

## **ULTIMATE PT** THE BUSINESS OF PERSONAL TRAINING



# Ultimate PT Mentoring

Run a successful PT business and still have time to live your dreams.

### **Do you really believe in Personal Training?**

Do you practice what you preach? We as trainers believe the best results are had by using the knowledge of an experienced trainer. Many of you improve your technique by training with other PT's more experienced than yourself. But who are you training with to get the best results from your business? What are you doing to increase your business knowledge and maximize your chance of success?

### **The Ultimate PT is NOT:**

- For your 'run of the mill' trainer
- For the kind of trainer who just thinks sets and reps
- Certainly not for the trainer who wants to work a 40 hour week at only \$70 per hour.

### **The Ultimate PT is:**

- For those who believe in Success
- For those who think outside the square
- A tried and tested method of running a successful business in health and fitness

### **12 things Ultimate PT will do for you:**

1. Learn what the most important asset to your business is
2. Teach effective future planning techniques
3. Apply concepts from some of the greatest business coaches around
4. Run effective marketing campaigns
5. Make technology work for you
6. Create meaningful client relationships
7. Help tap into your clients at an emotional level
8. Get your clients thinking about what you do for them even when you are not around
9. Teach you to manage your accounts and develop multiple income streams
10. Show you how to create strategic alliances
11. Show you how to value-add
12. Keep you accountable for your growth

## Why Ultimate PT?

Ultimate PT is years of experience and thousands of dollars worth of Personal Growth and Business Development seminars, workshops and mentors, filtered through me and delivered in a month-by-month program. It is the chance to bypass all the mistakes that I made and learn everything I now know. Learn my secrets.



Joe Bonington is one of the Northern Beaches most successful trainers. He runs his own Corporate Health business and a One-on-One Health, Fitness and Lifestyle consultancy. He was involved in the design of Fitness First's Bootcamp program at a National Level. As well as running a lucrative Fitness First franchise for 4 years he has also worked as a Personal Training Coordinator, coaching and developing the businesses of 20 Franchised Personal Trainers. He has featured on Today Tonight, The Big Arvo, Business Breakfast and the CAMP DARE reality mini series for Channel 9. Joe is also a speaker and facilitator. He has presented to Australia's leading schools, helping to shape tomorrow's leaders. Joe is an NLC Coach, a Meta-Coach and registered with the ASCA as a Strength and Conditioning Coach. Joe is an expedition leader and adventurer, including a first ascent of 6400m Himalayan Peak Danqa II.

## Your investment in business growth is only \$240 + GST per month

Payment is through EFT or Direct Debit.

Payment is taken at the start of each month.

## How Do You Start?

- Ring or email our office to get a copy of our Current Position Analysis Form
- Arrange preferred method of payment
- Book your first appointment and hang on....

## Don't just take my word for it...

When I first started as a PT I cried for weeks wondering whether I had made a huge mistake. Luckily I started working with Joe straight away. Eight months later and now I have 30 sessions a week and I am just about to put up my prices and cut down my hours. I am on track for earning in excess of \$100,000 in my first year. This year I have also been taken on client's holidays twice to train them. I am starting to leverage and my business is growing exponentially. **Nikki Higgs, PT**

## There is more....

I got a sense of his passion and belief in what he was doing and the inspiration he passed on to others. He challenged me to go above and beyond what I thought I could do. This spurred me on to achieve greater things as a Personal Trainer. And I always wanted more of what he could offer. As my mentor, Joe was able to understand who I was, how I worked and was able to assist me develop clear, achievable business goals. He has had a profoundly positive effect on my life and given me strength and encouragement to live my dreams. **Bridget Hamlin, PT and Senior Rehabilitation Consultant, CRS Australia**

**Contact us on 02 9400 2561 or send an email to the address below and start making a positive difference to your business NOW!!**