



FITNESS BUSINESS 101

**WHAT THE CERTIFICATIONS DON'T
TEACH YOU**

STEVE WASHUTA





THE FITNESS 101 E-BOOK COVERS:

- Clientele + Marketing
- Networking
- Interview Tips
- Negotiating %'s
- Certifications
- 7 Central Movements
- So much more!!!!

This book isn't just about marketing tips or strategies, it's about learning how to truly become an asset to your clients. Ultimately, your success in this industry will be tied to your ability to make your clients want to spend time with you. Knowing that, you must provide value, expertise, authority, and most of all a great experience.

WHO IS THIS GUY?

- NASM CPT, WLS, CES
- TRX GROUP & FUNCTIONAL
- B.S. JOURNALISM/PUBLIC RELATIONS
- 2,000+ TRAINING SESSIONS ANNUALLY



MY JOURNEY AS A FIT

10 years as a FIT (Fitness Industry Teacher) and it's the best decision I ever made. At 24, I decided to leave the NYC corporate life, and start doing what I loved, helping people. When I took my first job I had no clue how to truly market or run a Fitness Business.

After 4+ years of low turnouts and cancellations I hit my stride and had a full book along with a waiting list. I have been privy to watching how to, and how not to build a successful Fitness Business. I can't wait to share all of it.



ALL THE SCARY QUESTIONS ANSWERED

- I WANT TO BUILD MY BUSINESS ONLINE (THROUGH INSTAGRAM, FACEBOOK, WEBSITE, TWITTER, EC) CAN I DO IT?
- WHAT CERTIFICATIONS ARE THE BEST?
- HOW QUICKLY CAN I START MAKING MONEY?
- HOW DOES THE PAY STRUCTURE WORK AT FITNESS FACILITIES?

TOOLS & TIPS TO GAIN CLIENTELE

REAL LIFE EXAMPLES & STORIES

PROVEN MARKETING STRATEGIES

TRAINING TIPS: HOW TO BE GREAT

SKIP THE MISTAKES

FITNESS BUSINESS INTERVIEW 101

FULL-PROOF METHOD

FitnessBusiness101@yahoo.com | IG: Steve Washuta

YOU'LL NEED TO LEARN BOTH *ZOOM IN AND ZOOM OUT*

ZOOM-IN

These are marketing strategies, tools, and tips to ensure you are a step ahead of the competition, and feel confident as a FIT. They are easy, and obvious but rarely ever taken advantage of. You can separate yourself by implementing them.



ZOOM-OUT

This is where we take a step back to assess and discuss the more philosophical and motivational components to becoming a FIT (Fitness Industry Teacher). You will wear a lot of hats day to day, and you'll have to be prepared.



WHAT I HOPE YOU LEARN

SUCCESSING IN THIS INDUSTRY IS ABOUT CREATING A WORTHWHILE EXPERIENCE FOR YOUR CLIENT. EVERYONE I HAVE WORKED WITH I CONSIDER MY FRIEND. YOUR PASSION, WILLINGNESS, KNOWLEDGE, AND RELENTLESS PURSUIT OF DOING THE RIGHT THING SESSION AFTER SESSION, DAY AFTER DAY, WILL FILL YOUR SCHEDULE.

FitnessBusiness101@yahoo.com | IG: Steve Washuta