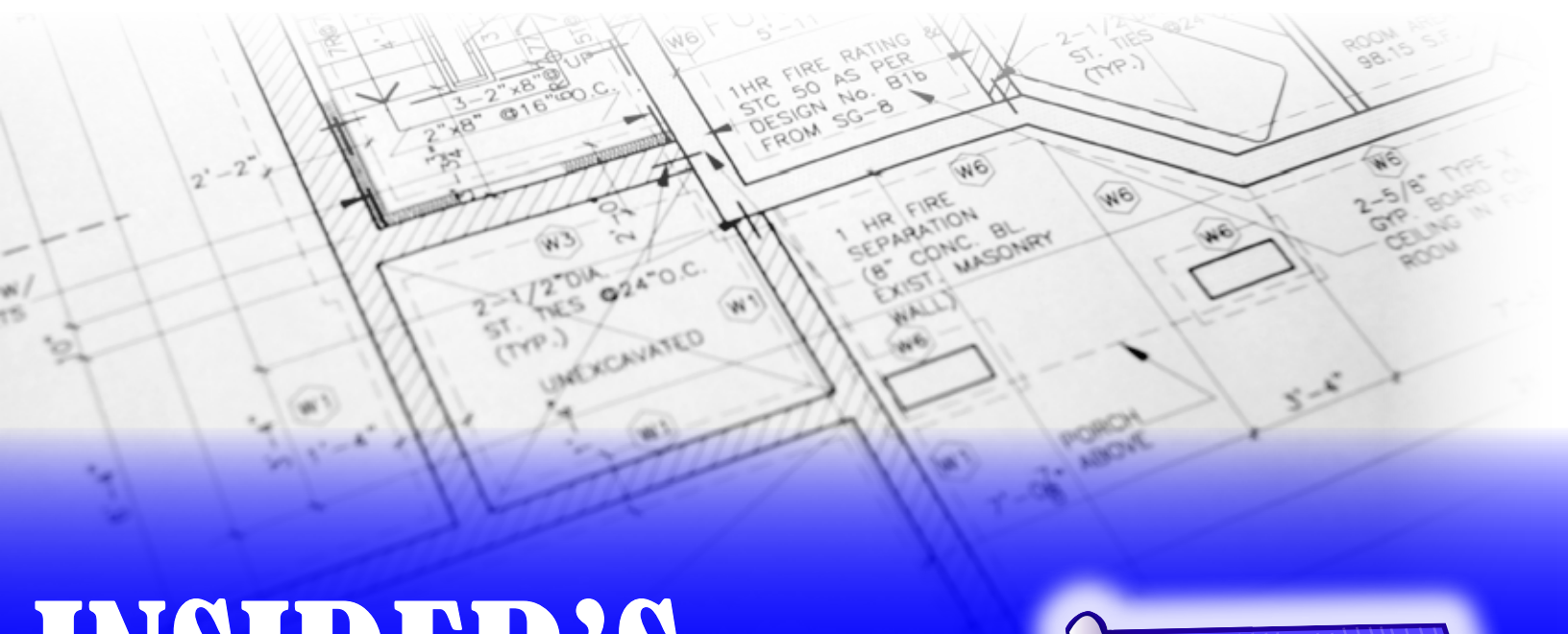
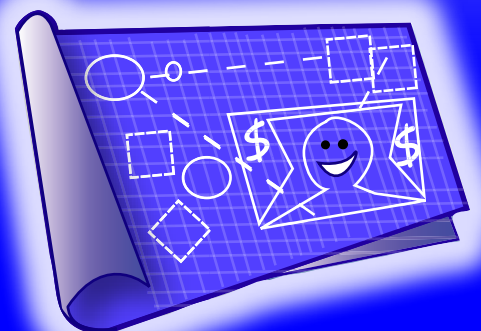


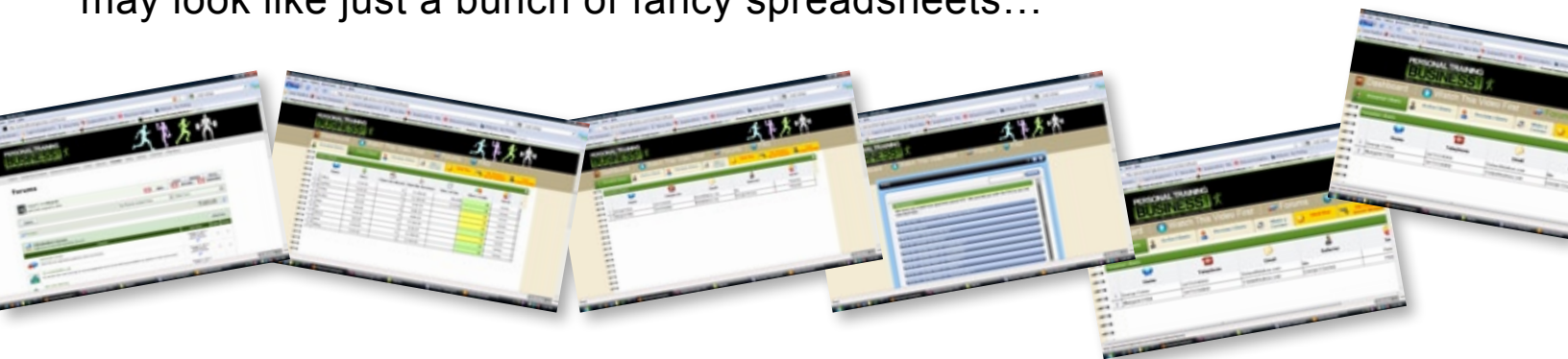
# Personal Training Business Software



# INSIDER'S BLUEPRINT



At first glance, the **Personal Training Business Software** may look like just a bunch of fancy spreadsheets...



But looks are deceiving;

it is the single most powerful piece of business [software for personal trainers](#). If you own a [personal fitness business](#), or are thinking about [starting a personal training business](#), you will not want to miss out.

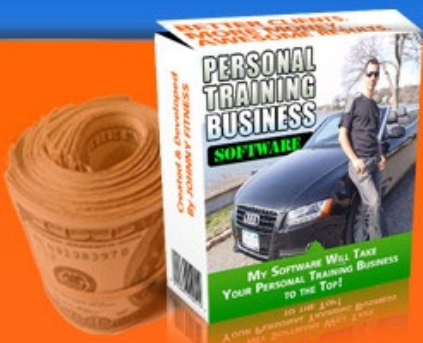


Quite simply, **for marketing fitness**, there is nothing like it.

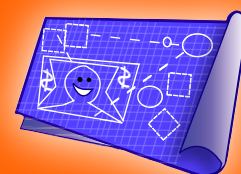
To be perfectly honest, this **Personal Training Business Software** will give any personal trainer, whether it is someone just getting started or already

established, the tools, foundation, and structure to build an awesome career as a fitness professional in the personal training industry.

1



**PERSONAL TRAINING  
BUSINESS**.com  
*Software*





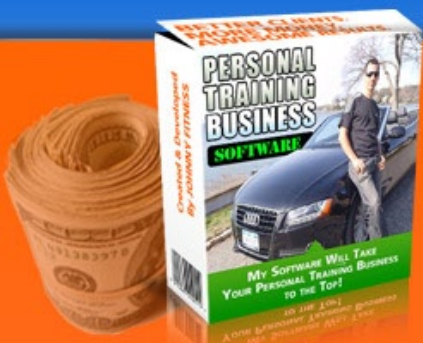
Using this system, I was able to start making 6 figures by the age of 23, bought a home at the age of 23, and started training celebrity clients at the age of 26! (Including one of my favorite personal training clients, Jillian Michaels from NBC's hit tv show "The Biggest Loser".) And I have used this system and software to coach other personal trainers to do the same in their own [personal fitness business](#).



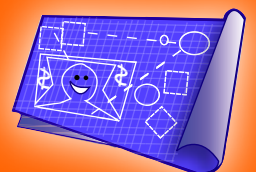
[click here to see proof](#)

**I am talking about building a fitness career that is extremely satisfying, so you don't have to choose between helping people and financial stability, and can live the healthy, happy, and active lifestyle you dream about.**

- \$ Spend a lot less time organizing your business**
- \$ Measure your success, create goals, & be held accountable by the community.**
- \$ Manage all of your clients information in one place**
- \$ Focus your marketing efforts on the most effective methods**
- \$ It will make it much easier to get more clients (and better clients)**
- It will make it easier to raise your rate**
- \$ Get reminded of your fitness clients birthdays automatically, and other key dates.**
- \$ Stop worrying about financial security!**



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How can it do all of this and much more?

Well, the Software is actually  
**7 TOOLS** all built into one.



Forums



Ideal Day



Track  
Your  
Progress



Secret  
Weapon



Money



Core Client  
Profile



Movies



***And for a limited time, the beta version of the software is 100% free, no strings attached, while there is space on our servers for new users, so don't hesitate to sign up!***

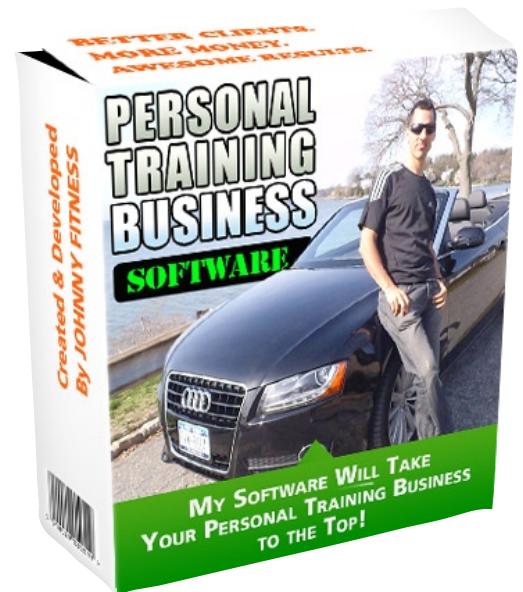
**The first 4 tools out of the 7 are free with the beta version.**

Sign up here:

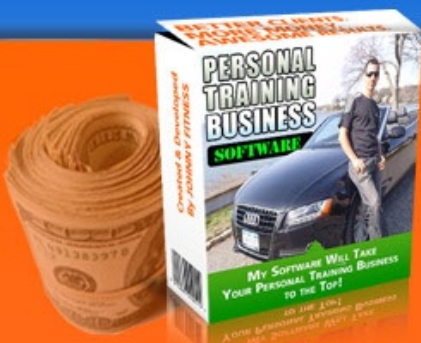
<http://PersonalTrainingBusinessSoftware.com>

The fitness industry is literally exploding these days, but so is the competition out there. It's not necessarily easy to start a [personal training business](#), but our business system & software is full of [personal trainer resources](#) that will help you jump start your success and make failure highly unlikely.

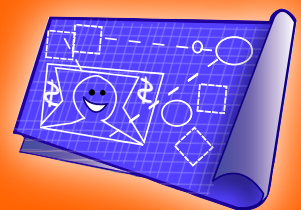
We will show you how to get and help personal training clients, and then turn those fitness clients into referral machines for your business (while increasing retention of your existing clients at the same time).



3



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*Software*



# How is it possible to kill two birds with one stone like that?

Well, what makes fitness clients want to stay with you is the same as what makes them want to refer you more personal training clients: consistently exceeding their expectations and empowering them to life transforming results! This is the most valuable service a trainer can provide their personal training clients.

The hardest part of getting fit is maintaining the lifestyle, and a great personal trainer gives their fitness clients the tools, knowledge, support, motivation, and feedback necessary to change their lives for the better.

Showing personal trainer how to empower their fitness clients (by providing them with the cutting edge tools, knowledge and techniques it takes to do that) is the very foundation of our entire business system and software! This is how I run my own [personal fitness training business](#), the reason for all my success at a young age, and you can take major advantage from my experiences.





Check out the results of my private coaching clients got with the [Personal Training Business Software](http://PersonalTrainingBusinessSoftware.com), and my Personal Training Business System, in only 11 weeks during the SLOWEST time of the year for personal trainers.

Amazingly, Emilio started his personal fitness business in 2008, so even newer personal trainers can use this business system and software to build an amazing personal training business.



### Emilio's Business on July 1st, 2009

Business Health				
Projected Revenue/Year	Sessions per Month	Average Rate	Client Base Average Grade	# of Active Clients
\$69,600.00	64	\$77.14	83.71	7

**Sample 1**



### Emilio's Business on Sept. 26th, 2009

Business Health				
Projected Revenue/Year	Sessions per Month	Average Rate	Client Base Average Grade	# of Active Clients
\$100,800.00	84	\$88.89	85.11	9

\*These results are amazing, esp. since it was during the slowest time of the year! (July & August). Emilio is one of my private coaching clients who beta tested my Personal Training Business System last summer.

<http://PersonalTrainingBusinessSoftware.com>



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Check out the results of my private coaching clients got with the [Personal Training Business Software](http://PersonalTrainingBusinessSoftware.com), and my Personal Training Business System, in only 11 weeks during the SLOWEST time of the year for personal trainers.

## Sample 2



### Anthony's Business Health on July 1st, 2009

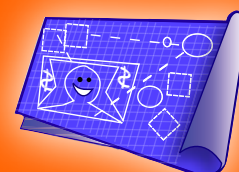
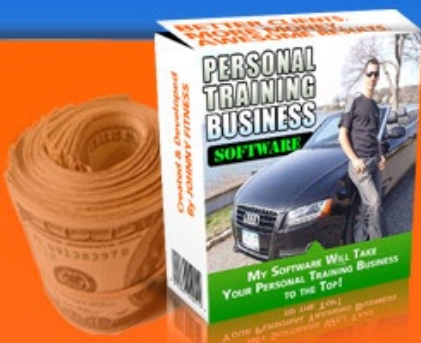
Business Health				
Projected Revenue/Year	Sessions per Month	Average Rate	Client Base Average Grade	# of Active Clients
\$69,120.00	51	\$113.57	91.71	7

### Anthony's Business Health on Sept. 28th, 2009

Business Health				
Projected Revenue/Year	Sessions per Month	Average Rate	Client Base Average Grade	# of Active Clients
\$101,040.00	77	\$110.00	86.20	10

\* Anthony, one of my private coaching clients, used the Personal Training Business Software to increase his yearly projected revenue by \$31,920 !

<http://PersonalTrainingBusinessSoftware.com>



Check out the results of my private coaching clients got with the [Personal Training Business Software](http://PersonalTrainingBusinessSoftware.com), and my Personal Training Business System, in only 11 weeks during the SLOWEST time of the year for personal trainers.

## Sample 3



### Jaime's Business Health on July 1st, 2009

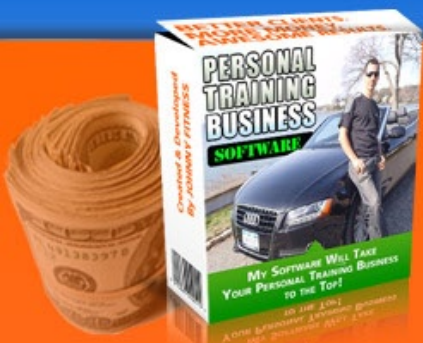
Business Health				
Projected Revenue/Year	Sessions per Month	Average Rate	Client Base Average Grade	# of Active Clients
\$90,480.00	56	\$126.50	69.80	10

### Jaime's Business Health on Sept. 28th, 2009

Business Health				
Projected Revenue/Year	Sessions per Month	Average Rate	Client Base Average Grade	# of Active Clients
\$97,860.00	65	\$126.98	72.83	12

\*My private coaching client Jaime increased his Yearly Projected Revenue by \$7,380 & created 5 referral partnerships with other professionals using our Business System & Business Software!

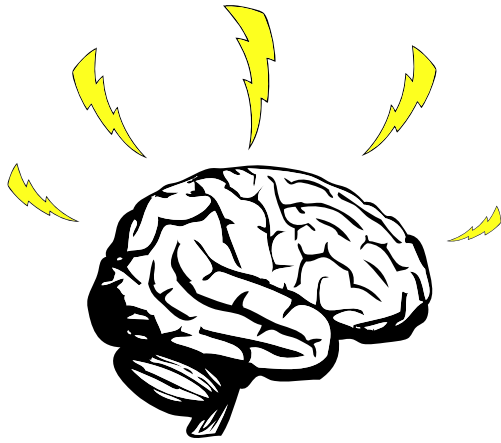
<http://PersonalTrainingBusinessSoftware.com>



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## Working Smarter Not Harder!

If you have been a trainer for awhile, you realize, like we all do, that at a certain point, you have to start working smarter, not harder.



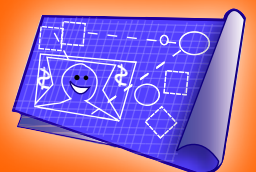
You can't make a real living doing 10 sessions a day 6 days a week! BURN OUT!

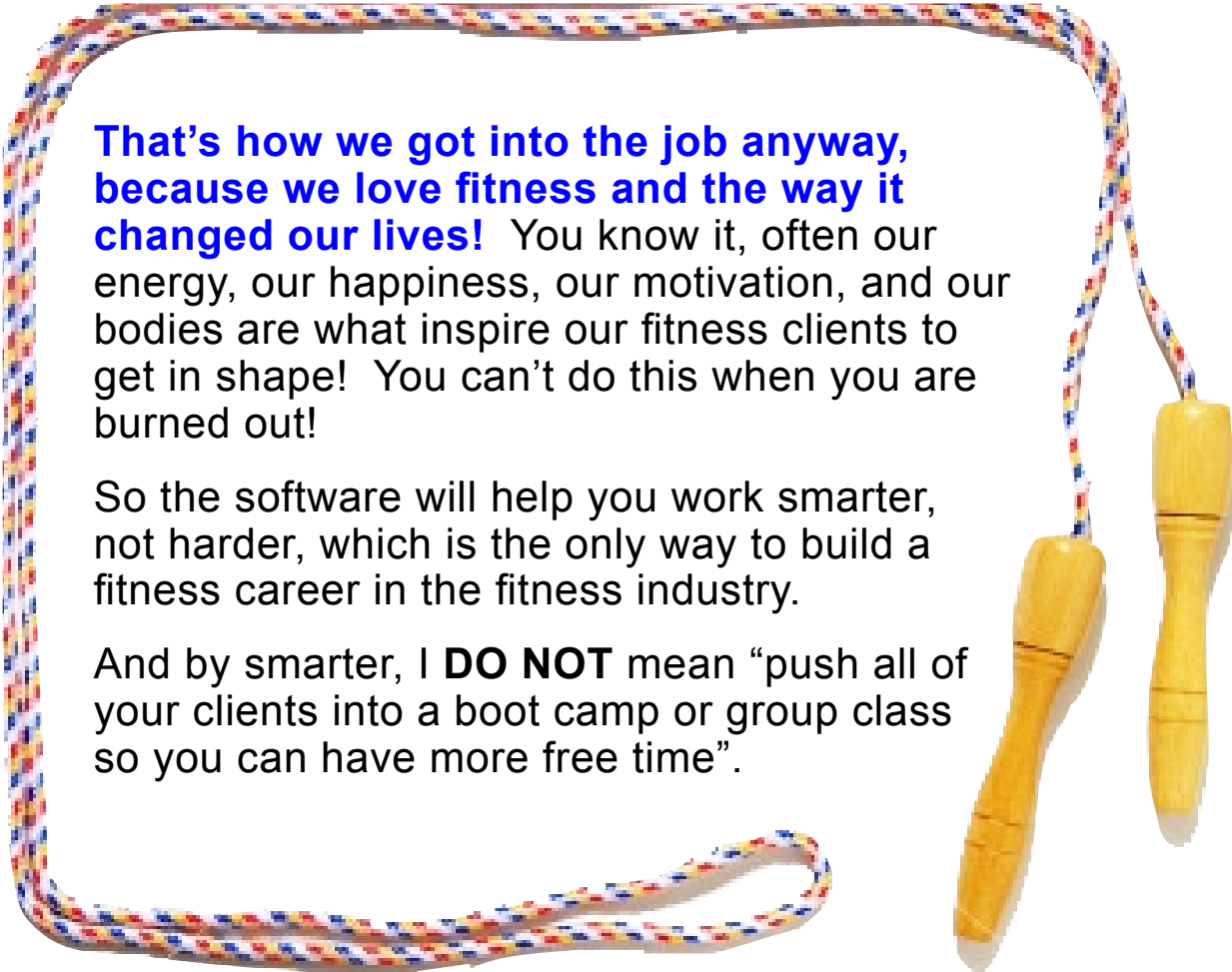
We have all tried this, some of us could keep it going for a little while, but it is so draining; tired, injury prone, unhappy long days....

**What's the point of being a owning a [personal fitness business](#) if we can't be living and breathing examples of what we preach!**



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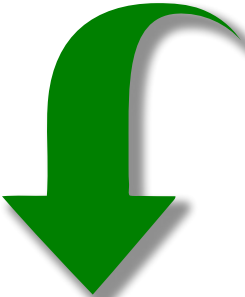




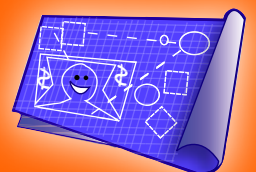
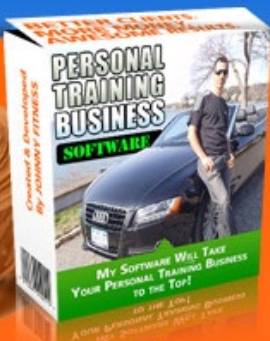
**That's how we got into the job anyway, because we love fitness and the way it changed our lives!** You know it, often our energy, our happiness, our motivation, and our bodies are what inspire our fitness clients to get in shape! You can't do this when you are burned out!

So the software will help you work smarter, not harder, which is the only way to build a fitness career in the fitness industry.

And by smarter, I **DO NOT** mean “push all of your clients into a boot camp or group class so you can have more free time”.



**Listen**, there is nothing wrong with bootcamps, in fact they have some real advantages, but they have some equally real disadvantages that no one likes to talk about! While the Personal Training Business Software works great no matter what your model is (bootcamp, crossfit, 1 on 1, etc), it's really about getting such awesome results with your clients, that they refer you more fitness clients without you even having to ask.

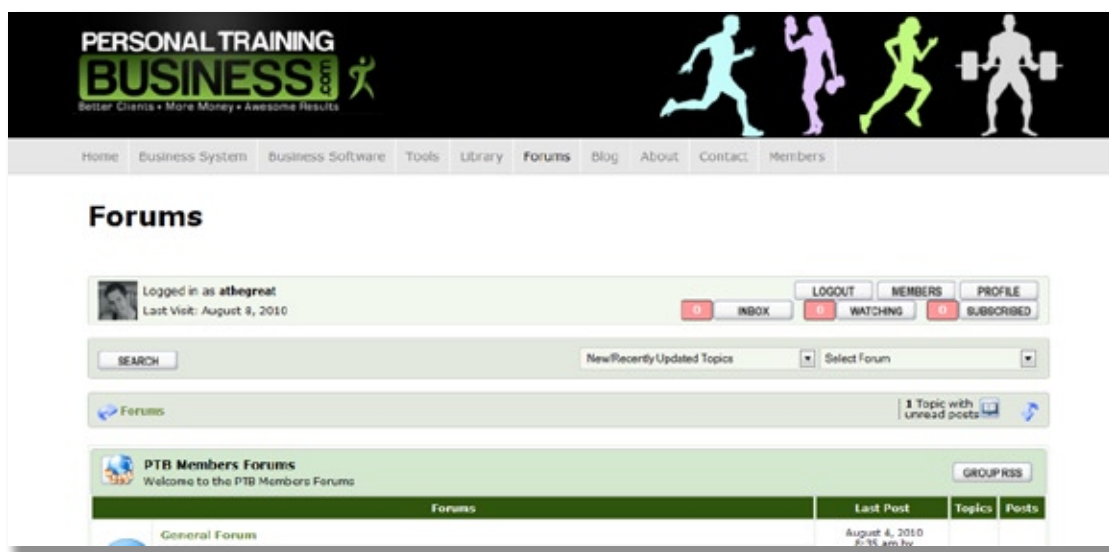




**To do this, you must consistently exceed those clients' expectations consistently, by providing amazing service and raising the bar for your services and their performance constantly, not just lumping them all together into a bootcamp because that works best for you.**



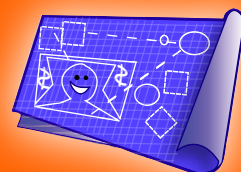
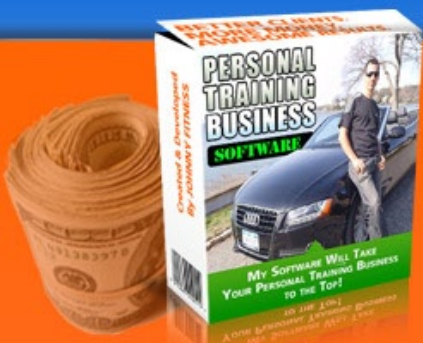
By working smarter, I mean joining a [community of dedicated personal trainers](#), who work together to push the limits, raise their standards, share ideas, and leverage technology and automatic systems to help more people.



For instance, when you get access to the software, you also automatically become a member of our community and get access to our forums, where you will find all kinds of great information, solutions, and opportunities to share with, learn from, and teach other trainers.

Our [personal trainer forum](#) is for members only, but right now membership is free AND you get the [Personal Training Business Software](#) too! It is a huge and every growing place to find all kinds of [personal trainer resources](#).

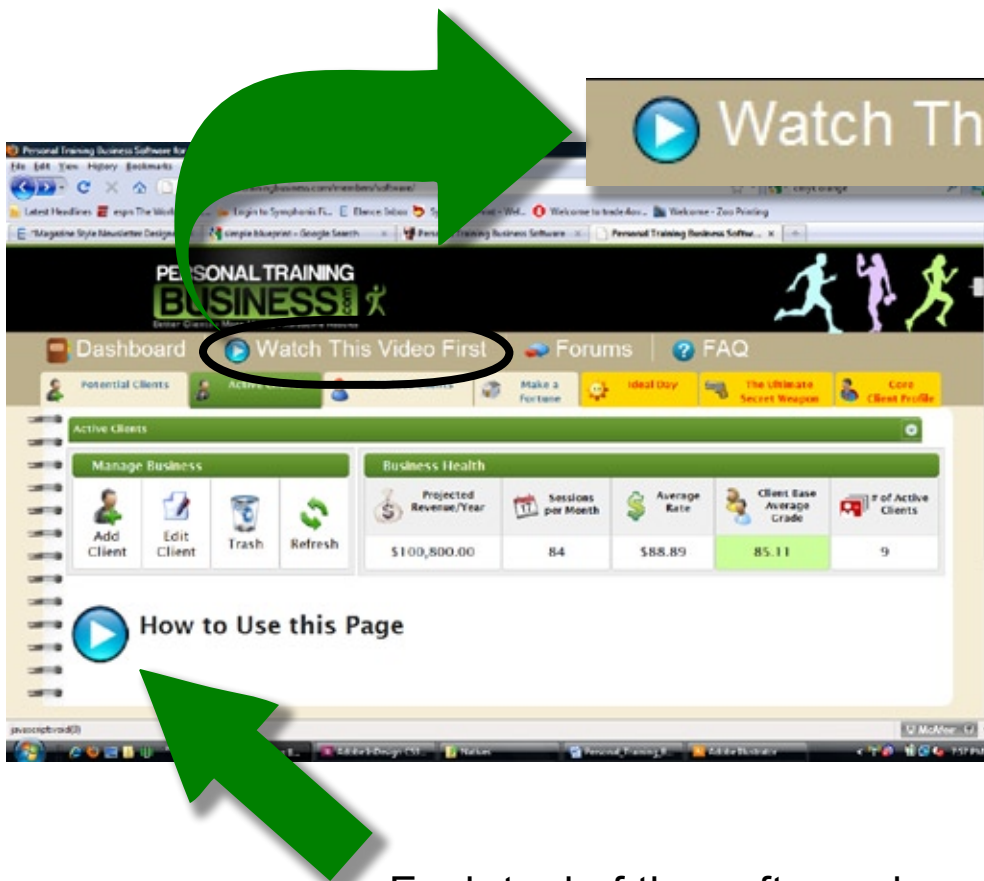
**So how do you use the software to work smarter, not harder, and provide a better service for your clients? Read on and find out!**





## Videos

Once you have signed up, the very first thing you should do is watch the **“Watch this First”** Video.



Watch This Video First

This quick video gives you a lay of the land, shows you how to get started, and identifies the 7 tools built into the software.

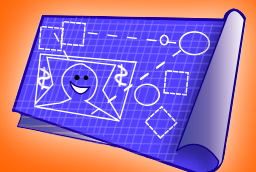
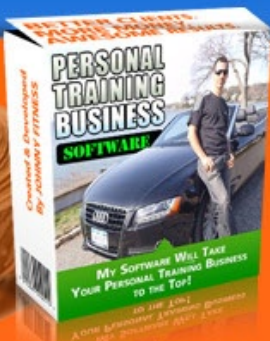


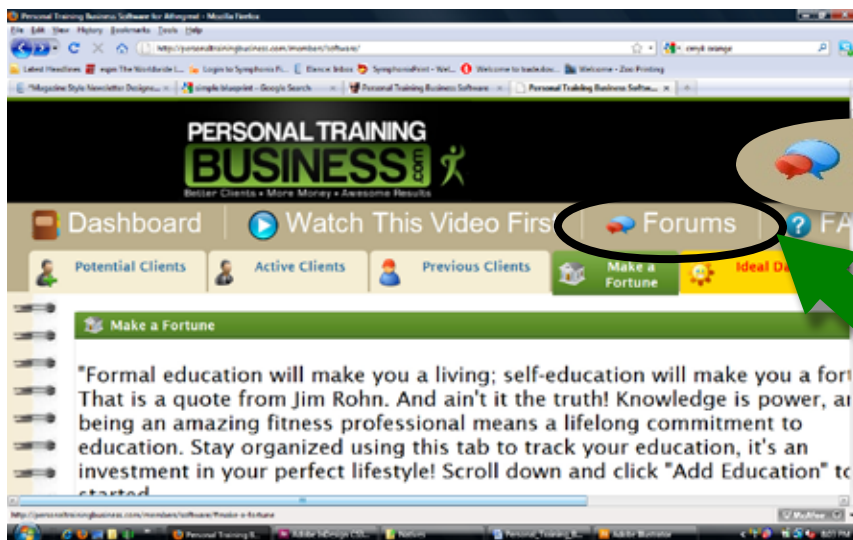
How to Use this Page

Each tool of the software has a video at the bottom that shows you exactly how to use that tool.



How to Use this Page





Forums

Up here is a link to the forums.

When you click on it, the forums will pop up and look like this:



**PTB Members Forums**  
Welcome to the PTB Members Forums

GROUP RSS

Forums		Last Post	Topics	Posts
	<b>General Forum</b> Post here for general questions and comments.	August 4, 2010 8:35 am by Johnny Fitness	1	1
	<b>Accountability Lab</b> For those who are looking for encouragement and to be held accountable by others in the community.	August 4, 2010 8:48 am by Johnny Fitness	1	1
	<b>Success Stories</b> Sharing of specific breakthroughs or success with specific tools, lessons, or parts of the marketing system.	August 8, 2010 10:31 am by Johnny Fitness	1	2
	<b>Personal Training Business Software</b> Everything related to the business software.	August 6, 2010 9:29 am by athegreat	1	3

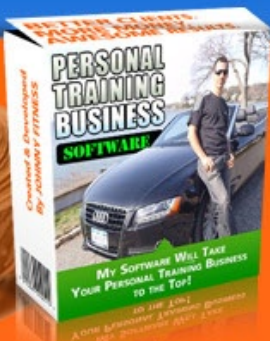
ALL RSS

SEARCH

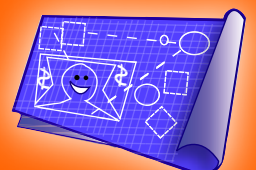
New/Recently Updated Topics

Select Forum

13

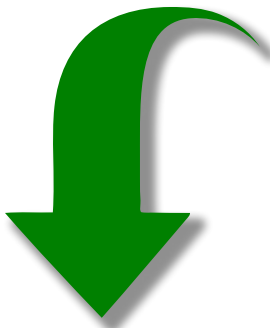


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Any and all questions, ideas, and comments you have will be addressed answered in the [forums](#)! Here you can stay on top of the latest, most cutting edge fitness marketing ideas & techniques. We love providing you solutions, and your forum posts add to the community and help other trainers. Just be sure to post your forum topic in the appropriate category. All posts about the [Personal Training Business Software](#) should go in that category.



The **Accountability Lab** in the forum is super powerful! This is where you can share your business goals with the rest of the community. This forces the trainer to get clear about what exactly their [personal fitness business](#) goals are, forces them to commit to these goals, and allows other trainers the ability to help motivate them and provide assistance too!

Forums Accountability Lab 0 Topics with unread posts

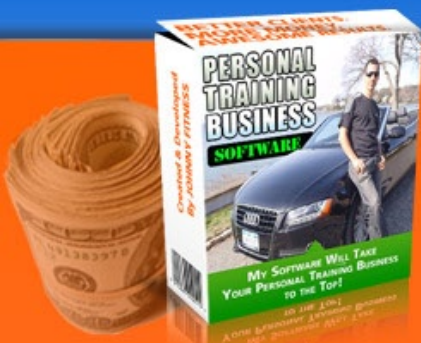
**Accountability Lab**  
For those who are looking for encouragement and to be held accountable by others in the community.

Page: 1 ADD TOPIC

New Posts since your last visit Topics you have posted in

Topics	Started	Last Post	Posts	Views
 Are You Ready to Commit to Success? Prove it! 	August 4, 2010 8:48 am by Johnny Fitness	August 4, 2010 8:48 am by Johnny Fitness	1	4

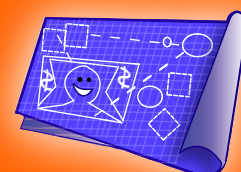
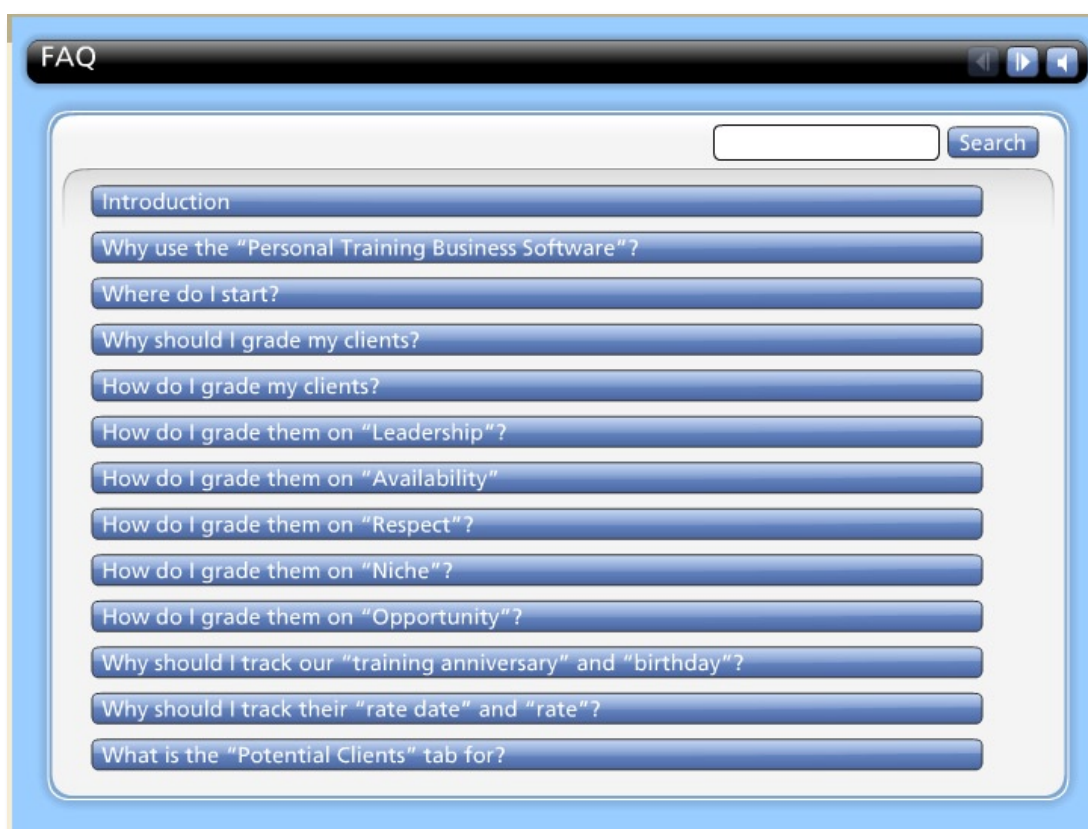
Page: 1 ADD TOPIC





Back in the software, you will notice an **FAQ** link at the top, click up there to review the most commonly asked questions and get answers.

Something the software allows you to do is to grade your existing clients, something most trainers have a lot of questions about. These 5 parameters allow you to optimize your relationships with your personal training clients, so you can work with awesome people only, and so that each and every one of your fitness clients gets awesome results. The FAQ will explain how to grade your clients in more detail. For any business, managing relationships is critical, and the [Personal Training Business Software](#) will help you do that very easily.





## Potential Clients

# Potential Clients Tool

This tool give you a space to keep track of all your potential fitness clients. Put in anyone who has shown interest in your business, their contact info, who referred them (be sure to reward them), and any notes you have about that person that will help you follow up with them.

My keeping track of your potential clients here, you can stay organized, and you will not forget to follow up, which will help you get more clients. Then, our Personal Training Business System goes over the 7, and only 7, ways to get more referrals into your fitness business. The software and system can be used separately, but together they are unstoppable!

**PERSONAL TRAINING BUSINESS.com**  
Better Clients • More Money • Awesome Results

Dashboard | Watch This Video First | Forums | FAQ

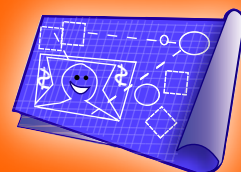
Potential Clients | Active Clients | Previous Clients | Make a Fortune | Ideal Day | The Ultimate Secret Weapon

	Name	Telephone	Email	Referrer	
1	George Fisher	3475550004	fisher@blahoo.com	Me	Pot
2	Margaret Flibb	3475556868	Flibb@blahoo.com	George Clooney	Pot

16



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## Active Clients Tool

	Name	Rate	Times Per Month	Monthly Revenue	Time of Day	Client Grade
1	Coleen	\$100.00	12	\$1,200.00	5:00 PM	88
2	Cynthia	\$100.00	12	\$1,200.00	12:10 PM	90
3	Ashley	\$45.00	4	\$180.00		82
4	Kristina	\$45.00	8	\$360.00		79
5	Sara	\$45.00	8	\$360.00		82

Here is where you organize all of your client's information, the people who are currently working with you.

You add in their information here, along with grading them, and putting any notes you want to remember about them. The [Personal Training Business Software](#) will automatically remind you of their birthday, their training anniversary, and when their rate last went up! This makes it easy to provide better service to your clients, you can write out a nice card for their birthday, this really shows you care and makes your personal training clients want to work even harder for you! (Which means they will get better results, so they will be more likely to refer you clients!)





**Active Clients**

Manage Business				Business Health				
Add Client	Edit Client	Trash	Refresh	Projected Revenue/Year \$100,800.00	Sessions per Month 84	Average Rate \$88.89	Client Base Average Grade 85.11	# of Active Clients 9



**Many trainers have a problem raising their rates.** My personal philosophy is, if you can't raise your rate after 12-18 months, you are not investing enough in continuing education. (Check out our "Make a Fortune" tool, which will help you keep track of your continuing education.)

You shouldn't just raise your rate because it's been a year; raise it because you are better than before! This software is all about continuously holding yourself, and your clients, to a higher and higher standard. The [Personal Training Business Software](#) will automatically remind you when the client's rate last went up, to help push you onward and upward!

Business Health				
 Projected Revenue/Year	 Sessions per Month	 Average Rate	 Client Base Average Grade	 # of Active Clients
\$100,800.00	84	\$88.89	85.11	9

## Business Health

This is the coolest part of the software, in my opinion. It allows you to take the pulse of your business's heart. Is it thriving, barely alive, or somewhere in between. What gets measured improves! We know this already, that is why we are not surprised when we give our clients a food journal, and they tell us they ate better than normal while using the journal! It's the same with your business. The business health section provides metrics that show how healthy your business is, and by measuring it you will take a big step towards improving it! It allow to measure all of your fitness marketing efforts!





## Track Your Progress

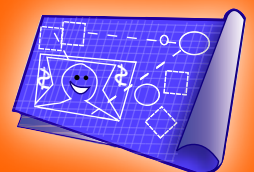
It shows you what your projected yearly revenue is, how many clients you have, the quality of your clients, and your average rate!

## Previous Clients Tool



It doesn't matter how great your service are, you are going to have people stop training with you! And that is a good thing. They may move away, get injured, get too busy with work, or just fall off and not tell you why. No matter the reason, you can move those people into the previous client's tool. Anyone who has bought form you in the past is WAY more likely to buy from you in the future.

So instead of deleting their info and forgetting about them, the previous clients tool will remind you of their birthday, which is a great excuse to check in and see how they are doing without being annoying. Often, they are ready to come back to you, or maybe you have a nutrition, kickboxing, or other program that is new that they will like.





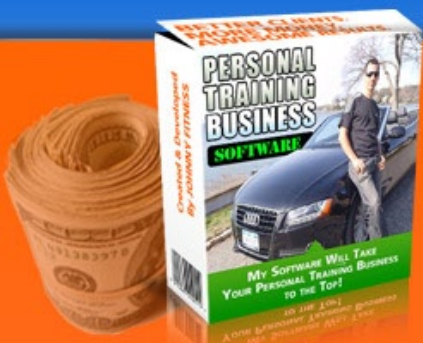
# Previous Clients Tool

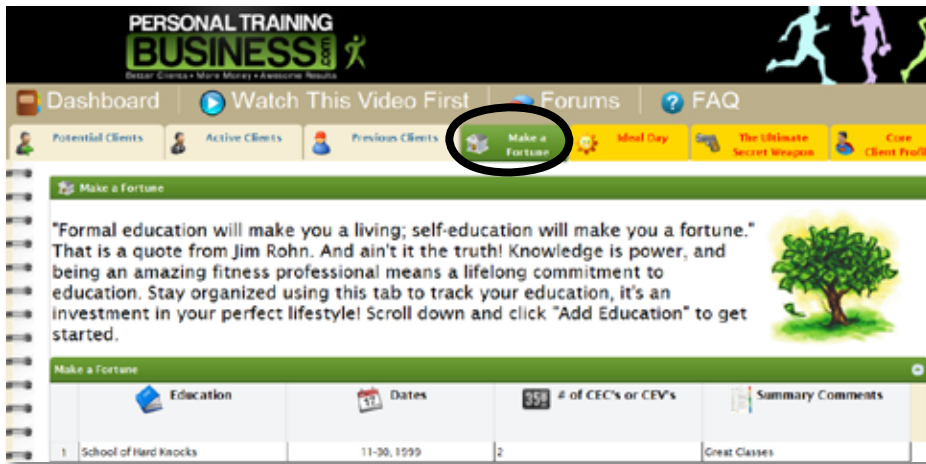


So basically, this tool allows you to easily stay in contact with your former clients, which will help you make more money with less effort! Having your own [personal fitness business](#) is a lot of work, unless you work smart and save time with systems that are automatic, like [the Personal Training Business Software](#).

**And again, it is ok to lose fitness client, a necessity even! Each new personal training client is an opportunity to raise the level of your service, provide even better results, and set the bar higher! It is easy to get into bad habits when you first start out because your knowledge is limited.**

**But as you get more experience, you can create better habits with your existing fitness clients and new ones too!**





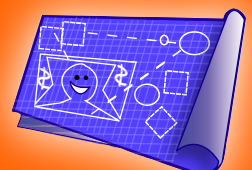
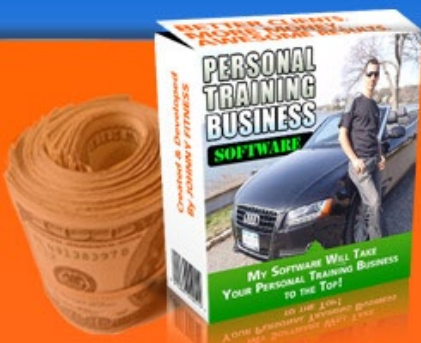
# Make A Fortune Tool

**Self-education is the fastest way to make a fortune in any industry!**

Even more so with personal training. We are working with people's minds & bodies, so there is no shortage of stuff we can learn to help them reach their goals and become empowered to maintain their goals. We can follow our passions, explore different exercise and physical activities, learn from all kinds of people, and incorporate it into our own [personal fitness business](#) model and style! So there is a lot of freedom, which is great, as long as you don't get overwhelmed with all the information (and misinformation) out there and stay organized.

This section allows you to keep all of your continuing education investments in order and organized.

Put in everything; books, internships, certifications, seminars, degrees, workshops, etc. In the notes section, make a note if there is an expiration date related to that education, like with some certifications, and put in how many continuing education credits you got or need too! Continually investing in yourself, your education, and your business is the way to do fitness marketing. The success of your [personal fitness training business](#) and personal training career depends on it! You can make a major difference, and even have a major impact on the health and fitness industry, but only if you invest in your own education wisely.





## Personal Training Business System



Our [Personal Training Business System](http://PersonalTrainingBusinessSoftware.com) include **3 premium tools** of the software (Ideal Day, Core Client Profile, & The Secret Weapon), in addition to an amazing step by step system for using all of these tools, and some other tools too! We are currently at capacity, but be sure to check out [PersonalTrainingBusinessSoftware.com](http://PersonalTrainingBusinessSoftware.com) and get free lifetime access to our software while supplies last.



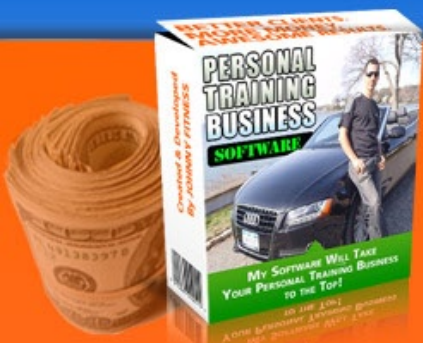
**Ideal Day**



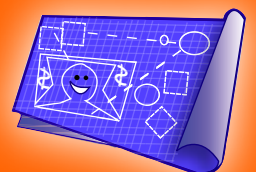
**Secret Weapon**



**Core Client Profile**



PERSONAL TRAINING  
**BUSINESS**.com  
*Software*







Potential Clients   Active Clients   Previous Clients   Make a Fortune   Ideal Day   The Ultimate Secret Weapon   **Core Client Profile**

Does personal training have to feel like work?

- \*What if you only trained fun clients who worked hard...
- \*got amazing results...
- \*& loved training with you so much they referred you new clients constantly?!?!

In the "Core Client Profile", you will discover the single most powerful exercise for attracting these kinds of people into your business!

Which makes work way too fun to be called a job!

## Core Client Profile Tool

### Does personal training have to feel like work?

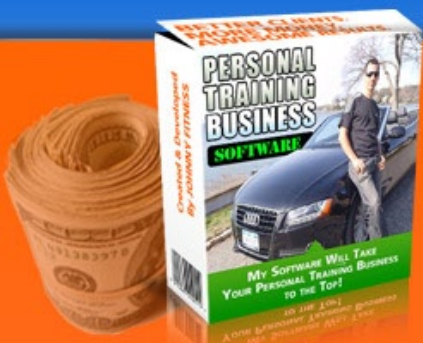
**\*What if you only trained fun clients who worked hard...**

**\*got amazing results...**

**\*& loved training with you so much they referred you new clients constantly?!?!**

In the "Core Client Profile", you will discover the single most powerful exercise for attracting these kinds of people into your business! This is an amazing fitness marketing technique!

Which makes work way too fun to be called a job!

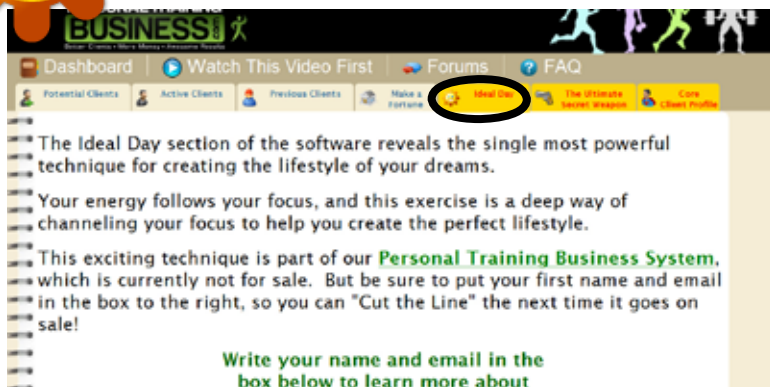




## Ideal Day

The Ideal Day section of the software reveals the single most powerful [fitness marketing](#) technique for creating the lifestyle of your dreams.

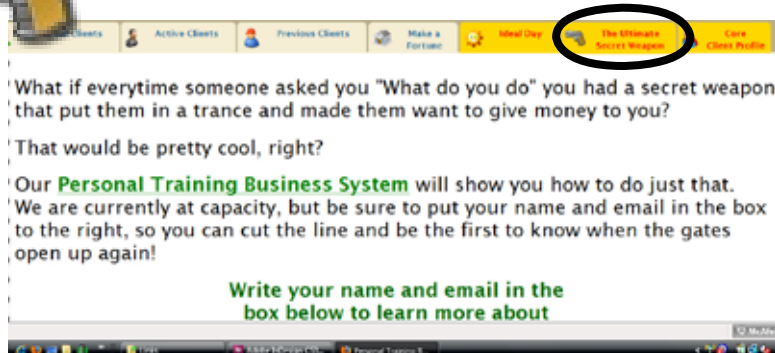
Your energy follows your focus, and this exercise is a deep way of channeling your focus towards creating the perfect lifestyle for your specific needs, values, and priorities.



## Secret Weapon

What if every time someone asked you "What do you do" you had a secret weapon that put them in a trance and made them want to give money to you, workout super hard, and make you proud?

That would be pretty cool, right?



# Testimonials



“Using Jonathan’s, aka [Johnny Fitness’s](#), Personal Training Business System and Personal Training Business Software, my hourly rate immediately **increased 25 percent INSTANTLY**, rendering an annual growth of 12 percent! And now I have MUCH more free time. Thank you so much Jonathan for opening up the door to a brighter future!”

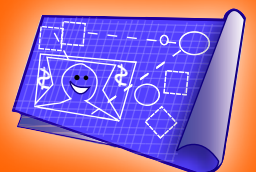
**-Stacia Cato, Personal Trainer & Fitness Model**

“I would not – REPEAT NOT – be the personal trainer I am today without Jonathan. Without his advice, guidance, and [Personal Training Business Software](#), I would not have been able to grow my business so fast and attract awesome clients like Katie Couric. His system showed me what to do step by step and doesn’t overwhelm with too much information. Rather, it provides one assignment at a time.



Each time I completed that task, the system moved me to the next step. Jonathan’s system didn’t allow me to be negative or get frustrated with the process of building a successful fitness business.”

**-Cristy “Code Red” Nickel**



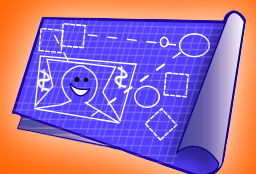
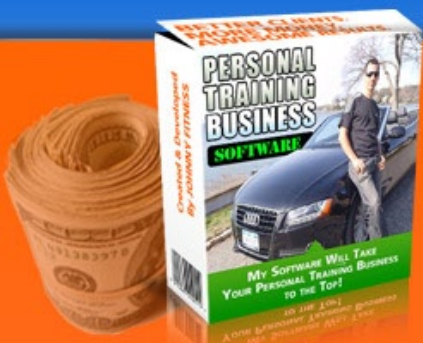


“[Jonathan](#) is my personal trainer, and I am a huge fan! And he has developed this software that is FANTASTIC! It allows you to manage your business, make more money, attract super clients, market yourself easily, develop alternative sources of revenue, get rid of client you do not like and stream line your schedule!

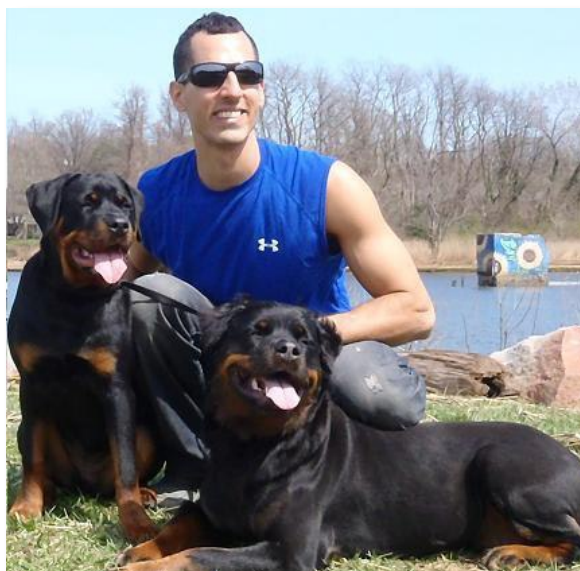
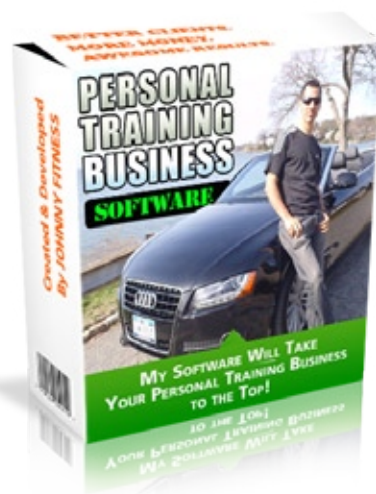
Having been in the business, I understand how important it is to maximize your time, work with people you love, and help more people in a more effective way, all while having the opportunity to work with other awesome trainers and share information which is one of the reasons I work with Jonathan in the first place!

To stay on the cutting edge, you have to work with really fresh, aggressive, and innovative trainers, and his system and software will help you do that, so I HIGHLY recommend you check it out.”

**Jillian Michael's, Super Trainer,  
Star of “The Biggest Loser” and  
“Losing IT”**



For a limited time, get  
**FREE** lifetime access to our  
Personal Training Business Software  
by clicking this image



## Bio

Johnny Fitness started making 6 Figures/year as a personal trainer at the age of 23, trains major celebrities like Jillian Michael's from "The Biggest Loser", and bought a home by the age of 23. His success is largely due to his ability to target red hot niches full of awesome clients, and youth fitness clients are among his favorite people in the world to work with.

They work hard, follow your leadership, and while they do have bad habits, they are not nearly as ingrained as the bad habits most adult clients have! Don't just read this report, use it as a blueprint, take action, and enjoy the same success as Johnny!

