

GYM BUILDER ROADMAP™



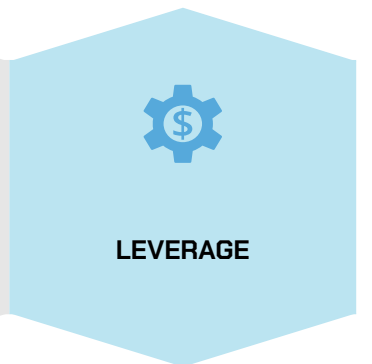
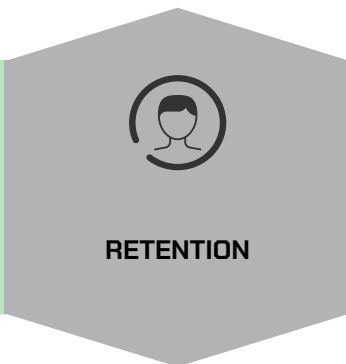
OPEN OR ACQUIRE MORE
LOCATIONS

NEW OFFERINGS IN
YOUR NICHE

MAXIMIZE THE SALE OF
YOUR BUSINESS

KEEP IT AND PURSUE
OTHER ENDEAVORS

BUY BUILDING(S)



	20%+ OWNER COMP + 2-MO PLUS CASH	HITS METRICS + TEAM OWNS	HITS METRICS + TEAM OWNS	HITS METRICS + HANDFUL HRS/WK (MAX)	HITTING DESIRED # OWNER FREE DAYS
	Re-enter Start-up Phase	Leveraged Operations			Building Your 'HQ' Team
	Scalable Finance System	Local Community Impact	Business partnerships	Brand ambassadors	Simplify Tech & Reporting
	Defend the business	Team onboards & train hires	Upgraded offer	Upgraded branding	Team Multiplier™
	Vivid vision co-creation	Test alternate products	Optimize pricing bundles	Optimize all channels	Install a location 'GM'



	20-35% OWNER COMP + 1-MO CASH	3-5% CHURN + 6-10 REFERRALS/MO	TRIAL 33-50%+ + CONSULT 80%+	CONSISTENTLY HIT LEAD GROWTH GOAL	TAKE 3+, 7+ DAY HOLIDAYS/YR
	Simplified Strategy	Optimize Operations			Business Backend Mangement
	Location handbook	Ongoing team development	Automated retail system	Upgraded Team Paths	Upgrade Org chart & compensation
	Strategic Planning	Member onboarding system	Team Ambassadors	Simple ad strategy	Team hiring system
	Version 1 of a 'Done' location	Member engagement	Sales system implemented	Upgrade website	Team roles & compensation



	CASH BUILDING MONTHLY	CONSISTENT PRODUCT EXPERIENCE	CONSISTENT CLOSE RATE %	GENERATE A GROWTH LEAD #/MO	6-10/HRS TO USE AS YOU DESIRE
	Create Culture	Scalable Systems			Organized Operations
	Operation KPIs	Product delivery system	Owner/'GM' master sales	Generate organic leads	Team alignment
	Gym ATM machine™	Upgrade user experience	Clarify sales offer	Optimize platforms	Operations Playbook™
	Increase profits	Who you help	Profitable pricing	Systemize referrals	Free & multiple yourself