

## The AF Project 1.0

Building the Machine: Growing Your Affiliate

## Building the Machine

Understand Where You Are  
Understand Where You Want to Go  
Construct a Plan to Get There

## Attracting Clients

Offer Value before requiring payment  
The power of gifting  
Creating excellent gifts through individualization

## Removing Hurdles

Who are you kicking out of your gym?

## Attracting Clients

How Do People Find You?

## Using Analytics and KPIs

What you measure is what you improve

## Tracking Conversion in the Metrics Package

Analyze your Sales Funnel and Codify Best Practices

## CrossFit vs. the Fitness Industry

Who are your real competitors?

## Retaining Clients

What Service Really Means

Product First; Make it excellent  
What job were you hired for? DELIVER  
The importance of goal setting  
Guarantee your result  
What to do when you don't deliver

## Expectation Management

Expectations and Habit Loops  
Attendance Tracking  
Affirmation

## The Power of Profit to Retain

The real use of profit  
The profit cycle and success  
The breakeven analysis

(Reinvest, reinvest, reinvest)

## The Power of Exclusive to Retain

The difference between being good and being big  
Reconciling profit and size  
Confusing scale with success  
Size and mediocrity: personal attention doesn't scale  
The hyper-local versus epic global

## Summary

Value before Money  
What were you hired for?  
Remove Hurdles  
Measure Everything; DDRRC  
Product First  
Concentrate on Retention  
Profit is your Friend  
Good not Big

## Next Steps

AF Project 2.0  
On-Site Consulting  
Phone Consulting  
Book: Winter 2015

jon@jongilson.com  
(603) 933-3223

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Ask Yourself:

What life do I want to live?

How much will it cost?

What has to change?

("More" is a trap)

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What life do I want to live?

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What has to change?

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# Attracting Clients

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The power of gifting

Creating excellent gifts through individualization



# Clients hire you to do a job

Nobody buys a drill

Nobody buys a barbell

Nobody buys a gym membership

**Find out what job (and do it)**

3 Whys / SMART CC Goal Setting



**Find out what job (and do it)**

3 Whys / SMART CC Goal Setting



# Removing Hurdles

Who are you kicking out of your gym?

## Common Hurdles

Website  
Access to ownership  
Parking  
Showers and Amenities  
Nutrition  
Education  
Class Schedule  
Intro Class Frequency and Availability

Think: who don't you have (and why)?



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How Do People Find You?

## Channels

Word of Mouth

Information Capture

Search Engine Marketing

Advertising vs. Grassroots Marketing

(Use All Four)

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# Using Analytics and KPIs

What you measure is what you improve

## The Metrics Package

Number of Members  
New Members  
Lost Members  
Net Member Gain/Loss  
Average Price Paid (ARCM)  
Attendance

Profit & Loss  
Balance Sheet  
Cash Flow Statement

(Plot by Month)

# The Metrics Package

Number of Members

New Members

Lost Members

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Average Price Paid (ARCM)

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Balance Sheet

Cash Flow Statement

(Plot by Month)

# Tracking Conversion in the Metrics Package

Analyze your Sales Funnel and Codify Best Practices

## The Cycle

Do  
Data  
Reflect/Research  
Revise  
Codify

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# CrossFit vs. the Fitness Industry

Who are your real competitors?

## The Coming Competition

Gold's - GoldsFit  
Town Sports International - UXF  
UFC Gyms - Daily Ultimate Training  
Lifetime Fitness - Alpha Training

(Preparing to Compete)  
(The Real Meaning of "Saturation")



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Adding Value

Surprise and Delight

The Counter-intuitive Gesture

(It's about reputation)

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**Building the Machine**

(Profit, Expenses, ARCM, Client Count)



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