

*This “article” was written in Nov, 2007. Since then, trainers from across the country have tapped into the concepts shared here, and have begun impacting more people while building wealth and balancing their lives at the same time. Enjoy, Matt W...*

## **THE 5 BIGGEST MISTAKES THAT KEEP TRAINERS BROKE AND BURNT OUT**

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### **IF NOTHING CHANGES, NOTHING CHANGES**

#### **Notice; These concepts are...**

- Not for part-time, non-bread-winners who train as a hobby
- For trainers who are bread-winners, single parents, or flat out financially motivated
  
- Not for mainstream gym “rep-counters” who are 20lbs over weight
- For cutting edge trainers who are “truth-seekers”
  
- Not for “know it all” trainers with huge egos
- For trainers who are coachable and willing to put ego to the side
  
- Not for trainers who think that certifications and # of letters after your name are the primary influence on your income
- For trainers willing to keep an open mind and let current truth override old, ineffective belief systems
  
- Not for trainers who hate selling or have a hard time asking for the sale
- For trainers who understand that “if you can’t sell, you can’t help”, who have embraced selling as an essential component of helping clients and building your career
  
- Not for hot shot trainers who pose at the gym and use their career as a dating tool
- For trainers with values, morals, and integrity that is visible to all around you

## **Mistake #1: One Hour Sessions**

The Answer: 30 min or 45 min sessions

Who made that rule? Probably someone stuck in a “hours for dollars” mindset who saw himself as still an hourly worker. Or maybe it was a trainer who, due to lack of clients, needed to squeeze every minute and dollar out of the few clients he/she did have.

And who says that more time should cost the client more money? If I can get you results in 30 minutes that takes another trainer 60 minutes, shouldn't the 30 minute session be worth more? If the 60 minute session costs \$50, why shouldn't the 30 minute session cost \$75 if indeed more VALUE and RESULTS are given in the 30 minute session? Something to think about. Point being – let's start giving clients what they need instead of what fits an “hours for dollars” model, and let's start charging based on value and results instead of what we think is a good hourly rate.

Here's what's ironic, the same principles which shorten a session also allow better results to be attained! Science shows that both high intensity training and shortened rest periods produce greater results – but how about when you combine BOTH of those variables – higher intensity with lower rest periods. Not many folks I know can train longer than 30-45 minutes when both high intensity and reduced rest are combined. Keep in mind I'm referring to the 90% “fat-loss” market. Of course, some bodybuilding and strength training types require longer rest periods and greater workout volume than “average Julie/Joe fat-loss”. (By the way, the \$ is in training “average Julie/Joe fat-loss”, she/he makes up 90% of the client market)

Ever notice how productive you are the day before or morning of a vacation? It's called “sense of urgency”. Less time often means greater focus, less chit chat, more action. I can appreciate relationships, but personally I don't train people because I need friends or want to know every detail in a clients life – more time inevitably leads to more chit chat and less productivity.

How do I get away with 30 or 45 minute sessions? I “trim the fat”. Does a client need to pay me to guide them through the same warm-up or stretching routine repeatedly? I can't stomach the thought of finishing at 51 minutes, feeling like I owe them 9 minutes of stretching to give them value – trainers we've got to grow up. Leverage yourself: 1) Teach a thorough warm-up routine during their initial evaluation or first session – from that point forward it's the client's job to be early and complete their warm up before the training session begins. 2) Teach a thorough stretching routine during their initial evaluation or first session – from that point forward it's the client's job to be early and complete their stretching routine after the workout. 3) Teach an

interval cardio routine/routines to your client during their initial evaluation or first session – from that point forward it's the client's job do their own cardio.

I get a solid commitment from my client before we even begin training that they will be responsible for carrying out their pre-workout warm up, post workout stretching, and interval cardio routines.

With the model I'm proposing, my job is to INSTRUCT AND SUPERVISE STRENGTH TRAINING WORKOUTS, not to hand hold from the moment they enter till the moment they leave the gym.

Let go. Get over the idea that people need you for everything. Teach principles and empower people to fly.

People are busy. You may get an emotionally charged client to initially be into the idea of hour long training sessions, but after the newness fades and training (hopefully) becomes a part of their lifestyle, time efficiency will become a key factor in keeping them as a client. Our training program is known for getting people more results in less time – our clients respect that philosophy and refer people to us because of it.

As you begin to think as an entrepreneur rather than high priced manual labor, you'll value the ability to see more people within the same or less time. In our training model, nutritionals are the primary "backend" and passive revenue generator. Less time per client means more clients I can influence and instruct in a given day/week/month/year: more clients = more nutritional sales = more passive and residual income. Big dreams = big teams.

**Do not, beyond the initial session/evaluation, let 1 person consume 1 full hour of your time (regardless of how "important" they are).**

Rather than spending 1 hour with 1 person, I typically spend 45 minutes with 5 people. What are you doing with your time?

## **Mistake #2: Private / 1-on-1 Training**

The Answer: Semi-Private or "Group" Training

NFL teams, Olympic athletes, MMA fighters don't train 1 on 1, why should a mom who needs to lose some body fat?

I'm picturing the early days of personal training... Someone who lives the fitness life, looks good and communicates well begins sharing secrets and tips with friends at the gym. A couple people even offer her/him money in

exchange for designing a program for them or working privately with them. All of a sudden the person becomes a “personal trainer” who earns income by training people – in the beginning or to the outsider, it seems like a pretty good life. If you’re reading this you’re aware of the financial and emotional challenges that will eventually accompany the “glamorous” training life. Those early trainers had good intentions and certainly gave valuable info and changed lives – BUT does that mean they began and passed on an ideal business model to the future trainers (like you and me) who would chose this profession as a career – hardly.

And of course if someone is NOT the breadwinner and is training for a hobby and for the good of helping a few people, certainly 1-on-1 training has tremendous benefit, changes lives, and can help a trainer earn a little income.

But again, if you’re reading this you’re not a hobbyist or part time trainer, you desire financial freedom and time freedom while being able to change lives with your knowledge.

Semi-Private training is the way to go. It’s not the most simple thing in the world, and there is careful planning involved, but once you get your systems down, you’ll be changing more lives in less time, making more money, and having more fun.

Semi-private training allows lower rates for clients (slightly). The value is still high so the rate doesn’t need to be drastically lower. We charge between \$19 and \$35 per person for each 45 minute semi-private session (depending on the # of sessions and/or length of their contract). It allows the person who could not afford training to afford 1 or 2 sessions per week. It allows the client who could afford only 1 weekly session to now afford 2 or 3 sessions per week. Win-win. Do the math and you’ll see that your hourly earnings are certainly greater with 2-6 clients than if you were only training 1 client.

Semi-private training allows you to see 6 people in 1 hour versus 6 people in 6 hours, that gives you 5 free hours to work on yourself, your training business, and your nutritional business. What’s that worth? It’s time to see yourself as an entrepreneur rather than “just a trainer”.

There are 2 types of semi-private training:

1 – You’re working with multiple client types who are on different training programs, all at the same time. This type demands more effort and planning.

2 – You're working with a similar client type and conducting the same workout for each person in the group. This type is more generalized and less specific.

The latter type is what we do at our gym for various reasons. We've identified a specific niche clientele – fat-loss and general fitness. We aren't interested in training athletes, body builders, power lifters, post-injury, etc. We're OK with turning away that business because we've learned that **ANYTHING OR ANYONE THAT DOESN'T ENHANCE OR ADD TO OUR TRAINING MODEL ULTIMATELY TAKES AWAY FROM OUR TRAINING MODEL**. We know who we are, we know what we do well, we know which prospects we want to invite to be a part of our training program.

Because we're very specific in who we want to train, the clients we enroll are typically at a very similar fitness level and require a very similar workout.

Each workout we do is a full body workout that emphasizes intensity and minimal rest.

We believe that fitness is not that complicated. I personally disagree that programs should be so specific that you know exactly how many sets/reps/load you'll be doing in a workout 159 days from today. Here is what I know: whole body free weight based movements work, mixing up the load/intensity works, keeping your muscles/body guessing prevents plateaus, etc.

This philosophy allows our trainers to work with 2-6 people at a time. Studies and personal stories have shown us that people get better results in groups versus 1 on 1. The clients become motivation for each other, this saves your energy. Our trainers avoid being sucked into individual drama and becoming a client psychologist – we're there to get people results with our training and nutritional programs.

I can't imagine ever going back to 1-on-1 training – how boring! When I look back I can remember feeling as though my life was passing me by as I was 1-on-1 training. Now, I feel like I'm giving a high level of value to 5/6 people at a time – not only do my clients love it, my cup is filled too – this is important because if we can't have fun as trainers then we can't last as trainers!

**NOTICE!** Boot camps and semi-private training are NOT the same thing. In my opinion, **BOOT CAMPS ARE NOTHING BUT GLORIFIED PUMP CLASSES**. You **CAN NOT** engage in intense supervised strength training with groups of more than 6 – sorry, there is a limit to space, barbells, and

your focus - no trainer is that good. What are boot camps really giving that progressive aerobics programs aren't giving? Many gyms are now even offering "boot camps" FREE as a part of their aerobics program – that's pretty tough to compete with. What the aerobics program CAN NOT compete with is genuine, supervised, intense STRENGTH TRAINING: SQUATS, DEADLIFT, BENT-OVER BARBELL ROW – ETC.

Now let's talk BIG BUSINESS... with nutritionals as your primary backend revenue generator, would you rather spend your 30/45/60 minutes with 1 person who takes your products or 6 people who take your products? I can hear the bell ding in your head, at this point you should be getting really excited.

Indeed, working with more people at the same time who are all be taking your nutritionals is a way to become financially free – I'm living proof.

Here's what's cool too; just as your clients will motivate and encourage each other to work hard, they'll also SELL each other on your nutritionals! Yes it's true, I'm living it... clients who are getting results with products and who sometimes are drinking their nutritionals before/after their sessions will actually "sell" to other training clients in the group – they don't "sell" to make money, they sell because they like products, they sell because it's in their nature to influence and share. YOU are the one earning more income as your clients influence each other to take more products – amazing.

*2009 Update: Since this original writing, we've shifted to a CrossFit model – [www.crossfit.com](http://www.crossfit.com) – we DO take clients through four 1-on-1 "Foundations" sessions, which equip them with the fundamentals to be able to plug into group sessions, which are led by a trainer. So 1-on-1 is key in this process, but the goal is to "equip and release" – everyone wins.*

### **Mistake #3: Per Session Billing**

The Answer: Monthly Billing

Reality check; if you sell packages of 6-12 sessions, you don't know if you're going to be employed the next month (or when those sessions run out). The only way to secure your training income is to engage people into affordable, long-term monthly payments.

What's easier for a client to commit to?...

Example A  
1-on-1 Training

\$60 per session  
12 pack  
= \$720 (ouch)

#### Example B

Semi-Private Training

\$25 per session

1-2 sessions per week (4-8 sessions per month)

Approx \$100 - \$200 per month (doable)

Selling per session packages forces you to discuss and agree upon a significant dollar amount. For example: 12 sessions @ \$50 = \$600. You have to continuously re-sell at each 12 sessions and they have to cough up “another” \$600 – ouch! 5 Years ago when I was charging \$35 per 30 minute session, I had people purchase 10 packs (\$350) – which meant if my clients trained 2x per week with me, then I had to “ask” and “re-sell” in 5 weeks! It’s a rather uncomfortable conversation isn’t it? “Uh Deb if we could settle up on our next round of training before you leave today that would be great.”... while I thought “boy I sure hope Deb brought her checkbook”.

Guys and gals – that is small time hobby stuff. You shouldn’t be put in that compromising position every 3-6 weeks. Let’s think bigger and simpler...

Why not break it into monthly payments? People nowadays are in a monthly payment and monthly budget mindset – their homes, cars, cable, internet, phones are all paid monthly – why not training too? I see training (for my target market) as a necessary resource for them to live their best life – do you? If their garbage and cable bills are broken into monthly payments, why shouldn’t their training?

When we transitioned our training program from 1-on-1 per session to monthly billing semi-private training, we engaged clients in a 6 month agreement. After getting little to no resistance with the 6 month agreements and seeing other programs getting 12 month commitments, we decided to “up” our training agreements to 12 months. You say why? I say why not?

Why not ask for long-term commitment? I used to cringe at the idea of asking a client for even 6 months, then my friend and industry colleague Patrick told me he was getting 12 month contracts/commitments – he shared with me how he communicates this to his prospective clients – it goes something like this: *“Suzy, we’re not interested in short-term relationships. We want to build long-term relationships with loyal clients who make amazing transformations, become raving fans, and who tell everyone they know about us. We expect our clients to become walking, talking billboards*

*for our service. You didn't get out of shape overnight, and it's going to take some time to condition fundamentals, reshape your body, and make these habits a lifestyle. 12 Months is just the beginning of your journey.*" When I heard that it made total sense, and it made total sense to our prospective clients as well. People respond well to commitment if you back up your logic with certainty and strength – they take it as a personal challenge and like the idea of buying into a journey. We've had great success with getting 12 month commitments; it's a win for our clients because they're going to get results, it's a win for us because we've got guaranteed income for the next 12 months, and probably longer.

And let's face it – it's just easy for a client to say "yes" to "low" monthly payments that range between \$100 and \$300 per month (based on whether they do 1, 2, or 3 sessions per week).

Of course there are issues and questions that come up with the 12 month contract – without going into excess detail here are a couple tips... Offer a \$99 cancellation fee up front, which allows them to say yes with very little risk in case they decide the program isn't for them. Also, we offer a "1 Month of Personal Time" grace period because life does come up right? Illness, family challenges, vacations, etc. all cause the need for some grace so we allow clients 1 month for no training and no billing any time they choose within the 12 month contract.

## **Mistake #4: Not Providing Nutritionals**

The Answer: Provide Nutritionals

FACT: Your clients don't come to you JUST for you to train them, they come to you to look, feel, and perform better. The progressive trainer must see himself/herself as a "wellness coach", which includes BOTH fitness training and nutrition.

YOU, the trainer, are the person in the trenches guiding them through their most mentally and physically challenging times. You are the person who they call to ask questions and celebrate successes. So why the heck should anyone but you be guiding AND providing nutritional resources to help them toward their goals?

Why should they trust anyone but you? Would you rather trust them to the 16 year old working at GNC, or to a Walmart employee? Should GNC or Walmart get the nutritional profits? Are you that afraid of taking charge? Are you so beat down and warped by the system that you feel bad profiting off of

nutritionals? I'm not here to beat you down. I'm here to lift you up. I was in your shoes.

Here is what I finally learned and if you take some time to digest it, hopefully you'll find the truth in it...

WHEN I MAKE MORE MONEY IT MEANS I'VE HELPED MORE PEOPLE GET WHAT THEY WANT.

THE AMOUNT OF MONEY I MAKE OR HAVE IS IN DIRECT PROPORTION TO THE # OF PEOPLE I'M HELPING OR HAVE HELPED.

I finally got "ok" with making more money, especially when I realized that it meant I was helping more people with more resources.

Training and not profiting off of nutritionals would be like consulting on finances but not selling financial products such as mutual funds, or like consulting on car insurance without writing up the insurance policy – crazy. It's time for the industry (specifically the trainers) to wake up and put the nutritional profits in the hands of the primary coach – the trainer!

Don't buy into the idea that nutritional profits belong to "someone" other than you.

Trainers who use the excuse "By law, I'm not allow to make dietary suggestions" are one of the following: misinformed, lazy, unmotivated, or uncreative in their approach.

Here's the truth – CHARGING for nutritional consultations and specific individualized diet plans can get trainers into trouble. Here are some ways to protect yourself:

- Don't charge for your nutritional consultation
- Have your "Liability Release and Training Agreement" express that "nutritional guidelines" will be given and nutritional supplements will be offered, client understands that any dietary changes make or supplements they take are their own decision – client has been advised to get clearance from their medical professional for any dietary changes or supplement additions they consider" – or something that expresses those concepts
- Trainers / Wellness consultants who carry/sell a product line are actually more protected by law regarding nutritional guidelines than those who don't carry a product line

On to another key fact...you can't get wealthy by only training. Training requires time; you actually are "trading hours for dollars" – there are only so many hours in a week, and you have only so much energy. So you are limited in your ability to earn income. Training people is NOT a business, it's a "practice" – your earnings depend exclusively on you to be there and to be working. Sorry to bust your ego, but as a trainer you're just high priced manual labor.

Nutritionals are a CONSUMABLE product. Any wealthy person will tell you wealth is attained primarily by owning real estate and owning a consumable product business. Donald Trump doesn't earn money by trading hours for dollars does he? No, he has "vehicles" that make money for him 24/7, even when he sleeps and vacations. Why not you?

You easily can add to your hourly earnings. Simple example: a \$100 sale made to your client that profits you \$40 just added \$40 to your hourly earnings – and that client can purchase those consumable nutritionals repeatedly.

Nutrition can benefit you in the following simplistic examples...

Instead of training 40 hours per week earning 4K per month, you could train 40 hours per week and earn 2K additional with nutrition and bump your earnings to 6K per month

Or, you could take your training down to 20 hours per week which takes training income to 2K per month, but add 2K income through nutrition which takes you up to your 4K as if you were just training 40 hours. I'd choose the later route, as over-training (clients) burns me out. Work half as much but earn the same as the slave trainer is earning – work smarter not harder right?

The example which I prefer and live out looks like this:

- I do around 10 semi-private sessions per week with approx 5 clients in each
- I direct our training program (pays me 10% of the gross revenues) which takes about 10 hours per week
- I work our nutritional business between 6 and 15 hours per week. (In 2007 Advocare paid us over 60K, and will exceed 6 figures in 2008)

If I put it all down today, I'd have a passive residual income paying me over 10K per month. I'm living proof that the training / nutrition combination can be a fun and rewarding path to financial and time freedom – I'm only 32 old.

## **Mistake #5: Carrying a Non “Direct Selling” Nutritional Line**

The Answer: Carry THE RIGHT “Direct Selling” Nutritional Line

What is “Direct Selling”? Direct Selling is a chosen distribution method that takes products “direct” from warehouse to consumer by distributors.

Examples of successful direct selling companies: Mary Kay, Pampered Chef, Avon. In the world of nutrition and sports performance, there is one direct selling company that stands above all the rest: ADVOCARE. Advocare is a fitness professionals dream.

Direct selling is the opposite distribution method of the traditional “retail model”: examples are anything sold in GNC, Walmart, Vitaminshop.com. EAS, Red Bull, Muscle Tech are all products that are distributed versus the retail model.

Early in my training career my intentions were good but I was misguided in my chosen vehicle (no one had introduced me to Advocare at that point). I carried about 10 retail based products and spent \$5000 to build a website where my client base could order online. I was always behind in my shipping, inventory, etc – it wasn’t pretty. On top of that, clients would shop elsewhere either due to convenience, price, or not knowing how broke I was and how much I dependant on their orders. With Advocare, all the backend work, website, etc is taken care of by the corporate team, and I can’t lose my clients because when they order at their discount I’m always connected and commissioned within the Advocare system.

There are significant dangers in providing retail model products:

- It becomes a price war – clients can get it cheaper other places.
- Convenience – “oh I needed it that day so I just stopped by the store to get my EAS protein shakes/bars” – that just cut you out of the profits and you look like jerk if you call them out on it.
- If a client stops training with you: no more nutritional profit for you. I see former clients in our gym who spend 6 great sessions with me, moved on, but STILL consume Advocare products, I’m still getting paid. Very cool.
- If your client moves: no more nutritional profit for you. With Advocare, people keep ordering products and I’m always paid, even if they move across the country.
- If you move: no more nutritional profit after all the hard work you’ve poured into your clients. After 1 year of building Advocare, we moved from Ohio to Colorado, we’re still profiting from a growing Ohio organization. We made a move and had an existing income – we didn’t lose our nutritional clients just because we moved. Here’s an off

topic something to think about – do you think a pharmaceutical company is going to pay a rep on his old territory if the rep moves? Fat chance. Advocare is the real deal for trainers.

- The retail model is not duplicatable: you don't profit when your clients refer people to the products, you don't profit when you coach trainers to do the same thing you're doing. If you think BEING THE MAN is the pinnacle of business, you'll always be lonely and searching for more. THE PINNACLE OF BUSINESS IS TO TEACH OTHERS TO DO WHAT YOU DO AND SEE THEM BE SUCCESSFUL. I'm even OK with teaching someone to do what I do BETTER than I do it. And guess what, when you help people win and reach success, you'll be WILDLY PROFITABLE. Helping others win pays big money.

#### Benefits of Direct Selling (Advocare)

- Clients can't get the products in stores, only through you.
- No price wars. Prices are standard, client chooses their discount and purchase what they want when they want.
- Clients can order online or call the 800#, shipped direct to them but you always receive commission.
- When the client stops training with you, you still earn residual nutritional profit.
- If your client moves, you still earn residual nutritional profit. Our good friends (former training clients) Shawna and Brett recently moved from Grand Junction to Fort Collins, they love Advocare and continue to order and share products – they're happy and we keep getting paid. Win-win.
- If you move, you still earn residual nutritional profit (just as I explained above).
- You can touch the masses and become wealthy because of a duplicatable marketing system. The true sign of business maturity is to get outside of your ego and to teach people to be great, even to be better than you! I've seen it work with my clients and with our trainers clients – the client gets great results with products and THEN becomes an advocate of the product and distributes/sells the products TO PEOPLE YOU DON'T EVEN KNOW – AND YES YOU PROFIT FROM THOSE SALES – REPEATEDLY. Providing a product line that does not have a duplicatable marketing structure clips your ability to tap into the masses.

WEALTHY PEOPLE PROVIDE PRODUCTS/SERVICES THAT TAP INTO THE MASSES. If you're trying to make money by selling products to YOUR CLIENTS ONLY – you'll always be playing and earning small.

- Build an empire of fitness professionals who are on your Advocare Team. You profit when you coach other trainers to do the same thing you're doing. How cool would it be to have your very own "empire" of clients and trainers on your team who are sharing products to build their own team? Chose to see yourself NOT just as a trainer who offers a product line to your clients, rather see yourself as a "Nutrition Mogul" (like P-Diddy is to the music industry, he performs but also finds and develops talent) – you can be a voice in the fitness industry who connects fellow fitness pros to an opportunity THEY NEED. And you benefit (forever) by helping your team of trainers be successful. I'm livin' it, so can you. Nothin' better.

Advocare found me at a time in my career when I had a solid reputation as a trainer and wellness speaker, I had my own audio CD that sold well, I had a poster and manual that I created that also sold well. Fact was, I was tired of "being the man" all by myself, and I was tired of being broke. From the outside it all looked good, but I was suffering from what many "fitness superstars" suffer from – lack of income despite your talent and ability to help deliver results.

I was missing the vehicle that provided the many benefits listed above.

Sorry to bust your ego again, but the world doesn't need another solo fitness guru, there are plenty of those. The principles of truth are out there, get them to people and help them implement them with solid training and solid nutrition, and help other fitness pros do the same thing. I chose to put my "celebrity fitness image", my cd's, my poster, and the book I was writing ALL on the shelf. Once Advocare found me, I poured my all into it, and it's been the most rewarding experience in my career – TO BE A PART OF SOMETHING BIGGER THAN MYSELF.

"Being the Man" isn't all it's cracked up to be. I was a "fitness lone ranger" before Advocare. Advocare gives me a culture of amazing leaders from whom to learn, allows me to be coached by mentors, and allows me to use my gifts of leadership and coaching to help others. Financially, Advocare has taken our family to a 6 figure income within 3 years of working it part time – of course many blessings come with that type of income: time off, vacations, a new state/home, a new house, etc.

Here are some extras to keep in mind...

Despite your perceptions or past experiences, keep your mind open – yes there are many "cheesy" Direct Selling companies – but there are lots of

cheesy people, cheesy trainers, cheesy gyms, and cheesy retail model companies.

“Miracle Juice” companies are a dime a dozen – everybody has been pitched the latest greatest newly discovered island fruit in a bottle – I would not advise going this direction, I would advise your overweight aunt who smokes to go that direction – those types are usually attracted to the funky juice and the quick buck.

There is 1 Direct Selling company that stands above all the rest when it comes to being a fit for the fitness industry: Advocare is a “hand in glove” fit for trainers, here are just a few reasons:

- 15 Year old company
- Former NSCA President Dr. William Kraemer is on Advocare’s Sci/Med Board
- Products based on both science and common sense that work
- Products that feed muscle
- Products that aid fat-burning
- Unpaid professional endorsers such as: Drew Brees (NFL Man of the Year), Hannah Teeter (Gold Medalist Skier)
- Fair and affordable retail pricing: ie bottle of Omega 3’s: \$12.95, box of 14 Spark Energy Drinks: \$19.95
- Clients can easily get 20% to 40% off their products
- The #1 energy drink on the planet: Spark
- The #1 electrolyte replacement drink on the planet: Rehydrate
- 40% Profit on retail sales
- A Culture of coaches, athletes, and trainers
- A Culture that stand for integrity and emphasizes personal growth
- Not “cheesy” like funky juice companies
- No monthly minimums clients have to order
- No mandatory autoship that will eventually frustrate your clients
- Clients conveniently order online or via 800#, products are shipped to their door while you earn commission every time
- No territories: build an empire of trainers and clients across the country
- Outstanding customer service department
- 100% Money back guarantee
- Sharp labeling and easy to understand product names (ie: Nighttime Recovery, Meal Replacement Shake, Rehydrate, Muscle Fuel)

- Duplicatable System: select clients and industry colleagues can become distributors on your team, you can earn residuals on every order that ever happens in your organization
- Gives trainers a chance to truly own a business rather than having just a practice that trades hours for dollars

## **Let's Re Cap by Visualizing This Lifestyle**

- Doing only 10-15 forty-five minute sessions each week
- Seeing 3-6 clients for each of those sessions
- Looking forward to your training sessions and your clients
- Living fresh and energetic because you don't have to get up at 4:30am 5 days per week
- Having guaranteed monthly revenues from committed training clients
- Having peace of mind and stability due to growing monthly revenues with both your training and your nutrition businesses
- Doubling your current income with the addition of excellent nutritionals to your business model
- Taking a vacation and earning nutritional revenues while you lie on the beach, ski in the mountains, or hike in the wilderness
- Taking time off for rest, personal growth, or to visit family – with the peace of mind that you've got income coming in
- Having trainers thank you for introducing them to Advocare and for the lifestyle you've helped them achieve
- Having clients thank you for changing their lives with both your training and the products you've introduced them to
- Having clients who join your distribution team and remain great business partners and friends – long after they've stopped training with you
- Being at an Advocare Success School, taking a moment to look around at the team of 50 or more champions who are there because of your influence and commitment to serve
- Growing in your faith and integrity as a result of upline, crossline, and downline relationships built through Advocare
- Growing in your leadership and business skills because of the leadership culture you've surrounded yourself with in Advocare
- Being a part of something bigger than yourself

I'm living it, and if you're willing to be coached and work smart, you can live it too. If you're a fit, our team will coach you on growing your business, you'll also have access to team calls every 2 weeks.

Healthy Blessings,

Matt Warren

Or contact me directly:

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