of the 3 things I mentioned above.

This plan is going to enable you **to hit your income goals in 2017... and blow right past them...**

...all while **working LESS than you are right now.**

The plan we craft together will be SIMPLE, CLEAR, and VERY EASY to follow.

My stuff works, and I know that if we work together, you'll make money.

This invitation is going out to over 9,000 Fitness Professionals...

So as you can imagine, the time spots are going to fill up very quickly.

That's why I need you to read this next part carefully: **This is NOT For Everybody.**

Here's Who I Can Help:

I'm VERY picky about who I'll speak with, and I have a strict (but reasonable) set of criteria that needs to be met in order for us to proceed:

1. You need to be able to provide REAL value and get REAL results for your clients. This offer is only for people who have genuine knowledge and passion to help their clients transform their bodies and minds.

If you can do that, and you want more clients and sales at higher prices, while working less... let's talk.

But, if you're selling a multi-level marketing seaweed wrap for \$10 and trying to recruit people into your "downline," no offense, but this is NOT for you.

2. You MUST be an action-taker who follows directions. (Don't worry, I won't ask you to do anything weird.)

If you like to "kick tires" or sign-up for programs and not follow through, this is not for you. **Maintaining a 100% client success rate is VERY important to me.** Please be someone who doesn't mess around, and is serious about RESULTS.

3. You're **READY** to do things a little differently.

Einstein said: *"the definition of insanity is doing the same thing over and over again, but expecting different results"*.

If you want to take your business somewhere it has never gone, you've got to be willing to try something new and do things a little differently.

That's it – if you meet those requirements, we're good.

Here's What I Want You to Do Next: If you meet the criteria above, and you'd like to talk about getting some incredible results in your business, then I'll happily set aside some time for you.

Head over to FitProAccelerator.com and schedule a Breakthrough Call.

On that page, you'll find a short application. Once you fill it out and submit it, we can get our call scheduled.

That's it! The initial call will go around 45 minutes, and it will be the **BEST** time you have **EVER** spent working on your business.

WARNING – TIME IS A FACTOR.

This invitation is going out to over 9,000 people and there is only **ONE** of me! It's physically impossible for me to work with more than a handful of people, and it is **FIRST COME, FIRST SERVED.**

If you feel like this is the right opportunity for you, shoot me over a quick email and I'll be in touch!

Committed to Your Success,
Alicia Streger, CSCS

P.S. Here's the link if you'd like to schedule a breakthrough call:
www.FitProAccelerator.com

