

The Change Maker's
GUIDE TO STARTING A
Health & Fitness
BUSINESS

BUNDLE



CONTENTS

| | |
|--|-------------------------|
| Step 1: Consider your context | Page 03 |
| Step 2: Self-knowledge | Page 04 |
| Step 3: Consider starting small | Page 05 |
| Step 4: Make a list of what you'll offer | Page 06 |
| Step 5: Set up conversations | Page 08 |
| Step 6: Narrow down your options | Page 09 |
| Step 7: Organize your ideas in Lean Canvas | Page 10 |
| Step 8: Talk to potential customers | Page 11 |
| Step 9: Create a prototype | Page 12 |
| Step 10: Try selling your offering | Page 13 |
| Step 11: Try doing the thing | Page 14 |
| Step 12: Reflect on what you learned | Page 15 |
| Step 13: Keep practicing | Page 16 |
| Step 14: Scale up | Page 16 |
| Step 15: Create personal structure | Page 17 |
| Step 16: Create business structure | Page 18 |
| Step 17: Create a customer journey map | Page 20 |
| Step 18: Make your business remarkable | Page 21 |

Due to changes in the global economy, there are more entrepreneurs today than at any previous time in history. Whether you want to offer in-person or remote coaching services, or create wearable technologies, there are endless opportunities to start a health and fitness business of your own. But how do you actually generate success in and amongst extreme uncertainty?

Minimize Your Risk. Maximize Your Impact.

In this workbook, you'll find step-by-step instructions for how to start (or grow) a health and fitness business of your own.

While this isn't an extensive treatise on entrepreneurship, we discuss thoughtful tools you can implement, so you can minimize your risk and maximize your impact as an entrepreneur.

STEP 1:

Consider your context

Like your client's personal life and work-life impact the degree of time and effort they can put towards their health and fitness goals, your personal life and responsibilities will impact the degree to which you can pursue entrepreneurial endeavors. Here are some questions to help you consider your context.

What is your current life like?

Where are you in your life journey?

Who depends on you?

On a scale from 1-10, how would you rate your financial security?

How do factors outside of your work life impact to your ability to start a business?

STEP 2:
Self-knowledge

Assessment #1:
The Workview Assessment

Click the link below to take a deep-dive into your workview.

<https://www.changemakeracademy.com/workview-assessment/>

You'll take the assessment and receive another workbook where you'll get a better understanding of how you view your work. In the meantime, here are some questions to get you started:

How do you view your work, and the role it plays in your life?

What are your metrics for success and how will they guide your daily decisions?

What key steps can you take to live a more meaningful life?

Assessment #2:

The Caliper Assessment

If you'd like to learn how to take advantage of your superpowers, mitigate your kryptonite, schedule your time more effectively, and collaborate with others in more mutually beneficial ways, the following work and personality assessment is the industry's gold-standard.

Click here for Caliper For Health and Fitness Professionals:

<https://forms.gle/qEkw2KtbBLWFF6tj8>

Note: this assessment is robust and will take about 60 min to complete. While it normally costs \$700 USD, it's yours, right now, totally free. Once you complete it, you'll receive a comprehensive report, with a breakdown of your personality and work insights, within 5 days. This is an amazing tool and we're excited to be able to share it with you, for a limited time, for free.

STEP 3:

Consider starting small

Unless you're well-funded and have lots of free time, to start out with, you might want to consider starting your business as a side hustle; something you do in addition to your primary work.

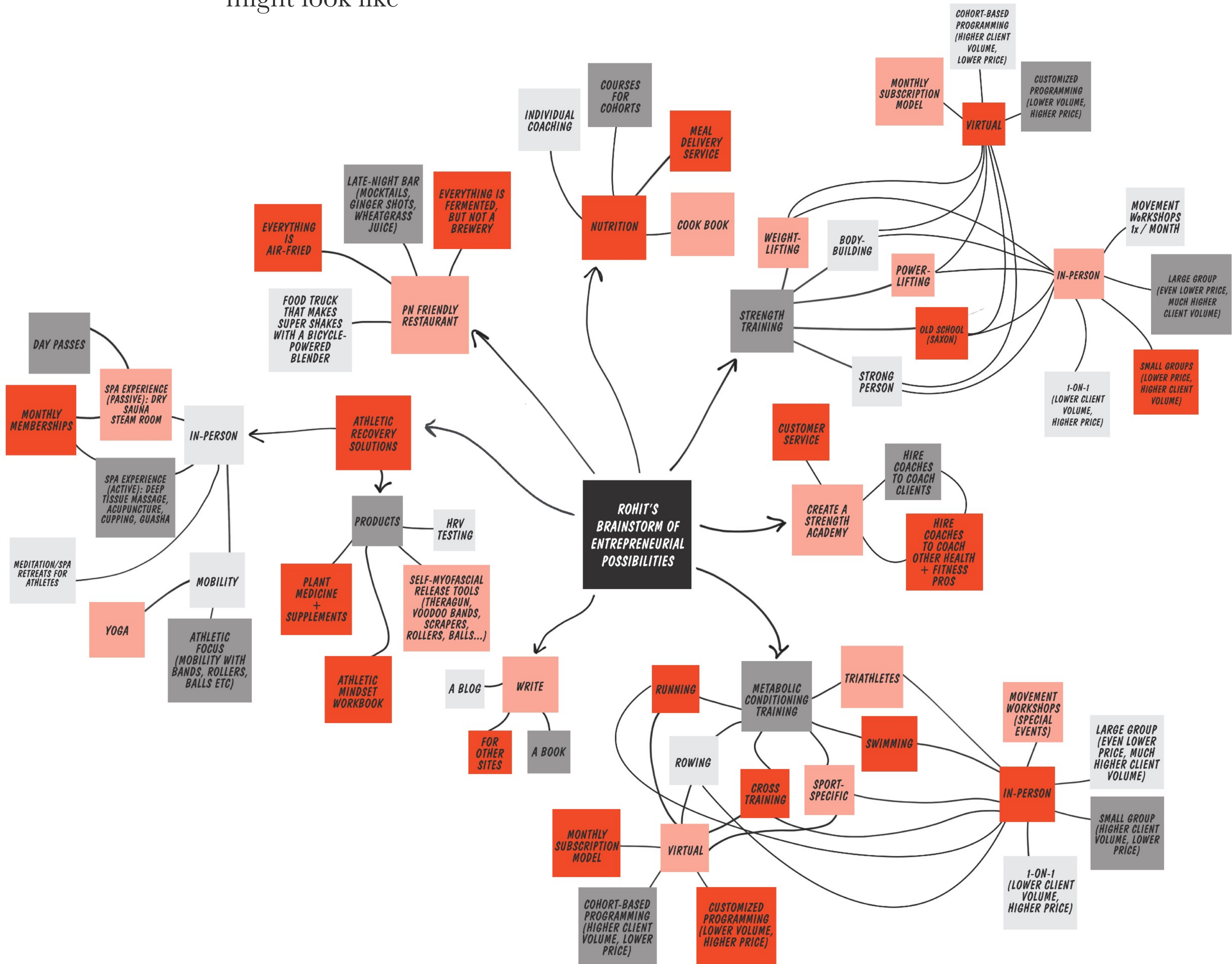
What low-leverage activities can you reduce to make more time for your side business (i.e. social media, movies, video games, etc.)?

How many hours a week can you dedicate to your side-business?

STEP 4:

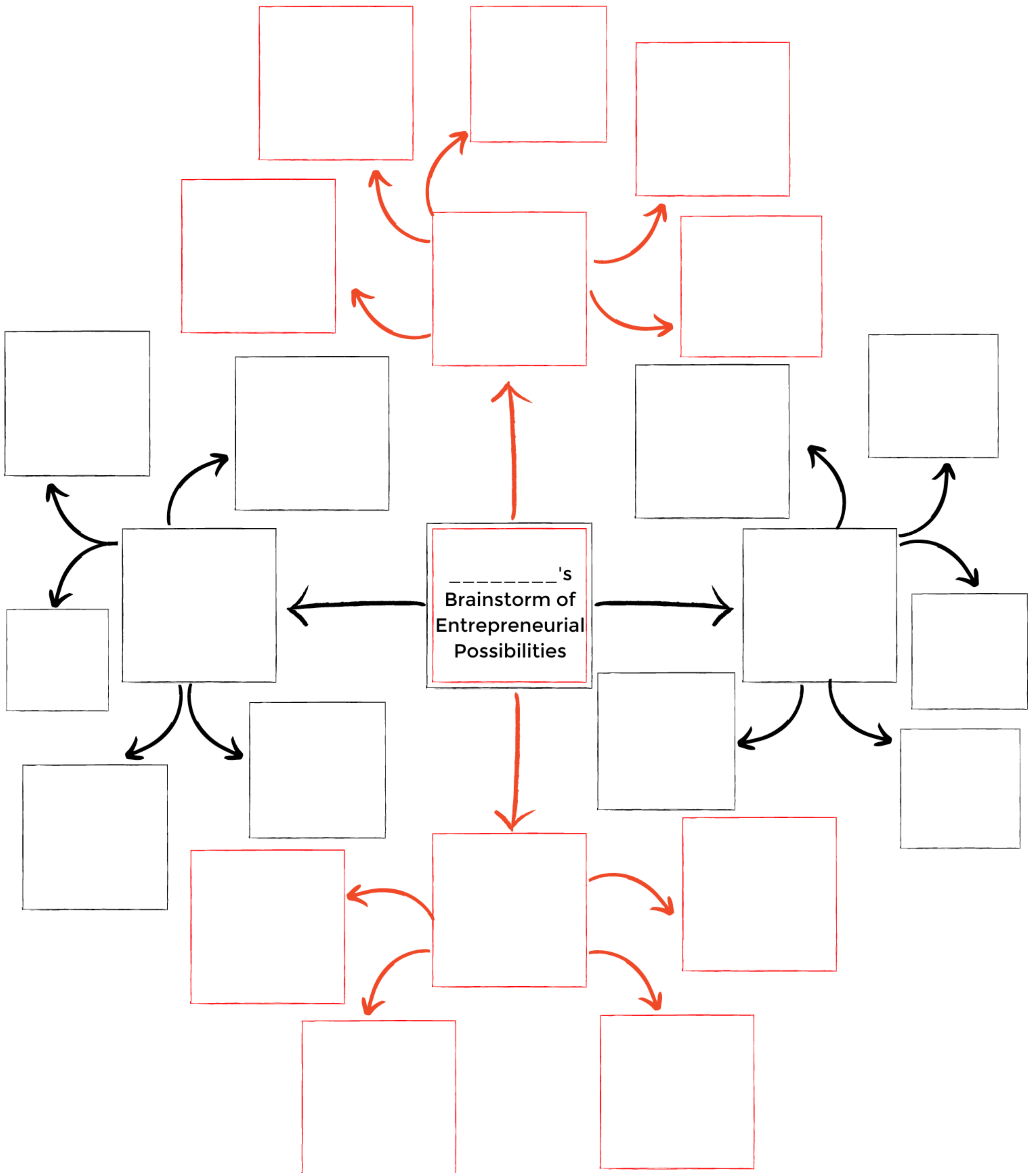
Make a list of the skills, products, and services that you might want to offer the world

Here's an example of what your entrepreneurial brainstorm might look like



You can complete your brainstorm using an app like [Lucid Spark](#), or use the worksheet on the next page.

BUSINESS BRAINSTORM



STEP 5:

Set up conversations with believable people who have a proven track record of success

Once you have your “seed ideas,” find a few people who have done what you'd like to do—and have gotten paid for it—and ask them if you can interview them.

List the people you will contact below:

STEP 6:

Narrow down your options

After you've had some discussions to get a better sense of what others have done to succeed, and what they think of your options, begin to narrow down your choices.

Which of the ideas you came up with seems most reasonable?

Which ideas have a higher probability of success?

Which ideas are you most excited about?

What one or two rise above the rest?

STEP 7: Organize your ideas into a Lean Canvas








If you decide to go into business for yourself, you'll need a plan. You'll need to consider what you're good at, what your potential clients need, and figure out if there's a sweet spot in between.

The Lean Canvas is a one-page business plan template that will help you deconstruct your idea into its key assumptions. Unlike detailed business plans that often take weeks or months to craft and barely get read, the Lean Canvas takes 20 minutes to create and is easy to digest.

We highly recommend you fill it out to the best of your ability to get a general sense of what your idea entails, what assumptions you need to test, and what steps might be required to take your idea from vision to reality.

You can think of it as a working document that you can update every month or so as you find more evidence and test your idea in the real world.

TITLE: _____

| | | | |
|---|--|--|---|
|  CUSTOMER SEGMENTS List your target customers and users EARLY ADOPTERS: List the characteristics of your ideal customer |  PROBLEM List your customer's top 3 problems EXISTING ALTERNATIVES: List how these problems are solved today |  SOLUTION Outline a possible solution for each problem UNIQUE VALUE PROPOSITION: Single, clear, compelling message that turns an unaware visitor into an interested prospect HIGH LEVEL CONCEPT: List your X for Y analogy (i.e. Youtube = Flickr for videos) |  REVENUE STREAM List your sources of revenue CHANNELS List your path to customers EARLY STAGE: LATER STAGE: |
|  KEY METRICS List the key numbers that tell you how your business is doing KEY ACTION: SUCCESS METRIC: | | | |
|  COST STRUCTURE List your key costs FIXED COST(S): VARIABLE COST(S): BREAKEVEN: NUMBER OF CUSTOMERS TO HIT SUCCESS METRIC: | | |  UNFAIR ADVANTAGE Something that cannot be easily copied or bought |

STEP 8:

Talk to potential customers

In order to figure out what your potential clients want and are willing to pay for, you need to talk with them, gather insights, and craft your offering to meet those needs.

(Most businesses fail because they assume they know what clients want, spend lots of time and money building it, only to find out later that no one actually wants what they're selling.)

We recommend using a research methodology called Jobs To Be Done. Check out this three-part article series to learn exactly how to know what clients want and deliver it every time.

[“How To Know What Clients Want, Part 1”](#)

[“How To Know What Clients Want, Part 2”](#)

[“How To Know What Clients Want, Part 3”](#)

STEP 9:

Create a prototype

Once you've collected enough data, distill what you learned from your prospective clients into a written product or service offering so that you can gather more feedback on a real pitch.

Write your elevator pitch as follows:

{Name of my product/service} helps {kind of person}

to {action/benefit}

so that they can {brighter future/more inspiring benefit}

For example:

Mom-Strong helps mothers going through big transitions

to take time for themselves to get in shape

so that they can feel confident in their renewed sense of self.

STEP 9 continued...

Write your pitch below:

Share your elevator pitch + full details with potential clients and follow-up with questions like:

On a scale of 1-10, how would you rate this offer?

What was good about this offer?

What was tricky about this offer?

What would you suggest I do differently?

Have you tried a product/service like this?

What did you like about it? What didn't you like about it?

What would a product/service have to be like or include for you to share it with your family and friends?

STEP 10:

Try selling your offering

Once you have something to sell that you're proud of offering, try selling it.

While you can use complicated marketing approaches, we recommend starting off simply. Just reach out to people in your own community by talking to them the way people talk to one another (i.e. in person, over the phone, on video conferences, via email, through direct messages, etc).

Who will you reach out to first in your community?

Where do your potential clients hangout?

Where will you post your products or services? On social media? A landing page? A physical location? An online ad? Something else?

STEP 11:
Try doing the thing

Now it's time to figure out how to deliver on what you promised.

In the early stages, it's important to spend extra time with customers so you can keep on top of problems that arise and really nail the experience.

If it's your first time doing a product or services, you might even give them a price discount in exchange for feedback every step of the way.

Here's a great approach to collecting that kind of feedback.
The Thinking Aloud Technique:

<https://www.changemakeracademy.com/articles/thinking-aloud-technique/>

STEP 12:

Reflect on what you've learned

After offering your services to one person—or to a small group of people—reflect on how it went. Specifically, ask yourself questions like these:

What went well? What did I enjoy doing?

What was tricky? What didn't I like doing?

What would I do differently next time?

What feedback—negative, neutral, or positive—might I use to tweak my offering?

How might I do a better job next time, in a more efficient way, so I can make more per client next time?

STEP 13:
Keep practicing

When you're new at something, you're going to be bad at it. Instead of resisting that reality, embrace it.

Trust your ability to learn and aggregate thoughtful feedback. If you see every new opportunity as a means to hone your skills and become the ultimate Change Maker, you'll get better.

STEP 14:
When the market has proven that they want what you offer, scale up

Once enough people are paying you for your services, you feel confident in your ability to generate enough income to support your current lifestyle, and you're sure you have systems in place to service an influx of new clients—take the plunge. Dive into your business.

This might include doing things like:

- 1. Hiring a coach**
- 2. Testing out your ads**
- 3. Staying in touch with your leads**
- 4. Tweaking your marketing message and your service offering to see what gets you more visitors and clients.**

Expect to put in a lot of reps before you earn enough clients to generate a sustainable business.

STEP 15:
Create personal structure

With a whole unstructured day ahead of you, it can be easy to get in the habit of sleeping in, working on low-leverage tasks (as a means to avoid doing the tasks that actually matter), and spinning your wheels. Alternatively, you may experience work-life blur, where you’re never sure if it’s “work-time” or not.

To help mitigate the transition, we recommend making a schedule that includes when you’ll be doing what.

Block off time for sleeping, eating, exercising, walks outside, time with family and friends. Also block off time for different kinds of work tasks. Here’s a small grid to get you started:

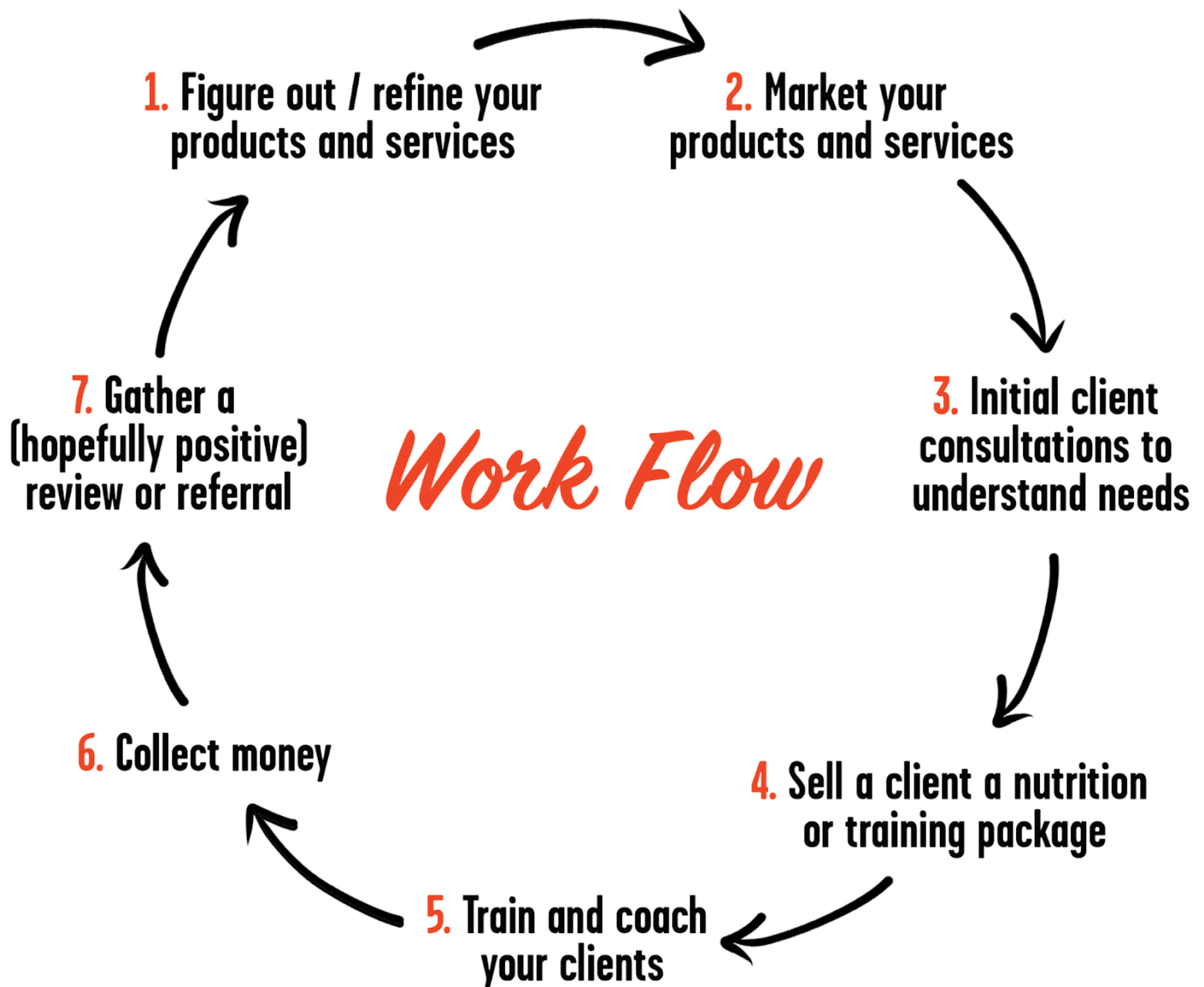
| Time: | Task: |
|-------|-------|
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |

STEP 16:
Create business structure

As your business grows, you're going to need to set up a workflow that is repeatable, scalable, and measurable.

This is done by looking at your overall workflow, highlighting the components that drive the most value in terms of revenue, and acknowledging which components can be outsourced or let go of altogether.

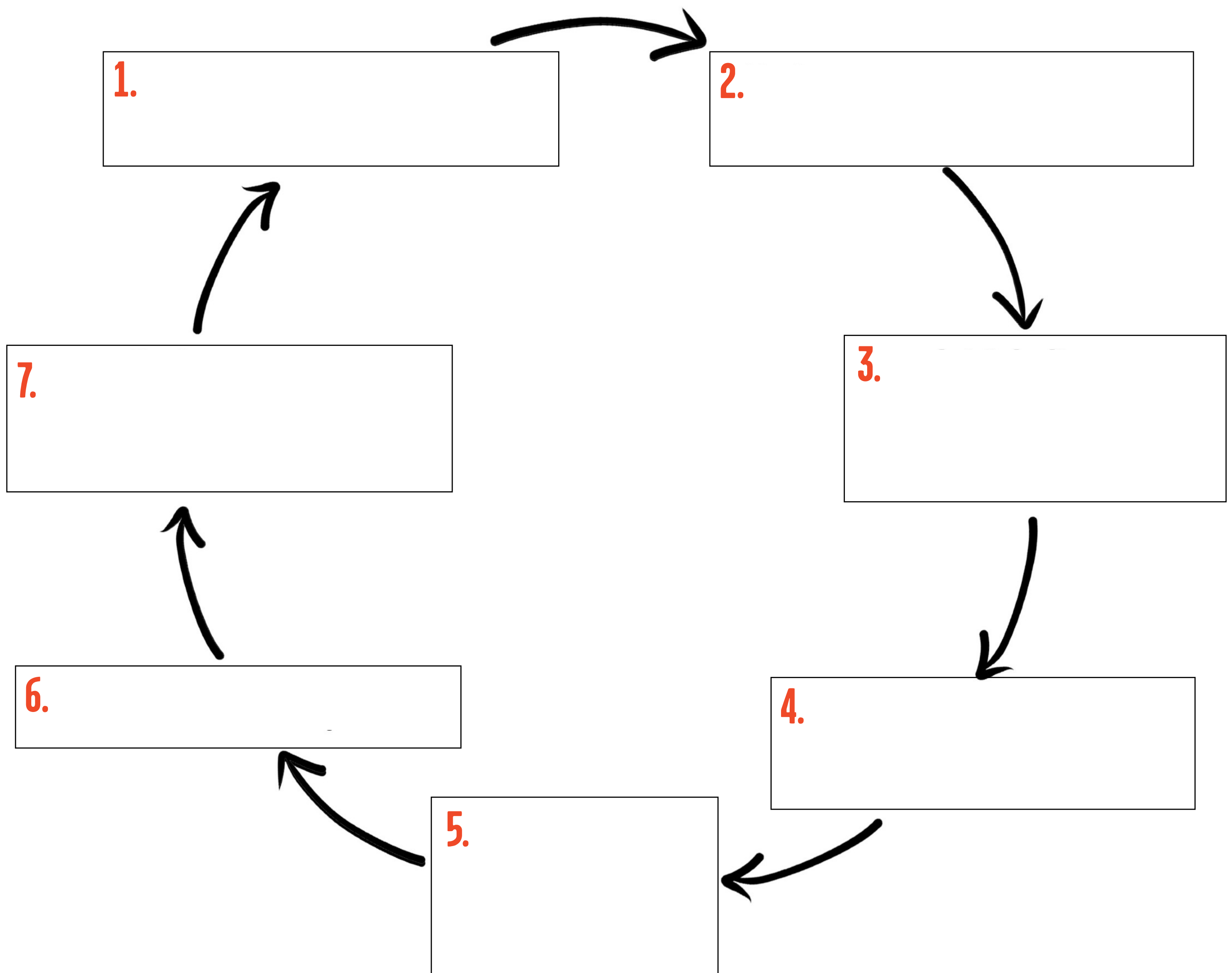
For example, a high-level workflow of a health & fitness professional might look like this:



Workflow for a Health and Fitness Professional

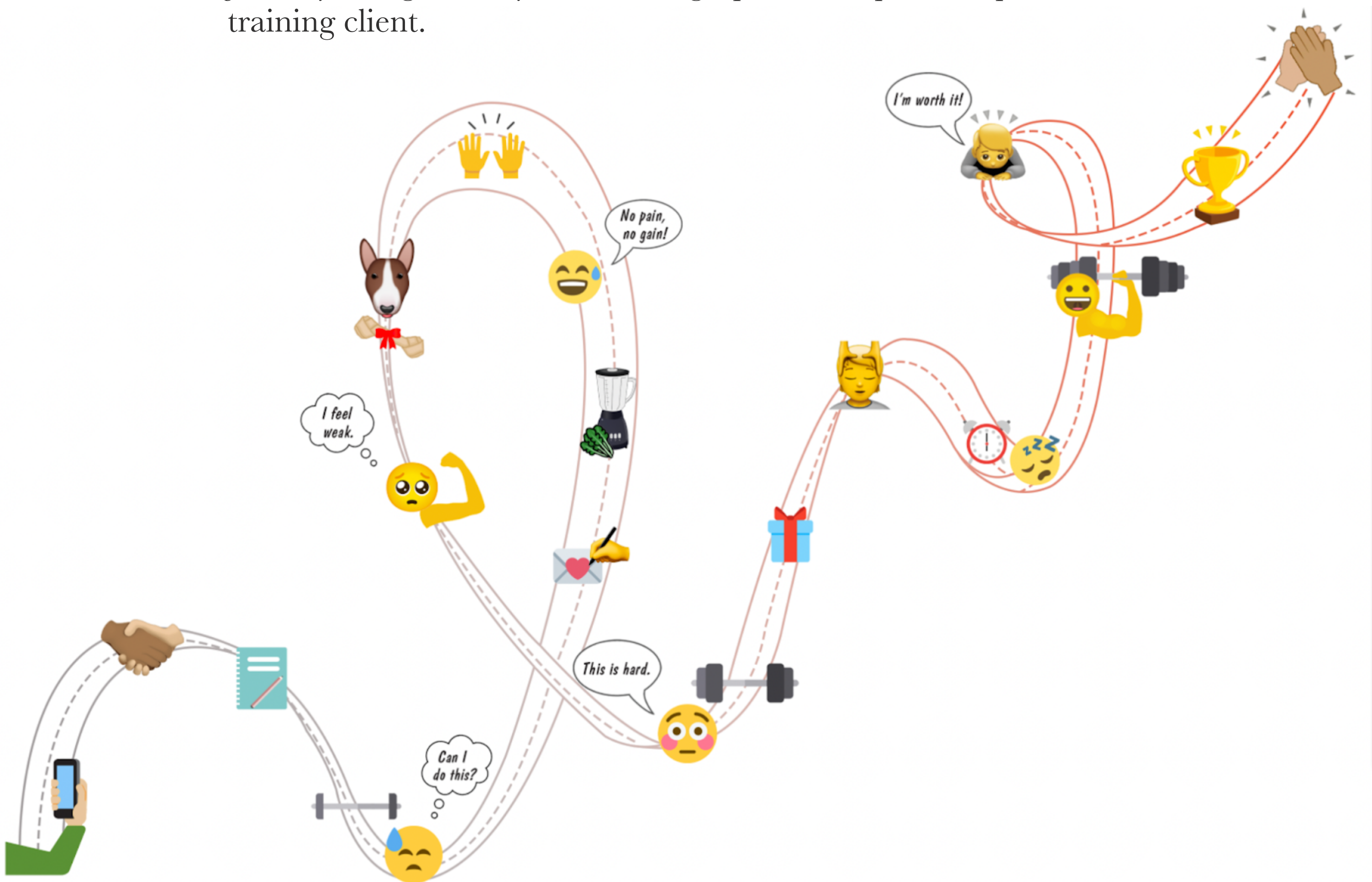
Fill in your own workflow below:

WORKFLOW FOR A HEALTH & FITNESS PROFESSIONAL



STEP 17:
Create a customer journey map

Take a moment to map out your customer's journey with you, from the time they become a lead, to becoming a client, and their journey along the way. Below is a graphic example for a personal training client.



What are the activities, emotions and special moments happening...

Before your product or service?

During your product or service?

After your product or service?

STEP 18:

Make your business remarkable

There are three simple rules that govern any business:

1 Find out what people really want and are willing to pay for.

2 Do something awesome to deliver it.

3 Tell everyone about it.

And if you want a business that scales, you'll make something so great (by doing steps one and two) that your clients will want to tell everyone about your services for you.

For a free video lesson in which Dr. Berardi details the 3 steps above, with lots of examples, check out "[**Fireside Chat with Altis Apprentice Coaching Program**](#)"

Starting A Business You Love Isn't Easy Work.

It isn't easy to do the work you love with people you love working with, while earning enough money to support your lifestyle.

Luckily, with time, effort, iterations, and pivots, you can create a career and a life you're proud of.

But knowing how to start a business is only a small piece of the puzzle.

If you want to do work you'll love and succeed at, you must also...

Starting A Business You Love Isn't Easy Work.

- **Know your unique abilities** — applying them is one of the only ways to increase your chances of success.
- **Understand *how* you work** — it will help you operate in a way that's more natural for you, while giving you the opportunity to gain support around your blindspots.
- **Know what people are willing to pay you for** — testing your assumptions, and prototyping your career, is one of the best ways to ensure you're on the right path.

To help you figure all this out, we've created a special career coaching program:

The Career Blueprint:

10 weeks to discovering your perfect career path and going “all in” with confidence.

courses.changemakeracademy.com/pages/the-career-blueprint-sneak-peek

If you'd like to **have confidence in your career path** and **do the work you're meant to do, with the people you're meant to work with, in a way that brings out your best...**

...then this course is for you.

In just 10 weeks, we'll help you create a clear path to do work that:

- **Makes the most of your unique abilities,**
- **Is in line with what matters most to you,** and
- **Empowers you to fulfill your ultimate purpose.**

And you'll do this with **direct support from your instructors** and with other **ambitious health and fitness pros around the world.**

Be The First In Line

Spots are first-come, first-served and, last time we offered the course, it sold out very quickly.

So, for your chance to...

- learn more about the program today,
- see if it could be a good fit for you,
- get access 24 hours before everyone else,

...join our free **Presale list**.

By doing so, again, you'll learn more about the program plus get early VIP access, which is a big benefit as our last cohort sold out very quickly.

The Career Blueprint: Learn More + Get Early Access:
<https://courses.changemakeracademy.com/pages/the-career-blueprint-sneak-peek>



The Authors:

John Berardi, PhD, Co-Founder of Precision Nutrition, the world's largest nutrition coaching and education company, and Founder of Change Maker Academy, devoted to helping would-be change makers turn their passion for health and fitness into a powerful purpose and a wildly successful career.



Andrea Hayes, MBA, Managing Partner at Change Maker Academy, and Program Manager at The University of Victoria's Innovation Centre, where she teaches and mentors budding entrepreneurs.

