





# The 6 Stages of Fitness Business Growth

After 10+ years working with thousands of personal trainers, coaches, facility owners, and entrepreneurs across the globe, in all levels of the fitness industry, we've defined 6 key stages of fitness business growth and development, along with the critical "success factors" required at each stage in order to grow to the next level. Which stage are you currently in? And by how much do you want to grow?

	STAGE 1 LEADERS CLUB™	STAGE 2 AUTO-CLOSER®	STAGE 3 VIP FAST-TRACK™	STAGE 4 VIP ACADEMY™	STAGE 5 VIP PRO™	STAGE 6 PLATINUM™
Description	Just starting out.	Want to work for yourself.	Ready to open and grow a business.	Comitted to long-term business success.	Want to lead a team that grows your business with you.	Achieving your goals and ready for the next challenge.
Revenue	< 1,500 per month	< 3,000 per month	> 3,000 per month	> 7,500 per month	> 25,000 per month	By Application Only
Challenge	You're still new to the industry and aren't sure how to grow and follow your passion.	You love working with clients, but are struggling to fill your schedule and charge premium rates for your services.	You've started to grow a business, but aren't consistently producing the revenue required to reinvest in continued growth.	You've got a business, but you're struggling with putting all the pieces together to hit targets, earn a profit, and make it all work.	You have a successful business but haven't yet achieved your personal financial goals, and your business still depends too much on you to run and hit targets each day.	You've achieved your initial goals and now have a bigger dream that you aren't quite sure how to make happen yet.
Goal	You want to discover if you can make a business out of your passion and if it's something you'll truly love doing.	You want to grow your client base so that you can make a comfortable living as a full-time fitness professional.	You want to build upon your initial success, accelerate growth, and create the opportunity to work ON the long-term growth and success of your business.	You're ready to get serious and committed to developing a long-term business plan, achieving consistent profitability, and growing your personal income.	You're ready to step into a leadership role and develop a team that allows your business to continue growing while giving you the freedom to do more of the things that you love to do.	You want to be inspired and challenged to continue growing by engaging with other elite entrepreneurs and having fun along the way.
Success Factors	Vision and Community	Mindset, Vision, and Sales	Personal Development, Leadership & Team, Sales & Marketing, Operations, Finance, Strategic Planning	Personal Development, Leadership & Team, Sales & Marketing, Operations, Finance, Strategic Planning	Personal Development, Leadership & Team, Sales & Marketing, Operations, Finance, Strategic Planning	Mastermind and Fun!