

**canfitpro™** | **SASKATOON**  
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**ROCK YOUR CONFIDENCE:  
Become a Confident Fit Pro**

Brady Johnson

# Why are you here?

You got into this profession for a reason.

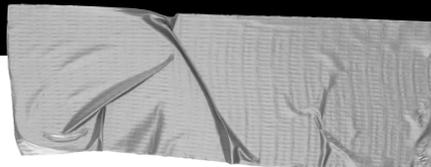
You're probably here because you want to **help people**. In order to truly help people, you need to **get out of your own way** so that you can **serve your clients** and help them reach their goals.



# You're in the right place if:

*You want...*

- **More confidence to be your best self and a better trainer/fit pro**
- **To get your clients results**
- **To confidently create a job that you love and be rewarded for it.**



# What we're covering

The basics of setting yourself and your clients up for success:

→ **How to: Become a confident trainer**

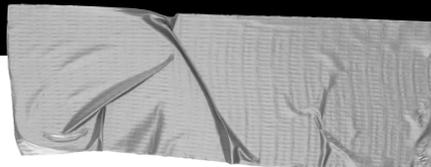
Be confident in your belief to get your clients amazing results.

→ **How to: do YOUR thing**

Be yourself and stop comparing yourself to other fit pros

→ **How to: Set boundaries for your worth**

Charge what you're worth and protect your time



# What we're covering

The basics of setting yourself and your clients up for success:

- **Marketing Best Practices**  
Marketing mini lesson to convey your message with confidence and authority
- **Sales**  
Be a master seller without feeling like a sleazy car salesman
- **Healthy Habits**  
Grow your confidence daily with your own mindset and confidence building routine

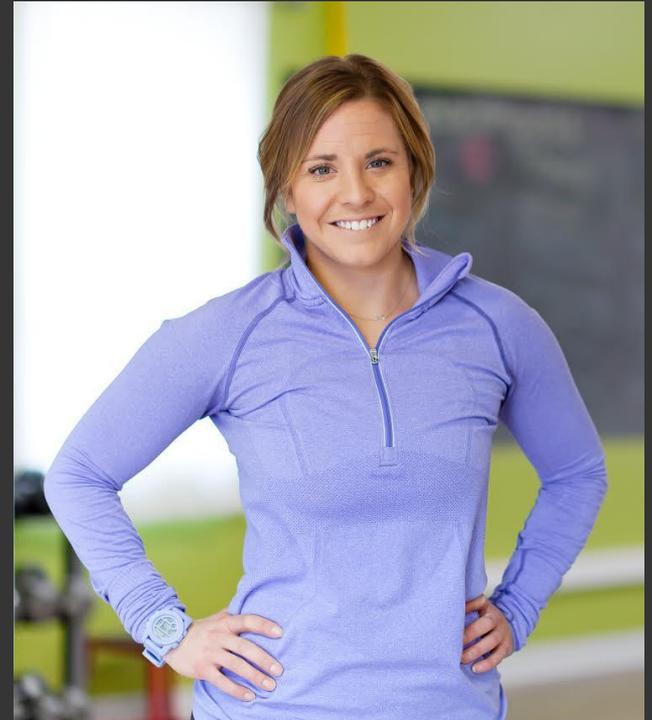
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# From Fear of Failure to Fitness Pro

- Wasn't sure if I could get clients results
- Wanted to 'help' and not charge clients
- Didn't know how to advertise
- Nervous telling people what I was doing
- Had no systems

## Then... I

- Adopted a growth mindset
- Changed how I saw myself
- Believed I could help others
- Got the tools I needed to succeed



# Changing my beliefs changed my life...



## Teamwork makes the dream work...

- 7 employees
- Internship program with 4 interns and over 10 high school students
- 200+ members

## Speaking to Fitness Professionals across North America

## Created a ½ million dollar Fitness Studio

## Living my dream life and helping others do the same



# Become a confident trainer

## Tip

Confidence is a state of mind.

Change your thoughts and you can change your confidence.

# We all start somewhere.

**It's okay to be a beginner!** Give yourself permission to make mistakes.

**Practice and get experience.** Get as much practice as you can. (This does not mean always giving your services away)

**Be open to feedback.** But you don't have to take it as truth.



# Just get started.

**Face Your Fears Afraid!** Get your first client or teach your first class (even if it's your mom or to your children)

~~Fake it till you make it~~ **Believe it until you become it.**

**The Power of “YET”**

**Leverage Mentors** No one ahead of you will ever judge you. Reach out and ask for advice, guidance, and support!

# What would it take to get there?

Who do you need to become? Who do you need to become to be the person (or trainer) you want to be?

## VISUALIZE

Brainstorming Exercise Write down what you need to do to make it happen.



# What's holding you back?

Where are you limiting yourself?

What fears do you have?

What beliefs do you have?

What lies have you believed?



*'I don't have enough experience...'*

*'What if I look stupid?'*

*'What if I don't know the answer?'*

*'What if I can't get my clients results?'*

*'What if I really can't make a living?'*

# Have you ever thought...

**“I don’t know enough to start teaching that”**

**“If only I were more fit I would be a better trainer”**

**“If only I had more experience I would be a better trainer”**

**“Once I have more experience I can charge more”**

**“If only I had more certifications I could make more money”**

**“I am not getting clients because I am not posting my body on social media”**

WATCH YOUR **THOUGHTS**,  
FOR THEY BECOME **WORDS**.

WATCH YOUR **WORDS**,  
FOR THEY BECOME **ACTIONS**.

WATCH YOUR **ACTIONS**,  
FOR THEY BECOME **HABITS**.

WATCH YOUR **HABITS**,  
FOR THEY BECOME **CHARACTER**.

WATCH YOUR **CHARACTER**,  
FOR IT BECOMES YOUR **DESTINY**.

—

# It's all MINDSET.

**What's your MINDSET?**

# What Kind of Mindset Do You Have?



I can learn anything I want to.  
When I'm frustrated, I persevere.  
I want to challenge myself.  
When I fail, I learn.  
Tell me I try hard.  
If you succeed, I'm inspired.  
My effort and attitude determine everything.



I'm either good at it, or I'm not.  
When I'm frustrated, I give up.  
I don't like to be challenged.  
When I fail, I'm no good.  
Tell me I'm smart.  
If you succeed, I feel threatened.  
My abilities determine everything.

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Pro Tip:

You're not **'JUST'** a  
personal trainer.

# Mindset Matters

What mindset shifts do you need to make?

Where do you need to grow?

What do you need to learn?

What decisions do you need to make? What actions do you need to take?

**Brainstorming Exercise** Write down what you need to do to make it happen.



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Confidence comes  
from the **belief**  
**that you can do it.**



**Confidence =**

- + Self Compassion**
- + Courage**
- + Action**

**Tip**

Courage is like a muscle... the more often you use it, the stronger it becomes.

# Self Compassion

Give yourself permission to be where you are at.

Let go of perfectionism

Embody your clients



# Courage

**Be willing to learn and grow.**

**Take a risk:** pick up clients, teach a class, leave your full time job.

**Fail Forward.**

**Be willing to engage in challenging conversations.** Holding others accountable isn't always easy. Choose to engage.

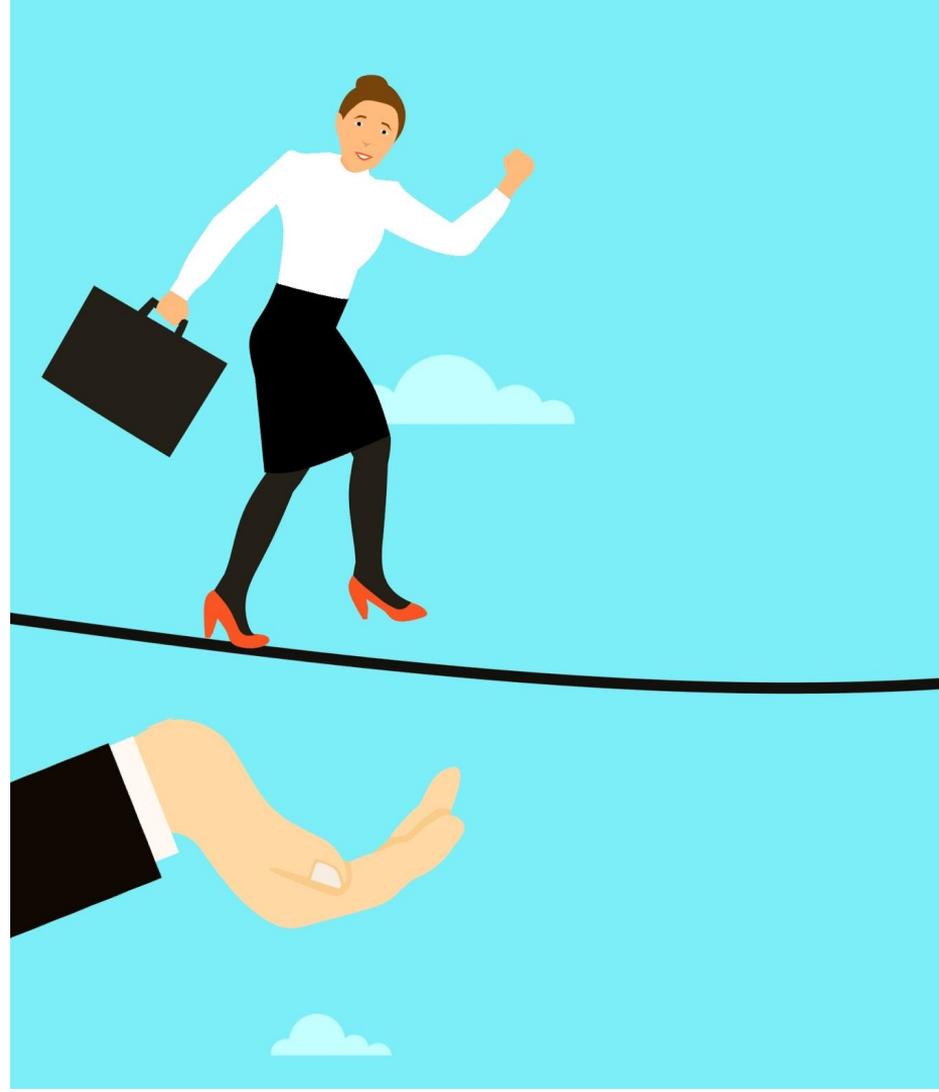


# Take Action

Make it happen.

**Adapt as you go.** “A ship in harbor is safe — but that is not what ships are built for.”

**Taking action will breed more action.**





Do **YOUR** thing.

**Tip**

You are the only you.  
You are doing yourself a  
disservice if you're trying  
to be someone else.

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**Comparison will  
rob you of  
creativity.**

A long, straight road stretches into the distance under a cloudy sky, with mountains in the background. The road is flanked by a yellow center line and white edge lines. The sky is filled with soft, grey clouds, and the horizon shows a range of low mountains. The overall scene is a vast, open landscape.

# First things first... WHO are YOU?

Who are you?

What do you value?

What can't you stand?

What are you passionate about?

Clients will resonate with who you are - not who you think you need to be to get clients.

Brainstorming Exercise: answer the above



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**Authenticity is the daily practice of  
letting go of  
who we think we're supposed to be  
and  
embracing who we are.**

Brené Brown

# HOW do you want to help others?

Without comparing yourself to others or what you have available... how do you want to help your clients?

What goals do you want to help them achieve?

How do you want them to look?

How do you want them to feel?

**What role does fitness and health play in their life?**

**Brainstorming Exercise: answer the above**



# WHO do you want to work with?

Why do clients come to you?

What makes you unique?

What do your favourite clients have in common?

Who do you want to attract?

**Think qualities, character, budget, problems, goals, interests, values.**

**Brainstorming exercise: answer the above**





# Do YOUR thing

→ **Know who YOU are**

When you know what is important to you and what your values are, you attract the right clients and can focus on what THEY need - not how you look.

→ **Know WHO you want to attract**

Who is your ideal client? Get clear on who you want to work with so you can speak to them.

→ **Stay in YOUR lane**

Don't get caught up in what everyone else is doing. Stay educated and up to date but do what works for you.



# Setting Boundaries

Charge what you're worth and  
protect your time

## Tip

Ideally, speak of people in very different situations, but where each could benefit from your solution.

# Setting Boundaries

Working ALL of the hours

Taking ANY and EVERY client

Charging VARYING prices

Answering clients at ANY time

NO cancellation policies



# It's up to you to decide:

## When you will train clients:

- Have a schedule in mind.
- It's okay to say no.
- It's okay to make a wait list.

## How clients can contact you:

- Facebook? Text? Email? Voxer?  
Phone? IG Messenger?
- Train your clients and set boundaries to protect your energy.

You can never get time  
back.  
Spend it wisely.



# It's up to you to decide:

## What you will charge:

- Know your worth.
- Try not to discount your services.
  - Focus on **ADDING** value
- Sell **transformation** not training

## Cancellation policies:

- What will you do with skipped sessions?
- What happens when clients lose motivation and want their money back?



# It's up to you to decide:

## Who you want to work with:

- Who do you love to help?
  - What are you passionate about?
  - Why did you get into fitness?
  - What are your values?
- \* You don't have to work with everyone.
- Knowing who you LOVE to work with will help attract the right clients.





# Marketing: Best Practices

## Tip

Marketing 'best practices' change constantly.

What works today might not work tomorrow.

Adaptability is key.

## Master Marketing:

**You don't have to do all of the things:** just because there are multiple platforms doesn't mean you need to use all of them.

**Know your audience:** where does your audience spend their time?

**Leverage your strengths:** where are you strongest? Tap into your strengths but don't avoid your weaknesses.



## Master Marketing:

**It's not about you.** The biggest mistake you can make is making it all about you. Your clients want to know what you can do for THEM.

**Have a plan.** Create a marketing calendar and schedule your posts/content ahead of time.

**Know when to pivot.** What worked a few months ago might not work now. Be prepared to pivot when you need to.





# Selling: Best Practices

## Tip

### **Selling is serving!**

Take the focus off of selling and on serving the client - what help and support do they need?

# Selling is SERVING

You can't serve who you don't sell

“Skin in the game”

Someone is always selling someone

Know your client better than they know themselves: remove barriers by addressing their fears

*\* Remember - you are not your client.*



## C.O.U.L.D. Sales Flow

1. Make them feel Comfortable
2. Be Organized and prepared
3. Understand their goals
4. Learn their fears/objections
5. Determine a plan (together)

*\*Remember - you're not taking their money, you're changing their life (If they could do it without you... they would have)*



# Possible Marketing Strategies:

- **Facebook:**
  - Organic Facebook Posts
  - Facebook Ads
  - Facebook Stories
  - Facebook Live
  - Facebook Groups (*own/others*)
- **Instagram:**
  - Organic Instagram Posts
  - Instagram Ads
  - Instagram Stories
  - IGTV
- **Strategic Partnerships:**
  - Leverage local businesses
- **Networking Opportunities**
  - BNI, WESK, etc.
- **Reviews**
- **Word of Mouth**
- **Referrals**
- **Google Adwords**
- **Twitter**
- **Blog/Podcast**

## Tips:

1. **Be yourself!** People see through 'fake'
2. **Provide value**
3. **Be transparent**
4. **Share your clients successes.**  
Your audience will resonate more with them than you.
5. **Engage and interact.** What's the intention for the attention?



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**Key: be yourself.**

**Your ideal**

**audience will**

**resonate with you.**



# Confidence: Keep it going

## Tip

### When in doubt...

Breathe, and give yourself a pep talk.

Reframing your thoughts will reshape the experience.

## Practice rocking your confidence:

**Be vulnerable.** This might be sharing your thoughts, experiences, and fears.

**Accept your body.** You don't have to have the perfect body to get your clients results. Life ebbs and flows - so will your fitness routines.

**Engage in difficult conversations.**

**Explore your weaknesses** (while leveraging your strengths).



## Practice rocking your confidence:

**Adopt a Growth Mindset.** Give yourself permission to learn, grow, and fail.

**Use affirmations.** Affirmations are a great tool to boost confidence, belief, and positive thoughts.

**Find 'balance'.** Life doesn't have to be full speed. Take time to process, think, and relax.

**Know Thyself.** You'll be healthiest, happiest, and able to help the most when you know yourself and live by your values and boundaries.



## RECAP:

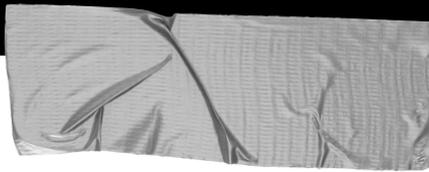
**Know who you are**  
**Know your audience**  
**Market with value and vulnerability**  
**Sell with service**  
**Practice confidence (self compassion+  
courage+taking action) daily.**

**Confidence** comes from knowing **who you are**  
and understanding **it's not about you.**

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“**Everyone** has a **purpose in life** and a **unique talent** to give to others. And when we blend this unique talent with **service to others**, we experience the ecstasy and exultation of own spirit, which is the **ultimate goal of all goals.**”

KALLAM ANJI REDDY



# Good luck!

I hope you'll use these tips to go out and deliver an amazing service with courage to be yourself and confidence to serve others.

For more (free) tips on how to authentically be yourself to live the life you deserve and desire, enrol in my 3 day confidence course at **[bradyjohnson.ca](http://bradyjohnson.ca)**



# We want your feedback!

## Look out for our post event survey to be sent out via e-mail.

